

Emerging Transdisciplinary Theory on Tourism Research: A Case from Bali

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This study discusses the conceptual conversion and related research of Bali in the past, present, and future. A transdisciplinary paradigm has been applied in an effort to position tourism as a science. Studies using philosophies that position tourism as a science have been limited. The focus of research has instead been the development of tourism as an industry in Badung Bali. The case of Badung is the focus and locus of this study due to its position as a central tourist destination. This study uses a systematic inductive method in the form of grounded theory as the method for its qualitative research. Transdisciplinary practices of Badung, Bali are discussed.

Key words: *Tourism morphosis, Cultural Tourism, Socioanthrotourism.*

Preliminary

In Indonesia, tourism has been rapidly growing as both an industry and a field of study. Since 2011, many vocational schools have started offering tourism courses. In 2008, President Susilo Bambang Yudhoyono inaugurated the Faculty of Tourism of Udayana University, which is located at the Udayana University Campus, Bukit Jimbaran, Bali, Indonesia. The Faculty of Tourism, Udayana University is the only faculty that has three levels of study programmes that oversee four Tourism Study Programmes (vocational), namely the S1 Tourism Study Programme, the S1 Tourism Travel Study Programme, the Masters in Tourism, and the Doctor of Tourism Programme (Tim 2018).

The practice of tourism in Bali has been divided into three periods: the colonial rule, old order government, and new order government (Nugroho 2017). Currently, Bali is a symbol of the development of tourism in Indonesia. The impact of tourism can be seen by the people of Bali, who have been experiencing high economic growth (I. B. G. R. Utama 2015).

This study aims to uncover the phenomenon behind the development of tourism from a scientific perspective. Previous studies have so far examined the economic growth and planning in Bali. On that note, there is a need for a variable foundation of knowledge in this field.

A qualitative measurement of transdisciplinarity is applied to tourism in this study's discussion. In addition, this study also took into account previous studies to relate to tourism as both an industry and as a science. Existing literature on the subject matter was gathered, analysed, and synthesised to identify any conceptual agreements and to further develop the science of tourism. The manner in which trends of tourism practice in Bali relate to the theoretical and empirical reviews was also observed.

Based on the phenomena in Bali, it is necessary to conduct academic studies from various scientific perspectives to provide an epistemological foundation for transdisciplinary research.

The Development of Theory in Tourism Studies

In the era of 1970-1985, tourism science theories formed a pattern that eventually led to the formation of a grand theory, one that would prove to be undeniably and universally applicable. At that time, scientists were studying tourism both as an academic concept and as a practice. Tourism studies were carried out by numerous experts, including studies on the evolution of tourism (Butler 1980), the impact of tourism (Doxey 1975), the changes in local communities (Greenwood 1977), the concept of destination as a life cycle (Noronha, 1977), and tourism spatial planning (Stansfield, 1978 as cited in Abdillah, Damanik, & Fandeli, 2015).

The development of the scientific theory of tourism in Indonesia in the era of 1986-2005 can be divided into three distinct sections, namely the main, the middle, and the applied theory. Nevertheless, during this era, tourism research was still applying the social theories of humanities. Meanwhile, the Mid-level theory was being used at the empirical level of tourism development (Michaels, 2006). This theory explains specifically the phenomena being studied. From another perspective, the middle-ground technology can also function as a main theory if it is able to universally explain, understand, predict, and apply results.

In the era of the 2000s, the theories of tourism science have become increasingly complex when compared to previous studies that comprised minimal theoretical patterns. On the other hand, recent trends in the study of tourism highlight the possibility of providing an explanation and meaning to the diversification of the world of tourism that cannot be separated from the effects of dynamic globalization. This is in contrast to the concept of the grand or the middle theories.

The phenomenon of tourism can be seen as a system of various dimensions (Fridgen 1991; Hall 2003), including an economic dimension, a cultural dimension, an environmental dimension, and other dimensions based on interdisciplinary, multidisciplinary, or transdisciplinary studies. In addition, the above theories of tourism science recognize a series of theories that were initiated by scientists from anthropological, sociological, economic, and other scientific backgrounds. This proved to be a very useful foundation to the birth of tourism science in Indonesia (Simpala 2012).

