

Bali Tourism Research Trends: A Systematic Review, 1976–2022

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Abstract

This research aims to systematically review of literature on Bali tourism from 1976 to 2022. This study employed a descriptive quantitative approach and utilizes 128 publications with the keyword “tourism in Bali” sourced from the Scopus database. This study concludes that the development of Bali tourism research has increased significantly. The contribution of Indonesian authors continues to dominate Bali tourism research. International authors play an essential role, especially in introducing the study of Bali tourism in the early thirty years. Furthermore, this review was successful in identifying the most commonly used topics, research approaches, and paradigms by researchers. This research, in particular, divides the evolution of the topics into four phases. The study’s sample of articles is restricted to those from the single database Scopus and solely in English. As a result, future research should be able to analyze articles from other sources, and in a broader range of languages.

Keywords: Bali; tourism; research trend; systematic review

1. Introduction

Bali, also known as the “Island of the Gods,” is a popular tourist destination for both international and domestic visitors (Astuti et al., 2019; Wiweka, 2014). Bali tourism is developing properly as a result of social construction, particularly because it has been developed by numerous parties for more than a century. The Dutch were the first to be involved, followed by the Indonesian national government and the province of Bali, and, of course, the local population. As a result, Bali tourism can be defined as the product of the co-constitution of tourists and national, regional, and local actors, with an emphasis on local natural and cultural values (Picard, 2006; Pickel-Chevalier & Ketut, 2016; Putra

& Paturusi, 2017). From an academic standpoint, several academics believe that tourism in Bali not only brings benefits, but also has the potential to impact.

Carrying capacity issues are frequently used to demonstrate the detrimental effects of tourism (Sudipa, 2020). Some experts have raised concerns about the issue of land conversion and the excessive usage of clean water in this industry (Nugraha et al., 2021; Sunarta et al., 2014). Some of the sites highlighted are generally popular tourist destinations, such as Nusa Penida, several beaches in Bali's south, and Mount Batur (Arcana & Wiweka, 2016a; Budiassa et al., 2018; Sunarta et al., 2014). On the other hand, some argue that the phenomenon of 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 plays a role in the preservation of local culture in Bali. This means that tourism benefits the local economy and culture as well. This phenomenon was also observed during the pandemic period, which severely harmed the people's economy.

Tourism is thought to have boosted locals' pride in their culture and traditions. Indeed, people's ability to adapt to changing circumstances is thought to be influenced by this modern industry (Pickel-Chevalier et al., 2017). Tourism is now regarded as an inseparable part of Balinese culture. This phenomenon is frequently discussed among tourism stakeholders, including academics and community organizations. Pickel (Pickel-Chevalier, 2018; Pickel-Chevalier et al., 2017), for example, contends that tourism must be developed with a balance of stakeholders, including local communities, entrepreneurs, and the government. The advantages and disadvantages of tourism development on this island are still being debated (Arcana & Wiweka, 2015; Wiweka & Arcana, 2016).

At the start of 2020, the covid pandemic that had affected almost every country in the world had dealt a serious setback to all industries in Indonesia, including tourism (Esquivias et al., 2021; Riadil, 2020; Wachyuni & Wiweka, 2020). This phenomenon demonstrates how reliant the Balinese are on tourism. The tourism industry directly or indirectly affects the majority of Bali's economy (Priyo Purnomo et al., 2021; Subadra & Hughes, 2022; Wirawan et al., 2021). This circumstance prompted the government to devise a number of strategies to support in the recovery of Bali's economy. Various direct community social programs, subsidies for tourism stakeholders, and the innovation of a "work from Bali" program are just a few of the activities that are frequently promoted (Kemenparekraf, 2021). On the other hand, this phenomenon demonstrates that this industry is extremely vulnerable, particularly to the potential danger of external factors, in this case a health issue (Wiweka & Arcana, 2019). The crisis in Bali is distinct from those in other regions, particularly in areas that have successfully adapted to the pandemic situation by shifting to agricultural-based activities.

Although the conditions are not as severe as they were during the covid pandemic, Bali has historically experienced the similar situation. Several security challenges, such as the Bali Bombings I and II (Hitchcock & Putra, 2005), have actually sent a similar signal. Likewise, when Bali was devastated by a large volcanic eruption in the year 1963 (Edelweis, 2021). The same impact in different situations has actually shown that excessive reliance on a single sector, particularly tourism, can put Balinese people in a crisis or difficult situation. However, the success of re-emerging as a tourism destination in high demand by international tourists appears to have given people confidence to rely on tourism for a livelihood. Especially since Bali continues to be Indonesia's largest foreign exchange earner from tourism.

Complex phenomena and situations that appear to fluctuate in the development of Bali tourism are also intriguing topics for academics or researchers. Many writers have been inspired by interactions between tourists and local communities since the early days of Bali's tourism development (Howe, 2006; Lewis & Lewis, 2009; Picard, 1992, 2006; Pickel-Chevalier, 2018; Putra & Hitchcock, 2012). Data-based Scopus even noted that the first Bali tourism literature was published in 1976. Since then, there have been over 200 data-based articles that have studied the phenomenon of tourism in Bali from various perspectives or scientific backgrounds.

