Mapping the Evolution of Tourism Studies in Bali: A Comprehensive Network Analysis

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Abstract: This study aims to comprehensively review Bali tourism-related literature from 1979 to 2022. A mixed-methods approach was applied, which included bibliometric analysis and a literature review. The analysis includes 128 international publication records from the Scopus database that contain the keywords "tourism in Bali." The study categorizes research trends in Bali tourism into four primary categories: research sites, research methods, research scopes, and tourism-related components. However, the study is limited by its reliance on a single database, Scopus. These findings can serve as hypotheses for future investigations. This study is anticipated to provide a valuable resource for scholars and researchers focused on Bali tourism, representing the first and most current review of the literature on the evolution of tourism studies in Bali over the past four decades.

Keywords: Bali; tourism studies; systematic review; bibliometric analysis

1. Introduction

The combination of natural beauty and traditional Balinese culture is thought to be a magnet for the tourism industry, which has grown since the since the 1900s (Arcana & Wiweka, 2015, 2016a; Picard, 2006; Putra & Paturusi, 2017; Wiweka, 2014). Tourism growth in this small island-based destination is frequently thought to have exceeded its carrying capacity (Butler, 2019; Demolingo et al., 2021; Wiweka et al., 2021). This argument is generally supported by data on tourist visits and hotel room occupancy rates. According to statistics, Bali was at least fairly consistent in experiencing growth prior to

the corona virus outbreak. This island was visited by over 6 million foreign tourists and over 10 million domestic tourists in 2019. On the other hand, the average hotel room occupancy rate for all types of accommodation is greater than 60% (BPS, 2022). This data demonstrates how rapidly tourism is growing in Bali, particularly in the southern part, which has a negative impact. In contrast, some argue that the commercialization (Kontogeorgopoulos et al., 2015; Setyagung et al., 2013; Wiweka & Utami, 2017) and commoditization (Cohen, 1988; Greenwood, 1989; Van der Burg, 2013) of the tourism industry contribute to the preservation of Bali's local culture. This suggest that tourism enhances local economy and culture, as evidenced during the pandemic when the local community's economy faced severe challenges.

Since the pandemic has receded, particularly from 2023 onward, there has been a significant rise in the number of domestic and international tourists coming to Bali. This phenomenon demonstrates that Bali is extremely resilient in the face of multiple external difficulties, including natural calamities (Wiweka & Arcana, 2019). However, this extremely rapid expansion also raises worries over the viability of Bali's tourism industry. Recent occurrences indicate that the residents of Bali are growing weary of the intensity of tourism. Several instances demonstrate that the behavior of international tourists in Bali is deemed disrespectful of the customs and way of life of the Balinese people. This phenomena reignites discussions over the advantages and disadvantages of tourism for the inhabitants of Bali (Arcana & Wiweka, 2015; Wiweka & Arcana, 2016).

Nonetheless, the successful reemergence as a highly sought-after tourism destination appears to have encouraged locals to rely on tourism as a primary source of income. Especially because Bali continues to generate the most foreign currency for Indonesia through tourism. Complicated occurrences and dynamics associated with the growth of Bali's tourism are equally intriguing to academics and scholars. Since the beginning of Bali's tourism growth, encounters between tourists and local populations have inspired a great deal of writers (Howe, 2006; Lewis & Lewis, 2009; Picard, 2006; Putra & Hitchcock, 2012). In 1979, according to Scopus data, the first Bali tourism literature was written. Since then, over a hundred data-driven articles have examined the phenomenon of tourism in Bali from a variety of views or scientific vantage points.

A comprehensive literature and bibliometric study has yet to be undertaken in this research area, representing one of the most notable aspect of prior studies on Bali tourism. Considering Bali's status as a highly popular travel destination, this information is both noteworthy and significant for academic research. Evren & Kozak (2014) perform regular bibliometric evaluations of the development of research in Turkey. Similarly, a number of scholars, including

Liu et al., (2021), Okumus et al. (2018), Palácios et al. (2021) conduct bibliometric assessments of the development of tourism research across various contexts and study areas. Several of these references indicate that this strategy is gaining popularity and should be adopted in the tourism business in Indonesia, notably in Bali as a renownded tourist destinations. Thus, it is crucial to examine the development of literature related to Bali tourism.

