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SUSTAINABLE TOURISM EQUITY UNDER BALI HOTEL MORATORIUM

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Abstract. The rapid expansion of global tourism has intensified concerns about environmental sustainability and the equitable distribution of investment flows. This study examines the relationship between tourism investment, sustainability, and equity, with a focus on the hotel construction moratorium in Bali, Indonesia. Unlike conventional economic-centric approaches, Foreign Direct Investment (FDI) is positioned as a key driver of spatial transformation. A hybrid methodological approach is employed, combining a Systematic Literature Review (SLR) using the PRISMA framework (25 core studies), a bibliometric analysis of 1,967 publications from 2020–2025, and the integration of government investment data. Conceptual structure analysis using Multiple Correspondence Analysis (MCA) reveals a significant knowledge–investment gap, where economic and market dynamics dominate the discourse (70.43 %), while environmental equity remains marginal (14.47%). The SLR findings indicate a fragmented research landscape in which capital expansion frequently outpaces ecological mitigation strategies. Empirical evidence shows a mismatch between increasing investment flows (USD617 million in 2024) and sustainability-oriented knowledge, particularly in non-traditional markets facing academic indexing barriers. The study concludes that the hotel moratorium functions as a regulatory "reset" to align tourism expansion with ecological limits and social justice, providing a foundation for more inclusive and resilient tourism development in island destinations.

Keywords: Sustainable tourism, FDI, Equity, Bibliometric-SLR, Bali, Hotel Moratorium

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Научная статья

УСТОЙЧИВОЕ РАВЕНСТВО В ТУРИЗМЕ В УСЛОВИЯХ МОРАТОРИЯ НА ОТЕЛИ НА БАЛИ

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Аннотация. Стремительное расширение глобального туризма усилило обеспокоенность экологической устойчивостью и справедливым распределением инвестиционных потоков. Данное исследование анализирует взаимосвязь между инвестициями в туризм, устойчивым развитием и справедливостью с акцентом на моратории на строительство гостиниц на Бали (Индонезия). В отличие от экономоцентричных подходов прямые иностранные инвестиции (FDI) рассматриваются как ключевой фактор пространственной трансформации. Применен гибридный методологический подход, включающий систематический обзор литературы (SLR) по методологии PRISMA (25 исследований), библиометрический анализ 1 967 публика-

ций за 2020–2025 гг. и интеграцию государственных инвестиционных данных. Анализ с использованием MCA выявил значительный разрыв между знаниями и инвестициями: экономические аспекты доминируют (70,43 %), тогда как экологическая справедливость остается маргинальной (14,47 %). Результаты SLR показывают фрагментированность исследований, при которой рост капитала опережает экологические меры. Эмпирические данные демонстрируют несоответствие между ростом инвестиций (617 млн долл. США в 2024 г.) и уровнем знаний об устойчивом развитии, особенно на нетрадиционных рынках с барьерами академической индексации. Мораторий рассматривается как ключевой регуляторный механизм «перезапуска», направленный на согласование экономического роста с экологическими ограничениями и социальной справедливостью, формируя основу для устойчивого развития туризма в островных регионах.

Ключевые слова: устойчивый туризм, прямые иностранные инвестиции (FDI), справедливость, библиометрико-систематический обзор (B-SLR), Бали, мораторий на строительство гостиниц

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Introduction

The rapid expansion of the global tourism sector has been widely recognized as a key driver of economic growth, employment generation, and regional development. However, the literature also indicates that such expansion may generate significant environmental pressures and socio-economic challenges. In this context, the concept of sustainable development emphasizes the need to balance economic, environmental, and social dimensions within development processes [1].

The implementation of sustainability principles in public policy is closely linked to institutional capacity and governance quality. Previous studies have shown that multi-criteria budgeting approaches can support the integration of sustainability objectives into public planning processes [2]. In the context of higher education institutions, sustainability reporting practices have been found to contribute to improved transparency and accountability [3]. Furthermore, capacity-building mechanisms, including training and knowledge transfer, play an important role in embedding sustainability within organizational practices [4]. The concept of integrated thinking has also been applied in the public sector to link financial performance with sustainability considerations [5].