Identification of Tourism Concept Studies in Bali

Tourism science as an academic study in Bali began in 2008, based on the Decision of the Director General of Higher Education Number 2425 / D / T / 2008 dated 29 July 2008 and the Decree of the Minister of Finance of Udayana University Number 347A / H14 / HK / 2008 dated 27 September 2008. These coincided with the establishment of the Faculty of Tourism at Bali's Udayana University (Menteri 2008). It was at this point that tourism as a science began to be recognized in the realm of academic institutions.

The birth of tourism science has provided hope for the continued development of Indonesia's tourism sector. Previously, tourism was only recognized as a skill for vocational education (vocational); once it is recognised as a science, tourism must have a scientific ontology, epistemology, and axiology (Bakta 2018).

In Bali, tourism research is mostly conducted using concepts borrowed from other scientific areas of studies. The concepts of tourism science clearly illustrate the field's broad and complex scope. For example, a study of Tourism Concepts depicts the state of the art of tourism science by analysing its subjects (qualitative) and its objects (quantitative). A detailed examination reveals that all of these concepts are part of a large system of tourism science.

In tourism studies, many theories are assisted by key concepts and sub concepts, which refer to the grand theory and middle-range theory of established science. For example, some of the concepts in economics and management include identification of potential, supply-demand, comparative advantage, service quality, customer satisfaction, performance, multiplayer

effect, influence, leakage, correlation, planning, management, consumer expectations, satisfaction, management strategies, human resources, entrepreneurship, level of welfare, income, impact, expenditure needs, and community-based resource management. In environmental science, some applicable items include development concepts, environmental impacts, geological morphology, hydrology, soil conjuncture, ecological carrying capacity, ecological assessment of the physical soil quality of the location, river quality, vegetation quality, site analysis, site analysis capacity, spatial use, sanitation, and sustainable development. In linguistics and communication sciences, some applicable items include framing, content analysis, discourse, hospitality, and cross-cultural understanding; meanwhile, in marketing and IT studies, the focus is on content marketing analysis, marketing strategies, promotion strategies, integrated marketing communications, product diversification, and digital marketing frameworks.

In the eyes of anthropologists, a perspective on complex and nebulous phenomena cannot be reduced to one dimension. Anthropological study needs to change five of its characteristics: sociology of tourism as an emerging specialization related to the study of tourism motivation, roles, relationships, and institutions. Sociological research on tourism falls naturally into four main areas: tourists, the relationship between tourists and locals, the structure and function of the tourism system, and the consequences of tourism (Cohen 1984). In addition, the sociology of tourism also encompasses the relationship between tourism as a socio-cultural phenomenon, the regions and their communities, tourist countries, providers of tourist services, and tourism destinations. The conditioning and social impacts of tourism are also analysed (Wojciech 2010).

In the eyes of anthropologists, tourism cannot only be seen from a business perspective, because tourism is a collection of complex and nebulous phenomena that cannot be reduced to one dimension, so anthropology assesses five of its characteristics: tourism as one of its strengths; the need to study the sociocultural processes that contribute to the complex nature of tourism; socio-ecological processes that develop areas determined by social space; the seduction industry, which creates a collection of desires through which socio-cultural groups forge their own identities; and anthropological studies that allow researchers to propose alternative forms of tourism development (Nogués-Pedregal 2019).

