

PAPER NAME

document (25).pdf

WORD COUNT

5737 Words

CHARACTER COUNT

32381 Characters

PAGE COUNT

11 Pages

FILE SIZE

595.0KB

SUBMISSION DATE

Mar 30, 2023 1:56 PM GMT+8

REPORT DATE

Mar 30, 2023 1:56 PM GMT+8

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The Tourism Destination Determinant Quality Factor

Indonesian Journal of Tourism and Leisure, 2021
Vol. 02 (2), 96-106
© The Journal, 2021
DOI: 10.36256/ijtl.v2i2.164
<https://journal.lasigo.org/index.php/IJTL>

Lasigo Journal

Article History
Received : August 12th, 2021
Revised : October 9th, 2021
Accepted : October 12th, 2021

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ABSTRACT

High-quality tourism destinations nowadays become the expectations of tourism stakeholders. However, these quality tourism destinations do not have a definition and key performance indicator that can be used as a measurement indicator, so this research is necessary. This study tries to measure the quality of tourism destinations based on the perspective of Bali tourism respondents. In this survey, the attitude of the respondents was measured using a choice of 5 Likert scales that directly asked their attitude towards various indicators on two elements, namely the tourist quality variable and the destination quality measurement variable. The results of a survey of 200 informants illustrate that the respondents' views on all indicators that are considered as indicators of measuring the quality of tourists and indicators of tourism destinations. They can be used as indicators to measure other destinations with adjustments according to their conditions. The novelty in this studies is three factors that have been formed key factors of tourism destination quality. The first is named the quality beautiful destination and unique attraction. The second factor is named quality tourist spending and respect local culture minded. The third factor is named the quality climate and weather condition and infrastructure.

Keywords: *Quality Destination, Tourism Stakeholder, Tourist Expectation, Tourist Satisfaction*

1. Introduction

National tourism development is reflected in Law No. 10 of 2009, which states that tourism development is realized through the implementation of tourism development plans, taking into account the diversity, uniqueness, and uniqueness of culture and nature and human needs for tourism. At this level of understanding, one of the tourism development plans is translated into a sustainable tourism policy capable of realizing appropriate national tourism development according to local culture, socially acceptable, prioritizing local communities, non-discriminatory, and environmentally friendly. The Guidelines for Sustainable Tourism Destinations are in line with the indicators of the United Nations World Tourism Organization (UNWTO) and have been recognized by the Global Sustainable Tourism Council (GSTC), so they are expected to create synergies that strengthen traditions and local wisdom of multicultural communities in managing attractiveness the natural and cultural environment in tourist destinations in an integrated and sustainable way.

Sustainable tourism destinations can be realized if the quality of the destination can be maintained so that it meets tourist expectations. At the same time, the destination managers hope to be able to attract high-quality tourists. The balance between the quality of tourism, the population's quality of life, and the quality of profits must be balanced. Tourist expectations for the destinations visited, improving the quality of life of the people in the destinations, and the benefits for investors who prepare amenities, facilities, and businesses for tourism activities are steps for sustainable development (Postma and Schmuecker, 2017).

The balance between the quality of tourism, the population's quality of life, and the quality of profits must be balanced. Tourist expectations for the destinations visited, as well as improving the quality of life of the people in the destinations, and the benefits for investors who prepare amenities, facilities, and businesses for tourism activities are steps for sustainable development (Postma and Schmuecker, 2017; Utama and Trimurti, 2021). For Balinese people who still rely on tourism as their development sector, quality indicators have become the expectance for tourism respondents in Bali. Still, quality tourism does not yet have definitions and indicators that can be used as measurement indicators, so this research is essential, especially in Bali. Prior to the Covid-19 pandemic, the development of the tourism sector had been able to encourage local governments to provide better infrastructure, provision of clean water, electricity, telecommunications, public transportation, and other supporting facilities as a logical consequence, all of which could improve the quality of life of local communities. It can also enhance the quality of the tourist experience in traveling. This satisfaction occurs because the government has built access to proper tourist transportation, and tourism supporting facilities such as hotels, inns, restaurants must also be prepared (Hall et al., 2011; Utama, 2016).

