

# The Threat of New Colonialism and the Ethical Crisis of Balinese Tourism

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## ABSTRACT

This study investigates how the increasing foreign property dominance in Canggu, Bali, fueled by a post-pandemic surge in digital nomads, is pushing aside tourism ethics. This influx has created an unprecedented demand for villas and co-working spaces, leading to a severe land crisis and heightened social inequality. The conversion of agricultural land into tourism properties, often ignoring sustainability, directly threatens Bali's food security and significantly damages vital local ecosystems, including the UNESCO-recognized traditional Subak irrigation system. Moreover, the escalating influence of foreign investors worsens existing social and economic disparities while intensifying the erosion of Balinese culture. Drawing on data from 400 respondents, this research proposes actionable solutions: a moratorium on commercial property permits in green zones, agricultural land rehabilitation, empowerment of the local economy, and stringent enforcement of customary law. Our policy recommendations highlight the critical need for sustainable tourism planning and robust property regulations to safeguard environmental and cultural sustainability. This study aims to deepen the understanding of more responsible and sustainable tourism practices in Bali and other regions grappling with similar developmental challenges.

## SARI PATI

*Studi ini menginvestigasi bagaimana dominasi properti asing yang meningkat di Canggu, Bali, didorong oleh lonjakan pasca-pandemi digital nomads, mengesampingkan etika pariwisata. Arus masuk ini telah memicu permintaan properti yang belum pernah terjadi sebelumnya seperti vila dan co-working spaces, yang menyebabkan krisis lahan parah dan meningkatnya ketidaksetaraan sosial. Konversi lahan pertanian menjadi properti pariwisata, seringkali mengabaikan prinsip-prinsip keberlanjutan, secara langsung mengancam ketahanan pangan Bali dan merusak secara signifikan ekosistem lokal yang vital, termasuk sistem irigasi tradisional Subak yang diakui UNESCO. Lebih jauh lagi, dominasi investor asing yang meningkat memperburuk kesenjangan sosial dan ekonomi yang ada, sekaligus mengintensifkan erosi budaya Bali. Berdasarkan data dari 400 responden, penelitian ini mengusulkan solusi yang dapat ditindaklanjuti: moratorium izin properti komersial di zona hijau, rehabilitasi lahan pertanian, pemberdayaan ekonomi lokal, dan penegakan hukum adat yang ketat. Rekomendasi kebijakan kami menyoroti kebutuhan kritis akan perencanaan pariwisata berkelanjutan dan regulasi properti yang kuat untuk menjaga keberlanjutan lingkungan dan budaya. Studi ini bertujuan untuk memperdalam pemahaman tentang praktik pariwisata yang lebih bertanggung jawab dan berkelanjutan di Bali serta daerah lain yang menghadapi tantangan pembangunan serupa.*

## INTRODUCTION

Tourism plays a vital role in regional development, not only stimulating the economy but also driving infrastructure growth. However, beneath its potential to accelerate economic growth (UNWTO, 2020), this sector also carries significant, often overlooked, impacts on social, economic, and environmental aspects. Therefore, the implementation of tourism ethics is crucial to ensure sustainable development, balancing economic gains with environmental preservation and the well-being of local communities (Gössling et al., 2012). Tourism ethics demand that the sector not merely be profit-oriented, but also maintain environmental sustainability and involve local communities in every decision-making process.

Bali, an Indonesian province long recognized globally for its natural beauty and cultural richness, is a magnetic destination for travelers from all corners of the world (Eryani, 2019; Putra et al., 2021; Setiari & Utami, 2024; Pramono, Lukitasari, & Wibawa, 2024). Bali's coastlines, including the Canggu area, have long been utilized for tourism, social activities, and even as locations for temples for religious activities (Eryani, 2019). As one of the coastal areas in Badung Regency with significant

tourism potential, Canggu has become a hub of rapid development. Since the early 2000s, Canggu began to attract investors (Martha et al., 2022), evolving into a destination with various tourism facilities such as hotels, restaurants, clubs, and easy road access (Karmini, Ruastiti & Yoga, 2019; Syarifuddin & Musafa, 2021; Wijaya & Widhiastuty, 2021; Pramono, Lukitasari, & Wibawa, 2024).

