Title page

Factsheet

The factsheet provides information about the tourism of Bali. Facts reveal that Bali remains a popular tourist spot for visitors across the world. foreign tourists have played a prominent role in the development of Bali's tourism. Bali offers adequate accommodation for the local and the foreign tourists including 5-star hotels, restaurants, resorts and bungalows. The popular accommodations include Kuta, Legian and Semiyank. Kuta offers extensive tourist spots including shops, markets, clubs and bars. Legian also provides accusations and various shopping spots due to the existence of boutique style shops, trendy bars and restaurants. Jimbaran is another popular resort that provides accommodations to tourists. This is expensive compared to the other hotels. It provides the opportunities of enjoying tourism and offer extensive food variety including seafood dinners (Iverson, 2009).

Bali is a popular tourist spot that contributes to the tourism industry of Indonesia. It has been involved in improving the welfare of the community by focusing on sustainable tourism development. Tourism is also linked to the economy of the country. The tourism of Bali contributes to the GDP by 65.28 percent in 2010. In 2014 tourism was contributing 68.28 percent of the total GDP. Facts indicate that “the number of labour who work in tourism is 571,274 people (26.24%) in 2010 to be 628,585 people (27.64%) in 2014. If tourism is represented the tertiary sector, the number labour who work in the tourism is 1,046,530 people (48.96%) in 2010 to be 1,178,201 people (51.81%) in 2014" (Antara & Sumarniasih, 2017). This reflects that tourism is also associated with the employment of the country. It is providing labour to local people and is thus important for the economy.

There are economic aspects of tourism in Bali including the generation of foreign exchange for Indonesia. This provides an opportunity for the local community by creating a potential market for goods and services. It reflects that tourism is directly or indirectly creating opportunities for the local community to generate income. Increase in job opportunities is also a prominent aspect of the economy. More people find jobs in the hotel, resorts, restaurants and travel agencies. Tourism is also linked to the collection of indirect taxes. Small-scale industry is also established for art and crafts. All tourism activities are thus connected with the economic development of Indonesia. Statistics indicate that "in 2015 the foreign tourist visit to Bali increased to be 4,001,835 people and its contribution to foreign tourist visit to Indonesia increased to be 41.22” (Antara & Sumarniasih, 2017). Consistent rise in foreign tourists is strengthening the tourism industry.

Table 1: Statistics for Bali’s contribution to economy

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| --- | --- | --- | --- |
| Years | People | Growth | Bali’s contribution to Indonesia |
| 2011 | 2,756,579 | 11% | 36% |
| 2012 | 2,949,332 | 6.99% | 36.6% |
| 2013 | 3,278,598 | 11.16% | 37.25% |
| 2014 | 3,766,638 | 14.89% | 39.92% |
| 2015 | 4,00,1,835 | 6.24% | 41.22% |

The table indicates that the contribution of Bali to Indonesia’s economy has increased consistently with each passing year. The highest growth rate has been recorded in the year 2014.

The number of tourists visiting Bali in 2018 is estimated at 6.5 million. The number of visitors reaching Bali during the first quarter of the year includes 1.819 million foreigners. This reflects an increase of 0.12 percent in tourism compared to the previous year. The evidence provided by the Head of Statistic Centre Institute (BPS) confirms increase in tourism during the last few years. In April the number of tourists visiting Bali includes 516,777 people. This reflected an increase of 4.89 percent compared to the previous month. On a year-to-year basis,, the increase is recorded as 8.23 percent. The tourism sector of Bali estimated the growth of 8% in 2018 with 5.69 million tourists (Seminyak, 2018).

Tourism has a significant correlation with the Gross Domestic Product (GDP) of a country. This is because tourism is represented by trade, hotels and restaurants that contribute to the generation of revenue. By considering the services sector associated with tourism its contribution to the GDP increased between 2010 and 2014. The contribution of Bali's tourism to Indonesia's GDP is estimated at 38.48% in 2010 that further increased to 40.62% in 2014 (Antara & Sumarniasih, 2017). The contribution of Bali's tourism to Bali's GDP is accounted as 27.82% in 2010 that reached to 28.25% in 2014. This indicates that the increases in tourism resulted in its increased contribution to GDP. Tourism is considered to be an important sector for the creation of job opportunities and employment that is also linked to economic progress and GDP growth. The tourism sector provided jobs to 571,274 people in 2010 and 628,585 people in 2014 (Antara & Sumarniasih, 2017). This reflects that the tourism sector creates job opportunities that decline unemployment.

However, tourists from the top ten countries declined in the same year. A drop of 17.46 percent was recorded in the case of Chinese tourists at the end of 2018. The number of arrivals declined from 511,773 in 2017 to 422,430 in 2018. A reduction was also observed in the case of Australian visitors. The statistics depict a drop of 4.43 percent in Australian tourists during the year 2018. The tourists turnover declined from 353,763 to 338,091 in 2018. This reflects a significant reduction in tourism from two important countries like China and Australia (Iverson, 2009).

Certain changes are noted in the tourism of Bali that includes a significant rise in the turnover of Indian tourists. An increase of 62.11 percent is recorded in case of Indian visitors. The total number of Indian tourists that visited Bali in 2018 includes 115,335 people. A significant increase in Japanese tourists is also recorded that reflects a rise of 5.14 percent. The turnover of British tourists increased by 7.73 percent, American tourists by 11 percent and Malaysians by 21.72 percent. Other countries that continued to the growth of tourism include Russia that raised to 18.66 percent, turnover of German visitors increased by 3.62 percent and French tourists by 8.19 percent (Seminyak, 2018).

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