The next challenge is how to increase the number of tourists to Bali in the global tourism industry competition. Sustainable tourism development can be a solution to increase the competitiveness of Bali tourism, where sustainable tourism is a tourism concept that pays attention to economic, social, and environmental aspects, not only for now but also in the future.

The existence of tourism activities provides benefits or benefits for investors and the welfare of the local community while maintaining biodiversity in a tourist destination and preserving the cultural heritage values of the local community (Junaedi and Utama, 2017). The dynamics of Bali tourism impact the problem of measuring the quality of tourism destinations and the implementation of strategic policies for tourism development, namely tourist attractions, accessibility, amenities, and support (Utama, 2016).

This study tries to measure the quality of destinations based on the perspective of Bali tourism respondents so that the measurement of indicators in this study is crucial so that tourism development is in accordance with the expectations of respondents, namely tourists, investors, and local communities (Jackson and Burton, 1999; Max-Neef, 1995). For Balinese people who

still rely on tourism as their development sector, quality indicators are expected for tourism respondents in Bali. Still, quality tourism does not yet have definitions and indicators that can be used as measurement indicators, so this research is essential, especially in Bali (Kartajaya et al., 2021; Nickerson, 2006).

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Many previous studies related to the quality of tourism have been carried out, such as by Max-Neef (1995), Jackson (1999), Hall (2011), and Postma (2017), but research on measuring the quality of tourism destinations is very limited. Measuring the quality of tourism destinations has broad implications for other factors in a tourism destination. The quality tourism destination has now become the hope of tourism stakeholders. However, this condition continues, and the quality tourism does not yet have a definition and key performance indicator that can be used as a measurement indicator, so this research is essential. This study tries to measure the quality of tourism destinations based on the perspective of Bali tourism respondents. This study is confirmatory research becomes to determine the quality indicators of tourism destinations.

2. Literature Review

2.1. Quality of tourism and quality of life

The definition of quality of life depends on certain disciplines, but other than that, quality of life is defined as the totality of specific characteristics that are indicators of the fulfillment of human needs for actualization at four levels of consciousness. Namely physical, emotional, mental, and spiritual. However, Johar and Sirgy explain that the quality of human life means the general well-being experienced by members of society. Furthermore, Hyde et al., explained that the general welfare of a society consists of objective components in the form of material life and subjective conditions, which are seen as perceptions or evaluations (Crask, 1995) (Johar and Sirgy, 1991) (Hyde et al., 2003) (Yeates, 2016). Quality of life is also interpreted as a multidimensional, subjective, and dynamic perspective depending on the community's lifestyle and level of quality. Quality of life components can also be freedom, happiness, art, environmental health, and innovation. It should also be noted that these components are challenging to measure, but the quality of life can be measured more easily from an economic perspective through the standard of living, amount of money, and access to goods and services that a person has (Hyde, 2003).

On the other hand, local governments have developed sectors related to tourism such as airports, land transportation, dock terminals for cruise ships, etc., according to global standards.

Tourism policymakers argue that tourism has become a prospective business. Transportation technology is developing rapidly so that people can easily reach tourist destinations around the world. In addition, information technology has made it easier for people to get more information about destinations and events. Many people can access the internet, multimedia, television, etc. Lastly, tourist destinations can be more easily reached by people around the world who want to improve their quality of life through their experiences and knowledge (Buhalis and Amaranggana, 2014; Novelli et al., 2006).

2.2. Destination and marketing quality

In the marketing mix, there is a set of marketing tools known as the 4P mix, namely product, price, distribution channel, and promotion. In contrast, tourism marketing has several additional marketing tools developed from product elements such as attractiveness, accessibility, convenience, and extra services, which is known as a 4A + 3P mixture. So the tourism marketing mix includes 3Ps, namely: price, place, promotion, and coupled with 4A, namely attractions, accessibility, amenities, and extras (Utama, 2017).

The seven elements of the tourism marketing mix are interrelated and influence each other. Efforts are made to produce marketing policies that lead to effective services to achieve tourist satisfaction. In the tourism marketing mix, several variables support each other, which destination managers then combine to get the desired response in the target market (Utama, 2017).