The goal of this study is to conduct a thorough and exhaustive literature review of Bali tourism from 1979 to 2022. This time frame was selected based on empirical data, which indicates that the first data-driven Scopus publication regarding tourism in Bali was published in 1979. The year 2022 was selected as the endpoint because it represents the most recent developments in Bali tourism. This study aims to illuminate the patterns of Bali tourism-related publications during this period. The study has several predetermined objectives. First, it seeks to determine the profile of the literature on tourism in Bali from 1979 to 2022. Second, it aims to examine the trends in Bali tourist research by identifying two subcategories: the authors who appear most frequently on tourism-related keywords in Bali, and the network or article relationships in depth. By utilizing the Scopus database, this study will provide a comprehensive and systematic analysis of the trends in Bali tourist studies, offering valuable insights into the evolution of tourism research in Bali over the past four decades.

2. Literature Review

2.1 Tourism approach

There has not been a conclusion reached about the definition and scope of tourism as a system, and the debate surrounding these topics has only become more complex. Primarily due to the discipline's diversity, some academics prefer to adopt an approach centered on their specific field of study (Dann et al., 1988; Echtner & Jamal, 1997). In their article titled "The Trouble with Tourism and Travel Theory?," Franklin & Crang (2001) make it clear that the primary challenge facing this branch of the social sciences is the fact that the rapid growth and development of tourism as a social phenomenon have outpaced advancements in theory. This is especially true when taking into consideration the fact that research interest in this field is still relatively new.

2.2 Bali and its cultural tourism

The interaction between tourism and culture in Bali has garnered significant attention from academics and tourism scholars worldwide (Howe, 2006; Lewis & Lewis, 2009; Picard, 2006; Putra & Hitchcock, 2012). They view tourism as potential challenge or threat, while at the same time acknowledging that it offers the Balinese people a chance to either rediscover or even lose their

identity, religion, art, natural resources, and other customs. In other words, tourism is a double-edged sword, which, in traditional Balinese parlance, is referred to as "*Rwa Bhineda*" (McKean, 1976). According to the findings of the research, the local community has benefited from an increase in both direct and indirect employment opportunities brought about by tourism (Arcana & Wiweka, 2016b; Putra & Paturusi, 2017; Wiweka & Arcana, 2016a). For instance, it has been demonstrated that resuming tourism operations that were halted because of the pandemic will lead to an increase in the income and level of living of the local residents. This has the potential to stimulate economic growth in rural and distant areas by driving up consumer demand for agricultural goods and fostering the development of infrastructure (Priyo Purnomo et al., 2021; Wirawan et al., 2021). McKean made the same point, arguing that tourism would not be detrimental to Balinese culture but would, on the contrary, help to strengthen it. *Tri Hita Karana*, often known as THK, is a piece of indigenous Balinese wisdom that has been adopted as a guiding principle for the expansion of eco-friendly tourism (Roth & Sedana, 2015; Wiweka, 2014).

2.3 Literature review and bibliometric analysis

Data for this study were sourced from Scopus publications and subjected to critical analysis through a literature review approach. This method entails examining research on specific topics, particularly tourism in Bali, using a diverse range of literature sources (Booth et al., 2016; Knopf, 2006; Randolph, 2009). This method is widely applied across various fields, including economics, management, and information technology.

Bibliometric analysis, on the other hand, is employed as a quantitative method for analyzing bibliographic data in articles or journals (Celebi et al., 2020; Evren & Kozak, 2014). Common applications of this analysis include examining references to scientific articles cited in a journal, mapping the journal's scientific field, and categorizing scientific articles by research area (Liu et al., 2021; Palácios et al., 2021). This method is applicable to sociology, humanities, communication, marketing, and other social groups. Bibliometric analysis also includes citation analysis to identify when one article cites another, co-citation analysis to find multiple articles cited by a single source, and co-word analysis to explore the co-occurrence of keywords, revealing scientific concepts, and aiding in indexing (Effendy et al., 2021).

