



A Review of Factors Causing Foreign Tourist Migration to Bali

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ABSTRACT:

The increasing flow of foreign tourist migration to Bali has affected the environmental, socio-cultural, and economic balance of the local community. This phenomenon is driven by factors such as climate change, global conflicts, and socio-economic inequality in tourists' home countries, which are reinforced by pull factors including Bali's natural beauty, cultural richness, and the development of tourism infrastructure. This article aims to critically examine the various adaptation strategies implemented by governments, the private sector, and local communities in response to these challenges. This study employs a qualitative approach based on literature review, utilizing secondary data from books, academic journals, scientific articles, and institutional reports, combined with field observations in *Kuta*, *Nusa Penida*, and *Penglipuran Village*. The analysis process involves critical reading, note-taking, and an in-depth study of relevant literature. The adaptation strategies discussed include community-based participatory planning, infrastructure development to alleviate congestion, the establishment of environmental programs such as recycling and renewable energy initiatives, and sustainable tourism promotion campaigns that emphasize cultural preservation and environmental conservation. The results indicate that synergy among stakeholders is the key factor in achieving a balance between economic growth, environmental protection, and cultural preservation in Bali.

Keywords: Adaptation Strategy; Migration; Push and pull factor; Tourist foreign

INTRODUCTION

Tourism has developed into one of the largest and fastest-growing industries in the world, playing an important role in driving economic growth, cross-border cultural exchange, and social transformation (Behera et al., 2021; Gnanapragasam, 2018; Ishara & Wijekoon, 2017; Konarasinghe, 2020; Nagendrakumar et al., 2021). As one of Indonesia's leading tourism destinations, Bali occupies a strategic position characterized by a high influx of international tourists. From January to November 2024, there were 5,782,260 foreign tourist arrivals who came directly to *Bali*. Compared to the same period in 2023, the number of foreign tourists increased by 20.67 percent (BPS Bali Province, 2025).

This increase is not only due to short-term visits, but also reflects a shift toward long-term migration patterns, with some foreign tourists choosing to reside in *Bali* for extended periods (Christiansen et al., 2023). The phenomenon of foreign tourist migration to *Bali* is a tangible manifestation of the dynamics of globalization and the expansion of the international tourism industry, which directly impacts social, cultural, economic, and environmental changes (Utama et al., 2024). Therefore, a more comprehensive study is needed to critically examine the relationship between international migration and the dynamics of local Balinese life.

Theoretically, this phenomenon can be analyzed through the push and pull factor approach developed by Lee (1966), where the migration decisions of foreign tourists to *Bali* are influenced

by push factors in their home countries, such as the motivation to escape daily routines and engage with local culture (Subadra et al., 2019). Conversely, *Bali* offers attractions such as exotic cultures, tropical and diverse natural environments, welcoming local communities, safety and cleanliness, and opportunities for outdoor activities, all of which serve as pull factors for foreign tourists (Antara & Prameswari, 2018).

On one hand, the presence of foreign tourists who migrate to *Bali* contributes positively to local economic growth, including investments in the tourism sector such as accommodation, restaurants, and tour guide services (Santoso et al., 2019). However, this phenomenon also presents significant challenges, including changes in social structure and the potential for cultural disruption. The study by Vandarakis et al. (2023) confirms that negative impacts include environmental degradation due to pollution and resource exploitation, as well as shifts in social values that can lead to cultural homogenization and the loss of local identity.

Analyzing the adaptation strategies of the Balinese community in response to foreign tourist migration is therefore essential. Several studies note that local communities exhibit a variety of adaptive responses, ranging from cultural accommodation and strengthening local identity, to innovation in economic practices based on *local wisdom* (Utama et al., 2024). The migration of foreign tourists brings complex consequences, demanding serious attention to how the Balinese understand and respond to these dynamics. This is crucial for maintaining socio-cultural, economic, and ecological sustainability, ensuring that tourism remains a sustainable source of income without damaging the environment (Koens et al., 2018).