The psychology of tourism identifies nine main concepts that are relevant to tourist behaviour. First, the complicated decision making of tourists includes planned, unplanned, and impulsive purchases. Second, in marketing, price mostly affects consumers who are choosing between product categories, brands, and attributes. Third, motivation always receives a lot of attention from tourism academics, given its importance to marketing decisions on segmentation, product development, advertising, and positioning. Fourth, many researchers have investigated the effects of self-concept on the formulation and election of

travel goals and objectives (personality can also be seen as a part of self-concept). Fifth, whether expectations are fulfilled, reached, or exceeded. Sixth, attitude is sometimes defined in research as the relationship between the key attributes of an object. For example, the characteristics of a tourist destination can shape the image of that destination or tourists' general attitude towards it. Seventh, perception is one of the most interesting concepts in marketing, particularly risk and security perceptions, which includes public perceptions on crime, terrorism, and disease epidemics. Eighth, satisfaction and data about customer satisfaction are significant. Nevertheless, true satisfaction is actually related to the purchase and assessment of individual purchase elements. Ninth, trust and loyalty are interrelated elements in the consumer behaviour model (Juvan and Omerzel, n.d.).

Based on the various theories and scientific concepts surrounding tourism, tourism studies and research in Bali can potentially lead the way to a new scientific field with a transdisciplinary perspective. The following table shows the results of observations on tourism studies in 2018.

Table of Tourism Studies in Bali, 2018

Scope	Concepts	Focus	Criteria
Tourism Element	Natural resources	Climate, Geographic Location, Natural Beauty, Flora and Fauna, Vegetation, Natural Ecosystems, Lake Recreation, River Recreation, Waterfall Recreation, Hiking.	Names, forms of activities, managers and existing conditions
	Human Resources	Transportation, accommodation, F&B, shopping, travel, attractions, government, informal, institutional, Tourism Community	Number of local human resources, number of non-local human resources, position, average education, average income, Tourism Community, government institutions, private institutions, traditional institutions
	Cultural Resources	Way of life, traditions, social and cultural activities, relics and history, architecture, painting, sculpture,	Name, uniqueness, form of activity, manager, and existing conditions

Scope	Concepts	Focus	Criteria
		performing arts, handicrafts, souvenirs, and local cuisine	
	Special interest in tourism resources	Nature, culture, artificial, and combined	Name, uniqueness, form of activity, manager, and existing conditions
	Tourism Infrastructure	Road transportation network, airport transportation network, seaport transportation network, station transportation network, informal transportation network, other transportation infrastructure, utilities	Quantity, quality, electricity, clean water, telecommunications, drainage, waste management, waste treatment, health services, and other services
	Tourism Facilities	Tourist transportation company services, accommodation supply services, food and beverage services	Land water, sea water, inter-regional, accommodation, facilities, labour, homestay, cottage, jasmine, starry, hygiene, capacity, restaurant, catering, food stalls, and services,
	Entertainment and recreation organizers	Natural site, natural event, cultural site, cultural event, special event	Manager and tour package
Tourist attraction	Natural Sites, natural events, cultural sites, cultural events, special events	Types of attractions and number of operators	Characteristic, exotic, contemporary, something to see, something to do, something to buy, something to learn, creativity, innovation, and memories obtained by tourists
Souvenir-art shop services	Traditional-modern handicraft types, textile types,	Market, communal, cooperative, village-owned independent business, corporation, and cooperation	Authenticity, mix, contemporary, postmodern, presentation, hospitality, and sales.

Scope	Concepts	Focus	Criteria
	equipment types, food and beverage types, combined types		
Supporting company services	Travel agent, SPA, rental cars, rental motorcycles, rental bikes, money changers	Formal, informal, communal corporation, cooperative, village-owned business, independent, and cooperation	Main, substitution, and complementary
Accessibility	Means to travel, tourist attractions, and tourist attraction locations	Means, directions, modes of transportation	Amount, condition and usage, transportation time, conditions, length of trip, price of transportation services, management of transportation services, transportation routes, number of fleets, capacity and capability of transport operators
	Infrastructure at tourist attraction locations and around tourist attractions	Track, pedestrian, sidewalk	Amount, condition and usage
Traveller	Domestic and foreign	Travel type and motivation, interest in tourist attractions, and purchasing power	Number, time of visit, length of visit, frequency of visits, characters, and spending of money
Information and promotion of tourist attractions	Image / Branding, strategy, and promotion	Guest comment/experience, goals, targets and strategies	Core products, marketing management, market share, forms of marketing, forms of promotion, intensity, media used, expected time of visit, information and promotional facilities, specialized institutions of information and promotion.