3. Method

Mix method research was used for this investigation (Jonker & Pennink, 2010; Mohajan, 2018), which involved mixing bibliometric methods and a literature review (see Figure 1). This analysis utilizes data from worldwide

articles that were published between 1979 and 2022 and contained the keywords "tourism in Bali." These publications were found via web scraping and were sourced from the Scopus database. Figure 2 shows the data (www.scopus.com). Scopus was chosen because of its reputation as a publication that contains high-quality data. Additionally, this data is available for everyone to access, and it is perfectly acceptable for academics and researchers to make use of it.

The growth of tourism in Bali was taken into consideration when selecting the keywords, which were also chosen with the theme in mind. The data indicates that there are 129 linked articles based on these keywords; however, due to title similarities based on the selection results, only 128 of these articles are used. As was the case with prior bibliographic studies (Evren & Kozak, 2014; Palácios et al., 2021), the researcher used each and every article that was picked as a sample. The procedure is illustrated in more depth in the following picture. At this phase, data mining is conducted through at least two processes. The Document-Term Matrix (DTM) and Data Processing processes in data mining aim to transform unstructured text data into a numerical representation that can be used for further analysis. Proper text preprocessing, such as tokenization, stopword removal, and stemming, is crucial to ensure the resulting DTM is effective and informative. The DTM can then be utilized in various data mining techniques, ranging from classification to sentiment analysis.
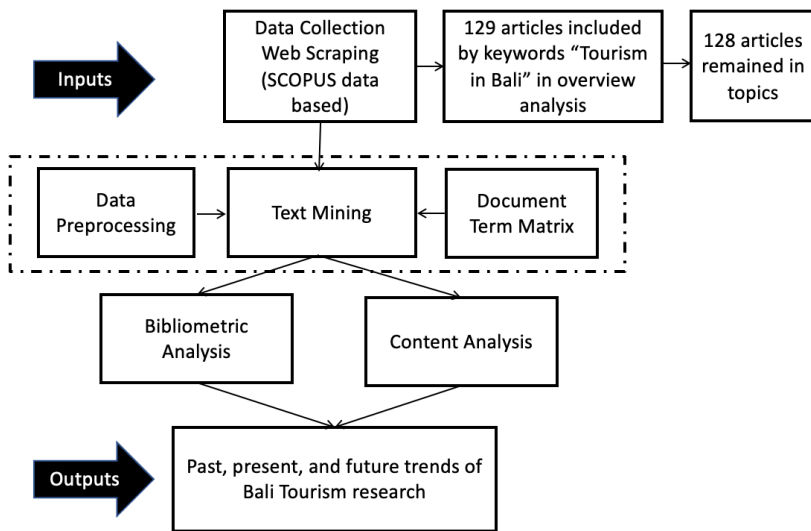

Figure 1. Literature review and bibliometric flow chart (Source: The author's own study, 2022)

Litmaps (2021) also analyzes information such as the annual number of publications, the journal publishing the article, the first author, and the research scope. Additionally, VOSviewer software is utilized to examine trends

in the development of international publications through qualitative content analysis. VOSviewer is software for constructing and visualizing bibliometric networks (Karyatun et al., 2022; Muhani et al., 2022). This network may include journals, authors, or publications which is built using citations, bibliographic aggregations, co-citing, or co-authorships. VOSviewer also includes text mining functionality for creating and visualizing co-occurring networks of key terms from scientific literature.

4. Result and Discussion

4.1 Corpus profile

According to Figure 1, the publications that were utilized in line with the parameters of this study were 128 out of the 129 that were discovered through the search. Because it contained information that was also present in another article, one of the articles had to be removed. According to the review, tourism-related studies conducted in Bali between the years 1979 and 2022 showed constant growth. The island of Bali has, for a very long time, held a reputation as a well-liked tourism destination, both worldwide and nationally. This phenomenon motivates scholars and researchers to examine the expansion of tourism on this island, which is known as the island of the gods.

