Bali's Tourism Policy and Determinants for Korean Tourists in Selecting Bali as Tour Destination*

CHOI Kyung Hee**

Ⅰ. Preface

The World Tourism Organization has estimated in its long-term forecast stated in the 『Tourism 2020 Vision』 that the number of global tourists will have grown from 560 million people in 1995 to 1 billion people in 2010, and 1.56 billion people by 2020, at an annual average rate of growth of 4.1%. The World Travel and Tourism Council (WTTC) has estimated that the value of economic effects of travel and tourism will increase from 6.201 trillion USD in 2005 to 10.678 trillion USD in 2015. Such a number was calculated based on growing demand in the travel and tourism sector at an annual average rate of 4.6%, and it is forecast that approximately 214 million jobs will be created in this sector, accounting for 8.3% of total jobs in overall industries (Jo, Myeonghwan 2009, 23). Commensurate with the global increase in demand for tourism, the number of Korean tourists to overseas countries steadily increased

from 5.5 million people in 2000 and 6.08 million in 2001 to 13.7 million in 2012. In the year 2009, the number of Korean tourists to overseas countries decreased to 9.4 million due to the impact of the global economic crisis.   But after finishing the global economic crisis, Korean tourists to overseas increased. Indeed, the amount of Korean tourists to overseas in 2012 is equal approximately to number in the 2007. The trends in the number of Korean tourists visiting Southeast Asian countries are as follows:

<Table 1> Number of Korean Tourists Visiting Southeast Asian Countries

Year	Indonesia (people)	Thailand (people)	Vietnam (people)	Philippines (people)	Singapore (people)	Malaysia (people)	Southeast Asia Total	Total Number of Korean Tourists
2000	-	448,207	-	-	-	-	448,207	5,508,242
2001	-	553,441	-	-	-	-	553,441	6,084,476
2002	218,155	717,361	-	-	-	-	935,516	7,123,407
2003	190,630	695,034	-	-	-	-	885,664	7,086,133
2004	246,545	910,891	-	-	360,870	91,270	1,609,576	8,825,585
2005	263,356	816,407	317,213	-	364,192	158,177	1,919,345	10,080,143
2006	298,228	1,092,783	421,804	581,981	454,661	189,464	3,038,921	11,609,879
2007	337,246	1,083,652	486,374	653,310	463,610	224,867	3,249,059	13,324,977
2008	337,146	888,344	449,239	611,629	423,011	267,460	2,976,829	11,996,094
2009	255,548	618,227	362,115	497,936	271,982	227,312	2,233,120	9,494,111
2010	293,336	805,445	495,902	740,622	360,615	264,052	2,959,972	12,488,364
2011	303,802	1,014,292	535,700	925,204	414,864	263,428	3,457,290	12,693,733
2012	303,256	1,169,131	703,401	1,031,155	345,223	283,977	3,836,143	13,736,976

Source: Korea Tourism Organization(http://korean.visitkorea.or.kr 2013/7.31)

Koreans visiting Southeast Asian countries as a proportion of the total number of Korean tourists visiting overseas countries accounted for 22.52%, 23.70%, 27.23% and 27.92% in the years 2009, 2010, 2011 and 2012, respectively. The number of Korean tourist visiting Southeast Asian Countries has increased steadily. Among Southeast Asian Countries, the best visiting countries in Korea people are Thailand and Philippine as we see table 1.

However, as mentioned above, the economic impact of travel and tourism can be very powerful. In addition, tourism delivers not only an economic impact but 'cultural spillover effect'. As such, the movement of a billion people leaving their homes and experiencing new tourist attractions in 2010 had an astonishing 'cultural spillover effect'. Especially, it is not that hard to expect that the demand for tourism will steadily grow in the 21st century, as people are constantly interested in how to make good use of their leisure time.

This thesis is intended to analyze the cultural exchange between Korea and Southeast Asia through tourism in such a context. Recently, a new social phenomenon related to Southeast Asian people and culture, called 'Southeast Phenomenon' has been noted in Korean society, and 'Southeast Asia tour', which is Koreans' direct experience of Southeast Asian culture, is considered to contribute to establishing images of Southeast Asian culture. This thesis is intended to research Bali's tourism policy and Koreans visiting Bali. As this thesis is a research on the interaction between Bali and Korea, it intends to identify how the mutual cultural understanding and recognition between Korea and Bali has been generated, what attractiveness and tourism policy of Bali draws Korean tourists, and why Korean tourists themselves select Bali as their tourism destination, as well as the experiences they have while staying there.

Internationally, research on Bali has a long history. So far, such researches include, a cultural anthropological research on Bali's culture (Bateson and Mead 1942; Covarrubias 1946; Geerts 1959, 1973, 1980, Adrian 1989, Hitchcock 2004), a research on inter-relationship between Bali's culture and tourism, and Bali tours (Picard 1996, 2003; Minca 2000; Dunbar-Hall 2001; Wesner, Hitchcock and Putra 2007); Bali tours and terrorism; research on issues existing in Bali such as inequalities between social classes and genders (Gehrmann 1994; Cukier, Norris and Wall 1996; Ostrom

2000 Putra and Hitchcok 2006; Baker 2007); a research on Bali's kings (Hanna 2004) and so on. Although research on tourism has been conducted broadly in multi-dimensional terms in Korea, research on travel in Southeast Asia has not been widely conducted yet. The research on images of Southeast Asia reflected on Koreans' Southeast Asia tour (O, Myeongseok, 2006), Malaysian Muslims' Korea tour (Han, Huijo 2009), the research on tourism resources in Tengger, located in East Java in Indonesia (Hong, Seongi and Kim, Jaeeun 2008), the research on Southeast Asia marine tours focusing on the satisfaction of Korean tourists visiting the Philippines (Jeon, Donghwan 2008), and the research on Korean migrants engaged in the tour business related to Angkor Wat in Cambodia (Chae, Hyeonjeong 2009) are all examples of research on tourism in Southeast Asia. However, research on the relationship between Korea and Southeast Asia is still insufficient compared to the reality. Especially, research that seeks out the relationship between Korea and Southeast Asia in terms of 'tourism' is very rare. The research on Bali's funeral culture (Kim, Geungseop 1999), the recently conducted research on how local residents establish and reinforce their identity through their tourism business (Shin, Seongwon 2010a), and the research on Bali dance as a tourism product (Shin, Seongwon 2010b) can be named as few examples of such research.

The questions this research intends to raise are as follows. First, what historic, institutional and political changes has Bali undergone to become one of the world's best tourism destinations? Second, by what factors are Koreans affected most when they select Bali as their tourism destination, and how are the images of Bali established? Third, what correspondence or non-correspondence does the intent of establishing an image of a 'peaceful multicultural island' have with regard to the images Korean tourists have about Bali established through their tour? Through the research on these subjects, it is

necessary to analyze whether the reason that Koreans select Bali as their tourism destination is based on the tourists' internal factors or based on Bali's various characteristics, charms, and features that attract Korean tourists. Furthermore, the research intends to identify the inter-relation between them. Fourth, this research intends to explain what effects Koreans' Bali tour experience may have on multiculturalism in Korean society, and what meaning such experiences have in the concept frame of 'Southeast Phenomenon'. For such research intents, the literature research on Bali tourism sites, a qualitative research through the interview for the field survey on Bali's tourism policy, and a quantitative research through questionnaire survey on 97 Korean tourists visiting Bali were conducted.

Ⅱ. Theoretical Frame: Transnationalism and Pull-Push Factor Approach

It was in the early 1970s when the tourism phenomenon came to be regarded as an independent research subject or field of study (Go, Dongwoo 2009, 240). What is tourism? Tourism can be defined as "one of the leisure activities in which an individual leaves his or her residence with an intent of return and visits overseas countries or other regions, seeing, hearing, understanding and enjoying tourism attractions therein."[1] It is necessary to pay attention to the fact that

---

[1] In terms of the concept of leisure, tourism and travel, the concept of leisure is a generic term for activities performed in non-working hours and free time. Comparing the concepts of leisure and leisure activities, leisure provides an opportunity in which leisure activities or plays can occur, in other words, free time, and leisure in developed countries is mostly allocated with leisure activities. Therefore, leisure is the necessary condition of leisure activities. Tourism is a type of leisure activity, and both the nationals' domestic tourism and overseas tourism are incorporated into the concept of leisure. Tourism is essentially a form of travel. The differences of travel and tourism are as follows. A traveler is not required to return to the starting point. And unlike tourism, where a person or a group of

movement and pleasure, which are fundamental factors of tourism, are incorporated into this definition (Jo, Myeonghwan 2009, 30). Therefore, the more the freedom of movement is provided, the more the desire of tourism can be fulfilled, and the pursuit of pleasure through tourism functions as an opportunity to increase cultural exchange, mutual understanding and mutual recognition. When discussing transnationalism as a new cultural discourse (Kim, Yeongmin 2009) in such aspects, it can be said that the discourse on tourism, which is one of the most important driving factors in transnationalism, is essential.

The pursuit of pleasure through cultural experiences can be better grafted from the understanding of tourism from an oriental rather than a western perspective.[2] The term "GwanGwang (tourism)" was originated from the phrase of 'GwanKukJiGwang(觀國之光) (See the light of the country)' in the 'Book of Changes (周易, a Chinese classic on divination)', which was written about 2,500 years ago. The phrase means that visiting a country is like "seeing the true virtue of its king through the country's culture." And such insight is not common on ordinary people, but can be only found in wise scholars. According to the concept of 'GwanKukJiGwang', tourism is neither just seeing the physical sunlight nor seeing the cultural spirit light of a nation, but rather observing the culture of a nation with discernment or insight. So, the original meaning of tourism is

people move from one place to another place with a particular purpose, relying on means of transportation, travelling can be conducted without a particular purpose or motive (Cho, Myeonghwan 2009, 30-32). In other words, tourism is an act of human seeking pleasure with the purpose of returning (Cho, Gwangik 2009, 76).