However, the primary concern now is the rapid transformation of the tourism sector in Canggu, drastically influenced by the post-pandemic surge in digital nomads. Studies show the number of digital nomads in Canggu increased by up to 320% compared to 2020 (BPS Bali, 2023), triggering an unprecedented demand for properties like villas and co-working spaces. Consequently, land prices in Canggu have skyrocketed significantly, from Rp 2 million/m<sup>2</sup> in 2019 to Rp 15 million/m<sup>2</sup> in 2024 (Colliers Indonesia, 2024), indicating speculation by foreign investors, particularly from Russia and Australia. Ironically, most of these properties are acquired by foreign investors through nominee-based PT schemes, creating inequity in land ownership distribution. This situation is exacerbated by the pro-business policies of the Badung Regency Government, which simplify building permits (IMB)

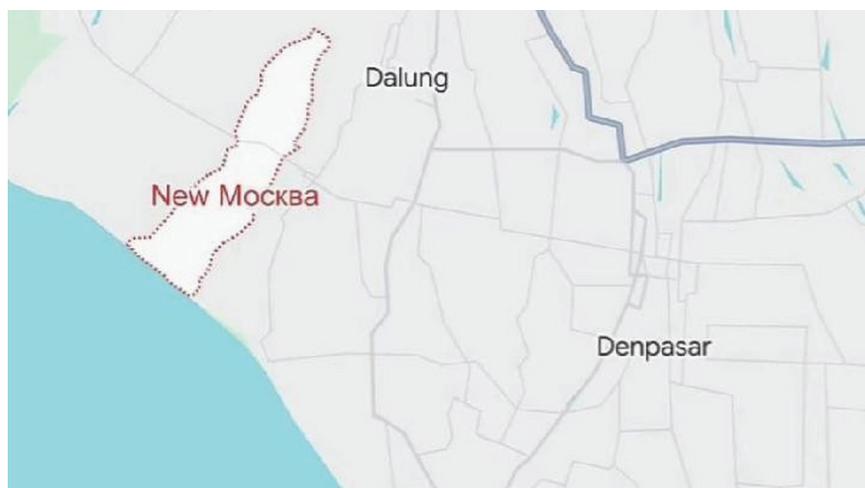


Figure 1. Map of the Canggu area, Bali

for commercial properties, despite violating Bali Provincial Spatial Planning Regulation No. 16/2019 (Ida Bagus Surya Suamba, Ngakan Ketut Acwin Dwijendra, 2021).

This phenomenon gained further prominence with the viral naming of an area in Canggu as "New Moscow" or "New Москва" in Russian on North Kuta maps. Though its veracity is still debated, the emergence of this name sparked public concern about Bali being "colonized" by Russia. These fears are amplified by the surge in foreign nationals from Russia and Ukraine in Bali after the Russia-Ukraine war, making the island a primary destination for digital nomads (Indonesian Immigration data, September 2022). Many netizens worry this phenomenon will cause significant social and economic shifts, where foreign investors dominate the property market, marginalizing local communities.

Mass tourism in Canggu has exacerbated the land crisis, with much agricultural land converted into tourist property areas, threatening local food security and damaging the traditional Subak irrigation system, recognized by UNESCO as a world heritage site (Adnyani et al., 2021; Karmini, Ruastiti & Yoga, 2019). The increased number of tourists also leads to other environmental damage, such as water pollution and declining air quality. Furthermore, social and economic disparities are sharpening; tourism industry players, especially foreign investors, reap massive profits while rental prices soar, forcing local residents to relocate. Another major issue is cultural erosion, where local traditions and values are displaced by the demands of a profit-oriented tourism market. The construction of luxurious villas often disregards the presence of temples, violating the Balinese customary principle of Tri Hita Karana. The Head of Bali Provincial Tourism Office, Tjok Bagus Pelayun, stated that the name "New Moscow" is not an issue as long as it does not violate regulations or cause disturbances; however, concerns persist amid plans to open a Russian consulate general in Denpasar, signaling increased Russian influence.

