

# An Analysis of Tourism Infrastructure, Tourist Visitation and Social-Cultural Impacting the Development of Tourism and Quality of Living in Bali

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## **Abstract**

Tourism industry has been highly recognized as an important tool in the economic development and growth of a country. Bali as a tourist destination has the brightest future prospect compared to other cities in Indonesia. However, there are some misconceptions towards priority. Therefore, this research paper leads the findings to always remind the importance of the standard of living of the society. Furthermore, this research paper is focused on how tourism infrastructure, tourist visitation, and community participants benefit Bali's tourism industries and how it can improve the standard of living of the society. Accordingly, a qualitative method was implemented because it is more applicable and relevant to the research findings. However, there are limitations, such as biases of both parties, local voices, and different levels of education that could prevent the findings from reaching its peak. Therefore, the study has applied random sampling and semi-structured interviews to get more diverse perspectives from the participants but still getting high quality answers. To conclude, by understanding the importance of every aspect, it could benefit Bali's tourism industry to grow as a unit and to be more sustainable in the long-term.

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## **Chapter 1 Introduction**

### *1.1 Background Information*

Tourism industry has become one of the main sources of foreign currency earnings (OECD, 2020). In Indonesia, the tourism industry is one of the most important tools impacting Indonesia economic development (Walpole and Goodwin, 2000). Furthermore, the tourism industry in Indonesia has shown considerable and consistent growth from year to year (Wardana et al., 2018). In 2017, the tourism industry contributed 4.1% of Indonesian total gross domestic product (GDP), which reached IDR 536.8 trillion (OECD, 2020). With this fact, it could be said that the Indonesian tourism industry has a clear prospect and a

promising potential towards the future. In recent years, the Indonesian president, Joko Widodo (Jokowi), has recognized the importance of the tourism industry and asked all ministries to support the tourism development to raise the level of Indonesia economy (Lemy et al., 2020). Moreover, according to Sutawa (2012) socio-cultural is one of the most important resources when it comes to Indonesian tourism. In addition to supporting Sutawa statement, Zhao and Ritchie (2007, cited in Wardana et al., 2018) mentioned that community participation is a main factor in tourism development. Furthermore, Aref (2011) underlines that tourism development will never be successful without the intervention from the community leader and the community involvement. On the other hand, according to

Parwati and Trianasari (2016) tourist visitation could also help the development of the tourism industry in Bali, Indonesia by supporting the local community with higher level of educational knowledge and the act of behaviour. Furthermore, Lemy et al. (2020) mentioned that tourist visitation would help to advance the quality of infrastructure to help the growth and development of the tourism industry in Bali, Indonesia. Infrastructure includes: Buildings, roads, airports, telecommunications, water supply, electricity, and so on. To add up, Van Roy (2005, cited by Wardana, 2018) defined that infrastructure is a social concept which has a huge contribution to the development of the tourism economy, by providing facilities and increasing the level of productivity. Therefore, both tourist visitation and social-culturalism are very crucial when it comes to tourism development in Bali, Indonesia and might be the biggest factor to make the Bali tourism industry be more sustainable in the long-term.

### 1.2 Rationale

Research has shown that the tourism industry in Bali has grown rapidly compared to other industries, but as the industry continues to grow, it forgets its core fundamentals principles, which is environment stability. For instance, a research from Davenport (2006) mentioned that the effect of over tourist visitation is very fatal to the environment, especially to the coastal areas, which Bali is famous for. Furthermore, the importance of tourism infrastructure is not only determining the increase of the number of tourists and attracting more international investors to gain more economic growth, but also raising the welfare of the society in Bali, Indonesia (Fitriandi et al., 2014). Moreover, Bali is a cultural tourist destination, which the local community will be involved in the tourism industry, where a study according to Picard (2008) Bali is struggling to regain their identity and value because of the tourism industry. To add more, a study conducted by Holmlund and Donnerberg (2018) mentions that, the main reason why Bali is struggling is because, “the people are becoming more money oriented due to the development of the tourism industry”. Furthermore, a good point is stated by Sari et al. (2016) that an interconnection between tourists and the local people could weaken the local traditions and values, especially when the tourism industry is becoming the main economic income for the country. This statement is clearly supported by Nunkoo and Gursoy (2012) by explaining that by undermining the local tradition and value could create a social conflict, where one side of the society is focusing on keeping the local tradition and value, while the other side of society is focusing on tourism as their priority. On the other hand, Park et al.

(2017) stated that social conflict could be solved with a strong community attachment within individuals. In addition, community attachment was explained by Andogo et al. (2017) as the tools to build an emotional connection between locals and the community in order to create awareness and personality of the place. To sum up, Andereck et al. (2005) came up with a statement that explained, the stronger the relationship between people and the place, the more they will realize which are more important to the society. To totally agree with Andereck et al. statement, Seraphin et al. (2018) supported with a clear and solid sentence that the level of quality life of the locals are more important than the economic income that the country gets from the tourism industry. Therefore, the author would like to investigate the impact of tourism infrastructure to increase Bali's economy and the number of tourist visitation, then how tourist visitation could be increase by the involvement of the local participants, and lastly how can those factors could increase Bali's overall tourism industry and improve the standard of living society in Bali, Indonesia.