Investment and technological innovation are increasingly recognized as key enablers of sustainable transitions. Empirical evidence from G7 countries suggests that investments in green energy technologies contribute to cleaner energy supply and improved environmental performance [6]. In addition, circular economy practices in the public sector have been identified as strategies to enhance resource efficiency and reduce waste generation [7].

Within the tourism sector, investment plays a crucial role in shaping destination development and competitiveness. However, in the context of Bali, tourism development policies indicate that uncontrolled growth may lead to environmental stress and sustainability challenges [8]. Empirical studies also suggest that tourism expansion in Bali is associated with socio-economic transformations and uneven distribution of development benefits [9], as well as diverse perceptions among local communities regarding the impacts of mass tourism [10]. Moreover, tourism governance studies highlight the complexity of stakeholder interactions within tourism systems [11]. In some regional contexts, tourism development has also been linked to housing accessibility issues and spatial restructuring processes [12].

Table 1

Hotel Occupancy & Length of Stay comparation

Category	Indonesia	Bali
Hotel Occupancy Rate (%)	48.3	58.1
Average Length of Stay (nights)	10.1	6.8

Source: BPS 2024, Statistics of International Tourist Visits 2024[1].

As shown in table 1, Bali has a higher hotel occupancy rate than the national average, reflecting high tourism demand and intensive utilization of accommodation capacity. However, this is accompanied by a shorter average length of stay for tourists, indicating a tourism pattern characterized by rapid tourist turnover. This pattern reflects a volume-driven tourism model, which has the potential to increase pressure on local resources, infrastructure, and the environment, while simultaneously limiting the economic value generated from each tourist visit. This imbalance indicates that tourism investments do not always yield sustainable or equitable outcomes. High occupancy rates may reflect short-term economic success, but shorter

[1] BPS. URL: www.bps.go.id (date of access: 25.08.2025).

stays can reduce the distribution of economic benefits and increase environmental externalities. Therefore, it is crucial to understand the relationship between tourism investment, sustainability, and equity, particularly in rapidly growing destinations like Bali.

Academically, research on sustainable tourism has grown rapidly with various focuses such as governance, environmental sustainability, and overtourism. However, such research remains fragmented and has not yet comprehensively integrated the dimensions of investment and equity. Furthermore, it is still limited.

In the context of tourism, governance plays a central role in shaping the implementation of sustainable development principles. Research on crisis management in the tourism industry highlights the importance of institutional preparedness and adaptive capacity in responding to external disruptions [13]. In addition, changes in tourist behavior, particularly in the post-pandemic context, indicate shifting preferences that may influence tourism policy directions [14; 15].

Participatory approaches to tourism development have been identified as mechanisms to incorporate local stakeholders into decision-making processes [16]. At the same time, the literature on overtourism emphasizes the need for governance frameworks that consider environmental and social carrying capacities in destination management [17].

The relationship between investment and sustainability in tourism is complex and context-dependent. In several cases, rapid tourism growth driven by investment has been associated with increased environmental and social pressures, as highlighted in the overtourism literature [17].

In response, alternative development approaches have been proposed. Studies on community-based tourism emphasize the importance of local participation in ensuring environmental sustainability [18]. Ecosystem-based approaches have also been applied to assess tourism impacts on ecosystem services [19]. Additionally, participatory ecotourism development initiatives demonstrate potential for promoting sustainable destination management [20].

The transition toward sustainable tourism systems is also supported by innovation in mobility and service systems. Research on mobility-as-a-service highlights the potential for integrating transportation systems to improve efficiency in urban tourism contexts [21; 22].