Previous research by Koens et al. (2018) emphasized the importance of inclusive sustainable tourism in developing destinations, but did not specifically examine the socio-cultural consequences of long-term foreign tourist migration on local communities. Similarly, the study by Vandarakis et al. (2023) highlighted the negative impacts of lifestyle migration, such as environmental degradation and cultural identity erosion, yet lacked a focused analysis of how host communities adapt to these transformative changes. Both studies tend to approach the issue from a macro-level perspective, leaving a critical gap in understanding how direct interactions between foreign migrants and local residents shape new social and economic dynamics at the community level.

This study identifies the driving factors behind foreign tourist migration to *Bali*, evaluates the socio-cultural, economic, and environmental impacts, and analyzes local adaptation strategies in response to both challenges and opportunities. In doing so, this research not only contributes to academic discourse in the fields of tourism and international migration, but also offers practical recommendations for policymakers to develop sustainable, inclusive, and culturally grounded tourism policies in *Bali*.

Based on this background, this article aims to identify the factors driving the migration of foreign tourists to *Bali*, evaluate the impacts of foreign tourist migration on the social, cultural, economic, and environmental conditions in *Bali*, and analyze the adaptation strategies developed by local communities in response to the challenges and opportunities presented. This study is expected to make a significant academic contribution to the literature on tourism and international migration, as well as provide practical recommendations for policymakers in designing tourism development policies that are sustainable, inclusive, and based on *local wisdom* in *Bali*.

RESEARCH METHOD

This study applies a qualitative approach based on literature studies by utilizing secondary data as the primary source. Data were obtained from a variety of references, including books, scientific articles, academic journals, and institutional reports. The data collection process was carried out through critical reading techniques, recording, citation, and in-depth analysis of the content of these various literatures. The study also combined secondary data with direct field observations. A comprehensive literature review included searching for publications related to *Bali's* tourism sector, such as academic articles, official government documents, and previous studies. In addition, this study was supported by statistical data analysis on tourist visit trends to map the dynamics of foreign tourist mobility. Field observations were conducted in several key locations, namely *Kuta*, *Nusa Penida*, and *Penglipuran Village*, to identify empirical conditions related to foreign tourist activities in *Bali*.

RESULTS AND DISCUSSION

Characteristics of Foreign Tourists in Bali Based on Nationality and Length of Stay

Based on the definition put forward by the United Nations World Tourism Organization (UNWTO) (2025), foreign tourists are defined as individuals who travel to countries other than their place of residence, for certain purposes without any intention to earn income at the destination, and with a duration of visit that does not exceed 12 months. The number of foreign tourist visits to Bali shows a trend that has increased significantly in the last two years. In 2022, there were 1,778,471 foreign tourist visits (BPS Bali Province, 2022). This number will experience a sharp surge in 2024 with a total visit of 5,782,260 foreign tourists (BPS Bali Province, 2025). These figures illustrate a significant increase in Bali's post-pandemic tourism industry, while confirming Bali's position as a destination that is increasingly in demand by international tourists (Table 1).

Table 1. Foreign Tourists Visiting Bali by Nationality and Entry Point in January-November 2024

No	National	Airport (People)	Seaport (People)	Total (people)
1	Australia	1.398.026	9.545	1.407.571
2	India	496.157	75	496.232
3	China	416.377	147	416.524
4	England	267.131	4.029	271.160
5	South Korea	264.057	28	264.085
6	France	247.034	95	247.129
7	United States	237.685	3.513	241.198
8	Malaysia	224.392	61	224.453
9	Germany	192.623	1.143	193.766
10	Singapore	186.498	67	186.565
11	Other	1.829.876	3.701	1.833.577

Source: BPS Bali Province, 2025

Based on statistics on foreign tourist visits to Bali by air and sea, it is recorded that Australia occupies the top position as the country of origin of the most tourists with a total of 1,407,571 visits. Of these, about 99% of Australian tourists choose entry through international airports. This is in line with previous studies that stated that Australian tourists have a historical and cultural attachment to Bali as an easily accessible and affordable tropical holiday destination (Gita, 2017). This phenomenon also shows that Bali remains a top destination for Australian tourists due to its geographical proximity, beautiful natural scenery, and perception of the friendly Balinese people (Dewi, 2023).

