



The Role of Tour Guide in Preventing Deviant Behavior of Foreign Tourists in Bali

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ABSTRACT

Deviant behaviour refers to actions that violate the norms, values of the local culture and society. The study employs a qualitative approach, using interviews, questionnaires, observations, and document analysis to collect data from various stakeholders, including government, tourism associations, tour guides, and foreign tourists. The study finds that tour guides play a crucial role in providing accurate information and education about the destinations and the expected behaviours of tourists. However, many foreign tourists prefer traveling without tour guides due to financial, personal, or informational reasons. The study suggests that the role of tour guides needs to be supported by other parties, such as the government, law enforcement, and the community, to ensure the quality and sustainability of tourism in Bali.

INTRODUCTION

Tourism, a practice as ancient as human mobility itself, has evolved into one of the world's most substantial and rapidly expanding industries (Antara et al., 2018). It stands emblematic of modern society, satisfying human desires for recreation, communion with nature, happiness, and notably, driving economic prosperity (Riani, 2021). The intricate and mutable nature of the tourism sector poses challenges for precise definition and measurement, as it continually adapts to shifting societal trends (Yakup & Haryanto, 2019). According to the World Tourism Organization (UNWTO), tourism establishes a multifaceted social, cultural, and economic phenomenon where individuals journey beyond their daily environs for personal or professional reasons, making them visitors or tourists whose activities are intrinsically linked to the phenomenon. In accordance with Rahjasa et al. (2023) Bali Tourism is a leading national sector that has great potential to become one of the main sources of foreign exchange in supporting the Indonesian economy. This sector has a crucial role in encouraging the optimization and empowerment of all resources, both natural resources and stakeholders involved in it. These tourist visits contribute to non-oil foreign exchange reserves, exerting a positive impact on national economic standing (Yanti et al., 2021). Among the numerous global destinations, Bali emerges as a desirable gem within Indonesia, praised for its rich cultural traditions and natural sight, utilizing a magnetic pull on international visitor. The evolution of tourism in Bali reveals a complex embroidery interweaving nature and Balinese culture (Antara & Sumarniasih, 2017), offering an unrivalled allure to global tourists.

Two years post the commencement of the Covid-19 pandemic and following reopening of the I Gusti Ngurah Rai International Airport to international flights on October 14, 2021, Bali's tourism sector has embarked on a journey of rejuvenation. This resurgence has catalysed unprecedented growth in tourism and an influx of visitors to Bali. Data from the Central Statistics Agency of Bali Province (Badan Pusat Statistik Provinsi Bali, 2024) indicate that from January to Desember 2023, approximately 5.2 million international tourists visited Bali, marking a remarkable increase of 144.65% compared to the same period in 2022. The motivations driving tourists to Bali are multifaceted, extending beyond mere attraction to the island's scenic beauty. As revealed by Subadra et al. (2019), the desire to escape daily routines and immerse in the local culture plays a significant role. Moreover, tourist motivations are deeply rooted in cultural factors, social status, physical needs, and interpersonal desires (Maulana et al., 2020), signifying their wide-ranging implications for Bali's economy and society.

The surge in international tourists, confirming from diverse ethnic, racial, and cultural backgrounds, has ushered in further challenges for Bali's tourism sector. Culture as an important element in the human life cycle is the main attraction in various events or festivals. In particular, the festival industry, which is an integral part of the tourism sector, has experienced a significant impact (Kadek Swandewi et al., 2024). As articulated in Regional Regulation of Bali Province (Perda) No.1 of 2020, Article 4(1), which pertains to Tourist