2.3. Society, culture, and environment

According to Iso-Ahola, attitude towards a product is a person's past learning experience about a product. He explains that a relaxed attitude is expressed in everyday life with statements such as "I hate or hate this or like that." Therefore, it can be seen that tourism is influenced by personal attitudes that make tourists participate in the desired type of recreation (Iso-Ahola, 1982). According to Han, cultural differences are significant to see in the relationship between tourists and hosts. An understanding of diversity is a prominent potential cultural identity for tourists and host interactions and the influence of these interactions on tourists' overall holiday satisfaction (Han, 2005).

In their efforts to diversify, tourists pay attention to the identity of the places they visit and the types of tourism activities such as culture or other things they do. Therefore, identity can be categorized into three types, namely: (1) Social identity or the way people see other people (2) Personal identity or the way a person sees himself. (3) Role identity or how the role is performed (Kelly et al., 1987). On the tourist side, identity motivates and influences the leisure style and behavior of tourists. Kelly, et al., explain the concept of style that tourists prefer and how they do it and why they engage in recreational activities. Kelly continued, the camping style, for example, can be distinguished based on cultural background and social position. Therefore, tourists searching for quality recreation and tourism first identify themselves with what they want in a vacation and what kind of environment they prefer. This usually leads to trend results in recreational and tourism activities (Kelly et al., 1987). Cultural tourists want to have a quality vacation and therefore choose among many leisure trends. Tourism trends also result in host communities adapting to the needs of tourists and tourism service providers adapting to tourist demands. An example is people who maintain or practice their traditions for the benefit of tourists concerned with cultural history because they are liked and favored by tourists.

In conclusion, it can be seen that the human relations perspective can be viewed from various angles related to the tourism sector. There has to be a balance between hosts who are usually providers, and tourists who may demand it. However, it must be realized that the environment and development are also for humans, not the environment for development. In this way, the nature of human life has also been estimated with ecological evidence. For this situation, it is

necessary to innovate to filter pollution levels, sound recordings, and data to measure personal satisfaction. Regarding personal satisfaction, nature provides style incentives to people who find comfort, convenience, or other conscious incentives on earth (Jackson, 1999; Postma, 2017).

3. Research Methodology

This research is confirmatory with a quantitative descriptive approach and a survey of respondents who already understand the current condition of Bali tourism destinations. The number of respondents in this study were 200 people, from various agencies and jobs, both directly related to the tourism sector and those not directly related. The attitude of the respondents was measured by choice of 5 Likert scales that now asked their attitudes towards various indicators divided into two elements, namely the tourism quality variable and the destination quality measurement variable. The results of this descriptive analysis only look at the current condition of Bali tourism, and try to compare it with the requirements expected by respondents regarding the quality of tourism.

After confirming the tourism quality indicators, further exploration is carried out that leads to the determinants of tourism quality from the perspective of Balinese respondents, compiled using a research study involving 200 respondents. The investigation of different factors and measurements is carried out through different stages that characterize various factors related to looking at the problem, then determining the number of examples, factor testing with element revolutions, collecting factors, and naming. Depiction of the fitting components of the constituent variables, the last step is to determine the precision of the factor model or the Goodness of Fit (GoF).

4. Results And Discussion

4.1. Respondents Profile

This study uses the principle of harmony to achieve a quality tourist experience, quality of life for residents, and quality of profit for entrepreneurs. Many studies only discuss tourists' expectations of the destinations they visit, but at the same time we forget to study the quality of life of local people in destinations, on the other hand, investors are very worried about how they can make a quick profit. Quality tourism has now become the hope of tourism respondents, but until now, quality tourism does not yet have a definition and key performance indicator that can be used as a measurement indicator, so this research is essential (Jackson & Burton, 1999) (Kartajaya et al., 2021) (Max-Neef, 1995).

This research involving 200 respondents illustrates that 55% of local people work in the tourism sector, 26.6% of academics from several universities in Bali, 12.5% of tourism practitioners, 4% journalists, and 2% government employees (see Table 1). This can explain that the respondents in this study have been represented significantly, although only determined purposively.

Table 1. Profile of Respondents by Working Sector

Working sector	Frequency	%
Community	110	55.0
Academic	53	26.5
Tourism Business	25	12.5
Media	8	4.0
Government	4	2.0
Total	200	100.0

When viewed from the job title, the 200 respondents are 59% of freelancers in various tourism entrepreneurs, 19% of middle management of tourism companies, 12.5% of business owners, and 9.5% of staff of various companies, (see Table 2).

