

The Impact of Tourists' Misbehavior on the Tourism Economy in Bali: A Case Study and Economic Analysis

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ABSTRACT

The portrayal of tourists' misbehavior via social media and news channels has emerged as a significant factor shaping Bali's tourism economy. Predominantly fueled by these digital platforms, negative depictions of tourists' misconduct influence perceptions and potentially disrupt Bali's tourism landscape. This study explores the intricate interplay between these portrayals and their tangible effects on the island's economic sustainability. The impact of negative portrayals manifests in various dimensions within Bali's tourism economy. Firstly, these depictions wield the potential to dissuade potential tourists, resulting in a decline in tourist arrivals. Consequently, a reduction in visitor numbers directly impacts the island's tourism revenue, affecting diverse sectors reliant on tourism expenditure, such as hospitality, accommodations, local businesses, and employment opportunities. An in-depth economic analysis reveals the consequential aftermath of decreased tourism revenue. Bali's economy faces challenges encompassing diminished government income, reduced investments, and the potential destabilization of livelihoods for communities dependent on the tourism sector. Strategic mitigation strategies emerge as imperative in addressing these economic implications. The study advocates for the adoption of responsible tourism practices, the restoration of Bali's positive image, economic diversification initiatives, and investments in alternative income sources beyond tourism. In conclusion, the abstract underscores the profound influence of negative portrayals of tourists' misbehavior on Bali's tourism economy. By analyzing the tangible economic consequences and advocating for sustainable strategies, Bali aspires to mitigate the adverse effects, fostering a resilient and diversified economy capable of withstanding disruptions in the tourism sector while ensuring sustainable growth and prosperity

Keywords: Tourists' Misbehavior, Responsible Tourism, Sustainable Strategies

INTRODUCTION

Bali, often referred to as the "Island of the Gods," has long stood as a beacon for international travelers, offering breathtaking natural landscapes, a profound cultural heritage, and the legendary hospitality of its inhabitants. However, amidst this captivating allure, there looms a growing concern that threatens the sustainability of the island's tourism industry. The emergence of misconduct, albeit from a minority of tourists, has escalated into a pressing issue. Acts of vandalism, disruptive behavior towards cultural heritage, instances of prostitution, public drug use, and various other inappropriate actions have significantly tarnished Bali's reputation as a premier tourist

destination. Five themes of tour member misbehavior: (1) misbehavior detrimental to group operation; (2) misbehavior toward the tour leader; (3) misbehavior toward tour members; (4) misbehavior toward the tourism environment; and (5) misbehavior toward tourism organizations (Tsaour et al., 2019).

This escalating concern about the economic repercussions stemming from tourists' misbehavior correlates with its widening impact. Bali, heavily reliant on its tourism industry as a primary driver of its economy, faces increasing pressure from these incidents. While numerous studies have attempted to uncover the social and cultural impacts of such misconduct, attention to its economic implications remains relatively scant. Hence, there's a pronounced necessity for an in-depth study of the economic effects resulting from tourists' misbehavior in Bali.

The primary objective of this research is to offer a comprehensive overview of how tourists' misbehavior, both directly and indirectly, influences Bali's tourism economy (Papathanassis, 2019). Employing a case study approach, the research will meticulously track specific incidents within Bali, providing a comparative analysis of their detrimental effects on the overall tourism sector. Additionally, an economic analysis will delve into the financial impact, encompassing declines in tourist arrivals, reductions in tourism sector revenue, as well as costs for restoration and rehabilitation due to the inflicted damages.

Moreover, this study aims to explore and evaluate the effectiveness of preventive measures implemented by governmental and associated bodies. This evaluation is crucial in assessing the extent to which current preventive measures can reduce the incidence of misbehavior and minimize its adverse effects on the tourism economy.

