

## Bali Quality and Sustainable Tourism Development towards Local Economic Impact



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**ABSTRACT:** Quality and sustainable tourism is one of the drivers in the new economic sector, creating attractions and superior products that are of interest to the international market and world buyers. This study aims at investigating tourism development efforts through the annual execution of Bali Beyond Travel Fair (BBTF) and Bali Arts Festival (BAF) which will have an economic impact on local communities and tourism actors. This study uses an interpretative qualitative analysis model through observational data collection, in-depth interviews and document studies. The results of the study show that tourism activities create demand, both consumption and investment which in turn will lead to goods and services production activities in improving people's welfare and economic growth, especially the multiplier effect for local communities. Therefore, the quality and sustainable tourism that is carried out regularly at BBTF and BAF is one of the drivers in the new economic sector, creating superior attractions and products that are of interest to the international market and world buyers.

**KEYWORDS:** quality and sustainable tourism; multiplier effect, BBTF, BAF, local community

### I. INTRODUCTION

Indonesia has millions of eye-catching tourism destinations. This is certainly a big advantage for Indonesia to develop quality tourism. However, behind the development of the tourism sector it is not in line with the increasing welfare of the surrounding community, in fact often local people only become objects of tourism development, not as real tourism actors. Therefore, good management of tourism development is needed in order to create quality tourism. Tourism is one of the economic drivers that can be relied upon in driving Indonesia's economic growth. Tourism in Indonesia has played a very important role especially in increasing the country's income and job creation.

The tourism potential own by the country, such as a lot of places of interests and cultural diversity that attracts the attention of tourists. This is an invaluable asset and great potential to build quality tourism. According to Kusuma et al (2019), there are several things that reflect quality tourism, namely (1) increasing the welfare and happiness of local communities, (2) providing satisfaction to tourists, (3) being sustainable, and (4) developing. Communities are hosts in tourism destinations who are obliged to be good hosts to achieve tourist satisfaction. In the development of quality tourism, the concept of ecotourism or development based on community empowerment must be applied.

Everyone who travels is certainly looking for pleasure through self-actualization. Several things are needed to achieve optimal self-actualization, including accessibility, amenities, and attractions that support tourist travel needs (Rejiekumar et al, 2021; Mantolas et al, 2021). Quality tourism must be able to fulfill these things. All aspects of tourism must be sustainable. Tourists who come must come back with new tourists, businesses in the tourism sector must live and develop, and the impact of tourism on society is maintained and increased (Lwoga, 2019). Lwoga put forward further that not forgetting the preservation of nature, traditions and culture must also be maintained. To anticipate saturation in tourism activities, of course, new things are needed. Therefore, tourism is not enough to just build, but must develop (Salazar, 2012).

In the development of tourism in Bali there must be a planned development as a whole, so that the benefits obtained are optimal for the community, both from an economic, social and cultural perspective (Priatmoko et al, 2021). The current tourist trend is special interest tour packages, so that tourists are expected to be able to spend a lot of money to fulfill their desires in traveling (Muliani & Krisnawati, 2022). This makes the business opportunity very large because the target is high quality tourists or tourists who have high quality (Dolnicar, 2020). Thus the activities carried out really support sustainable tourism development. Sustainable tourism development can be identified through its principles which are elaborated below. These principles include participation, stakeholder participation, local ownership, and sustainable use of resources, accommodating community goals, attention to carrying capacity, monitoring, evaluation, accountability, training and promotion (Postma, 2017).

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With the packaging and organizing of these tour packages, the local community will get economic benefits in a sustainable manner. Tourists get the maximum quality of experience by enjoying the beauty of nature, the culture of the local community in more depth and actively participating in getting to know the cultural philosophy of the local community. The benefits obtained by the organizing travel agency and travel agent are in the form of economic benefits from the implementation. So to realize the development of quality destinations in Bali, of course, it is necessary to study the things that need to be done in realizing the development of quality destinations in Bali, this is certainly interesting to study.

