

THE CONTRIBUTION OF OVERTOURISM TO TOURIST MISBEHAVIOUR: THE SHIFTING OF QUANTITY- BASED TO QUALITY-BASED TOURISM

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Abstract

This article examines overtourism in Bali that affect to tourist misbehaviour as the shifting from quantity-based to quality-based tourism. Build the linkage between the nature of tourism (definition, coverage, and practical level) and the tourist behaviour (intentional and motivation), that led to the reflection in decide suitable form of tourism for the island of Bali. The study utilizes a qualitative descriptive approach and relies on secondary sources, including academic articles, books, and news coverage relevant to the topic. The finding shows that the overtourism create Bali as an international destination for all market segmentation. The nature of tourism will give comprehensive analysis to justify people mobility with such pattern with own characteristic. It will determine the behaviour of the tourist from the cross-cultural aspect. The study put highlight on the huge inflow of tourist in relate with the habitual of tourist in everyday life in destination, then how to build common understanding between local residents, tourism stakeholders, and visitors to minimize social clashes and disruption in the society.

Keywords: overtourism, nature tourism, tourist misbehaviour, cross-cultural

1. Introduction

1.1 Background

Tourism as a mono-economy for Bali becomes the manifestation of globalization laboratory that interlinked between economy, politics, and cultural dimension. The three dimensions will be collaborative to formulate the ideal form of tourism in Bali. It will begin with the inventory list of the purpose of visits (POVs) the tourist to Bali, from the list will lead to the classification of tourist (business, research/ education, leisure). The mechanism will useful to develop the infrastructure, activities, and services. To support the mechanism operation there must be regulation governing the flow of visitors arriving in Bali. The regulation itself will be influenced by power relations, based on the calculation of revenue that contribute to the development growth. Although, Bali known as the global destination for tourism and become second largest money machine for Indonesia, but still tourism is high risk sector that vulnerable with issues (disease, unstable political situation, terrorism, crimes, etc) (Brown, 1998).

Bali tourism just re-opened since post-pandemic of covid 19, it leads to the increment of visitors to Bali significantly. The implement of visa on arrival that applicable since long time before pandemic outbreak, makes the international visitors easier to reach Bali as the destination. According to Indonesia's Central Statistics Agency (BPS) confirmed that Bali's economy and tourism fully

recovered, the number of visitors from January to November 2024 with the total 5,782,260 visits, compare with 2019 was 5,722,807 (Nareswari in Bali Expat.com, 2025). The higher number of visitors keep growing until present time, the island responds with massive development to accommodate the visitor, of which lead to the over tourism situation in the island. On the other hand, the condition creates more job opportunity in tourism sectors, that attract more people from the other islands seeing Bali as the promising land for their economy life. On the other hand, this situation proof that Bali still fully rely to tourism sector as a main livelihood. Although, during the pandemic outbreaks already give lesson learn to the society to reconsider alternate way as a resilience mechanism to keep Bali well-maintain, not only rely on the tourism sector.

The condition of over tourism post-pandemic outbreak brings distortion in many aspects of life for Balinese society. There was more traffic, social frictions, until the environmental issues. The tourism as mono-economy for the island already embedded the way of life within Balinese society. Even though the consequences for Balinese that they have to face in everyday life. If we reflect to the historical fact, that Bali known as the cultural landscape since 1920s with Baliseering or *Balinization* that known as social-engineering that applied by the Dutch (Hitcock and Darma Putra, 2007). The project was contributed to the Balinese youth to learn more about their heritage only through education of language, traditional art, and literature, but not modern knowledge that assume will endanger the Dutch legacy. At the same time the Dutch did inventory list about the potential asset (cultural artefact) from the island with their standard to socialize among the foreigner scholars, there were led many experts develop ideas and innovation that impact to development of tourism in Bali (Hitchcock and Darma Putera, 2007). Those facts stimulate the government Indonesia to create Bali as paradise destination for global tourism (mass-tourism) since old regime until present time, that sector become money machine not only for the island but Indonesia as a whole. Bali became the host of large number of tourist in 1970s (Picard, 1996)