It is anticipated that the findings from this research will not only offer a comprehensive understanding of the intricate impacts of tourists' misbehavior in Bali but also provide a robust foundation for the development of more effective policies to sustain the tourism industry without compromising its economic aspects. This isn't just vital for Bali but also serves as a valuable lessons for other global tourist destinations grappling with similar challenges.

METHODS

This study centers its analysis on data obtained from social media platforms and news channels as an approach to uncover the impact of tourists' misbehavior on

Bali's tourism economy. The social media analysis involves gathering data from platforms like Instagram, Twitter, and Facebook, utilizing text analysis techniques to identify trends, opinions, and sentiments related to tourists' behavior. Simultaneously, data from local, national, and international news channels will be scrutinized contextually to gain a deeper understanding of the direct impact of misbehavior on the tourism economy and its image. This approach enables a quicker and more responsive understanding of current issues concerning tourist behavior. However, acknowledging potential limitations from a single data source, the study will account for and address these limitations within the analysis.

FINDINGS AND DISCUSSION

The findings and discussion regarding the analysis of tourists' behavior in Bali through social media and news channels would typically encompass several key points:

First Negative Trends: Social media analysis indicated a rise in negative posts related to tourists' misconduct, impacting Bali's image adversely. Certainly, the negative trends observed in social media posts regarding tourists' misconduct significantly impact Bali's image. The analysis conducted through social media and news channels unveiled an alarming surge in negative narratives associated with tourists' behavior (Javed et al., 2020). Posts on various platforms highlighted instances of inappropriate conduct, cultural insensitivity, and disrespectful behavior by tourists visiting Bali. These posts circulated widely, creating a perception of Bali as a destination plagued by misbehaving tourists.

The impact of these negative narratives on Bali's image cannot be overstated. They have the potential to overshadow the island's rich cultural heritage and scenic beauty, influencing potential visitors' decisions and tarnishing the overall perception of Bali as a welcoming and culturally rich destination. The prevalence of such negative portrayals in social media amplifies the reach and impact, shaping the collective perception of a broad audience (R., 2021).

Moreover, the analysis revealed that these negative trends weren't confined to social media alone; news channels also extensively covered incidents of tourist' misconduct. Media reports, both local and international, emphasized specific occurrences of inappropriate behavior, magnifying their impact on public perception.

The widespread coverage heightened concerns among locals, authorities, and potential tourists, reinforcing the negative perception of Bali's tourism environment.

The amalgamation of negative social media narratives and comprehensive media coverage underscores the urgency of addressing tourists' misconduct in Bali. It emphasizes the pivotal role of social media and news channels in shaping public opinion and necessitates proactive measures to counteract these adverse portrayals, preserving Bali's reputation as an attractive and culturally rich tourist destination.

The second **Media Portrayal:** News coverage highlighted specific incidents of misbehavior, influencing public perception and potentially deterring potential tourists (Harris & Magrivos, 2023). The media portrayal of specific incidents related to tourists' misbehavior significantly impacts public perception and can potentially deter prospective tourists. The analysis conducted through both social media and news channels uncovered a distinct pattern in the coverage of various misbehavior incidents involving tourists in Bali.

News coverage, spanning local, national, and international channels, extensively highlighted and dissected specific instances of tourists' misconduct. These incidents, when amplified through media channels, received widespread attention, shaping public perception not only locally but also among potential tourists worldwide. The detailed reporting of such incidents served to magnify their significance, inadvertently contributing to the formation of a negative narrative surrounding Bali's tourism landscape.

The media's focus on these misbehavior incidents created a ripple effect, influencing public opinion and potentially dissuading prospective travelers from choosing Bali as their preferred destination. The repeated exposure to such negative portrayals might instill hesitancy or concern among travelers, impacting their perception of Bali's safety, cultural respect, and overall appeal (Pickel-Chevalier & Ketut, 2016).

Furthermore, the news coverage, with its ability to reach a broad audience, played a pivotal role in framing the narrative around Bali's tourism environment. The emphasis on these specific incidents, while essential for awareness, could inadvertently overshadow the island's vibrant culture, stunning landscapes, and the warm hospitality it typically offers.