[2] Son, Daehyeon has pointed out that the term of tourism used in the Western countries can't incorporate the semantics of tourism. The term tourism was first introduced in the Webster dictionary in the 17th century. Tour was originated from a Latin word 'tornus', which is commensurate with the English word 'tour'. In other words, the term of tour means 'make a turn (such as a package tour)'. Therefore, the term 'GwanGwang (tour)' from 'GwanKukJiGwang (See the light of the country)' can't be translated into tour or tourism. He has also claimed that the term 'GwanGwang', which has originated from the east, is comprehensive and insightful enough to be used as an international term. (Son, Daehyeon 2009, 768)

'to observe'[3] (Son, Daehyun 2009, 769). Therefore, as it can be said that the observation based of discernment or insight through tourism contributes to the enhancement of mutual understanding of different cultures, Koreans' understanding of Southeast Asian culture through Southeast Asia tour can be interpreted as the cause and consequence of 'Southeast Phenomenon' as a transnational social-cultural phenomenon.

2.1. International Tourism as Cultural Phenomenon Based on Transnational Movement

Transnationalism was introduced in the 1990s from the movement that sought a new multiculturalism, raising drawbacks of the existing multiculturalism. First of all, multiculturalism was introduced to criticize the fictitious of the homogeneity in a national culture and provide the basis of transnational culture (Turner 1993). So, multiculturalism had been discussed as an alternative measure to assimilation policies, in the policy which approaches immigration from the ethnicity point of view. However, multiculturalism couldn't develop the explanation of the characteristics, process, causes and results of a space in which various cultures exchange, giving rise to the concept of transnationalism. However, transnationalism and multiculturalism are co-related concepts and a transnational multicultural phenomenon within a border or beyond the border can be comprehensively interpreted only when their inter-relation is fully understood.

---

[3] The 'way of seeing', in other words, observation method, includes very opposite concepts such as precise and rough, thick and light. Different 'way of seeing' has different connotations. 'Sightseeing' refers to walking as playing and 'strolling' refers to walking aimlessly without any particular purpose. 'Observation' is an act of watching things carefully and 'investigation' is an act of verifying things by touching them. As mentioned above, there are several classifications in the way of seeing, which are sightseeing, strolling, observation and investigation (Son, Daehyeon 2009, 769)

Transnationalism is a discussion basically premised on various kinds of racial migration, and is a discussion of a phenomenon based on various racial migrations across the border of a nation.[4] The most typical social phenomenon transnational movement is a transnational racial migrations – labor migration, marriage migration, student migration, retirement migration, and so on – and diaspora is considered to be the oldest type of racial migration. Issues of refugees, the most tragic type of racial migration, are also included in this discourse. Stephen Castles categorizes the types of migration into permanent migration, settler model, temporary model and refugee movement (Stephen Castles 2002). Whatever classification system is used, transnational movement should be premised on the historical and political process of the establishment of modern nation states yet multinational movement existed in ancient and medieval times, the meaning of transnationality hereto is clearly defined. Therefore, as the third world has a general feature of having established nation states after a colonial era, the transnational discussion of the third world cannot help being connected to post-colonialism/decolonization discussions. In addition, it can be said that the establishment and expansion of the global economic system which was clearly visualized after the 1970s contributed to the acceleration of the transnational ethnic or racial movement across the world. Consequently, human, ethnic or racial movements between the first, second, and third world quantitatively increased. As a long-term movement, there is labor migration, marriage migration and retirement migration, while studying abroad and tourism can be classified as short-term movement phenomena. A periodical migration phenomenon can be possible as well. Steven Vertovec summarizes 6 major characteristics

---

[4] Transnationalism activities are classified into economic discussions with regard to corporate capital beyond national borders and market network, political discussions that handle such issues as transnational political activities or reflection of migration communities' opinions on political decisions and socio-cultural discussions that deal with cultural activities and events.

of transnationalism (Steven Vertovec). First, a social construction in which an individual's position functions as a contact point in a transnational social circuit, crossing the borderline. Second, the new form of consciousness stimulated by the identification with more than one nation. Third, the new form of cultural identification and restoration that are characterized as cultural mix, hybridity and bricolage. Fourth, capital flow established by a multinational corporation that enables globalization. Fifth, political participation enabled by technological development such as the press and media. Sixth the construction of a new concept about a place that is near and yet so far (Kim, Yeongmin 2009, 94). This research is going to focus on the above 6 characteristics as follows: Transnational movement is the driving force of new cultural phenomena of cultural mix, hybridity and variants, and is the starting point to establish a transnational community.

The thesis intends to regard international tourism as a transnational movement phenomenon. Although the movement through tourism is a short term migration phenomenon, such short-term movement often becomes the motive for long term stay or migration. First, the drastic changes associated with tourism was started with the emergence of the wealthy middle class with financial resources and time for tours in Europe in the 1840s, and the development of railway systems, as well as the development of the aviation industry after the end of World War II (Urry 1990). In other words, the development of tourists with financial capability and the development of transportation and communication necessary for movement were very important factors to promote tourism. In addition, since the launch of group tour[5] products and tourism

---

[5] The first organized tour was conducted in 1838 by transporting residents of Wadebridge village in England to Bodmin village for tourism purposes. The reason those tourists visited Bodmin village was to see the scene of the hanging of two murderers (Boorstin 2004: 132).

package products in the 1840s, overseas tourism had become a huge industry by the middle of the 20th century (Boorstin 2004, 136). Especially, the dramatic development of commercial aviation, transportation and communication industries after the 1970s has provided the infrastructure that has further developed international tourism. As mentioned above, a billion people moved during the year of 2010 for tourism purposes, and that figure is expected to reach 1.56 billion in 2020. The biggest impact from the tourism movement by such a large number of people would be the experience of other cultures as the basis of the 'culture of your own (national culture). Transnational movement beyond borders enables various cultural experiences and functions as a path for the recognition of cultural diversity.

As summarized hereto, tourism is a leisure activity intended for pleasure. Why do people pursue pleasure through leisure activities such as travel? What is it that people intend to achieve ultimately? It is because leisure travel involves a series of free choices and what we seek as a result of such choices is eventually happiness (Go, Dongwoo 2009, 250). Research on the relationship between leisure and happiness don't simply claim that the frequency or amount of leisure determines the happiness. The more important thing is the quality of leisure experience, and in order to be satisfied through leisure activities and let such satisfaction become an important factor of individual happiness, people should maximize their personal abilities through leisure activities, accept the opportunities of challenges, should be able to enjoy the activities and even further, should be able to experience high quality pleasure. (Go, Dongwoo 2009, 250). After all, if the ideology of tourism is freedom or peace, the true nature of tourism can be said to be cultural activities and cultural contact. The outstanding charm of tourism lies on the cross-cultural experience(Son, Daehyeon 2009, 769)[6]. The joy from cross-

cultural experience is not only the connection with primitive emotional and physical phenomenon, but also the experience of expansion to new cultural sectors in the process of encountering a different culture, and interacting with people having a different cultural basis. This interaction and the culture are the major principles of tourism (Son, Daehyeon 2009, 770). Therefore, international tourism as a transnational movement phenomenon acts as a cause that generates socio-cultural phenomenon, and it can be said that the experiences, understanding and memories which Koreans have gained through their Southeast Asia tour, will be fundamental not only of the 'Southeast Phenomenon' recently occurring in Korea's society, but of the mutual recognition and understanding of both Korean and Southeast Asian culture.

2.2. Tourism Pull and Push Factor Approach

The analysis frame of this thesis is the interaction between the pull factor, which is Bali's tourism policy, and the push factor, which is Korean tourists' choice. Such a pull and push factor model is derived from the sociological, geographical, ecological environmental, cultural anthropological, and psychological approaches[7] to existing tourism. The sociological approach to tourism regards tourism as a part of social activities and analyzes tourism and the effects of tourism on such a basis (Choi, Seokho 2009, 128). The first subject in the sociological approach to tourism is the 'tourists', who are the

---

[6] Tourism combines the guest, the subject of tour activity, with the host who greets the tourist. Therefore, tourism sometimes combines economics and culture in a special manner, or sometimes mediates between modernity and tradition or global and local. Also, tourism is one of the methods to integrate central developed countries and peripheral less-developed countries. In the process of such a bundle, combination, mediation and integration, some subjects may benefit from tourism but such tourism activities may lead to environmental degradation, community disorganization or increase crime (Choi, Seokho 2009, 127).

[7] The economic approach to tourism will be excluded in this thesis as such an approach does not have any relation to the purpose of it.

subject of tourism activities. In other words, it is a question about the subject of tour activities.[8] The second subject for the sociological approach to tourism is the relationship between tourists and the local residents. In this sector, research deals with the interaction among people, recognition and attitude. It also deals with what interaction occurs between the tourists and the local residents, whether there is a meeting and how the recognition and attitudes towards each other are.[9] The third subject for the sociological approach to tourism is research on the tourism system. The tourism system consists of various action groups such as airline companies, travel agencies, hotel chains, the government and non-governmental tourism organizations (Choi, Seokho 2009, 136). Tourism geography as a geographical approach to tourism is an academic field that researches each stage of tourism activities. The academic direction that tourism geography pursues in the current tourism phenomena is 'focusing on research on the place and space in which people feel pleasure.' Geographical tourism research basically identifies various phenomena related to tourism activities and this academic field can be defined as a part of geography that performs analysis, using unique research methods of geography's own, on the characteristics of a tourism site in which tourism activities are conducted and the tourists' relation therewith (Lee, Seunggon 2009, 158). The ecologic environmental approach to tourism investigates under what relation

---

[8] This could be described as a tourist seeking fantasy (Boorstin 2004), or could be stated as a tourist who pursues authenticity in a motivated manner through escaping a mundane existence (Choi, Seokho 2009, 132). The study on tourists originated from a sociological interest to explain the modern society itself is an effort to explain or interpret tourists from a more pluralistic perspective, and it enables the typology of tourists. Cohen has classified the type of tourist's experience and role in terms of both novelty and familiarity among experiences between the tourist's daily life and the environment of tour sites (Choi, Seokho 2009, 133).