This phenomenon, while potentially an opportunity for investment and tourism like "Little India" in various major cities worldwide, demands serious attention to local regulations and norms for the benefit of local communities and the sustainability of Balinese culture (Pramono, Lukitasari, & Wibawa, 2024). This research aims to analyze the impacts of mass tourism development in Canggu, specifically concerning villas and co-working spaces, and to assess the violations of tourism ethics occurring during this development. The study also identifies solutions to address issues such as land crisis, social inequality, and environmental damage resulting from mass tourism in Canggu, emphasizing the necessity of multi-stakeholder involvement to create sustainable and equitable tourism (Sharpley, 2009).

The novelty of this research lies in its comprehensive approach to studying the impacts of mass tourism development, particularly in villas and co-working spaces in Canggu, by integrating social, economic, environmental, and tourism ethics violation analyses. This study seeks to align UNWTO's sustainability principles with Bali's local context, namely Tri Hita Karana, to promote more responsible tourism planning. Furthermore, this research introduces an analysis of the evolving digital nomad phenomenon post-pandemic as a key driver of Canggu's tourism transformation, filling a research gap on how globalization and lifestyle shifts specifically affect Bali's property market, local communities, and ecosystems. The study also offers practical solutions such as a moratorium on commercial property permits in green zones and agricultural land rehabilitation with tax incentives, asserting the importance of tourism ethics beyond mass consumption to individual rights (Gomes, 2025). Finally, through an in-depth case study approach, stakeholder interviews, and field observations, this research provides a holistic view of mass tourism in Canggu, gives voice to often-overlooked local communities, and offers concrete recommendations for rebuilding a more equitable and sustainable tourism destination, aligning with

the view that the tourism industry must balance environmental sustainability and economic growth (Naik & Chanda, 2025; Fraga et al., 2025).

### Literature Review

The discussion surrounding tourism's impact on regional development is multifaceted, recognizing its significant contributions to economic growth and infrastructure while acknowledging its potential for adverse social, economic, and environmental consequences (UNWTO, 2020). This duality underscores the critical importance of tourism ethics to ensure sustainable development that prioritizes environmental preservation and the well-being of local communities (Gössling et al., 2012). Ethical tourism necessitates moving beyond mere profit orientation to embrace environmental sustainability and community involvement in decision-making processes.

Bali, a renowned Indonesian island celebrated for its natural beauty and rich cultural heritage, consistently draws global travelers (Eryani, 2019; Putra et al., 2021; Setiari & Utami, 2024; Pramono, Lukitasari, & Wibawa, 2024; Yusnny, Wijaya, & Sari, 2024). The island's coastal areas, particularly Canggu, have historically served as vibrant hubs for tourism, social activities, and sacred religious practices (Eryani, 2019; Ramia & Bagia, 2014). Canggu, a low-lying area in Badung Regency (Ramia & Bagia, 2014), has been a point of rapid development since the early 2000s, attracting investors and fostering a proliferation of tourism facilities, including hotels, restaurants, clubs, and improved accessibility (Martha et al., 2022; Karmini, Ruastiti & Yoga, 2019; Syarifuddin & Musafa, 2021; Wijaya & Widhiastuty, 2021; Aridayanti et al., 2020). Its unique appeal, distinct from areas like Kuta or Seminyak, stems from its blend of beaches, diverse culinary scene (Permana, 2022; Hardjono, Tanius, & Kusumaningrum), accommodation, sports facilities, and entertainment venues (Aridayanti et al., 2020). Moreover, areas like Kaba-Kaba Village, with its verdant rice fields, have emerged as new cycling routes and strategic connectors between

Canggu, Munggu, and Tanah Lot, highlighting the region's interconnected tourism landscape (Putu Widya Darmayanti, I Made Darma Oka, I Wayan Sukita, 2020).