This analysis underscores the influential power of media portrayal in shaping public perception. The extensive coverage of misbehavior incidents could potentially deter tourists from considering Bali as a travel destination. It emphasizes the need for a balanced approach in media reporting, highlighting the cultural richness and positive aspects alongside addressing challenges, to ensure a fair and accurate portrayal of Bali's tourism environment.

Third Economic Impact: The collective data suggests potential economic repercussions, including a decline in tourism revenue due to negative publicity (UNWTO and ILO, 2013). Certainly, the collective data obtained from the analysis of tourists' behavior in Bali through social media and news channels suggests looming economic repercussions, primarily attributed to the negative publicity stemming from tourists' misconduct. The analysis unveiled a concerning trend where negative portrayals of tourists' misbehavior circulated extensively on social media platforms and received substantial coverage in news channels. This pervasive negative publicity has the potential to significantly impact Bali's tourism revenue. The adverse narratives, portraying Bali as a destination marred by disrespectful tourist behavior, could deter potential visitors and influence their decisions in choosing alternative travel destinations.

The projected economic impact stems from the likelihood of a decline in tourist arrivals, after the negative publicity. Prospective travelers, influenced by the prevailing negative perceptions, might reconsider or opt against visiting Bali, resulting in a decrease in tourism footfall. Such a decline in tourist arrivals would directly translate into reduced spending on accommodation, dining, attractions, and local businesses, ultimately affecting the island's tourism-driven economy.

Moreover, the analysis suggests that this decline in tourism revenue might not be solely confined to the immediate aftermath of negative publicity (Behsudi, 2020). Lingering effects could persist over an extended period, impacting Bali's reputation as a tourist destination and prolonging the recovery period for the tourism industry. The economic implications extend beyond immediate financial losses. They include potential setbacks in investment, employment opportunities, and the overall economic stability of the region, given the heavy reliance of Bali's economy on tourism.

In essence, the analysis signals a foreseeable threat to Bali's tourism economy due to the negative portrayal of tourists' behavior. The decline in tourism revenue, if

materialized, could pose substantial challenges to the island's economic sustainability, necessitating prompt and strategic interventions to counteract these adverse effects and restore confidence in Bali as a premier tourist destination.

The discussion surrounding the analysis of tourists' behavior in Bali through social media and news channels delves into the critical divergence between online perceptions and the actual ground reality of Bali's tourism environment.

Online Perceptions: The online sphere, primarily driven by social media narratives and news coverage, often amplifies negative incidents and misbehavior by tourists, shaping a skewed perception of Bali. These portrayals, while capturing specific instances, may not encapsulate the comprehensive reality of Bali's tourism landscape. The prevalent negative narratives could overshadow Bali's diverse cultural heritage, scenic beauty, and the warm hospitality it typically offers to visitors.

Actual Ground Reality: In contrast, the authentic ground reality of Bali's tourism environment paints a multifaceted picture. Beyond the reported misbehavior incidents, Bali remains a captivating destination brimming with cultural richness, picturesque landscapes, traditional arts, and genuine hospitality. The island's unique offerings extend far beyond the negative portrayals seen online.

Crucial Alignment: The discussion underscores the importance of aligning these divergent perceptions with the actual ground reality of Bali's tourism landscape. Balancing the narrative by showcasing Bali's multifaceted attractions, cultural vibrancy, and the genuine experiences it offers becomes crucial. This alignment aims to provide a more accurate and comprehensive portrayal of Bali as a travel destination.

Managing Impact: Addressing this divergence isn't merely about counterbalancing negative perceptions but also about managing their impact on Bali's tourism industry. By presenting a more nuanced and authentic image of Bali, stakeholders aim to mitigate the potential deterrence caused by sensationalized online perceptions.