[9] It deals with tourists' attitude toward the local residents and whether tourists think of them positively or negatively. And it also claims that local residents' attitude against tourists move in stages from excited, through indifference, and annoyed to hostile (Choi, Seokho 2009, 135).

and effect people perform their activities in an ecological environment as tourists (Kim, Namjo 2009, 181). As the destruction of the ecological system has emerged as a significant issue for mankind, this academic sector researches such subjects as the concept of ecologic environmental tourism, the expansion of ecologic environmental tourism, the relation between the ecological system and tourism activities. The cultural anthropological approach to tourism tries to understand a tourism phenomenon in a specific region not only as a tourism phenomenon itself but the relationship with economy, religion, family and others (Lee, Jinhyeong 2009, 216).[10] The question about how a tourism experience is different from experiences in the sectors of everyday life, in other words, the question about the true nature of tourism experience is one of the subjects in which tourist anthropologists have been interested so far (Lee, Jinhyeong 2009, 227). The existing subjects that try to explain a tourism phenomenon in terms of psychology include motive, attitude, personality, decision, experience, post satisfaction and others (Go, Dongwoo 2009, 253). Through such existing approaches to tourism, this thesis is planning not only to analyze what human charms Bali tourism sites have by means of the sociological approach and the cultural anthropological approach to Bali, but to research what natural charms Bali tourism sites have using the geographical approach and the eco-environmental approach as well as how Bali applies such charms to its tourism policy. In terms of the analysis of Korean tourists visiting Bali, the psychological approach to tourism will be necessary to ascertain the motives for Koreans

---

[10] As tourism anthropologists has come to be interested in the socio-cultural changes resulting from the acculturation between Western and non-Western society, they have come to pay attention to such phenomena that local culture is changed and commercialized in the process that a particular region is developed for a tourism site. A number of monographs published in the Hosts and Guests, which is recognized as the first theory manual and casebook in the tourism anthropology field, discuss about the acculturation and cultural commercialization in local communities resulting from tourism (Lee, Jinhyeong 2009, 223)

traveling to Bali.

Such academic approaches can be explained using the pull-push factor approach method to find out why Korean tourists select Bali as their tourism destination. Graeme Galloway who conducted research on visitors to Ontario Park in Canada identified their psychological push motives and analyzed the sensation seeking activities, developing the pull-push factor theory more precisely (Galloway 2002). Galloway has specified socio-demographic characteristics such as age, income, education, gender and profession, and psychological factors such as necessity, personal value and personality as the push factors, and has specified objective, geographical and social features as pull factors. David Klenosky connects the pull-push factor theory to a mean-purpose model, and he explains how the purpose of travel is realized or fulfilled through the various means in the travel destination by presenting the consumer preferences according to which an individual determines his travel or which affect him to perform travel activities, and provide him motives, or the pull factors that attract a tourist when he makes a consumer decision or determines the destination. In other words, by presenting the characteristics and motive force of the destination. In summary, the push factor in tourism is those related with the traveler's needs and wants. Escape, rest and relaxation, adventure, dignity, health and social interaction are such examples. On the other hand, the pull factors of tourism are the characteristics, charms and features of the travel destination. Sunlight, beach, sports facilities, exotic atmosphere and cheap airfares are such examples. The mean-purpose theory explains the correlation between pull factors and push factors (Klenosky 2002, 385). Such an approach leads to the discussion about how the characteristics and charms of the travel site are reflected on tourism products, or whether tourism products are satisfactorily consumed through tourism activities. That

is the reason why this thesis focuses on Bali's tourism policy.

Ⅲ. Bali as a Tourism Site and Bali's Tourism Policy

Bali was first discovered in 1597 by a European whose name was Cornellius de Houtman during his journey around the world. Later Bali became known to the world when Vereenigde Oost-Indische Compagnie (VOC), a royal Dutch shipping company arrived on the island in 1920.[11] Especially, the island was opened to the public from 1924 and Bali has been renowned as one of the world's best tourism sites in the world through the 20th century.[12] The island has been forecasted several times to be the 21st century's best island destination. The unique beauty of Bali's culture starting from the 1920s has been exemplified in the various epithets it has been given such as "The Island of Paradise", "The Island of the Gods", "The Island of a Thousand Temples", "The Morning of the World", "The Last Paradise on Earth" and so on.

---

[11] All the islands belonging to Indonesia came to be subject to colonial governance by the Dutch government in 1908 and such colonial governance continued until 1942 when Japanese troops invaded. The reason why the early colonial government promoted the development of Bali as a tourism site in a motivated manner was not only because of economic benefits, but also politically legitimizing the Dutch colonial government (Nagahuchi 1990),

[12] The awards Bali has won as a tourism site so far are as follows. 1998-2001 Favorite Island (Conde Nast Traveller Magazine, London), 2001 Favourite Holiday Destination (Time Magazine), 2002 Asia Best Island (Conde Nast Traveller Magazine, London), 2003 Runner-Up Favourite Island (Conde Nast Traveller Magazine, London), 2004 Favorite Island (Conde Nast Traveller Magazine, London)/ World's Best Asia (Travel + Leisure Magazine, New York) 2005 Favorite Island (Conde Nast Traveller Magazine, London)/ World's Best Island (Travel + Leisure Magazine, New York)/ Asia Spa Capital The Year (Asia Spa Magazine, Hong Kong) / 2006 Asia Best Holiday Destination (Smart Travel Asia)/ World Island Destination (Travel + Leisure Magazine, New York)/ 2007 Asia's Best Holiday Destination (Smart Travel Asia)/ 2007 Asia Spa Capital of The Year and Baccarat, Asia Spa Award 2007 (Asia Spa Magazine, Hong Kong), 2008 Best Exotic Destinations Luxury Travel Reader's Awards 2008 (Luxury Travel Magazine London), 2009 The Best Spa Destination of the World 2009 (Senses Magazine, Germany) (Bali at a Glance 2010).

3.1. Tourism Policy from the Beginning prior to Democratization

Bali is one of 33 states of Indonesia[13] and Bail's tourism policy starts from the dual relationship with the central government and the local government. Bali regional government's development policy has formed the subsystem of the national development policy and the tourism policy is arranged through the consultation between the central government and the local government. Such a system was introduced after Indonesia was founded as a modern nation state when it achieved independence in the year of 1945. However, it is obviously true that Bali was first developed as a tourism site by the Dutch colonial government. The Royal Dutch shipping company started systematically developing the islands of Java, Sumatra and Bali as tourism sites in 1924.[14] Tourists who visited Bali in the early days consisted of European artists, including writers, painters, authors and even scientists. Stories of Bali were spread through the writing and paintings made by Europeans after their visits, as well as oral transmission. It is widely regarded that the Dutch government's tourism policy had contributed to the reinforcement of Bali's culture until the occupation of the Japanese army in 1942 (Adrian 1989, 176). Of course, Bali was not always peaceful during the period from the 1930s to 1950s. Although there were several disturbances and rebellions in the aforementioned period, Bali was still widely known as 'Paradise Bali'.

---

[13] Bali is a relatively small island among those belonging to Indonesia, accounting for only 0.29% of the total area of Indonesia. The population of Bali is 3,479,800. The core sectors of Bali's economy are the hotel and restaurant industry, agriculture and services, which accounts for 28.98%, 19.41% and 15.86% of total regional production respectively. It can be said that Bali is a tourism industrial complex.

[14] Especially, right after the development of the sea route to Bali, the royal Dutch shipping company constructed two roads connecting Singaraja with Denpasar and built its own hotel in Denpasar.

After achieving independence, President Sukarno, Indonesia's first president, mentioned Bali in his address in 1950, saying "The entire world is eyeing Bali," putting emphasis on the role of Bali in that time of establishing Indonesia's national basis. Such an attitude was also related to his background. As he was born to a Javanese father and Balinese mother, he thought that Javanese and Balinese culture should take a central role in Indonesia's traditional culture. So, he intended to develop Balinese culture as the basis for national culture. President Sukarno wanted to create Indonesian culture which contained modern elements but yet was authentic (Adrian 1989). According to the above information, it can be said that the discovery of Bali Island contributed to the development of Balinese culture considering that even Indonesia's first president highly appreciated Balinese culture and wanted to develop it to a level of ethnic culture in a nationalistic way even though Balinese culture was discovered and developed by the Dutch colonial government.[15]

However, President Sukarno's development strategy for Bali failed to be accomplished by him due to the political situation. Though during the reign of President Suharto, the president who succeeded Sukarno, Bali has made a lot of growth over under the new order system, many problems and controversial issues were generated commensurate with such growth. First, the Indonesian government identified the tourism industry as a source to acquire foreign currencies after suffering from the first and second oil shock in the 1970s. In other words, the tourism industry came to be regarded as one of the nation's core industries that could be substituted for its oil or rubber industries or forestry (Ambara 1998). An interesting thing was that Bali's tourism development strategy was switched over to mass tourism according to the advice from a

[15] After European and Indonesian artists came to live together in peace in 1950s, Balinese art started to feature both Western and native aspects and be stabilized as the art market concept was established.

French tourism expert in 1971. Such a shift in development strategy consequently provided opportunities to overcome the disproportionate concentration in the development centering on the southern area of Bali such as Sanur, Kuta, and Nusa Dua, and to expand the development across the island. So, by the 1980s, Bali tourism was booming and significant advances associated with tourism infrastructure were achieved during this period (Ambara 2010). In summary, Bali tourism policy acted as the core factor of Indonesia's development strategy during the reign of President Suharto. In 1957, there were only 3 hotels in Bali, which were the Sindhu Beach hotel in Sanur, the Kuta Beach hotel in Kuta and the Bali hotel in Denpasar. President Sukarno continued quantitative expansion through a development-oriented approach to tourism, securing international support to build infrastructures such as hotels, airport and roads which were necessary for the development of the tourism industry in Bali. The groups against the development strategy had a plan for 'cultural tourism.' The emphasis on culture and art was the cornerstone of Bali tourism strategy developed by the Dutch (Picard 2003, 109).[16] In the period of Suharto's new order, Balinese culture was required to be just an asset, which means, the economic aspect was emphasized. Balinese culture in this period was required to contribute to Indonesia as one of Indonesia's international tourism developments and one of Indonesia's ethnic cultural developments (Picard 2003, 109). In addition, through the 1990s, Balinese – religion, tradition and culture – was combined with tourism, forming a Balinization (Picard 2003).

At the same time, in such a period of accelerated development, negative issues in Balinese society emerged. First, Bali was often used as a showcase to demonstrate Indonesia's development, and

---

[16] Their opinion was that Bali has its own culture and it is valuable and can be refined well. So, they claimed that Balinese culture should not only be developed but also protected (Picard 2003).

was cited as the case of development to justify the new order system in the reign of President Suharto. Second, problems of cultural and environmental degradation in Bali through tourism were raised. Third, the problem of economic disparities was presented. Despite the growth in the total production of Bali, economic disparities between regions or social classes within Bali were getting worse. For example, small stall vendors on beaches or streets didn't benefit from the development of Bali's tourism industry, keeping their heads above the water (Baker 2007). Even economic inequality between genders had deepened (Cukier, Norris and Wall 1996).