### 1.3 Aim and Objectives

The aim of the paper is to investigate the impact of tourism infrastructure and visitor management towards the performance of the tourism industry on the quality of life of the local community in Bali, Indonesia.

- To evaluate Bali's tourism infrastructure development affecting the tourist visitation
- To investigate the impact of tourist coming to Bali onto the quality of local life's
- To discover factors of Bali's local community impacting Bali's tourism industry

## Chapter 2 Literature Review

### 2.1 Introduction

Little research has been conducted towards tourist visitation and social cultural impacting Bali's tourism development. Therefore, in this chapter there are two main sectors that will be discussed briefly: first, is an appropriate theory and a relevant concept that will be applied to support that tourist visitation has a huge impact on the development of Bali's development tourism. The theory will include visitor management. In addition, there are concepts that will explain about the industry performance relating to tourist visitation, and the importance of infrastructure towards Bali's tourism development. For instance, overtourism affects the sustainability of Bali's environment, tourist visitation significantly influences the performance of the tourism industry and the quality of living community, and the level of

infrastructure that will help increase Bali's economy. Moreover, there will also be concepts that will be applied about social cultural impact that will mainly focus on the involvement of the local community affecting the tourism industry, Bali's economy, and the quality of living society. Nevertheless, the aim of this paper will not deviate from the government involvement as the main factors of Bali's tourism industry development.

## 2.2 *Theoretical Framework*

### 2.2.1 *Tourism Infrastructure*

Tourism infrastructure has a significant effect on the performance of the tourism industry in the tourist destination in Bali, Indonesia. Wietzman (1970, cited by Hulten, 1996) mentioned that tourism infrastructure has been incorporated into formal growth theory. According to Fitriadi et al. (2014) Infrastructure development is regarded as a critical component impacting the attractiveness of an investment area. Especially a country like Bali Indonesia, examining the importance of infrastructure development is critical, particularly for emerging economies. Fitriadi et al. (2014) also added, one of the primary procedures for attracting local and international investment is infrastructure development. Moreover, Shatz and Venables (2000), mention that front direct investment (FDI) inflows are widely recognized as a critical component in economic growth, particularly for developing nations, because they provide important funding sources for the access to worldwide markets through the transfer of technology, management approaches, and organizational and managerial capabilities. FDI has a huge impact and connection to the infrastructure development growth in Bali, Indonesia. Several studies also mentioned that the inflows of FDI in the Indonesian economy have been conducted. Lipsey and Sjöholm (2011) compare the link FDI in Bali, Indonesia, and growth. Furthermore, Takii (2005) analyzes the role of FDI by assessing productivity spillovers from foreign multinational plants in Indonesia, and Takii (2011) investigates the influence of FDI on economic growth in relation to the origin of investors in Indonesian enterprises. Both infrastructure and FDI have huge connections to help increase Bali economies. Fitriandi et al. (2014) also mentioned that the impact of infrastructure development on FDI is examined using a variety of infrastructure factors that include the transportation and telecommunications infrastructure at the inter- or intra-country level, most of them give compelling evidence that well-developed infrastructure is crucial to attracting FDI. The infrastructure facilities includes: roads, bridges, railroads, air and water transport, water and sewer system,

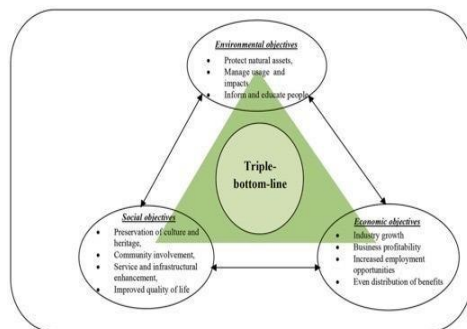
electricity generation, distribution network, and telecommunications. Hulten (1996) mentioned that all these factors are likely to be congested public goods structured as a capital-intensive network. Furthermore, according to Wardana et al. (2018), tourism infrastructure has a huge impact towards community life in Bali. This fact was supported by Evita et al (2012, cited by Wardana, 2018) by doing research on the impact of the development of tourism accommodation facilities for sustainable tourism development in Bali. In addition, Evita et al. (2012, cited by Wardana, 2018) also mentioned that the tourist sector can absorb many people who can enhance the economy and the welfare of the society, and this might result in the government cooperating with the tourism industry by utilizing unproductive land with ecotourism-based environment.

### 2.2.2 *Community Quality of Life in Social-Cultural*

According to Melchert (2020), Sociocultural factors play an important role in individuals' development and functioning, and they frequently play a significant role in treatment outcomes because sociocultural support, stressors, and other factors frequently have significant facilitative or debilitating effects on the course of treatment. Moving forward towards the tourism industry, Todaro (2000) stated that community engagement is an essential component in the establishment of tourist development plans and activities in an area. Furthermore, Todaro (2000) also mentioned in contrast to other service sectors, tourism as an industry results in intense interactions between tourists or tourism visitors as service users (consumers) and local people as the region's owner. Wardana et al. (2014) has done a little research on Tourism in Bali sub-district occurs in the middle of the lives of people who have cultural backgrounds and socioeconomic situations that differ greatly from the cultural and traditional backgrounds of visitors. Wardana et al. (2014) came up with a statement that in this situation, the local community's resistance or acceptance of tourism on its territory would be heavily impacted by a variety of factors that emerge concretely at the level of engagement in tourist development operations. Furthermore, tourism may be beneficial to host countries, it can also have a negative effect on local populations, such as an increase in demand for local art and antiques (Gursoy & Rutherford 2004). Based on the society's and its locals' perspectives, these consequences may either be useful or detrimental. According to Zamani-Farahani & Henderson (2014), the commercialization of local activities in the host community might have an assessed influence on the community. Furthermore, tourism may also have an influence on family