One of the intriguing aspects of previous Bali tourism research is that no one has conducted a literature and bibliometric study related to what they have studied. This information becomes interesting and valuable to learn as one of the world's biggest destinations. In fact, some geographers have applied this technique for a long time, notably to research tourism (Carlson, 1980; Jafari, 1979). Currently, various scholars frequently assess study developments in a variety of popular global destinations. They undertake a bibliometric analysis of tourism research development in various contexts and topic areas (Evren & Kozak, 2014; Liu et al., 2021; Okumus et al., 2018; Palácios et al., 2021). Some of these references demonstrate that this technique is becoming increasingly popular and that it needs to be implemented in the tourism industry in Indonesia, particularly in Bali, which is one of the leading destinations. As a result, researchers are interested in investigating how the development of literature related to Bali tourism has occurred.

Based on this sense, the purpose of this research is to conduct a systematic and comprehensive review of the literature on Bali tourism from 1976 to 2022. This time period was chosen based on actual data, which shows that the first data-driven Scopus publication about tourism in Bali occurred in 1976. This study specifically aims to investigate the author's characteristics, particularly in terms of nationality and type of collaboration. Furthermore, this study examines

numerous aspects of the literature employed, such as the type of publication, the research method applied, the topics of interest discussed, and the research object under review.

2. Literature Review

2.1 *Balinese culture and tourism*

Academics and tourism researchers from Europe, the United States, and Australia have been drawn to Bali's tourism-culture relationship (Howe, 2006; Lewis & Lewis, 2009; Picard, 2006; Pickel-Chevalier, 2018; Pickel-Chevalier et al., 2019, 2022; Putra & Hitchcock, 2012). They perceive tourism as a challenge or a threat, while also providing an opportunity for Balinese people to rediscover or even lose their identity, religion, art, natural resources, and various traditions. In other words, tourism has two sides, which are referred to as "*Rwa Bineda*" in Balinese culture (McKean, 1976). *Rwa Bineda* is a traditional Balinese Hindu society philosophy regarding two separate characteristics as a spirit of harmony in life. They believe that only through these two characteristics can harmony and balance be achieved. Some common examples are the existence of day and night, good and bad, and positive and negative (Lewis & Lewis, 2008; Sunarya, 2020).

Tourism, according to the researchers, has created both direct and indirect job opportunities for the community (Arcana & Wiweka, 2016b; Putra & Paturusi, 2017; Wiweka & Arcana, 2016). For instance, restarting tourism activities that were disrupted due to the pandemic has proven to increase local communities' income and standard of living. This can boost the economy in rural and remote areas by increasing demand for agricultural products and developing infrastructure (Priyo Purnomo et al., 2021; Wirawan et al., 2021). McKean made the same point, claiming that tourism would not destroy Balinese culture, but rather strengthen it. *Tri Hita Karana* (THK) is one of the Balinese people's local wisdoms that is used as a concept for sustainable tourism development. The THK concept has become a guide in the Balinese Hindu community's daily activities and lives. Whereas, in its application, THK is not only a religious philosophy, but also a concept containing universal values (Roth & Sedana, 2015; Wiweka, 2014).

2.2 *Tourism concept*

Several authors, including Wahab (1977), Pearce (1979), Cohen (1972 & 1979), Jafari & Ritchie (1981), MacCannell (1999 & 1999), Jafari (1995), and Buhalis (2000), have played important academic roles in the development of tourism (Buhalis, 2000; Cohen, 1972; Goeldner & Ritchie, 2007; McIntosh et al., 1995). In fact, despite the fact that there has been a significant amount of theoretical literature on tourism (including by authors not mentioned above) (Dann et al.,

1988; MacCannell, 1976; Pearce, 1979; Tribe, 1997, 2009). However, the debate over the definition and scope of tourism as a system has yet to be resolved and is even more complicated. Mostly because this field is multidisciplinary, and some researchers prefer to take an approach based on their area of expertise (Dann et al., 1988; Echtner & Jamal, 1997).

3. Method

This study used a descriptive quantitative method approach (Jonker & Pennink, 2010; Mohajan, 2018), and a literature review technique. This analysis makes use of data from international publications containing the keywords “tourism in Bali” from 1976 to 2022 (see Figure 1), which were gathered via web scraping and sourced from the Scopus database (www.scopus.com). Scopus was selected because it is a high-quality data-based publication. This data is also open access and can be legitimately used by academics and researchers.

The keywords were also chosen with the topic in mind, which was the development of tourism in Bali. Based on these keywords, the data shows 129 related articles, but only 128 are used because of title similarities based on the selection results.

The researcher used all selected articles as a sample, as in other bibliographic studies (Evren & Kozak, 2014; Palácios et al., 2021). The literature review procedure (Booth et al., 2016; Knopf, 2006; Randolph, 2009), on the other hand, is used to describe numerous factors, such as the author’s profile, types of publications, research methods employed, topics of interest discussed, and research objects under study.

