

IMPLEMENTATION OF THE TOURISM CODE OF ETHICS IN THE CANGGU TOURISM AREA TO SUPPORT SUSTAINABLE TOURISM PROGRAMS IN BADUNG REGENCY

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Abstract. This study examines the implementation of the Tourism Code of Ethics in the Canggu tourism area to support sustainable tourism in Badung Regency. It addresses three main issues: (1) the types of tourism codes of ethics applied, (2) the strategies used in their implementation, and (3) the implications of these practices for sustainable tourism. The study also evaluates how the code of ethics regulates interactions among tourists, tourism industry actors, and local communities, as well as its contribution to mitigating negative impacts such as environmental degradation, cultural disruption, and social imbalance, particularly in the context of overtourism. This research employs a qualitative descriptive method, with data collected through field observations, stakeholder interviews, and literature review. The data were analyzed to assess the effectiveness of ethical practices in supporting sustainable tourism. The findings reveal that: (1) the implementation of tourism codes of ethics, including waste separation, use of local products, and respect for local customs, promotes responsible behavior among tourists and industry actors, helping maintain environmental and cultural balance; (2) collaborative strategies developed through regular interactions among village governments, accommodation providers, MSMEs, and customary communities effectively reduce social conflicts, strengthen the local economy, and enhance cultural awareness among tourists; and (3) active community involvement in tourism activities, such as traditional cooking classes, cultural performances, and local guiding, increases community income, fosters cultural pride, strengthens host-guest relationships, and functions as an educational medium for visitors.

Keywords: Tourism Code of Ethics, Sustainable Tourism, Tourism Policy Implementation.

INTRODUCTION

Tourism is a strategic sector that significantly contributes to Indonesia's economy through job creation, income generation, and national development. Krapf, as cited in Arida and Rohman (2019), states that tourism can stimulate economic growth and generate foreign exchange rapidly, while Wardiyanto and Baiquni, also cited in Arida and Rohman (2019), emphasize the diverse benefits of tourism across economic, social, and environmental dimensions. However, the rapid growth of this sector has also raised sustainability challenges.

The concept of sustainable tourism has become essential in maintaining a balance among economic, social, cultural, and environmental needs. The World Commission on Environment and Development (WCED), as cited in Arida and Rohman (2019), emphasizes that sustainable development should meet present needs without compromising the ability of future generations to meet their own. In practice, this imbalance is evident in destinations experiencing overtourism, one of which is the Canggu Tourism Area in Badung Regency, Bali.

The rapid development of tourism in Canggu, which was initially based on natural and cultural potential (Wahyundaria & Sunarta, 2020), has led to various issues such as traffic congestion, infrastructure pressure, waste management problems, and social conflicts between tourists and local communities. Putra (2024) notes that this condition reflects an imbalance between tourism growth and the carrying capacity of the environment and socio-cultural systems.

One approach to addressing these issues is the implementation of a tourism code of ethics. Semara et al. (2023) explain that a tourism code of ethics is a set of value- and norm-based guidelines aimed at fostering responsible behavior and minimizing the negative impacts of tourism. However, the implementation of such codes in practice often faces challenges, including low levels of awareness and weak coordination among stakeholders.

Although numerous studies have examined overtourism and sustainable tourism, research specifically focusing on the implementation of a tourism code of ethics as a behavioral control instrument in high-pressure destinations such as Canggu remains limited. Furthermore, there is a lack of studies analyzing collaborative strategies among stakeholders and their implications for sustainability. Therefore, this study offers novelty by emphasizing the analysis of the implementation of a tourism code of ethics in the Canggu Tourism Area, the strategies employed, and their implications for supporting sustainable tourism, particularly in addressing overtourism phenomena.

This study focuses on the implementation of the tourism code of ethics in the Canggu Tourism Area, Badung Regency, including the identification of the forms of ethical guidelines applied, the strategies for their implementation, and their implications for supporting sustainable tourism. This focus aims to understand how the tourism code of ethics regulates interactions among tourists, industry stakeholders, and local communities, while also mitigating the negative impacts of tourism arising from overtourism.