Furthermore, recent studies suggest that tourists are increasingly willing to support policies aimed at reducing carbon emissions within the tourism sector [23]. Circular economy approaches are also being explored in tourism services as a means to enhance sustainability at the system level [24].

Existing literature largely treats tourism investment as a secondary economic variable rather than a key driver of spatial and social transformation, resulting in limited understanding of how Foreign Direct Investment (FDI), particularly from non-traditional markets, shapes destination resilience and sustainability. Moreover, equity remains underexamined, as most studies prioritize economic growth and environmental outcomes while overlooking the distribution of benefits and burdens at the local level, leading to fragmented insights across governance, investment, and sustainability. In addition, there is a lack of integrative studies combining bibliometric analysis and system-

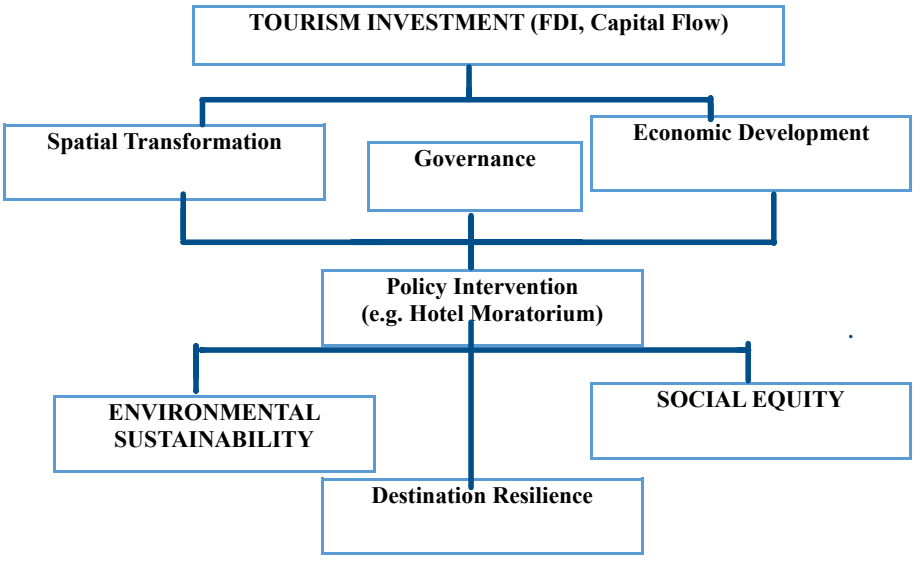

Fig. 1. Conceptual Framework
Source: Authors' elaboration

atic literature reviews to assess policy effectiveness, especially in relation to location-based interventions such as hotel construction moratoriums. This study addresses these gaps by integrating investment and equity into a unified analytical framework and providing policy-relevant insights for tourism-dependent destinations facing overtourism pressures.

The conceptual framework highlights tourism investment, especially Foreign Direct Investment (FDI), as a key driver of spatial and economic change in tourism destinations, shaped by governance and policy measures such as hotel moratoria. It shows that investment influences environmental sustainability and social equity, and their interaction determines destination resilience, particularly under overtourism pressures.

Methods

This study adopts a Bibliometric-Systematic Literature Review (B-SLR) approach to analyze the development of research on sustainable tourism and tourism investment. To ensure the findings are relevant to current conditions, the literature results were triangulated with primary internal government data (2022–2025). This combination allows the study to compare global academic trends with real-time investment dynamics in Bali. The literature search was conducted using the Scopus database as the primary source due to its extensive coverage of peer-reviewed international publications. Google Scholar was also used as a complementary source to ensure a broader inclusion of relevant studies. The search used the following specific query:

• Query: (“sustainable tourism” AND “tourism investment” AND “Bali”)

• Timeframe: 2020–2025

• Initial Results: 1,967 documents from 476 academic sources.