The contemporary narrative of Canggu, however, is heavily influenced by the post-pandemic surge in digital nomads. Canggu, located on the southwest coast of Bali (Sari, Astuti & Suarmana, 2023), has become famously popular among digital nomads worldwide, even recognized by Nomad List as a top destination with a perfect score of 5 (Ni Putu Diah Prabawati, 2020; Sari, Astuti & Suarmana, 2023; Dhyana Hanifianti Handizar, Sumaryadi, & Suteja Wira Dana Kusuma, 2023). This influx, which saw the number of digital nomads in Canggu increase by up to 320% compared to 2020 (BPS Bali, 2023), has fueled an unprecedented demand for properties such as villas and co-working spaces. This heightened demand, coupled with speculation by foreign investors—notably from Russia and Australia—has caused land prices to soar from Rp 2 million/m<sup>2</sup> in 2019 to Rp 15 million/m<sup>2</sup> in 2024 (Colliers Indonesia, 2024). The prevalence of nominee-based PT schemes for foreign property acquisition further exacerbates land ownership inequality. Compounding this issue are pro-business policies from the Badung Regency Government, which streamline building permits (IMB) for commercial properties, even in violation of existing regulations like Bali Provincial Spatial Planning Regulation No. 16/2019 (Ida Bagus Surya Suamba, Ngakan Ketut Acwin Dwijendra, 2021). The COVID-19 pandemic, despite initially impacting Bali's tourism significantly (Sebastianus Rianto Gunawan, I Gede Agus Mertayasa, Ni Putu Dyah Krismawintari, 2023), paradoxically led to the consolidation and strengthening of nomadic tourism in Canggu, enhancing its appeal (Chety & Roychansyah, 2023).

The viral emergence of "New Moscow" or "New Москва" on North Kuta maps symbolizes a tangible shift in Canggu's identity, sparking public concern about the island's potential "colonization" by

Russian interests. This apprehension is validated by the significant increase in Russian and Ukrainian nationals entering Bali post-conflict, transforming the island into a key destination for digital nomads (Indonesian Immigration data, September 2022). This demographic shift raises alarm among local communities regarding potential social and economic displacements, where foreign investors increasingly dominate the property market, leaving locals marginalized.

Mass tourism in Canggu has intensified the land crisis, with extensive agricultural land conversion into tourist properties, threatening local food security and damaging the traditional Subak irrigation system, a UNESCO World Heritage site (Adnyani et al., 2021; Karmini, Ruastiti & Yoga, 2019). Beyond land conversion, increased tourist numbers contribute to environmental degradation, including water pollution, with human activities such as settlements, restaurants, and hotels/villas identified as significant sources of liquid waste (Suprabawati & Sundra, 2007). Moreover, social and economic disparities have become more pronounced. Foreign investors and tourism industry players disproportionately benefit, while soaring rental prices compel local residents to relocate, creating a stark divide between affluent newcomers and disadvantaged locals. Cultural erosion is another critical concern, as local traditions and values are superseded by the demands of a profit-driven tourism market. The construction of luxury villas often disregards sacred sites like temples, such as Pura Batu Mejan (Ramia & Bagia, 2014), directly violating Bali's fundamental Tri Hita Karana principle, which emphasizes harmonious human relationships with the divine, other humans, and nature. While the Head of Bali Provincial Tourism Office, Tjok Bagus Pemayun, asserts that the "New Moscow" naming is inconsequential if it adheres to regulations, persistent worries, especially with the proposed Russian consulate general in Denpasar, highlight growing foreign influence. This rapid development presents the community with the challenge of balancing preservation

versus economic growth, which will impact the destination's future (Kludzeweit, Kamargiannis, Tirta, & Middelkamp, 2020; Fatimah Adelaida Ivan et al., 2024).

While the "New Moscow" phenomenon presents opportunities for investment and tourism akin to "Little India" districts globally, it necessitates rigorous adherence to local regulations and norms to safeguard community interests and the continuity of Balinese culture (Pramono, Lukitasari, & Wibawa, 2024). This study aims to critically analyze the impacts of mass tourism in Canggu, specifically focusing on villa and co-working space development, and to evaluate the accompanying violations of tourism ethics. The research also seeks to identify viable solutions for addressing the land crisis, social inequality, and environmental damage resulting from mass tourism in Canggu, emphasizing the crucial role of multi-stakeholder collaboration in fostering sustainable and equitable tourism (Sharpley, 2009).