In line with this focus, the objective of this study is to analyze and evaluate the implementation of the tourism code of ethics in the Canggu Tourism Area, including its forms of application, the strategies employed by stakeholders, and its impact on tourism sustainability. This study also aims to assess the contribution of the code of ethics in maintaining a balance among economic, social, cultural, and environmental aspects, as well as strengthening the relationship between tourists and local communities.

RESEARCH METHOD

This study employs a qualitative method with a descriptive approach to understand the phenomenon of implementing a tourism code of ethics in the Canggu Tourism Area in supporting sustainable tourism. This approach aims to describe social realities in depth through data in the form of words, narratives, and field observations. The research was conducted in the Canggu Tourism Area, Badung Regency, which was selected due to its rapid tourism development and the presence of overtourism phenomena affecting environmental, social, and cultural aspects.

The data used in this study are qualitative in nature, derived from both primary and secondary sources. Primary data were obtained through direct interviews with informants, while secondary data were collected from literature reviews and

supporting documents. Informants were selected using a purposive sampling technique, including tourism practitioners, government representatives, and local community members considered to have relevant knowledge.

Data collection techniques included observation, in-depth interviews, literature review, and documentation. The researcher acted as the main instrument, supported by interview and observation guidelines. Data analysis was conducted using the Miles and Huberman model, which consists of data reduction, data display, and conclusion drawing. The results of the analysis are presented descriptively to provide a systematic and factual overview of the implementation of the tourism code of ethics in Canggu.

RESULTS AND DISCUSSION

COMMODIFICATION OF TOURISM ACCOMMODATION IN CANGGU FROM A SUSTAINABLE TOURISM PERSPECTIVE

The tourism potential of the Canggu Tourism Area cannot be separated from the process of commodification, as proposed by Fairclough in Mudana and Ribek (2017), which suggests that within a capitalist system, space, culture, and experiences can be transformed into economically valuable commodities. This phenomenon is reflected in the development of tourism accommodations that utilize natural landscapes, local culture, and lifestyle as their primary attractions. The presence of villas in the middle of rice fields indicates a shift in the function of agrarian spaces into experience-based tourism products, where rural ambiance and proximity to nature are packaged as “lifestyle tourism.”

Findings from interviews and observations indicate that tourists are not only seeking accommodation but also authentic experiences aligned with cultural and environmental values. This trend encourages accommodation providers to preserve local elements and implement environmentally friendly principles as part of their appeal. However, this condition also presents challenges in maintaining a balance between economic interests, environmental conservation, and socio-cultural sustainability. Therefore, the implementation of a tourism code of ethics becomes essential to ensure that the commodification process remains ethical and sustainable. Based on this, the potential of tourism accommodation in Canggu in supporting sustainable tourism can be described as follows:

1) Integration of Natural Potential in the Canggu Area as a Foundation for Sustainable Tourism

The Canggu Tourism Area in Badung Regency possesses natural potential that can be classified into two categories: tangible and intangible, both of which contribute to supporting sustainable tourism. Tangible potential includes beaches, waves, and rice field landscapes, which serve as the main attractions, particularly for tourists engaging in surfing activities. Meanwhile, intangible potential is reflected in the sense of tranquility, spiritual values, and closeness to nature that form an integral part of the tourist experience.

Figure 1. The Presence of Villas Amid the Rice Fields of Canggu



(Source: Maria's Documentation, February 4, 2026)

The image illustrates the presence of modern villas constructed within rice field areas, representing the utilization of natural landscapes as part of tourism accommodation products. This phenomenon reflects a transformation in the function of agrarian space into tourism space with economic value. Rice field landscapes no longer function solely as production areas but also serve as visual attractions and experiential assets for tourists.

