

Toward Quality Tourist in Bali: The Role of Immigration Policy in Sustainable Destination Management

Desak Ayu Ana Widya Utami¹, I Nyoman Sunarta¹

Doctoral Program, Faculty of Tourism, Udayana University¹

Jl. P.B. Sudirman Denpasar, Bali, Indonesia 80114

Corresponding Email: utami.24012@student.unud.ac.id¹

<https://orcid.org/0009-0005-5626-5192>

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Utami, D. A. A. W., & Sunarta, I. N. (2025). Toward quality tourist in Bali: The role of immigration policy in sustainable destination management. *Journal of International Conference Proceedings (JICP)*, 8(2), 288–297.

DOI:

<https://doi.org/10.32535/jicp.v8i2.5119>

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Received: 24 July 2025
Accepted: 28 August 2025
Published: 30 September 2025

ABSTRACT

Bali, has experienced rapid growth in international arrivals due to relaxation on immigration policies such as Visa on Arrival, visa-free entry for selected nations, and the adoption of e-Visa and biometric autogate systems. While these initiatives have improved accessibility, they have also been accompanied by a significant rise in immigration violations, including overstays, and visa misuse. Using the Tourism Area Life Cycle (TALC) framework, this study identifies Bali as being in the consolidation stage, a phase characterized by high visitation, infrastructure strain, and market saturation. The analysis warns that a continued focus on increasing visitor numbers without regard for quality may accelerate the transition toward stagnation, threatening the island's socio-cultural integrity, environmental sustainability, and long-term competitiveness. This study advocates repositioning immigration policy as a strategic instrument for sustainable destination management is essential for sustaining Bali's destination competitiveness, mitigating the risk of stagnation, and facilitating rejuvenation in accordance with sustainable tourism principles.

Keywords: Sustainable Tourism, Immigration Policy, TALC, Destination Management, Tourist Quality.

INTRODUCTION

Bali's global allure is undeniable, each year, millions are drawn to the island's rich traditions and natural beauty. In the first semester of 2025, Bali welcomed 3,282,747 direct international tourist arrivals, marking a 12.68 percent increase compared to the same period in 2024 (Badan Pusat Statistik Provinsi Bali, 2025). This upward trend is closely associated with the adoption of various immigration policies aimed at facilitating the entry of foreign tourists into Indonesia, framed as part of a broader tourism diplomacy strategy. Key measures include the introduction of an electronic visa (e-Visa) system that enables applicants to complete the entire process online from their country of origin, the deployment of biometric-based autogate technology at major international airports such as Ngurah Rai in Bali and Soekarno-Hatta in Jakarta which significantly reduces immigration clearance times to under five minutes without direct interaction with officers, and the reinstatement of the Visa on Arrival (VoA) scheme and visa-free entry arrangements, both of which had been suspended during the COVID-19 pandemic.

This rapid growth is accompanied by new anxieties. Analysis of periodic statistical data reveals a marked escalation in immigration administrative actions against foreign nationals, increasing from 1,610 cases between January and April 2024 to 2,201 cases during the corresponding period in 2025. This 36.71 percent year-on-year surge reflects intensified enforcement measures as well as the rising incidence of immigration-related violations within Bali's tourism context (Direktorat Jenderal Imigrasi, 2025). While immigration policies have supported the growth of the tourism sector, the surge in foreign tourist arrivals has also increased the complexity of oversight and amplified the risk of legal violations, such as overstays and visa misuse (Putra et al., 2022). This dynamic has intensified discourse on tourism policy in Bali, shifting the focus from mere arrival figures to the qualitative profile of visitors. The strategic vision articulated by the provincial government, as outlined in Bali Governor Regulation No. 28/2020, prioritizes the attraction of "quality tourists" defined as individuals who respect and uphold local cultural values, extend their length of stay, contribute higher per capita expenditure, and engage in travel practices that sustain local livelihoods and protect the natural environment. Nevertheless, the steady growth in arrivals has been accompanied by mounting pressures on the island's cultural integrity, social cohesion, and ecological resilience, raising concerns over the long-term sustainability of Bali's tourism model.