According to the findings of the review, the increasing rate at which publications on the subject of tourism in Bali are being distributed has attracted the interest of academics and researchers working in a variety of sectors. According to the data provided by Scopus, this topic has been the subject of research since the 1970s, as seen in Figure 2. During the early growing phase of tourist research in Bali, which started from 1979 through 1990, four articles were produced. During the second ten-year term, which ran from 1991 to 1999, there was an increase of more than one hundred percent in the number of publications in this area, which brought the total to as many as ten pieces. The number of tourism-related papers published in Bali fell from 2000 to 2010 until there were only seven of them. Yet, looking at the trend during the first thirty years, we can see that it follows a very consistent cycle.

This pattern then picked up significant steam in the subsequent ten-year term, which ran from 2011 to 2020 and culminated in the production of 85 articles, representing an increase of more than 800%. This enlargement can be further segmented into the following three categories of terms: The first term covers the years 2011 to 2013, and it comprises seven articles. In the meantime, between the years 2014 and 2016, a total of fifteen articles were published. During the third term, which lasted from 2017 to 2020, there was a considerable rise of 63 new items. It is highly likely that this pattern will carry on until the data is collected in May of 2022. Between the years 2021 and 2022, there will be

a total of 22 publications relating to tourism in Bali. Research tendencies in this area can be characterized as being consistent. The graphic that follows displays the distribution of literature on issues related to Bali's tourism industry.
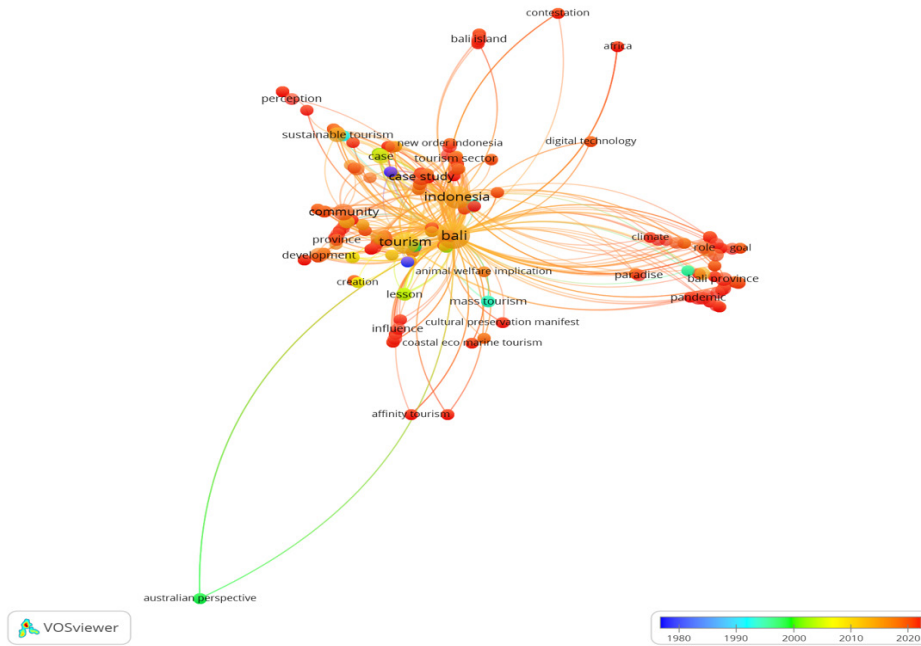

Figure 2. Distribution trends in scientific literature on Bali tourism from 1979 to 2022 (Source: The author's own study, 2022)

Figure 2 shows that tourism research in Bali remains an intriguing topic for many researchers to this day. This argument is at least supported by a consistent ten-year distribution. However, when viewed through the network of articles, the picture reveals that there are no researchers or articles that dominate the scope of tourism research in Bali. Nodes depicted by circles in each article are fairly symmetrical, with the exception of a few articles that appear larger than others but are not statistically significant. The trend data will be used to examine the scope of past and present research, along with recommendations for future research topic. These aspects will be thoroughly discussed in the discussion session.

4.2 The Current State of Bali Tourism Studies

The content of the articles and references, focusing on their titles and context, has been closely analyzed, particularly in terms of title and context. Throughout this phase, the entire literature is treated as a text corpus, analyzed and classified by topic and context. DTM is used as the output of the text

mining process, visualized with VOSviewer, and analyzed descriptively and qualitatively.