4. Result and Discussion

4.1 *The development of the publication about tourism in Bali from 1976 to 2022*

According to the review, the trend of distribution of publications on the topic of tourism in Bali has piqued the interest of academics or researchers from various fields. Figure 1 shows that, according to Scopus data, this issue has been researched since the 1970s. From 1976 to 1989, the initial growth phase of tourism research in Bali yielded five articles. The number of publications in this context increased by more than 100 percent, or to as many as twelve articles, during the second ten-year term, or from 1990 to 1999. From 2000 to 2010, the trend of tourism publications in Bali was reduced to only 7 articles. Although the number of publications was still relatively low at the start of the first thirty years, the trend in the first thirty years demonstrates a fairly consistent pattern.

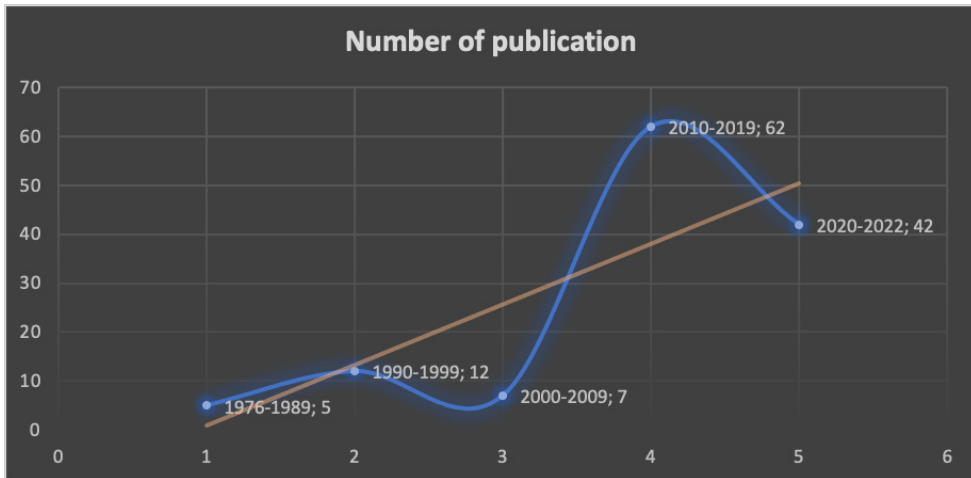


Figure 1. Distribution trends in scientific literature on Bali tourism from 1976 to 2022 (Source: The author’s own study, 2022)

This trend then accelerated dramatically in the fourth ten-year term, or from 2010 to 2019, reaching 62 articles, an increase of more than 700%. This expansion can be further subdivided into three groups of terms. The first term runs from 2011 to 2013 and includes seven articles. Meanwhile, there were 15 articles published between 2014 and 2016. A significant increase of 43 articles occurred in the third term, or from 2017 to 2019. This trend will likely continue until the data is collected in May 2022. There are 42 publications in the context of tourism in Bali from 2020 to 2022.

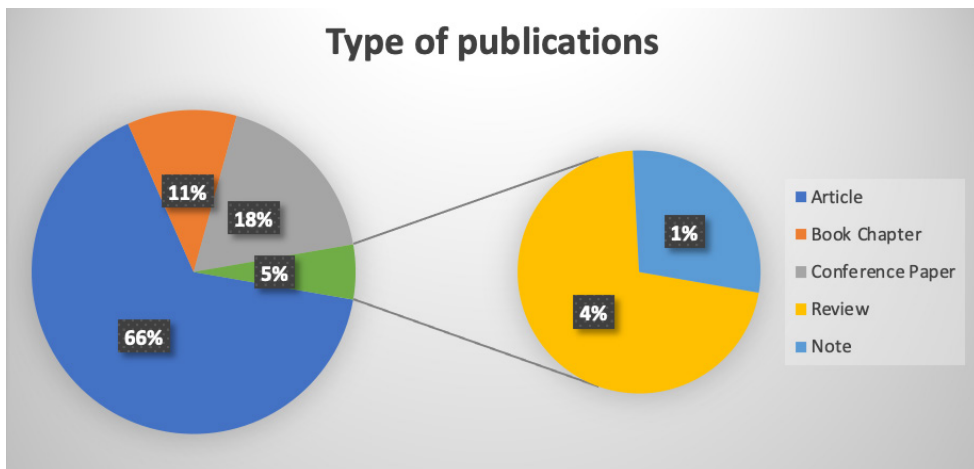


Figure 2. Type of publications in scientific literature on Bali tourism from 1976 to 2022 (Source: The author’s own study, 2022).

Publications are classified into five types: articles, book chapters, conference papers, reviews, and notes. According to the review's findings, the majority of publications, or 66%, are articles with 84 literatures. Meanwhile, conference papers came in second with 23 literatures (18% of the total). Book chapters rank third, representing for 11% of all literatures. Meanwhile, reviews and notes are the least common categories of publication, accounting for 4%, and 1%, respectively. This research demonstrates that the majority of the data or literature may be classified as valid and reliable, particularly because the three highest types of publications have undergone numerous processes such as review and proofreading.

4.2 The current trend of Bali tourism research

The review is carried through this session in a systematic and comprehensive manner, focusing on the author and the article's subject matter. The researcher analyzes the author's nationality, the type of collaboration between the authors, and the affiliation or institution of origin of the authors. This data is expected to show which countries and institutions contribute to tourism research in Bali, particularly those from English-language publications. Furthermore, in terms of the article's content, this study focuses on investigating journal topics, research scope, research objects, and research methods. This aspect is considered essential, especially for academics and researchers who want to understand which areas of study have been conducted and which areas require additional research.