Across the world, destinations facing similar booms have found that economic success alone does not guarantee lasting well-being as unchecked growth often exacerbates environmental degradation, cultural dilution, and social inequality, ultimately undermining the very assets that underpin their appeal (Chong, 2020). The idea of sustainable tourism, reminds us that true prosperity means balancing the gains of tourism with the health of local communities and the integrity of the environment (UNWTO, 2005). This study seeks to examine these dynamics in the case of Bali through the lens of the Tourism Area Life Cycle (TALC) framework, which was developed by Butler (1980) to explain the evolutionary trajectory of tourist destinations from the initial exploration stage, through involvement, development, and consolidation, to eventual stagnation and either rejuvenation or decline. Applying TALC in the context of immigration policy enables an assessment of how regulatory changes that ease foreign tourist access can influence Bali's position within its life cycle. Without being guided by the principles of sustainable destination management, such policies risk accelerating the transition toward stagnation, a stage marked by heightened pressure on environmental, social, and cultural carrying capacities and a decline in tourist quality. Consequently, a TALC-based approach is essential for evaluating whether immigration policy supports or undermines the long-term sustainability and competitiveness of Bali as an international destination. Preliminary observations suggest that while current policies have succeeded in driving rapid tourist

growth, they have also contributed to rising instances of immigration violations, pressures on infrastructure, and strains on community cohesion signals that, if not addressed through proactive and integrated destination management, could hasten Bali's progression toward the stagnation phase.

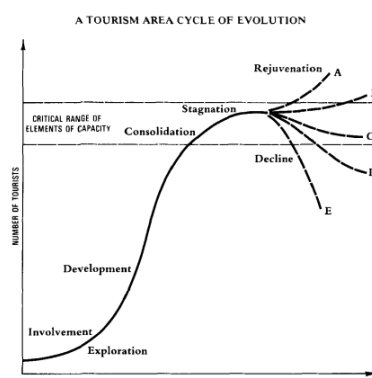
LITERATURE REVIEW

The Tourism Area Life Cycle (TALC) model, introduced by Butler (1980), provides a conceptual framework for understanding the evolutionary stages of tourist destinations. Butler identifies six sequential stages; exploration, involvement, development, consolidation, stagnation, and either rejuvenation or decline; each characterized by distinctive patterns in tourist arrivals, infrastructure development, and socio-environmental impacts. The model underscores that without proactive management, destinations tend to progress toward stagnation, marked by overcapacity, declining tourist satisfaction, and increasing socio-cultural and environmental strain. TALC has since become a widely applied tool for diagnosing destination maturity and informing strategic interventions aimed at sustaining competitiveness over the long term.

Building on this, Buhalis (2000) advances the concept of destination management as an integrated and strategic process that coordinates attractions, services, infrastructure, and stakeholder engagement to meet both tourist expectations and host community objectives. He argues that effective destination management must align marketing and accessibility strategies with sustainability principles, ensuring that tourism growth does not compromise the long-term viability of environmental resources, cultural identity, and local livelihoods. Immigration governance, within this framework, is positioned as a key policy instrument for regulating tourist flows in accordance with carrying capacity and community values.

Together, TALC and destination management offer a dual lens for evaluating tourism development. TALC situates a destination within its life cycle, providing insights into likely future trajectories, while destination management outlines operational strategies to influence those trajectories. In the case of Bali, liberalized immigration measures—such as the reinstatement of the Visa on Arrival, expanded visa-free entry for selected countries, the introduction of electronic visa (e-Visa) systems, and biometric autogate facilities have facilitated rapid increases in foreign tourist arrivals. While these policies have strengthened market accessibility and economic performance, they have also intensified pressures on cultural integrity, environmental capacity, and governance systems, underscoring the need to align immigration policy with sustainable destination management principles.