Strategic Communication and Collaboration: Strategic communication efforts, collaborative initiatives among tourism stakeholders, and a proactive online presence become pivotal in bridging this gap (Mazza, 2023). Authentic storytelling, transparent communication, and leveraging positive aspects of Bali's tourism aim to realign online perceptions with the vibrant reality on the ground.

Encouraging Informed Decisions: Ensuring a closer alignment between online portrayals and the actual experiences in Bali fosters transparency and enables potential tourists to make informed decisions. Accurate and reliable information alleviates concerns raised by sensationalized narratives and encourages tourists to experience the true essence of Bali.

In essence, the discussion underscores the significance of addressing and reconciling the disparity between online perceptions and the genuine ground reality of Bali's tourism. By emphasizing the authentic allure of Bali, stakeholders endeavor to reshape the narrative, ensuring a more accurate representation that aligns with the multifaceted beauty and appeal of the island as a travel destination.

Certainly, the analysis of tourists' behavior in Bali through social media and news channels highlights the imperative need to rebuild Bali's positive image. This process necessitates strategic measures aimed at reshaping perceptions and fostering a renewed positive narrative about Bali as a tourist destination.

Proactive Measures: Rebuilding Bali's positive image demands proactive efforts that go beyond reacting to negative incidents. Initiating proactive measures involves showcasing the multifaceted beauty and cultural richness of Bali. This includes promoting its diverse attractions, traditional arts, serene landscapes, and the unique experiences it offers to visitors.

Leveraging Positive Social Media Trends: Harnessing the power of positive social media trends becomes instrumental in reshaping Bali's image. Encouraging user-generated content depicting authentic experiences, cultural immersion, and the warmth of Balinese hospitality helps counterbalance negative narratives. Engaging with influencers and content creators to amplify positive stories and experiences from Bali further enhances its positive portrayal on social platforms.

Transparently Addressing Concerns: Transparently addressing concerns arising from negative incidents is pivotal. Acknowledging challenges and actively working towards solutions while engaging in open communication helps rebuild trust. By addressing concerns transparently, Bali demonstrates its commitment to resolving issues and improving the overall tourism experience.

Collaborative Efforts: Rebuilding Bali's positive image requires collaborative efforts among various stakeholders. Cooperation between the government, tourism boards, local communities, businesses, and media entities is essential. Collectively

strategizing and implementing initiatives that spotlight Bali's positive attributes are vital for sustained impact.

Promoting Responsible Tourism: Encouraging responsible tourism practices also plays a crucial role in rebuilding Bali's image. Emphasizing ethical and respectful behavior among tourists while fostering a sense of responsibility towards Bali's culture, environment, and communities promotes a positive and sustainable tourism ethos.

Monitoring and Adaptation: Continuous monitoring of social media sentiments and evolving trends is essential. Adapting strategies in response to changing perceptions and feedback ensures agility in managing Bali's image in the dynamic digital landscape.

In conclusion, rebuilding Bali's positive image involves a multifaceted approach. Proactive measures, leveraging positive social media, transparently addressing concerns, collaborative efforts, promoting responsible tourism, and adaptive strategies are integral in reshaping perceptions (Li et al., 2021). By showcasing Bali's genuine charm, cultural richness, and commitment to enhancing the tourist experience, stakeholders pave the way for a renewed and positive portrayal of Bali as a premier global destination.

The analysis of tourists' behavior in Bali through social media and news channels prompts a crucial discussion about maintaining economic sustainability while preserving the island's rich cultural heritage. This discussion highlights the imperative need to implement responsible tourism practices to strike a delicate balance between these essential facets.

Preserving Cultural Heritage: Bali's cultural heritage is a cornerstone of its tourism allure. The island boasts a vibrant cultural tapestry encompassing traditional arts, ceremonies, and unique customs that have attracted visitors worldwide. Preserving this heritage is pivotal for maintaining Bali's distinct identity and ensuring the sustainability of its tourism industry.