values (Huttasin 2009), and it can even cause societal disputes based on economic well-being and envy (Zhou & Ap 2009). For example, tourists form new groups and subgroups, complicating the conflict's nature and leading to societal upheaval. According to (Yang et al. 2013) it also widens the cultural divide in society. Sari et al. claim that (2016) direct connection between visitors and the host community can undermine local customs and values, especially when mass tourism expansion is unregulated and unsustainable. Therefore, if one part of society wants to retain local traditions and values while the other seeks to attract visitors, this might lead to a social conflict. Locals are more likely to reject tourism if they fear it would harm their customs and beliefs than welcome it (Nunkoo & Gursoy 2012).

### 2.2.3 Visitor Management



**Figure. 1** The Triple Bottom Line Framework, by Elkington (1998)

The triple-bottom-line notion arose from Elkington's (1998). The triple-bottom-line business model had a goal of increasing company accountability in social, economic, and environmental boundaries. In the tourist industry, the notion of a triple-bottom-line approach to resource management means that all aspects of the business are considered. of a destination's environmental, economic, and socio-cultural components are preserved (Buckley, 2003). As a result, "triple-bottom-line" thinking considers environmental, socio-cultural, and economic factors as a whole rather than as distinct entities Michael et al., (2013). Explaining the triple-bottom-line in detail, According to Zak (2015), the environment sections include natural resources, environmental management, and pollution prevention. Furthermore, in terms of social aspect, it covers the standard of living, level of education, society and community, and providing equal opportunities (Zak, 2015). Moreover, for the last category which is the economic factor, it relates to the salary or profit, the cost of living, the economic growth, and

research and development plan (Zak, 2015). Controlling visitors is a key component of managing the impact of tourism, primarily in terms of the environment, but also socio-culturally and economically. Hall and McArthur et al. (1996) mentioned that visitor management has been a significant method to decrease the level of impact that the tourist has caused. In the midst of a steadily rising tourist sector, Kebeta and Wondidard (2019) mentioned that visitor management has emerged as a critical component of long-term destination management. These initial words imply that visitor management might be considered as a method of controlling visitors. As a result of Mason (2005), regulation may pertain to considerations such as prohibiting (or permitting) access to specific places or sites . Furthermore, according to Mowfoth (1996), it is doubtful that law will play a significant role in enforcing most limitations on tourism. As an example of how visitor management may incorporate education in addition to regulation, Mason (2005) said that interpretation is often a part of the process. Some of this education may be focused on a particular location, but it's also likely to cover a wide range of environmental topics. Moreover, diving deeper to visitor interaction, Wong et al. (2016) explained that Interactions between visitors and natural and cultural sites established in a certain time and location along with corresponding values and interests.

Furthermore, according to Stewart et al. (1998), one of the primary goals of interpretation is to pique visitors' attention and improve their understanding. Orams (1994) went even farther, claiming that interpretation programs are often created not only to inform, but also to influence visitors' behavior. Visitors might respond to interpretation in two ways, according to the argument. According to Moscardo (1996), visitors have two modes of responding for Adapting to new social situations: 'mindless' or 'mindful'. According to Moscardo, 1996; Moscardo & Pearce (1986), a "mindless" state is defined by mental passivity and behavior, whereas a "mindful" state is defined by active mental activity or thought. Moscardo (1996) emphasized the need of encouraging "mindful" tourism through interpretive programs. These relationships need the development of tourism that is sensitive to resources from the past and the present, in accordance with the triple-bottom-line principles Mason (2005) and UNWTO (2017). Guilarte and Gonzalez (2018) added that the point of sustainable tourism development may be achieved by controlling visitor flow in a way that minimizes the negative impact of tourism on a particular location.

## 2.3 *Review of Existing Empirical Research*

### 2.3.1 *The Importance of Sustainability Infrastructure in the Tourism Industry*

According to Munyasya and chileshe (2018), sustainable infrastructure is important relating to the economic growth of a country, the standard living of a society, and the level of the environment, which are also connected to the triple bottom line (TBL) as the foundation. Wardana et al. (2018), has conducted a study about importance of sustainable infrastructure impacting the Nusa Penida province and covers as follows:

1. Sustainable infrastructure impacting the tourism industry performance
2. Sustainable infrastructure impacting the tourist visitation
3. Sustainable infrastructure impacting the level of quality living of the community