In such a situation, Indonesia's democratization provided another significant change to Bali's tourism policy. After democratization, there was a period of confusion and controversy in Bali over tourism in Bali. A seminar was held in the Research Center for Culture and Tourism at Udayana University in Bali in 1999 on the subject of 'sustainable tourism, the Balinese perspective', and this seminar suggested the direction of Bali's future tourism policy. Bali's tourism policy before democratization was determined by Jakarta and conducted in accordance with the 'capital-oriented tourism development policy' arranged by foreign capital, doing harm to Balinese people in the process. The seminar pointed out that such a tourism policy couldn't be continued on a long-term basis and suggested that Bali's tourism policy should pursue sustainable tourism through not only an economic approach but ecological and socio-cultural approaches (Picard 2003, 111). As a result, Indonesia's tourism policy for Bali switched over from a 'capital-oriented development strategy' to 'a sustainable development strategy', and the authority and responsibility of Bali tourism policy was handed over from the central government to the local government.

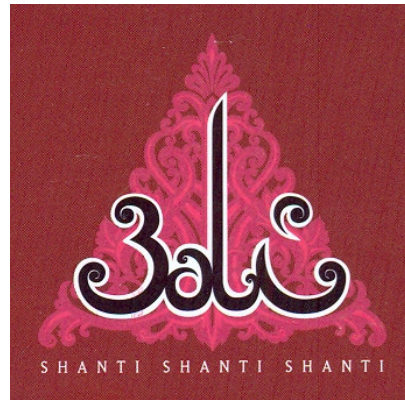## 3.2. Autonomous Local Government System and Balanced Development Strategy

One of the results of Indonesia's democratization is the introduction of the autonomous local government system. It was announced in 1999 and the system was practically implemented in 2001. The introduction of autonomous local government system brought a significant change to Bali's tourism policy. The department in overall charge of Bali tourism in Bali's regional government is Dinas Pariwisata Provinsi Bali (which means Bali Government Tourism Office, and it will be referred to as DPPB henceforth), which handles the overall business related to Bali tourism including development of tourism products, promotion, marketing and infrastructure establishment (Ambara 2010). DPPB's activities commenced in 1979, but were reinforced in 2001 when the autonomous local government system was introduced.[17] In addition, the implementation of the autonomous local government system granted autonomy not only to the local government but to counties and councils. Therefore as the Bali regional government has autonomy, 8 counties and 1 city in Bali Island came to have their own autonomy in the tourism industry. Such changes in the national organization caused changes to Bali's tourism policy, and as a simple example of such changes, the DPPB currently holds a meeting with representatives of 8 counties and the city representatives once a month to arrange its tourism policy (Ambara 2010). So, together with such changes after democratization, the direction of Bali's tourism policy has changed from 'capital-oriented tourism' to 'community-based tourism', seeking sustainable development and tourism that is beneficial to Balinese people. In 2001, I Gde Pitana[18], the new representative of

---

[17] DPPB's current organizational system is comprised of director, secretary, marketing department, tourism resources department, research and development department and control department (Ambara 2010).

DPPB declared that it would stick to such a tourism policy (Picard 2003, 113).

The international symposium held in Bali in 2001 represented the contents of Bali's tourism policy whose direction had been changed. The key contents of the symposium were held on the subject of 'Conserving Cultural Heritage for Sustainable Social, Economic and Tourism Development' are the protection of Balinese cultural heritage and natural environment and the promotion of harmonization and balance for sustainable development beneficial to all Balinese people with regard to space, time and environment in the context of regional, national and transnational expectations (Picard 2003). The following description demonstrates how such a concept stated above is actualized.

The figure shown in the left is the symbol of Bali. This symbol is referred to as Tri Hita Karana, meaning harmonized relationship. Each apex of the triangle refers to god, nature and human beings and the triangular shape represents the

harmony and balance among god, nature and human beings. The 'Shanti Shanti Shanti' written in Sanskrit under the triangle means 'peace'. Therefore, Bali's image strategy set forth to people around the world is a peaceful life through harmony and balance. Bali's detailed tourism policy is established based on this concept. For example, the height of a building or structure to be constructed is strictly limited to 50m according to the basic principle of the

18) Pitana is a tourism expert who earned a doctoral degree at Australian National University and served as the secretary general of the 'culture and tourism research center' at Udayana University. He is also regarded as an influential person in a critical time.

harmony between nature and humans. An interesting thing is that there is a provision of Bali's construction regulations that applies to every building and structure, which specifies that every house to be constructed in Bali shall contain the following three elements. The first one is a family temple, which is for the harmony of god and humans. The second one is Lumbung(Covarrubias 1946, 80) in Indonesian, a pavilion which is installed in the house to seek harmony among people. The last one is a garden which represents the harmony between nature and humans (Ambara 2010).

As mentioned above, the initial development of Bali tourism was biased. The development was concentrated on the southern part of Bali Island. The city of Denpasar is located in the middle of the southern part of Bali. Although Denpasar is currently the most modernized city in Bali, it was the place where Balinese traditional culture remained most even at the time when the development was initiated, and the fact that such a place has become the center of Bali's contemporary tourism site should be paid attention to (Nagahuchi 1990, 62). Tourism sites in the southern part of Bali were developed mainly in Kuta, Sanur, Nusa Dua beach and Ubud. Such biased development caused a controversy over the balanced development for the western, eastern and northern parts of Bali Island. In 1993, the Bali regional government divided the island into 21 tourism districts[19] based on its regulations (Ambara 1998). However, the Bali government excluded 6 districts among the existing 21 districts and rearranged them into 15 districts (Picard 2003).

Here are examples of balanced development through the revised

---

[19] Badung Region: Nusa Dua, Kuta, Tuban (2) / Denpasar Municipality: Sanur (1) / Gianyar Region: Ubud, Lebih (2) / Tabanan Region: Tanah Lot, Bedugul, Soka (3) / Buleleng Region: Air Sanih, Kalibukbuk, Batu Ampar (3) / Jemberana Region: Gilimanuk, Candikusuma, Palasari, Perancak (4) / Bangil Region: Kintamani (1) / Klungkung Region: Nusa Penida (1) / Karangasem Region: Candi Dasa, Abang, Tulamben (3) (Ambara 1998, 4)

Bali tourism concept development and regional cooperation. A tour guidebook may be the best option which facilitates identifying Bali's tourism resources, tourism products and tourism system at a glance. DPPB publishes a variety of tour guidebooks, and the *Bali at a Glance* (the first one from the left) and the *Bali, Calendar of Cultural Events 2010* (the third one from the left) are the note-worthy ones. The fourth image contains the picture of a page of the book shown in the third image, and the page provides information of religious, art and cultural events held in January. The production procedures of such brochures are managed by a task force team in the DPPB, and it takes several months to complete the production of a brochure. Team members determine the direction for a brochure through discussion and perform tasks such as collecting informative materials and photos, and printing brochures. The team is comprised of stakeholders of Bali's tourism industry, encompassing people engaged in various industries such as hotel personnel or catering personnel, officials working in county offices, artists, people of various religions, researchers, professors and other intellectuals (Wiranatha 2010).

The first category of the contents in *Bali at a Glance* is entitled 'Amazing Bali'. It contains the following information ① The

introduction of temples located in each district in Bali; such as Batur temple, ② The introduction of villages in which people can experience Balinese rural culture or art in the concept of living in harmony; such as Ubud or Jatiluwih village, ③ Introduction of meditation and yoga as a thrilling spiritual sensation ④ Introduction of legong dance, Kecak dance, Balong and Rangda dance, Gamelan show, Wayang Kulitk and Balinese opera Arja as remarkable art and culture ⑤ The introduction of tours in the art center in which people can experience the kindness and warmth of Balinese people, ⑥ Introduction of coastal tourism in which people can experience a tour on the beach and an undersea exploration. It also introduces little-known beautiful beaches outside Kuta and Sanur as well as various marine sports such as surfing, wind surfing, rafting, diving and snorkeling.

The second category is named 'Memorable vacation', and provides the following information:

① Introduction of museum tour ② Introduction of historical buildings and structures including Taman Ujung located in Karangasem, which was constructed by King Karangasem from 1919 to 1921 and the cave in Gianyar in which an elephant statue is located ③ Introduction of MICE-meetings, incentives, conventions and exhibitions as well as introduction of places in which such events can be held ④ Introduction of golf, spa and wedding ceremonies ⑤ Introduction of edutainment parks, which are parks featuring both educational and entertainment functions; for example a zoo that has birds, butterflies, elephants, and so on. ⑥ Introduction of culinary journey. It introduces various traditional Balinese foods such as seafood cuisine, pork barbecue which is famous in Ubud and duck cuisine as well as foreign restaurants such as French, Italian, Moroccan, Japanese, Thai, German, Indian, Greek, Middle East, Russian restaurants and cafes.[20] ⑦ Introduction of the Hard Rock

Café located in Kuta beach ⑨ Introduction of Bali's traditional art market and souvenir shops, traditional market and modern market ⑧ Introduction of souvenirs such as Balinese peanuts, Balinese coffee, Balinese salak, Balinese beer, Balinese wine, and so on. The third category introduces annual Bali events, including Bali Art Festival.
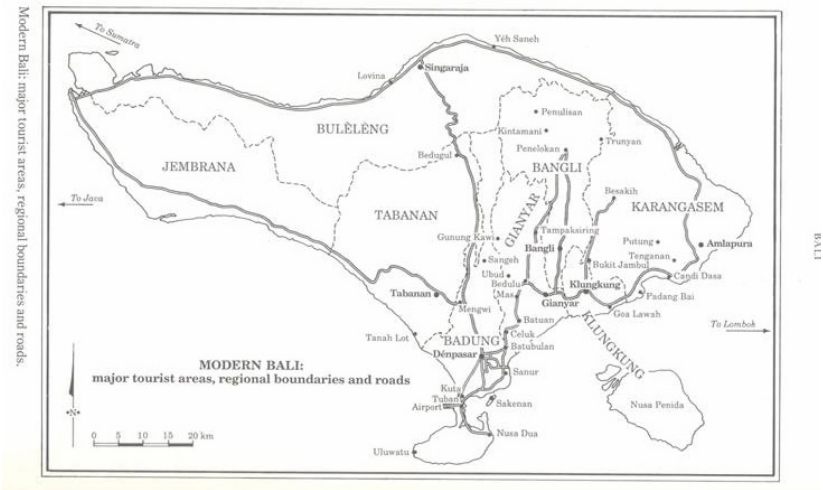
Through an overview of the contents stated above, it can be perceived that Bali tour is like a compression of various contemporary tourism approaches. As people can enjoy the pleasure of travel through not only socio-cultural and artistic experience but eco-environmental and educational activities as well as various amusement facilities and leisure sports, tourists can fulfill their various desires in Bali tourism sites. An interesting thing here is that the social members of Bali determine the concepts and businesses necessary for the operation of Bali's tourism policy through mutual consultation and cooperation (Wiranatha 2010). So, it can be said that Bali's tourism policy stance based on sustainable tourism and communities is established and determined through such consultation and cooperation.