4.3 Author profile: Nationality, type of collaboration, and affiliation

According to the review's findings, 337 authors contributed to English-language Bali tourism research, including international and national authors. This analysis also reveals that the majority of the authors in these publications are local authors, with a total of 243 national or Indonesian authors. This figure represents 72% of all authors who contribute to the publication of Bali tourism research. Meanwhile, international contributors accounted for 28% of the total, or 94 authors. Furthermore, 13 of the 128 publications researched were the result of collaborations between international and national authors. This means that only 10% of all publications are the result of international cooperation. The graph below compares the growth trends of international and national authors.

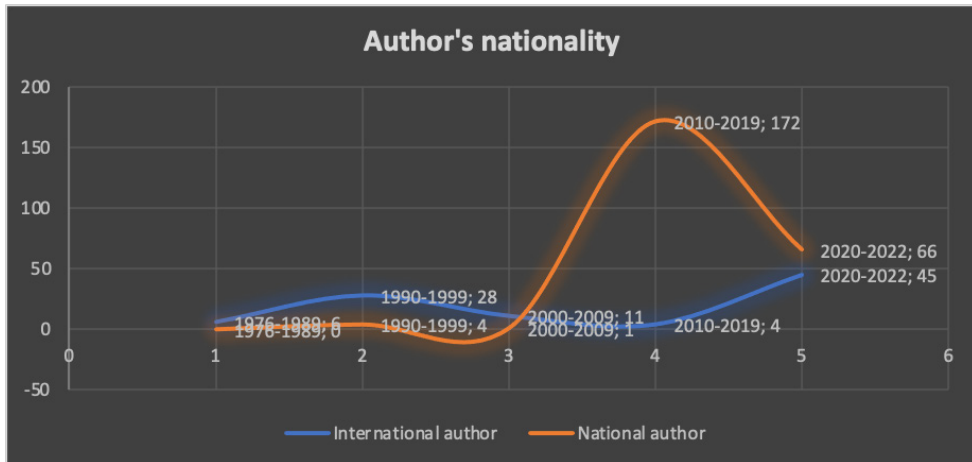


Figure 3. Comparison of author trends by nationality from 1976 to 2022
(Source: The author’s own study, 2022)

The graph above shows that the number of national authors increased significantly from 2010 to 2022. This phenomenon is especially fascinating considering that there were no national authors who contributed to Bali tourism research from 1976 to 1999. According to the review’s findings, six articles were published by authors from the United States and Germany between 1976 and 1989. These two countries are also listed as early contributors to Bali tourism research publications during their development period. Meanwhile, from 1990 to 1999, 19 articles were published as a result of research conducted from France, Canada, Australia, and Germany authors. During the same time period, Canada and the United States collaborated. Only national or Indonesian contributors were recorded in the third ten-year period, or between 2000 and 2009. During this time, in addition to several countries that had previously contributed, namely Australia and the United States, the United Kingdom began to study Bali tourism. The collaboration between authors from the United States and Singapore documented the role of Indonesian authors during this time period. The article’s topic was “*Bomb blasts in Bali: Impact on Tourism,*” which was published in the journal *Tourism Analysis* in 2004. This is a Bali phenomenon that arose as a result of the 2002 tragedy, which had a significant impact on Bali and Indonesian tourism (Hitchcock & Putra, 2005; Putra & Hitchcock, 2012).

The review found an increase in both international and national authors during the fourth ten-year period, or between 2010 and 2019. From 19 to 43 authors, international contributions increased by approximately 126%. Argentina, New Zealand, Norway, the Netherlands, Japan, and Belgium are among the countries that have begun to study Bali tourism, in addition to those that have already begun. National or Indonesian contributors, on the other

hand, increased significantly, reaching 115 authors. The findings of this periods analysis revealed several international collaborations between Indonesian authors and authors from countries such as Australia, Belgium, Japan, and France. Collaboration between Indonesian and Australian authors was highly prevalent during this time period. One of the most influential factors for the significant growth of Indonesian authors who study tourism in Bali, is assumed to be due to “the legalization” of tourism as an independent science by the Indonesian government in 2008 (HILDIKTIPARI, 2020; Sugiarto et al., 2022). Although more comprehensive study is required, this recognition is believed to encourage tourism academics and researchers to be more productive in the tourism sector. Other supporting evidence includes the establishment of a tourism faculty and several tourism science concentrations in a variety of educational institutions, both public and private.

Despite the fact that the period from 2020 to 2022 is relatively short, the number of publications is high, with 17 articles. Several new countries, including Malaysia and Hungary, began to study Bali tourism during this time period. Several collaborations are still ongoing between Indonesian authors and authors from Malaysia, New Zealand, the Netherlands, the United Kingdom, Japan, and Hungary. Although, in general, national authors have made significant contributions to Bali tourism research. However, the review shows that international authors have played a significant role in tourism research in Bali and Indonesia in general from 1976 to 2009. Several international collaborations are also thought to have an impact on Indonesian author’ research culture. The diagram below depicts the author’s role distribution both nationally and internationally.