Figure 1. Hypothetical evolution of a tourist area. (For explanation of A-E see 'Implications.')



This study adopts a qualitative case study approach to examine the impact of immigration policy on the quality of foreign tourists in Bali within the framework of sustainable destination management and the Tourism Area Life Cycle (TALC). Bali serves as an appropriate case due to its recent surge in international tourist arrivals, driven in part by liberalized immigration measures, and the resulting socio-cultural, environmental, and governance challenges. Qualitative approach is being chosen over quantitative method, as qualitative technique helps to obtain a richer, insightful, and contextualized consideration of community experiences thorough study of unique cases (Polit & Beck, 2010).

In this study, the author conducts a literature review drawing on theories from prior research, including those addressing the impacts of Immigration Policy to tourism in Bali. According to Hasibuan (2007), a literature review serves as a means of building the foundation of a study by referring to established theories, relevant research materials, and previous findings. Primary data were collected through a systematic document analysis of official government publications, immigration statistics, and regulatory frameworks while supplementary data were drawn from credible local news reports and official public statements to capture community perspectives on tourism growth and immigration-related violations.

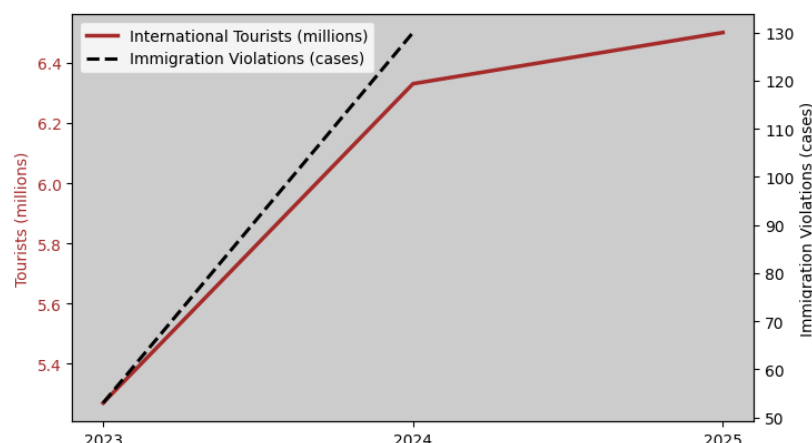
This desk-based inquiry was further supported by an extensive review of academic literature on sustainable tourism, TALC, destination management theory, and quality tourism indicators. This combination of empirical and conceptual sources enabled a contextualized interpretation of Bali's current position in its tourism life cycle and an evaluation of how immigration policy can be strategically aligned to sustain both competitiveness and cultural-environmental integrity.

RESULTS

A comparison of international tourist arrivals and immigration violations in Bali between 2024 and 2025 reveals a notable divergence in their rates of increase. While the number of foreign tourists visiting Bali has continued to rise, the incidence of immigration violations has escalated at a significantly higher rate. Based on official statistics, the Directorate General of Immigration recorded 607 deportations and 303 detentions between November and December 2024. These figures surged in the period from January to July 2025, reaching 2,669 deportations and 2,009 detentions. Over the same period, 62 foreign nationals were subjected to legal proceedings (Direktorat Jenderal Imigrasi, 2025). The data demonstrate that the growth in tourist numbers is not matched by improvements in compliance with immigration regulations. The much steeper increase in immigration offenses compared to arrivals highlights the persistent gap between policy objectives such as promoting quality tourism and on-the-ground outcomes. This suggests that current immigration screening and enforcement mechanisms remain insufficient to address the evolving challenges posed by increased international mobility.

Overall, the result confirm that although Bali continues to attract more international visitors, the effectiveness of immigration management remains an issue, with the risk of negative impacts on both Bali's security and its vision of sustainable, high-quality tourism.

