



The Paradox of Hospitality: Tourism Development, Cultural and Environmental Sustainability

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ABSTRACT

Introduction: Bali, renowned for its cultural heritage and natural beauty, faces significant challenges due to rapid tourism-driven property development. This study examines the paradox of hospitality, where economic growth conflicts with cultural and environmental preservation, employing theories of mediated environmental communication and cultural commodification.

Problems: Key issues include land conversion threatening food security, gentrification displacing local communities, and foreign land ownership via mixed marriages. Policy gaps, such as inconsistent enforcement of tourist levies and opaque fund management, exacerbate socio-economic disparities and cultural erosion.

Discussion: Findings reveal tensions between tourism's economic benefits (job creation, revenue) and its disruptive effects (cultural dilution, environmental degradation). Stakeholders highlight the need for transparent levy allocation, inclusive urban planning, and community-based tourism models to mitigate commodification and marginalization.

Conclusion: A holistic approach integrating environmental communication, cultural preservation, and equitable policy enforcement is critical. Recommendations include stricter land ownership laws, participatory decision-making, and leveraging digital media to engage younger generations in sustainable tourism discourse.

Keywords: *tourism development, cultural commodification, environmental communication, gentrification, sustainable tourism, Bali.*

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INTRODUCTION

Bali, renowned for its rich cultural heritage and natural beauty, has long been a global tourism hotspot. However, the rapid expansion of tourism infrastructure and property development has sparked significant public concern regarding its environmental and cultural impacts.¹ This article investigates the paradox of hospitality in Bali, where the pursuit of economic growth through tourism often conflicts with the preservation of local culture and ecosystems. By employing a communication science lens, this study explores how mediated discourses and policy frameworks shape public perceptions and responses to these challenges. The theoretical framework integrates concepts such as "environmental communication"^{2,3} and "cultural commodification,"⁴ providing a nuanced understanding of the interplay between tourism development, cultural

identity, and environmental sustainability.

The impact of infrastructure development is closely related to the condition of the resilience of a region, Bali Province is one of the provinces that has a high food security index score. In the last decades, the positions of Denpasar City, Tabanan Regency, Gianyar Regency, and Badung Regency have become the cities and regencies that occupy the top positions in the national food security index score. Food security produced from biological sources of processed agricultural products, forestry, plantations, fisheries, water, and livestock can decline due to the conversion of land functions to infrastructure and property development.⁵ A further study by Juniawati (2022) explores the impact of tourism investment on settlement functions in Ubud Bali from the perspectives of spatial, social, and economic transformation. The study revealed the increase in tourism will affect the arrangement of settlements in Ubud.

Slowly there will be a shift in the economy dominated by outsiders, and Balinese culture is increasingly eroded by being dominated by outside culture.⁶

Land control that is inseparable from foreigners is covered by mixed marriages in Bali. The existence of regulations prohibiting the purchase of land/property for foreigners in Bali has led to many phenomena of land/property purchased by mixed marriages in Bali. Balinese land controlled by foreigners for personal gain hurts Bali's natural beauty and culture.⁷ In June 2024, it was revealed that the construction of a cliff-cut hotel in Uluwatu raised concerns about the environmental and cultural impacts. Indonesian Association of Hotel and Restaurants (PHRI) Bali branch responded by emphasizing the importance of hospitality industry infrastructure development that complies with applicable standards and regulations.⁸

The levy paid by foreign tourists has

been implemented according to Bali Regional Regulations No. 6 in 2023, the contribution of foreign tourists to protect the natural environment is not only an effort toward the strategic step in protecting Bali's rich culture and preserving its beautiful nature. With wise management, this policy ensures that Bali remains an attractive and sustainable tourist destination for future generations. In terms of property development, by imposing higher levies, Bali may potentially reduce the number of tourists building assets, thereby reducing pressure on vulnerable tourist attractions and slowing the process of damage caused by tourist overcrowding. Nevertheless, the implementation of this policy faces several significant challenges, such as limited awareness among tourists, inefficient management of funds, and the necessity to increase local community engagement. To improve the policy's effectiveness, it is essential to conduct more comprehensive outreach to international tourists, ensure greater transparency in fund management, and foster active involvement from the Balinese community.^{9,10}