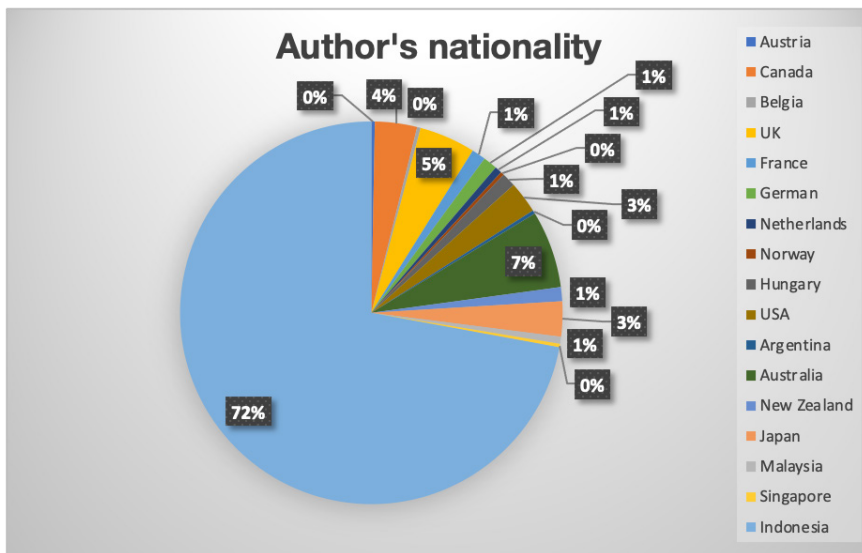


Figure 4. Distribution of author trends by nationality from 1976 to 2022 (Source: The author’s own study, 2022)

According to the review, European contributors dominate Bali tourism publications, accounting for 45 authors, or 10% of all authors. Contributors from the United Kingdom (16 authors), France, Germany, and Hungary (4 authors) are among the countries with the highest author participation. Other European countries of authors include the Netherlands (2 authors), Austria, Belgium, and Norway (1 author). While the United States ranks second with a total contribution of 7%, or as many as 22 authors. Some of these authors were from the United States (9), Canada (12), and Argentina (1 author). Australia came in third place, contributing 7% or 22 authors. New Zealand (4 authors), Japan (10 authors), Malaysia (2 authors), and Singapore were among the other countries represented (1 author).

This review examines some of the countries that most frequently collaborate with Indonesian authors, in addition to identifying countries that contribute to Bali tourism research. The following graph depicts the distribution of the collaboration.



Figure 5. Distribution of collaboration partners by nationality (Source: The author’s own study, 2022)

According to Figure 5, Australia is the country that collaborates the most with national authors, with a total of four publications. Japan, Malaysia, and the Netherlands, on the other hand, followed with a total of two publications. Other countries with one publication in collaboration with Indonesian authors include the United States, Singapore, the United Kingdom, France, and Hungary.

This review, on the other hand, discovers several Indonesian universities whose authors most frequently publish Bali tourism research, including Udayana University, Bali State Polytechnic, University of Airlangga, ITB, and Gajah Mada University. Some of these universities are known in Indonesia for

having the most competitive research publication performance. Furthermore, universities in Bali are noted to be very dominant in the context of the research location. Several national institutions have also contributed, including the University of Mahasaraswati Denpasar, Nusa Dua Bali Polytechnic, University of Indonesia, Ganesha University, University of Jember, University of Brawijaya, STMIK STIKOM Indonesia, University of Warmadewa, IPB University, National Education University, Satya Wacana Christian University, and Indonesian Hindu University. An interesting fact is that data on the distribution of this affiliation shows that the contributors to Bali tourism research are spread across several institutions, both within and outside of Bali. Although authors from Balinese institutions continue to dominate in general, this distribution is essential in maintaining a balance between the perspectives of Balinese academics and academics outside Bali in observing the phenomenon of Bali tourism.

Based on this information, it would be very interesting to investigate the journal topics, research scope, research objects, and research methods used by each contributor in greater depth and in a systematic manner.

4.4 Journal topic, research scope, research object, and research method in Bali tourism research

Based on the Scopus data, 128 publications were obtained from the search results for the keywords “tourism in Bali” with the categories of article title, abstract, keywords from 1976 to 2022. The review found that the *IOP Conference Series: Earth and Environmental Science* had the most Bali tourism publications, with a total of ten articles. *The Geojournal of Tourism and Geosites* comes in second place with 9 articles. *The Journal of Environmental Management and Tourism* ranks third, with seven articles. *The Journal of Physics: Conference Series* and the *Journal of Sustainable Tourism* tied for fourth and fifth place, with 5 articles each. Table 1 summarizes several journals with the most publications related to Bali tourism, as shown below.