Table 2. Profile of respondents by position

Job Title	Frequency	%
Freelance	118	59.0
Middle Management	38	19.0
Owner	25	12.5
Staff	19	9.5
Total	200	100.0

4.2. Respondents' views of tourist quality and destination quality indicators

This study combines 10 quality destination indicators; this is part of the quality of tourists, the quality of life of local people, and the quality of investor returns investment. The results of a survey of 200 respondents illustrate that the views of Respondents on indicators of tourism quality and the quality of regional destinations are shown in Table 3 below:

Table 3. Respondents' Views of Tourist Quality and Destination Quality Indicators

Category	Variable	Mean	Std. Deviation	Validity by Pearson Correlation	Respondent's Perception
Quality of Tourist (QT)	QT1. High Education Tourist	3.76	1.033	0.64 > 0.30	Agree/ valid
	QT2. High Spending Tourist	3.73	1.074	0.67 > 0.30	Agree/ valid
	QT3. Environmental Conscious Tourist	3.70	1.048	0.46 > 0.30	Agree/ valid
	QT4. Spending Locally minded	3.60	1.022	0.53 > 0.30	Agree/ valid
	QT5. Respect Local Culture minded	3.83	1.038	0.62 > 0.30	Agree/ valid
Quality of Destination (QD)	QD1. Premium Accommodation	3.82	.991	0.60 > 0.30	Agree/ valid
	QD2. Low Density of Tourists	3.77	.987	0.67 > 0.30	Agree/ valid
	QD3. Beautiful and Unique Attractions	3.83	1.003	0.66 > 0.30	Agree/ valid
	QD4. Interesting Cultural Events	3.71	1.000	0.61 > 0.30	Agree/ valid
	QD5. The hospitality of Local People	3.78	1.096	0.61 > 0.30	Agree/ valid
	QD6. Quality of Culinary	3.76	1.028	0.63 > 0.30	Agree/ valid
	QD7. Public Transportation Access	3.72	1.116	0.63 > 0.30	Agree/ valid
	QD8. High Quality of Infrastructure	3.83	.978	0.62 > 0.30	Agree/ valid
	QD9. Shopping Destination	3.73	1.031	0.51 > 0.30	Agree/ valid
	QD10. Climate and Weather Condition	3.72	1.107	0.66 > 0.30	Agree/ valid

Valid N (listwise) = 200

Note: The mean value is the value that indicates the average perception of the respondent towards the respondent's answer category. Range 1.00 – 1.80 means strongly disagree, 1.81 – 2.60 meaning disagree, 2.61 – 3.40 mean doubt, 3.41 – 4.20 mean agree, and 4.21 – 5.00 means strongly agree.

All tourism respondents agree on the indicators of tourism quality and destination quality (see Table 3). This finding is in line with the findings of Postma, et al. and Utama, which explain that the quality of tourism must maintain the principle of harmony to achieve the quality of the tourist experience, the quality of life of residents, and the quality of business profits for investors. Likewise, in understanding tourism and culture (Jackson and Burton, 1999; Kartajaya et al., 2021; Max-Neef, 1995; Postma and Schmuecker, 2017; Utama and Trimurti, 2021)

The study results conclude that Bali tourism respondents have the same point of view as a pair of tourism quality indicators as valid indicators to measure tourism quality. Namely the level of education, the economic capacity of tourists, the willingness of tourists to shop at local communities, and respect for local culture have the same validity. But unfortunately, the environmental awareness indicator is the lowest validity indicator for tourist quality. Respondents believe that environmental awareness indicators can be applied to all respondents, including tourists, local populations, and government.

The main positive impacts of tourism development that have been developed are more related to foreign exchange earnings, contributions to government revenues, and job creation and business opportunities (Utama, 2017). On the other hand, tourism is also detrimental to the economy. There are many hidden costs to tourism, which can have significant economic impacts on host communities. This problem is unpredictable once tourism develops. Problems can include degradation of local culture, pollution, prostitution, exploitation of natural and environmental resources, crime, etc.