Scope	Concepts	Focus	Criteria
Form of tourism	Individual Tourism	Cultural factors, sociological factors, psychological factors and economic factors	Origin, number, typology, character, motivation, perception, interests, shopping, cross-cultural, satisfaction, management, and packaging
	Collective Tourism	<i>Idem</i>	<i>Idem</i>
	Cultural Tourism	Way of life, art history, heritage, pilgrims, spiritual, culinary, tradition, religious rituals, political factors, cultural factors, sociological factors, psychological factors, and economic factors	Authenticity, uniqueness, attraction, legislation, policy, government, practitioners, community, Origin, number, typology, character, motivation, perception, interest, shopping, cross-cultural, satisfaction, management, and packaging
	Mass Tourism	Beaches, lakes, natural, cultural and man-made attractions, MICE, art-tourism, shopping centres, night clubs, bars, star hotels, restaurants, and travel agents.	Origin, number, typology, character, motivation, perception, interest, shopping, cross-cultural, satisfaction, management, nature, artificial, and packaging
	Alternative Tourism	Adventure, sports, affinity, romance, jogging, tracking, hiking, biking, ATV, zoo, family, hobbies, culinary, ecotourism, and community-based tourism	<i>Idem</i>
Economic Dimension	Macro	Tourism system, Local and National Income, invisible export, satisfaction, competitiveness, purchasing power, export-import, exchange rate, economic leakage,	Policies and rules, Local and National Income, government work strategies, productivity, economic growth, location quotient, business, total tourist expenditure, supply and demand, the influence of tourist length of stay, and planning and development

Scope	Concepts	Focus	Criteria
	Micro	Small business sector, tourism MSMEs, village-owned business, and cooperatives	Competitiveness, innovation, the role of government, capital, and planning and development
Impact of tourism	Impact of physical environment	Topography, geology, hydrology, climatology, coastal ecosystems, land, lakes, rivers, flora, fauna	Positive and negative
	Socio-cultural environmental impact	Cultural degradation, population, education level, age, occupation, area of origin, status, role, interaction, conflict, sex, prostitution, comfort and crime	Positive and negative
	Economic impact	Employment, income, service business growth, small industry, informal, coordinating, cooperative, Village Owned Business, and Local income	Positive and negative
Planning & Development	History, culture, politics, social, economy, spatial planning, marketing and promotion	Legislation, policies, village regulations, customary law, territory, region, village, products, tour packages, tracking paths, attractions, accessibility, amenities and ancillary, government, practitioners and local communities	Local Tourism Planning, master plan, sites plan, action plan, academic studies, development strategies, and work programs for tourism development,

Source: Team, Field Observation 2018

Perspectives on Economic, Social and Cultural Dimensions in Tourism Studies in Bali

The table above and several previous studies both demonstrate that research in Bali mostly uses conceptual and theoretical approaches in economics, sociology, and anthropology. These three scientific perspectives have been very dominant in the theoretical and practical studies of tourism in Bali to date. Among the main studied elements of culture are knowledge, belief,

art, morals, customary law, and all the abilities and other habits that humans obtain as members of a community (Haviland, 1985). According to Dewi, dance is a cultural act that has been ubiquitously performed on stage in Bali. In fact, one of the cultural identities of Bali is that it has become a study on cultural tourism (Dewi, 2016).

The study explained that the emergence of Balinese cultural identity has been a result of cultural changes due to the influence of tourism from different parts of the world. On that basis, tourism has either directly or indirectly created an image of Bali through tourism business interests, as well as through those interactions that occur between foreigners and the local people of Bali. Dance has been one of the cultural touchstones of Balinese reality, whether depicted objectively in photographic imagery or subjectively in paintings. Each pole of this binary representation is of similar value, at least within the vast framework of the visual culture of Bali, Indonesia (Dewi 2016).