The novelty of this research lies in its comprehensive approach to studying the impacts of mass tourism, particularly in villas and co-working spaces in Canggu, by integrating social, economic, environmental, and ethical violation analyses. It endeavors to harmonize UNWTO's sustainability principles with Bali's unique local context, Tri Hita Karana, to promote more responsible tourism planning. Furthermore, this research introduces an analysis of the digital nomad phenomenon as a primary driver of Canggu's tourism transformation, filling a research gap on how globalization and evolving lifestyles specifically influence Bali's property market, local communities, and ecosystems. The study also offers practical solutions such as a moratorium on commercial property permits in green zones and incentivized agricultural land rehabilitation, reinforcing the idea that tourism ethics extend beyond mass consumption to individual rights (Gomes, 2025). Finally, through an in-depth case study, stakeholder interviews, and field observations, this research provides a holistic

view of mass tourism in Canggu, amplifying local voices, and offering concrete recommendations for fostering a more equitable and sustainable tourism destination, aligning with the imperative for the tourism industry to balance environmental sustainability and economic growth (Naik & Chanda, 2025; Fraga et al., 2025).

## METHOD

This study employs a case study approach to specifically and deeply investigate the impacts of property development, particularly villas and co-working spaces, in Canggu, Bali, from 2019 to 2025. This method allows for a comprehensive exploration of the consequences of mass tourism on local communities, the property market, and the environment. By focusing on this unique case, the research aims to uncover the underlying dynamics of property development and its widespread effects on the social, economic, and cultural aspects of Canggu. This approach provides detailed insights into local conditions and the challenges faced by the community amidst the region's tourism growth. The research adopts a mixed-methods approach, combining both primary and secondary data collection to achieve a holistic understanding. Primary data was gathered through semi-structured interviews with 400 key stakeholders, including local residents, property developers, government officials, and tourism business operators. These interviews were designed to elicit direct insights into the perceptions and experiences of individuals affected by tourism development. These interviews were complemented by Focus Group Discussions (FGDs), involving local residents, business owners, and urban planning experts to delve deeper into the impacts of tourism and the effectiveness of local policies. Additionally, field observations were conducted to assess physical and social changes in Canggu, with a particular focus on areas densely developed with properties. Secondary data was sourced from official reports, government documents, statistical data on land prices, and relevant studies concerning tourism development and its impacts. This combination of data sources

ensures a comprehensive understanding of the research topic and supports the triangulation of findings, enhancing the validity and reliability of the results.

Data analysis involved a combination of qualitative and quantitative techniques. For qualitative analysis, thematic analysis was employed to identify key patterns and themes emerging from interview and FGD transcripts, aiding in understanding the narratives, perceptions, and in-depth experiences of the respondents. For quantitative analysis, descriptive statistics were used to evaluate trends in land prices, digital nomad numbers, and other measurable impacts of tourism. To determine the appropriate sample size for this study, the following formula was used:

$$n = \frac{z^2 \cdot p \cdot (1 - p)}{e^2}$$

Linear regression analysis was applied to examine the relationships between independent variables (e.g., property growth, digital nomad arrivals) and dependent variables (e.g., land prices, social inequality levels). The formula used is:

$$Y = a + bX + e$$

$$t = \frac{M_1 - M_2}{\sqrt{\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}}}$$

This integrated methodological approach allows for a more profound understanding of both the quantitative and qualitative aspects of mass tourism and its implications for Canggu. By combining various data collection and analysis techniques, this study aims to provide a robust and nuanced examination of the complex issues arising from rapid tourism development and foreign property dominance in the region.