India ranks second with the number of visits reaching 496,232 people, which is dominated almost entirely by air. This data shows a significant increase in recent years, which can be attributed to the growth of the middle class in India and the increasing interest in cultural and spiritual tourism destinations (Dinitri, 2018). Both Balinese and Indians believe that their Hindu traditions come from the same religious source, this relationship being one of the main driving factors for Indian tourists to visit Bali (Darma et al., 2020). China, as the country with the largest number of outbound tourists globally (UNWTO, 2023), ranks third with a total of 416,524 visits, mostly by air. This figure shows the recovery trend after the COVID-19 pandemic which had suppressed the flow of Chinese tourists to Bali.

A study by Rosyidi (2018) revealed that Chinese tourists' preference for Bali is driven by the uniqueness of local culture, beach destinations, and affordable tourist services. Tourist visits from the United Kingdom, South Korea, France, the United States, Malaysia, Germany, and Singapore respectively occupied the fourth to tenth positions with an overall visit of 1,628,356 people. Tourists from Europe such as the UK, France, and Germany generally visit Bali as a tourist destination because it is relatively safe, the people are friendly, and the cost of living is affordable (Adrian et al., 2023). Meanwhile, South Korean tourists to Bali are influenced by direct flights from Seoul and Bali's tourism promotion strategies focused on the East Asian market (Yuniari et al., 2020).

American tourists generally identify Bali as a second alternative destination for beach tourism besides Hawaii and Phuket in Thailand (Utama et al., 2022), while Malaysia and Singapore have geographical attachments to Bali that influence the flow of cross-border visits from neighboring countries for tourism purposes (del Río et al., 2017). In general, these results confirm that air transportation plays a major role in the movement of international tourists to Bali while indicating that the dynamics of tourist migration to Bali are greatly influenced by geographical distance, ease of transportation access, and unique cultural attractions.

In the context of growing global tourism, segmentation of tourist profiles is an important aspect to understand the dynamics of destinations, especially in regions like Bali which have multifaceted attractions for various types of visitors. Some previous studies have identified at least three main categories of tourists who travel to Bali, as shown in Figure 1.

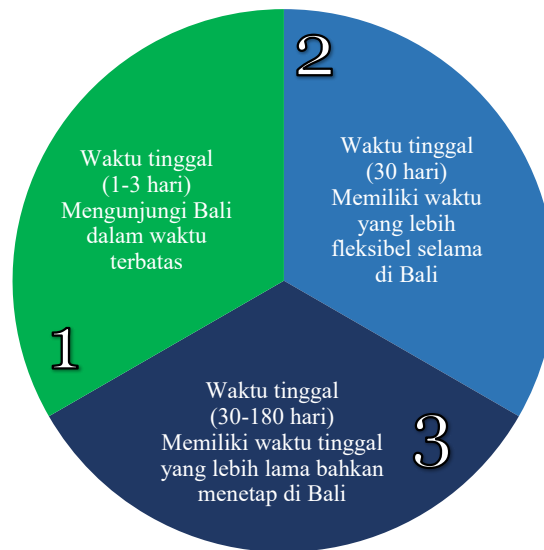


Figure 1. Types of Foreign Tourists in Bali Based on Length of Stay

Source: Based on the results of Wibowo's research (2024)

The first category consists of tourists visiting solely for recreational purposes, with an average stay of about three days. The second category includes tourists who work remotely from Bali, even if their jobs are not tied to that location (Christiansen et al., 2023). This group usually stays up to 60 days, according to the applicable visa policy. Meanwhile, the last category includes digital nomads who extended their stay in Bali by more than 60 days, taking advantage of the visa extension facility up to twice with a total stay of 180 days (Christiansen et al., 2023). The change in tourist travel patterns to Bali, from short-term visits to longer stays, reflects individual adaptation in taking advantage of global flexibility to realize the desired lifestyle (Wibowo, 2024). This phenomenon also emphasizes how local cultural dynamics, social norms, and freedom of mobility also affect tourists' preferences in determining their destinations and duration of stay in Bali.