From this large dataset, the researchers applied the PRISMA framework to filter and select 25 highly relevant core studies for deep qualitative analysis (SLR), this study integrated internal government investment records from 2022 to 2025. This data includes official statistics on Foreign Direct Investment (FDI) realization and qualitative insights from interviews with local officials. This internal data is crucial for understanding the recent capital surges that may not yet be fully documented in international academic journals.

Systematic Literature Review

The review of studies on sustainable tourism and tourism investment was conducted using a systematic literature review supported by bibliometric techniques. This approach has been widely applied in recent tourism research to identify research gaps, emerging themes, and future research directions[25]. To ensure transparency in the literature selection process, this study follows the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework [26].

Table 1 illustrates the identification, screening, eligibility, and inclusion stages used to construct the bibliometric dataset and the systematic literature review. Following the PRISMA-based selection process, a final set of 25 studies was identified for in-depth qualitative synthesis. These studies form the core dataset for the systematic literature review and were selected based on their relevance to sustainable tourism, investment dynamics, governance, and equity dimensions.

Bibliometric Analysis

The selected literature dataset was analyzed using Biblioshiny, a bibliometric analysis tool that enables researchers to explore and visualize trends, thematic

Table 2

PRISMA-based Study Selection Process

Stage	Step	Activity Description	Records (n)
Identification	Database Search	Records identified from the Scopus and google scholar database using the keywords “sustainable tourism” AND “investment tourism”.	1,967
Screening	Title and Abstract Screening	Records screened based on title and abstract relevance.	1,967
	Records Excluded	Records excluded due to irrelevance, duplication, or language limitations.	(1,812)
Eligibility	Full-Text Assessment	Full-text articles assessed for eligibility.	155
	Full-Text Excluded	Articles excluded due to mismatched research scope, methodology, or lack of relevance.	(130)
Included	Final Selection	Studies included in the systematic qualitative synthesis.	25

Source: Adapted from the PRISMA framework [26].

Table 3

Dataset of selected studies for systematic literature review (*n* = 25)

No	Author (Year)	Journal	Theme/Topic
S1	S. Gössling et al. [15]	J. of Sustainable Tourism	Pandemic reset and tourism transformation
S2	T. Jamal, M. Robinson [27]	Tourism Management	Sustainable governance & collaborative policy
S3	S. Muhamad et al. [28]	Asia Pacific J. of Tourism Research	Legal certainty & sustainable investment in Bali
S4	N. Ariyani, A. Fauzi [16]	GeoJournal of Tourism and Geosites	Policy framework for sustainable tourism in Indonesia
S5	R. Salam et al. [8]	J. of Infrastructure, Policy & Dev.	Balancing growth and sustainability in Bali
S6	S. Kharb et al. [29]	Quarterly Rev. of Economics & Finance	Investment determinants & environmental health
S7	G. Smith, D. A. Hensher [22]	Transport Policy	Governance and policy for sustainable mobility
S8	I.W.K. Suryawan et al. [23]	Environmental Challenges	Decarbonization & sustainable island tourism
S9	S. Suhardono et al. [24]	Environmental Challenges	Circular economy policies in tourism destinations
S10	I. Loureiro et al. [25]	Tech. Forecasting & Social Change	Emergent domains in sustainable tourism
S11	P. Tirado-Valencia et al. [5]	Sustain Account Manag Policy J	Integrated thinking in public sector sustainability
S12	S. Partelow, et al. [30]	Marine Policy	Social network analysis of island governance
S13	T. Mihalic [31]	Sustainability	Natural resources as the foundation for tourism
S14	A. Kifworo & K. Dube [33]	GeoJournal of Tourism and Geosites	Bibliometric of global tourism policy
S15	J. Sun et al. [34]	Marine Policy	Effectiveness of cruise tourism policy
S16	J. D. Araya et al. [19]	Land	Land use and ecosystem services in tourism
S17	Z. Ahmed et al. [6]	Gondwana Research	Green energy and technological innovation
S18	I. A.Bock et al. [11]	Tourism & Hospitality Management	Governance & power dynamics in tourism FDI
S19	G. Lukoseviciute [20]	J. of Outdoor Recreation & Tourism	Participatory management in eco-cultural trails
S20	C.M. Rogerson [35]	GeoJournal of Tourism and Geosites	Coastal tourism policy and geography
S21	N.W.P. Artini et al. [9]	Int J Life Sci	Tourism investment and economic inequality
S22	P. Laksmi & A. Saputra [36]	R-Economy	Decentralized governance in Bali's policy
S23	E. Buitrago et al. [17]	Revista de Estudios Andaluces	Responsible tourism and overtourism
S24	R. Urrestarazu [12]	Revista de Estudios Regionales	Impact of tourism on housing rights & equity
S25	K.L. Chong [10]	Asia Pacific J. of Tourism Research	Side effects of mass tourism from local view