Figure 2. International Tourist Arrivals and Immigration Violations in Bali (2023–2025)



DISCUSSION

The result of this study reaffirm the dual effects of immigration policy relaxation on Bali's sustainable tourism objectives. As seen in the rapid increase in international arrivals after the pandemic, the implementation of visa-free entry, Visa on Arrival (VoA), and digital immigration services has played a central role in reviving economic activity, especially benefiting micro, small, and medium enterprises in Bali. Nevertheless, these quantitative gains are accompanied by significant trade-offs. The expansion of tourist numbers brings risks such as overtourism, legal violations by foreign visitors, environmental pressures, and challenges to the sustainability of local culture and resources. These issues illustrate that while visa facilitation policies support economic growth, they also necessitate careful policy calibration to mitigate adverse social, cultural, and environmental impacts (Oktarina et al., 2023).

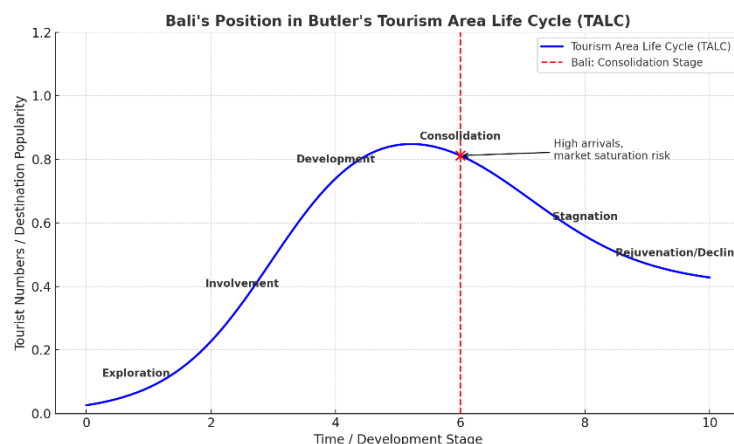
These emerging risks reveal deeper structural challenges within tourism planning, where the dominant focus on economic acceleration and facility development has often sidelined essential considerations of social dynamics and local capacity. According to Rahmafitria et al. (2020), much of tourism planning in Indonesia and similar contexts has historically been shaped by business-driven, project-oriented models that prioritize rapid growth and market expansion. While these approaches can yield impressive gains in visitor numbers and revenue, they tend to compartmentalize planning and overlook the broader social, cultural, and governance implications of tourism development. As a result, regulatory gaps persist, evidenced by issues such as immigration violations, unauthorized employment, and recurring incidents of cultural insensitivity among visitors. These problems reflect not only the limitations of enforcement mechanisms but also a mismatch between the objectives of policy frameworks and the complexities encountered in everyday tourism management. Rahmafitria et al. (2020) further argue that such gaps are exacerbated when planning fails to meaningfully involve a diverse range of stakeholders including local communities, civil society, and non-tourism sectors who are directly impacted by tourism growth (Perkumienė & Pranskūnienė, 2019). This approach reflects what Nababan et al. (2021) identify as a key determinant of sustainable tourism success: the cooperation and active participation of all stakeholders, including government, local communities, and the private sector, in planning and decision-making processes.

From an economic perspective, the upward trend in international tourist arrivals has contributed to greater foreign exchange earnings, expanded business activity, and increased employment opportunities outcomes that have been particularly

