



## Strengthening Policy as a Strategy for Cultural Tourism and Sustainable Development in Bali

I Gusti Ayu Purnamawati<sup>1</sup>, Ni Ketut Sari Adnyani<sup>2</sup>

<sup>1,2</sup>Education University of Ganesha, Indonesia

email: <sup>1</sup>[ayu.purnamawati@undiksha.ac.id](mailto:ayu.purnamawati@undiksha.ac.id), <sup>2</sup>[sari.adnyani@undiksha.ac.id](mailto:sari.adnyani@undiksha.ac.id)

|                                |                                |                                  |
|--------------------------------|--------------------------------|----------------------------------|
| Received on<br>27 Agustus 2025 | Revised on<br>5 September 2025 | Accepted on<br>21 September 2025 |
|--------------------------------|--------------------------------|----------------------------------|

### Abstract

**Purpose:** This research aims to determine the impact of Paiketan Krama Istri's institutional capacity as an agent for tourism development and strengthening the traditional economy, which represents traditional villages in Bali, Indonesia, in establishing mutual synergy between the government and tourism actors.

**Research methods:** The subject of this research is Paiketan Krama Istri. The support of data from traditional villages in Buleleng Regency, Bali Province, proves this form of emancipatory solidarity. The type of research employed is field research, characterised by descriptive research methods—utilising data collection techniques such as literature study, observation, and interviews. The data analysis technique uses qualitative descriptive analysis.

**Findings:** Paiketan Krama Istri or other similar Paiketan institutions in Lovina, and Sudaji, in the northern part of Bali Province, have the strength of cooperation as a developed tourism destination. The strong social capital of this institution can be seen from the actualization of its role as a tourism development agent with creativity and innovation in an economy characterized by traditional villages and Balinese culture. The policy model's design, based on public opinion, focuses on strengthening social capital by leveraging the role of the Paiketan Krama Istri institution in supporting tourism actors and government policies aimed at developing tourism revival strategies in Bali Province, one of the world's leading tourism destinations. Women make significant contributions to accelerating sustainable development in the dimension of gender equality.

**Implication:** Differences and not debating them at all, especially gender differences in work, open broad opportunities for women to continue to struggle and equalize themselves in various positions in the tourism industry in Bali.

**Keywords:** Culture, law, policy, social capital, sustainable development, tourism



## INTRODUCTION

Bali is one of the world's top tourist destinations in Indonesia, attracting numerous tourists and foreigners each year. The increase in tourist visits is because this island has attractions and uniqueness compared to other areas (Megawati *et al.*, 2023). One of the attractive tourist destination areas, namely the Sanur Special Economic Zone in Bali Province, shows great potential in the context of Law Number 10 of 2009 concerning tourism. The exclusivity of Sanur as a tourist area, with Bali's incredible natural richness and cultural diversity. The spirit of the Tourism Law is consistent with the existence of the Sanur SEZ to make it a locomotive for sustainable tourism development and have a broad impact (Santhi *et al.*, 2024). Local communities try to maintain a safe, peaceful, and friendly atmosphere in the economy, politics, and society.

However, a sharp decline in visits occurred in 2020. Referring to data from the Bali Provincial Tourism Office for the second quarter of 2020, the decline in tourist visits had a profound impact on the income of the Balinese people, resulting in a 10.98% decrease compared to the same period last year. Standard conditions in the previous year averaged 53%, especially in the MSME and Cooperative sectors. Supporting the economy, which accommodates a workforce of 1.1 million people. Crucial problems resulting from the COVID-19 pandemic include the high number of layoffs of 73,631 people (Bali Government Tourism Office, 2024). The decline in tourism sector income has an impact on other business fields. According to data from the Bali Province Central Statistics Agency, the Bali tourism industry entered a low season period in the first quarter (Bali Province Central Statistics Agency, 2024). Tourism influences all aspects of life and communities and impacts sustainable development (Alamineh *et al.*, 2023; Khizar *et al.*, 2023). The percentage decrease in foreign tourist visits in March 2020 was 56.89% compared to February 2020, which recorded 363,937 visits. This data shows a similar problem with the number of domestic tourist visits to the island of Bali, which fell by 92.45%. Previous research provides empirical evidence that the tourism industry not only contributes to a country's income and foreign exchange but also plays a significant role in shaping its image (Khan *et al.*, 2020; Chen & Guo, 2023; Baloch *et al.*, 2022).