Source: Authors' elaboration.

patterns, and research networks within a body of academic literature.

The analysis includes:

- Keyword co-occurrence analysis
- Network visualization
- Thematic clustering

A minimum occurrence threshold was applied to ensure robustness of the results. Following the bibliometric mapping process, the study conducted a review of selected previous studies that support the identified

Table 4

Description of Bibliometric Data Processing Using Biblioshiny

Stage	Description
Keyword identification	The search was conducted using the keywords "sustainable tourism" and "tourism investment Bali"
Initial dataset	The initial search produced 1,967 documents related to the research theme.
Time limitation	The dataset was limited to publications between 2020 and 2025 to ensure relevance to recent developments in sustainable tourism and investment.
Screening process	Manual screening was conducted using the Scispace application to verify relevance and eliminate unrelated records.
Final dataset	After screening, a total of 1,967 documents were retained for bibliometric analysis
Bibliometric processing	The dataset was processed using Biblioshiny to generate bibliometric indicators and visualization maps.
Analytical outputs	Bibliometric visualization includes publication trends, thematic patterns, and research topic networks related to sustainable tourism and tourism investment.

Source: Authors' calculation based on bibliometric analysis.

bibliometric trends to maintain clarity and focus in the analysis, only the most relevant figures, diagrams, and tables were selected for presentation in the results section. This approach follows the principle of efficient data presentation, ensuring that the analysis remains concise while allowing readers to clearly interpret the research findings.

Result

These results provide a basis for further discussion on the relationship between investment dynamics, governance, and sustainability. Table presents the descriptive statistics of the bibliometric dataset analyzed in this study. The dataset covers publications between 2020 and 2025 and includes 1,967 documents obtained from 476 different sources. A total of 5,697 authors contributed to these publications, with an average of 3.53 co-authors per document, indicating a high level of research collaboration in the field.

The dataset shows a negative annual growth rate (–51.26%), indicating a recent decline in publication output. This likely reflects a normalization phase after the surge in tourism research during COVID-19, as well as incomplete data for 2025 since the analysis was conducted mid-year. As journals continue publishing throughout the year, the 2025 count appears lower and affects growth estimates. The average document age of 1.8 years indicates that the field is recent and still evolving. An average of 7,797 citations per document suggests moderate academic impact, showing that the field is developing but not yet fully consolidated. The high number of references (131,850) indicates strong connections with broader areas such as sustainability, governance, and economic development.

Table 5

Main information of the bibliometric dataset

Description	Results
Timespan	2020–2025
Sources (journals, books, etc.)	476
Documents	1,967
Annual growth rate	–51.26%
Document average age	1.8
Average citations per document	7.797
Total references	131,850
Keywords Plus (ID)	3,134
Author's keywords (DE)	5,751
Authors	5,697
Authors of single-authored documents	187
Single-authored documents	198
Co-authors per document	3.53
International co-authorship (%)	35.99
Document types — Articles	1,947
Document types — Book chapters	2
Document types — Conference papers	9
Document types — Editorials	1
Document types — Reviews	8

Source: Authors' calculation based on bibliometric analysis.