## **II. LITERATURE STUDY**

### **2.1 Definition of Tourism and Travelers**

The word tourism or "tour" comes from the Latin "tornare" and the Greek "tormos" means circle, a displacement from a place of origin. In modern English it means change or displacement or rotation or turn (Sabil et al, 2022). While the ending "ism" means action. When combined between tour and ism it becomes tourism which means moving or turning from one certain point and returning to its original place. So the tour shows a round trip. Tourists are "temporary visitors who stay at least 24 hours at a destination visited with the aim of having fun, business, family, mission or meeting. While the notion of "excursionist or traveler is a person who travels for less than 24 hours in the country he visits, including cruise ship passengers (Utama, 2021). Since 1963, said visitors, tourists and excursionists, the proposals have been accepted with various revisions and consequences.

Meanwhile Singh et al, (2021) provide an understanding of tourism as a diverse phenomenon that results in moving and staying in a destination outside the place where they usually live. "Tourism is a multi-faced phenomenon that involves movement to and stay in destinations outside the normal place of residence. When translated freely, tourism is a human activity that travels and lives in a place that is not the environment where they usually live with a grace period of one year for the purpose of enjoying leisure time, business and other purposes.

### **2.2 Definition of Tourism Destinations**

According to Law No.10. 2009 "Tourism Destination Areas, hereinafter referred to as Tourism Destinations, are geographical areas within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism (Jaelani, 2016). Thus the development of tourism destinations must refer to the Tourism Destination Development Vision in 2010 - 2014 which integrates various interests such as: Elements of tourist interest: Quality and competitive destinations, Elements of interest: Quality and internationally competitive destinations, Community interest elements: Community-based destinations (Community Based), Elements of environmental interests:

### **2.3 Tourism Products**

Tourism products are something that can be offered to tourists to visit a tourist destination. Tourism products can be in the form of natural, cultural and community handicrafts. There are several opinions raised by experts on the notion of tourism products. According to Paulauskaite et al (2017) tourism is as something offered to consumers or market share to satisfy wants and desires including in physical objects, services, human resources involved in the organization and breakthroughs or new ideas. Ahmad & Radji (2022) describe tourism products as an integrated product arrangement, consisting of tourist objects, tourist attractions, transportation (transport services), accommodation and entertainment where each element is prepared by each company and offered separately.

### **2.4 The Concept of Pro-Poor Tourism**

Pro-Poor Tourism (PPT) according to Goodwin (2008) is a tourism that results in increased net income for the poor or vulnerable. PPT is not a separate sector or product specific but an approach towards tourism development and management. This will increase linkages between tourism businesses and weak/poor people, so that tourism's contribution to reducing poverty increases and weak/poor people can take a more effective part in product development. Links to many types of poverty need to be considered with staff, neighbors, landowners, producers of food, fuel and other distributors, as well as tourism micro-enterprises, craft makers and, users of tourism infrastructure such as roads and water resources. The pro-poor tourism strategy according to the pro-poor tourism partnership, is how to increase the local workforce, build a mechanism for consultation. Various types of companies can be involved, an inn or simple hotel in the city, travel agents, as well as infrastructure developers. The key factor is not the type of enterprise and type of tourism but an increase in benefits for the poor.

Pro-Poor Tourism according to Thomas (2014) is the positive impact of tourism on poor people. PPT is not a product specific but an approach to the industry, It is an approach that seeks to increase the participation of pro-poor at many points in the sector, and that aims to increase their economic and social benefits from tourism while reducing the negative impact on the poor. The development of quality and sustainable Bali tourism referred to in this study is the development of quality destinations through mutually supportive integration and collaboration between the tourism sectors, increasing quality human resources, involving and empowering the community, community-based tourism development, packaging quality tourism products, capturing quality

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tourists. All scope of tourism development is in accordance with the mission of organizing the BBTF and BAF which is annually held in Nusa Dua and Denpasar Bali.