Characteristics of Foreign Tourists in Bali Based on Tourist Trips

Tourists' preference for tourism activities in Bali shows a diversity that reflects the attraction of this destination. Bali is not only known as a beach tourism, but also offers cultural richness, natural beauty, and historical buildings that are able to attract various foreign tourists (Endi & Prasetyo 2020). Understanding the distribution of tourist interest in tourism activities is essential for designing a responsive and sustainable tourism strategy. Studies conducted in several countries such as Taiwan, Spain, and the Philippines regarding the demand and selection of travelers, include itineraries that are divided into several alternative tourist destinations based on their interest in tourism (Juan L. Nicolau et al., 2008; Tzu-Kuang, et al., 2009; Ganzon & Fillone, 2013). Research conducted by Hermawati et al. (2017) on foreign tourists visiting Bali, stated that 19% of the 10

variables of tourism activities that are most in demand by tourists are tradition and culture (Figure 2).

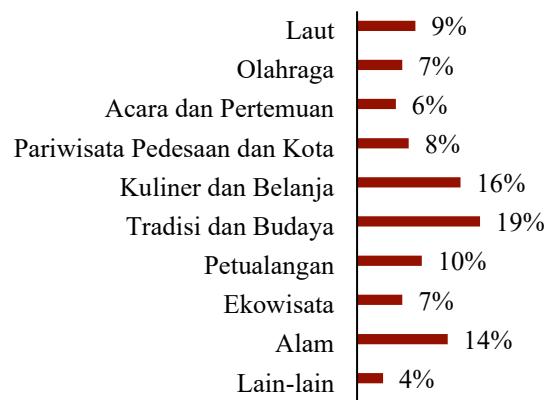


Figure 2. Types of foreign tourists in Bali by activity

Source: Based on the results of research by Hermawati et al. (2017)

The high interest in aspects of tradition and culture can be explained through new cultural experiences that tourists directly get by establishing direct interaction with local culture (Endi & Prasetyo 2020). Bali, with its unique customs and traditions that are still preserved, provides space for tourists to meet these needs. Furthermore, culinary and shopping occupy the second main activity of foreign tourists visiting Bali because of their interest in exploring local flavors and shopping for Balinese products (Widanta, 2021). Meanwhile, the high interest in nature activities and ecotourism reflects sustainable global tourism (UNWTO, 2018). Along with increasing environmental awareness, tourists tend to choose destinations that are able to combine recreational experiences with eco-friendly practices.

Decision-making regarding tourist destinations to be visited is greatly influenced by the motivation of tourists. Each individual forms a perception of tourist destinations based on personal experiences and information obtained (Dewanti et al., 2018). Research by Hermawati et al. (2017) stated that the locations of tourist attractions that are favorite for foreign tourists in Bali are Kuta, Ubud, Jimbaran/Pecatu, and Nusa Dua (Figure 3).

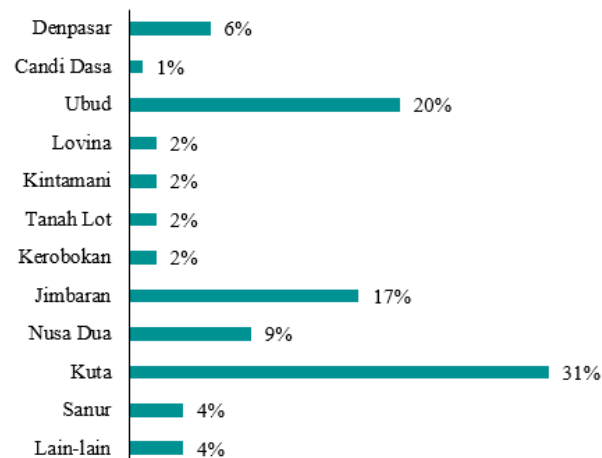


Figure 3. Types of foreign tourists in Bali by tourist location

Source: Based on the results of research by Hermawati et al. (2017)

In addition, other research states that the tourist attractions that are most in demand by foreign tourists in Bali are Kuta, Sanur, Nusa Dua, Jimbaran, Tanah Lot and Ubud (Sudiarta, 2015). Tourism areas in Kuta, such as the Beach, are one of Bali's leading tourist destinations. Kuta Beach is known as one of the best locations to watch the beauty of the sunset in Bali. The characteristic calm waves with a coastline that stretches for five kilometers offers a wide and comfortable coastline for tourists who want to vacation in Bali (Wedayani, 2018). Ubud as a destination that is widely known through natural tourism such as Monkey Forest Padang Tegal, Ceking rice fields, Ayung River, and Bukit Campuhan also offers a diversity of arts from the life of its people.