As stated above, Bali is divided into 1 city and 8 counties, and it should be mentioned that not only the DPPB but the city and counties produce brochures separately. The brochures produced by Denpasar city, called Dinas Pariwisata Kota Denpasar, features more various information. As this brochure provides information of all events held in the Depasar district during the entire year, it is considered as a must-have item for tourists.

---

[20] Unfortunately, the introduction of Korean foods and Korean restaurants are not included in this book. Moreso, there are brochures are prepared in English, Chinese and Japanese, but a Korean version is not yet available.

Bali has 8 counties, which are Buleleng, Jembrana, Tabanan, Badung, Gianyar, Klungkung, Bangli and Karangasem. The map of Bali Island is provided below.

Reference: Adrian Vickers, 1989, "Modern Bali: major tourist areas, regional boundaries and roads" *Bali: a Paradise created*, p. 174. Berkley and Singapore: Periplus Edition

In order from large to small, these counties and the city can be listed starting from Buleleng followed by Jembrana, Tabanan, Karangasem , Bangli, Badung, Gianyar and Denpasar. Among them,

Buleleng, Jembrana and Tabanan are located in the northern alpine region, and forest accounts for a large portion of these counties. Major tourist attractions of each county are as follows.

<Table 2> Tourist attractions of each county (museums, parks, temples, zoos, markets, art centers, historical places, beaches, rivers)

No	Denpasar City	No	Badung Regency	No	Gianyar Regency	No	Buleleng Regency
1	Meseum Bali	1	Museum Bali	1	Goa Gajah	1	Pulaki
2	Museum Le Mayuer	2	Museum Lemayur	2	Gn. Kawi Tampak Siring	2	Lovina, Kalibukbuk
3	Taman Budaya	3	Taman Budaya	3	Gn. Kawi Sebatu	3	Air Panas Banjar
4	Serangan	4	Serangan	4	Tirta Empul	4	Air Sanih
5	Prasasti Blanjong			5	Wenara Wana Ubud	5	Air Terjun Gitgit
6	Pura Maspahit	No	Bangli Regency	6	Yeh Pulu	6	Makam Jaya Prana
7	Bali Orchid Garden	1	Penulisan	7	Taman Burung	7	Air Panas Banyuwedang
8	Ps. Kumbasari/ Badung	2	Pura Kehen	8	Rimba Repti	8	Taman Nasional Bali Barat
9	Pasar Badung	3	Penelokan Batur	9	Bukit Jati	9	Pura Madue Karang
10	Pasar Kreneng	4	Desa Truyan	10	Alam Sidan	10	Pura Beji
11	Museum Sidik Jari	5	Toya Bungkah	11	Wisata Gajah Taro	11	Pura Dalem Jagaraga
12	Mon. Bajra Sandhi	6	Desa Penglipuran	12	Lembah Sungai Ayung	12	Kaliasem
13	Taman Fesival Bali			13	Museum Rudana	13	Link. Danau Buyan
14	Hutan Bakau			14	Rafting	14	Pelabuhan Buleleng
				15	Museum Neka	15	Gedong Kertya
				16	Bali Zoo Park		
No	Klugkung Regency	No	Karangasem Regency	No	Jembrana Regency	No	Tabanan Regency
1	Kerta Gosa	1	Puri Karangasem	1	Bunut Bolong	1	Tanah LotT
2	Museum Semarajaya	2	Besakih	2	Pantai Medewi	2	Ulun Danu Beratan
3	Goa Lawah	3	Tirta Gangga	3	Rambut Siwi	3	Bedugul
4	Jungut Batu	4	Tenganan	4	Pantai Delod Berawah	4	Kebun Raya Bedugul
5	Nusa Penida	5	Padangbai	5	Pantai Baluk Rening	5	Candi Puputan Margarana
6	Rafting Unda	6	Jemeluk	6	Bendungan Palasari	6	Alas Kedaton
7	Kawasan Nusa Penida	7	Telaga Waja	7	Gilimanuk	7	Air Panas Penatahan
		8	Tulamben	8	Sangkar Agung	8	Puri Anyar Kerambitan
		9	Yeh Malet	9	Museum Gilimanuk	9	Puri Gede Kerambitan
		10	Candi Dasa	10	Pantai Perancak	10	Museum Subak
		11	Bukit Putung	11	P. Candi Kusuma	11	Jati Luwih
		12	Taman Ujung			12	Taman Kupu-kupu

Reference: Bali Tourism Statistics 2008 (Prepared by Bali Government Tourism Office)

The number of foreign tourists visiting those tourist attractions was recorded as 2,227,237 in 2003, 3,108,447 in 2004, 3,367,147 in 2005, 3,731,945 in 2006 and 4,179, 433 in 2007 (Bali Tourism Statistics 2008). Although there are a number of positive changes resulting from the change of tourism concept in Bali and the expansion of county offices' autonomy and authority after democratization and autonomous regional government system, new problems such as competition among counties over development and difficulties in the arrangement of policy and legal conflict among counties have also emerged.

3.3. Analysis of Current Bali Tourism Status and Characteristics

The current status of Bali as a world class tourism site and the characteristics of foreign tourists visiting Bali will be analyzed in this chapter. The trends of foreign tourists visiting Bali are shown below.

<Table 3> Number of Foreign Tourists to Bali from 1969 to 2009

Year	No. of Tourists	Year	No. of Tourists	Year	No. of Tourists	Year	No. of Tourists
1969	11,278	1980	146,644	1991	555,939	2002	1,285,844
1970	24,340	1981	158,926	1992	738,533	2003	993,029
1971	34,313	1982	152,364	1993	885,516	2004	1,458,309
1972	47,004	1983	170,505	1994	1,032,476	2005	1,386,449
1973	53,803	1984	189,460	1995	1,015,314	2006	1,260,317
1974	57,456	1985	211,244	1996	1,140,988	2007	1,664,854
1975	75,790	1986	243,354	1997	1,230,316	2008	1,968,892
1976	115,220	1987	309,294	1998	1,187,153	2009	2,229,945
1977	119,095	1988	360,415	1999	1,355,799		
1978	133,225	1989	436,358	2000	1,412,839		
1979	120,084	1990	490,729	2001	1,356,774		

Reference: Bali Tourism Statistics 2008. (Prepared by: Bali Government Tourism Office)

According to the data above, the number of tourists visiting Bali has increased drastically 197 times over the last 30 years, standing at 2.2 million in 2009 from approximately 110 thousand in 1969. In this situation, the trends of tourist numbers have also changed slightly. The growth rate was recorded as ⁻9.86% from 1978 to 1979, ⁻4.13 in 1982, ⁻3.51% in 1998. The growth rate continued staying in the negative territory into the 21st century, recording ⁻3.97% in 2001, ⁻5.23% in 2002, ⁻22.77% in 2003 and ⁻9.10% in 2006. Such decreasing trends were affected by the world economy, by which is meant the global economic crisis. Another factor that affected the decreasing trends was related to safety. As everyone knows, the tourist growth plunged to ⁻22.77% after the terror explosion occurring in Bali in 2002, and the terrorist attack has significantly affected international tourism (Putra and Hitchcok 2006). According to a person from the Balinese tourism authority, the number of tourists visiting Bali has been gradually growing since 2007 and Bali's economic conditions were excellent for the last 3 years. Besides, not only foreign tourists but Indonesian people visit Bali for tourism purposes. A total of 86,067 Indonesian people visited Bali in 1969, which was 8 times greater than the number of foreign tourists at that time. And even as of 2008, the number of domestic tourists visiting Bali was 6,234,497, 3.16 times greater than that of foreign tourists visiting Bali, which amounts to 1.968,893 people.

Reviewing the number of monthly tourists visiting Bali during the period from 2004 to 2009, it can be noticed that tourists' visits were recorded highest between June and September. People can visit Bali by air or ship, and the ratio of people visiting Bali by air over by ship was 1,383,231 to 3,218 in 2005, 1,257,177 to 3,140 in 2006, 1,662,905 to 1,949 in 2007 and 1,963,449 to 5,443 in 2008. In addition, the countries that have direct flights to Bali are Japan, Australia, Korea, Malaysia, Taiwan, China, United Kingdom, Germany,

France and United States. The existence of direct flights to Bali is related to the ranking of foreign tourist numbers by country. Among the number of tourists visiting Bali using direct flights. Japan takes the top spot fairly consistently, followed by Australia, Taiwan and Korea. It has been reported that China has taken Korea's spot from 2008. The country that shows the sharpest rise in the number of tourists to Bali is China. The number of Korean tourists visiting Bali by year was 80,273 in 2004, 78,146 in 2005, 89,911 in 2006, 134,454 in 2007 and 132,559 in 2008 (APWM[21] 2009). Vacationing accounts for 89 to 94% of foreign tourists' intent of visiting Bali, and business trip takes the second spot, followed by attending meetings or gatherings (APWM 2009, 74-75).

Bali's tourism system refers to government or non-government tourism organizations including hotels, restaurants, golf courses, airline or ferry companies, travel agencies, amusement facilities, and Bali's tourism system as of 2008 is classified as follows.

<Table 4> Bali's Tourism System

No.	Type of Corporation	Number
1	Accommodation	2,079
2	Restaurant /Rumah Makan	1,655
3	Travel Agent	483
4	MICE(Meeting, Incentive, Conference, Exhibition)	15
5	Travel Agent Branch	83
6	Tour Operator Agent	6
7	Tourism Consultant	6
8	Impresariat	3
9	Tourism Information	10
10	Bar	537
11	Tourism Water Sport	172
	전체	5,049

Reference: Bali Tourism Statistics 2008. (Prepared by: Bali Government Tourism Office)

[21] APWM refers to Analisa Pasar Wisatawan Mancanegara, which was surveyed and published by the DPPB in 2009.