### **III. METHODOLOGY**

#### **3.1 Data Source**

The type of data used in this study is qualitative data, namely the author describes the data in words based on data from primary and secondary data that has been collected and based on the results of interviews, observations and literature studies. This study uses primary data sources such as the results of interviews with tourism actors, field observations and secondary data, namely data obtained from library sources such as books related to tourism and the internet.

#### **3.2 Data Collection Technique**

Library Studies, namely the author collects relevant data by reading literature, books, related research, and sources from the internet. Such as books related to tourism, tourism products, and tourism marketing. Field Study, namely the author collects data by interviewing tourism actors and seeing directly the conditions that occur in the field. And in this case it is the island of Bali which is the writing case study.

#### **3.3 Informant Determination Techniques**

The method of determining informants used in this research is purposive sampling, which is a way of determining key informants based on specific goals and also based on the considerations of researchers where informants are determined according to their research objectives and have criteria (Rao et al, 2017).

#### **3.4 Data Analysis Technique**

The data analysis technique used is descriptive-qualitative analysis technique. Where the author tries to analyze the data obtained by describing it in the form of a statement. The goal is to be able to explain the phenomena that occur in accordance with the real conditions in the field. In this case the island of Bali.

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### **IV. RESULTS AND DISCUSSION**

#### **4.1 Development of Quality and Sustainable Tourism in Bali**

In developing quality and sustainable tourism, it is necessary to have integration that supports each other and cooperates in each sector. Here it is explained how a tourism destination develops a responsible tourism product. Being responsible means that the tourism destination has succeeded in building a tourism system whose activities are sustainable by providing a good quality impact on its products and also the quality of the tourist experience. For this reason, there are two annual events that carried out regularly in Bali, which are known as Bali Beyond Travel Fair (BBTF) and Bali Arts Festival (BAF). As an annual event, BBTF has been held several times and in June 2014 this international event was held for the first time in Indonesia, namely at the Bali Nusa Dua Convention Center (BNDCC), followed by domestic and foreign tourism business players as sellers and buyers. The buyers mostly come from ASEAN countries, China, India and Australia, as well as from Europe. Ardana (interview, 4 December 2022) stated that.

"The Bali and Beyond Travel Fair travel mart event aims to strengthen existing events to image Indonesia as introducing destinations beyond Bali. This idea was obtained from the Ministry of Tourism and Creative Economy in collaboration with ASITA and the regional tourism promotion agency. This event was the first time held in Indonesia by cooperating with a buyer as well as domestic and international sellers with the theme Gateway to Indonesia Creative Tourism".

Tourism stakeholders assume that this event can be a sustainable event, judging from the enthusiasm of buyers and sellers who are quite good. This refers to the fact that Indonesia must have pride in developing destinations. Therefore, this event can be a promotional event in Indonesia so that it can be on par with other events in the world. The implementation of the 2014 BBTF not only aims to increase foreign tourist visits to Bali, it is also expected to encourage an increase in the spread of foreign tourists to other destinations, especially the eastern region of Indonesia which was developed through the Bali Beyond program. During the 2014 BBTF event there were 2 sessions between business to business (B2B) and exhibitions. The first BBTF was held successfully, then continued with the Bali Arts Festival which has been routinely held every year in June for one month. After the successful implementation of the first BBTF event, it is then held on an ongoing basis every year by taking a different theme according to the planned program related to the development of quality and sustainable tourism in Indonesia. With the exception of the 2020 implementation, given the outbreak of the Covid-19 case, the BBTF, which was originally scheduled for 9-13 June 2020, has now become 8-12 June 2021. This postponement is also in line with the postponement of the 2020 BAF implementation which is usually scheduled in early June to mid-July.