Furthermore, Wardana et al. (2018) mentioned that sustainable tourism infrastructure has a substantial impact on the success of the tourism business in the Nusa Penida tourist destination region. This statement is also supported by Marufi and Daud (2008), who conducted a research on south west Sumatra province by mentioning establishing public infrastructure, especially road infrastructure, is a critical activity in the endeavor to boost a region's economic growth, also the presence of public infrastructure will stimulate production elements to raise their output. Moreover, Murafi and Daud (2008), also mentioned that the level of infrastructure, especially road infrastructure will determine the level of successfulness of an economic growth of a county. In addition, Murafi and Daud (2008), believe that sustainable infrastructure has a positive impact on buildings, transportation and communication, developing industry, excavating and mining, the three elements (agriculture, forestry, and fisheries), powers (electricity, gas, and water), and hospitality industries. In terms of tourist visitation, Wardana et al. (2018), mentioned that in the province of Nusa Penida, tourism infrastructure has a considerable impact on the number of tourist visitation. Furthermore, Baskoro (2013), believes that the most significant aspect of the tourism business for increasing tourist visitation is tourism infrastructure. Lastly, in the matters of sustainable infrastructure impacting the level of living on the society, wardana et al. (2018) play an important role in the level of living of the society. Moreover, a research that has been done by (Todaro et al. 2000) with the title "The Effect of Infrastructure Development on Regional Income of Jember Regency" that came up with a result that development is a multifaceted operation that involves social composition, national

establishment, rapid economic growth, level of financial income, and poverty reduction. In addition, the result of this study is to improve the community's quality of life.

### 2.3.2 *The Importance of controlling number of visitor benefiting the quality of life of the society*

According to Koens et al. (2018), controlling the number of tourists is very important to prevent overpopulation. Furthermore, overpopulation or in the terms of tourism referred to over tourism is defined as an increasing number of tourists in a destination without any control (Gallagher, 2021). Connecting this to the triple bottom line (TBL), overtourism is connected to all aspects of TBL, especially the social-cultural aspect where tourist visitation could bring both positive and negative impact towards the society. Moreover, Wardana et al. (2018), has conducted research about the importance of tourist visitation impacting the quality life of the society. The result was done in the province of Nusa Penida. The results of the study demonstrate that tourist visits have a major impact on the overall quality of life of individuals. Furthermore, Irianto (2011), conducted a study about tourism's impact on Gili Trawangan's social and economic life. In addition, Irianto (2011) mentioned that tourist visitation could benefit the people, resulting in increasing incomes as a result of tourism, allowing them to fulfill the demands of their families and even save for the future, while the local economy is also influenced. Tourist visits will have a positive impact on the well-being of the tourism sector, as well as the communities it serves. Furthermore, Wardana et al. (2018), has also conducted research about tourist visits impacting participants in the community. Moreover, Todaro (2000) highlighted the importance of community engagement in the creation of tourism policies and initiatives in an area that cannot be overstated.

### 2.3.3 *The importance of community participants impacting the tourism industry*

According to Richards and Hall (2000), community involvement could benefit a company by bringing additional value to the tourism industry. Furthermore, nowadays, the tourism industry is focusing more on the financial part rather than the social-cultural aspect (Sari et al. 2018). Where governments are being very money oriented and very oriented to increase the economic growth but not the value of the destination and the quality of life of the society (Nunkoo & Gursoy 2012). With this fact, Sari et al. (2018) mentioned that just by a matter of time, without the authenticity of the destination, it will make the core value of a destination disappear. Gursoy & Rutherford (2004) agrees by

mentioning that by protecting the core value of the destination, it could benefit the location in the long-term. Moreover, Wardana et al. (2018) has conducted a research about the direct effect of community participants to (1) tourism industry performance, (2) tourism visitation, (3) and level of quality living community. Going further to tourism industry performance, as a result of Murniati (2007), Using Roothman's (1998) theory, community engagement in the development of tourist villages in Wirun, Mojolaban Subdistrict, Sukoharjo Regency includes three steps: locality development, social planning, and social action. The three steps mentioned have been completed, beginning with the distribution, marketing, and development of the tourism deliberate category in partnership with hotels in Solo. In terms of community participants affecting the number of tourist visitation, Wardana et al. (2018) has done a study about how tourist visits are influenced by community involvement in the province of Nusa Penida. Furthermore, a study from Todaro (2000) stated that community engagement is an important aspect in developing tourism strategy and initiatives in an area. Moreover, Wardana et al. (2018) mentioned in the study that the diversity of cultural background of a community could benefit tourism development by giving unique values, on the other side, by tourists coming to the life of the community it could also bring new perception and new education to the society. Wardana et al. (2018) mentioned that both community and tourist could benefit positively from each other if both parties understand their own purpose and respect the other party. Lastly, in terms of community participants impacting different levels of quality living, Wardana et al. (2018), has conducted a study about community participants that has a major impact on the quality of living community on the tourist destinations in the province of Nusa Penida. Moreover, Ambiri (1993), defines that participation as the transmission and reception of information. Thus, community involvement may be seen as a two-way exchange of information between the government and the people who will be directly affected by the policy's implementation, with the community having the power to both support and criticize the government's decisions. In addition, Raharja (2008) added his point from a study of the growth of tourism in collaboration with the people by mentioning that the impact of community engagement on the quality of life in a community will bring benefit to the destination.