The importance of tourism for Bali brings spill-over effect for other industries to grow in two sectors, services and goods industries, such as banking, retailer industries, small-medium creative manufactures (fashions, crafts), and hospitality. Bali become an attractive trademark for those sectors since long time period until present time. The name of Bali becomes remarkable brand to get more market in the global economy through tourism. In this context, the power of supply-demand lies in the circumstances, that Bali shaped by the imagination of outsider, since tourism is imperative command to always fulfil the expectation of visitor, then culture only as a commodity or show case (Hobart, 2011). The voice of islander becomes less importance in the tourism, since conservation or preservation will always have opposite angle toward the tourism. Therefore, the development of tourism only focuses on the density of visitor (the quantity-based tourism), as the manifestation of growth and prosperity, with less concern about the consequences in the future of the island.

The consequence from the quantity-based tourism that create overtourism condition in Bali lead to disruption in many sectors of the local society. The policy tourism that only focus on the number of visitors usually have poor planning, uncontrolled expansion (sporadic), and an excessive focus on economic growth or materialistic benefits, often leading to the degradation of both natural resource or

socio-cultural assets (The Jakarta Post, 2025). The failure policy in tackles the side effect of overtourism in the island, lead to the social clashed within the Balinese society. The regulator that too stretch in implementing the law enforcement creates the tension between the behaviour of tourist with the Balinese. The violation of the traditional norms and values as a principle of local society. Since, the Balinese's voice is unheard in the decision-making process in regulation establishment. The famous slogan "more visitors, more revenue, will lead to the prosperity", means the regulator only focuses on the curve visitor statistic to the island. The tourism trend stretching extensively post limitation mobility during pandemic of covid 19 outbreak. Thus, the article purpose to give a reflection about the density of tourist in Bali that stimulate disruption, especially social conflict that caused by bad behaviour of visitors.

1.2 Research Question

How does overtourism in Bali contribute to tourist misbehaviour as a shifting from quantity-based to quality-based tourism?

1.3 Purpose and Objective

This study aims to examine the overtourism condition in Bali that affect to tourist misbehaviour as the consequence of implementation quantity-based instead of quality-based tourism. The main focus of the study displays the relationship between overtourism, governance, and tourist behaviour, that lead to the policy implication to put agrarian life (root of Balinese culture) as an alternate way to solve tourism mono-economy for Bali.

2. Literature Review

2.1 The Nature of Tourism

In the reference *Tourism Reassessed: Blight or Blessing?* (1998), Frances Brown offers critical perspective on tourism sector in vary aspects. He argues that tourism is not only become the mechanism that developed by many countries to generate national income, but also important to mobilize political image to gather global acknowledgement. Since tourism determined the people mobility in the domestic field or trans-border arena. The mobility or the movement is inseparable from the political and economic between different states. Tourism involves large quantities of currency exchanges, market fluctuation, and rely on government economic policy. These complexity of tourism will stimulate the impact from optimistic and pessimistic views also elaborates in Brown's argument.

The tourism will challenge the private (individual, organization, industries) and public stakeholder (government) to identify this sector with its consequences, not only focus on the profit side. Brown elaborates that current global politics create tourism become complex economy model to be implemented. He believes that tourism sector will stimulate the other sectors growth, it supported by statistic information of revenue growth in several destinations.

The revenue growth that presented by tourism as a money machine for the destination, will always come with the several cost for the society. The one point to be highlighted by Brown's writing is the impact if social and cultural, both on

the host and guest (visitors). There are four social impacts may arise from following conditions:

- as residents are face with unaccustomed behaviour and demands from tourists
- as residents become involved in changing patterns of employment created by the tourist economy
- as visitors find themselves spatially distanced from their homes, in the midst of quite different ways of life
- as residents and tourists interact, both within and outside the context of the tourism industry.

These several conditions become daily pattern that stimulate certain phenomenon appears in the tourism. Brown offers to have balance perspective in seeing the tourism sector, not only emphasizing in one pole, the visitors, but the host should be more consistence in apply the tourism model with its regulation to enhance the compliance from all stakeholders.