Cultural attractions spread across Ubud include Puri Saren, various art museums such as the Painting Museum, the Arma Museum, and artificial tourism such as Alas Harum Agrotourism which until now remains an attraction for tourists (Karina, 2023). Tourist locations such as Jimbaran, which is known for its beaches and its culinary specialty, namely Jimbaran grilled fish, is one of the favorite destinations after Kuta and Ubud (Nainggolan et al., 2020). The consideration of foreign tourists in choosing tourist attractions emphasizes the importance of an integrated strategy in the development of Bali tourism that not only focuses on cultural and natural promotion, but still prioritizes sustainability and equitable development (Hermawati et al., 2017).

Factors Driving and Attracting Foreign Tourists to Visit Bali

As an international destination that continues to grow, Bali has a variety of tourism strategies designed to attract foreign tourists from various parts of the world. Bali offers tourism strategies in the form of natural beauty (such as Kuta, Sanur, and Tanah Lot), artificial attractions (such as the GWK Statue), friendly and professional community culture, diverse culinary infrastructure, and the image of Bali as an Island of the Gods that is rich in spiritual and cultural values (Widanta, 2021). This diversity of attractions not only reflects Bali's natural and cultural

richness, but also shows how the destination blends traditional values to create a memorable tourist experience for tourists (Figure 4).



Figure 4. Tourism offered in Bali such as A) Natural tourism on Nusa Penida Island; B) Kecak Dance art tour; c) Garuda Wisnu Kencana cultural park tourism; D) Penglipuran Village Traditional Tourism
Source: Personal Documents (2024)

This is closely related to the push and pull factor theory put forward by Lee (1966), where Bali succeeds in attracting tourists through a combination of driving factors and pulling factors. Push factors arise from within tourists, such as the desire to unwind, seek new experiences, and meet recreational needs (Subrada et al., 2019). Meanwhile, the attraction offered by Bali (pull factor), in the form of natural beauty, cultural richness, friendliness of local people, and diversity of tourist facilities, is the main reason for tourists to choose Bali as their destination (Trimutri & Utama, 2019). A number of previous studies related to various push and pull factors that influence foreign tourists' decisions in choosing Bali as a tourist destination have been presented in Table 2.

Table 2. Factors that drive and attract foreign tourists to visit Bali

Research	Push Factors	Pull Factor
Home & Mahadewi (2016)	Not identified	Immigration, destination security, and travel agencies
Trimutri & Utama (2019)	Travel, relaxation, and mental health	Government and private sector, public services, Balinese nature and culture, holidays and shopping
Subrada <i>et al.</i> (2019)	Escape from the daily routine and get hands-on with the local culture	Bali's rich natural and cultural resources
Where's the Promise (2020)	Not identified	Natural beauty, Balinese friendliness, local history, culture and traditions, beaches, traditional Balinese cuisine, comfort during vacation, meditation and yoga facilities, French-speaking tour guides available, and French-speaking community
Praima & Pertiwi (2020)	Work affairs and network expansion	Inspiring destinations, supportive places to stay and work, and fun activities
Rahayu <i>et al.</i> (2024)	Emotional escape	Innovative exploration of new experiences

Source: processed data

Based on several studies that have been studied, the motivation of foreign tourists to visit Bali can be described through the interaction between driving and attracting factors. Utama & Mahadewi (2016) found that practical aspects such as ease of immigration, security, and travel agent support are major considerations in attracting tourists. This study confirms that tourists tend to prioritize comfort and safety in choosing destinations. Meanwhile, the need for relaxation and mental health recovery is a strong impetus for tourists which is reinforced by the role of the government and the private sector in providing quality public services (Trimutri & Utama, 2019). In addition, Bali's cultural and natural richness also contributes to strengthening the attraction of this destination. Subrada et al., (2019) highlight that the desire to get out of the routine as well as direct experience with local culture is the main motivation in line with the increasing global interest in cultural tourism and ecotourism. This is emphasized by Endi and Prasetyo (2020) who show that Bali offers a comprehensive attraction, not only through its natural beauty and cultural heritage, but also through supporting facilities such as meditation places, yoga, and the availability of international communities.