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**Table 1. The annual event's schedule of BBTF**

No	Theme of BBTF	Sellers		Buyers		Total of Transaction (USD)	Venues and Dates
		Bali	Beyond Bali	Domestic	Overseas		
1	Gateway to Indonesia Creative Tourism	200	78	50	196	383,923,000	BNDCC, 10-14 June 2014
2	See the Wonderful Indonesia Archipelago through Bali's Natural Beauty	100	76	45	126	404,586,000	BNDCC, 11-12 June 2015
3	Where the World Comes to Meet	100	68	80	148	529,408,900	BNDCC, 23-26 June 2016
4	Meet, Connect and Explore The Archipelago	100	88	55	144	430,564,396	BNDCC, 7-11 June 2017
5	Exploring The Colors of Indonesia	150	94	63	257	593,310,000	BNDCC, 26-30 June 2018
6	Journey to Sustainable Tourism	138	95	70	233	697,590,000	BNDCC, 25-29 June 2019
7	Exploring Sustainable & Wellness Tourism	80	65	116	67	348,795,000	BNDCC, 8-12 June 2021
8	Balancing in Harmony	131	50	115	273	346,667,000	BNDCC, 14-18 June 2022
9	Reconnecting to Quality and Sustainable Tourism	250 (targeted)			350(target ed)	422,934,000 (targeted)	BNDCC, 14-17 June 2023

**Source:** BBTF Organizing Committee, 2022

Several stages of how to develop quality tourism destinations are required, such as maintaining management of Bali tourism, aspect of people prosperity, showing Balinese cultural spectators to tourists, and conserving the nature of Bali. Moreover, the local wisdom of Balinese cultural values can be an inspiration in preserving any aspects way of life of the Balinese, especially for something that getting depleted like dances and art works. In fact, it is becoming one of tourism advantages in Bali in which preservation of arts and cultural performances can later become an attractive attraction for tourists visiting the island. Hence, it becomes a media of local communities' creativity and innovation. In addition, with the existence of tourist attractions in the form of the local genius, it will bring tourists to be able to respect and appreciate culture in every places of interest in Bali they visit. Bali as a world famous tourist destination is also expected to have a visitor management system, including actions to maintain, protect and strengthen natural and cultural resource assets. To support this system, Bali authority can provide or publish appropriate visitor behavior guidelines on sensitive sites. This information and guidance must also be adapted to the local culture which is developed through collaboration with the community. Additionally, Bali as a window for Indonesian tourism is very effective in attracting foreign tourist visits to continue their tourism trips to Eastern Indonesia because nearly 40 percent of foreign tourist visits to Indonesia go through Bali. The Bali Beyond Travel Fair then will become a forum for international buyers to shop for tour packages in Bali and tourist destinations in Eastern Indonesia or Bali Beyond.



**Figure 1. Tourist attraction in Bena Traditional Village, Ngada, Flores, NTT.**

**Source:** <https://travel.kompas.com> (2015)

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Figure 1 show that the residents of Bena Traditional Village, Ngada, Flores, NTT playing traditional music which is usually played in the framework of the traditional ceremony of building a new house. This around 1,200 year old village is thick with ancient architecture and megalithic culture. Therefore, cultural tourism that develop in Indonesia, especially Bali which is its population is predominantly Hindu is rich of cultural show taken from the epic of Ramayana and Mahabharata. One of the popular cultural shows is Kecak and Fire dance which is performed by the local in Uluwatu temple while seeing the sunset as well.



**Figure 2. Uluwatu Kecak and Fire Dance with sunset view**

**Source:** Personal collection

For the purpose of enhancing the local micro small and medium enterprises (MSMEs), dozens of booths or pavilions where various merchandise was sold in the Bali Arts Festival (BAF) arena which were originally rented out, have now been decided to be made free or used free of charge by willing traders. The Governor of Bali, Wayan Koster, made a policy of eliminating dozens of booths for free, both those that were built permanently and the tents that were erected in the PKB arena which is routinely held every year at the Bali Provincial Cultural Park (Art Center) Denpasar. The policy of eliminating booths for free is intended to provide full support and encourage the progress of local MSMEs and the creative economy that is starting to grow on the island of the Gods.