It can be said that the number of hotels has increased dramatically in Bali from 3 in 1957 to 2079 presently. In addition, as stated above, such rapid development of tourism system has caused the problem of environmental degradation since the late 1980s, and such problems have acted as a significant consideration point for Bali's revised tourism policy after Indonesia's democratization.

<Table 5> Job distribution and Days of Stay of Foreign Tourists Visiting Bali

No	Country	Professional		Management		Government official		Soldier		Office worker		Housewife		Student		Retiree		Others	
		%	Day	%	day	%	day	%	day	%	day	%	day	%	day	%	day	%	day
1	Japan	27.58	7.68	18.32	7.10	4.00	7.79	-	-	26.95	6.59	8.84	7.95	8.21	8.21	2.11	8.90	4.0	12.26
2	Australia	43.82	11.34	13.93	10.42	3.15	13.57	1.57	11.43	6.52	11.17	6.07	10.33	12.13	10.69	5.39	12.63	7.42	12.09
3	Korea	41.33	5.48	17.86	5.40	3.06	5.0	1.02	5.0	17.86	4.97	8.16	5.75	9.18	5.39	-	-	1.53	5.67
4	Malaysia	29.47	6.71	26.49	5.18	5.30	4.75	0.33	7.0	7.28	4.86	6.95	5.57	13.25	6.08	4.97	7.00	5.96	5.11
5	Taiwan	38.06	6.27	20.52	6.04	3.73	7.50	0.37	6.00	17.91	5.85	5.60	5.87	8.96	6.54	1.49	8.25	3.36	7.67
6	China	39.37	7.76	25.98	6.33	4.72	8.50	-	-	14.96	6.63	5.51	7.57	6.30	7.88	0.79	5.00	2.36	13.00
7	UK	53.57	11.77	17.14	10.46	0.71	7.00	-	-	9.29	11.31	2.14	7.33	8.57	17.83	5.00	23.71	3.57	12.40
8	Germany	38.82	13.37	25.66	12.56	1.97	13.33	0.66	6.0	4.61	10.71	5.26	16.75	13.82	11.67	5.26	16.31	3.90	13.67
9	France	39.27	12.72	23.56	12.31	2.62	10.40	1.57	9.0	6.81	14.23	2.62	13.00	7.85	14.20	6.81	17.69	8.9	21.88
10	US	43.48	11.70	15.22	12.79	3.26	7.00	-	-	4.35	10.75	4.35	11.25	13.04	12.83	8.7	21.50	7.61	16.00

Reference: Analisa Pasar Wisatawan Manzanegara 2009 (Prepared by Dinas Pariwisata Provinsi Bali)

According to the survey on foreign tourists who visited Bali from 10 major countries, people aged 25 to 44 accounted for the largest portion. 70 to 90% of these tourists stay at hotels yet only 59.78% of tourists from the US stay in hotels, showing the lowest rate among these 10 countries. Tourists from the US stay in various accommodation facilities. Tourists from Australia, European countries and the United States stay in Bali for a relatively longer period compared to those from Asian countries, who usually stay in Bali for 6 to 7 days. Of course such results may come from the fact that the distance from European countries or the United States to Bali is farther than that from Asian countries. However, considering the fact that Australian tourists stay more than Asian tourists even though the distance from Australia to Bali is shorter than that from Asian countries, such

results may be attributable to the travel style of western people.

<Table 6> Foreign Tourists' Frequency of Visit to Bali and Daily Travel Expenses

No.	Country	Once		Twice		Three times		More than 3 times	
		%	USD	%	USD	%	USD	%	USD
1	Japan	55.79	184.28	26.11	183.29	6.95	163.74	11.16	105.47
2	Australia	42.47	158.89	24.27	147.30	9.89	140.86	23.37	128.41
3	Korea	80.61	171.42	14.29	175.25	4.08	222.16	1.02	170.00
4	Malaysia	55.96	164.42	23.18	162.88	8.61	174.56	12.25	131.22
5	Taiwan	64.18	157.28	21.64	188.70	6.72	210.87	7.46	166.14
6	China	68.50	180.58	17.32	211.30	8.66	166.77	5.51	144.58
7	UK	79.29	137.18	10.71	131.60	3.57	161.93	6.43	130.88
8	Germany	65.13	137.80	21.71	192.69	4.61	156.49	8.55	153.83
9	France	73.82	105.20	17.80	152.39	5.24	95.73	3.14	102.07
10	US	55.43	136.81	23.91	163.60	5.43	66.37	15.22	127.13

Reference: Analisa Pasar Wisatawan Manzanegara 2009 (Prepared by Dinas Pariwisata Provinsi Bali)

The interesting thing in the table shown above is that the daily travel expenses of Asian tourists are higher than those of European tourists and especially Korean and Chinese tourists' daily expenses are remarkably high. Surprisingly, although usually the daily travel expenses decrease as tourists visit Bali more often, Korean tourists show an opposite trend. Korean tourists' such trend is, as analyzed in the upcoming chapter of Korean tourists' characteristics, attributable to the fact that Korean tourists show a high expectation of shopping activities and prefer shopping tourism. Australia takes the No.1 spot in the number of tourists who have visited Bali 3 times or more, followed by the United States, Malaysia and Japan. It is also a noticeable aspect that Korea is ranked in the lowest spot.

Ⅳ. Research on Korean Tourists to Bali

4.1. Research Method and Target

In order to perform research on Korean tourists who select Bali for their tourism destination, 4 questionnaire items have been prepared. The questionnaire items are "First, what media affected you most when you chose Bali as your tour destination?", "Second, what elements affected your decision to select Bali as your tour destination?", "Third, what do you think are the pros of Bali and the most attractive features of Bali based on your experience in Bali?", "Fourth, what is your impression of Bali?". An interval scale ranging from 1 to 7 points was provided for the answers to the questions. The interval scale was classified into "Not affected at all" for 1 to 2 points, "Somewhat affected" for 3 to 5 points and "Affected very much" for 6 to 7 points. The survey was conducted from February 10 to 28, 2010 and surveyed 97 Korean tourists visiting Bali in that period. The characteristics of these 97 respondents are as follows.

<Table 7> Respondent Composition

	Respondent	Total	
		No.	%
Gender	Male	37	38.1
	Female	48	49.5
	Missing value	12	12.4
	Total	97	100.0
Age	20s	13	13.4
	30s	23	23.7
	40s	25	25.8
	50s	23	23.7
	60s	3	3.1
	Missing value	10	10.3
	Total	97	100.0

According to the survey results by DPPB, the gender ratio of Korean tourists in Bali is 50:50; people aged between 25 and 34 accounts for 63.78%; those from 15 to 24 accounts for 17.86%, and those from 35 to 44 accounts for 15.82%. Therefore, a total of 97.46% of Korean tourists in Bali is accounted for by people aged from 15 to 44. 53.06% of Korean tourists in Bali use package tourism products and the remaining 46.94% of them don't use package tourism products. 80.61% of them are on their first visit to Bali, and 14.29% and 4.08% of them are on their second and third visit, respectively. Only 1.02% of Korean tourists have visited Bali more than 3 times (APWM 2009, 17-18).

4.2. Analysis Results of Questionnaire Answers

The answers to the first question show what media and path affect the decision of selecting Bali as the tour destination.

(N, %)	1	2	3	4	5	6	7	Missing	Total
a. TV drama shows	16	15	10	17	21	7	10	1	97
b. Movies	35	21	9	14	9	5	3	1	97
c. Information via the internet	10	5	16	24	15	19	7	1	97
d. Travelogues of friends and acquaintances	10	7	11	29	20	15	2	3	97
e. Recommendations from travel agencies	21	21	17	19	13	2	3	1	97
f. Articles in newspapers and magazines	17	18	28	17	10	5	2	0	97
g. Relatives or acquaintances resident in Bali	42	20	10	9	7	4	3	2	97

q1. Elements affecting the selection of Bali as tour destination	N	Average
a. TV drama shows	96	3.7604
b. Movies	96	2.6667
c. Information via the internet	96	4.1875
d. Travelogues of friends and acquaintances	94	4.0106
e. Recommendations from travel agencies	96	3.0000
f. Articles in newspapers and magazines	97	3.0825
g. Relatives or acquaintances resident in Bali	95	2.4000

As the source of information of Bali, TV drama shows gained the most points, while movies were given as the answer of "Not affected

at all" most. The answers of "Somewhat affected" and "Affected very much" were concentrated on the information from the internet and travelogues from friends or acquaintances. It has been found that recommendations from travel agencies don't affect the decision to travel to Bali at all, while articles in newspapers or magazines affect Korean tourists' decisions somewhat. Therefore, it has been analyzed that the approach to information via the internet (average of 4.1) and travelogues from friends and acquaintances (average of 4.0) show the most significant effects when selecting a tour destination as shown in the graph below.

The second question is to identify in detail the elements that affect the respondents' decisions of selecting Bali as the tour destination.

q2. Major determinants when selecting Bali as tour destination	N	Average
a. Beautiful natural scenery	96	5.0208
b. Sunny weather and beaches	95	5.2316
c. Comfortable shopping facilities	95	3.8000
d. Comfortable accommodation facilities	95	4.4947
e. Convenient transportation	94	3.4681
f. Cheap airfares	94	3.3936
g. Cheap travel expenses	93	3.3226
h. Various cultural and artistic features	95	4.0632
I. Observation of the local residents' unique living style	92	3.6087
j. Delicious foods	92	3.6739
k. Various tropical fruits	91	4.0659
l. Wind surfing	89	2.9775
m. Underwater exploration	89	3.0337
n. Mountain biking	89	2.3034
o. Geographical proximity	88	2.2614

The survey results has implicated that the element which affects most the determination of selecting Bali as the tour destination is Bali's natural and geographical environment, because the answers of "Somewhat affected" with an average score of 5.0 were provided to 'Beautiful natural scenery' and that with an average score of 5.2

were given to 'Bali's sunny weather and beaches'. In addition, the answers of "Somewhat affected" with an average score of 3.3 to 3.8 were given to Bali's tourism system such as shopping facilities, aviation safety and travel expenses, while the attractiveness of accommodation facilities such as hotels was rated with an average score of 4.4, ranked at mid-to-upper levels. Korean tourists visiting Bali gave relatively generous points to Bali's various cultural and artistic features and local residents' lives, which would imply that such features act as the determinants of tourism for Koreans. However, the survey results show that Korean people don't select Bali as their tour destination for activities such as wind surfing, underwater exploration or mountain-biking. Also, Koreans don't think that Bali is geographically close to Korea. To conclude, the biggest factor for Korean people to determine Bali as their tour destination is Bali's beautiful natural environment such as sunny weather, beaches and mountains.