Observations of several tourist centres in Buleleng Regency, Bali Province, such as Lovina and Sudaji. The tourism recovery policy program has been implemented by the Central Government through the Ministry of Tourism and Creative Economy, in collaboration with the Bali Provincial Government and the Bali Tourism Recovery Team, in realising the Vision of *Nangun Sat Kerthi Loka Bali*. The mindset of tourism actors towards Bali tourism, which is struggling to recover, poses a challenge to implementing government policy strategies. The same perception regarding the restructuring strategy for Balinese cultural tourism has not been developed. The research findings of (Razak, 2022) tourism actors' doubts about policies for handling the Covid-19 pandemic and tourism recovery could hamper the Bali cultural tourism restructuring program. The target market for domestic tourists is more feasible during the pandemic, rather than foreign tourists. As many as 25 million people spend on tourism, indirectly driving the economic wheels of communities in tourist villages, such as involving MSMEs that produce and sell local products or potential (Utama *et al.*, 2023).

This global phenomenon in the tourism sector causes all parties to proactively support government policies. Traditional Villages, as part of the supporting elements of development, must participate, especially in the role of women in driving it. Empowerment for women can be integrated into the concept of sustainable tourism development to provide a real contribution to women's involvement in the tourism industry (Nassani *et al.*, 2019). The low representation of women in leadership positions in the tourism industry is a testament to this. Women's involvement is assessed in terms of their psychological, political, and social roles. The political empowerment of women in the tourism industry can positively impact their high levels of participation in policy-making, financial independence, and freedom from traditional gender roles in society.

There are 1,495 traditional villages, with 65.8% of Paiketan Kramalstri institutions spread across eight districts and one municipality throughout Bali Province. The policy model for strengthening the social capital of the Paiketan Kramalstri institution is a form of cultural tourism recovery strategy that involves having representatives from traditional institutions. Its members are women who participate in *simakrama* (traditional village meetings). The emancipatory solidarity of Paiketan Krama's wives was realized when they innovated to restore

Bali's cultural tourism assets. Based on Bali Provincial Regulation Number 2 of 2012 concerning Bali Cultural Tourism, traditional villages also receive recognition. According to public opinion, as initial observations through interviews with one of the members of the Paiketan Kramalstri institution stated: "Paiketan Kramalstri has social capital potential, as evident in the planned activities aimed at developing Balinese cultural tourism to bolster the traditional economy".

Public opinion, as a stakeholder, is also a key component in model design, particularly in achieving the policy model's objectives for strengthening institutional social capital in Paiketan Kramalstri, and in developing a strategy for restoring Balinese cultural tourism. It is hoped that implementing policies by local governments will be effective. Evaluation is especially necessary for strategic policies that affect the broader community. Linkages or synergy in implementing tourism development policies between the government, private sector and the community will be the basis for the success of a region. Policy implementation requires sustainable behaviour that relies on maximum effort and perseverance so that it can protect the entire community and the tourist environment (Choi, 2020).

Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2021 concerning guidelines for sustainable tourism destinations explains the importance of creating a tourism ecosystem as a form of engineering the complexity of tourism phenomena to produce linkages, value chains, and interconnections of systems, subsystems, sectors, dimensions, disciplines, and components that integrated into products and services, driving the tourism sector and driving the tourism system through optimizing the role of Business, Government, Community, Academic, and Media (BGCAM) to create orchestration and ensure the quality of activities, facilities, services, and to create tourism experiences and value benefits so that provide benefits to society and the environment. This optimization can be realized by involving women in roles on an ongoing basis. (Scheyvens & Watt, 2021) Writes about empowerment through ecotourism, where the economic aspect refers to four levels of empowerment: political (actions carried out collectively with the aim of decision-making); social (increased social networks and community cohesion);

psychological (self-confidence): and economic (monetary justice and transformation in society).

Problem findings: Based on initial observations in the field, the Covid-19 pandemic has led to a decline in the Bali economy, particularly in the tourism sector, which in turn impacts MSMEs, Cooperatives, and other sectors. Several tourist attraction centers in Bali Province are empty of visitors, and the high number of layoffs and laid-off workers shows the stagnation of Bali tourism. On the one hand, the Bali Provincial Government has collaborated with indigenous communities by involving traditional villages in forming a Covid-19 task force at the provincial level in Bali. This joint commitment is outlined in the Joint Decree of the Governor of Bali and the Traditional Village Council (MDA) of Bali Province with Number 472/1571/PPDA/DPMA and Number 05/SK/MDA-Bali Province/III/2020, stipulated on March 28, 2020, concerning the Establishment Traditional Village-Based Covid-19 Prevention Mutual Cooperation Task Force in Bali.

On the other hand, a new tourism recovery cooperation is underway at the government level, involving the Ministry of Tourism and Creative Economy, the Bali Provincial Government, and the Bali Tourism Recovery Team. The existing partnership between the government and traditional villages is currently limited to addressing Covid-19 and does not encompass recovery from the downturn in Bali's cultural tourism sector. Tourism players have not fully welcomed the government's strategic plan for tourism recovery. Partnerships between the government, tourism actors, and traditional villages have not been established to support the government's policies and programs.

The previous research study used as a reference by the researchers was based on the research results of Adnyaniet *al.* (2021), specifically gender-responsive policy design in traditional villages in line with MDP Decree Number 01/KEP/PSM-3/MDP-Bali/X/2010. (Purnamawati, 2017) about a model for strengthening the local economy of Balinese women in *endek* crafts. (Purnamawati *et al.*, 2022) places greater emphasis on regulating traditional village authority in supporting Balinese cultural tourism in the new normal era. (Herdiana, 2020) research results show that the tourism recovery policy instrument in Bandung City encompasses both internal and external recovery

efforts. Setiawan *et al.* (2022) revealed research findings that the tourism recovery strategy in Bali involves implementing cleanliness and safety standards for tourists as a new tourism alternative.

Previous research on policy designs and models served as the basis for the proposed research model design. Previous research studies have been conducted on tourism recovery strategies. Still, this research takes a different approach by focusing on the policy model of strengthening Paiketan Kramalstri's institutional social capital as a tourism recovery strategy, cultural stimulus, solidarity, emancipation, and tourism revival of the traditional economy in Lovina and Sudaji, which has the strength of cooperation as a developed tourism destination. The Paiketan Kramalstri institutional platform, representing traditional villages, has the capacity to serve as a cultural tourism development agent, playing a role in developing and strengthening the traditional economy through creativity and innovation in these villages. The model for strengthening Paiketan Kramalstri's institutional social capital, as an extension of traditional villages, in collaboration with the government and tourism actors, is to revitalise Balinese cultural tourism. In this context, social capital is intended to have a function in supporting successful development and policy formulation (Reressy *et al.*, 2019).

