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MODEL OF QUALITY BALI TOURISM DEVELOPMENT BASED ON DESTINATION AND TOURISTS EXPERIENCE

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ABSTRACT

Destination quality plays important role in establishing the tourists' loyalty as sustainable competitive excellence. Tourism destination often faces problems, such as the decrease visit to some tourism objects, urbanization, traffic, garbage, and security issue. This research aims to design a model quality tourism development viewed of quality of tourism destination and quality of tourists experience, which able to answer the problems. Data analysis techniques using Importance Performance Analysis; Customer Satisfaction Index; and Interpretative Structural Modeling. Data were collected through observation, questionnaires, and interviews. This research was conducted in Bali by involving 600 tourists as a sample. The determination and assessment of elements by 16 experts. The finding of the quality indicator of tourism destination Bali showed that all indicators have not appropriate and fulfilled the tourist's expectation (<100 percent) with the main revise priority shown by the service indicator. The Customer Satisfaction Index calculation showed value on the quality tourist's experience in major indicators that were very satisfying (84.17). The quality tourism development model illustrates the linkage of elements that determine quality tourism, namely the community, educational institutions, business organizations, tourists, and the government.

INTRODUCTION

Tourism as a service industry requires high participation from tourists with organizations at various stages of the production and consumption process. Therefore, it is important for tourism management to understand the importance of the involvement of tourists in various activities to help managers to improve the quality of the tourist experience by including the activities they enjoy the most (Kandampully, 2000; Kachniewska, 2006). The tourism business must pay attention to achieving and maintaining a constant level of service quality to attract and retain customers. However, it is important to remember that quality is related to the perception of the customer, not the perception of the service provider (Nanda, 2005; Kachniewska, 2006).

Tourism that develops in an area occurs when the interaction between local communities (hosts) and tourists (guests) also brings various impacts. The tourism industry brings economic benefits, creates job opportunities, and contributes to the local economy (Nunkoo & Ramkissoon, 2010). However, with the various existing policies, the benefits from an economic point of view are not necessarily intended and can be enjoyed by local communities in the area. Travel intensification will naturally increase negative environmental impacts and in the long run can reduce tourism development opportunities (Minciu et al., 2012).

On the tourist side, the quality of the experience is very important which will shape the satisfaction and loyalty of tourists visiting a tourism destination. The overall image of a destination not only affects the destination selection process but also the general intention of tourist behavior (Qu et al., 2011). The quality of tourism destinations significantly affects tourist satisfaction which in turn affects behavioral intentions significantly (Rajaratnam et al., 2015; Wang et al., 2017).

Bali is one of the tourism destinations and a barometer of tourism development in Indonesia. Bali with an area of 5,636.66 km² (0.29 percent) of the total area of Indonesia, but was able to attract more than 40 percent of the total in 2016 (40.98 percent) and 2017 (40.58 percent) foreign tourist visits to Indonesia (Bali Provincial Tourism Office, 2018). The high tourism activity and the dense development of tourism facilities in Bali are due to the increase in the number of tourist visits to this area. The number of tourist arrivals of more than 15 million tourists (15,828,464 people in 2018) was dominated by domestic tourists (61.65 percent). Tourist visits within 12 years increased by an average of 10.74 percent to Bali (Central Bureau of Statistics Bali Province, 2018).

However, on the other hand, Bali as a tourism destination faces various important challenges (attachment to the Bali Provincial Regulation Number 10 of 2015 concerning the Bali Province Regional Tourism Development Master Plan 2015-2029), namely: 1) traditional agriculture is under pressure from the high demand for land due to growing population and tourism growth; 2) low capacity to maintain water supply for agricultural, industrial, tourism and housing needs; 3) environmental pollution, and 4) congestion that is getting worse. Tourism as the main economic sector in Bali is required to reduce the negative impact of tourism development. Also, tourism is required to continue to grow in a very competitive environment, as well as improve the welfare of the community. The absence of a pattern and synergy between stakeholders in realizing quality Bali tourism creates problems. To anticipate this, a guideline is needed as a reference in regional tourism development to preserve the environment and equitable tourism development in Bali.

Bali is starting to face the reverse effects of tourism, such as the lower length of stay of tourists, less tourist spending, urbanization, congestion, garbage, and security problems (Dewi, 2020; Martini, 2020). Bali Tourism Statistics data (2018) records the average stay period of foreign tourists in the last ten years (2008-2018) with an average growth rate of

0.01 percent, while domestic tourists averaged 3. 91 days with an average growth rate of 0.02 percent. The period of stay for tourists has increased but is quite low. If we compare the average growth of tourist stay in 2009-2013 with 2014-2018, foreign tourists have increased by 0.02 percent and domestic tourists the average growth remains.

On tourist expenditure during the same period, it was recorded that the average foreign tourist expenditure was US $ 143.28 with an average growth rate of -0.02 percent, while domestic tourists were IDR. 525,000.00 with an average growth rate of 0.07 percent. The level of expenditure on foreign tourists has decreased, while domestic tourists have increased. If we compare the average growth of tourist expenditure in 2009-2013 with 2014-2018, foreign tourists have decreased by 0.19 percent and domestic tourists the average growth has decreased by 0.42 percent (Bali Provincial Tourism Office, 2018).

Traffic jams that occur in Bali are not only complained of by the public, but also by tourists (Bali Post, 2018). Also, the issue of Bali tourism being sold cheaply in the tourist market from China is an unhealthy business practice that is suspected of being carried out by travel agents from China to be able to sell tour packages to Bali at the cheapest prices (Berita Bali, 2018) resulting in the image of Bali to be cheap (Bali Travel News, 2018), and a decrease in the number of visits to several tourist attractions in Bali (Bali Provincial Tourism Office, 2018).

The Bali Regional Tourism Promotion Board (BPPD) and the Bali Provincial Government are concerned about the war on hotel rates in Bali, where an increasing number of star-rated hotels reduce room rates equivalent to jasmine hotels to increase hotel room occupancy rates, which Bali tourism estimates to be of low quality (Travel Kompas, 2017). The Provincial Government of Bali also focuses on security and insurance for tourist attractions/swing rides offered to tourists (Tribun Bali, 2019). Tourists also feel dissatisfied and complain about the beach and other tourist attractions that are crowded and polluted (The Conversation, 2019). Some of the actions of tourists are disturbing the community, such as: acting arbitrarily, disrespecting Balinese culture, harassment of Hindu holy places, theft of motorbikes and hotel items, backpackers becoming ruffled and looking for money on the streets (Kompasiana, 2019; Liputan6, 2019).

These empirical findings are consistent with the study of Utama et al. (2014), namely senior tourists criticizing various problems that are considered threatening the sustainability of Bali tourism, such as congested road conditions and traffic jams. They criticize the large number of funds flowing into Bali, but tourism has not been optimized. Tourists feel that they are burdened with too many fees, but services to tourists are still lacking, especially at arrival and departure terminals at airports. Apart from worrying about the disparity in tourism development across different districts in Bali, they also criticized that many newly built hotels do not use the Balinese style which makes them unattractive to tourists. Also, many tourism supporting facilities, such as malls, shopping centers, and other modern markets, seem to be built uncontrollably, which has implications for the loss of the uniqueness of Bali tourism, as well as an exponential increase in waste that interferes with their enjoyment. Likewise, the findings of Wiranatha et al. (2019), the dominance of first-time foreign tourist visits by 65.2 percent compared to return visits. Chong (2019) stated that mass tourism has a negative side effect on the socio-cultural conditions in Bali. Mass tourism not only affects the environment, economy, and local business governance but more importantly people, culture, heritage, and traditions. The findings show the impact of mass tourism, namely: 1) bad behavior of tourists, 2) cultural pollution, 3) migration due to congestion, and 4) low waste management capacity.