In his writing, Brown also emphasizes about evaluating the evaluator with some following considerations:

- the need to concentrate on people not profit in order to humanize tourism
- the formulation of policies that ensure self-determination for all, while encouraging governments to impose restrictions, where such self-determination would impinge on others or on the environment.
- the redistribution of tourist flows, acknowledging the mass nature of tourism and accepting that special tourist enclaves can be a way of containing numbers.
- the need to prevent tourist destinations from becoming ‘monocultures’ and an insistence that locals be involved in their planning and running. In particular attempts should be made to keep land under local control through local government policies, while local culture and cuisine should be promoted over imports.
- Education. Industry personnel should receive a more thorough and comprehensive training, leading to a greater awareness of the destinations they promote; tourist should be encouraged to learn more about the countries they visit and to take a sensitive interest in the host; inhabitants of tourist destination should be taught about the generating countries and behaviour.

The collaborative method that offered by Brown’s view may consider to analyse and minimize catastrophe situation of tourism. Narrowing the gap between destination, visitors, and ruler will bring more benefit from tourism.

2.2 Tourist Behaviour

Tourism determined the people mobility with different purpose of visits to several destinations. The mobility of the people will lead to the intercultural interaction with its traits and value, especially in the tourism activity that embedded by human nature. The success of tourism industry will depend on the performances of those who are either directly or indirectly associated with tourism (Reisinger, 2009). The human investment in tourism will be essential, since closer with the individual characteristic, culture, belief, and also value become fundamental element to keep this industry sustain in the future.

The position between local and tourist should be highlighted, since they will have intense interaction. Each side will demonstrate their behaviour toward others. Common understanding remains important to avoid clashes between one to another in tourism field. The complexity of behaviour with different point of view should be bridge wisely. Since tourism sector display the supply-demand pattern in the transactional activity, the failure to understand diverse characteristic of individual will bring more harm rather than beneficial point from tourism sector (decrease number of visitor, drop sales or profit). This narration in line with Reisinger (2009), who introduce the concept of human behaviour.

The human behaviour refers to the manner in which human beings act and conduct themselves; the ways in which they work and play, react to the environment, perform their functions and responsibilities, and do things in their daily lives (Reisinger, 2009). From this perspective, the human behaviour is not only limited to the physical act, but also including spiritual and belief system that manifest in their mindset and value. According to Reisinger (2009), those components (mindset, feeling, belief system/ spiritual) will affect the motivation of individual to do travelling and express their physical act. The essential aspect that should conducted by the visitor in destination is conation (Reisinger, 2009). The conation is consisting of cognitive that relate with the knowledge; and emotion affect other human behaviour (Reisinger, 2009). The conation refers to the intentional and personal motivation of behaviour (Bandura in Reisinger, 2009). With conation will guide us to understand the reason behind of other behaviour. Besides, the human behaviour can be influenced by variety on environmental factors.

The environmental factor will influence the human behaviour in four different levels (Reisinger, 2009), start with *micro*, has the most immediate influence on the individual behaviour and development, that relate with family background, local neighbourhood, community institutions (school, religious institutions), peer groups, and the specific culture of the family and community. Then, *meso*, includes intermediate influences of social institutions, professional groups, and industry. The third level is *macro*, includes the influences of national regions and changes in the local economy, politics, culture, social system, or demographics. The last and the highest level is *supra*, has the most remote influences on the individual behaviour, that depend on international and global trend in economic, information technology, political and socio-economic system and their developments, religion, and ethnicity. Those levels will have interlink and influence one to another. One level is not isolated from another level of influence.

The explanation from the human behaviour will have strong correlation in comprehend tourist behaviour. It will classify based on several categories/ types influence characteristic of tourist that will presenting on their daily behaviour, such as economic (e.g., income, spending pattern, and employment), demographic (e.g., marital status, age, gender), cultural (e.g., values, norms, customs), geographic (e.g., origin, trip destination), psychographic (e.g., personality, needs, attitudes, lifestyle, emotions, preferences, benefit sought), and behavioural (e.g., buyer status, buying rates, activities, experiences) (Reisinger, 2009). One individual tourist will have such varieties categories, means one person will determine their habit in the daily activities. The tourist will depend on the opportunity that they

have to express their behaviour in multiple ways, especially in the context of cross-cultural contact.