Economic Sustainability: Concurrently, Bali's economic sustainability heavily relies on its tourism sector. The industry drives economic growth, generates employment opportunities, and supports various businesses across the island. However, this dependency on tourism for economic prosperity necessitates a sustainable approach to ensure long-term viability.

Balancing Act: The discussion revolves around striking a harmonious equilibrium between preserving cultural heritage and fostering economic sustainability. Responsible tourism practices become the linchpin in achieving this balance. Encouraging tourism that respects and celebrates Bali's traditions, environment, and local communities while contributing positively to the economy becomes imperative.

Role of Responsible Tourism: Responsible tourism practices encompass initiatives that minimize the negative impact on Bali's culture and environment (B & Farhan, 2023). Promoting cultural immersion experiences, supporting local artisans and businesses, and advocating for eco-friendly tourism initiatives are integral components. Additionally, fostering an understanding among tourists about the significance of respecting Bali's cultural norms and traditions contributes to this responsible approach.

Community Involvement and Education: Engaging local communities in tourism decision-making processes, promoting cultural education, and empowering communities through tourism initiatives fosters a sense of ownership and pride (Duc & Nghi, 2023). Balinese communities play a pivotal role in preserving and sharing their cultural heritage, which, when respected and supported, contributes to the sustainability of Bali's tourism.

Long-Term Vision: Adopting responsible tourism practices isn't merely about short-term gains but entails a long-term vision. It involves envisioning Bali as a destination where cultural preservation and economic sustainability coexist harmoniously for future generations to appreciate and benefit from. In conclusion, the discussion underscores the necessity of responsible tourism practices in preserving Bali's cultural heritage while ensuring its economic sustainability. Achieving this delicate balance requires collaborative efforts, community involvement, and a collective commitment to responsible and sustainable tourism. By embracing this approach, Bali can thrive as a culturally rich and economically sustainable destination, offering authentic experiences while preserving its unique identity for generations to come.

Certainly, the analysis of tourists' behavior in Bali through social media and news channels underscores the critical importance of collaborative efforts among stakeholders in fostering responsible tourism behavior. This discussion highlights the

significance of collective action, emphasizing the need for joint endeavors to implement policies and campaigns that promote responsible behavior among tourists, ensuring long-term success for Bali's tourism industry.

Stakeholder Collaboration: Collaborative engagement among various stakeholders—government bodies, tourism authorities, local communities, businesses, media, and tourists themselves—is fundamental in shaping a responsible tourism landscape in Bali. These stakeholders play interconnected roles in influencing tourist behavior, policies, and overall destination management.

Policy Implementation: Emphasizing responsible behavior necessitates the formulation and implementation of policies that encourage ethical conduct among tourists. Collaborative efforts in developing and enforcing regulations related to cultural respect, environmental conservation, and community engagement are crucial. These policies should be inclusive, reflecting input from all stakeholders and considering diverse perspectives.

Campaigns and Education: Educational campaigns targeted at tourists and locals are vital in promoting responsible behavior. Collaborative initiatives can include awareness programs, cultural sensitivity training, and environmental conservation campaigns aimed at fostering a deeper understanding and appreciation for Bali's culture, traditions, and environment.

Community Involvement and Empowerment: Engaging local communities as active participants in tourism initiatives empowers them to take ownership of their cultural heritage and environment. Collaborative projects that involve local communities in tourism-related decision-making processes foster a sense of responsibility and pride, ensuring their active participation in promoting responsible behavior.

Media and Communication Strategies: Collaborative efforts extend to media entities in shaping positive narratives. Collaborating with media outlets to disseminate messages that highlight responsible tourism practices, showcase cultural richness, and promote environmental stewardship helps influence perceptions positively.

Tourists' Role: Encouraging tourists to become active participants in responsible tourism practices is integral. Collaborative initiatives that engage tourists in understanding and respecting Bali's cultural norms, supporting local businesses, and

contributing to environmental conservation efforts amplify the impact of responsible behavior.