## RESULTS AND DISCUSSIONS

### Environmental Impact Analysis

This study identifies various significant negative environmental impacts caused by mass tourism development in Canggu. One of the most prominent findings is the conversion of agricultural land into tourist property areas, which directly threatens local food security. This phenomenon, accounting for 30% of the total environmental impact, transforms once-iconic green rice fields into development sites. Furthermore, severe damage has also occurred to the traditional Subak irrigation system, recognized by UNESCO as a world heritage site. This Subak damage represents the most dominant environmental impact, reaching 40%. Additionally, commercial property development in Canggu frequently disregards environmental sustainability principles, as evidenced by water pollution in Tukad Umalas, Tukad Pangi, and Tukad Canggu resulting from residential activities, restaurants, and hotels/villas (Suprabawati & Sundra, 2007). This neglect accounts for 30% of the environmental impact, indicating a lack of attention to preserving local ecosystems.

### Social and Economic Impacts

The rapid development of mass tourism in Canggu also generates profound social and economic impacts, primarily due to foreign property dominance driving the area's transformation into "New Moscow." Findings indicate a significant surge in property rental prices in Canggu, forcing local communities to relocate to more affordable areas. This impact accounts for 35% of the total social and economic effects, creating significant social disparities. Furthermore, drastic social changes have occurred within the community, where social structures shift and create greater inequality between local residents and foreign entities who now predominantly control the property sector. These social changes represent 40% of the social and economic impacts. Lastly, the role of foreign investors in rapid property development further exacerbates overall economic inequality, contributing 25% of the identified impacts. This indicates that the economic benefits of tourism tend to be concentrated among foreign parties rather than being equitably distributed to local communities.

**Table 1. Environmental Impacts**

Negative Impact	Description	Percentage Impact
Agricultural Land Conversion	Shifting the function of agricultural land to property areas, threatening food security.	30%
Damage to Subak Ecosystem	Damage to the Subak irrigation system, recognized by UNESCO as a world heritage.	40%
Violation of Sustainability Principles	Commercial property development that disregards environmental preservation, including pollution and habitat destruction.	30%

**Table 2. Social and Economic Impacts**

Social and Economic Impact	Description	Percentage Impact
Soaring Rental Prices	Rental prices increase rapidly, forcing local communities to move to more affordable areas.	35%
Social Changes in the Community	Changes in social structure leading to inequality between local communities and foreign entities.	40%
Role of Foreign Investors	Increased influence of foreign investors in controlling the property market, exacerbating economic inequality.	25%

**Table 3. Violations of Tourism Ethics**

Ethical Violation	Description	Percentage Impact
Exploitation of Local Resources	Use of local labor with low wages for large property projects.	30%
Cultural Erosion	Erosion of local culture due to the dominance of a tourism market prioritizing economic gain.	40%
Property Development Without Local Wisdom	Construction of villas without considering local values and customs, such as violations against local temples.	30%

### Violations of Tourism Ethics

This study specifically highlights several violations of tourism ethics principles occurring in Canggu, which are central to the issue of "the sidelining of ethics." One primary violation is the exploitation of local resources, where property development often employs local laborers with low wages while substantial profits are reaped by foreign developers. This violation accounts for 30% of the total ethical impacts. Furthermore, local cultural erosion is a very serious issue, representing 40% of ethical violations. The dominance of a profit-oriented tourism market has displaced local cultural values and traditions. This is evident in property development that often disregards local wisdom, in some cases even violating the sanctity of local temples like Pura Batu Mejan (Ramia & Bagia, 2014), which accounts for 30% of ethical violations related to development without local wisdom.

### Discussion

#### Proposed Solutions

To address the negative impacts arising from mass tourism development and the sidelining of tourism ethics, this study proposes several concrete solutions that can be implemented (see table 4).

#### Policy Recommendations

Finally, this research proposes several strategic policy recommendations that can be implemented to ensure more sustainable tourism development planning in Bali, particularly in Canggu as shown in Table 5. These recommendations focus on integrating sustainability principles, strengthening regulations, and enhancing collaboration.