#### 2.4 *Background to the Primary Research Context*

According to Sutawa 2012, the tourist industry's future prospects are highly favorable. Furthermore, the tourism industry in Southeast Asia will develop faster due to the fact that the

tourism industry is becoming the primary income for most Southeast Asian countries, as Hitchcock et al. (2008) pointed out. Moreover, Indonesia's economic strategy is to focus on the tourism industry (Haan, 2018). Where it can be seen, the tourism industry in Indonesia has increased steadily between 2004 to 2010. The total number of international visitors in 2010 was 7,002,944 persons, and it climbed up from 6,323,730 in 2009, with an approximately an increase of 10.74 percent (Ministry of Tourism and Creative Economy, 2011). Meanwhile, direct international visitors to Bali in 2010 totaled 2.493.058 individuals, or 35.60 percent of total foreign visitors to Indonesia, an increase of 11.80 percent in comparison to the number of direct international visitors in 2009, (Bali Tourism Authority, 2011). Moreover, Indonesia is a developing country where in addition Indonesia economy is very dependent on the tourism industry (Ollivaud and Haxton, 2019). Going more specific to the location chosen, which is Bali, the most reasonable reason is because Bali is the most popular tourist destination in Indonesia (Hynes and Law, 2020). More about Bali, according to The Bali Sun (2020), Bali has ranked as the number one tourist destination in Asia and ranked number fourth world wide. In addition, in 2017, Bali was crowned as the most visited tourist destination by Tripadvisor (2017). Moreover, the tourism industry development in Bali strives to reduce poverty, protect the environment, and to promote cultural development (Sutawa, 2012). In addition, Bali is able to raise the welfare of society and community through the tourist industry; nevertheless, there are many aspects to consider in tourism development in order to attain Bali tourism sustainability in the future (Sutawa, 2012).

#### 2.5 *Conclusion*

In conclusion, in this chapter multiple theories and studies were applied and contrasted. Tourism development has been a top priority for developing countries, such as Indonesia. In fact, most Southeast Asian countries are dependent on tourism as their primary income (for instance, Thailand, Malaysia, Singapore, Vietnam...). Meanwhile, because the majority of Southeast Asian countries are relying on the tourism industry too much, most of the government policies lead to how the tourism industry could raise the level of the economy of the country. With this fact, it is not completely wrong. Implementing a strategy to make the tourism industry a priority income for the country it's realistic. The problem occurs when the wrong mindset of not considering other aspects such as, the environment part and sociocultural part. Where the perspective of tourism becomes money oriented and in the long-term the

destination will lose all its core value (Holmlund and Donnerberg, 2018). To conclude, every aspect of the economy, environment, and socio-cultural is equally important. By having the correct mindset and implementing the right strategies, it could benefit Bali's tourism industry to be more successful and be more sustainable in the long run.

## **Chapter 3 Methodology**

### *3.1 Research Aim and Objectives*

The aim of the paper is to investigate the impact of tourism infrastructure and visitor management towards the performance of the tourism industry on the quality of life of the local community in Bali, Indonesia.

- To evaluate Bali's tourism infrastructure development affecting the tourist visitation
- To investigate the impact of tourist coming to Bali onto the quality of local life's
- To discover factors of Bali's local community impacting Bali's tourism industry

### *3.2 Research Approach*

Considering the aims and objectives of this research paper, the author has chosen a qualitative method to identify the importance of visitor management, tourism infrastructure, and socio-cultural factors impacting the tourism industry development in Bali, Indonesia. The authors have chosen a qualitative method because it will help maximize the outcome to get a more diverse answer from the audience. According to Carol (2016) qualitative methods help to comprehend people's perspectives and perceptions. Furthermore, it provides perspectives on many problems and aids in the development of conceptions or hypotheses. Moreover, the qualitative research method generates a dense account of participants' thoughts, views, and experiences, as well as analyzes the implications of their actions (Denzin, 1989). Chalhoub-Deville and Deville (2008) suggested that qualitative methods are used to get greater insights into difficulties of design, administration, and maintenance. In addition, According to Denzin and Lincoln (2002), qualitative research is an interdisciplinary area that incorporates a broader range of epistemological ideas, research methods, and interpretative strategies for understanding human experiences. Taking this into consideration, the adaptability of the qualitative methods will enable the author to undertake a thorough investigation into the influence of tourist infrastructure and visitor management on the performance of the tourism sector on the quality of life of the local people in Bali, Indonesia.

### *3.3 Sampling*

Sampling could be defined as the practice of choosing a representative group from a population under investigation (McLeod, 2019). According to Singh (2018), sampling has an important role in research, in fact it is one of the most critical aspects in determining the correctness of the research/survey results. Out of all samplings, (McLeod, 2019) believe that random sampling is the most effective way to choose a sample from a population of interest. Furthermore, (Moss, 2019) added that when a researcher uses random sampling, it is a must to assure that every person of the population being examined has an equal chance of being chosen to participate in the study. Moreover, (Moss, 2019) importantly mentioned that, the population being examined may not always refer to the whole population of a nation or region. A population, on the other hand, might refer to people who share a similar attribute or characteristic. With this fact, random sampling is the most suitable method to be applied to help to reach the aims of this paper. Considering the diversity of education, financial, and knowledge level that Indonesia has, random sampling could bring more dynamic results from different points of view from the society. To conduct this, the sample will take place in the province of Bali. The sample will also include 10 to 20 minutes one on one interviews that will involve at least 50 random selected participants from different types of backgrounds. The interview will be divided into three different groups, that includes locals as the main target (group 1, 50% of the participants). Tourists that have been staying more than 10 years that understand the value of the society, Indonesian businessmen that have businesses around the area (group 2, 30% of the participants). Lastly, international businessmen (FDI), and international tourists (group 3, 20% of the participants). By separating groups into different segments, the author believes that it would provide a better outcome for the research. In addition, it will also bring a more unique point of view, where the locals' perspective will be the key factors of doing this interview.

