The Role of the Government in Improving the Performance of the Tourism Industry in Bali

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Abstract
This study aims to explore the influence of the government's role in improving tourism performance in Bali using a quantitative approach. This research method collects and analyzes numerical data to answer research questions and test hypo theses. The population of this study is 2,944 tourism business people in Bali, using the Slovin formula, a sample of 97 respondents with a margin of error of 10 percent was obtained. Primary data was collected through a survey method using a questionnaire. The research lasted for three months, with data processing and analysis using PLS software. The results of the study show that the role of the government has a significant influence on the performance of the tourism industry in Bali. This study provides an in-depth understanding of the cause-and-effect relationship between the variables studied and provides important insights for government policies in improving the tourism sector in Bali
Keywords: *Government, in Improving, Performance, Tourism Industry*

INTRODUCTION

Bali tourism has long been one of the mainstay sectors that contributes significantly to the Indonesian economy. Known for its natural beauty, rich culture, and the friendliness of its residents, Bali manages to attract millions of tourists every year, both from within and outside the country. Bali tourism not only has a great economic impact through foreign exchange receipts (Antonakakis et al., 2019; Chen & Mao, 2021; Gedikli et al., 2022; Kha `n et al., 2020; Vicente et al., 2021) and job creation (Lee et al., 2024; Samuil et al., 2024), but also promotes Indonesia's image in the international arena (Gündüz et al., 2024; Kotollaku, 2024).

Since the 1970s, Bali has developed into a world-class tourist destination (Suparman et al., 2023). The development of tourism infrastructure such as hotels, restaurants, and entertainment facilities continue to be carried out to support the growth of this industry. However, the rapid development of tourism also brings its own challenges, such as environmental pressures and inequality in the distribution of economic benefits (Raihan, 2024; Su et al., 2024)

The role of the government in managing and developing Bali tourism is very crucial (Mustofa et al., 2024). The government has a responsibility to ensure that tourism growth is not only sustainable, but also provides equitable benefits to all levels of society. Various policies and programs have been implemented by the government, ranging from the promotion of new tourist destinations, sustainable tourism development, to improving the quality of human resources in the tourism sector (Jangra et al., 2024; Tantivejakul, 2024).

The role of the government is very important in supporting and developing the tourism sector (Lian & Li, 2024). Various policies and initiatives carried out by the government have a significant positive impact on improving tourism performance in this province. The government has invested heavily in the development of tourism infrastructure

in Bali. The construction of roads, airports, ports, and other public facilities has increased the accessibility and comfort of tourists. Ngurah Rai International Airport, for example, has undergone various upgrades that have made it able to accommodate more flights and tourists. This makes it easier for tourists to come to Bali and explore tourist destinations throughout the province.

The government through the Ministry of Tourism and other relevant agencies has carried out massive promotions to attract domestic and international tourists. Effective marketing campaigns, both through conventional and digital media, have succeeded in raising Bali's profile as a leading tourist destination. This promotion not only increases the number of tourist visits but also expands Bali's tourism market to new countries.

The government has taken steps to ensure that tourism development in Bali is sustainable (Kowalczewska-Madura et al., 2024) and does not damage the environment. Initiatives such as better waste management, nature conservation, and the implementation of eco-friendly tourism policies have helped preserve Bali's nature. This effort not only maintains Bali's natural beauty but also attracts tourists who care about environmental issues.

The government has initiated various training and education programs to improve the quality of human resources in the tourism sector. This training covers various aspects, from customer service, hotel management, to foreign language skills. With the improvement of the quality of human resources, the service to tourists has become better, which in turn increases the satisfaction and experience of tourists in Bali (Huyen et al., 2024; Xu et al., 2024).

Overall, the government's role in developing tourism in Bali has brought many significant positive impacts. Through appropriate policies and effective implementation, the government can continue to support sustainable, inclusive tourism growth and provide maximum benefits for the Balinese people and the national economy.

Although the development of tourism infrastructure in Bali brings many benefits, the negative impact cannot be ignored either. Infrastructure development often leads to environmental degradation, including deforestation, erosion, and water and air pollution, which damages Bali's natural ecosystem. In addition, uncontrolled development can result in over-urbanization and the loss of agricultural land vital to the sustainability of the local economy. These changes also often result in the dislocation of local communities and the loss of cultural heritage which is one of the main attractions of Balinese tourism. As a result, while better infrastructure can attract more tourists, the resulting environmental and social damage could threaten Bali's long-term appeal as a tourist destination (Tanrisever et al., 2024).