The institutional support of Paiketan Kramalstri as an icon for strengthening social capital in this research proposal study serves to rebuild confidence that Balinese cultural tourism can be revived if it has the support of all parties, prioritizes the concept of *Meyama Braya* (cooperation), provides feedback through FGDs and develops relationships in the space of social interactions, such as friendship with related partners (Lestawi & Kusuma, 2023). The idea for this research emerged inspired by the track record of institutional achievements of Paiketan Kramalstri as a development agent within the scope of traditional villages and even in Bali Province to realize the prosperity and peace of Krama Bali. The establishment of the Paiketan Kramalstri institution was also motivated by the spirit of emancipatory solidarity, whose content is gender-responsive and based on support for strengthening Balinese customs and culture in all fields, with an approach that respects Balinese customs and culture or local Balinese wisdom. In collaboration with government and non-government entities,

participate in creating policy guidelines to accelerate the recovery of the tourism sector through coordination with the Bali Provincial Tourism Office and collaboration with tourism stakeholders.

## RESEARCH METHODS

The type of research is field research, while still paying attention to research protocol procedures during a pandemic. At the field research stage, by considering the risk-to-benefit ratio, researchers modified the research using online methods based on considerations of health and safety conditions to reduce risks amid a pandemic (Paul *et al.*, 2023). Informants and action research participants were determined purposively. The targets of the policy model are tourism actors in the southern, central, northern, and western Bali regions who are developing Balinese cultural tourism, with a sample of tourist attraction centres in Buleleng Regency, namely Lovina and Sudaji Village.

This research is applied, focusing on the development of a policy model to strengthen Paiketan Kramalstri's institutional social capital through a tourism sociology approach. The study is guided by a cultural development and strengthening perspective, emphasising local wisdom to inform strategies for the recovery and restructuring of the Balinese cultural tourism economy in Bali Province.

Some of the subjects involved in this research include a team of researchers who are experts in the fields of Law, Tourism, English, and Accounting Economics, the Provincial, Regency/City Tourism Office, the Paiketan Kramalstri institution in every traditional village in Bali Province, tourism actors, and stakeholders related to the field. Including PHRI (Indonesian Hotel and Restaurant Association), was determined deliberately. Analysis using the SWOT (strengths, weaknesses, opportunities, and threats) matrix, intended to clarify all identified strengths and weaknesses and provide development recommendations based on available potential (Purnamawati *et al.*, 2021). The preparation of the SWOT matrix is used to determine strategic alternatives. This matrix comprises strengths, weaknesses, opportunities, threats, and strategic factors for both internal and external analysis. SWOT is used as a guide for model development in line with the feasibility test, which focuses on the policy model for

strengthening institutional social capital in Paiketan Kramalstri as a strategy for tourism recovery, culture, stimulus, solidarity, emancipation, and revival of the traditional economy in Bali Province.

The target material for the policy model encompasses partnership cooperation among academics, the government, traditional villages, the Paiketan Kramalstri institution, and tourism stakeholders. A tourism sociology approach that integrates humanistic relationships with target user partners, utilising a model to strengthen social capital through the implementation of Balinese cultural tourism recovery strategies and enhancing the economic profile of Bali Province. Data collection techniques were employed, including observation, interviews, document studies, participatory action research, focus group discussions, and joint studies between academics, the government, the Paiketan Kramalstri institutional community, and tourism actors in the northern regions.

Data supports informants through the FGD stages in preparing policy models, testing policy models, implementing policy models, and evaluating policy models for potential user partners. Through the FGD, the policy of strengthening Paiketan Kramalstri's institutional social capital as an agent for developing cultural tourism and strengthening the economy of traditional villages was used as a reference in creating a tourism recovery strategy and reviving the economy of Bali Province. The spirit of gender-responsive emancipatory solidarity is the hallmark of Paiketan Kramalstri as an agent of traditional village institutions. *Dharma* is also a form of joint consensus developed through the FGD process, with Simakrama forums held in each traditional village, which can manage cultural tourism in the areas used as research samples and represent the southern, central, and northern regions. The northern region of Bali Province is the target location for the user partner's model.