Table 1. Top 5 journals that provide the most significant contributions to Bali tourism research from 1976 to 2022

No.	Journal Name	Number of publications	Cites Score	Cite Score rank
1	<i>IOP Conference Series: Earth and Environmental Science</i>	10	0.6	20 th
2	<i>Geojournal of Tourism and Geosites</i>	9	3.0	69 th
3	<i>Journal of Environmental Management and Tourism</i>	7	2.1	53 rd
4	<i>Journal of Physics: Conference Series</i>	5	0.8	18 th
5	<i>Journal of Sustainable Tourism</i>	5	13.8	98 th

Source: The author’s own study, 2022

Table 1 shows that the majority of the journals that mostly discuss Bali tourism issues have a background or scope in the areas of tourism, environmental studies, geography, physics, and sustainability. The scope of cultural tourism is an issue that is frequently explored, despite the fact that it is not included as the scope with the highest publication. *The Journal of Tourism and Cultural Change*, *the International Journal of Religious Tourism and Pilgrimage*, and *Heritage and Tourism: Place, Encounter, Engagement* are all journals in this field. Furthermore, from an economic standpoint, this scope is also quite dominant. *The Asia Pacific Business Review*, *Tourism Economics*, and *the Journal of Vacation Marketing* are a few journals in this field.

Cites score is a method of calculating impact factors used by Scopus to determine the impact of published articles by calculating the average number of citations in a journal over an issued year period. Table 1 shows that the cites scores of these five journals range from 0.6 to 13.8. This figure represents the average number of citations per article published by the journal over a given year period (in this case the cite score in 2021). The interesting thing is that this number is not directly proportional to the cite rank score or the rank of a journal in the same scope. *The journal of sustainable tourism*, for example, has the highest cite scores but is ranked 98th in its journal scope. Meanwhile, the *IOP Conference Series: Earth and Environmental Science* was ranked 20th with a cites score of 0.6. That seems to be, this citation rank score more accurately describes the ranking of a journal of similar scope. As a result of this data, it can be assumed that in the scope of sustainable tourism, the cites score level from other journals with the same scope is far more competitive.

However, only the *Geojournal of Tourism and Geosites* is classified as an open access journal among the five journals listed above, according to Scopus data. This means that the paper is available for free download in the journal. Instead, the author, not the reader, bears the cost of publishing the paper. This condition is certainly still debatable, whether open access should be used to maintain the quality of a journal or vice versa.

Furthermore, the researchers reviewed the paradigm used based on the information available on each online journal website. The findings show that several paradigms, including geography, anthropology, sociology, economy and business, public health, agricultural, environmental studies, political, linguistic landscapes, law, engineering, architecture, and policy, are frequently used. This data demonstrates that Bali tourism has been studied across multiple disciplines and paradigms.

In terms of research scope, the researcher identifies the title of each article that is classified by country. The objective is to obtain an illustration relating to the characteristics of the scope that are frequently studied. The following table

compares research scope preferences across Europe, America, Australia, and Indonesia.

Table 2. The comparison of research scope between countries

Indonesia	Europe	United States	Australia
1. Tourism planning and development	1. Community based tourism	1. Tourism employment	1. Community based tourism
2. Tourist village	2. Cultural tourism	2. Cultural and landscape change	2. Tourism product
3. Community based tourism	3. Tourism development	3. Tourism development	3. Mitigation and adaptation
4. Tourism destination	4. Case study	4. Shifting industry	4. Climate change
5. Case study	5. Social issues	5. Terrorism	5. Crisis in Bali
6. Tourism model			
7. Cultural tourism			
8. Sustainable tourism			

Source: The author's own study, 2022

According to Table 2, popular research scopes across countries are nearly identical. Tourism planning and development, community-based tourism, and cultural and environmental issues are among the most frequently studied topics. However, this review only shows the scope, beginning with the most frequently studied and ending with the least studied. This analysis does not determine whether this particular scope is more important than others. This scope, on the other hand, is thought to be closely related to the development of the tourism phenomenon in Bali. One of the indicators is how much attention the topic of crisis and terrorism received from researchers following the Bali tragedy.

In addition, the review shows several objects that are frequently used as research locations, such as Ubud, Batur, Badung, Buleleng, Pemuteran, Bangli, Denpasar, Kuta, and Penglipuran. The Java region, on the other hand, emerged as the most researched. Several studies frequently compare the potential and growth of tourism in the two areas (Pickel-Chevalier, 2017; Pickel-Chevalier et al., 2018). As a result, it appears that this topic is frequently researched. The attractions that are frequently explored on the other hand, are village, forest, geopark, agriculture (*subak*), coastal, heritage, landscape, *banjar*, marine, sport, resort, bamboo, beach, and river. According to the data, the majority of them are popular tourist destinations and attractions. As a consequence, it can be assumed that the location provides a variety of interesting issues as a result of the high intensity of tourist interaction.

One of the most interesting aspects of academic research is the research methods. As a result, this review examines the methods that are frequently employed by various authors. This study divides them into three categories: qualitative, quantitative, and mixed methods. The following graph shows the percentage of research methods used.



Figure 6. The comparison of research methods used (Source: The author's own study, 2022).

According to the review, the qualitative approach is the most frequent occurrence and is used by more than 70% of authors. Meanwhile, the quantitative approach and the mix method account for 16% and 13% of the total. Comparative study, qualitative descriptive methods, qualitative naturalistic approach, case studies or field studies, literature studies, linguistics landscapes, field research models, product development or prototyping, netnography, social network analyses, experimental, Landscape Characteristic Assessment (LCA) method, ethnographies, and Participatory Rural Appraisal (PRA) approach are some of the qualitative techniques used. While data collection methods include observation, interviews, documentation, and a review of the literature. Morphometry analysis, graphical analysis, and SWOT analysis are other common analytical methods. Nvivo software is also employed in some studies to analyze data.