4.2.1 The first author in the scope of Bali tourism studies

This review discovered the first three authors with the most articles, in addition to analysing the journal aspect. Two of the three authors are local academics or researchers. One of them is a foreign author.

Table 1. Top 3 authors as the first authors in Bali tourism research
period 1979-2022

No.	Author Name	Number of articles
1	J. Cukier	5
2	I.N. Sunarta	4
3	N.M. Ernawati	4

Source: The author's own study, 2022.

The table above lists the authors with the highest number of publications as first authors. Some other authors may have had more Bali tourism-related publications than those listed in Table 1. Their roles, however, may differ, such as co-author, second, third, and so on. Consequently, this study does not aim to conclude that these three author are the most frequent contributors to articles on Bali tourism. Rather, they are simply the authors who most frequently appear as first authors in published articles.

In addition to the above analysis, this study investigates the impact of each author's published article. According to Google Scholar data (2022), Cukier published articles in the years 1994 (two articles), 1995, 1996, and 1998 (Cukier, 1998; Cukier et al., 1996; Cukier & Wall, 1994, 1995; Cukier-Snow & Wall, 1994). The article "Informal tourism employment: vendors in Bali, Indonesia" was referenced 100 times. While the article "Tourism Employment in Bali, Indonesia" received 24 citations. The article "Tourism Employment in Bali: A Gender Analysis" was also cited 28 times. The articles "The Involvement of Women in Bali's Tourism Industry, Indonesia" and "Tourism Employment and Shifts in the Determination of Social Status in Bali: The Case of the Guide," respectively, were cited 127 and 24 times.

Meanwhile, Sunarta's articles were published in 2017, 2019 (two articles), and 2022 (Sunarta, Adikampana, et al., 2019; Sunarta et al., 2017; Sunarta, Nuruddin, et al., 2019; Sunarta & Saiffuloh, 2022). The article "Actor relation pattern with nature-based *'tri ning danu'* in the Bedugul tourism area of Bali, Indonesia" was cited once among the other three articles. Other article titles include "Determining Banjar Boundary and Tourism Planning Using

Participatory Mapping (Case Study in Pesinggahan Village, Klungkung Regency, Bali, Indonesia)," "The Emerging Historical Site as a Tourism Destination in Bongan Village, Bali," and "Spatial Variation of No Levels During the Covid-19 Pandemic in the Bali Tourism Area."

Ernawati is well-known for her articles that were published in 2015, 2017, and 2018 (two articles) (Ernawati et al., 2015, 2017; Ernawati, Sitawati, et al., 2018; Ernawati, Sudarmini, et al., 2018). The article "Tourists' perceptions of community-based tourism products for sustainable tourism in Bali, Indonesia" was referenced 17 times. Meanwhile, the article "Host-Guest Orientations of Community-based Tourism Products: A Case Study in Bali, Indonesia" has received 67 citations. Articles titled "Impacts of Tourism in Ubud Bali Indonesia: A Community-Based Tourism Perspective" and "Batur toward Sustainable Tourism Development: A Community-Based Geotourism Case from Bali in Indonesia" on the other hand, have each been cited 23 times.

Academically, the number of citations on an article is frequently regarded as an impact factor that an article can provide. On the other hand, there are those who believe that the empirical impact is equally important. This means that, in addition to the impact on other academics, the impact on the common society as the object of study must be considered.

4.2.2 Comprehensive network analysis of Bali tourism research

In this session, all articles is bibliographically analyzed using the VOSviewer tool, which provides direct visualization of the network and literature density. Figure 3 shows that the development map of Bali tourism topics in the Scopus database from 1979 to 2022 can be divided into 12 clusters based on co-word analysis. VOSviewer reads the words in the article's title or abstract thoroughly at this point, then visualizes the relationship between the word pieces. These words are then grouped based on their proximity in usage, forming a cluster. This means that each cluster can be interpreted as the most frequently discussed context in the majority of articles.

