

The impact of over tourism on Balinese traditional food and beverages as part of image destination

Muhammad Satrio¹, Putu Ari Nugraha², Aryadi Anggara³, Hiyarialvi Hiyarialvi⁴

Lombok Tourism Polytechnic, Indonesia¹⁻⁴

satrio@ppl.ac.id¹, ari@ppl.ac.id²



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Abstract

Purpose: This study examines how over-tourism affects Balinese traditional food and beverages in terms of market demand, destination image, and long-term sustainability.

Methods: A mixed-method design was applied in key culinary areas (Sanur, Ubud, Bangli, Denpasar, and Kintamani) using direct observations, semi-structured interviews with culinary actors, and questionnaires to domestic and international tourists; data were processed descriptively using SPSS-supported analysis.

Results: Over-tourism increases demand and sales for iconic foods/beverages (e.g., Nasi Campur Men Weti, Nasi Ayam Kedewatan, Mujair Nyat-nyat, Bungkil Kunit, Loloh Cemcem, Kopi Kintamani), supporting income growth, business expansion, job creation, and cultural visibility. However, it also triggers higher raw-material costs, supply-chain and logistics disruption, congestion, competition, quality-control pressure, environmental stress, and risks of cultural commodification that can reduce authenticity.

Conclusion: Over-tourism delivers strong economic and branding benefits but simultaneously threatens culinary authenticity, service quality, and sustainability without targeted management.

Limitation: The study covers selected sites/products and the post-pandemic period (2022–2024); broader external policy/economic drivers were not deeply analyzed.

Contribution: The paper provides empirical insights linking over-tourism, culinary systems, and destination image, offering practical implications for policy and culinary-business decision making toward sustainable tourism strategies.

Keywords: Bali Tourism, Balinese Food and Beverage, Cultural Preservation, Destination Image, Local Economy, Over Tourism, Sustainable Tourism, Traditional Culinary

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1. Introduction

The number of international and domestic tourists visiting Indonesia in 2023 increased significantly as the tourism sector entered the post-COVID-19 recovery phase. This surge was driven by the full reopening of international borders, relaxation of travel restrictions, and a strong rebound in travel demand after the pandemic. Official statistics indicate that international tourist arrivals to Indonesia from January to November 2023 exceeded 10.4 million visits, representing a substantial increase compared with the previous year. Domestic tourist movements also showed a strong upward trend throughout 2023 (Badan Pusat Statistik [BPS], 2023; (Kemenparekraf, 2024)). The momentum of tourism growth was particularly evident during peak holiday seasons, including the year-end Christmas and New Year periods, which further intensified visitor flows across major destinations.

This rapid recovery reflects a broader global tourism rebound, especially in destinations heavily affected by the pandemic. Bali, Indonesia's most prominent international tourism destination, experienced a disproportionate share of this growth. From January to November 2023, Bali accounted for approximately 46.02% of all international tourist arrivals to Indonesia, receiving around 4.79 million foreign visitors. The concentration of tourists in Bali has intensified the pressure on local infrastructure, transportation systems, environmental resources, and sociocultural life. This situation has increasingly been associated with overtourism, a condition marked by overcrowding, environmental stress, declining visitor comfort, and the potential erosion of local cultural values. Similar patterns have been observed in other highly popular global destinations, such as Athens, Paris, and Phuket, where excessive tourist concentrations challenge destination sustainability (Semara, Arianty, Sutiarso, & Winston, 2025).

Overtourism is not merely a quantitative issue related to visitor numbers; it also entails significant qualitative consequences. The World Travel and Tourism Council (WTTC, 2017) emphasizes that overtourism can negatively affect residential areas, infrastructure capacity, natural resources, and cultural heritage while simultaneously reducing the quality of tourist experiences. Likewise, Duignan ((Duignan, 2019) defines over-tourism as a condition in which visitor levels exceed a destination's carrying capacity, resulting in environmental, socio-cultural, or economic degradation, and declining tourist satisfaction. In Bali, these pressures intersect with the rapid growth of culinary tourism, particularly in traditional food and beverage consumption, creating complex dynamics for local producers who must balance rising demand with authenticity, quality, and sustainability (Anggara & Hardyanti, 2024; Anggara, Jati, Taufik, Hamid, & Wiguna, 2025).

The rapid increase in tourist arrivals has intensified competition in Bali's culinary sector. Traditional restaurants, food stalls, and beverage producers face growing pressure to meet the escalating demand while maintaining product quality, hygiene standards, and cultural authenticity. While increased tourist spending stimulates local economic growth, job creation, and culinary heritage promotion, it also raises the risk of excessive commercialization, supply chain disruption, and declining authenticity of traditional culinary products (Anggraini and Komaryatin (2025); (Valerie, Marcia, Kristanti, & Thio, 2024). Consequently, understanding how over-tourism reshapes market demand and influences perceptions of traditional culinary offerings is essential for sustainable tourism management and destination marketing ((Nugraha, Mao, Lin, & Lin, 2021); (Putri, Permana, & Subhan, 2021)).