The government's intensive promotion of Bali's tourist destinations, although effective in increasing the number of tourists, can also have a negative impact. One of the main impacts is the occurrence of over-tourism, where excessive tourist visits exceed the carrying capacity of the local environment and infrastructure. This causes environmental damage, such as water and soil pollution, as well as the degradation of vital natural habitats. In addition, high pressure on infrastructure and public services reduces the quality of life of local communities and degrades the quality of the tourist experience. Excessive promotion also has the potential to turn local values and culture into commodities, resulting in the loss of Balinese cultural authenticity. As a result, although the promotion manages to attract many tourists, this long-term negative impact can damage Bali's attractiveness as a sustainable tourist destination (Alamineh et al., 2023).

Although the development of sustainable tourism in Bali aims to maintain a balance between tourism growth and environmental conservation, there are some negative impacts that cannot be ignored. The implementation of sustainable tourism policies often requires large investments and significant changes in operational practices, which can burden small and medium-sized businesses. Additionally, efforts to reduce environmental impact

sometimes lead to restrictions on access to certain natural resources and destinations, which can reduce the number of tourist visits and local income. There is also a risk that some green initiatives will simply become "greenwashing" or cosmetic efforts with no real impact, resulting in skepticism and distrust from the public and tourists. As a result, despite the good intentions, sustainable tourism development can pose economic and social challenges that need to be carefully managed.

Improving the quality of human resources (HR) in Bali through training and education in the tourism sector, although it brings many benefits, also has a negative impact. One of the impacts that often arises is the occurrence of brain drain, where trained and high-quality human resources tend to look for better job opportunities outside the region or even abroad. This can reduce the number of qualified workers available in Bali, thereby weakening local capacity in the long run. In addition, training programs that are not balanced with adequate employment opportunities can cause frustration and disappointment among the local workforce. As a result, although the goal of improving the quality of human resources is to strengthen Bali's tourism sector, without proper management, this can have the opposite effect, namely reducing the contribution of local human resources to the development of tourism in their own area.

This research is very important to be carried out considering the role of the government in having an impact on the performance of the tourism industry in Bali. This study aims to analyze the influence of the government's role in improving the performance of the tourism industry in Bali Province. By understanding the dynamics and challenges faced, it is hoped that this research can provide strategic recommendations that can support the development of Bali tourism that is more sustainable and inclusive. This research is also expected to provide insight for stakeholders in formulating more effective policies to increase the competitiveness and sustainability of Bali's tourism in the future.

Method

This study uses a quantitative method. Quantitative research methods are research approaches that collect and analyze numerical data to answer research questions and test hypotheses. This method is used to gain an understanding of the causal relationship between the variables studied. Quantitative research collects data through measurement instruments that can produce numbers or numerical data. Common data collection methods used in quantitative research include surveys, experiments, statistical analysis, and observation. The population in this study is 2,944 tourism business actors in Bali, and with the Slovin formula, a margin of error of 10 percent was obtained as many as 97 samples as respondents. The data used in this study is primary data in the form of data obtained directly by respondents. Data collection in this study uses a survey method through a questionnaire. This research lasted for three months. Data processing and analysis are carried out with the help of the Intelligent PLS software.

Result

3.1 Construct Validity Test

a. Outer Loading

Table 1 displays the results of the convergent validity test based on outer loading, which reveals that all indicators have an outer loading of greater than 0.7 on the target construct.

Table 1: Outer Loading

	X	Y
X1	0,873	
X2	0,815	

X3	0,884	
Y1		0,927
Y2		0,877
Y3		0,906

b. Fornell-Larcker Criterion

The Fornell-Larcker Criterion evaluation or AVE root values used in the discriminant validity test are shown in Table 2. The concept is legitimate if the AVE root (number when written diagonally) exceeds the correlation between constructions.

Table 2: Fornell-Larcker Criterion

	X	Y
X	0,858	
Y	0,868	0,903

c. Cross Loadings

If the construct indicator has a higher correlation than the indicator's correlation with other constructions, the construct is said to have strong discriminant validity. The maximum cross loading value for each indicator against its latent variable is shown in Table 3. This demonstrates that all indicators pass the cross loadings test's criteria for discriminant validity. In other words, all signs are valid.