## FINDINGS

### **Institutional Support for Paiketan Kramalstri as an Icon for Strengthening Social Capital**

This research serves to rebuild the trust that Balinese cultural tourism can revive if it has the support of all parties, prioritizes the concept of *menyama braya* (cooperation), provides feedback through FGDs, and develops relationships in

social interaction spaces such as *simakrama* with related partners. The idea for this research emerged inspired by the track record of institutional achievements of Paiketan Kramalstri as a development agent within the scope of traditional villages and even in Bali Province to realize the prosperity and peace of *Krama Bali*. The establishment of the Paiketan Kramalstri institution was also motivated by the spirit of emancipatory solidarity, whose content is gender-responsive and based on support for strengthening Balinese customs and culture in all fields, with an approach that respects Balinese customs and culture or local Balinese wisdom.

In collaboration with government and non-government entities, participate in creating policy guidelines to accelerate the recovery of the tourism sector through coordination with the Bali Provincial Tourism Office and collaboration with tourism stakeholders. The research designs a policy model for strengthening Paiketan Kramalstri's institutional social capital as a strategy for restoring cultural tourism and reviving the economy of traditional villages in Bali, characterised by humanist relationships among academics, the government, traditional villages through the Paiketan Kramalstri institution, and tourism actors.

Strengthening Paiketan Kramalstri institutional social capital begins with a model design, to encourage the realization of the *Nangun Sat Kerthi Loka Bali* Vision (maintaining the *sanctity* and harmony of Balinese nature and its contents, creating a prosperous society and a happy Balinese *krama* and *gumi* life) through a universal development plan towards the Balinese New Era (Mirta *et al.*, 2022). This vision is integrated with the mission of the cultural tourism recovery strategy being initiated between districts/cities throughout Bali Province.

This research focuses on a policy model for strengthening social capital through the institutional spirit of Paiketan Kramalstri, characterised by comprehensive Balinese cultural tourism service quality standards. Measuring the effectiveness of implementing the model in terms of structure, namely the institutional aspect, cross-checking the achievement of the target of the social capital strengthening model developed by the Paiketan Kramalstri institution, the substance includes the contents of the draft model in the form of a cultural tourism recovery strategy to revive the economy of traditional villages in Bali Province and culture. According to the tourism industry law, the level of acceptance of user

partners towards adapting the model during the new normal transition period is primarily determined by the effectiveness of the model in bridging the recovery of cultural tourism (Arumugam *et al.*, 2023) and contributing to improving the economy of Bali Province.

The level of effectiveness of the model targeting tourism actors in adapting it to the application areas in tourism centers in Bali Province, including southern, central, northern, and western Bali. These findings serve as a reference in the third year to evaluate the model and conduct the final stage of feasibility testing. Armed with the support of initial observation data targeting informants, and an inventory of literature regarding the institutional work of Paiketan Kramalstri in traditional villages and sociological studies of tourism.

Researchers conducted further data and information mining in several areas, such as tourism centres in Buleleng Regency. Supporting data to test the feasibility of implementing the model in the field, namely: (1) collaborative partnership between Universities, and government partners through the Provincial, Regency/City Tourism Office, traditional villages, the Paiketan Kramalstri institution, and tourism actors as an embodiment in supporting the model design idea policies to bridge the need for restoration of cultural tourism and revival of the traditional village economy in Buleleng Regency; (2) The Paiketan Kramalstri Institute is a force of social capital in traditional villages in developing cultural tourism recovery strategies and stimulating improvements in the economy of traditional villages in Buleleng Regency.

### **Paiketan Kramalstri's Strategy is to Revive Cultural Tourism and Stimulate Economic Growth in Traditional Villages of Bali Province**

The Paiketan Kramalstri strategy is primarily related to addressing problems, including implementing policies, determining the goals to be achieved, and determining methods for utilising facilities and infrastructure. Strategy is always related to three key elements: goals, means, and methods. Therefore, the strategy must also be supported by capabilities. Anticipate existing opportunities. In carrying out their functions and roles in developing regional tourism, local governments must make various efforts to achieve these goals, including developing tourism facilities and infrastructure.