Contributions to the Protection of Bali's Natural and Cultural Environment, "Each tourist visiting the province contributes to the preservation of Bali's nature and culture." As reported by (Liputan6.com, 2023), Tjok Bagus Pemayun, head of Bali Provincial Tourism Office, stated that the surge in foreign tourist visits to Bali has, at times, unintentionally led to undesirable activities, underscoring behavioural deviations. Cases of foreign tourists in Bali committing violations related to religious norms, etiquette, local customs, traffic regulations, and governmental rules have been observed. The cultural and daily life experiences of tourists in their home countries significantly influence these behavioural deviations, as posited by Djalil et al. (2020) Based on behaviourist theory, deviations behaviour not solely from individual characteristics but also from substantial environmental influences, including norms, values, attitudes, and social interactions. The pursuit of superego needs by tourists can accidentally lead to normative and behavioural deviations (Volgger & Huang, 2019), violating established rules or norms in Bali. Individuals demonstrating unusual behaviours within society are involved in actions that are considered as contrasting with local customs or breaking societal order (Rosa et al., 2022), demanding measures or interventions to counteract these deviant behaviours.

This underscores the critical role of tour guides in mitigating these challenges. Tour guides serve as conduits of information, expertise, and cultural insights about the region, nation, people, and traditions, thus wielding the power to shape the norms and values expected of tourists and demonstrate behaviours in alignment with local customs. Tour guides occupy a crucial position within the travel industry, tasked with imparting information and explanations about tourist attractions and guiding tourists during their journeys (Paramita et al., 2018). The expertise of a tour guide encompasses three primary behavioural sides influencing their knowledge base: a comprehensive understanding of information from diverse sources, effective dissemination and exchange of high-quality information, and judicious application of knowledge tailored to the context and timing to fulfil the travel plan's objectives (Al-Okaily, 2022).

Despite the critical importance of tour guides in Bali, a significant portion of international tourists remain hesitant to gain themselves of the services of local guides. This perspective is supported by A. A. Made Anggia Widana, Chair of the Tourism Human Resources Development Team, Bali Provincial Tourism Office, who emphasizes the crucial role of tour guides in providing precise cultural information and therefore minimizing potential deviant behaviours by foreign tourists. Financial constraints, as unwillingness to incur additional expenses, are identified as a primary reason for foreign tourists' reluctance to hire tour guides during their visits to Bali.

This article aims to delve into the role of tour guides in preventing or mitigating deviant behaviours presented by foreign tourists and identifying the causal factors driving these tourists toward such behavioural irregularities. The insights obtained from this study hold the potential to provide invaluable inputs to academia, government entities, and Bali's tourism industry in formulating policies aimed at consistently controlling deviant behaviours by foreign tourists. Employing a qualitative approach, this research seeks to deepen understanding

through data analysis, observation, interviews, documentation, and discussions conducted within a comparative methodology framework, which involves contrasting interview outcomes with informant inputs, document analysis (literature review), and contrasting findings with conducted observations (Dewa et al., 2018).

LITERATURE REVIEW

1. Behaviorist Theory

Behaviorist Theory posits that behavior is influenced by environmental stimuli and reinforcement. In the context of tourism, tourists' behavior is often shaped by their interaction with the environment, including cultural norms, tour guides, and social structures. Tour guides can act as important environmental influencers, shaping tourists' actions by providing information about appropriate behavior, setting expectations, and offering reinforcement for culturally respectful actions.

Recent studies have emphasized the importance of modifying environmental factors to manage tourist behavior. Gössling et al. (2020) highlighted how responsible tourism practices, such as direct intervention through guides, help reduce undesirable tourist behavior.

2. Social Control Theory

According to Social Control Theory, individuals are less likely to engage in deviant behavior when they are subject to social bonds and external oversight. Tour guides, in this context, provide a form of social control by representing local norms and expectations. Their presence can deter tourists from engaging in inappropriate behaviors, such as disrespecting religious practices or breaking local laws.

Alazaizeh et al. (2019) and (Ribeiro et al., 2017) showed that the presence of authority figures, such as tour guides, significantly reduces the likelihood of tourists engaging in deviant behavior. These studies suggest that by creating a social structure that emphasizes conformity and responsibility, tour guides help maintain order and promote respectful interactions between tourists and the host community.

3. Push and Pull Motivation Theory

Push and Pull Motivation Theory explains tourist behavior based on internal and external motivators (Dann, 1977). Push factors refer to internal desires, such as the need for escape or adventure, which may lead tourists to engage in behaviors that deviate from local norms. Pull factors, such as the attractiveness of the destination and its cultural richness, can motivate tourists to behave in ways that align with local expectations.