A complex socio-economic phenomenon that often occurs in tourism areas, where areas previously inhabited by lower-class residents are transformed into more affluent areas. The drastic increase in land prices, especially in areas such as Canggu and Ubud, has resulted in the marginalization of local communities and the displacement of indigenous peoples, while highlighting the widening gap between the rich and the poor. Yudiantika & Prasada (2025) in their research advocates for the active participation of local communities in all phases of tourism development, alongside the implementation of regulations that curb foreign control over property ownership.¹¹ Consequently, the principle of social justice should underpin tourism planning in Bali, guaranteeing equitable distribution of economic benefits and fostering the cultural sustainability of local communities.^{12,13,14}

Problems

The rapid expansion of tourism-driven property development in Bali presents critical research studies within the

context of communication, particularly in understanding how mediated environmental communication and cultural commodification influence public discourse and policy responses. As tourism infrastructure grows, including the construction of cliff-cut hotels and gentrification, there is a pressing need to explore how media narratives and public discourses shape perceptions of environmental degradation and cultural erosion. Additionally, the phenomenon of land control through mixed marriages and the marginalization of local communities highlight the role of communication in addressing socio-economic disparities and fostering inclusive tourism planning. This communication problem is further compounded by the implementation of policies such as the foreign tourist levy, which aims to balance economic growth with cultural and environmental preservation but faces challenges in awareness, transparency, and community engagement. Thus, investigating how communication strategies can mediate these tensions and promote sustainable tourism practices while preserving Balinese cultural identity and ecosystems is a crucial area of inquiry.

Theoretical Framework

Communication science provides valuable insights into the complexities of tourism development and its social, cultural, and environmental impacts, especially in the context of Bali. The concept of "mediated environmental communication"^{2,3} is particularly relevant, as it underscores the role of media narratives and public discourses in shaping perceptions of environmental issues, such as land conversion, ecological degradation, and the development of cliff-side hotels. In Bali, the rapid growth of tourism infrastructure has raised considerable public concern, yet the mediated narratives surrounding these developments often reflect a tension between economic growth and environmental conservation. This theoretical perspective offers an opportunity to explore how media representations influence public awareness and policy decisions, particularly in cases where environmental sustainability clashes with tourism-driven economic

agendas.^{15,16}

Additionally, the concept of "cultural commodification" helps us understand how Balinese cultural practices and traditions are transformed into products for the tourism market.⁴ As tourism expands, cultural authenticity is frequently diluted, leading to the erosion of local traditions and the marginalization of indigenous communities. This trend is particularly evident in places like Ubud, where the social, economic, and spatial transformation of local settlements has shifted economic power to external actors, often at the cost of preserving Balinese cultural identity. By applying this framework, the study can explore how cultural commodification not only affects local communities but also influences broader discussions on cultural preservation in the face of tourism growth.¹⁷

The theoretical framework also addresses socio-economic issues like gentrification and land control, which are central to Bali's tourism landscape. Mass tourism-driven gentrification has led to the displacement of local communities and increased socio-economic inequality, particularly in areas like Canggu and Ubud. The issue of land control through mixed marriages further complicates matters, as it allows for foreign ownership of Balinese land, often undermining local cultural and environmental values. These trends emphasize the need for inclusive communication strategies that involve local communities in tourism planning and decision-making processes, ensuring that tourism benefits are equitably distributed and that cultural sustainability is prioritized.

This study's theoretical framework combines "mediated environmental communication" and "cultural commodification" to examine the intricate relationships between tourism development, cultural preservation, and environmental sustainability in Bali. By analyzing how media narratives and policy frameworks shape public perceptions and responses to these challenges, the study aims to offer a nuanced understanding of the paradox of hospitality in Bali, where economic growth often comes at the expense of local culture and ecosystems.