As a developing tourist destination, Bali is currently in the development stage, aiming to establish a robust tourism industry to achieve a balanced foreign trade. Current tourism developments are not only aimed at increasing state foreign exchange and local government revenues. However, it is also hoped that it can expand business opportunities, open new jobs, and reduce unemployment. Tourism can improve the standard of living for people living in tourist destination areas through a profitable economy, by developing facilities that support and provide for recreation. As a result, tourists and residents benefit from each other, and regional development is enhanced.

Tourism must show the cultural, historical, and economic level of the destination (Gonzalez-Rodríguez *et al.*, 2023). Tourism is not only a source of foreign exchange for the country but also an internal factor that influences the location of industries in the development of resource-poor areas. Therefore, tourism development is one way to advance the economy of traditional villages in Bali.

### **The Influence of Balinese Women's Participation in the Development of Cultural Tourism and the Advancement of the Traditional Economy**

In Bali, customs still adhere to a patriarchal system, rooted in male lineage, and this system remains very strong in society. The leadership pattern in traditional villages in Bali features a purusa system of leadership, which remains popularly used today. Indigenous communities still highly uphold traditional or cultural values so that they are not affected by current developments. One of the agencies in Bali, Paiketan Kramalstri, offers a space for women to engage in various activities.

Improving economic conditions and increasing the quality of life have triggered a shift in society's mindset, providing opportunities for all children to receive education regardless of gender. In general, the number of women who work as workers earning money (paid employment) in various sectors is increasing, especially those who work in the tourism industry. Even though he works as a permanent worker, a daily worker, a contract/non-permanent worker, and a part-time worker, this situation clearly shows that society. Women have

had a role or contribution in development in this era of globalization (Sajjad *et al.*, 2020).

Apart from acting as paid workers in various tourism industries, Balinese women who are members of the Paiketan Kramalstri organisation also function as unpaid workers, undertaking extra tasks outside working hours, such as cooking, caring for children, cleaning the house, and other household chores. When entering the house, Balinese women return to their traditional roles (feminine nature) as housewives, who are expected to carry out the aforementioned tasks and responsibilities related to religious, customary, and socio-cultural activities, especially for married women. Apart from being paid and unpaid workers, Balinese women must also perform tasks according to their nature, such as giving birth to babies and breastfeeding children. Based on the type of work that women must do, the tenacity and toughness of Balinese women today deserve a thumbs-up.

## CONCLUSION

The practical implications of this research are related to public opinion as a reference material for the government in formulating policies. The Paiketan Kramalstri movement, in its efforts to restore cultural tourism and achieve equality with men, has also been clearly articulated in Hindu religious philosophy, specifically in the "colour" system (caturwarna-caste system, which values and honours individuals based on their profession). They come in and don't differentiate between genders, and the title attached to it is not passed on to the next generation. That is, one woman has the right to occupy any position in a company according to her competencies (knowledge, expertise, and behaviour), and the position of women must be respected by the position held and the duties carried out. This concept is entirely contrary to the *caste system* (respect a person based on lineage, and the title attached to him is passed on to the next generation, even though his profession differs from that of the previous generation).

In essence, the Paiketan Kramalstri institution serves as a social capital force for traditional villages in Bali Province, facilitating the development of cultural tourism recovery strategies and promoting economic improvement by

upholding cultural values. Differences and not debating them at all, especially gender differences in work, also open broad opportunities for women to continue to struggle and equalize themselves in various positions in the tourism industry in Bali.