While quantitative methods such as Social-Ecological Systems (SES) analysis, Structural Equation Model (SEM– PLS), Rapid Impact Assessment Matrix (RIAM), Analytic Hierarchy Process (AHP), factor analysis, Social Accounting Matrix (SAM), and multiple regressions are commonly used. Consciousness surveys, interviews, and Focus Group Discussions (FGD) were used to collect data. The mix method approach, on the other hand, combines both methods and data collection techniques, such as the snow-bowling method,

the Analytic Hierarchy Process (AHP), and participatory. While questionnaires, in-depth interviews, observation, Local Working Group (LWG), surveys, and in-depth study were used to collect data.

4.5 The evolution of Bali tourism research topic

This study depicts the evolution of Bali tourism research topics from 1976 to 2022 based on the publication period (see Figure 1). From a research standpoint, Bali as a tourist destination is divided into four stages, namely research trends on development issues towards mass tourism, trends in impact studies, research trends on sustainability issues or known as sustainable tourism development, and the most recent phase in accordance with global problems, namely the COVID-19 pandemic. Despite the fact that this study is divided into four major phases. However, this does not imply that at each stage, all published literature addresses the same issue. Even within each phase, the issues discussed frequently appear and reoccur in subsequent phases. Discussions about the impact of Bali’s tourism, for example, can be found not only in the second phase, but also in the third and fourth phases. This review attempts to demonstrate that the first appearance of publications on related issues is the period during which the research trend is expected to develop. To clarify this analysis, the evolution of the Bali tourism research context will be described based on the publication timeframe.

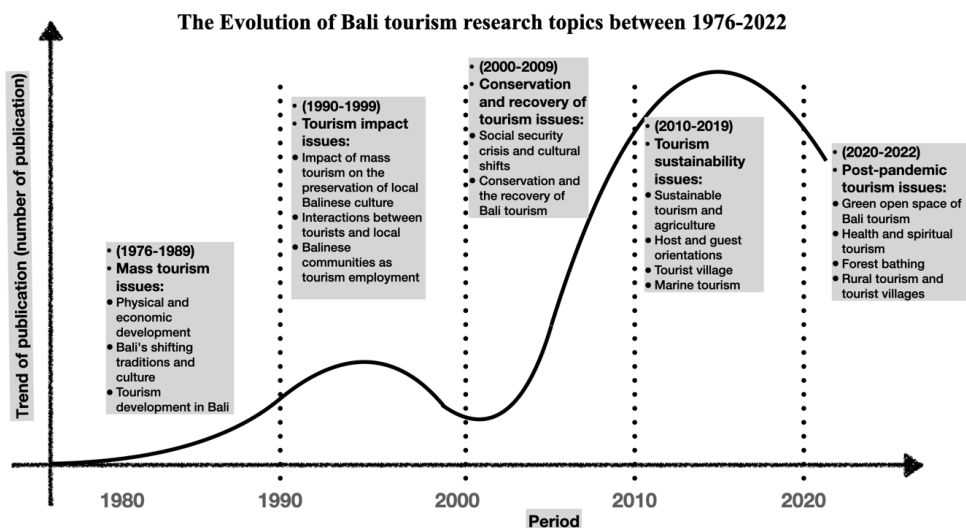


Figure 7. The evolution of Bali tourism research topic (Source: The author’s own study, 2022)

Between 1976 and 1989, the first phase was published. Several studies on Bali tourism were conducted during this time period, with a focus on

physical and economic development in the Indonesian tropical islands (Dress, 1979; Rodenburg, 1980). Other studies have raised the issue of Bali's shifting traditions and culture in favor of the tourism industry (Gibbons & Fish, 1989; McTaggart, 1980). Academics and researchers became interested in exploring tourism development in Bali during this time period, which was the initial phase. Several authors investigated the growth of mass tourism in Bali in the following (second) phase, between 1990 and 1999. They emphasize the impact of mass tourism on the preservation of local Balinese culture (Cabasset, 1995; Picard, 1993; Vorlaufer, 1999), particularly those resulting from interactions between tourists and local Balinese communities as tourism employment (Cukier et al., 1996; Cukier & Wall, 1994, 1995; Hitchcock, 2000).

Meanwhile, during the third phase, between 2000 and 2009, the widely discussed issue was the critical point of the various effects of mass tourism in Bali. Some of the crises mentioned range from terrorism to cultural shifts (Baker & Coulter, 2007; Hitchcock, 2001; Hollinshead, 2003; Toh et al., 2004). Many writers began campaigning on conservation issues during this time period (Haldeman Davis, 2007) and Bali tourism recovery (Gurtner, 2007). The research issues investigated in Bali tourism are becoming increasingly diverse from 2010 to 2019, or the fourth phase. Mostly because the number of publications has skyrocketed. During this time, the composition of authors and journals began to become more diverse, with authors coming from a variety of scientific backgrounds. Although determining the common link from the research context is difficult at this time. However, several titles that frequently appear are primarily concerned with the issue of sustainable tourism (Dolezal, 2019; Lo et al., 2011). This issue is addressed in a variety of contexts, including sustainable agriculture (Budiasa & Ambarawati, 2014; Suryawardani et al., 2016), tourist perceptions (Ernawati et al., 2015), host and guest orientations (Ernawati et al., 2017), tourism villages (Astawa et al., 2019), geo-tourism (Ernawati et al., 2018), water sustainability (Rimba et al., 2019), and marine tourism.