According to I Gde Pitana et al, Balinese culture has been very decisive and has had a very important influence on the success of tourism, where the daily cultural habits and routines of Balinese families, communities, and government can be directly observed by tourists (Putra 2013). Bali is a world-scale tour, but its local culture has persisted.

According to Setyadi, the Balinese people (both Bali Dataran and Bali Aga) have been in direct contact with tourists, but still demonstrate an acute awareness of their attachment to the socio-cultural values of Tri Hita Karana (three ways of life), Rwa Bhineda (Duality Perspective), Desa Kala Patra (Village rules), Tri Angga (three spheres), and Asta Kosala-Kosali (house-building rules). Moreover, the Balinese people are currently experiencing a transition that has resulted from the influence of tourism; there has been a large-scale shift of people from the agricultural sector to the industrial sector, particularly to the adaptive industry of tourism. In the Bali Aga community, the traditional village has a central role in community life; whereas, in the Balinese community, the role of the traditional village is generally limited to issues of customs and religion (Setyadi 2007).

As a world-based tourism area, Balinese people are also obliged to maintain their culture, because that is a part of the reason for foreign tourists to visit. Malik said that Balinese culture is the basic capital of Bali's tourism development. Second, the learning of culture, customs, traditions, and artistic practice are what drives tourists to come to Bali (Malik 2016).

According to Himawan, the performing arts in Bali is a tourism product that is of great value and has been in great demand by foreign tourists. Art that was originally sacred has since been turned into a tourism commodity without separating it from its religious element. The success of this transition is attributable to the creativity of the local community and the

support of the local government. Barong dance is a type of dance that has been much in demand by tourists because of its uniqueness. Economically, it can also increase the income of businesses and communities in surrounding destinations (Himawan, 2014).

In general, tourism in Bali has a significant impact on the economic life of its people, making it a major capital in the economic development of the Bali region (I. G. B. R. Utama 2015). This can be seen from Triandaru's study, which showed that tourism has a significant, positive effect on local revenue; one additional tourist is estimated to increase the regional income by 0.000054 million *ceteris paribus*. This means that an increase in the number of tourists correlates to an increase in regional income (Triandaru 2014).

In Bali, tourism has a significant positive effect on the economy of the country and the local tourist area itself because it is a source of income for the government, it provides and creates new jobs, it promotes the building and repairing of infrastructure for both hosts and tourists, and it stimulates the development of the local economy (Mahendra 1993). According to Mahendra, there are five dimensions of quality that must be considered by the managers of Bali tourism outlets, namely 1) tangibles, including physical facilities and the preservation of the nature and culture of Bali, which includes the maintenance and beautification of its beaches; 2) reliability, the ability to provide a promised service immediately, accurately, satisfactorily, and in accordance with tourist expectations; 3) responsiveness, the ability to help customers and provide services quickly; 4) guarantees, including the supply of information, the offering of courtesy, and the ability to generate trust and confidence; and 5) empathy, including ease of relationships, good communication, attention, and understanding customers' needs (Mahendra 1993).

According to Awirya, the equitable distribution of the results of tourism development in Bali and its impact can be seen in three aspects, namely the increase in partial output, employment output, and wage or salary output. The air transport sector in Bali has experienced the largest increase in output and income due to foreign tourist spending, while the trade sector has enjoyed the highest employment absorption. However, in Bali, there are still gaps between districts, as indicated by the comparatively large share of tourist patronage being enjoyed by business operators in the Badung Regency (Awirya, Gunawan, and Nurman 2018). But in general, Bali's tourism industry has become the backbone of its government and has increased the main income of the region by sustaining the country's natural beauty, its cultural heritage sector, and its community traditions. The increased income that has resulted from tourism has been due to the emergence of the trading, hotel, and restaurant systems (Soritua 2015).



Conclusion

Bali's tourism practices involve various aspects of human life, both socially and culturally. The study of tourism as a science has tended to focus on the logic of economic growth, while the ideological aspects of tourism development have received less attention. For this reason, the transdisciplinary approach (anthro-socio-tourism) is expected to uncover the practising ideology of tourism, which has been described in tourism epistemology as transdisciplinary.

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