Pearce (2005) and Pesonen et al. (2011) have explored how understanding the push and pull motivations behind tourist behavior can help mitigate deviant actions. By addressing both the internal desires and external attractions that drive tourists, tour guides can manage tourist expectations and behaviors more effectively.

METHODOLOGY

This research uses qualitative methods with data sources obtained from interviews. In this research, there are 2 categories of sources: key informants, namely the government and tourism actors, and main informants, namely tour guides and foreign tourists. The data collection starts with interviews, direct observation on the field, and documentation. Interviews were conducted with relevant informants to obtain the necessary information. This research consisted of two focus discussions. The first focus discussion is to the government, associations, and other stakeholders, while the second focus discussion is to tourists. The purpose behind these actions is to understand or strengthen the views of both parties better on issues in the tourism sector, specifically the role of tour guides in preventing tourist deviations. The results of interviews with key informants are the primary data used as a reference in this research. The data and information are processed and checked through the triangulation method, this makes it easier for researchers to reduce bias and gain understanding from various points of view.

Triangulation is a multi-method approach used by researchers when collecting and analysing data, allowing the basic concept, specifically the phenomenon to be researched, to be properly understood (Alfansyur & Mariyani, 2020). Triangulation also aims to improve the measurement of validity and credibility of information. In addition, the results of interviews with primary informants will be put into a questionnaire, which aims to accumulate data obtained from various informants and grouped according to the information needed. In addition, this study also performed observations of places that were directly related to the case under study. Documentation was used as supporting data in this research. The scope of research in this article covers the Kuta and North Kuta areas in Bali Province.

RESEARCH RESULT AND DISCUSSION

Based on the results of interviews with the government, stakeholders, and tourists, there are several views from the interviewees regarding the role of tour guides in preventing deviant behaviour of foreign tourists.

Table 1. Stakeholders Data

| No | Stakeholder | Participant |
|----|--------------|---|
| 1 | Government | <i>Dinas Pariwisata Provinsi Bali</i> |
| 2 | Organization | <i>DPD Himpunan Pramuwisata Indonesia Bali</i> |
| 3 | | Association of The Indonesian Tours and Travel Agencies |

a. Perspectives on the Role of Tour Guides and Deviant Behaviours of Foreign Tourists by the Tourism Department of Bali Province

Following the reduction of COVID-19 impact, new regulations have been enacted, facilitating the arrival of foreign tourists to Bali. These regulations aim to streamline the process and enhance accessibility for international visitors wishing to travel to the region. The Covid-19 Handling Task Force issued circular

No. 1 of 2023 concerning Health protocols during the Transition Period of the 2019 Corona Virus Disease (Covid-19) Endemic and then the government issued Presidential Regulation No. 48 of 2023 concerning the termination of the Covid-19 Pandemic Handling. This also makes the number of foreign tourist visits growth (see Table 2). However, the imbalance between the substantial number of tourist visits with their activities and expenditures in Bali can adversely impact the tourism industry in the region.

During an interview with the Bali Provincial Tourism Office, it was highlighted that some foreign tourists engage in deviant behaviour, such as violating traffic rules or committing criminal acts. Additionally, economic factors were mentioned as contributing reasons for tourists breaking rules in Bali. Tourists intentionally engage in criminal acts to facilitate their return to their home countries when they cannot afford the cost of return tickets. Bali serves as their travel destination due to the awareness that the cost of living in Bali, when using foreign currencies, is relatively inexpensive. This affordability creates an opportunity for tourists to establish businesses in Bali to fulfil their economic requirements. Economic factors also discourage them from using tour guide services, as the additional cost of hiring a tour guide triggers tourists to reconsider. Ideally, every tourist visiting Bali should be accompanied by a tour guide. This ensures mutual convenience, as with a tour guide, accurate information about destinations and guidelines can be effectively communicated. Tour guides play a crucial role as the initial impression for tourists visiting Bali, and licensed guides conform to the Regional Regulation of Bali Province Number 5 of 2016 regarding Tour Guides, ensuring they provide accurate information and discourage tourists from engaging in deviant activities.