This framework highlights the crucial role of strategic communication in promoting sustainable tourism practices and empowering local communities to actively engage in the development process.¹⁸

RESEARCH METHODOLOGY

This research utilizes a qualitative discourse analysis approach to examine interview responses from three key stakeholders in Bali's tourism industry, respectively: hospitality industry worker, a local government staff, and a local resident, in Canggu, Badung regency in Bali. The analysis draws on the theoretical frameworks of mediated environmental communication (Cox & Depoe, 2022; Cox, 2013) and cultural commodification (Horkheimer & Adorno, 2002) to explore

how tourism development affects socio-economic structures, policy effectiveness, and land ownership issues. Thematic coding was used to identify recurring patterns in the participants' narratives, with a particular focus on the tension between economic gains and the preservation of culture and the environment. To ensure a thorough analysis, the study employs an interpretive framework that situates the respondents' views within broader discussions on sustainable tourism and cultural preservation. Critical discourse analysis approach is partially applied to reveal power dynamics in policy enforcement, media portrayals, and land control disputes. By combining interview data with theoretical perspectives, this methodology offers a deeper understanding of how tourism

development is perceived, debated, and managed in Bali. The results contribute to ongoing conversations about equitable tourism governance, highlighting the importance of policies that balance economic development with cultural and environmental sustainability.

RESULTS

Based on the interview conducted to the three respondents, this research summarizes and highlights some findings as indicated in Table 1. There were eight main questions

DISCUSSION

The spatial, social, and economic transformation of popular tourist destination areas in Bali illustrates the

Table 1. The Summary of Research Findings (Source: Authors' Processed Data)

Questions	Respondent 1	Respondent 2	Respondent 3
What is your personal view regarding current hospitality massive property development in Bali?	"Hotel property development in Bali has positive and negative impacts. Positively, tourism can boost the economy and create jobs. However, negatively, uncontrolled development can damage the environment, eliminate cultural identity, and increase land prices".	"I see the booming hotel property development in Bali as a double-edged sword. On the one hand, it drives economic growth and creates jobs. But on the other hand, if not controlled, it could threaten environmental sustainability and the socio-cultural balance of the Balinese people."	"In my opinion, there are positives and negatives related to the booming property development, especially in Canggu. The plus side is that it can open up many job opportunities for the surrounding community. While the negative side is environmental pollution. Property development is often built in areas where buildings should not be built, so it can cause environmental damage (flooding, etc.)."
In your opinion, with the development of tourism in Bali, is Balinese culture being preserved or is it fading?	"Tourism can be a challenge for preserving Balinese culture. Moreover, tourism can increase awareness and appreciation of Balinese culture. However, on the other hand, commercialization of culture can damage the values and identity of the original culture."	"Balinese culture is still preserved in many aspects, because the Balinese people highly respect customs and traditions. However, the pressure of excessive tourism can cause the culture to begin to experience commercialization, which in the long term risks fading its original meaning."	"With the development of tourism in Bali, Balinese culture remains sustainable and is actually an attraction for tourists to come to Bali. However, there are several cases of being misused as entertainment."
What impact do you feel from the change in land that was originally in the agricultural, plantation, fisheries and forestry sectors shifting to infrastructure and property development?	"Land conversion from agriculture, plantations, fisheries, and forestry to infrastructure and property development areas can have significant impacts on the environment and local communities. This can lead to the loss of productive land, changes in ecosystems, and socio-economic impacts on local communities."	"The impact is quite significant, especially in terms of reducing green areas and sources of livelihood for local communities. Dependence on the unstable tourism sector can threaten the economic resilience of communities in the future."	"The impact felt from land changes in the agricultural, plantation, fisheries, and forestry sectors turning into property development I really feel in Canggu. From the agricultural area, it is now almost fully built with villas/hotels, the effect is that it is getting more crowded, more dense, and it can damage the authenticity and environment of Canggu itself."