The emergence of the workcation phenomenon is also one of the factors that encourage tourists to combine work and vacation activities in Bali (Prabawa & Pertiwi, 2020), while Rahayu et al. (2024) highlight that the aspect of emotional escape and new cultural experiences is also an important attraction for foreign tourists to return to Bali. Based on the study of various studies, it can be concluded that the motivation of foreign tourists to visit Bali is the result of the synergy between driving factors such as the need for relaxation, escape from routine, mental health recovery, and professional needs, with the attraction factor in the form of destination advantages that include security, ease of access, cultural and natural wealth, supporting facilities, and opportunities to gain meaningful emotional and spiritual experiences. The interaction of these two factors makes Bali a destination that is able to meet the diverse expectations of global tourists, both for vacation purposes and work and leisure activities.

The Impact of Foreign Tourist Migration to Bali

The influx of foreign tourists into Bali has a complex impact, creating economic benefits while posing significant social and environmental challenges. On the one hand, the tourism sector contributes greatly to local economic growth through job creation and increased foreign exchange. However, this surge in the number of tourists also puts great pressure on Bali's infrastructure, which is characterized by traffic congestion, density of public spaces, and limited capacity of public facilities (Mulia, 2021; Utama et al., 2021). Environmental impacts are also a major concern, such as increased pollution, ineffective waste management, exploitation of natural resources, and declining availability of clean water (Sutrisnawati & Purwahita, 2018). In addition, damage to ecosystems, including coral reefs and rice fields, occurs due to overcapacity of visitors and infrastructure development that is not environmentally friendly (Utama et al., 2024). Various previous studies on the impact of foreign tourist migration to Bali in Table 3.

Table 3. The Impact of Foreign Tourist Migration in Bali from Various Aspects

No	Aspects	Impact	Reference
1	Milieu	Damaging coral reef ecosystems that can disrupt biodiversity	(Sulistiyadi <i>et al.</i> , 2021)
		Increasing environmental pollution caused by waste	(Sutrisnawati & Purwahita, 2018)
		Water scarcity that impacts household activities, agriculture, and tourism infrastructure development	(Wahyuni <i>et al.</i> , 2022)
		Deterioration of water quality due to overuse by the tourism industry, degradation of natural ecosystems such as coral reefs and rice fields, increased air pollution that affects climate change	(Utama <i>et al.</i> , 2024)
		The increasing number of motor vehicles that create traffic congestion and air pollution	(Astuti <i>et al.</i> 2024)
2	Socio-Cultural	The rapid development of infrastructure to support tourism often sacrifices communal spaces that are essential for social interaction and reduces opportunities for cultural transmission between generations	(Santoso <i>et al.</i> , 2019)
		There are significant shifts in local traditions and social dynamics, such as disrespectful behavior by tourists in shrines	(Sutanto & Setiadi, 2020)
		The influx of tourists risks diluting local traditions and lifestyles and reducing the sanctity of cultural practices	(Noble, 2021)
		A shift in priorities among the local population can create a generation gap, where older members of the community feel disconnected from the younger population with a tourism-oriented lifestyle	(Li <i>et al.</i> , 2022)
3	Economics	Many residents are competing for low-wage jobs in the tourism sector, creating economic disparities and dependency on unstable industries that can fluctuate with global travel trends. This dependence can strain people's resources and reduce the overall quality of life	(Sutanto & Setiadi, 2020)
		Competition for people working in the tourism sector with low salaries can exacerbate economic inequality, as the wealth generated by tourism tends to be centered on large corporations and foreign investors, so smaller local companies are disadvantaged	(Wahyuni <i>et al.</i> , 2022)
		Increasing tourism has made land prices rise, making it difficult for local residents to buy houses and inflation has occurred which has resulted in higher prices for daily necessities	(Utama <i>et al.</i> , 2024)

Source: processed data

Environmental aspects in particular show a variety of tangible impacts ranging from damage to coral reef ecosystems (Sulistiyadi *et al.*, 2021), increased environmental pollution due to increased waste (Sutrisnawati & Purwahita, 2018), to the scarcity of clean water that affects the agricultural sector and the needs of local communities (Wahyuni *et al.*, 2022; Utama *et al.*, 2024). This situation is further exacerbated by a surge in the number of motor vehicles that triggers severe congestion and increased air pollution (Astuti *et al.*, 2024). The same impact is also felt in the socio-cultural aspect. The acceleration of tourism infrastructure development also comes at the

expense of communal spaces that play an important role in supporting social interaction and cultural preservation of the Balinese people (Santoso et al., 2019). The presence of tourists who often show behavior that is not in harmony with local norms and customs such as disrespectful acts in sacred areas, also causes social conflicts and threatens the preservation of local culture (Sutanto & Setiadi, 2020; Mulia, 2021). In addition, the shift in lifestyles that increasingly focus on tourism creates a gap between generations (Li et al., 2022).