Table 2. Number of Foreign Tourist Visits in Bali (2021-2023)

| No | Year | Total Visit Number |
|----|----------------|--------------------|
| 1. | 2021 | 51 |
| 2. | 2022 | 2.155.747 |
| 3. | 2023 (Jan-Aug) | 3.418.907 |

b. Perspectives on the Role of Tour Guides and Deviant Behaviours of Foreign Tourists by the Bali Province ASITA Regional Council

The results of interviews with DPD ASITA Bali Province reveal that tourism development experienced growth post-2021, driven by psychological needs for relaxation and vacation. Following security guarantees and promotional efforts, tourists began returning to Bali. Bali remains a preferred destination due to its rich culture and the hospitality of its residents. It is unfortunate that the preservation of this culture is at risk due to deviant behaviour.

Deviant behaviour by foreign tourists is less likely when tourists arrange their trips through travel agents, which typically include a tour guide. In contrast, tourists booking through Online Travel Agents (OTAs) may not receive sufficient education about the do's and don'ts at a destination, leading to the potential for deviant behaviour. The occurrence of such behaviour depends on the individual

morals of each tourist, emphasizing the need for appropriate law enforcement. Tourists who opt for a licensed travel agent and utilize a tour guide are assured of safety. However, the reluctance to use tour guides often occurs from the higher costs associated with them compared to OTAs.

c. The Role of Tour Guides as Information Providers for Foreign Tourists

Tour guides play a crucial role as key figures in the tourism sector, responsible for furnishing comprehensive information about specific areas or tourist attractions. Their duties include supervising and educating visiting tourists, particularly those from foreign countries. The educational aspect involves imparting knowledge about rules, norms, do's and don'ts, and additional information relevant to the visited tourist destination. Beyond being informational, tour guides also play a vital role in monitoring tourist activities.

Becoming a proficient tour guide is a challenging task, requiring training and examinations to cultivate professionalism, responsibility, and insight. According to the Indonesian Tourist Association of Bali Regional Representative Council, the institutions involved in organizing training for prospective tour guides include the Traditional Village Assembly (MDA), Parisadha Hindu Dharma Indonesia (PHDI), Bali Tourism Office, and the Regional Representative Council (DPD) of the Indonesian Tourist Association (HPI) Bali. Prospective tour guides must successfully pass various exams to obtain a license in the form of a tour guide identification card (KTPP). Those with KTPP are then affiliated with the HPI organization. Currently, there are approximately 6000 active HPI members, organized into 11 divisions based on language proficiency, including English, Dutch, Italian, Indonesian, Mandarin, Spanish, Japanese, Russian, Korean, German, and French. Members enter into a 3-year contract, renewable every three years.

Licensed tour guides adhere to the established code of ethics, serving as a guiding framework and reference for their duties and actions. In cases of mistakes during their professional responsibilities, this code of ethics becomes a binding and referential tool for licensed tour guides. The regulations pertaining to tour guides are stipulated in Regional Regulation No. 5 of 2020, addressing the Standards for the Implementation of Balinese Cultural Tourism, and Governor Regulation No. 52 of 2021, detailing the rules for the implementation of Regional Regulation Number 5 of 2020.

d. Perspectives of Foreign Tourists on Local Tour Guides in Bali

Table 3. Data of Informant

| No | Country | Age |
|----|-----------|-------|
| 1 | Australia | 17-55 |
| 2 | Malaysia | 17-45 |
| 3 | China | 26-35 |
| 4 | Poland | 26-55 |
| 5 | Ukraine | 26-35 |
| 7 | Argentina | 26-35 |

Based on the insights gathered from interviews with various informants regarding their vacation intentions in Bali and the utilization of local tour guide services, it can be concluded that approximately 75% prefer unsupervised travel or traveling without tour guides for various reasons. These reasons include the desire for solitude, increased comfort when traveling alone without feeling rushed, budget considerations, the ability to access information easily through the internet or social media without relying on tour guides, and the pursuit of freedom.