However, currently (in 2020) tourism has stopped due to the Corona Virus Disease 2019 (COVID-19) pandemic. COVID-19 is a global epidemic that has had a devastating

impact on the human and social dimensions. After spreading from China, the pandemic spread rapidly to 210 countries including Indonesia. The COVID-19 pandemic is a major shock to the global economy and has had a major impact in almost all aspects of life including the tourism sector, due to increasing travel restrictions, cancellation of large-scale events, and reluctance to travel internationally and domestically. This is very important because tourism involves a large workforce and its role is being driven economically by the government (Sugihamretha, 2020).

Efforts to realize quality tourism through improving the quality of tourism destinations and the quality of tourist experience are very important and have never been done. Quality tourism in Bali is still at the discourse level. Ideally, tourism developed in an area is expected to provide economic benefits and community welfare. So that people have high awareness to take part in maintaining and developing tourism in their area. Likewise, the quality of the experience of tourists who visit is very essential in the world of the tourism business. Every tourist product enjoyed by tourists will create an unforgettable travel experience for tourists. Considering that tourism is not only provided by one industry/service provider but various industries/service providers while traveling to a tourism destination, the role of all stakeholders in tourism is very important in creating a pleasant tourist experience for tourists. A pleasant experience will create satisfaction for tourists, thereby increasing tourist loyalty. The bad experience of tourists puts a risk on the negative image of the tourism destination.

Research on the quality of tourism destinations and the quality of the tourist experience is focused on Bali tourism destinations in six (6) tourist attractions, namely: Tirta Empul, Penglipuran Village, Tanah Lot, Sacred Mandala Wenara Wana, Lovina, and Banjar Hot Springs. The tourist attractions selected are based on variations in the dominant tourism potential that they have (cultural, natural, and manmade), trends in the number of tourist visits (increasing, decreasing, and fluctuating), the characteristics of tourists visiting by nationality, as well as variations in locations based on districts in Bali. The objectives of this study are 1) To analyze the level of conformity between performance with the importance of the quality of Bali's tourism destinations; 2) To analyze the satisfaction index of the tourist experience quality in Bali tourism destinations; 3) To compile a quality Bali tourism development model as seen in terms of the quality of tourism destinations and the quality of the tourist experience which is used as a reference for tourism stakeholders.

LITERATURE REVIEW
This study examines the quality of tourism from a market point of view through two aspects, namely: the quality of tourism destinations and the quality of tourist experience, as a basis for developing a quality Bali tourism development model. Until now, no other similar research has been found, but the variables studied in this study have been used by previous researchers and referred to in this study. References and previous research examining the variable quality of tourism destinations were carried out by Gronroos (2007); Rajaratnam et al. (2015); Anjos et al. (2017); Le and Dong (2017); Mukherjee et al. (2017); and Ryglova et al. (2017). The five dimensions with adjustment of indicator grouping and attributes/sub-indicators that are appropriate, interrelated, and relevant. The current study uses nine (9) and fifty-eight (58) attributes. Both studies use a survey method by distributing questionnaires to tourists. This study uses the same data analysis technique as Ryglova et al., 2017, namely using Importance Performance Analysis (IPA). In contrast to the research of Rajaratnam et al. (2015); Le and Dong (2017) used Partial Least Squares Structural Equation Modeling (PLS-SEM) data analysis techniques, while Anjos et al. (2017); Mukherjee et al. (2017) used exploratory factor analysis and confirmatory factor analysis. The advantages of science data analysis techniques produce detailed research between the level of interest of tourists and the level of tourist satisfaction, as well as the position of each indicator and each attribute/sub indicator in

each Cartesian quadrant so that it can provide recommendations for improvements to each attribute/sub indicator.

Previous research using the variable quality of tourist experience referred to in this study was conducted by Kim et al., (2012), current research has similarities regarding the variable quality of tourist experience at tourism destinations by combining indicators from previous studies resulting in fourteen (14) indicators and sixty-six (66) attributes in the tourist experience quality variable. Indicators are developed and adjusted to the characteristics and suitability of tourism destinations carried out by researchers in Bali. Another similarity is in data collection with questionnaire distribution survey techniques to visitors/tourists. In contrast to previous studies that used a qualitative data analysis/technical approaches, such as Smith et al. (2016) was analyzed with separate cross-sectional period regression. Quantitative research was conducted by Sukanthasirikul & Trongpanich (2015) and Dalimunthe et al. (2019) which uses structural equation modeling techniques (Structural Equation Modeling/SEM); Pratama & Mandaasari (2020); Sunariani et al. (2019) used the Analysis of Variance (ANOVA) and the non-parametric Kruskal-Wallis test; Aliman et al. (2016) using descriptive statistics, factor analysis, and multiple regression; Ismail et al. (2016) a quantitative approach through Exploratory Factor Analysis (EFA) techniques; and Soteriades (2017) quantitative research and convenience sampling techniques. Current research uses CSI.

Previous research based on the Bali locus that is relevant to this study is the Utama (2013); Cole and Browne (2015); Munandar (2017); Ernawati et al. (2018); Dalimunthe et al. (2019); and Chong (2019). All of these studies become references related to research on Bali tourism and to find out that there is no similar research regarding quality Bali tourism development models, especially those seen from the aspects of the quality of tourism destinations and the quality of tourist experience. Previous research has the same locus and relevance to research, but the focus of research, approaches, variables, collection techniques, and data analysis techniques are different. The same research on the quality Bali tourism development model with the destination quality variables and the quality of the tourist experience as well as the determination and assessment of factors on the elements used in this study has never been carried out until now.

Several studies related to the Triple Helix, Quadruple Helix, Penta Helix, and Hexa Helix models which are often associated with the synergy of elements in tourism were carried out by Yunas (2019); Yuniningsih et al. (2019); and Rahim et al. (2020). This research is related to current research in terms of the elements of designing a quality tourism development model by analyzing the elements of the institutions involved in program implementation. The current research does not use the Triple Helix, Quadruple Helix, Penta Helix, and Hexa Helix models or concepts in the development of quality tourism development models, particularly concerning the analysis of the elements of the institutions involved in program implementation. The elements of the institutions involved in program implementation as stages in the formulation of the model in this study use eleven (11) factors/sub-elements, namely: The central government (Ministry of Tourism); Local Government (Bali Province, Regencies/City, Tourism Office, and related service); Manager of tourist attraction; Customary institutions/organizations; Tourism industry; Other supporting industries; Tourism organizations/associations; Educational institutions; Professional Certification Institute (LSP); Non-Governmental Organizations (NGOs); and also the mass media. Eleven (11) factors / sub-elements are found in the quality Bali tourism development model which is grouped into five (5) elements, namely: society, educational institutions, business organizations, tourists, and government. When compared to the elements used in the Triple Helix, Quadruple Helix, Penta Helix, and Hexa Helix models or concepts with the models in the current research, the tourist element is not present in the Triple Helix, Quadruple Helix, Penta Helix, and Hexa Helix models or concepts which are the main elements. in the formulation of the

model in this study and is the starting point for compiling a more comprehensive quality tourism development model.