Economically, the tourism industry has provided job opportunities for the Balinese people. On the other hand, the sector also creates socio-economic instability such as competition for low-wage jobs that benefit large companies and foreign investors (Sutanto & Setiadi, 2020; Wahyuni et al., 2022). In addition, rising land prices and inflation triggered by tourism expansion have made local communities increasingly pressed to meet the increasingly expensive needs of life (Utama et al., 2024). Findings related to the impact of foreign tourist migration to Bali confirm the importance of rearranging the tourism development model in Bali. Tourism development without considering the concept of sustainability can endanger environmental sustainability, erode cultural identity, and reduce the welfare of local communities as expressed by Koens et al. (2018) and Marsiglio (2017). Therefore, Bali's tourism strategy in the future must emphasize a balance between economic growth, environmental conservation, and local community empowerment.

Community Adaptation Strategy to Foreign Tourists in Bali

In response to the challenges arising from the migration of foreign tourists, a structured approach is needed to minimize negative impacts while maximizing the benefits obtained by tourist destinations. This approach is reflected in the implementation of a comprehensive adaptation strategy. Adaptation strategies are efforts by tourist destinations through policies, practices, and initiatives designed to reduce the impact of migration, respond to socio-cultural, economic, and environmental challenges, and strengthen resilience and sustainability in the midst of demographic changes (Sala, 2024). Various adaptation strategies in environmental, socio-cultural, and economic dimensions have been implemented in Bali in response to the increasing flow of foreign tourists (Figure 5).