Many developing countries exploit their resources such as tourism development to improve living standards, regional economic growth, and increase host communities' income but ignore the negative impacts. In many tourist destinations, this is developed inclusively, closed to the community, as well as inauthentic architecture, international chains, and difficulties for local people to participate in tourism development. In the case of international and modern destinations but host communities, on the other hand, are still living in poor conditions so far or the idea of the quality of life is only in the shadows (Jackson and Burton, 1999; Kartajaya et al., 2021; Max-Neef, 1995; Postma and Schmuecker, 2017; Utama and Trimurti, 2021)

This study concludes that all indicators measured as indicators of tourism quality can be declared valid. These indicators are premium accommodation, low tourist density, beautiful and unique attractions, interesting cultural events, friendly local people, culinary quality, access to public transportation, high-quality infrastructure, climate, and weather conditions. Unfortunately, the shopping destination indicator has the lowest validity. Ideally, future tourism development should maximize positive impacts and, of course, minimize negative impacts. The concept of sustainable development will be essential to include tourism development in the future. On the other hand, the question arises of how tourism can harmoniously contribute to the quality of life of host communities and tourists as customers.

It must be realized that tourism development is economic, social, psychological, environmental, and other. Tourism development must include economic development to improve the quality of life for both hosts and tourists. The interaction between humans and humans can open the process of modernity as a positive impact on the social interaction of the two. Tourism contributes to the psychological component of tourists' quality of life. Tourism destinations are developed to provide more opportunities for local initiatives, local business owners, and a suitable environment, open to the community, small-scale transportation, and simple services so that the host community can participate in developing ideas for future quality life. increased (Kartajaya et al., 2021; Max-Neef, 1995; Postma and Schmuecker, 2017)

4.3. The analysis factors of respondent's perception toward quality tourism

Determination of the factors that are considered eligible to be remembered for the resulting factor test, by testing all factors, and eliminating the factors that are considered unfit. For this situation the KMO technique and Bartlett Test of Sphericity, MSA (Measure of Sampling Adequacy) estimation can be used as a test with Anti Image Matrices. The test results in Table 4 show that the estimation of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy is around 0.874, which means that the number of respondents is factually sufficient for factor investigation.

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	1.242E3
	Df	105
	Sig.	.000

The way to find it is by extracting the arrangement of factors that determine the smallest value is greater than 1. The strategy used to play the extraction procedure is principal component analysis. Table 5 shows that the investigation consequences are controlled by three segments with a total initial grader eigenvalue of 0.6 or a component with an initial eigenvalue of a combined rate of about 79.937 or (37.644 + 12.974 + 9.500) percent (see Table 5)

Table 5. Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	5.620	37.464	37.464
2	1.946	12.974	50.437
3	1.425	9.500	59.937

Extraction Method: Principal Component Analysis

The following procedure is a revolution for determining factors. The result of backtracking the Component Matrix as shown in Table 6 shows that factor analysis has formed 3 factors that have dominant attention in determining the quality of a destination. The first factor consists of Premium Accommodation QD1, QD2. Low Tourist Density, QD3. Beautiful and Unique Tourist Places, QD4. Interesting Cultural Events and QD5. Local People's Hospitality. The second factor consists of the QT1 indicator. Higher Education Tourist, QT2. High Shopping Traveler, QT3. Environmentally Aware Traveler, QT4. Locally minded spending, and QT5. Respect for Local Culture minded. While the third factor consists of the QD6 indicator. Culinary Quality, QD7. Public Transportation Access, QD8. High-Quality Infrastructure, QD9. Shopping Destinations, and QD10. Climate and Weather Conditions (see Table 6) for complete details.

Table 6. Rotated Component Matrix

Code/Indicator	Component		
	1	2	3
QT1. High Education Tourist	.233	.783	.117
QT2. High Spending Tourist	.180	.812	.200
QT3. Environmental Conscious Tourist	-.077	.583	.276
QT4. Spending Locally minded	.179	.667	.063
QT5. Respect Local Culture minded	.114	.808	.173
QD1. Premium Accommodation	.785	.081	.166
QD2. Low Density of Tourists	.831	.110	.213
QD3. Beautiful and Unique Attractions	.703	.223	.215
QD4. Interesting Cultural Events	.732	.151	.153
QD5. The hospitality of Local People	.762	.087	.180
QD6. Quality of Culinary	.260	.294	.558
QD7. Public Transportation Access	.207	.127	.757
QD8. High Quality of Infrastructure	.201	.142	.729
QD9. Shopping Destination	.103	.116	.649
QD10. Climate and Weather Condition	.208	.187	.759