At the same line, tourism display complexity of social and psychological relationship between the individual (tourist/ visitor) and the society, having a great deal to do with extricating the familiar from the novel (Ury in Reid, 2003). From the definition, it justifies that tourism is not only focus on the economical transaction but also define as the social activity in built common understanding about value, norm, and tradition, of which those aspects become the point of attention to attract the tourist to visit a destination. The motivation of tourist to visit certain destination to get an impression from the experience in learning different ambience that differ from their origin. This psychological aspect becomes the fundamental interest of the people mobility become intense, that lead to the massive development of tourism.

The massive growth on international tourism in the 50 years, the establishment of many destinations will bring mandatory for all stakeholders to understand more about the cross-cultural contact. Since, the significant increment of people mobility from different nations to one destination will display more intercultural interaction that should be well managed. This is very important in avoiding conflict or fragmentation among the tourist; and also, the interaction with local resident in the destination area. The identification of tourist mobility based on cross-cultural context will create segmentation of several destination, since each individual traveller has multiple goals, needs, and expectations. These processes will relate the shifting from quantity-based to quality-based tourism.

2.3 Quantity-Based and Quality-Based Tourism

Globalization become the buzzword in daily interaction. As mention in the earlier part, that globalization stimulating intense people mobility massively. It means the motivation of individual to travel increase significantly. These situation leads to the destination develop infrastructure to accommodate all market segmentation, both domestic and international tourist. The intensity of people mobility brings significant tourism development. These situations will establish two model of tourism, quantity-based tourism and its opposite, quality-based tourism.

Tourism sector become priority for many countries for economic growth and prosperity (Reid, 2003). Tourism become an essential tool to generate revenue for the country, not only from the incoming tourist, but also attract more investment and also job opportunity. The state credibility utilize tourism to create positive reputation from others. These become significant motive for many countries to be focus on the number of visitors, then lead to the quantity-based tourism.

The quantity-based tourism to be applied in the destination site to get fast revenue in shorth period (BBC, 2025). Besides, the number of unemployment will be decrease significantly, because of tourism development, that stimulate the establishment of other industries. From this situation, the multiplier effect will bring benefit impact for the local resident and government in the destination site. This model of tourism also stimulates the infrastructure development, such as road, railway, airport, accommodation. Since, those facilities to be built to accommodate the visitors from all segmentation. Thus, quantity or mass tourism will be focusing

on the number of visitors to the one destination. The number of visitors become target per year that set up by all stakeholder in the destination, including with the adaptive regulation that prepared by the government.

Meanwhile, quality-based tourism will be focusing on the selected market of visitors. The high-profile visitors become the most strategic consumer to be setting up in the national tourism planning. There are three aspects to measure the implementation of quality-based tourism, first aspect is quality experience (Latif, 2021). It will refer to the high-quality facility that supported by delivery best service in tourism industry. The first aspect coverage will include cleanliness standard, safety assurance, and comfort. The second is quality of profit that refer to the benefit from quality tourism implementation (Latif, 2021). If we set tourism market share means all stakeholder that involve in the mechanism will receive fair distribution of profit. Since in implementation of quality-based tourism will need high capital to be invested in develop the facility, and at the same time the high income will be received from the premium price of quality tourism. The last, quality of life means the quality tourism with segmented visitor will lead to the sustainability form (Latif 2021). Since less visitor but high-profile consumers, they have more awareness to keep the localities aspect preserved.

3. Research Method

This study applies a critical qualitative study that approach to examine the phenomenon of overtourism condition in Bali that contribute to tourist misbehaviour, as a platform to shift from quantity-based to quality-based tourism. The qualitative approach is suitable in bring comprehensive understanding in seeing phenomenon of tourism in Bali from its nature, behaviour in the context of cross-cultural aspect. The post-pandemic covid 19 in 2022 until recent time become the period of the study in seeing massive growth of tourism in Bali.