**Figure 3. Stand Micro and small enterprises in BAF**

**Source:** Personal collection

### 4.1.1 Improving Quality Tourism of Human Resources

Human resources (HR) is an important role in every management of an agency or organization. Human resources play an important role because the perpetrators of all activities are humans themselves. If the people who carry out their activities are qualified, it will be very possible to produce quality products. Even in the tourism system, human resources are the main key in management or development. For example, Indonesia, which is said to have great potential in tourism, is still unable to compete with neighboring countries and also western countries. This is evident from Indonesia's ranking which was ranked 74th in the world in 2011 (Antaraneews.com, 2012) but admittedly still behind compared to Asean countries such as Malaysia and Thailand which occupy respectively 16th and 42nd in the world.

For this reason, it is absolutely necessary to increase tourism human resources. The government should be a pioneer in this activity. Improving human resources in the field of tourism can be done by building schools in the field of tourism, providing special tourism training for the community and also providing rewards to tourism human resources who are able to achieve achievements in their fields. It is intended that tourism human resources be motivated to do all things of quality in tourism.

### 4.1.2 Engaging and Empowering Communities

Community participation is very necessary in the implementation of sustainable development. Tourism development that does not involve the community often causes a sense of marginalization among the local community. A further consequence is that there is a confrontation between the local community and the industry, which in turn threatens the sustainability of tourism development

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itself. To be able to increase community participation, it is very necessary that development programs or innovations that are developed contain the following elements:

Providing benefits relatively, economically affordable and economically considered the costs incurred are smaller than the results obtained (relative advantage). The elements of the innovation are considered to be beneficial for the locals without creating any negative excess to the society. It is easy to observe the results of these innovation elements through demonstrations or demonstration practices (observability). In spite of advantageous acknowledgement towards Bali tourism development, there are some drawbacks for its further development. In this case, tourism experts' recommendation should be taken into account is that concerning the development of small-scale tourism industry, which can be upscaling community participation instead of the mass tourism in Bali. Thus, the island carrier capacity for tourist facilities should be always considered because Bali is only a small island and if it is massively developed it will give over tourism impacts.

In addition, the Role of Tourism against poverty "Pro-Poor Tourism" is one of the approaches in tourism development and management, which can increase engagement between tourism businesses and poor communities so that tourism can contribute to reducing poverty and communities can participate more effectively in product development they. There are various types of tourism strategies that are pro-poor, ranging from increasing the local workforce to building consultation mechanisms. Many types of companies can be involved, ranging from small hotels, travel agents and developers. The main key is not the type of company and type of tourism but how to increase the income of the poor.

### **4.2 Building Community-Based Tourism**

The concept of community development is different from conventional development. The Top-Down model is considered to have forgotten the basic concept of development itself, so that instead of increasing the quality of life for the people, they are disadvantaged and even marginalized in their own environment. In the Bottom-Up model, development as social learning requires the participation of local communities, so that development management is actually carried out by those whose lives are most affected by this development (Dodds et al, 2018).

The theory of Community Based Resources Management (Stone & Nyaupane, 2014) is different from the approach that has been used so far, namely centralized bureaucrats. Mbaiwa (2015) put forward three reasons why Community Based Management is very important to be implemented as a basic plan in development. First, there are local resources that have traditionally been controlled and managed by local communities. Local people are seen as capable of managing their environment, because they have inherited this wisdom from generation to generation. Second, there is local accountability, meaning that management carried out by local people is usually more responsible, because the activities they carry out will directly affect their lives. Outsiders are seen as having no moral affinity with the local community, so they do not feel that they have a high responsibility. Third, there are variations between regions (local variety), so that one region and another cannot be treated the same and demands a different management system.