## REFERENCES

- Adnyani, N. K. S., Windia, I. W., Sukerti, N. N., & Dewi, A. A. I. A. (2021). Tourism policy, Purusa culture, and gender inequality in absorbing women's employment. *International Journal of Research in Business & Social Science*, 10(6), 285–294. <https://doi.org/10.20525/ijrbs.v10i6.1331>.
- Alamineh, G. A., Hussein, J. W., Endaweke, Y., & Taddesse, B. (2023). The local communities' perceptions on the social impact of tourism and its implication for sustainable development in Amhara regional state. *Heliyon*, 9(6), 1–17. <https://doi.org/10.1016/j.heliyon.2023.e17088>.
- Arumugam, A., Nakkeeran, S., & Subramaniam, R. (2023). Exploring the Factors Influencing Heritage Tourism Development: A Model Development. *Sustainability*, 15(15), 11986. <https://doi.org/10.3390/su151511986>.
- Bali Government Tourism Office. (2024). *Rilis Data Statistik Resmi Bulan Oktober 2020*. Data Statistik. [disparda.baliprov.go.id](http://disparda.baliprov.go.id).
- Bali Province Central Statistics Agency. (2024). *Kunjungan Wisatawan Mancanegara*. Berita Resmi Statistik. [bps.go.id](http://bps.go.id).
- Baloch, Q. B., Maher, S., Shah, S. N., Sheeraz, M., Iqbal, N., & Raza, H. (2022). Revitalization of tourism and hospitality sector: preempting pandemics through lessons learned. *Environmental Science and Pollution Research*, 29, 83099–83111. <https://doi.org/10.1007/s11356-022-21392-7>.
- Chen, L., & Guo, Y. (2023). Revisiting resources extraction perspective in determining the tourism industry: Globalisation and human capital for next-11 economies. *Resources Policy*, 85(A), 103818. <https://doi.org/10.1016/j.resourpol.2023.103818>.
- Choi, J. (2020). Associations Between Grit, Sustainable Behavior, and Emotional Well-Being. *Asian Journal for Public Opinion Research*, 8(2), 144–159. <https://doi.org/10.15206/ajpor.2020.8.2.144>.
- Gonzalez-Rodríguez, M. R., Díaz-Fernández, M. C., & Pulido-Pavón, N. (2023).

- Tourist destination competitiveness: An international approach through the travel and tourism competitiveness index. *Tourism Management Perspectives*, 47(101127), 1–13.  
<https://doi.org/10.1016/j.tmp.2023.101127>.
- Herdiana, D. (2020). Rekomendasi Kebijakan Pemulihan Pariwisata Pasca Wabah Corona Virus Disease 2019 (Covid-19) di Kota Bandung. *Jurnal Master Pariwisata*, 7(1), 1–30.  
<https://doi.org/10.24843/JUMPA.2020.v07.i01.p01>.
- Khan, A., Bibi, S., Lyu, J., Raza, A., Hayat, H., & Meo, M. S. (2020). Unraveling the Nexuses of Tourism, Terrorism, and Well-Being: Evidence from Pakistan. *Journal of Hospitality & Tourism Research*, 44(6), 1–28.  
<https://doi.org/10.1177/1096348020917742>.
- Khizar, H. M. U., Younas, A., Kumar, S., Akbar, A., & Poulova, P. (2023). The progression of sustainable development goals in tourism: A systematic literature review of past achievements and future promises. *Journal of Innovation & Knowledge*, 8(4), 1–12.  
<https://doi.org/10.1016/j.jik.2023.100442>.
- Lestawi, I. N., & Kusuma, I. M. W. (2023). “Menyama Braya”: The Roots Of Religious Moderation In Singaraja Bali. *Global Change Peace & Security*, 3(2), 464–473. <https://doi.org/10.25078/anubhava.v3i2.2691>.
- Megawati, Tahir, T., Hasan, M., & Dinar, M. (2023). Tourism Development Strategy in Improving the Community Economy at Tanjung Bira Beach, Bonto Bahari District, Bulukumba Regency. *Pinisi-Journal of Entrepreneurship Review*, 1(1), 1–15.
- Mirta, I. W., Candranegara, I. M. W., & Jika, I. K. (2022). Empowerment of Indigenous Communities in The Development of Spiritual EcoTourism Potential in Pura Luhur Pucak Bukit Rangda, Lalanglinggah Village, Tabanan Regency. *Ecotourism Challenges and Opportunities in The Modern World*, 86–91.
- Nassani, A. A., Aldakhil, A. M., Abro, M. M. Q., Islam, T., & Zaman, K. (2019). The impact of tourism and finance on women empowerment. *Journal of Policy Modeling*, 41(2), 234–254.  
<https://doi.org/10.1016/j.jpolmod.2018.12.001>.
- Paul, M., Maglaras, L., Ferrag, M. A., & Almomani, I. (2023). Digitization of