Questions	Respondent 1	Respondent 2	Respondent 3
What is your view on tourism areas that are now dominated by immigrant settlements/properties, such as in the Ubud and Canggu areas?	"Immigrants can bring positive impacts, such as boosting the economy and introducing new cultures. However, immigrants can also cause unwanted social and cultural changes, such as increasing land prices and shifting local communities."	"I am quite concerned. The dominance of immigrant settlements increases land prices and living costs, which ultimately makes it difficult for local residents to survive on their own land. In addition, the cultural identity of the area can be eroded if there is no good control."	"Immigrants can actually bring positive impacts such as increasing the economic sector and recognizing each other's culture. Especially in Canggu, there are quite a lot of immigrants, so there is more tolerance. However, this also causes unwanted changes such as the price of land or renting a business premises which has skyrocketed and also the increasing crime rate in Canggu. Even my family, I myself experienced theft of garden produce in my own house."
According to the provisions on land purchases by foreign nationals in Government Regulation Number 18 of 2021, foreign nationals have several requirements to purchase land in Bali, such as establishing a PT PMA or a valid residence permit. Thus, land purchases in Bali by foreign are often covered from foreigners who enter into mixed marriages. What is your view on this?	"Land purchases by foreign nationals in Bali, especially through mixed marriages or legal entities, can have an impact on land ownership and control. This needs to be monitored to ensure that the interests of local communities and the environment are protected."	"I understand that this regulation is intended to attract investment, but it needs strict supervision so that it is not misused. This scheme risks accelerating land conversion and narrowing the space for local people to own assets in their homeland."	"In my opinion, mixed marriages for land ownership must be monitored because we are afraid that with the ease of land purchases, local people can become guests in their own area, such as in Canggu where more and more ownership is being done by immigrants."
In your opinion, are efforts to protect Bali's cultural heritage and preserve its natural beauty, by differentiating levies for foreign nationals and Indonesian citizens, effective?	"Efforts to protect Bali's cultural heritage and preserve its natural beauty can be effective if done in the right way. Differentiating levies for foreign nationals and Indonesian citizens can be one way to regulate tourist visits and reduce negative impacts on the environment and culture."	"If implemented properly and transparently, a separate levy for foreign nationals could be a source of funding for the preservation of Balinese culture and nature. However, its effectiveness depends largely on how the funds are managed and channeled to programs that truly have an impact."	"Differentiating levies for foreigners and Indonesians is very effective in my opinion. Because our culture is expensive, foreigners also need to spend more to preserve our culture. Also, so that there is protection by implementing levies/regulations."
Have you felt the impact of the soaring property prices in tourism areas in Bali, such as Canggu & Ubud? What is your opinion about this?	"Soaring property prices in tourist areas can make it difficult for local people to buy or rent houses. This can lead to undesirable social and cultural changes, such as increasing social inequality and shifting local communities."	"Yes, the increase in property prices is very noticeable, especially for the local young generation who have difficulty buying a house. This creates social inequality and can lead to reverse urbanization, where locals are forced to move to more affordable areas."	"The soaring property prices can also have a positive impact on local residents if they want to sell or rent private land. However, as a local resident who wants to settle/buy land in a tourist area will be very difficult with fantastic prices. In this case, the land in Canggu is all inherited land, it is rare for local Balinese people other than those from Canggu to buy land here, only foreigners/immigrants are mostly able to buy."

Questions	Respondent 1	Respondent 2	Respondent 3
To what extent is Balinese culture used as a commercial product to increase the growth of the social tourism industry? Is it beneficial to improve the welfare/quality of life of local Balinese people?	“The use of Balinese culture as a commercial product in the tourism industry needs to be done wisely. This must ensure that local cultural richness is respected and preserved, and provides fair economic benefits to local communities. The balance between cultural preservation and commercialization needs to be continuously evaluated to achieve optimal results.”	“Balinese culture is often packaged as the main attraction of tourism, from traditional ceremonies to handicrafts. This can be beneficial if done by respecting the original values of the culture and involving local communities directly, so that they gain economic benefits while maintaining ancestral heritage.”	“In my opinion, it must still be done wisely to ensure that the richness of Balinese culture can be preserved, sustainable, and respected by all parties. Because in my opinion, Balinese culture is not only for entertainment/spectacles but also passed down from generation to generation and must be preserved. For commercial products, it has a positive impact as a tourist attraction, but it still needs supervision and is in accordance with applicable customary regulations.”