advantageous for micro, small, and medium-sized enterprises across Bali. This economic dynamic is often highlighted as central to post-pandemic recovery and the maintenance of local livelihoods. However, a deeper look at the social dimension exposes significant gaps. The absence of rigorous screening and weak enforcement within immigration policy has facilitated the entry of tourists whose behaviours may not align with established cultural norms and public order. Such developments have the potential to erode social cohesion, diminish respect for Balinese traditions, and foster a sense of unease within local communities, which stands in contrast to the province's stated vision of "quality tourism" that emphasizes respect, responsibility, and genuine community benefit (Bali Governor Regulation No. 28/2020). Environmental sustainability presents similar challenges. The persistent growth in tourist numbers places mounting strain on natural resources, public infrastructure, and waste management systems. Instances of overcrowding, rising waste generation, and environmentally insensitive behavior among certain visitors have intensified concerns regarding the long-term resilience of Bali's natural landscapes (Warren & Wardana, 2018). This concern is particularly relevant given that destination planning that does not take carrying capacity into account will trigger environmental degradation, social conflict, and a decline in the quality of the tourist experience (Wulandari et al, 2021)

Applying Butler's (1980) Tourism Area Life Cycle (TALC) framework, Bali's current position can be identified as the consolidation stage: a period of high but plateauing tourist numbers, heavy dependence on tourism revenues, and emerging signs of market saturation. Butler warns that destinations in this stage face an elevated risk of stagnation if management strategies remain quantity-driven. In Bali's case, the surge in entry facilitated by relaxation of immigration policies, coupled with the absence of effective behavioral screening, is accelerating this trajectory toward stagnation. Indicators such as the rapid escalation of deportations, detentions due to legal violations, underscore the inadequacy of current control measures at points of entry to protect destination quality. Buhalis's (2000) destination management model provides a complementary lens, stressing that at advanced TALC stages, competitiveness can only be sustained through coordinated management of stakeholders, resources, and market positioning. Within this framework, immigration governance is not a peripheral administrative task but a central strategic lever. Effective destination management requires immigration authorities to act as active gatekeepers, filtering tourists based not only on nationality but on behavioral profiles, travel motivations, and anticipated contributions to the host economy and culture. Integration of immigration data with destination management systems could enable real-time monitoring of tourist distribution and pressure points, supporting evidence-based interventions.

Figure 3. Bali's Position in Butler's Tourism Area Life Cycle (TALC)



Yet, the current trajectory is moving in the opposite direction. Service innovations such as e-Visa systems and biometric autogates, while increasing efficiency (Ichsan et al., 2024), have reduced the scope for in-person, non-technical screening and profiling critical tools for identifying potentially disruptive visitors (Putra et al., 2022). Without these qualitative controls, policy liberalization risks becoming a conduit for low-quality tourism, eroding the very cultural and environmental assets on which Bali's competitiveness depends. To avert an early slide into TALC's stagnation stage, Bali's immigration function must be repositioned as a proactive actor within the destination management system.

Such measures align with Butler's prescription for delaying stagnation through targeted interventions and Buhalis's call for holistic, multi-stakeholder destination governance. If effectively implemented, immigration policy could shift from being a mere facilitator of entry to becoming a decisive instrument in shaping the quality, sustainability, and long-term competitiveness of Bali as a global destination. This could include the adoption of risk-based screening protocols, expanded digital surveillance, and effective community-based monitoring to ensure that only those tourists who align with Bali's values and sustainability goals are welcomed (Agung et al., 2022). Furthermore, collaborative planning with local stakeholders should be prioritized, enabling communities to play a central role in defining and achieving "quality tourism." The role of local governments and other tourism stakeholders has become urgent and crucial in restoring cultural tourism to its traditional roots (Mahagangga et al., 2025). In summary, the application of the TALC approach makes clear that sustainable tourism in Bali depends not simply on the volume of international arrivals, but more critically on the alignment of immigration policy with the island's socio-cultural fabric and environmental capacity. Accordingly, recalibrating immigration governance emerges as a vital strategy for protecting Bali's identity, the well-being of its communities, and its ecological future.