3.1 Research Design

The study follows a descriptive research design aimed at providing a detailed analysis of the tourism nature, tourist behaviour on cross-cultural context, as a manifestation of the idea in shifting tourism form in Bali.

3.2 Operationalization of Variables

The central concept of the study is overtourism in Bali that contribute to tourist misbehaviour as a platform to shift from quantity-based to quality-based tourism. Operational definitions include:

1. The nature of tourism: The correlation between globalization and Bali tourism.
2. Tourist Behaviour: the power relations between Bali tourism stakeholder and tourist that contributed by the value, norm, and cultural background.
3. Quantity and Quality tourism: The form of tourism model with different focus with its strength and weaknesses.

3.3 Data Collection Techniques

Data were collected through document analysis of published secondary sources, emphasizing statistical reports, official government documents, and

previous empirical studies.

3.4 Data Analysis Techniques

Data were analysed using qualitative content analysis, identifying patterns, themes, and relationships between nature of tourism and globalization, tourist behaviour. The analysis focuses on the interplay between economic, cultural aspect, law enforcement.

3.5 Propositions

The phenomenon of overtourism in Bali that affect to tourist misbehaviour as the consequence from the implementation of quantity-based tourism in Bali. The situation become the consideration to implement the idea in shifting from the quantity-based to quality-based tourism.

4. Results and Discussions

4.1 Bali Overtourism Flow

Bali known has potential asset in tourism aspect since 1920 during the Dutch colonization, it did not host the huge number of tourists until 1970s (Picard, 1996). Since then, the government of Indonesia doing collaboration with international body, such as World Bank keep develop Bali as the most popular destination in South East Asia region until present time. It leads the inflow of mass-tourism that led to massive infrastructure development of tourism. Open access of rural area to provide tourist attraction, increasing urbanization, land conversion from agriculture in tourist facilities, growing amounts of traffic, waste needing disposal, and the island exceeding the carrying capacity of pressure from tourism that cause major issue of water supply especially in southern part of Bali (Cole & Brown in Chin et al, 2015). The problematic situation was dramatically stopped in the end of 2019 because of the outbreaks Covid 19 pandemic globally.

The pandemic of Covid-19 hit the entire world almost three years, it leads to the curve of tourism in Bali decrease significantly, it made the island became the worst economy growth in Indonesia. Since tourism become mono-economy for the island since at the beginning tourist boom on 1970s until recent time. At that time all country were closed their international border and applied limitation for people mobility, including Bali as the global destination for tourism. The government was enforced the immigration requirement with certain terms and condition for the visitors to Bali. They were enforced only visitor with business visa that allow enter Bali. The policy was implemented to reduce the spread of Covid-19 disease, and at the same time the government stated, that Bali should be transformed into quality tourism rather than quantity tourism (Tempo, 2020). The pandemic outbreak became the momentum for reflection for all tourism stakeholders in Bali, not to depend fully on the tourism sector.

The inconsistency of the policy displayed when the government terminate the limitation of the visitors to Bali. They start to eliminate the quarantine mechanism in 2022, then apply huge promotion package of accommodation, air ticket, and many discounts to attract the visitors. Post-Covid pandemic the visitor growth became 15 thousand visitors per day to Bali (BPS, 2024), then mass tourism becomes the daily phenomenon in the island. This condition brings significant

impact for the Balinese people in the economic sector, especially Bali had worst growth during the pandemic previously. However, the speedy recovery for the island brings serious consequence.

The situation post-pandemic outbreaks worsening, the condition contributed by the vary online platforms (RBNB or Airy Room for cheap accommodation reference), the implication of VOA (Visa on Arrival) that attract more visitors to come to Bali, the direct flight of LCC (low-cost carriers) category become the preference of many visitors as their choice for air transport to the island. That situation also justified by Brown (1998), tourism would not exist without the technology advancement. The supporting system will generate tourism revenue significantly, but also the disruption as the consequence for Bali.