RESEARCH METHODS

This research is the domination of quantitative research using survey research design. Survey research provides a quantitative or numerical description of trends, attitudes, or opinions of a population by studying a sample of that population. This research includes cross-sectional and longitudinal studies using questionnaires or structured interviews for data collection to generalize from the sample to the population. However, the formulation of models, descriptions, and interpretation of the results of data analysis also uses qualitative methods. So this research is research that uses mixed methods (mixed methods) between quantitative and qualitative, especially explanatory sequential mixed methods (explanatory sequential). Explanatory sequential mixed methods where the researcher first conducts quantitative research analyzes the results, and then builds the results to explain them in more detail with qualitative research. This is considered explanative because the results of the initial quantitative data are further explained by qualitative data.

This study compiles a quality Bali tourism development model by exploring various problems in the quality of tourism destinations and the quality of tourist experience in Bali tourism destinations which are supported by findings on tourist attractions that are sampled in this study. The level of suitability between performance and the importance of the quality of tourism destinations, this study uses quantitative data analysis techniques of IPA; to analyze the satisfaction index of the tourist experience quality, this study uses the CSI quantitative analysis technique; and to develop a quality tourism development model this research uses ISM quantitative data analysis techniques. Qualitative data analysis techniques in this study are used to provide descriptions/narratives as interpretive data analysis results. The data in this study were collected by distributing questionnaires to 600 tourists spread over six (6) tourist attractions that are the research locations. The level of conformity between performance and the importance of the quality of tourism destinations is discussed using quality management theory and theory of competitive advantage. The tourist experience quality satisfaction index uses quality management theory and customer satisfaction theory.

To compile a quality tourism development model, a survey of experts as informants is required. The expert survey was carried out by interviewing and distributing questionnaires. There are sixteen (16) experts used in this study consisting of: government elements, tourism organizations, tourism practitioners, community leaders, academics, and non-governmental organizations. This problem is dissected with the theory of quality management which is the main theory in this study.

RESULTS AND DISCUSSION
### *Characteristics of tourists visiting bali tourism destinations*

The characteristics of tourists visiting Bali are dominated by male tourists, but not significant (56.67 percent); young adults (25-44 years reaching 63.50 percent); undergraduate education level (61.83 percent); and work (86.50 percent). The dominant tourists came from Asia (49.67 percent). Tourists who visited for the first time dominated (63.17 percent), and were dominant in obtaining information from the internet (39.00 percent). The length of stay of tourists is dominated by 4-7 days (42.83). When traveling, the dominant tourists use charter modes of transportation (60.50 percent) in the form of rental cars, travel agent cars, or buses. This is expressed by tourists when traveling with this mode of transportation, tourists feel comfortable, practical, and flexible and there is ease if they want to visit the next place or tourist attraction in Bali. Meanwhile, the type of accommodation chosen by tourists while traveling in Bali is predominantly

commercially managed accommodation (94.50 percent) in the form of hotels, villas, homestays, cottages, and guest houses.

Level of match between performance and quality importance of bali tourism destinations

The quality of Bali tourism destinations uses nine (9) indicators and fifty-eight (58) attributes. These indicators include tourist attractions, services, management, transportation, restaurants, accommodation, hospitality, destination image, and value for money. The score of performance and importance in Bali tourism destinations shows that the level of performance (blue) is lower on all indicators and quality attributes of tourism destinations than the importance score (in red), especially on the accommodation indicator. So it can be said that the level of performance of a tourist attraction needs to be improved because it has not met expectations or has not satisfied tourists.

Figure 1: Comparison of Performance Score and Importance Score Average Quality of Bali Tourism Destinations.
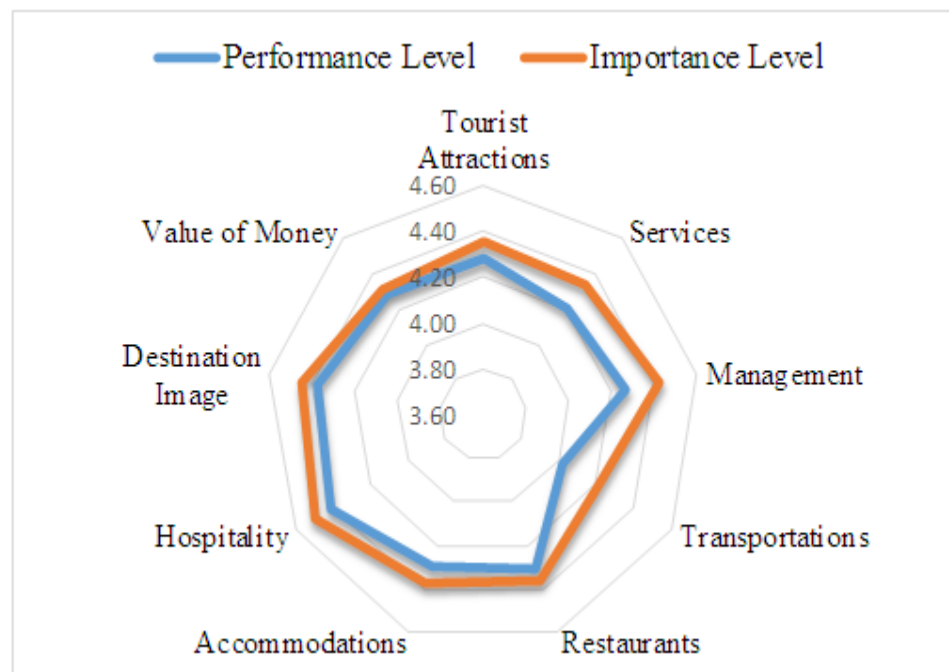
So based on the analysis of the level of conformity it can be seen that all indicators (<100 percent), meaning that the quality of the services provided does not fulfill what is considered important by tourists and the service is not satisfactory. Based on the quality level of Bali tourism destinations, it refers to the calculation of the level of suitability between performance and the level of interest of tourists to the quality of tourism destinations, so it can be compared between Bali tourism destinations and tourist attractions according to the data presented in Table 1.

Table 1: Data tabulation of the level of conformity of the quality of Bali tourism destinations and tourist attractions.

No	Criteria (%)	Bali	Tirta Empul	Desa Penglipuran	Tanah Lot	Monkey Forest	Lovina	Air Panas Banjar
1	Tourist Attractions	98.35	96.98	97.25	93.63	94.57	95.69	92.65
2	Services	96.82	96.79	91.95	96.96	99.03	94.31	94.46
3	Management	96.46	93.20	93.00	97.87	97.18	95.25	96.20
4	Transportation	95.62	91.41	88.88	95.16	95.46	94.95	95.90
5	Restaurant	98.68	96.19	95.22	95.23	94.75	94.41	91.71
6	Accommodations	98.17	99.08	94.40	99.11	84.40	94.65	77.06
7	Hospitality	98.29	99.37	97.39	96.79	101.51	96.46	95.95
8	Destination Image	98.28	100.40	96.31	97.58	98.44	95.13	98.32
9	Value of Money	99.31	100.35	94.96	97.30	100.36	95.64	97.13
	Average	97.78	97.09	94.37	96.63	96.19	95.17	93.26

In Table 1, it can be seen that the indicators of destination quality in each tourist attraction are mostly not suitable and have not met the expectations of tourists, likewise in Bali tourism destinations, it shows that all indicators are not yet suitable and have not met tourist expectations. If a comparison between the value of the suitability of the quality of Bali tourism destinations with the tourist attractiveness used as a sample in this study, it shows that the indicators of tourist attractions and restaurants in Bali are generally considered higher than the tourist attractions used as the sample in this study. This is due to the large number of tourist attractions in Bali that can be seen not in the scope of tourist attractions. Likewise with restaurants that can be found along the way, tourism areas, or several locations in Bali or areas that develop culinary tourism.