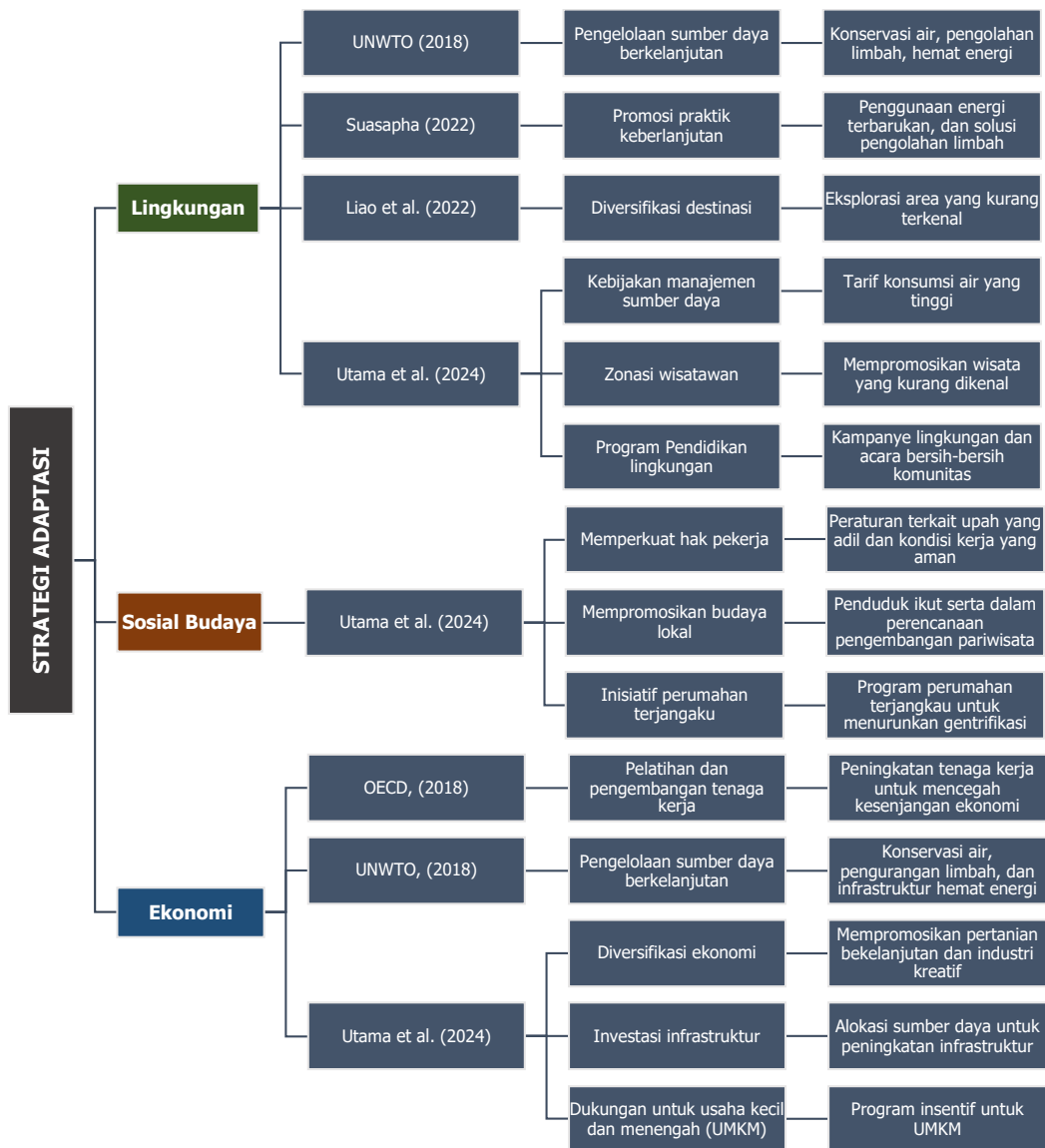


Figure 5. Some Examples of Community Adaptation Strategies from Various Aspects to Foreign Tourists in Bali

One of the main strategies implemented is through a community approach by involving local communities in the tourism planning process. This aims to ensure that the planned development is in line with the interests of the community and strengthens social relations among the local population (Chafizah et al., 2024). In addition, campaigns to increase tourist awareness are also carried out by teaching the importance of responsible tourism behavior to reduce negative impacts on the environment and culture (Liao et al., 2022). The government and the private sector are investing in infrastructure improvements as an adaptive measure, including widening roads and improving public transportation to address the worsening congestion problem due to the increasing flow of tourists (Utama et al., 2024). Various environmental conservation efforts are also carried

out, including through recycling programs and the use of renewable energy from tourism waste to reduce pollution (Suasapha, 2022).

The promotion of sustainable tourism is also further strengthened through the provision of environmentally friendly accommodation facilities and the provision of education to tourists about the importance of preserving natural resources in Bali (Siahay et al., 2023). This strategy is also directed to empower local communities to be actively involved in the tourism industry. The goal is to create a fairer distribution of economic benefits so that people's welfare can be improved evenly (Oka Suryawardani et al., 2016). The active participation of local communities has proven to be an important factor in achieving the sustainability of long-term tourism development. The study of Chafizah et al. (2024) shows that areas that implement the custom- and cultural-based tourism village model experience a level of population satisfaction of up to 30% higher than areas with minimal community involvement. Through the implementation of an integrated adaptation strategy and involving various parties, Bali is expected to maintain the sustainability of its tourism and maintain its cultural heritage for the next generation.

CONCLUSION

The growth of foreign tourist migration to *Bali* is driven by economic and social pressures in tourists' countries of origin, as well as attractive factors such as natural beauty, rich culture, and competitive cost of living. Tourists' characteristics range from short-term visitors to long-term tourism migrants, resulting in significant environmental, socio-cultural, and economic impacts on the Balinese community. In response, governments, the private sector, and local communities have implemented various adaptation strategies, including improving transportation infrastructure, developing sustainable environmental programs, and promoting environmentally friendly tourism, with a strong emphasis on community-based approaches to ensure tourism development aligns with local needs. For future research, it is suggested to explore the long-term effects of tourism migration on local cultural identity and community resilience, as well as to assess the effectiveness of community-based adaptation strategies in different regions of *Bali*.

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