4.2 The Impact of Bali's Overtourism

The condition of overtourism in Bali become serious facts that should manage by all stakeholders. The distortion of many aspects in Bali will lead to the endanger status for the island as the global destination. Since the disruption will create loss for the local resident, because mono-economy situation from tourism in Bali. The significant number of disruptions exist since post-pandemic of Covid-19 in 2022, that Bali officially open the gate for tourism with no travel barriers, one of serious problem is traffic violation of tourist.

The flexibility from the rental vendor of vehicle that they do not require to show the international license become the root of the problem. They never apply strict requirement for tourist during vehicle rental transaction. Lack of law enforcement from the traffic authority to accuse penalty via national jurisdiction court. Thus, it leads to the misbehaviour of tourist that cause fatality death in Bali, when they drive recklessly with vehicle rent. They disobey the traffic regulation, such as not wearing helmet, unskilled driving the vehicle, against the traffic signs, improper clothes (bikini or topless driving) and driving under influence of alcohol or drugs. The update states during 2024 that 142 road accident (about 35 percent increase compare with 2023) that involving tourists, then every year displays significant increment rate of road accident (Detik, 2024). The reason behind of the flexibility, in order to recover their economic life after Covid-19 pandemic.

In addition, the immigration department deported many tourists with overstay condition, perpetrator of fraud, national and traditional law violation, and illegal worker, since 2023 until June 2024 with the total number 475 tourists deported (Antara, 2024). The significant consequence from the sociological aspect that emphasizing the impact on the host community or society. Reid's (2003) perspective said tourist as disfiguring influence on traditional societies. This perspective will in line with the situation of Bali tourism recently, mass-tourism phenomenon in Bali brings the shifting sacred values of Balinese into commercial that called by commodification. The Balinese society realize as the supplier of attraction to the tourist, they have to fulfil the demand (expectation) from the customers (tourist). With the high number of tourists per day, means the local will serve the pleasure of the tourist, even exceed their expectation. In this context the producers (locals) of tourism will be controlled by the buyers (visitors). Besides, the violation on the local beliefs that against with the traditional norm and value. As mention earlier, that producers (local/ host of destination) do not have any bargain position toward the consumers (visitors/ tourist), then the flexibility

situation should be constructed by the stakeholder in destination, means sacrifice certain aspect of authenticity or social value until the national law.

4.3 The Tourist Misbehaviour Analysis From Bali's Overtourism

As explained earlier the huge revenue of tourism will not come alone without any consequence for the society. The erosion of local culture becomes the high risk that should face by Bali in the mid of tourist boom. The huge number of tourists create the high demand for traditional product, that lead to pseudo-native artefact, later called as 'original art' (Reisinger, 2009). The product only focuses on tourist expectation, the producer will produce in mass scale of output to fulfil market demand, it causes the value or philosophical element disappear (Reisinger, 2009). In this context, the bargain position of Balinese society is powerless compare to the tourist demand. This situation may lead to the high-handedness act from tourist. They know that they have capital to shape the situation and the elites, to fulfil their expectation in Bali.

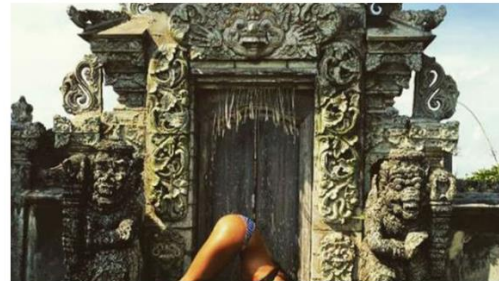
Another form of cultural violation from the tourist misbehaviour is expose nudity and improper act in sacred area of Bali. Since Bali apply visa on arrival (VOA), especially from the post-pandemic of Covid-19, there are 97 nationalities allow to access the island (Purwanti, Eko Daryanto, 2024), it becomes cheap-luxury destination for international tourism. The visitors only need to pay around USD 40.00 or 500,000 rupiahs at immigration checkpoint in any international airport. The number of payment stimulates the significant growth of visitor to Bali. Then, VOA creates Bali as all market segment destination, even at the beginning stated that the concept of tourism defines the pattern of tourist consumption shows unlimited expenses, since they could afford the stuffs in the island. But the situation nowadays has change significantly, the incoming tourist dominated by mid-low segmentation. It means financial constraint become the issue; it will lead to the stress-anxiety behaviour of tourist. For example, there was German woman who got naked enter to the temple, because she cannot afford the admission (National Geographic, 2023). Besides, Russian woman being deported after posed nude on the sacred Banyan tree and blogger who posed bared his backside on a Mount Agung, the sacred volcano for the Balinese (National Geographic, 2023).