The service indicator shows that the Monkey Forest tourist attraction is superior to Bali tourism destinations in general. This can be seen from the advantages possessed by Monkey Forest in terms of the availability of an order method via page/email (info@monkeyforestubud.com) and website (www.monkeyforestubud.com) and various information through promotional media conducted online and offline. Online by using the website, Instagram, Facebook, Google business. Meanwhile, offline assisted by magazines, newspapers, and information books/guide books. Promotion is also carried out by participating in promotional events, such as the Bali and Beyond Travel Fair (BBTF) organized by ASITA. Likewise, other advantages are the availability of staff who provide professional services, security services, the quality of the tourism activities offered, toilets (there are also special toilets for people with disabilities) and special nursery rooms, large parking lots available, communication media/internet available Souvenir shops and quality service support facilities are available, as well as the ease of service regulation, all of which have met the expectations of visiting tourists.

The management indicators show that Tanah Lot and Monkey Forest tourist attractions are superior to Bali tourism destinations in general. This can be seen from the superiority of management found in the attractiveness of Tanah Lot in the form of unique destinations in the form of natural views of the sunset and cultural activities that have met the expectations of tourists. Likewise, the professionalism of destination management, ease of service, density, security, and cleanliness at the tourist attractions of Tanah Lot and Monkey Forest still need to be improved but are considered superior to Bali in general.

The transportation indicator shows that the tourist attraction of Banjar Hot Water is superior to Bali tourism destinations in general. Due to the availability and quality of very good access to destinations. The accommodation indicator shows that Tanah Lot and Tirta Empul's tourist attractions are superior to Bali tourism destinations in general. The tourist attraction of Tanah Lot has met the expectations of tourists on the quality and variety of accommodation types, as well as room prices. Likewise, the tourist attraction

of Tirta Empul has met the expectations of tourists on variations in types of accommodation and room prices.

On the indicator of hospitality, it shows that the tourist attraction of Monkey Forest and Tirta Empul is superior to Bali tourism destinations in general. The tourist attraction of Monkey Forest and Tirta Empul has advantages in the friendliness of service providers, the friendliness of the staff, and the friendliness of the local people which are considered very good by tourists. Even the friendliness of the service providers and the friendliness of the staff has exceeded the expectations of tourists on the tourist attractions of Monkey Forest and the friendliness of service providers at Tirta Empul.

Monkey Forest tours, Tirta Empul, and Banjar Hot Springs are superior to Bali tourism destinations in general. This can be seen from the superiority of the Monkey Forest tourist attraction in conservation efforts as it is designated as an important location for research activities and conservation programs. The special arrangements and management that have been carried out by these tourist attractions have encouraged researchers from various research institutions around the world to carry out research, especially regarding the behavior and social interactions of apes with the surrounding environment. In contrast to the tourist attraction of Tirta Empul which has advantages in the existence of a destination and encourages tourist visits from the image of Bali tourism that is already attached to this tourist attraction, besides tourists who visit do not have too high expectations of the image of the destination in this tourist attraction. Likewise, the value for money indicator shows that the tourist attraction of Monkey Forest and Tirta Empul is superior to Bali tourism destinations in general. This can be seen from the advantage of the benefits received beyond the expectations of tourists, compared to the amount of money spent. In general, the value of the suitability of tourist attractions that is superior to Bali tourism destinations, in general, can be used as a learning model for other tourist attractions in Bali by developing the potential and advantages of each tourist attraction with quality management that is applied to all indicators and attributes which exists. Quality management needs to be planned with the allocation of resources and management functions that focus on the main priority of improving indicators and attributes as well as maintaining and improving indicators and attributes that are considered very good. These improvement efforts are not only planned, but also carried out with high commitment and hard work of all organizational components, and carry out monitoring and evaluation to ensure that the implementation of programs or activities goes according to the plans that have been prepared.

Bali as a tourism destination must understand changes in market structure and be able to choose an effective strategy based on the characteristics of tourists visiting Bali. The characteristics of tourists who visit are dominated by relatively young adults, highly educated, and mastering information and technology. It is appropriate for the tourist attraction in Bali to improve and continue to strive to improve the quality of tourism destinations continuously to achieve a competitive advantage. The low level of tourist loyalty and the unfulfilled and unsatisfactory quality of tourism destinations are weaknesses and challenges that must be overcome by highlighting the uniqueness of the tourism products or services offered, both in Bali in general and each of the tourist attractions in Bali. Based on the level of analysis of destination quality on tourist attractions, indicators of hospitality can be highlighted by making Monkey Forest tourist attractions a reference in quality tourism seen from the quality of tourism destinations. Hospitality is not only shown and conveyed by service providers, but also community hospitality as the main support for tourism activities in tourism destinations. This is in line with the results of research by Le & Dong (2017) which found that the biggest factor affecting tourist satisfaction is people's hospitality.

Likewise, the destination image indicator can be highlighted by making Tirta Empul a quality tourism reference seen from the quality of tourism destinations. Tirta Empul as a

tourist attraction can instill an image in the minds of consumers as a cultural and spiritual tourist attraction. Indicators of value for money can make Tirta Empul and Monkey Forest as references for quality tourism, that is, tourists feel that the benefits received by tourists are proportional to the value for money they pay. Given that tourists visiting are dominated by first-visit tourists, tourist attractions and Bali tourism destinations must be able to give a better impression and complete with detailed information, such as history, philosophy, the meaning of an object or activity, information signposts and directions, as well as other general information outside of tourist attraction which is very important for tourists. The information presented can be in the form of signposts, information at tourism information centers and online which can and is easily accessed by tourists, to provide a clear and definite picture to tourists. Tourism destinations and tourist attractions must be able to create value, to increase the competitiveness and loyalty of tourists compared to its competitors. The uniqueness of tourism products is a differentiation (differentiation) of one tourist attraction from another. Differentiation in a consistent manner provides better service quality than competitors, by meeting or even exceeding the quality of service expected by tourists.

Durable or sustainable competitive advantage is achieved when tourism destinations and tourist attractions implement a value creation strategy based on existing resources following the main potential of tourist attractions, such as nature, culture, artificiality, atmosphere, and environment. Also, tourism destinations and tourist attractions must develop their capabilities, particularly in services to tourists, destination management or management, transportation that facilitates the mobility of tourists from one destination to another, restaurants, menu tastes, and local culinary packaging, as well as comfortable and clean accommodation. The competence of service providers and the level of public awareness of tourism are very strategic to increase the competitive advantage of a tourism destination. Durability criteria of excellence include value to tourists, rare and second to none, too expensive to imitate, and no substitute product. In the future, it is hoped that the tourist attractions in Bali will be able to develop themselves and continue to move dynamically to adapt to existing changes and continue to develop their competitive advantages continuously. So based on the calculation of the average score for the level of performance and the average score for the level of importance, it can be seen that the value of the line that cuts the horizontal perpendicular (X axis = 4.22) and the value of the line that crosses the vertical perpendicular (Y axis = 4.35).). The final stage is the translation of each attribute in the Cartesian diagram as shown in Figure 2.