### *3.4 Data Collection*

As the study focuses on the quality of life of the local community in Bali, Indonesia. An interview will be the best way to collect the data since it is easier to understand and it does not need any requirements. Furthermore, Griffiee (2005) agrees that interview is the easiest way to collect data because it is viewed as "talking," and talking is natural, interviews are a common method of acquiring qualitative research data. Moreover, Griffiee (2005) also added that interviews do not need any statistical understanding, and the people

to be interviewed, known as respondents, may be nearby and willing to be interviewed. There are different types of interviews and the best type of interview that will suit this study is semi-structured interview. Semi-structured interviews were chosen as the data collecting method because of two main reasons. The first reason is because semi-structured interviews are perfectly suited for examining respondents' views and opinions on complicated and often sensitive matters. Moreover, the second reason is that semi-structured interviews will allow respondents to give additional detail and clarification of replies. Furthermore, semi-structured interviews are very flexible in terms of word selections and it allows the participants to be creative and could answer according to how they feel. Moreover, with this fact, the author has his own goal by wanting a more flexible and elaborate answer rather than a short solid answer such as, yes or no. With this outcome, it will help the author to gain more complex and diverse answers to improve the paper. Furthermore, the interview will be informed to the authorized tourism minister in Bali as the third party to be more equal and fair. The interview will be held in an open space environment, such as beaches, outdoor malls, shopping streets, ect. The purpose is to have a more relaxed and chill atmosphere for the participants in order to get the best outcome possible. Another reason is to avoid stressness, by having no expectations and not holding the participants in a room to do an interview will make them feel more comfortable and enjoyable answering the questions. In addition, the interview will be recorded and participants will be informed to be documented before the interview starts. Lastly, the interview will only be available in English and Indonesian.

### 3.5 *Data Analysis*

According to Wong (2008), data analysis could be described as the process of finding and organizing interview transcripts, observation notes, or other non-textual resources accumulated by the researcher in order to get a better knowledge of the phenomena. With this fact, after conducting the interviews, the author will transfer the interviews video into documents. After that, the result would be divided into 3 groups (pro A, pro B, or neutral). On the other hand, in data analysis, the third party (authorized tourism ministry) will try to understand from the participants point of view and analyse the document's content methodically in order to assess it. In order to achieve this, the third part has to either look over notes several times, listening to tapes several times, or reading and rereading interview transcripts on a regular basis. In fact, the concept is that, as the evaluator grows acquainted with the data, categories emerge gradually but steadily or

become obvious. The data is examined, and the assessor notices that the respondent has been discussing and choosing more to pro A, pro B, or neutral. Furthermore, after the third party understands what the respondents are talking about, the data will be grounded. Grounded meaning that they develop from and reflect the data (Griffie, 2005). In addition, The third party does not impose personal preferences or prior notions on the evidence, but rather allows the facts to stand and speak for itself.

### 3.6 *Trustworthiness*

Credibility determines if the study result represents reasonable information derived from the original source and feasible to the participants point of view (Korstjens and Moser, 2018). Therefore the author has applied a triangulation to make the participants believe if the study is not fake. Furthermore, triangulation could also help to prevent the author bias by having a different perspective towards the question asked. Moreover, as a result the participants will rate and evaluate their own answers, since they are the one who came up with the statement.

Confirmability is the process of the collected data of the participants and proving its trustworthiness (koch, 2006). Furthermore, Akkerman et al. (2006) suggested applying audit trails in order to prevent dishonesty or recorecting participants' own statements. Moreover, to fulfill the performance of audit trails, the author relies on several aspects such as: the video recording, the data collection, the data analysis, and notes that the author took during the presentation. With this proof, it could help the author to trace back if there are problems regarding the participants' arguments.

Dependability is a form of evaluation of the result of the study that allows other parties to follow (Sandelowski, 1986). Dependability also means how dependable the study is to be applied in different situations and time. In this research, the author has chosen a qualitative method as the research approach, where the researcher believes that the findings of the study will be based on the original timeline where the interview was taken. Furthermore, with different times, the level of education in every individual will be developed and there will be more perspective towards the study. Therefore, in this study the author believes that the findings of this paper are not dependable in the future.

Transferability is a process of understanding the feasibility of the study to be transferred to other circumstances and surroundings (Korstjens and Moser, 2018). Furthermore, the author believes that the study is transferable, even though it will take a different geographical location to undertake the study, it only changes the perspective of different cultural backgrounds of



the country. Therefore it depends on the next author that will use these findings and how he or she will conduct the study. In addition, it can be concluded that this research is more trustworthy if multiple researchers will be conducting the research from another country's point of view.