According to the explanation earlier, that the motivation of people behaviour will be influenced by the environmental factor, that display on their action. From the *micro* and *meso* aspect the difference of mindset and belief system from the tourist will guide them into certain social act. Some people with less awareness in conation they believe that they will always have chance to perform and express their desire. Obtaining experience based on the preference become the person goal in choose destination. However, the material aspect will embed tourist when they perform social interaction in Bali. Unfortunately, the visitor or tourist do not have any well-information or update about the localities. Besides the psychological, professional background or economy motive become the guidance of the tourist in perform their behaviour in Bali, such as in the recent time many tourists always utilize their smart device in create content, including their trip to destination. Some driven by the psychological aspect (mental health issue, being narcissic, being popular, and other personal will), the rest because of their profession demand to perform content as the economy motive.

Another form of bad behaviour tourist in Bali because of lack of the

conation, the violation of social norm and spiritual belief of the islanders.

Figure 1 A Danish tourist climbing the shrine on Pura Luhur Batukaru



Yoga retreat: Bali is rethinking what tourists can and can't do around Hindu temples. Photo / Instagram.com

Source: The New Zealand Herald, 2018.

The phenomenon of overtourism that affect the tourist misbehaviour become the signal that Bali too open for unselected tourist (The New Zealand Herald, 2018). From those examples, it is not simply blame on the visitor, it will challenge the local stakeholder including tourism operator to involve in spreading the information and knowledge about local values, norm, and belief. The inventory list consisting of do and don't for tourist will useful for the visitor to have common understanding about localities.

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Democracy Dies in Darkness



Foreign tourists at Kuta beach watch Balinese people carry offerings for the Melasti ceremony, a Hindu purification ritual. (Sonny Tumbelaka/AFP/Getty Images)



In the cross-cultural context, the learning process should be two ways, not only from the visitor, but also the local resident. The local resident should learn and have well-information about international tourism. The daily habit, the principle, the ideology and value of the visitors must be understanding by the local resident. The tourist misbehaviour phenomenon in Bali, it does not mean the portrays of hatred to the visitor should be constructed among the local society. The adjustment between one to another in the intercultural interaction will minimize the misunderstanding and frustrating from both side, local and tourist (Reisinger, 2009). In this context, the local society do not need to fully adjust their local trait in meeting tourist expectation. On the other hand, if the local have competence in understanding tourist behaviour, the resident will know the need and preference of tourist. However, the ideal condition would be more challenging to implement cross-cultural mechanism in the mid of overtourism in Bali. The mechanism to tackle of the situation maintain the mass-tourism with well-plan and well-manage resilience system within local societies, build distinction between sacred and

commercial for tourism in Bali.

4.4 Bali Tourism Shifting from Quantity-Based to Quality-Based Tourism

The existence of overtourism in Bali still being the option as mono-economy life for the island. The multiplier effect from tourism becomes the main reason that Bali still depend on the number of visitors. However, tourism is not individual entity, it will depend on the other sectors in provide service and supply for the visitors. It will depend on the accommodation, restaurant, banking, transportation, and other related vendors. The form of visitor segmentation also created in classify the visitor based on need and expectation, of which relate with income category of visitor. According to Reid (2003), the integrated system in tourism requires the involvement from vary sectors to develop destination become more attractive for the visitor. Bali adapt with the demand of the market and accommodate all market segment of the visitor.