Figure 2: Cartesian Diagram of All Attributes on Quality Indicators for Bali Tourism Destinations
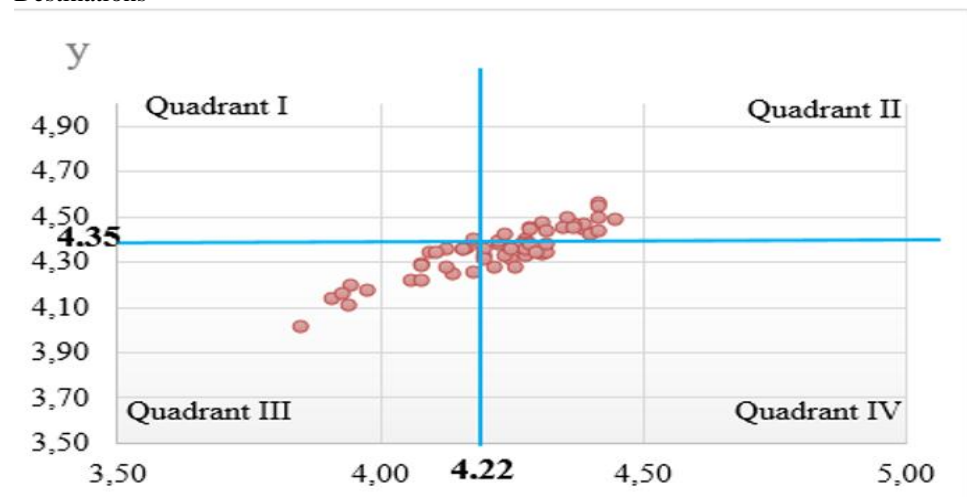
Based on Figure 2, it can be seen that all the attributes in the indicators that shape the quality of the destination, then the Bali Tourism Destinations which are the main priority for improvement are in service indicators, especially in the attributes of the availability of service support facilities which are very limited in number. Likewise, the availability of a tourist complaint service which is a place or forum for tourists to submit complaints to be responded to and followed up quickly. This service is very important as a means for service providers to obtain complaint information, follow up, monitor and evaluate, and carry out service recovery strategies to maintain tourist satisfaction and loyalty. This service must be well managed, synergized, and responsive so that tourists do not decide to turn to tourism destinations or other tourist products.

Tourist Experience Quality Satisfaction Index in Bali Tourism Destinations
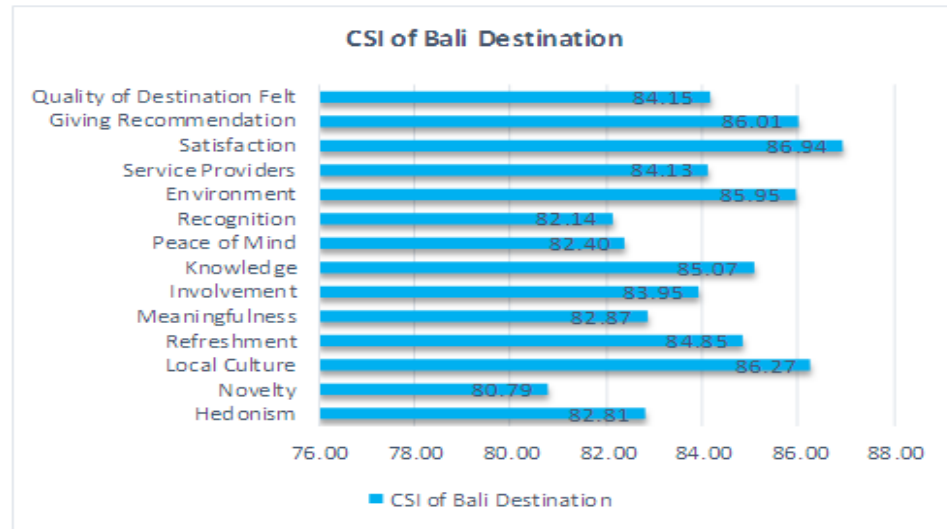
The quality of the tourist experience on a tourist attraction is measured using fourteen (14) indicators and sixty-six (66) attributes. The indicators are view of life; novelty; local culture; refreshment; meaningfulness; involvement; knowledge; peace of mind; recognition; environment; service providers; satisfaction; give recommendations; and the perceived quality of the destination. The comparison of the level of satisfaction and the level of importance on the quality of the tourist experience in Bali tourism destinations can be seen in Figure 3.

Figure 3: Comparison of Satisfaction Level with Interest Quality of Tourist Experience in Bali Tourism Destinations
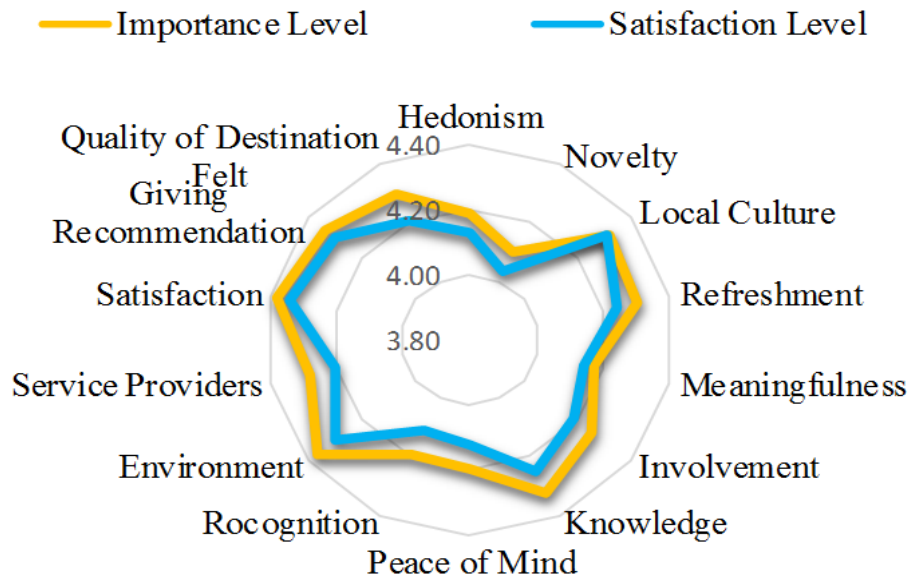
The comparison between the level of satisfaction and importance on the quality of the tourist experience in Bali shows that the level of satisfaction (blue) on several indicators is lower (negative gap value) than the level of importance (orange).

Figure 4: Calculation of CSI Value for the Quality of Tourist Experience at Bali Tourism Destinations

In Figure 4, it can be seen that most of the indicators on the quality of the tourist experience show very satisfactory values, including satisfaction indicators (86.94), local culture (86.27), providing recommendations (86.01), and environment (85.95).), knowledge (85.07), refreshment (84.85), destination quality (84.15), service providers (84.13), involvement (83.95), meaningfulness (82.87), view of life (82.81), peace of mind (82.40), and confession (82.14). Meanwhile, the novelty indicator obtained a satisfying value (80.79).

Based on the comparison of the quality level of the tourist experience in Bali tourism destinations with tourist attractiveness referring to the calculation of the level of satisfaction and the level of importance of the tourist experience, data is presented as shown in Table 2.