Based on observations and interviews, tourist preferences in Canggu tend to focus on experiences that integrate nature, local culture, and a relaxed lifestyle. This trend encourages accommodation providers to preserve environmental and cultural elements in their management practices. On the other hand, such development also indicates a tendency toward spatial commodification, which may place pressure on environmental sustainability and the socio-cultural functions of local communities.

Furthermore, intangible potential in Canggu has developed in the form of wellness-based activities such as yoga and meditation, which utilize the natural environment as their core value. These practices support sustainable tourism development through local community involvement and the use of relatively environmentally friendly resources. However, proper management through the implementation of a tourism code of ethics is necessary to maintain a balance between the utilization of natural potential, economic interests, and the preservation of the environment and local culture.

2) Cultural Authenticity as a Strategy for Preserving Local Identity in Supporting Sustainable Tourism in Canggu

Authenticity is a crucial aspect in the development of culture-based tourism, particularly within the context of tourism commodification. In the Canggu area, tourism accommodations play a strategic role in representing local cultural identity through design, activities, and interactions between tourists and local communities. Research findings indicate that tourists tend to seek authentic experiences that allow direct engagement in daily community life, such as traditional cooking activities and social interactions, which provide deeper cultural understanding compared to artificial attractions.

Figure 2. Balinese Cultural Ornaments in the Interior of a Spa in the Canggu Area



(Source: Maria, January 16, 2026)

The image above shows the use of Balinese cultural ornaments in a spa setting, demonstrating the transformation of cultural elements into part of a relaxation experience based on aesthetics and comfort.

Research findings reveal that cultural commodification in Canggu presents a dilemma between preserving authenticity and meeting commercialization demands. Cultural elements tend to undergo simplification of meaning when adapted to market preferences, potentially reducing their sacred value. In this context, the concept of staged authenticity becomes relevant, where culture is presented in a curated form to meet tourist expectations.

Cultural authenticity serves as a primary attraction for modern tourists while also contributing to the preservation of local values and the strengthening of the local economy. However, this phenomenon also reflects the commodification of culture, where cultural elements are transformed from sacred functions into tourism products. This condition creates a dilemma between preservation and commercialization, highlighting the need for the implementation of a tourism code of ethics to ensure that cultural utilization remains ethical, respects local values, and supports sustainable tourism in Canggu.

Therefore, the implementation of a tourism code of ethics is essential as a regulatory instrument to ensure that cultural utilization is conducted ethically, respects local values, and involves the community in the process. In this way, cultural commodification can continue to contribute to sustainable tourism, provided it is managed in a balanced manner between economic interests, cultural preservation, and social sustainability.

3) Canggu Tourism Economy: Between Commodification and Sustainability

From the perspective of tourism commodification theory, the development of accommodation in the Canggu Tourism Area represents the transformation of space and culture into economic commodities, while also generating complex socio-economic implications for local communities. The expansion of lifestyle- and wellness-based accommodations encourages job creation, both directly in sectors such as hospitality, spas, and restaurants, and indirectly through increased demand for agricultural products, handicrafts, and local services. This condition contributes to increased income and expanded economic access for local communities, particularly within the tourism supply chain.

a) Positive Economic Impacts and Local Employment Opportunities

Lifestyle- and wellness-based accommodations in Canggu act as drivers of the local economy by creating employment opportunities and stimulating derivative economic activities. Directly, this sector absorbs local labor across various tourism services. Indirectly, there is increased demand for local products and services, including agriculture, handicrafts, and creative and traditional services. Community involvement in tourism operations also enables the integration of traditional skills and Balinese cultural values into the modern tourism industry, thereby supporting both economic and cultural sustainability.

Figure 3. Economic Activities in Canggu Tourism



(Source: Maria, February 4, 2026)

The image above depicts a local therapist providing massage services to tourists at an accommodation in Canggu. This activity reflects the contribution of the service sector in absorbing local labor. Additionally, the presence of traditional Balinese architectural elements reinforces the integration of local cultural values into wellness-based tourism services. These findings indicate that tourism commodification not only creates economic opportunities but also utilizes local skills and cultural values as part of tourism products.