While the following phase will serve as the foundation for future research. Several studies published between 2021 and 2022 make recommendations about future research that should be conducted. During this time, the majority of the authors discussed global issues affecting Indonesian tourism, including Bali. According to a review, the most published title is *The Impact of the Covid Pandemic* (Budhi et al., 2022; Priyo Purnomo et al., 2021; Subadra & Hughes, 2022; Sunarta & Saifulloh, 2022). Several researchers were still discussing the issue of sustainable tourism during this time period (Dolezal & Novelli, 2020; Halim & Ervina, 2021; Yudhari et al., 2020) because it was still thought to be relevant to investigate. Furthermore, several studies suggest a comprehensive study related to the role of the pentahelix in sustainable tourism management

when implementing sustainability principles (Budhi et al., 2022; Priyo Purnomo et al., 2021). Academics, business, local communities or communities, government, and the mass media are all part of the pentahelix (Naja et al., 2021; Wardana et al., 2020).

As a destination known for its cultural characteristics and the beauty of its environment, several researchers emphasize the role of local wisdom, creativity, and cultural identity of the Balinese people (Adhika & Putra, 2020; Putra et al., 2021; Iswaratantra et al., 2021; Wigraha et al., 2021). As a result, some authors recommend a number of strategies that can be implemented or even thoroughly researched in the future. They believe that green open space is important for the future sustainability of Bali's tourism (Sunarta & Saiffuloh, 2022). Furthermore, several research findings indicate that some special interest tourism activities, particularly those related to health tourism, such as Yoga (Sutarya, 2021), forest bathing (Dahlan et al., 2021), and several tourism activities related to Balinese spirituality, have a promising future in Bali (Sutarya, 2021).

This phenomenon is also a response to the impact of the covid pandemic on the shift in tourist interest and the tourism various products (Wirawan et al., 2021). Despite being optimistic about the future development of better tourism. However, concerns about the past direction of development back to the mass tourism model remain an issue that needs to be addressed (Subadra & Hughes, 2022). Rural tourism or tourist villages, as the foundation of local wisdom and activities of the Balinese people, are also thought to play an important role in the future of tourism on the god' island (Dahlan et al., 2021; Hadriani et al., 2021; Putra et al., 2021).

Bali tourism, like many other tourist destinations, is thought to be influenced by external factors in addition to various internal factors. Some of these factors include national security threats, food crises, health issues, and climate change (Mahagangga et al., 2021). Technological and information advancements are also expected to have an impact on the development of tourism products in Bali, particularly with the development of virtual reality or metaverse tourism (Subawa et al., 2021).

5. Conclusion

Based on the discussion results, this review concludes three points in accordance with the study initial objectives. First, from 1976 to 2022, the development of Bali tourism research has increased significantly. The most significant growth occurred between 2010 and 2019. Meanwhile, articles, book chapters, and conference papers were the most common types of documentation. As a result, the data in this study can be considered valid and reliable.

Second, in terms of author evolution based on nationality, this study concludes that the contribution of Indonesian writers, particularly Balinese authors from universities in Bali such as Udayana University, Bali State Polytechnic, Mahasaraswati Denpasar, and Bali Nusa Dua Polytechnic, continues to dominate Bali tourism research. International authors, on the other hand, play an essential role, particularly in introducing the study of Bali tourism in the early thirty years, or from 1976 to 2009. The author' countries of origin include the United States, Germany, France, Canada, Australia, and the United Kingdom, all of which contributed to the early stages of Bali tourism research. It is also believed that the international collaboration between Indonesian authors and several countries provided knowledge and experience sharing for national academics and researchers. The review also discovered that authors from Europe, the United States, and Australia were the top international contributors to Bali tourism research.

Third, this review discovered that issues related to tourism planning and development, community-based tourism, and cultural and environmental tourism were studied the most by authors from Indonesia, Europe, America, and Australia. The majority of the tourist attractions in the southern Bali area continue to dominate the case studies in the majority of the literature. This phenomenon is thought to be strongly influenced by the popularity and intensity of the location as a tourist attraction that allows tourists to interact with local communities and their environment. Based on the review results, the qualitative approach is also the most widely used research method. Although a small number of researchers still use other approaches such as quantitative and mixed methods. The most widely used paradigms, such as geography, anthropology, sociology, economics, and business, may have a strong influence on this trend.

Finally, this study depicts the evolution of Bali tourism research topics into four phases, namely research trends on development issues towards mass tourism, trends in impact studies, research trends on sustainability issues, also known as sustainable tourism development, and the most recent phase in accordance with global problems, namely the COVID-19 pandemic.

A limitation of this study is that the literature sources are only in English and come from the Scopus database. As a result, future research can use research samples from multi-language literature and data base sources such as Google scholar. The empirical findings of this study are expected to serve as a resource for academics and researchers interested in studying Bali tourism.

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