### CONCLUSION

This research unequivocally highlights that the rapid development of mass tourism in Canggu,

**Table 4. Proposed Solutions**

Proposed Solution	Description	Percentage Solution
Moratorium on Commercial Property Permits	Restriction of commercial property development in green zones to prevent further environmental damage.	25%
Agricultural Land Rehabilitation	Rehabilitation programs for agricultural land with tax incentives for landowners who restore their rice fields.	30%
Local Economic Empowerment	Allocation of land for local MSMEs and increasing the economic empowerment of Balinese communities.	20%
Enforcement of Customary Law	Enforcement of customary law against developers who damage temples or violate local cultural norms.	25%

**Table 5. Policy Recommendations**

<b>Policy Recommendation</b>	<b>Description</b>	<b>Percentage Recommendation</b>
Sustainable Tourism Planning	Integrating sustainability principles (Tri Hita Karana, UNWTO) to protect natural resources and local culture.	35%
Strengthening Property Regulations	Limiting development in green zones and other sensitive areas, including reviewing foreign property ownership schemes.	30%
Increased Collaboration	Between government, local communities, and the private sector to create fair and mutually beneficial tourism planning.	35%

primarily driven by the post-pandemic surge in digital nomads, has significantly impacted its social, economic, and environmental facets. The central issue of the sidelining of tourism ethics amidst foreign property dominance is evidenced through various crucial indicators: the massive conversion of agricultural land into tourist property areas, for instance, has transformed productive landscapes into commercial zones that threaten local food security. Damage to local ecosystems, including the UNESCO-recognized traditional Subak irrigation system, is a tangible consequence of uncontrolled development. Furthermore, social and economic disparities have worsened, marked by soaring property rental prices that force native residents to relocate, and the dominance of foreign investors in the property market, shifting ownership and economic control away from local communities. These ethical violations also extend to the cultural dimension, where a fundamental erosion of Balinese culture occurs due to development that disregards local wisdom. Luxurious villas and modern tourist facilities are often built without considering traditional values and the sanctity of sacred sites like temples, thereby neglecting the Tri Hita Karana philosophy that has long served as the foundation for harmonious life in Bali. These impacts create a complex narrative of how tourism growth, if not managed with strong ethical principles, can undermine the social, economic, and cultural foundations of a destination that should ideally be preserved.

Based on these in-depth findings, this research recommends a series of concrete and strategic

measures to address the negative impacts of mass tourism and bring tourism ethics back to the forefront in every aspect of development in Canggu. Firstly and foremost, there is a need for substantial strengthening of regulations and oversight by local governments. This means a thorough review of property permitting policies, especially in green zones and other environmentally sensitive areas, as well as stricter law enforcement against violations, including detrimental nominee-based foreign property ownership practices. Strict development oversight must be a priority to protect productive land and natural ecosystems. Secondly, it is crucial to immediately implement solutions rooted in environmental protection and local economic empowerment as an integral part of the development strategy. This includes enforcing a moratorium on commercial property permits in green zones—a radical yet crucial step to prevent further environmental degradation. Concurrently, agricultural land rehabilitation programs should be promoted with attractive tax incentives for landowners willing to restore their rice fields. Furthermore, local economic empowerment initiatives, such as allocating specific land for local Micro, Small, and Medium Enterprises (MSMEs) and capacity-building programs, are essential to ensure that the Balinese community derives fair and sustainable economic benefits from the tourism sector.

Thirdly, cultural aspects and community participation must become core pillars in the restoration of tourism ethics. Stricter enforcement of customary

law is required to protect cultural values and sacred sites from irresponsible development practices. Beyond that, local communities must be substantially more involved in all decision-making processes related to tourism planning and management. Robust participation mechanisms will ensure their voices are heard, their rights are protected, and that the benefits of tourism are distributed more equitably, thereby ensuring tourism truly serves the well-being of the community. While this research provides an in-depth analysis of the situation in

Canggu, it is important to acknowledge inherent limitations that can serve as a foundation for future studies. The exclusive focus of this research on Canggu means that its findings may not fully represent the complexities of mass tourism conditions across all of Bali or other similar tourism destinations facing comparable challenges. Furthermore, despite involving a substantial sample of 400 respondents, the scope of this sample may still be limited and not fully reflect the diversity of views within the entire community. ■

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