Table 3: Cross Loadings

	X	Y
X1	0,873	0,787
X2	0,815	0,642
X3	0,884	0,791
Y1	0,830	0,927
Y2	0,762	0,877
Y3	0,756	0,906

3.2 Construct Reliability Test

The study model's Cronbach's alpha values from Table 4 indicate that every variable has a Cronbach's alpha value over 0.70. These findings indicate that the research model has met Cronbach's alpha requirements, making the study credible. According to the composite reliability value, each variable in the research model has a composite reliability value of more than 0.70. These findings demonstrate that the study model has attained composite reliability and that all constructs are dependable.

Table 4: Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X	0,821	0,893	0,736
Y	0,887	0,930	0,816

Hypothesis Testing

As shown in Table 5, the Path Coefficient and P-value results can be used to evaluate the direct impact of one construct on another by the proposed link. The P-value is 0.000, indicating the significance of the association between X and Y.

Table 5: Path Coefficients

	Original Sample	T Statistics	P-Values

X -> Y	0,868	33,748	0,000

Discussion

Validity and reliability testing results in accurate and trustworthy results. The results of the hypothesis test show that the role of the government has a great influence on the performance of the tourism sector. This study shows how effectively the role of the government can improve the tourism industry This research is in line with the research Aprilani et al. (2020) that the role of the government can improve tourism performance. Overall, improving the performance of the tourism business involves various factors, including effective marketing, attractive travel experiences, infrastructure development, human resource development, cooperation with related parties, and sustainable management. The government's political, social, and economic security and stability directly impact the performance of the tourism business.

Improving the quality of human resources (HR) in Bali through training and education in the tourism sector has a significant positive impact on tourism performance in this province. With a structured training program, the local workforce becomes more competent and professional in providing services to tourists, improving the overall quality of the tourist experience. The training also includes foreign language proficiency, management skills, and an in-depth understanding of the local culture, which strengthens Bali's tourism competitiveness in the global market. In addition, improving the quality of human resources opens up wider job opportunities for local residents, improves their welfare and encourages regional economic growth. In fact, the Bali Provincial Tourism Office often provides tourism training to tourism actors in Bali. With a more skilled and educated workforce, Bali's tourism industry can develop more sustainably and innovatively, making Bali a more attractive and competitive tourist destination in the eyes of international tourists.

The development of sustainable tourism in Bali has a significant positive impact on the environment, economy, and local communities. By implementing environmentally friendly practices, such as efficient waste management and conservation of natural resources, sustainable tourism helps to maintain Bali's natural beauty which is a major attraction for tourists. In addition, this approach encourages local community participation in the tourism industry, creates jobs, and improves the economic well-being of local communities. Sustainable tourism also supports the preservation of local culture and traditions, which not only attracts tourists but also strengthens Bali's cultural identity. Overall, sustainable tourism development ensures that tourism growth does not sacrifice ecological and social balance, so that Bali can continue to be an attractive and highly competitive tourist destination in the long run.

The effective promotion of Bali's tourist destinations by the government has brought a significant positive impact to the tourism industry. Through a strategic and targeted marketing campaign, Bali has managed to attract the attention of tourists from various parts of the world. This intensive promotion not only increases the number of tourist visits but also expands Bali's market share to a wider segment. By introducing unique cultural, natural and tourist activities, these promotions help increase tourism revenue, support local economic growth, and strengthen Bali's position as a major tourist destination at the global level.

The development of tourism infrastructure by the government in Bali has brought a great positive impact to the tourism industry on this island. Investments in the construction of airports, road networks, and other public facilities have increased accessibility to Bali's major tourist destinations. With better infrastructure, tourists can more easily explore various attractions in Bali, increasing the number of visits and extending the duration of their stay. It also opens up new opportunities for investment in the tourism sector, such as the

development of accommodation and supporting services, which in turn drives local economic growth. Good infrastructure not only improves the tourist experience but also increases operational efficiency for tourism business actors, making Bali a more competitive and competitive destination in the global market.

Conclusion

Based on this research, it can be concluded that the role of the government is very important in improving tourism performance in Bali. Policies that support tourism infrastructure, human resource development, and destination promotion have succeeded in increasing the number of tourist visits and local economic income. With good management, Bali can maintain its attractiveness as a major tourism destination in a sustainable manner and improve the quality of life of the local community through the growth of the tourism sector.

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