The distinction of tourism cluster based on area, such as Kuta area is preferable for youth and business visitors, since they provide selection of attraction for those segments. Nusa Dua area that supported by international luxury chain hotel will be the option for high level of tourist and corporate group. Sanur area with the quite ambience and easy walking distance to the central point will be more suitable for elderly group from middle class tourist. Ubud area that identically with traditional village will be more suitable for wellness activity, such as yoga retreat and healing activity. Nowadays, Bali built the special economic zone in Sanur area, that allocate for international medical tourism in the future. It means Bali always prepare to cater all segmented tourist. The idea of cluster tourism as explained as the solution to distribution the inflow of visitor, to resolve the mass nature of tourism and accepting that special tourist enclaves can be a way of containing numbers (Brown, 1998)

The significant impact from quantity-based tourism already implements since 1970s in Bali until present time. As explained earlier about the impact of overtourism that ruin many aspects of Balinese society. The idea of quality tourism becomes the solution of tourism transformation for Bali. In the context of quality tourism in Bali, means Balinese society require to put agrarian life become the alternate of tourism. Since Bali become global destination for international tourism, the agrarian sector as the root of local culture has begun abandoned, especially for young generation. Balinese youth prefer to work in tourism sector rather than being a farmer, since the profession identically with dirty, low education, and poor. Although agrarian life becomes an option during the pandemic outbreak as a form of resilience for Balinese community.

The agrarian life in Bali, known as Subak system is the manifestation of cultural and spiritual expression of Balinese. Subak define as Balinese organization deal with irrigation water management in all it physical, social, political, religious, ritual, and legal facets (Van Der Meij, 2014). It is presentation of cultural landscape of Bali, that manifestation of *Tri Hita Karana* philosophy (three causes of happiness). The philosophy is about the harmonious relation between people and God, people and environment, also the relation among the people. Those aspects could represent the resilience mechanism of the island of Bali, that correlate between conservation, preservation, and well-management in development.

The overtourism ruination in Bali led to the land conversion because of mass development to accommodate huge number of visitors. This condition has made Subak system being threatened in the present time. Meanwhile the campaign on sustainable tourism becomes intense in mass-media, to encourage the society aware with the impact of overtourism in Bali. In this context society (people) to be highlighted (Brown, 2002), since the operational of sustainable tourism will be more beneficial for all stakeholders. The highlight sustainable tourism in Bali, means preserve Subak or agrarian life keep sustain and protected. The idea to keep agrarian life as an alternate economic life for Bali, will be supported by environmentalist and traditional communities. In contrary for tourism investor and operator the idea of preservation and conservation become less attractive, since their movement will be limited and supervised. The limitation of development in implement of sustainable tourism in Bali through agrarian sector, because of the authenticity principle should be well-managed. To preserve the local wisdom of Bali and protect the island from the impact of overtourism that led to bad behaviour tourist, the option to choose less visitor, but more segmented to high profile tourist with education and well capital become the ideal prescription to be implemented for tourism in the island. Bali tourism will emphasize on value for money destination.

5. Conclusion and Recommendation

The comprehensive narrative in the writing displays the linkage between overtourism in Bali that contribute to tourist misbehaviour. The condition contributes to the social clashes and disruption in many sectors in Bali. The misunderstanding between the local resident and tourist more intense. This study offers to learn more about cross-cultural context from both perspective, local residents and tourists. In which, supply-demand pattern will run harmoniously. Tourist ruination in Bali should be consideration to shift tourism model in the island, from quantity-based to quality-based tourism.

The study also highlights about quantity-based tourism in generate fast inflow revenue for the island. At the same time the consequence for social and physical condition in Bali should be in priority of attention. The violation of traditional norm, spiritual, belief system, and also national law, become daily phenomenon that should be handled by the authorities. The conation from tourist becomes the essential guidance to understand localities value in tourism. Meanwhile, the local resident should learn about character and trait that embedded of individual tourist. Cross-cultural context becomes essential to gather in build common understanding for both sides.

The tourism shifting also highlighted by the study, since overtourism led to the problematic situation. Categorization of tourist should be listed, to adjust the island in serve the inflow tourist. The distinction of the type of tourism will be useful to develop Bali to be more selected in mapping the visitor that access to the island.

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