However, within the framework of commodification, the distribution of economic benefits is not always equitable. The influx of external investment and the dominance of large capital owners may lead to social inequality, where local communities tend to occupy labor positions while the greater economic value is captured by investors. Additionally, the conversion of agricultural land and communal spaces into tourism accommodations may trigger spatial conflicts and shift community lifestyles from agrarian-communal systems toward market-oriented patterns.

Based on field observations, the sustainability of economic benefits for local communities is highly dependent on inclusive and participatory management. Balancing economic growth, social cohesion, and the preservation of local living spaces is a key factor in achieving sustainable tourism.

b) Social Inequality and Challenges in Cultural Preservation

Despite its economic benefits, the development of lifestyle- and wellness-based accommodations also presents challenges in the form of social inequality and the risk of cultural commodification. Investor dominance and land-use conversion may alter social structures and local ways of life. Moreover, sacred values and traditions are at risk of being reduced to mere tourism products.

Interviews with BUPDA management indicate efforts to involve local communities in accommodation operations and to align tourism activities with traditional calendars. However, economic pressures and market demands often drive adjustments in tourism activities that may compromise cultural sacredness. This condition reflects a dilemma between maintaining cultural authenticity and fulfilling commercial demands.

Thus, the management of accommodation in Canggu demonstrates efforts to balance economic interests and cultural preservation. Although supported by regulations, implementation in practice still faces challenges in maintaining cultural authenticity amid commercialization pressures. Therefore, a sustainable, inclusive, and community-based management approach is required.

4) Religious Potential in Sustainable Tourism in Canggu: The Dialectics between the Preservation of Sacred Values and Cultural Commercialization

The religious potential in the Canggu Village area constitutes part of the intangible tourism resources that play a significant role in shaping the identity of the destination. The presence of temples, daily ritual practices, and the spiritual values of the local community create an authentic experience (living religion) that is integrated into tourism activities. Practices such as prayers, the placement of *canang sari*, and the regular performance of religious ceremonies generate a religious atmosphere that serves both as an attraction and as a marker of local cultural identity.

Interview results indicate that the community maintains a strong commitment to preserving the sacredness of religious practices amidst tourism development. Tourist access to sacred spaces is permitted in a limited and regulated manner, with ethical guidelines such as the obligation to dress modestly and restrictions during religious ceremonies. This reflects a negotiation mechanism between tourism interests and customary values, where temples are maintained as places of worship rather than tourist objects. On the other hand, accommodation providers also play a role in maintaining the boundary between cultural appreciation and the commercialization of spiritual values. Religious activities such as prayer and the presence of *canang sari* are understood as part of the community's daily life rather than staged tourist attractions. Educating tourists about the meaning of religious practices becomes an important strategy to prevent the reduction of sacred values into mere visual consumption.

Nevertheless, the potential for commodification remains, particularly through the use of religious symbols as aesthetic elements and the increasing prevalence of photography in sacred areas. This condition illustrates a dilemma between economic opportunities and the preservation of spiritual values. Therefore, customary communities, together with tourism stakeholders, implement access restrictions, visiting ethics, and cultural education as forms of social control. These practices align with the principles of sustainable tourism, which emphasize the protection of cultural heritage, community participation, and respect for local values. Conceptually, religious potential in Canggu functions as a cultural regulator that directs tourism development to remain within the limits of social and cultural carrying capacity. Spiritual values thus serve not only as attractions but also as mechanisms to control the exploitation of sacred spaces. Consequently, tourism in Canggu tends to evolve

toward a value-based tourism model, where tourist experiences are built upon respect for local culture and identity.