In this study, each cluster can represent a specific theme or topic within a research field. For example, in the analysis of scientific publications, one cluster may consist of articles focused on a particular topic such as "sustainable tourism" in cluster 6 and 9, while cluster 8 might be related to "tourism impact." Cluster 1 is colored red and contains nine topic items: Bali province, Buleleng, distribution, diversity, model, planning, role, tourism development, and tourism industry. Cluster 2 is shown in green and consists of seven topic items: AHP, Bali tourism area, covid, pandemic, paradise, portrait, and tourism object. The blue cluster 3 includes six topic items: Bali Island, development, province, terrorism, tourism, and tourism destination. Cluster 4 is a light green

cluster with six topic items: community, digital materiality, film, interlocutor, tourism relationship, and way.

Figure 3. Text network analysis of Bali tourism research (Source: The author's own study, 2022).

Cluster 5 is purple and contains six topic items: case study, implementation, Indonesia, Java, practice, and tourism. Cluster 6 is light blue in color and contains four topic items: Badung regency, rural tourism development, study, and sustainable tourism development. Cluster 7 is colored orange and contains three topic items: Bali, lesson, and mass tourism. Cluster 8 is pink and contains three topic items: impact, Lulc, and Ubud.

Cluster 9 is purple, and it is made up of three topic items: perception, sustainable tourism, and tourism product. While cluster 10 is pink, it contains three topic items: influence, nature, and tourism area. Cluster 11 is green, and it contains three topic items: case, country, and tourism employment. Cluster 12 is light blue and contains only one topic item, cultural tourism.

The results of the network analysis, presented in Figure 4, indicate that the correlation between nodes is organized into 12 distinct network clusters. Inner cores are clusters with a high frequency of occurrence of nodes and heavy edges. This cluster is a visual representation of the most frequently discussed

issues in the Bali tourism industry. An outer core, on the other hand, is a cluster with a low frequency of node occurrence and a small edge weight. This cluster represents the issues that the literature on Bali tourism discusses the least.

The review indicates varying weights of nodes and edges in the inner core network vary, as reflected in the size of circles and connecting lines. Thicker lines and larger circles represent greater weight or degree. On a large scale, nodes and edges are issues that are frequently discussed and are at the core of the Bali tourism topic. This visualization is emphasized by labeling each node, as indicated by the identity token. These tokens or nodes represent issues that have gained considerable attention in the literature.
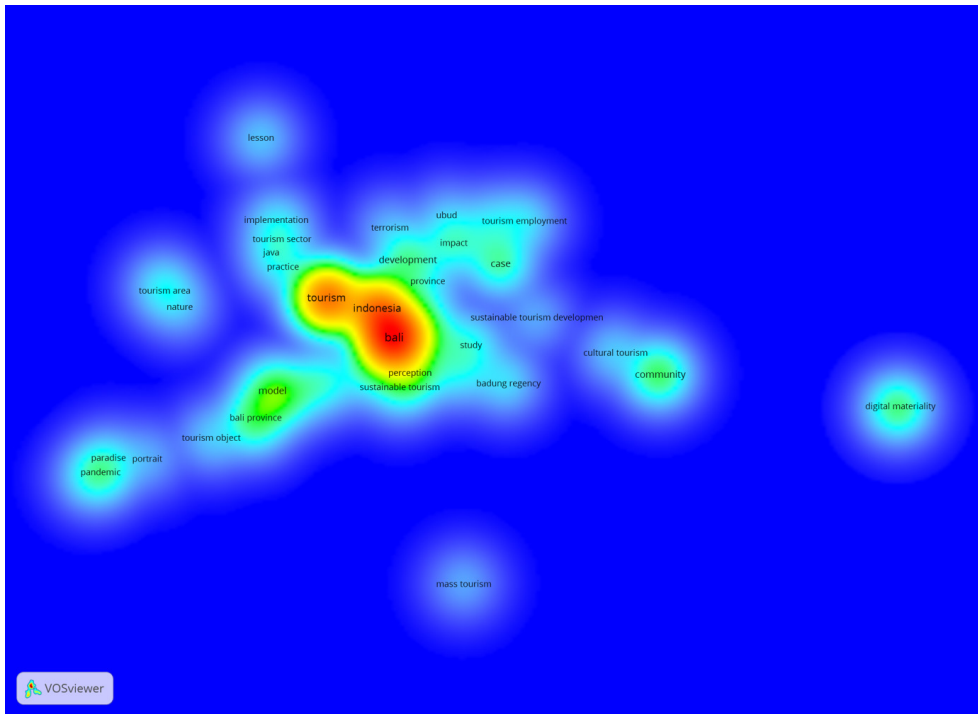

Figure 4. Density analysis of Bali tourism research scope (Source: The author's own study, 2022).