Table 2: Data Tabulation Quality Level of Tourist Experience at Bali Tourism Destinations and Tourist Attractions

Criteria	Bali	Tirta Empul	Desa Penglipuran	Tanah Lot	Monkey Forest	Lovina	Air Panas Banjar
- Hedonism	82.81	77.82	81.43	77.12	76.55	80.03	81.60
- Novelty	80.79	82.10	83.64	74.92	79.43	72.01	78.70
- Local Culture	86.27	88.19	88.88	82.60	85.80	82.33	83.53
- Refreshment	84.85	82.99	84.05	80.96	82.59	83.46	83.42
- Meaningfulness	82.87	84.12	81.27	78.21	76.79	74.31	79.40
- Involvement	83.95	82.68	82.99	78.50	81.19	79.95	83.03
- Knowledge	85.07	83.02	87.87	82.02	80.67	79.42	83.80
- Peace of Mind	82.40	81.06	84.19	78.48	75.76	79.57	81.92
- Recognition	82.14	79.67	77.53	77.29	81.45	78.41	80.00
- Environment	85.95	84.25	91.60	83.55	84.57	83.57	82.53
- Service Providers	84.13	79.76	84.58	80.82	84.17	81.03	81.23
- Satisfaction	86.94	85.14	87.28	83.34	86.70	85.60	82.67
- Giving Recommendation	86.01	78.73	87.81	81.69	83.17	81.30	84.36
- Quality of Destination Felt	84.15	80.17	85.89	80.25	84.77	79.81	80.35
Average	84.17	82.12	84.93	79.98	81.69	80.06	81.90

Table 2, it can be seen that based on tourist ratings of indicators of the quality of the tourist experience in Bali tourism destinations, it has an average of 84.17 (very satisfied) superior to the tourist attractions of Tirta Empul, Banjar Hot Water, Monkey Forest,

Lovina and Tanah Lot. When viewed from each indicator, Bali tourism destinations are superior in indicators of outlook on life, refreshment, involvement, and recognition compared to tourist attractiveness used as the sample in this study. However, the quality of tourist experience on indicators of novelty, local culture, knowledge, peace of mind, environment, service provider, satisfaction, giving recommendations, and perceived quality of destinations can refer to the tourist attractions of Penglipuran Village as a reference for quality tourism seen from the variable quality of tourist experience.

Meanwhile, the quality of tourist experience in the meaningful indicator can refer to the tourist attraction of Tirta Empul as a quality tourism reference seen from the variable quality of tourist experience. The quality of the tourist experience on tourist attractions and Bali tourism destinations needs to be continuously improved, especially in the indicators of outlook on life, novelty, meaning, recognition, and perceived quality of the destination. Expectations of tourists will continue to develop the following changes in the environment that provide information and increased tourist experiences which will affect the level of satisfaction felt by tourists. Tourists have a big role in determining product quality and customer satisfaction.

There is a close relationship between determining the quality and tourist satisfaction. Tourists use their hopes as a reference standard that can be used as an evaluation of quality. The dominance of information sources through the recommendations of family/friends and the internet of tourists visiting Bali shows positive word of mouth, namely positive recommendations from trusted people (experts, friends, family, and media publications) are more quickly accepted as references, because tourists have difficulty evaluating tourism products or services that they have not felt themselves, considering that the dominant tourist is the first time visitor. This opportunity is a very potent thing to do our best to create satisfied tourists.

This study uses a contrast theory which assumes that tourists will compare actual product performance with pre-purchase expectations. If the actual performance is greater than or equal to expectations, the tourists will be satisfied. Conversely, if the actual performance is lower than expectations, tourists will not be satisfied. However, increasing tourist satisfaction must be followed by meeting the needs and increasing the welfare of the community as hosts with various roles played in social, cultural, and economic life, as well as improving the quality of the environment for the sustainability of a superior tourism destination.

The results of the research on the level of suitability of the quality of Bali tourism destinations with the satisfaction index of the quality of the tourist experience in Bali tourism destinations show contradictory results due to differences in data analysis techniques and assessment criteria for data analysis results. However, based on the score between the level of performance and the level of importance or satisfaction, it shows the same trend of results, that is, all indicators show a lower level of performance than the level of importance/satisfaction so that all indicator gaps are negative.

Quality bali tourism development model

Based on the results of the analysis of the level of suitability between performance and the importance of tourism destination quality and measurement of the quality satisfaction index of the tourist experience in Bali tourism destinations and considering Bali Provincial Regulation Number 2 of 2012 concerning Bali Cultural Tourism, Bali Provincial Regulation Number 10 of 2015 concerning the Master Development Plan Regional Tourism of Bali Province 2015-2029, Roadmap for Strengthening (Policy Analysis) of Regional Innovation of Bali Province in 2017, as well as expert opinions in the form of answers and assessment of factors / sub-elements, a quality Bali tourism development model is compiled which aims to answer the issues the indicators examined

in this study have not been fulfilled. Determining a quality Bali tourism development model using ISM data analysis techniques, namely by identifying important elements that will be included in the model or program. This study uses six (6) important elements, namely:

1) Program objectives;
2) The need for program implementation;
3) Changes made possible from the program;
4) The main constraints of the program;
5) Institutions involved in program implementation; and
6) Benchmarks for assessing each goal.

Based on the results of the ISM analysis using the six (6) elements described above, a structural model is drawn up that describes the relationship between each of the key elements and driving elements in realizing quality Bali tourism. Community sectors affected by quality tourism programs (local communities, managers of tourist attractions, traditional institutions/organizations, the tourism industry, educational institutions, LSPs, government, tourism organizations/associations, NGOs, mass media and the press, and other supporting industries) respectively -Each has needs (natural and cultural preservation of local communities; atmosphere, cleanliness and environmental sustainability; professionalism, internationalization of service standards and destination management; availability and management of public infrastructure and facilities; competent and highly competitive human resources; community empowerment; policies and regulations; coordination between related institutions and agencies; tourism marketing) so that the program can be implemented properly, but there are obstacles to realizing program objectives, so that support from institutions involved in program implementation that results in possible changes from the program is needed. The level of program success can be seen from benchmarks to assess each goal that can be completed or accomplished within a certain period (short, medium, and long term). Quality Bali tourism has the ultimate goal of increasing regional income through a process of community empowerment, nature and culture that is preserved, the satisfaction of visiting tourists, and the formation of the image of Bali as a quality tourism destination.

This model is theoretical, especially explanatory models, which are models designed to show how a system or subsystem works.

Figure 5: Arismayanti Model of Quality Bali Tourism Development
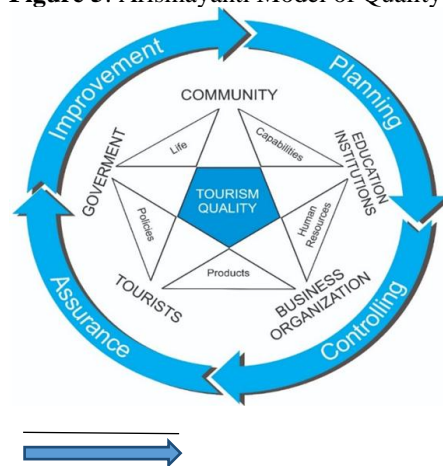
Note:
: Linkages and synergies between elements
: Stages of quality management

In the Bali tourism development model, quality describes the linkages and synergies between the determinants of quality tourism, namely the community, educational institutions, business organizations, tourists, and the government. The five elements are related to each other and have a connection to create quality tourism. The collaboration of elements is a top priority that must be considered in realizing quality tourism.

The collaboration of the community and educational institutions to realize the quality of the capabilities of individuals and organizations in supporting the realization of quality tourism. The collaboration of educational institutions and business organizations to realize the quality of human resources in supporting the realization of quality tourism. The collaboration of business and tourist organizations to create quality tourism products in support of the realization of quality tourism. The collaboration of tourists and the government regarding various government policies to improve the quality of tourism destination management and tourism infrastructure and facilities to meet tourist standards and expectations. Collaboration between the government and the community to realize the quality of life of the community in supporting the realization of quality tourism. All elements and components in quality tourism must be supported by quality management, namely by the stages of planning, control, assurance, and quality improvement consistently and continuously.