Table 1. Religious Potential and Its Contribution to Sustainable Tourism

Religious Potential	Form of Practice	Contribution to Sustainable Tourism
Presence of temples and sacred spaces	Prayers, religious ceremonies, restricted access during rituals	Preserves cultural heritage, strengthens destination identity, promotes respect-based tourism
Daily community rituals	Canang sari, morning–evening prayers, spiritual activities in public spaces	Creates authentic experiences and increases tourist awareness of local values
Harmony between humans, nature, and God	Environmental care practices as a spiritual obligation	Supports environmental sustainability through religious awareness
Role of customary villages and local stakeholders	Visitor ethics education, regulation of tourism activities	Strengthens community participation and social control over cultural commercialization

(Source: Summary of interviews and field observations by the researcher)

Based on the table above, religious potential functions not only as a tourism attraction but also as a normative foundation in destination management. A balance between economic utilization and the preservation of sacred values can be achieved when local communities remain the custodians of culture and tourists are positioned as respectful participants. Thus, religious potential in Canggu becomes a strategic element in supporting sustainable tourism, which is oriented not merely toward visitor numbers but also toward the sustainability of cultural and spiritual values within the local community.

COLLABORATIVE-BASED STRATEGY FOR IMPLEMENTING THE TOURISM CODE OF ETHICS IN SUPPORTING SUSTAINABLE TOURISM IN CANGGU

The tourism code of ethics functions as a guideline of norms and behavior for all stakeholders, including business actors, tourists, and the government. In the Canggu Tourism Area, its implementation remains partial, with some business actors placing greater emphasis on economic aspects rather than social and environmental considerations. In addition, collaboration among stakeholders and the dissemination of ethical guidelines to tourists still need to be strengthened to ensure that sustainability principles are optimally implemented. Therefore, the implementation of the code of ethics must be carried out comprehensively and integrated into all tourism activities.

Research findings indicate that the code of ethics should not merely be understood as a formal regulation, but as an operational guideline applied in daily activities. Its implementation includes respect for local cultural values, reduction of environmental impacts, and contributions to community welfare. Key supporting factors include clear regulations, continuous training, and consistent supervision. Furthermore, digital innovation and modern tourism concepts need to be integrated with sustainability principles to remain relevant to industry developments.

The implementation strategy of the tourism code of ethics in Canggu encompasses several key aspects. First, a regulatory strategy emphasizing licensing

policies, operational standards, spatial planning, and the protection of environmental and cultural resources. These regulations are not only repressive through sanctions but also educational through guidance and socialization for business actors, aiming to build awareness that sustainability is a long-term investment.

Second, a multi-stakeholder collaboration strategy involving government, customary villages, business actors, and local communities. This collaboration is manifested through discussion forums, MSME partnerships, environmental programs, and cultural activities. Such a participatory approach enables the alignment of economic, social, and environmental interests while strengthening a shared sense of responsibility in managing tourism areas.

Third, the application of sustainability principles in accommodation operations. Practices include waste management, reduction of single-use plastics, conservation of water and energy, and the use of local products and labor. These efforts not only reduce environmental impacts but also enhance tourist experiences and strengthen the local economy. Moreover, sustainability is increasingly utilized as a competitive strategy, in line with the growing preference of tourists for environmentally friendly accommodations.

Fourth, strategies for monitoring and enforcing the code of ethics through field inspections, internal audits, and complaint mechanisms. The approach is persuasive and gradual, beginning with guidance and progressing to sanctions when necessary. Monitoring also involves community and tourist participation as a form of social control, thereby creating a more inclusive accountability system.

Overall, the success of implementing the tourism code of ethics in Canggü depends on the integration of regulation, collaboration, sustainable operations, and consistent supervision. The code of ethics functions not only as a normative rule but also as a framework shaping stakeholder behavior. Its integrated implementation can thus promote sustainable tourism that balances economic growth, cultural preservation, and environmental protection.