The conceptual structure of the literature, analyzed through Multiple Correspondence Analysis (MCA), reveals a significant imbalance in research focus. Dimension 1 (Horizontal Axis) accounts for 70.43% of the total variance, predominantly focusing on economic indicators, market dynamics, and tour-

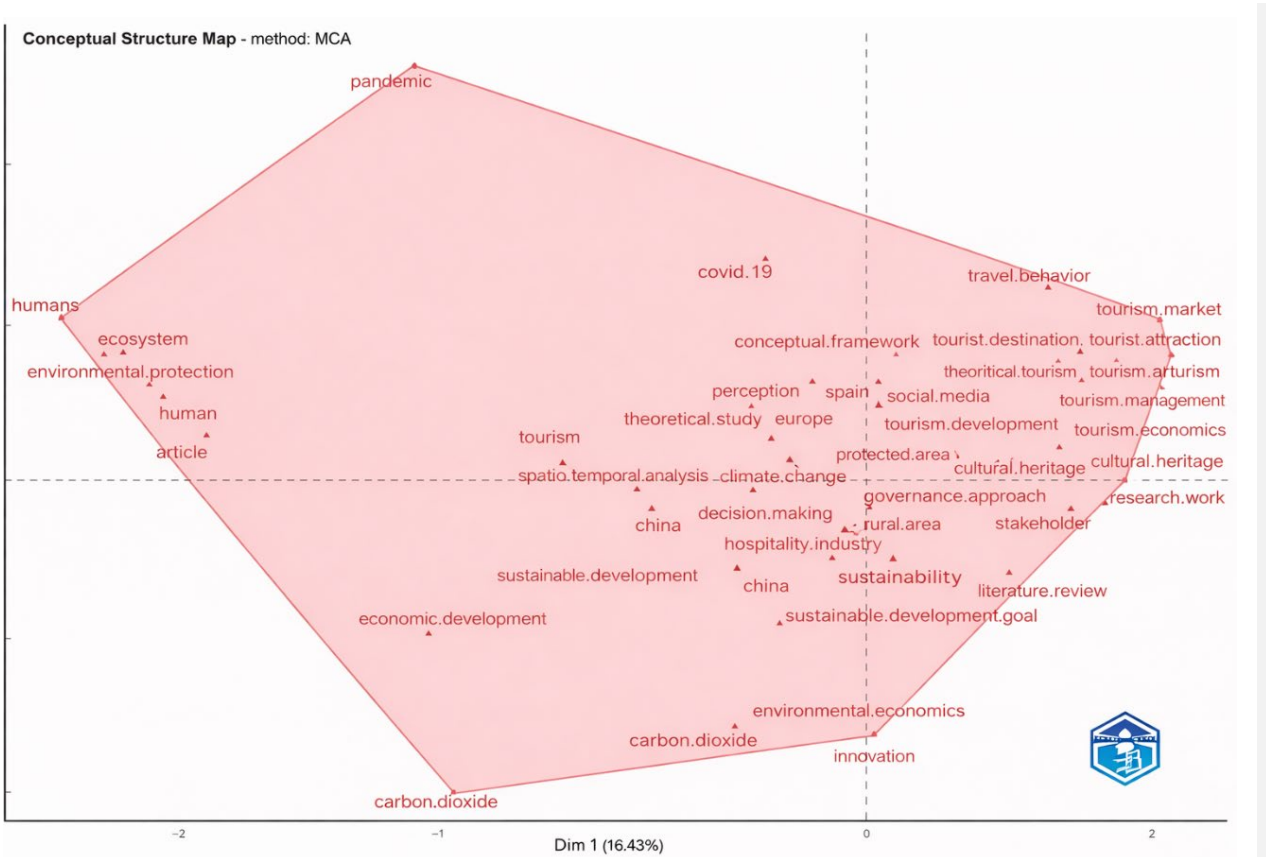

Fig. 2. Conceptual structure map based on Multiple Correspondence Analysis (MCA)

Source: Authors' elaboration based on Biblioshiny.