Efforts should be made to improve the quality of life of the community from time to time. The quality of life of the community which is getting better can increase people's access to education so that it can increase knowledge and skills and provide proper education to the next generation. The community and community organizations must be involved from the beginning of tourism development so that quality capabilities are needed. Communities who are involved in tourism planning up to the evaluation stage will have a high sense of responsibility to appreciate, be proud, and have the awareness to protect the nature, culture, and local wisdom they have which is the main potential of Bali's tourism destinations. The implementation of the quality Bali tourism model is expected that the community and the younger generation in the area will have a higher level of understanding, knowledge, and skills, the more capable of increasing capabilities at the executive and management level, not only in tourism but also in other related businesses in the area that can support tourism.

Educational institutions, in this case, formal educational institutions (universities, colleges, and tourism vocational high schools) and non-formal educational institutions, as well as LSPs play an important role in their efforts to produce quality graduates according to the specified competencies and the intended occupation. Educational institutions can collaborate with business organizations in terms of mentoring, sharing knowledge, and educating students and communities related to tourism. This can also create a link and match between the competencies produced by educational institutions and the competencies required by business organizations. People who are well educated, who will be involved in tourism development, tend to educate visiting tourists so that tourists know the local nature, culture, and environment. Tourist information and knowledge related to tourist destinations raise an understanding and appreciation to better appreciate the nature and culture that exist in these tourism destinations.

Business organizations in this case industry, managers, providers of tourism products, tourism organizations, and the mass media and the press have a very large contribution in providing tourism products and other industrial products that support tourism as well as quality tourism information. This is because tourism is not provided by one (1) industry/service provider, but by various types of industry/service providers to meet the needs and desires of tourists while in a tourism destination. Organizations and service providers are expected to have quality culture-based management capabilities that are well implemented in all lines and sectors of the economy related to tourism. People who

are involved in the tourism business are expected to have the capability to manage the tourism organization or industry. All activities are well organized with the development of management functions that run integrated and systematically, and there is connectivity between organizations with one another.

Tourists have a central role and become the main focus of tourism destinations to create satisfaction and loyalty. Expectations of tourists have a big role in determining product quality and tourist satisfaction. Product evaluation can be done by using tourist expectations as a reference standard for the quality of tourism products and tourism destinations. Measuring tourist satisfaction can help business organizations understand tourist behavior, in particular, to identify and analyze tourists' expectations, needs, and wants. Measurement of tourist satisfaction is currently considered the most reliable feedback in calculating effective, direct, meaningful, and objective tourists' preferences and expectations. Traveler satisfaction is a basic performance standard and a possible standard of excellence for all business organizations.

The government has a role in the allocation of income from tourism to increase the availability and quality of products, infrastructure, and facilities that support tourism development, destination management and improve the quality of life of the community through policies and regulations issued. The allocation of funds to improve the quality of life of the community is very important considering that the community is the owner of culture, cares of nature and environmental sustainability, as well as local wisdom which is the main potential tourist attraction in tourism destinations. Also, increasing community participation and empowerment in tourism development will greatly determine the realization of quality tourism in these tourism destinations. The number of funds allocated, the level of participation and community empowerment in tourism development greatly determines the speed at which quality tourism is realized in these tourism destinations.

The elements that shape and determine quality tourism must be supported by quality management (quality planning, quality control, quality improvement, and quality assurance) systematically and sustainably to achieve quality Bali tourism goals. A quality policy in tourism is indispensable because it can shape behavior and establish core values within a destination or organization that influence behavior as the key to satisfying stakeholder needs.

Quality is a strategic goal set to meet the needs and expectations of all stakeholders. The quality management system that is established is expected to enable a destination or organization to fulfill its goals and mission. The destination or organization must have a system that focuses on quality. The adequacy, appropriateness, and effectiveness of a management system can be judged by how well the system enables a destination or organization to achieve its objectives, operate efficiently, and fulfill its objectives and mission. Quality management functions in quality planning should have a focus on setting quality objectives, both at the strategic and operational levels. The quality of strategic planning by setting the long-term goals of the organization, vision, mission, values , and ways to achieve these goals. Operational quality planning is concerned with establishing product goals and the means for achieving those goals.

Stages of activities in quality planning can be carried out by setting goals for the destination or organization; identify the elements affected by this objective; determine stakeholder needs concerning objectives and prioritize action; developing products or services with features that respond to the needs of consumers or tourists; develop processes capable of producing, promoting and distributing featured products; and establish process control and transfer plans to operating forces. In the control function or quality control by managing organizational performance that can detect performance mismatches then quickly can take corrective action in the form of the most effective and

efficient solution. This function is very dependent on the quality standards of the destination or organization that will be established as a reference and assessment of corrective actions to be taken.

Providing assurance or insurance or assurance that quality requirements will be met by relevant stakeholders. What is needed in this function is: knowledge of tourism products provided by destinations and organizations; knowledge of the product or service to be supplied by the supplier or supplier; knowledge related to meeting the needs of consumers or tourists in a professional and certified manner; knowledge related to the fulfillment of assessments that can be carried out by internal and external organizations; as well as knowledge related to products and services that meet established standards.

The function of quality improvement is by evaluating the results of this study as the current condition and then analyzing a basis for making policies related to quality tourism development. The policies taken must be sure to bring about changes that bring positive benefits to the destination or organization. Sometimes not all changes are readily accepted by stakeholders, so the challenge going forward is to make changes that are extreme or change that can be tolerated. The quality improvement function must have quality management focus on increasing the ability to meet the quality requirements or standards set.

The implementation of a quality Bali tourism model will be able to improve the quality of tourism destinations on indicators of tourist attractions, services, management, transportation, accommodation, restaurants, hospitality, destination image, and value for money as referred to in Gronroos, 2007; Rajaratnam et al., 2015; Anjos et al., 2017; Le and Dong, 2017; Mukherjee et al., 2017; and Ryglova et al., 2017. The speed of improving the quality of tourism destinations is very dependent on the quality of existing human resources related to professionalism and internationalization of service standards; service quality and service support facilities; quality of public infrastructure and facilities; public transportation that facilitates the mobility of people, service providers and tourists; and professional waste management.

Quality tourism destinations will be able to provide increased quality of experience to tourists specifically on improving their hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge, peace of mind, recognition, environment, service providers, satisfaction, giving recommendations, and quality of destinations felt as referred to in research by Kim et al., 2012; Schlesinger et al. 2015; Fernandes and Cruz, 2016; Ismail et al., 2016); Soteriades, 2017; and Blazeska et al., 2018. Increasing the quality of the tourist experience has implications for increased satisfaction and high tourist loyalty. Satisfied tourists can create positive word of mouth promotion as the most effective promotion that can further strengthen the image of Bali tourism as a quality tourism destination.

The increasing satisfaction of tourists will have implications for the opening of various job and business opportunities, profits, and the rate of economic growth, and an increase in regional income. At this stage, a policy that is impartial and highly committed to allocating funds is needed to improve the quality of life of the community and increase community participation and empowerment in tourism development. This can be realized if supported by quality management, namely quality planning, quality control, quality assurance, and quality improvement.

Tourism requires a quality tourist attraction. The development of Balinese culture tourism implicitly contains a message that the type of tourism developed in Bali is quality tourism that puts the identity of the Balinese people at stake. Bali tourism should have a strong position in filtering market share according to the characteristics of the products available. Bali has a unique and superior tourism product that is different from other

tourist destinations in the world. However, it takes management, idealism, and high commitment, packaging, and continuity of efforts of all stakeholders who are tireless to implement quality tourism standards.