### 3.7 *Ethical Issue*

According to CityU (2021), ethical issues outline recommendations for doing responsible research, furthermore it trains and oversees researchers to guarantee a high ethical standard. Resnick (2015), added that ethical issues are a form of values to create respect and level of fairness in the circle. Furthermore, ethical issues will be more challenging because the author has chosen qualitative methods as the research approach, where qualitative research requires more detailed and personal questions that might offend the participants. Furthermore, according to Smith and Noble (2014), relating to participants bias, it is impossible to eliminate where participants bias can only be reduced. Therefore in order to prevent sensitive questions and to reduce participants' bias, the author will be aiming the question's purpose on "why" and not "how", it will lead to personal opinion, such as preferences, emotions, and passion. Therefore, the author will try to bring the flow of the interview directed to the participants' experiences, where they could answer the question based on their personal experiences and can elaborate the answer through their knowledge and imagination. On the other hand, according to Smith and Noble (2014), authors should not only focus on how to minimize the participants' bias, but also how to control the author bias. With this statement, the author has come out with a result to have a 3rd party in the interview to prevent only highlighting the author's point of view and not resulting to force the participants to answer according to the authors wants. Moreover, the ultimate reason why the interviewees will be recorded is to keep it confidential and not to be used by other parties apart from the original author.

### 3.8 *Limitations*

Limitations must be understood in order to place study findings in multiple perspectives (Ioannidis, 2007). According to Wordvice (2018), writing a limitation is showing a weak spot in the research, however it could strengthen the paper by identifying the issue. To start with, the author's study focuses on the development of tourism in Bali, where the main objective is to highlight that the quality of living society will not be damaged by the development of the tourism industry. However it is very hard to get information regarding the voice of the locals (Balinese people), since Indonesia is a democratic country where the

leadership system is extremely autocratic. Therefore, it is hard to know what is the willingness of the community since they also get benefits from the government such as job opportunities. Furthermore, since Indonesia is a developing country, it is very downhearted to say that the level of education of the people is not spread evenly, especially in small cities such as Bali, where education is mostly coming from the tourism industries. Therefore, it is hard to assume whether the knowledge is coming from the community needs or the needs of the tourism industry. Moreover, it is hard to deny that the tourism industry is the majority income for both Bali and Indonesia, where it is also hard to choose between the economic growth or the level of living society. Therefore, it is hard to argue that even though social factors are important with an unstable economic income, it will directly affect the standard of living of the community. Lastly, talking about the chosen research approach, which is a qualitative method, by applying quantitative methods might be better because it requires more simple answers that could make the participants more comfortable with answering yes or no questions. In addition, when it comes to analysing data afterwards, a clear trendline will be seen.

## **Chapter 4 Discussion**

### 4.1 *Introduction*

Tourism industry has become one of the fastest growing industries in the world, especially for the Southeast Asian countries (Hitchcock et al. 2008). The reason is not only because the tourism industry is increasing the economic growth of the country, but the tourism industry has also had a huge impact on the sociocultural community by giving positive impacts to the locals (Bunghez, 2016). For instance providing more jobs, giving different types of cultural background, and gaining higher levels of education such as learning foreign languages (Adi, 2021). Therefore, in this chapter the author will elaborate on the three different objectives that were mentioned in this paper. Furthermore, the discussion chapter will be conducted by combining the theoretical framework used and the existing empirical theory to connect about the different perspectives that might occur.

### 4.2 *To evaluate Bali's tourism infrastructure development affecting the tourist visitation*

An empirical study has been conducted by Wardana et al. (2018) on the importance of tourism infrastructure affecting the number of tourist visitation. Therefore, it is assumed that the different levels of tourism

infrastructure is playing a huge role and has a huge impact on the number of tourists coming to Bali. In addition, a theory by Fitriandi et al. (2014) is supporting the empirical study by mentioning that by improving and having a high level of tourism infrastructure, it could benefit a country by increasing the attractiveness of tourist destinations. On the contrary, a theory that suggests the more developed infrastructure is, the more attractive the destination is. It suggested for Bali to put more emphasis on sustainability when making plans for further infrastructure upgrade. An empirical study by Wardana et al. (2018) mentioned that sustainable tourism infrastructure has a substantial impact on the success of the tourism business. Therefore it is assumed that Bali's increasing tourism business is thanks to the development of the city's infrastructure that could result in bringing more visitors. Furthermore, Marufi and Daud (2008), agree by stating that by creating public infrastructure, particularly road infrastructure, is a crucial activity in the effort to promote a region's economic growth; moreover, the existence of public infrastructure will encourage production components to increase their output and determining the success of the economic growth of the country. It is therefore, a theory that suggests Bali to develop more sustainable infrastructure, in order to benefit more positive things to the tourism industry. This will definitely bring a positive impact such as, bringing more visitors and the development of the tourism industries to increase Bali economic growth.

#### *4.3 To investigate the impact of tourist coming to Bali onto the quality of local life's*

An empirical study has been done by Wardana et al. (2018) about the importance of tourist visitation affecting the level of the quality of life in the society. Therefore, it is assumed that tourist visitation would benefit the level of quality of life of the society by bringing more job opportunities for the locals. A theory by Irianto (2011) agrees that tourist visiting may assist the people by raising salaries, allowing them to meet the needs of their families and even save for the future, while also influencing the local economy. Moreover, by controlling and managing the tourist visitation, it could bring multiple advantages for both the community and Bali's economic growth. Therefore, it suggests that Bali should stricken the rules for tourist visitation in order to maintain the environment from being damaged by tourists and protecting the core authenticity value of the community.