On the other hand, around 25% deem the role of a tour guide crucial, especially when visiting unfamiliar areas for the first time. They believe that supervision and assistance from someone with the necessary expertise, namely a tour guide, are essential. However, the use of local tour guides remains a taboo for some tourists due to the challenges of obtaining information and access to licensed services. The uneven distribution of information and the presence of illegal tour guides further complicate the situation, making it difficult for legal tour guides to reach potential clients with varying rates and communication channels.

To enhance the quality of tourism and minimize deviant behaviour, particularly among foreign tourists, the involvement of licensed tour guides under the auspices of HPI (Indonesian Tourist Association) is crucial. This aspect warrants further discussion to foster structured and beneficial tourism in Bali. The interviewed tourists also provided suggestions and recommendations for improving tour guide services, such as understanding the background of the accompanied tourists to enhance comfort and facilitate information transfer. Additionally, a well-planned and supportive itinerary is emphasized as a means to elevate the professionalism of tour guides and build trust between them and the tourists.

e. Efforts to Anticipate and Minimize Deviant Behaviours of Tourists and Enhance the Use of Tour Guide Services in Bali

Minimizing deviant behaviour by tourists requires concerted efforts from various stakeholders, including the government, stakeholders, and the community. The initiation of a code of ethics, applicable not only to stakeholders but also to tourists, is crucial. This code should be enforced with strict sanctions or law enforcement, encompassing not only deportation but also social and customary sanctions along with appropriate fines. These measures aim to make tourists reconsider before engaging in deviant actions.

The government should optimize the Bali Tourism One Stop Portal, aligned with Bali Governor Regulation Number 64 of 2022 on the Implementation of Bali Cultural Digital Tourism. This portal mandates tourists to download and register themselves, facilitating easier monitoring of tourist behaviour and ensuring their safety from fraud or crime. The provision of licensed local tour guides at each tourist attraction is another essential element in managing tourist activities, enabling effective monitoring and control to anticipate potential deviations. Enhancing the quality of tour guide services can elicit a positive response from tourists, encouraging them to recommend Bali and the use of local tour guide services to their relatives.

The community's role is paramount in supporting government programs and initiatives to anticipate deviant tourist behaviour. Socialization and counselling sessions are necessary to actively engage the community in these efforts and ensure their effective implementation.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussions outlined earlier, it can be deduced that the creation of quality tourism in Bali necessitates collaboration and cooperation among the government, stakeholders, tourism agencies, and law enforcement. This collaborative effort is crucial not only for the development of quality tourism but also for ensuring its sustainability in the long run.

To effectively implement the designed collaboration program, commitment and consistency are required from all parties involved, including the government, stakeholders, tourism agencies, law enforcement agencies, and the general public. The factors influencing deviant tourist behavior are diverse, and the severity of punishments should be in line with existing laws and regulations to serve as a deterrent, especially in cases of cultural abuse that can cause significant harm to others.

From the perspective of the HPI, periodic crackdowns on illegal tour guides can assist in minimizing the dissemination of incorrect or non-compliant information. This, in turn, facilitates legal tour guides in carrying out their duties effectively. The success of these initiatives can be greatly enhanced if the one-door portal government program is properly realized – a commendable effort in building quality and well-organized tourism in Bali.

ADVANCED RESEARCH

Based on the findings of this study, several avenues for future research can be identified. The role of tour guides in preventing deviant behaviour warrants further investigation. Subsequent research could explore how tour guides can effectively educate tourists about local customs, norms, and expectations. Additionally, the efficacy of government programs aimed at promoting quality tourism and preventing deviant behaviour should be evaluated. Future studies could assess the impact of these programs on tourist satisfaction, perceptions of safety, and the incidence of deviant behaviours. This could involve both quantitative and qualitative research methods, such as surveys, interviews, and observations. By addressing these research questions, future studies can contribute to a more comprehensive understanding of deviant behaviour among foreign tourists in Bali and inform the development of more effective strategies for promoting responsible tourism.

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