The third question was intended to survey the pros and charms of Bali identified by Korean tourists who have visited Bali.

q3. Charms of Bali Tour	N	Average
a. Beautiful natural scenery	82	5.1951
b. Comfortable shopping facilities	90	4.6556
c. Comfortable accommodation facilities	91	4.7143
d. Convenient transportation	90	3.7667
e. Cheap airfares	90	3.5444
f. Cheap travel expenses	88	3.4659
g. Various cultural and artistic features	92	4.0000
h. Observation of the local residents' unique living style	91	3.6264
I. Delicious foods	91	3.5275
j. Various tropical fruits	91	3.8352
k. Wind surfing	90	2.9000
l. Underwater exploration	90	2.9222
m. Mountain-biking	89	2.3596
n. Geographical proximity	84	2.2976

According to the analysis results, Bali's beautiful natural environment was scored an average of 5.0 in terms of satisfactory tour factors, ranked at mid-to-upper levels commensurate with the No.1 determinant in deciding Bali as the tour destination. The results above show that Korean visitors to Bali enjoyed most their shopping activities more than any other experiences, were satisfied with staying in luxury hotels. Then they were interested in the Balinese culture and art as well as local residents' lives. Their satisfaction of experiencing various tropical fruits was ranked higher than that from local residents' lives. This result also suggests that Korean tourists don't want to enjoy adventures through their tour in Bali. The bar graph prepared to show the satisfaction level of Korean tourists visiting Bali demonstrates that there is no item that is rated as "Very Satisfactory," which suggests that Koreans are generally not very satisfied with their tour in Bali.

The fourth question is to identify what impressions Korean tourists visiting Bali have.

q4. Balis' Image	1	2	3	4	5	6	7	Missing	Total
a. Beautiful Nature Scenery	0	0	10	**26**	24	18	14	5	97
b. Peaceful	0	4	16	19	**25**	16	12	5	97
c. Mysterious	0	8	23	**29**	12	12	8	5	97
d. Cultural life in harmony between tradition and art	0	7	23	**32**	12	10	7	6	97
e. Blend of Hindu and Modern western life	3	9	**30**	22	13	8	6	6	97
f. Blend of tradition and contemporary	8	11	**30**	23	11	4	4	6	97
g. Blend of East and West	7	13	**28**	21	14	5	3	6	97
h. Kind People	1	8	**23**	23	15	17	5	5	97
i. Not easy to adopt due to cultural difference	3	20	27	**25**	7	9	0	9	97
j. Not modernized and undeveloped city	4	11	**19**	18	20	8	0	7	97
k. Inconvenient	4	12	20	**23**	22	7	1	8	97

Impressions of Bali that Korean tourists with experience of visiting Bali have can be listed according to average scores from high to low, as follows: Beautiful natural scenery → Peaceful →

Mysterious → People are kind → Cultural life in harmony between tradition and art → Blend of Hindu and modern western life → Not modernized and undeveloped → Uncomfortable → Blend of East and West → Blend of tradition and contemporary → Not easy to adapt due to cultural differences. The survey results have shown that Korean tourists who visit Bali have high expectations about Bali's beautiful natural environment all the time and those who have visited Bali have received such impressions of Bali as having a beautiful natural environment, a peaceful, mysterious culture and kind people. However, impressions such as blend of tradition and contemporary or blend of East and West were scored an average of 3.5 out of 7, which can't be said to be a high score.

Ⅴ. Conclusion

Bali tourism can be said to be an international social phenomenon as a term 'the Bali syndrome' has been generated (Minda 2000). This means that Bali has charms and strengths that attract tourists around the world. Not only tourists around the world but Korean tourists are also attracted by the charms of Bali that are described as 'exotic', "peaceful", 'mysterious' or 'beautiful', which are more or less measurable. It has been widely recognized that there are three basic factors why Bali takes center stage as a world class tourism site, which are beautiful natural environment, unique culture and kind residents. Especially Balinese residents and Balinese culture are very important factors to attract tourists, and it can be said that such a unique and fascinating cultural atmosphere is originated from multicultural factors generated from the blend of Indonesia's traditional indigenous culture, modified Hindu culture and Western modern culture, which provide charms that make even Asians feel

"neither too close nor too far". Tourists visiting Bali from various countries with various cultural backgrounds come to feel not only comfortable but tension as well because both homogeneous and heterogeneous cultural factors are incorporated in Bali's culture in parallel.

Such characteristics of Bali may be characterized as a "transnational social field." The transnational social field is a concept introduced by Peggy Levit in 2004, and it focuses on the occurrence of a space called 'society' that is based on the 'transnationality' which is established after overcoming the methodological nationalism of society. The transnational social field has utilized the concept of Bourdieu's field, citing Bourdieu's opinion which points out the limit of understanding social relationships as a concept structured by power and which claims that the border between fields is flexible and a field is generated by people who participate in the struggle of social status. However, Bourdieu's field has limitations as he only considered the relationship within an individual country, and the concept which claims that such a social field can be established transnationally is the transnational social field. To conclude, contemporary society featuring high transnational movement creates a single social field by combining two societies called 'inflow country' and 'mother country'. In addition, the dimension of social field in the contemporary society exists regionally, nationally, transnationally and globally (Levitt 2004).

In such a context, Bali functions as a transnational social field. Based on the transnational movement beyond borders, termed international tourism, Bali, as an inflow country, enables tourists, in which ethnic or national culture of their own as a mother country is incorporated, to experience the diversity of culture as well as transnational culture. Bali is a transnational social field featuring

flexible characteristics established not by the society based on the existing concept of power, but by people participating in the space. The reason why Korean tourists come to recognize Bali as a transnational social field is because of the freedom existing in Bali's society in which multiculturalism, openness to other cultures and diversity are allowed. The experience of transnationalism or multiculturalism is a new phenomenon to Koreans, so such experiences through Bali tourism can be an opportunity to generate a transnational phenomenon in Korea's society similar to the "Southeast phenomenon." Even more, Korean tourists visiting Bali come to have impressions of Bali through the contact of transnational multiculturalism that is pursued by Bali itself, rather than have fixed impressions of it beforehand. Of course, as revealed in the survey analysis results, although Koreans don't make efforts to understand, recognize or collect knowledge of Bali in a motivated manner, Koreans' Bali tour itself acts as an important chance to ensure the experience of transnational multiculturalism for Koreans.

Bibliography

Adrian, Vickers. 1989. *Bali: a Paradise created.* Berkley and Singapore: Periplus Edition

Ambara, I Gusti Ngurah Putu. 1998. Development Institution For The Proper Development of Tourism in Bali. *Thesis of MA. of Asian Institute of Management.*

Baker, Kathleen. 2007. Terrorism and Tourism: The Vulnerability of Beach Vendors Livelihoods in Bali. *Journal of Sustainable Tourism.* 15(3): 249-266.

Bateson, Gregory and Margaret Mead. 1942. *Balinese character: A photographic analysis.* New York: New York Academy of Science.

Castles, Stephen. 2002. Migration and Community Formation under Conditions of Globalization. *International Migration Review.* 36(4): 1143-1168.

Cho, Gwangik. 2009. Chapter 3 Philosophical meaning of leisure and tourism: Issued by the Tourism Science Society of Korea. *General Studies of Tourism.* Seoul: Baeksan Publishing. 73-97.

Cho, Myeonghwan**.** 2009. Chapter 1 Basic concepts of tourism: Issued by the Tourism Science Society of Korea. *General Studies of Tourism.* Seoul: Baeksan Publishing. 23-35.

Choi, Seokho. 2009. Chapter 5 Tourism and sociological approach: Issued by the Tourism Science Society of Korea. *General Studies of Tourism.* Seoul: Baeksan Publishing. 127-155.

Covarrubias, Miguel. 1973. *Island of Bali.* Singapore: Periplus Edition.

Cukier, Judie And Joanne Norris and Wall Geoffrey. 1996. The Involvement of Women in the Tourism Industry of Bali, Indonesia. *The Journal of Development Studies.* 33(2): 248-270.

Daniel J. Boorstin. 2004. From Traveler to Tourist: The Lost Art of Travel: *The Image.* Four seasons. Jeong Taecheol, trans. 121-170

Dean MacCannell. 1994. Staged Authenticity. *Tourism and Culture: Theory and Practice of Tourism Anthropology.* Jeon Gyeongsu, trans. Seoul: Ilshin Publishing.

Dunbar-Hall, Peter. 2001. Culture, Tourism and Cultural Tourism: boundaries and frontiers in performances of Balinese music and dance. *Journal of Intercultural Studies.* 22(2): 173-187.

Galloway, Graeme. 2002. Psychographic segmentation of park visitor markets: evidence for the utility of sensation seeking. *Tourism Management* 23. 581-596.

Geerts, Cliford. 1959. Form and Variation in Balinese Village Structure. *American Anthropologist*. 61: 991-1012.

Geerts, Cliford. 1973. *The Interpretation of Culture*. New York: Basic Books.

Geerts, Cliford. 1980. *Negara: The Theatre State in Ninetheenth-Century*. Bali. Princeton: Princeton University Press.

Gehrmann, Richard. Tourism, Exploitation and Cultural Imperialism: Recent Observations from Indonesia. *Social Alternatives*. 13(3-4): 12-16.

Gmelch, Sharon Bohn(ed.). 2004. *Tourists and Tourism: a Reader*. Waveland Press.

Go, Woodong, 2009. Chapter 9 Tourist behavior and psychological approaches: Issued by the Tourism Science Society of Korea. *General Studies of Tourism*. Seoul: Baeksan Publishing. 239-266.

Government Publications. 2008, *2008 Annual report on tourism trends*. Ministry of Culture. Sports and Tourism.

Han, Huijoo and Lee Jaeseob. 2009. Exploratory Study on Muslim Malaysians visiting Korea and their tourism market. *Tourism Management Research Organization*. 13(1): 167- 196.