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

The three factors that have been formed are a novelty in this study. The factor is named according to the representation of the indicator that has the largest correlation value. The first is

named the “Quality Beautiful and Unique Attraction” factor that consists of the Premium Accommodation, Low Density of Tourists, Beautiful and Unique Attractions, Interesting Cultural Events, and Hospitality of Local People. The second factor is named “Quality Tourist Spending and Respect Local Culture minded,” consisting of the High Education Tourist, High Spending Tourist, Environmentally Conscious Tourist, spending locally minded, and Respect Local Culture minded. At the same time, the third factor is named the “Quality Climate and Weather Condition and Infrastructure” factor that consists of the Quality of Culinary, Public Transportation Access, High Quality of Infrastructure, Shopping Destinations, and Climate and Weather Condition (see Table 7) for full details.

Table 7. The Tourism Destination Determinant Quality Factor from Respondents Perspective

Factor	Code/Indicator	Correlations	Initial Eigenvalues	
			Total	% of Variance
Quality Beautiful and Unique Attraction	QD1. Premium Accommodation	.785	5.620	37.464
	QD2. Low Density of Tourists	.831		
	QD3. Beautiful and Unique Attractions	.703		
	QD4. Interesting Cultural Events	.732		
	QD5. The hospitality of Local People	.762		
Quality Tourist Spending and Respect Local Culture minded	QT1. High Education Tourist	.783	1.946	12.974
	QT2. High Spending Tourist	.812		
	QT3. Environmental Conscious Tourist	.583		
	QT4. Spending Locally minded	.667		
	QT5. Respect Local Culture minded	.808		
Quality Climate and Weather Condition and Infrastructure	QD6. Quality of Culinary	.558	1.425	9.500
	QD7. Public Transportation Access	.757		
	QD8. High Quality of Infrastructure	.729		
	QD9. Shopping Destination	.649		
	QD10. Climate and Weather Condition	.759		

Test the model's goodness of fit determine that "b. Residuals are computed between observed and reproduced correlations. There are 39 (37.0%) no redundant residuals with absolute values greater than 0.05". The accuracy test means that the model has been formed trustworthy by 63%.

5. Conclusions and Suggestion

All indicators assessed by respondents, both as indicators to measure tourism destination quality indicators, have been declared valid and reliable to be used as indicators to measure other quality destinations with adjustments according to their conditions. This is in line with tourism development in a new development paradigm directed at sustainable development goals to improve the quality of life of local communities, the quality of the tourist experience, the quality of profit of service providers based on sustainable quality values.

This study also determines that three factors are of concern to respondents in measuring tourism quality destination. The three factors are the tourism destination determinant quality factor from the respondent's perspective, namely (1) the quality of the beauty of the destination and unique attractions, (2) the quality of tourism shopping and local culture insight, (3) the quality of climate and weather conditions and infrastructure.

Research on measuring indicators of tourist quality and destination quality was carried out only by involving 200 respondents and with an accuracy of 63%. Different results could be found if it involved more significant respondents. The measurement of the quality of tourists and destinations has also not included critical indicators such as the issue of disease outbreaks (such as Covid-19), political conditions, and other issues that are very sensitive to tourism

development. The modernity of tourism development must regulate the concept of value quality, human development with technology to minimize the use of natural resources, aligning the three main groups of tourism respondents, namely destination owners, the tourism industry, and tourists as destination consumers.

Additional research can be conducted in other tourism destinations with a broader range of respondents and at various levels. Organizations can improve the quality of research recommendations in accordance with the concept of modernity in tourism development, which entails structuring the concept of value, equipping people with technology to conserve natural resources, and harmonization. From three primary tourism respondent groups: destination owners, the tourism industry, and tourists as destination customers seeking a higher standard of living.

This study also recommends the need for harmonious relationships between residents such as farmers, fishermen, and traditional villages institutionalized by Bali's social organizations. The government needs to continue to educate the public to remain friendly to tourists and also be able to improve environmental sanitation and the cleanliness of the food sold to tourists. Tightening the presence of tourists who do not meet requirements can create problems for destinations such as tourists doing business illegally, tourists as drug dealers, or other illegal drugs.

6. Conflicts of Interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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