broader impacts of tourism investment on settlement functions. As tourism grows, local economies become increasingly dominated by external actors, leading to the marginalization of indigenous communities and the erosion of Balinese culture. This phenomenon aligns with the concept of “cultural commodification”, where cultural practices are repackaged for tourist consumption, often diluting their original significance. All respondents acknowledged tourism’s economic benefits, such as: job creation and increased revenue, but at the other hand highlighted its disruptive effects. Nilam, a five star hospitality worker, noted that while tourism boosts employment, it also leads to land conversion, threatening agriculture and local ecosystems. Another respondent Yudi, who works at the local government of Badung regency, warned of economic dependency on tourism, making Bali vulnerable to global market fluctuations. And Febby, a local resident observed that in Canggu, rising land prices have displaced locals, forcing them to sell inherited land. The discourse around land use reflects competing narratives—government and business entities promote tourism growth, while environmentalists and locals emphasize sustainability. The lack of cohesive policy exacerbates conflicts over land rights. Traditional Balinese livelihoods (farming, fishing) are being replaced by service-sector jobs tied to tourism, accelerating cultural shifts. The respondents’ concerns highlight how economic transformation risks eroding indigenous ways of life.

The introduction of a levy for foreign tourists represents a strategic effort to regulate tourism flows and mitigate its environmental and cultural impacts. By imposing higher levies, Bali aims to reduce the pressure on vulnerable ecosystems and cultural sites, aligning with the principles of sustainable tourism. This policy reflects the application of “environmental communication” strategies to influence tourist behavior and promote responsible tourism practices. In general, all of the respondents supported the foreign tourist levy but questioned its implementation. Nilam viewed it as a potential tool to reduce overcrowding and fund cultural preservation. But Yudi stressed the need for transparent fund management to ensure levies actually benefit conservation. Moreover Febby argued that higher fees could deter exploitative investors, protecting local land ownership. The levy policy is a form of environmental governance communication, signaling Bali’s intent to regulate tourism. However, without proper enforcement, it risks being perceived as a superficial measure rather than a genuine sustainability effort. The levy attempts to counterbalance tourism’s commodifying effects by reinvesting in cultural preservation. Yet, if mismanaged, it could further commercialize culture by turning heritage into a pay-to-preserve model.

Gentrification driven by mass tourism has led to the displacement of local communities and the widening of socio-economic disparities.¹⁹ The phenomenon of land control through

mixed marriages further complicates the issue, as it enables foreign ownership of Balinese land, often at the expense of local cultural and environmental values. These trends highlight the need for inclusive communication strategies that engage local communities in tourism planning and decision-making processes. Media often frames gentrification as “progress,” but local narratives highlight displacement and cultural erosion. The lack of inclusive urban planning exacerbates tensions between developers and residents. Foreign-owned villas and businesses repackage Balinese aesthetics for profit, often excluding locals from decision-making. This mirrors Adorno & Horkheimer critique of culture as an exploitable commodity. The three respondents’ perspectives reveal a paradox of tourism development: while it brings economic growth, it also accelerates cultural commodification and environmental degradation. Applying mediated environmental communication and cultural commodification theories clarifies how policy, media, and market forces shape these dynamics.

CONCLUSION AND RECOMMENDATION

The case of Bali illustrates the complex interplay between tourism development, cultural preservation, and environmental sustainability. This study reveals the critical role of mediated discourses and policy interventions in shaping public perceptions and responses to these challenges. To

address the paradox of hospitality in Bali, it is essential to adopt a holistic approach that integrates environmental communication, cultural preservation, and sustainable tourism practices. There are three policy recommendations in addressing the issues. Firstly, the strict enforcement of land ownership laws to prevent foreign exploitation. Second, the transparent allocation of tourist levies to fund cultural and environmental programs. And finally, the community-based tourism models to ensure locals benefit from development. Future research should explore the potential of participatory communication strategies to empower local communities and ensure the long-term resilience of Bali's cultural and natural heritage. It should explore how digital media influences public discourse on Bali's tourism policies, particularly among younger generations.

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