Han, Sangheon. 2009. Chapter 27 Commercialization of tourism resources: Issued by the Tourism Science Society of Korea. *General Studies of Tourism*. Seoul: Baeksan Publishing. 715-737.

Hanna, Willard A. 2004. *Bali Chronicles: A Lively Account of the Island's History From Early Times to the 1970*. Singapore: Periplus Edition.

Harris, Rob. 2005. *Sustainable Tourism: A Global Perspective*. Lee Huseok, trans. Seoul: Baeksan Publishing.

Hitchcock, Michael. 2004. Magaret Mead and Tourism: Anthropological heritage in the aftermath of the Bali bombings. *Anthropology Today*. 20(3): 9-14.

Hong, Seongi and Kim Jaeeun. 2008. Tourism and Cultural Landscape at the Tengger, East Java, Indonesia: The Implications for Ecotourism Planning. *Korean Society of Environment and Ecology journal*. 22(3): 207-220.

Huber, Frank and Suzanne C. Beckmann and Andreas Herrmann. 2004. Means-End Analysis: Does the Affective State Influence Information Processing Style?. *Psychology & Marketing*. 21(9): 715-737.

Jang, Byeonggwon. 2009. Chapter 28 Torism Policy: Issued by the Tourism Science Society of Korea. *General Studies of Tourism*. Seoul: Baeksan Publishing. 739 to 764.

Jeon, Donghwan. 2008. Research on Southeast Asian marine tourism:

Focusing on the satisfaction of Korean tourists visiting the Philippines and their intent of revisit. *The Journal of Tourism Studies.* 22(2).

Kim, Geungseob. 1999. A study on funeral culture in Bali. *Southeast Asia Studies.* 8(1-22).

Kim, Namjo. 2009. Chapter 7 Tourism- Ecological Approach: Issued by the Tourism Science Society of Korea. *General Studies of Tourism.* Baeksan Publishing. 181-211.

Kim, Yeongmin. 2009. Transnationalism as a new cultural discourse. *English Language and Literature Studies.* 51(1): 87-105.

Kivisto, Peter. 2001. Theorizing transnational immigration: A critical review of current efforts. *Ethnic and Racial Studies.* 24(4).

Klenosky, David B. 2002. The Pull of Tourism Destinations: A Means-End Investigation. *Journal of Travel Research.* 40(May 2002): 385-395.

Lee, Jinhyeong. 2009. Chapter 8 Tourism and culture anthropological approach: Issued by the Tourism Science Society of Korea. *General Studies of Tourism.* Seoul: Baeksan Publishing. 213-238.

Lee, Seugngon. 2009. Chapter 6 Tourism and geographical approach: Issued by the Tourism Science Society of Korea. *General Studies of Tourism.* Seoul: Baeksan Publishing. 157-179.

Levitt, Peggy. 2004. Conceptualizing Simultaneity: A Transnational Social Field Perspective on Society. *International Migration Review.* 38(3): 1002-1039.

Minda, Claudio. 2000. The Bali Syndrome: the explosion and implosion of exotic tourist spaces. *Tourism Geographies.* 2(4): 389-403.

O, Myeognseok. 2006. Paradise and brutality: Images of Southeast Asia appearing in Koreans' Southeast Asian tourism. *Foreign cultures in our society.* Sohwa.

Ostrom, Richard. 2000. Bali's Tourism Interests: Local Responses To Suharto's Globalization Policies. *Southeast Asian Journal of Social Science.* 28(2): 111-130.

Park, Imoon and Jang Mijin. 2007. *Culture and tourism in the era of globalization.* Seoul: Gyeondeok Publishing.

Park, Seokhui. 2007. *New Tourism Natural Resource Economics.* Seoul: Ilsin Publishing.

Picard, Michel. 1996. *Bali: Cultural Tourism and Touristic Culture.* Singapore: Archipelogo Press.

Picard. Michel. 2003. Touristification and Balinization in a Time of Reformasi. *Indonesia and the Malay World.* 31(89): 108-118.

Purta, I Nyoman Darma and Michael Hitchcok. 2006. The Bali bombs and

the tourism development cycle. *Progress in Development Studies* 6. 2: 157-166.

Shin, Seongwon. 2010a. Tourism industry, country and Balinese culture: Focusing on the phenomenon of recreation of Balinese tradition. *Southeast Asia Studies*. 19(3): 161- 207.

Shin, Seongwon**. 2010b. Tourism commercialization of traditional art and recreation: Focusing on Balinese dance. *Southeast Asia Studies*. 20(2): 161- 207.

Son, Daehyeon. 2009. Chapter 29 To the new prospect of tourism and entertainment: Issued by the Tourism Science Society of Korea. *General Studies of Tourism*. Seoul: Baeksan Publishing. 767-775.

Stronza, Amanda. 2001. Anthropology of Tourism: Forging New Ground for Ecotourism and Other Alternatives. *Annual Review of Anthropology* 30. 261-283.

Turner, Terence. 1993. Anthropology and Multiculturalism: What is Anthropology That Multiculturalists Should Be Mindful of It?. *Cultural Anthropology*. 8(4): 411-429.

Urry, John. 1990. *The Tourist Gaze: Leisure and Travel in Contemporary Societies*. Newbury Park: Sage Publications.

Wesner, Simon and Michael Hitchcock and I Nyoman Darma Putra. 2007. Walter Spies and Dresden: The Early Formative Years of Bali's Renowned Artist, Author and Tourism Icon. *Indonesia and the Malay World*. 35(102): 211-230.

Woodside, Arch G. 2004. Advancing Means-End Chains by Incorporating Heider's Balance Theory and Fournier's Consumer-Brand Relationship Typology. *Psychology & Marketing*. 24(4): 279-294.

Yang, Gwangho. 2009. Chapter 25 Development of tourism resources: Issued by the Tourism Science Society of Korea. *General Studies of Tourism*. Seoul: Baeksan Publishing. 667-689.

<Internet website>
Korea Tourism Organization (http://www.visitkorea.or.kr)

<1st materials used for this thesis>
Bali Tourism Statistics 2008 (prepared by Bali Government Tourism Office)
Analisa Pasar Wisatawan Manzanegara 2009 (prepared by Dinas Pariwisata Provinsi Bali)
Bali at a Glance (prepared by Dinas Pariwisata Provinsi Bali)
Bali, Calendar of Cultural Events 2010 (prepared by Dinas Pariwisata

Provinsi Bali)

Kalendar Kegiatan 2009 (prepared by Dinas Pariwisata Kota Denpasar)

Schedule of Tourism Events (prepared by Dinas Pariwisata Kota Denpasar)

Calendar of Events: Denpasar of Heart of Bali 2010 (prepared by Dinas Pariwisata Kota Denpasar)

Discover: Denpasar of Heart of Bali 2010 (prepared by Dinas Pariwisata Kota Denpasar)

Pesona: Denpasar of Heart of Bali 2010 (prepared by Dinas Pariwisata Kota Denpasar)

<Interviews>

I Gusti Ngurah Putu Ambara. (Head of Tourism Resource, Bali Government Tourism Office), was interviewed on February 16 and 18, 2010

Ir. Agung Suryawan Wiranatha. (Consultant: Green Tourism Training & Certification, Tourism Planning & Research) was interviewed on February 20, 2010

<국문초록>

발리 관광정책과 발리행 한국인 관광객의
선택요인에 관한 연구

최경희

주아세안대표부 선임연구원

발리는 '신들의 섬', '세계의 아침', '지상의 마지막 낙원' 등의 이름을 갖고 있는 세계적으로 유명한 관광지이다. 본 논문의 목적은 이러한 세계적으로 유명한 여행목적지인 발리 관광을 통해 한국인은 동남아에 대해 어떤 인상을 갖게 되는가를 연구하고자했다. 최근 한국과 동남아 사이에 인간의 이동이 빈번해짐에 따라 문화교류 및 교차가 발생할 것을 전제로 하여 '한국 속 동남아현상'의 원인과 경로, 결과 등을 연구하는 배경 가운데, 특히 초국가적 단기이동으로서 관광을 통해 문화교류 및 교차에 대한 이해를 높이고자 한 것이다.

우선 관광목적지로 유인하는 요인에는 사회적, 지리적, 생태환경적, 문화적, 심리적 등등 다양한 요인들이 있고, 이러한 유인요인들을 매력적인 관광상품으로 개발하여 세계인들을 더 많이 유치하는 데는 관광정책에 달려있다. 무엇보다 민주화 이후 발리관광정책은 천해의 자연 및 지리조건은 물론 발리가 보유하고 있는 독특한 힌두문화, 그리고 발리를 신, 인간, 자연의 조화와 그 속에서의 평화를 체험할 수 있는 공간으로서 그 목적을 갖고 있다. 이러한 관광전략을 '지속가능한 그리고 공동체에 기초한 발전' 전략이라고 볼 수 있다.

설문지 경험분석을 통해 한국인이 발리에 도착하기 전까지 발리를 관광지로 선택하는데 영향을 준 미디어는 TV 드라마가 제일 크고, 인터넷, 여행정보지 그리고 지인 등의 순으로 나타나고, 한국인이 발리를 관광지로 선택하는 가장 큰 요인은 뜨거운 태양과 해변, 아름다운 자연환경임을 알 수 있었다. 또한 발리에 도착하여 발리에 대한 매력으로 느끼는 요소는 첫째가 역시 자연환경에서 주는 만족도가 제일 높고, 흥미로운 특징으로 볼 수 있는 것은 두 번째 요소가 편리한 숙

박시설 즉, 잘 갖춰진 호텔에 대한 만족도가 2순위, 쇼핑이 3순위 그리고 다양한 문화와 예술이 4순위이다. 그리고 마지막으로 발리에 대한 이미지도 역시 자연환경에 대한 이미지가 가장 많은 영향을 차지하고 있고, 평화로움 그리고 신비로움 등이 발리에 대한 이미지로 자리잡고 있음을 알 수 있었다.

결국 초국가적 단기이동으로 한국인 발리행 관광을 통해 동남아적 자연환경과 문화에 대한 체험은 갖게 되지만, 단기이동의 한계로서 문화교류와 교차가 실질적으로 발생하는 것은 아니라고 볼 수 있다. 그러나 발리는 초국가적 문화의 장으로서 한국인을 포함하여 세계인과 함께 문화교류 및 교차의 장으로서 기능하고 있다고 볼 수 있다.