### **4.3 Packaging Quality Tourism Products**

The problem that is often forgotten by tourism actors is when packaging tourism products so they are ready to be marketed. Tourism products are products that must continue to change in the sense that these products must follow trends at any time if consumers or tourists do not want to be left behind. Lots of travel agents who work on a tourism product to become a tour package are only profit-oriented at this time. So they don't think about the impact they will receive in the future. It is the community that gets the most negative impacts, while the positive impacts in the form of economic benefits are enjoyed by investors.

Therefore, in packing tourism products there are 2 things that must be considered, namely:

#### **4.3.1 Packaging tourism product components**

The tourism product component consists of attractions which are the main attractions of tourism destinations, amenities, namely facilities supporting tourism activities such as hotels, restaurants and travel agents. In addition, accessibility must also be packaged properly. This also has an impact on the interest of tourists to visit a tourism destination. And the last is good additional facilities such as tourism information, roads, electricity, and all supporting tourism activities. Facilities are fundamental things that provide added value to a tourist attraction. Facilities are also able to give a good image to tourist attractions, so that with good facilities there is a tendency for tourists to want to visit and stay longer because they feel comfortable.

#### **4.3.2 Packaging Tourism Services**

After the tourism component is properly packaged, of course it will be meaningless for visiting tourists if they do not get service. One important thing is that tourists visit a tourism destination with various motivations. And the biggest motivation is because tourists basically want a good service from the product they see or from the product they feel. This service will later leave an impression on each tourist. If the impression they receive is bad, surely these tourists will not want to visit again. Meanwhile, if the impression that tourists get is very good, it is very likely that tourists will visit again and will also tell their friends to visit tourism destinations that they have experienced.

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### 4.4 Attract Quality Tourists

Tourism development will be of higher quality by carrying out quality activities, namely providing a quality experience for tourists. Thus tourists who visit destinations are definitely quality tourists, besides that satisfaction will also arise from tourists (customer satisfaction). And of course tourists dare to spend a lot of money at the destination. The money can be enjoyed by the local community. Such tourists are expected by a tourism destination.

Currently, in the development of tourism as a manager not only see the benefits of the number of tourists. However, tourism destination managers must look at the quality of the tourists themselves. It is better to accept a small number of tourists but provide a greater profit for the destination. Instead of receiving a large number of tourists, it has more impact on destinations. Therefore, as a tourism destination, it must be able to choose tourists to match what the community expects. This will be very meaningful when a tourism destination feels the impact after various problems occur.

The environment will also fall victim to the development of mass tourism. So that this will affect the carrying capacity of a destination. So, in essence, if a tourism destination wants quality tourist arrivals, then develop quality tourism. Quality tourists in question are tourists who have concern and insight into the environment, respect local culture and society, and want to provide benefits to destinations. The island of Bali is capable of this because of the potential and opportunities it already has. Now the most important thing is to create awareness and build quality tourism management.

### CONCLUSIONS

From this research it is known that developing quality tourism destinations requires mutually supportive integration and cooperation in each sector. A tourism destination must develop a responsible tourism product. Being responsible means that tourism destinations have succeeded in building a tourism system whose activities are sustainable by providing good quality impacts for their products and also the quality of the tourist experience. For this reason, there are several stages of how to develop quality tourism, including improving quality human resources, involving and empowering the community, building community-based tourism, packaging quality tourism products, attracting quality tourists.

It is further suggested that good planning and quality management will certainly get quality results. Tourism will not be able to develop properly if it is not controlled or evaluated. Because tourism is a large system and moves in the international world. As a tourism destination, it must develop an attitude of openness and be able to provide quality benefits for the development carried out. This will be in line with government programs to increase all existing resources. Therefore, planning and evaluating implementation is a fundamental thing that must be carried out because this is very often ignored and even forgotten. The community has the right to carry out tourism programs because tourism is also from, by and for the community.

### ACKNOWLEDGMENT

Thanks for those who have given contribution that this article can be completed on time. Special thanks to the ASITA Bali who had given the secondary data of the implementation of BBTF.

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