According to the definition, the tourism phenomenon is a system with an interaction between internal and external subsystems, as well as each of its constituent elements. As a result, the interaction process will ultimately affect and be influenced by the existence of tourism itself. Simply put, the tourism system model attempts to depict the process of tourist movement from the moment he or she is in their area of origin or residence to the time they return to their place of origin (Wiweka & Arcana, 2019). As a result, the above visualization of the network analysis is contextually related to the empirical

study of the Bali tourism industry. Consequently, some of the nodes that appear are associated with tourism terminology.

Furthermore, the VOSviewer tool provides density-based analysis visualization. This means that based on the color density in the visualization area, this illustration will make it easier to recognise the contexts that are most frequently studied.

The review provides some important information that can be classified into at least four major issues, namely the research location, research approach, research scope, and tourism elements under consideration. According to the research location, the most frequently explored areas are Bali as a province, Buleleng, Badung regency, and Ubud. This is a tourist destination that is very appealing to tourists and is a growing tourism area. The interesting thing is that, although all of the literature is about Bali tourism, however, the Java region emerged as the most researched. Several studies frequently compare the potential and growth of tourism in the two areas. As a result, this area appears to be one that is frequently researched. Second, it is evident from the type of research approach used, even though the review shows little variation in the approach. However, data analysis reveals that case studies, modeling, and AHP techniques are among the most commonly used analytical approaches or techniques. Comparative analysis and causal relationships are two examples of research methods used. The qualitative approach, in general, can be said to dominate the scope of research in Bali tourism.

Third, based on the issues examined, the review reveals that several contexts, such as tourism planning and development, community roles, digital materiality, tourism relationships, model implementation, mass tourism, impact, influence, lessons, sustainable tourism development, tourist perception, tourism employment, cultural tourism, terrorism, and the covid pandemic, are frequently used as research ideas. This context will be thoroughly researched and described in relation to the time period of its publication development. This discourse will be presented in the following section. Fourth, the most frequently researched elements of tourism (Wiweka & Arcana, 2019) include local communities, the tourism industry, tourism areas, tourism objects, tourism destinations, the island of Bali, films, rural areas, tourism products, natural potential, and culture. All of these elements contribute to the development of Bali tourism as a destination.

This study confirms that the visualizations from the network analysis represent issues frequently discussed based on commonly researched topics. However, the review does not suggest that low-frequency topics are insignificant; rather, these issues in the outer core may represent under-researched areas or less commonly used approaches. This cluster may require extensive considered in future research.

5. Conclusion

The objective to determine the profile of the literature on tourism in Bali from 1979 to 2022 is addressed in a systematic review that analyzes 128 publications sourced from the Scopus database. This study reveals that the development of Bali tourism research has significantly increased over the years, with a notable dominance of Indonesian authors contributing to the literature. It also highlights the essential role of international authors, especially in the early years of Bali tourism studies. The review categorizes the evolution of research topics into four phases and identifies the most commonly used research approaches and paradigms. This comprehensive analysis provides insights into the trends and patterns of Bali tourism literature over the specified time frame, thereby fulfilling the objective of profiling the literature on this subject.

The second objective of the study is to examine the trends in Bali tourist research by identifying two subcategories: Authors who appear most frequently on tourism-related keywords in Bali: This involves analyzing the publications from the Scopus database to determine which authors have contributed the most to the literature on Bali tourism. The study concludes that Indonesian authors continue to dominate Bali tourism research, while international authors play a crucial role, especially in the early years of studying Bali tourism. Network or article relationships in depth: This involves exploring the connections and relationships between the articles and authors in the field of Bali tourism. By using the Scopus database, the study aims to provide a comprehensive and systematic analysis of these relationships, offering insights into how the research has evolved over the past four decades.

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