An empirical study has been conducted by Wardana et al. (2018) by mentioning how community engagement influences tourist visits in the Nusa Penida province. Therefore, it is assumed that both parties could benefit from

each other if they know what the purpose is. Furthermore, a theory by Todaro (2000) believes that community engagement is a crucial factor in building a tourist strategy and activities in a particular location.

Moreover, the variety of a destination's cultural heritage may promote tourism development by providing distinct values; on the other hand, visitors visiting the community can provide fresh perceptions and education to the population. Therefore, it suggests for both tourists and the locals to know and understand their own tasks and appreciate one another. As a result, it could bring more positive impacts toward both tourists and the local community.

#### *4.4 To discover factors of Bali's local community impacting Bali's tourism industry*

An empirical study has been researched by Murianti (2007) about participation of the local population in the establishment of tourism villages in Wirun, Mojolaban Subdistrict, Sukoharjo Regency. Moreover, Murianti (2007) who also applied Roothman's (1998) theory, implemented three processes which include: locality development, social planning, and social action. Therefore it is assumed that participants of local communities could benefit Bali's tourism industry by giving aesthetic additional value to the tourists to improve the economic growth of Bali's tourism industries. Furthermore, a theory by Wardana et al. (2018) supported by mentioning the importance of participant local communities impacting Bali's tourism industries. Therefore, it is suggested that by using local community participants in the tourism industry it could bring more benefits and possibilities for the tourism industries to create more uniqueness for the tourist and enable Bali's tourism industries to develop and grow in the future.

An empirical study has been conducted by Wardana et al. (2018) about community participants that has a significant influence on the standard of quality living of the society on the tourist destination in Nusa Penida province. Therefore, it is assumed that the influence of community participation on a location's quality of life will benefit the destination. Furthermore, a theory from Ambiri (1993), mentioned that engagement as information transmission and receipt. Thus, community engagement may be viewed as a two-way information flow between the government and the people who will be directly affected by the policy's execution, with the community having the ability to both support and criticize the government's actions. Therefore, it is suggested for locals participation to engage to the tourist destination not only to help the economic development, but also to increase the standard of living quality of the community by improving their level of education.

#### 4.5 Conclusion

To conclude, in the discussion chapter it can be said that the result is solid with the help of some existing research from multiple sources. However there is always another point of view, it was assumed that tourism growth in Bali, Indonesia does not always have to only focus on the economic part. Where by focusing on the community participants, it could bring more value to Bali as a tourist destination. Based on the result, infrastructure could increase the number of tourist visitation. Furthermore, by focusing on the number of tourist visits it could bring new learning knowledge that can improve the level of education of the society. Moreover, by involving community participants, it could help bring more benefits to the tourism business industries since it adds more uniqueness core value that could be introduced to the tourist. In addition, the tourism industry is very important to Indonesia's economic development. With the right tools, skills and mindset, Bali could contribute more in the total gross domestic product of Indonesia.

### Chapter 5 Conclusion and Recommendations

#### 5.1 Conclusion

In conclusion, the tourism industry is an important factor for most Southeast Asian countries to increase their economic stability, including Indonesia (Hitchcock et al. 2008). The tourism industry in Bali has a blazing future that could contribute to a high percentage of increasing Indonesia economic growth (Walpole and Goodwin, 2000). Therefore, with the right tourism development tools such as, the importance of sustainable infrastructure, controlling the number of tourist visitation, and considering the involvement of community to increase tourism industries could benefit the overall economic development, not only for Bali, but also for Indonesia. However, according to Sari et al. (2016), underlined that even though tourism is a crucial component for Indonesia (tourism industry as the major income), it is still important to protect the core values of the society. In addition to that, by involving locals it could benefit the tourism industry by gaining more authenticity and uniqueness to the company to attract more tourists. Lastly, not only benefiting the tourism industry, by involving the locals, it could increase the level of education of Balinese people to improve the majority of Indonesian people. To sum it up, economic development could be seen as the most important factor. However, other aspects such as environment, and social-cultural should be

equally the same. According to Cuppens et al. (2007) difference level of priority is the highest factor to create conflicts. With this fact, it could be concluded that by applying the right theoretical framework, which is applying the triple bottom line by Elkington (1998) in this study by highlighting that every factor is linking to each other and should have the same level of importance. Therefore, having an equal balance between every factor could lead to a more sustainable future.

#### 5.2 Recommendations

To begin with, there is always room to grow and improve. Therefore, the author would willingly perceive another perspective of tourism development in Bali, Indonesia. Furthermore, the majority focus of this paper is to highlight that the quality life of the locals is equally important with other aspects. Moreover, this paper also explains how infrastructure is the most important key tool for Bali's tourism development. However, it is hard to say if other components are not as important as infrastructure. Therefore, in this case the author recommends reconsidering to put more extra components to be included in the investigation of this paper. With everything being said, the author also recommends implementing more models or concepts that could benefit and relate to the existing theories to support the outcome of the study. For instance, how environmental factors could boost both Bali's economic income and maintain the level of hygiene and healthiness of people in Bali. Furthermore, suggesting more type of research approach, which is a quantitative approach to help maximize the result, could also be an option, where it could bring a new perspective that could benefit the entire findings.

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