This study therefore supports the argument that the movement toward a more active and strategic role for immigration governance in the context of sustainable tourism is increasingly viewed as essential, particularly given the complexity and scale of Bali's tourism sector (Pemayun, 2019). Rather than functioning solely as a bureaucratic formality, state oversight in immigration has come to be recognized as a central component in shaping tourism outcomes, with a growing emphasis on cross-sector collaboration and the engagement of local communities. Collaborative frameworks such as local communities through institutions like *desa adat* and *pecalang* provide a cultural lens through which visitor behavior can be understood and managed, making policy implementation more responsive and grounded in local realities. National legal instruments, such as the Regulation of the Minister of Law and Human Rights No. 50 of 2016, further solidify the mandate for local involvement in immigration oversight, which in turn helps align regulatory enforcement with the interests and values of the host community (Antariksa et al., 2024). Integrating local customs and knowledge within policy strategies offers a pathway for more effective and sustainable management of tourism impacts. The involvement of the community in the tourism planning process is a determinant of the sustainability of tourism development. Whereas participation in the sharing of tourism benefits contains the intention that the community has the right to obtain economic benefits, quality of life, and environmental services from the development of tourism products in the vicinity (

At the same time, the challenge of maintaining domestic sovereignty amidst increasing global mobility has also come to the fore. As noted by (Indrady, 2020), the state's ability to assert control over its borders is not only a matter of national security but also a means of protecting social and ecological wellbeing from the disruptive potential of mass tourism. Through strengthening local governance and embedding cultural awareness into immigration practices, responses to tourism's challenges can be more precisely

tailored to the community context. This collaborative and layered approach is necessary for managing the complex social, cultural, and economic realities of tourism in Indonesia. Ultimately, a more proactive and participatory model of immigration governance has the potential to promote sustainable tourism in Bali by foregrounding local voices and safeguarding community interests within the policy process. In this way, immigration management becomes a vital tool for balancing economic opportunity with the preservation of cultural integrity and social harmony.

CONCLUSION

The challenge of managing Bali's tourism future lies not only in attracting greater numbers of visitors, but in ensuring that those who come truly contribute to the island's sustainable development. As the debate on immigration policy evolves, it becomes increasingly clear that the pursuit of "quality tourists" must take center stage, visitors who show respect for local culture, act responsibly, support community livelihoods, and tread lightly on Bali's natural environment.

Sustainable tourism is not merely an abstract principle; it is measured in the daily realities of social harmony, environmental care, and economic fairness. In this context, immigration policy becomes a powerful tool for shaping the quality and impact of foreign arrivals. Selective and adaptive immigration measures, informed by community input and local wisdom, are essential for filtering and guiding the flow of tourists so that their presence aligns with the values and long-term aspirations of the Balinese people.

Bali's tourism sector demands a recalibration of governance, one that moves beyond administrative routines toward an active, strategic role for immigration authorities. This approach involves not only screening and monitoring, but also embracing participatory processes that give local communities a genuine voice in defining what quality tourism means and how it is achieved. Through thoughtful policy design, continuous collaboration, and a clear commitment to sustainability, Bali can move closer to realizing a tourism model where the pursuit of economic benefit, the preservation of cultural identity, and the protection of the environment stand together in balance.

In the end, the measure of success will not be found in arrival statistics alone, but in the capacity of Bali's tourism system to welcome travelers who enhance, rather than undermine, the island's unique character and resilience for generations to come.

LIMITATION

This study relies primarily on secondary data and publicly available sources, which may not fully capture the complexity of on-the-ground experiences or the diversity of stakeholder perspectives in Bali. While the qualitative, document-based approach offers valuable insights into policy and trend analysis, future research could benefit from direct fieldwork, interviews, or participatory observation to deepen understanding of community impacts and adaptive strategies.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to Prof. Dr. Drs. I Nyoman Sunarta, MSi. for his invaluable guidance, insightful feedback, and continuous encouragement throughout the preparation of this research. His mentorship has been instrumental in shaping both the academic quality and the practical relevance of this study.

This research was made possible through the generous support of the Indonesian Endowment Fund for Education (LPDP). The author extends heartfelt thanks to LPDP for providing the financial assistance necessary to pursue and complete this work.

DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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