- healthcare sector: A study on privacy and security concerns. *ICT Express*, 9(4), 571–588. <https://doi.org/10.1016/j.ictex.2023.02.007>.
- Purnamawati, I. G. A. (2017). Endek Craft On Balinese Woman For Local Economic Empowerment Model (Klungkung MSMEs Geographical Indication Product). *International Journal of Business, Economics and Law*, 14(3), 16–19.
- Purnamawati, I. G. A., Jie, F., & Hatane, S. E. (2022). Cultural Change Shapes the Sustainable Development of Religious Ecotourism Villages in Bali, Indonesia. *Sustainability*, 14(12), 1–15. <https://doi.org/10.3390/su14127368>.
- Purnamawati, I. G. A., Yuniarta, G. A., & Herliyani, E. (2021). Local Agricultural Products Strategy to Improve Resilience in a New Adaptation Era. *Ekuitas Jurnal Pendidikan Ekonomi*, 9(1), 18–26. <https://doi.org/10.23887/ekuitas.v9i1.32918>.
- Razak, D. (2022). Understanding Tourists' Perceptions Of Bali During Post-Pandemic Era. *Jurnal Sosial Humaniora Dan Pendidikan*, 1(3), 147–153.
- Reressy, N. P., Pramusinto, A., Margono, S. A., & Susanto, E. (2019). Paradox of Social Capital in the Implementation of Public Policy (Finding in the Tanimbar Islands Regency). *Policy & Governance Review*, 3(2), 157–170. <https://doi.org/10.30589/pgr.v3i2.132>.
- Sajjad, M., Kaleem, N., Chani, M. I., & Ahmed, M. (2020). Worldwide Role Of Women Entrepreneurs In Economic Development. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(2), 151–160. <https://doi.org/10.1108/APJIE-06-2019-0041>.
- Santhi, N. N. P. P., Aiswarya, I. D. B. D., Nugraha, K. S. T. K. P., & Kosasih, J. I. (2024). Optimizing The Potential Of Sanur Special Economic Zoneas Transformation Into Medical Tourism Destination. *Journal of Law and Sustainable Development*, 12(2), 01–16. <https://doi.org/10.55908/sdgs.v12i2>.
- Scheyvens, R., & Watt, H. van der. (2021). Tourism, Empowerment and Sustainable Development: A New Framework for Analysis. *Sustainability*, 13(22), 12606. <https://doi.org/10.3390/su132212606>.
- Setiawan, A. A., Jemaruk, Y. D., & Dewi, N. L. Y. (2022). The Effect of Government Advocacy Strategy in Accelerating Covid-19 Vaccination

Toward The Progress of Bali Tourism. *Jurnal Ilmiah Dinamika Sosial*, 6(2), 149–161. <https://doi.org/10.38043/jids.v6i2.3565>.

Utama, I. G. B. R., Trimurti, C. P., Putra, P. S. E., Susrama, I. W., Patni, N. L. P. S. S., Krismawintari, N. P. D., & Susanto, P. C. (2023). The Creative Bali Tourist Destination Recovery Strategy after COVID-19 Pandemic. *Migration Letters*, 20(6), 203–216.