Tourists need a quality product with value-for-money services. The implication of quality creates tourist loyalty which has implications for the qualifications and acquisition of tourists who value tourism products, building repeat visits, increasing sales of tourist products, and referrals for potential tourists (Inskeep, 1991). This has forced many tourism sectors to invest in the delivery of higher levels of service quality as a means of achieving competitive differentiation (Zeithaml et al., 1993; Barsky, 1995; Berry, 1995; O'neill et al., 2000; Nanda, 2005; Kachniewska, 2006). Quality Bali tourism can be realized by taking several approaches at once (Inskeep, 1991).

On a sustainable and flexible approach, it is very important to formulate tourism planning by looking at Bali tourism as a sustainable process with adjustments made to the results of monitoring and evaluation of quality policies and feedback that exist within the framework of maintaining outcome objectives and basic policies for tourism development. The systems approach sees tourism in Bali as an interrelated system that relates to one another and has a side effect on the reactions taken. The overall approach views the development of Bali tourism including institutional elements (government, tourism attraction managers, tourism organizations/associations, the tourism industry, traditional institutions/organizations, local communities, educational institutions, LSPs, NGOs, as well as mass media and the press) and implications socio-economic and environmental analysis and planning with understanding which is a holistic approach.

Connected with a system and a comprehensive approach that covers all aspects, perspectives, and fields. Quality Bali tourism must be planned and developed as an integrated system within itself and integrated into the overall plan, as well as the total pattern of regional development examples and based on the potential of the local area where tourism is developed. An environmental and sustainable development approach, namely quality Bali tourism must be planned, developed, and regulated so that it remains available for future generations, not depleted or degrading. Approach the community by continuously increasing the involvement of local communities in tourism management. If the community has not been able to be involved in the development of tourism in Bali, it is hoped that there will be efforts and side policies to increase local community participation in tourism development management.

The implementation approach can be implemented by referring to the strategies, programs, and activities that have been planned. The application approach by applying management is implemented systematically based on a logical sequence of activities. The implementation of quality Bali tourism requires organizations to have a focus on improving quality that can generate higher profits. The implementation of quality management can reduce costs from resource efficiency. Quality management can provide high-quality services that will create a competitive advantage, encourage hospitality, and enhance the company's image (Kachniewska, 2006).

The benchmarks for the success of tourism are very much determined by the fulfillment of various interests of stakeholders following the vision and mission of tourism destinations that have been determined in overcoming various problems and creating achievements through creative and innovative achievements without sacrificing the interests of other stakeholders.

CONCLUSIONS
Based on the results and discussion, it can be concluded:
1) The level of suitability between performance and the importance of the quality of Bali's tourism destinations shows a conformity value of less than 100 percent, which

means that the quality of tourism destinations does not fulfill what is considered important by tourists and the service is not satisfactory. Indicators of the quality of Bali tourism destinations and tourist attractions show that all indicators are not suitable and have not met tourist expectations. If a comparison between the value of the suitability of the quality of Bali tourism destinations with the tourist attractiveness used as a sample in this study, it shows that the indicators of tourist attractions and restaurants in Bali are generally considered higher than the tourist attractions used as the sample in this study.

2) The satisfaction index for the quality of the tourist experience shows an average value of 84.17 (very satisfied). Tourist ratings of indicators of the quality of the tourist experience in Bali tourism destinations are superior to the tourist attractions of Tirta Empul, Banjar Hot Springs, Monkey Forest, Lovina, and Tanah Lot, but lower than the tourist attractions of Penglipuran Village. When viewed from each indicator, Bali tourism destinations are superior in indicators of outlook on life, refreshment, involvement, and recognition compared to tourist attractiveness used as the sample in this study. However, the quality of tourist experience on indicators of novelty, local culture, knowledge, peace of mind, environment, service provision, satisfaction, giving recommendations, and perceived quality of destinations can refer to the tourist attractions of Penglipuran Village as a reference for quality tourism seen from the variable quality of tourist experience. . Meanwhile, the quality of tourist experience in the meaningful indicator can refer to the tourist attraction of Tirta Empul as a quality tourism reference seen from the variable quality of tourist experience. The quality of the tourist experience on tourist attractions and Bali tourism destinations needs to be continuously improved, especially in the indicators of outlook on life, novelty, meaning, recognition, and perceived quality of the destination.

The results of the research on the level of suitability of the quality of Bali tourism destinations with the satisfaction index of the quality of the tourist experience in Bali tourism destinations show contradictory results due to differences in data analysis techniques and assessment criteria for data analysis results. However, based on the score between the level of performance and the level of importance or satisfaction, it shows the same trend of results, that is, all indicators show a lower level of performance than the level of importance/satisfaction so that all indicator gaps are negative.

3) The quality Bali tourism development model describes the linkages and synergies between the determinants of quality tourism, namely the community, educational institutions, business organizations, tourists, and the government. The five elements are related to each other and have a connection to create quality tourism. The collaboration of elements is a top priority that must be considered in realizing quality tourism. The collaboration of the community and educational institutions to realize the quality of the capabilities of individuals and organizations in supporting the realization of quality tourism. The collaboration of educational institutions and business organizations to realize the quality of human resources in supporting the realization of quality tourism. The collaboration of business and tourist organizations to create quality tourism products in support of the realization of quality tourism. The collaboration of tourists and the government regarding various government policies to improve the quality of tourism destination management and tourism infrastructure and facilities to meet tourist standards and expectations. Collaboration between the government and the community to realize the quality of life of the community in supporting the realization of quality tourism. All elements and components in quality tourism must be supported by quality management, namely by the stages of planning, control, assurance, and quality improvement consistently and continuously.

SUGGESTIONS

Based on the results of the research analysis, recommendations as follows:

1) Control quality by setting standards through the preparation of assessment indicators, forming an assessment team, measuring or assessing the quality of tourism products with a certification label to determine the position and clustering, so that the guidance, education, and training needed by tourism service providers can be carried out. To improve the quality of tourism products from time to time. Quality standards must also pay attention to and comply with the standard protocols for the life order of the new era of tourism.

2) To make regulatory efforts with regulatory and investment policies by increasing the availability and quality of public facilities, as well as encouraging the active participation of the private sector in the development of public infrastructure and facilities by prioritizing the principles of a fair, open, transparent, competitive and mutually beneficial partnership.

3) To design a one (1) gate tourism information management system on Bali tourism that can be accessed by all parties and relevant stakeholders can contribute to inputting data to complement the available features. The information management system is expected to increase the efficiency and effectiveness of work; increasing synergy and coordination between agencies and fields; display data accurately; data transparency; facilitate the organization in carrying out management functions and market analysis, decision making; suppress leaks, and reduce promotional costs. Considering that the characteristics of visiting tourists are the dominance of first-time visitors, it is suggested to the importance of information, meaning, and directions that can easily be accessed by tourists, both offline (signs and markers) and online (barcodes, websites, and social media) to provide a clear picture of Bali's tourism destinations.

4) To maximize the performance of the quality of tourism destinations, service providers, safety, and comfort of tourists while in destinations, as well as to create innovations in tourism activities based on local culture.

5) It is better to create a link and match between the curriculum and the needs of the business world, to produce ready-to-use and professional human resources in the tourism sector. The curriculum is not only based on competence but also based on the intended occupation, as well as the sharing of knowledge from practitioners, organizations, and the tourism industry in learning.

6) To increase mutual awareness of the importance of environmental cleanliness, sorting waste, and minimizing the use of single-use packaging. Suggestions especially for the government, namely: provision of systems and facilities for integrated and information technology-based waste management, waste reduction regulations and policies, character building through the early childhood education, availability of sorted trash cans in places that are frequently passed; as well as synergy between related offices.

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