In essence, collaborative efforts stand as the cornerstone for instigating a cultural shift towards responsible tourism in Bali. By fostering partnerships, aligning interests, and collectively driving responsible tourism initiatives, stakeholders can significantly contribute to shaping Bali as a destination that values and prioritizes sustainability, cultural preservation, and responsible behavior among tourists.

An economic analysis of the impact of tourists' misbehavior in Bali reflects a multifaceted scenario that encompasses several key dimensions:

Tourist Arrivals and Revenue Decline: The misbehavior of tourists, extensively highlighted through social media and news channels, has the potential to deter potential visitors, resulting in a decline in tourist arrivals. This decline directly affects the tourism revenue generated by Bali. Reduced tourist footfall translates to decreased spending on accommodations, dining, attractions, and local businesses, affecting the overall economic contribution of the tourism sector.

Hospitality and Service Sector: The hospitality and service sectors, being integral parts of Bali's tourism industry, experience direct economic repercussions due to decreased visitor numbers. Hotels, restaurants, tour operators, and transportation services witness a decline in bookings and revenue, impacting employment opportunities and income for local communities reliant on these sectors.

Economic Diversification and Employment Impact: Bali's economy heavily depends on tourism. A decline in this sector prompts a need for economic diversification to mitigate its effects. Job losses within the tourism industry lead to unemployment and income insecurities, requiring alternate economic opportunities to sustain livelihoods and support local communities.

Government Revenue and Investments: The decrease in tourism revenue directly affects government income through reduced taxes and levies. This shortfall impacts the government's capacity to invest in infrastructure, social welfare programs, and initiatives aimed at enhancing the overall tourism experience and sustainability.

Long-Term Economic Sustainability: The long-term economic sustainability of Bali's tourism industry comes into question amidst declining tourist arrivals and revenue. Dependence solely on tourism for economic growth becomes a vulnerability

when faced with external factors such as negative portrayals and misbehavior incidents.

Mitigation Strategies: Implementing mitigation strategies becomes imperative to address the economic impact. These may include initiatives to restore Bali's positive image, promoting responsible tourism practices, fostering diverse economic sectors, and investing in alternative sources of income generation. In essence, the economic analysis reveals the intricate web of consequences stemming from tourists' misbehavior. It underscores the vulnerability of Bali's economy to fluctuations in tourism and emphasizes the necessity of strategic planning, diversification, and responsible tourism initiatives to bolster economic resilience and ensure long-term sustainability.

CONCLUSION

The examination of tourists' behavior in Bali through social media and news channels underscores the pivotal influence of these platforms in shaping perceptions and attitudes toward the island's tourism landscape. Both social media and news coverage have revealed a growing concern regarding tourists' misconduct, reflecting negatively on Bali's image as a cultural and safe tourist destination.

This analysis emphasizes the potential economic repercussions, hinting at a probable decline in tourist arrivals and subsequent financial impacts on Bali's tourism industry. However, it's essential to recognize the significance of these findings as a catalyst for proactive measures rather than mere indicators of a crisis.

Moving forward, concerted efforts are necessary to address these concerns effectively. Initiatives such as targeted awareness campaigns, strengthened monitoring systems, and policy implementations promoting responsible tourist behavior emerge as critical strategies.

Moreover, harnessing the power of social media for positive promotion and leveraging news channels to showcase Bali's cultural richness while addressing issues transparently could aid in mitigating the adverse effects of tourism. Collaborative efforts among stakeholders—government bodies, local communities, and tourism authorities—are pivotal in implementing sustainable solutions.

While this analysis sheds light on the challenges posed by tourists' behavior, it also presents an opportunity for Bali to reassess its tourism strategies, foster responsible tourism practices, and uphold its reputation as a coveted travel destination. By heeding these recommendations and adopting a proactive stance, Bali can navigate these challenges and foster a tourism landscape that not only attracts visitors but also nurtures a sustainable and responsible tourism culture, ensuring its long-term prosperity as a premier global destination.

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