IMPLICATIONS OF THE IMPLEMENTATION OF THE TOURISM CODE OF ETHICS IN PROMOTING ENVIRONMENTAL, SOCIO-CULTURAL, AND ECONOMIC SUSTAINABILITY IN CANGGU

The implementation of the tourism code of ethics in the Canggü Tourism Area can be analyzed through the perspective of symbolic interactionism theory proposed by George Herbert Mead (Siregar, 2012). This theory emphasizes that individual behavior is shaped through the process of interpreting symbols in social interactions. In this context, the tourism code of ethics functions not only as a formal rule but also as a social symbol collectively interpreted by business actors, local communities, tourists, and the government. These interactions shape mindsets, attitudes, and actions in supporting sustainability.

1. Environmental Implications

Tourism activities in Canggü exert ecological pressure while also offering opportunities for conservation. Increased tourist visits impact land use, resource consumption, and waste generation. However, environmentally friendly practices such as reducing plastic use and improving waste management are increasingly being adopted. From a symbolic interactionism perspective, these practices function as symbols

that shape collective awareness that the environment is a shared asset that must be preserved.

The code of ethics is represented through both verbal symbols (signage, written regulations) and nonverbal symbols (operational practices, local architectural design). These symbols are not only informative but also educational and persuasive, encouraging tourists to behave more responsibly. Interactions between managers and tourists generate shared meanings that strengthen sustainability implementation.

2. Implications for Cultural Preservation

Cultural preservation in Canggu occurs through the interpretation of symbols formed in social interactions. Tourists may initially perceive rules as restrictions; however, through communication and direct experience, these meanings evolve into expressions of respect for local values. This process reflects a negotiation of meaning between tourists and local communities. Differences in cultural backgrounds influence interpretation, thus requiring adaptive and participatory communication. Cultural symbols are not only cognitively understood but also internalized through experience, supporting cross-cultural understanding and sustainable tourism.

3. Implications for the Local Economy

Tourism in Canggu stimulates local economic growth through job creation and community-based business opportunities. Community involvement in tourism reflects the integration of economic benefits with sustainability values. Within the framework of symbolic interactionism, practices such as using local products, waste management, and culturally based services represent concrete manifestations of collectively constructed meanings. These actions not only increase income but also strengthen an inclusive and adaptive local economic system.

4. Implications for Socio-Religious Aspects

Tourism in Canggu also influences the socio-religious dynamics of the community. Interactions between tourists and religious practices create opportunities for cross-cultural education, while the community maintains clear boundaries between religious activities and commercialization. Spiritual values continue to be practiced in accordance with tradition and customary calendars, while tourists are guided to respect their sacredness. In this context, tourism reinforces collective awareness of the importance of preserving religious values as part of local identity. The relationship is reciprocal: tourism gains authentic appeal, while the community gains economic support to sustain traditions.

CONCLUSION

This study demonstrates that the implementation of the tourism code of ethics in the Canggu Tourism Area plays a strategic role in directing tourism development toward sustainability principles. The code of ethics functions not only as a normative rule but also as a social instrument that shapes stakeholder behavior and collective awareness through symbolic interaction processes. In practice, its implementation is reflected in environmental management efforts, cultural preservation, and the

involvement of local communities in tourism activities. However, the rapid development of tourism, particularly due to overtourism, continues to present challenges such as environmental pressure, cultural commodification, and economic inequality. Therefore, the tourism code of ethics is essential as a guideline to maintain a balance between economic, social, cultural, and environmental interests.

The success of implementing the tourism code of ethics depends on integrated strategies, including adaptive regulations, multi-stakeholder collaboration, the application of sustainable operational practices, and consistent supervision. The implications of its implementation are evident in increased environmental awareness, strengthened local cultural identity, community economic growth, and the preservation of religious values as part of the destination's character. Thus, the tourism code of ethics contributes to shaping a value-based tourism model, where success is measured not only by visitor numbers but also by the ability to maintain sustainability and the integrity of local culture amid the pressures of tourism commercialization.

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