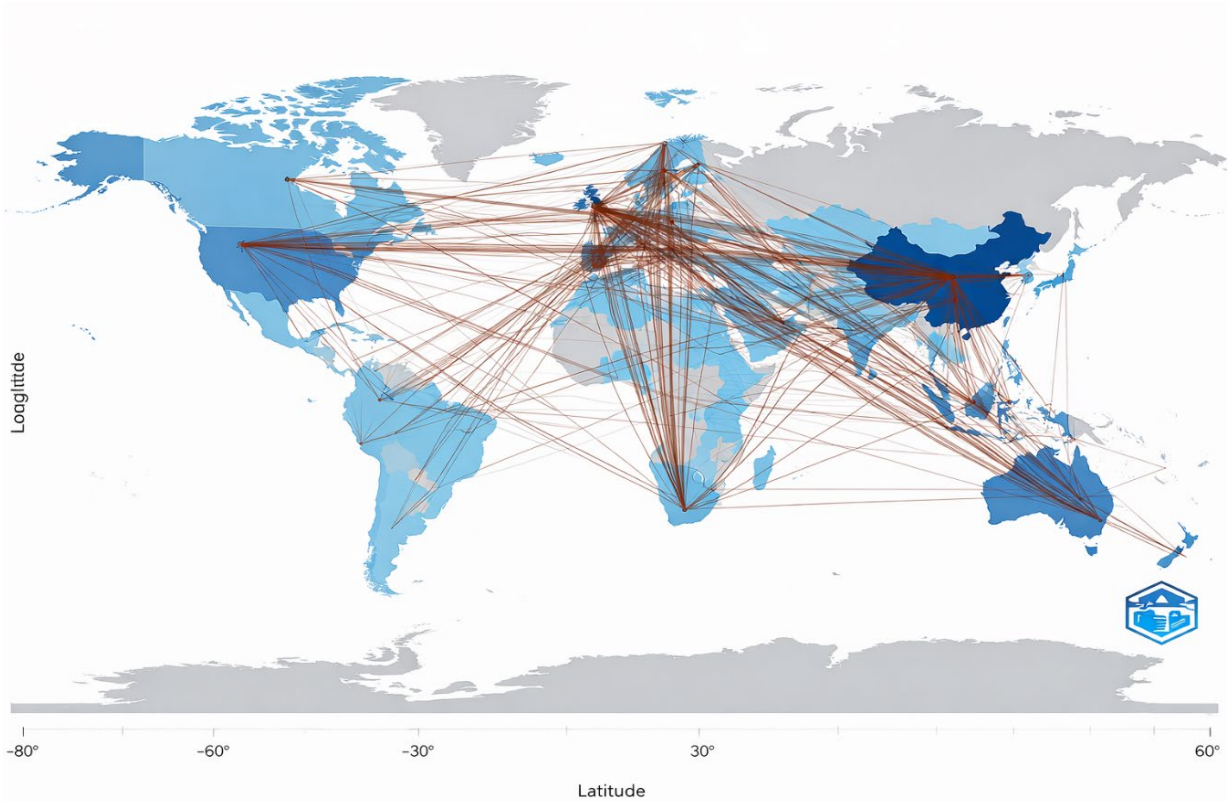

Fig. 3. Global scientific collaboration network

Source: Authors' elaboration using VOSviewer

ism management (as seen in the right cluster). Meanwhile, Dimension 2 (Vertical Axis), which represents environmental protection, carbon emissions, and ecological equity (the left cluster), accounts for only 14.47% of the variance. This wide disparity (70.43% vs. 14.47%) empirically demonstrates that sustainable tourism research is currently heavily skewed toward economic variables, leaving environmental and social justice dimensions which are critical for Bali's long-term resilience relatively under-researched.

The collaboration map in Figure 2 illustrates that the sustainable tourism research network is primarily dominated by English-speaking countries and global financial hubs. The limited visibility of Russia within this Scopus-indexed network indicates a gap between its significant physical investment and global scientific output. This trend is likely influenced by the language barrier, as Russian domestic research is often published in national indices, alongside geopolitical factors and divergent national research priorities that may limit cross-border academic collaborations with the global network.

Table 6

Trends in tourism research publications (2022–2025)

Year	Australia	Russia	Singapore
2022	145	12	82
2023	158	15	85
2024	162	18	88
2025	150	16	86

Source: Authors' elaboration using VOSviewer.

The publication trends shown in Table 6 suggest that Singapore and Australia have maintained relatively stable scientific output in sustainable tourism research, reflecting established research ecosystems. In contrast, Russia presents a unique dynamic: despite being a major financial contributor to Bali's tourism sector, its visibility in Scopus-indexed research remains comparatively limited. This distinction between high investment intensity and lower research output may be attributed to divergent national priorities, linguistic characteristics of domestic scholarship, and evolving geopolitical conditions. These findings suggest that substantial capital inflow does not necessarily correspond to international scientific visibility, highlighting the need to strengthen the integration between investment practices and global sustainable tourism research.

Table 7

Tourism investment by country and period (USD million)

Country	2023	2024	2025 Q1	Total
Russia	110	217	71	398
Singapore	79	234	52	365
Australia	73	250	51	374
France	123	116	48	287
Malaysia	0	0	33	33
Total	385	617	255	1,257

Source: Internal Government Data 2025 (4 July 2025).

Discussion

These findings provide the basis for further interpretation of the relationship between investment dynamics, governance, and sustainability. FDI is a primary driver of spatial pressure in Bali, not just an economic outcome. The USD617 million surge in 2024, especially from Russia (USD398 million), has accelerated physical expansion beyond the scope of existing sustainability literature. The gap between high capital flows and low research representation reflects structural barriers in knowledge production, where investment growth outpaces environmental understanding. This confirms that FDI must be treated as a transformative force requiring policy response, particularly in line with broader evidence on how tourism policy and spatial dynamics shape development trajectories in emerging regions [35].

Results (70.43% vs 14.47%) show that research remains focused on market dynamics, while environmental equity is underexplored. Economic benefits are unevenly distributed, while ecological burdens are concentrated at the local level. Without alignment between investment and environmental governance, Bali faces declining long-term resilience. This imbalance is consistent with findings that decentralized governance structures significantly influence tourism regulation and local development outcomes in Bali [36]. This study contributes to the literature by integrating investment, sustainability, and equity within a unified analytical framework.

Conclusion

There is a clear gap between investment intensity and its scientific representation. Rapid tourism expansion requires regulatory intervention. The hotel moratorium acts as a necessary alignment mechanism to protect ecological limits. Sustainable tourism requires shifting from growth-driven policy to

governance that prioritizes environmental capacity and social equity. Bali has reached a threshold where volume-based tourism must transition toward quality-based development.

To support this transition, a carrying capacity-based moratorium is needed to pause new hotel development in saturated areas. Sustainability standards should require uniform green compliance for all foreign direct investment (FDI). Investment diversification should be encouraged by shifting toward environmental infrastructure and ecotourism. In addition, real-time monitoring is necessary to track FDI and land use digitally. Integrated governance must also be strengthened through coordination among government, academia, and investors.

This study has several limitations. Scopus data may underrepresent non-traditional markets, creating potential bias. The long-term impacts of the 2024 investment surge are not yet measurable due to time limitations. Access to detailed ESG practices of foreign investors remains limited. Finally, future research should incorporate GIS-based spatial analysis to provide more detailed local insights. These findings contribute to the growing discourse on sustainable tourism governance in emerging economies.

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