Bali is widely recognized for its diverse traditional foods and beverages, which are an integral part of its cultural identity and destination image. Tourists' perceptions of culinary products are shaped by factors such as taste, menu variety, presentation, hygiene, serving temperature, and cultural storytelling ((Nugraha et al., 2021); (Gapar & Juniarta, 2023). Traditional beverages, including Loloh Cemcem, Arak Bali, Brem Bali, and Balinese coffee, play a vital role in enhancing cultural tourism experiences and strengthening destination branding. Regional and national branding initiatives further support the visibility of these products by integrating diverse local producers into a cohesive destination identity (Anggara, Taufik, Muharis, & Pribadi, 2024); (Setyowati, Masyhuri, Mulyo, Irham, & Yudhistira, 2023). Empirical studies also highlight that traditional beverages increasingly attract tourists because of their perceived health, wellness, and aesthetic benefits, aligning with the growing demand for authentic and meaningful travel experiences (Tyas, 2017); (Setyowati et al., 2023).

This study contributes to the existing literature by providing empirical evidence of how over-tourism affects traditional food and beverage systems as integral components of destination image in a high-intensity tourism context. Unlike previous studies that primarily focus on environmental impacts or residents' quality of life, this study specifically examines the interaction between over-tourism, market demand, culinary sustainability, and cultural representation within Bali's traditional culinary sector. By combining qualitative insights from culinary practitioners with tourist perceptions across multiple locations, this study offers a nuanced understanding of the economic opportunities and sustainability risks generated by over-tourism. The findings contribute theoretically to tourism and gastronomic studies by linking over-tourism with destination image formation through traditional culinary products, while practically informing policymakers, tourism managers, and culinary entrepreneurs to develop strategies that balance economic growth with cultural preservation and long-term sustainability.

Given this context, the research questions guiding this study are: (1) What is the impact of over-tourism on the market demand for Balinese traditional culinary products? (2) How does over-tourism influence Bali's destination image, particularly through traditional food and beverage offerings? Accordingly, this study aims to identify the extent of over-tourism's impact on traditional culinary market demand and analyze changes in destination image during periods of intensified tourism. The findings are expected to provide both academic contributions and practical guidance for sustainable tourism development in Bali (Anggara & Hardyanti, 2024);(Semara et al., 2025);(Duignan, 2019).

2. Literature Review

2.1 Over Tourism

According to the World Travel and Tourism Council (WTTC, 2017), over-tourism does not necessarily result in problems related to residential areas, infrastructure, natural resources, or cultural heritage; however, it can diminish the overall tourism experience (Anggara & Hardyanti, 2024). This aligns with the United Nations World Tourism Organization (Duignan, 2019), which defines over-tourism as the maximum visitor capacity of a destination without causing environmental, socio-cultural, or economic damage or resulting in an unacceptable decline in tourist satisfaction (Anggara et al., 2025). In Bali, the rapid influx of tourists has highlighted the need for innovative management strategies to balance tourism growth and sustainability. emphasize the potential of digital solutions, such as travel flow management systems and smart booking platforms, to mitigate the negative impacts of over-tourism by distributing tourist arrivals more evenly across time and space. Similarly, Anggara et al. (2024) argue that integrating cultural awareness and community participation into tourism planning can enhance visitor experiences while preserving local heritage and reducing environmental pressure. Together, these studies suggest that effectively addressing over-tourism requires both technological interventions and community-centered approaches to ensure that tourism development remains sustainable and beneficial for all stakeholders.

2.2 Traditional Food

Traditional food refers to dishes that have been inherited and consumed over generations. It encompasses foods regularly consumed by specific communities and is characterized by unique and authentic flavors (Putri et al., 2021);(Martina, Putra, Fahreza, Nugraha, & Anggara, 2025). Often referred to as local cuisine, traditional food is typically served during specific cultural, religious, or social celebrations. These dishes are passed down through generations, prepared according to ancestral recipes with minimal or no modern techniques, and possess distinctive features that differentiate them from other local foods (Septiyana et al., 2020). Beyond their nutritional value, traditional foods function as a cultural and symbolic medium connecting humans with nature, divine entities, or ancestral spirits (Hatibie, 2020). This dimension underscores the spiritual and social significance of food, making it an essential element of cultural identity. In Bali, for instance, almost every region has its own traditional dishes, each with distinct flavors, preparation methods, and presentation styles—for example, Babi Guling, which varies in taste and serving style across different areas.

Moreover, traditional food plays an essential role in tourism, particularly gastronomy and culinary tourism, as it becomes a key attraction that reflects local heritage and identity (Basuki & Sari, 2024). In East Nusa Tenggara, for example, local marine gastronomy serves not only as a food experience but also as an integral component of the tourism product, enhancing visitor engagement and appreciation of regional culture. Such insights highlight that traditional food is both a living heritage and a strategic resource for sustainable tourism development, linking culinary practices to broader socio-cultural, environmental and economic contexts.

2.3 Traditional Beverages

Traditional beverages in Indonesia, including those from Bali, are deeply embedded in the local culture and heritage. They are prepared using specific methods that have been carefully preserved over generations and often serve as central elements in rituals, ceremonies, and communal gatherings. These drinks are more than just refreshments; they are symbols of local identity, reflecting the values, beliefs, and history of the communities that produce them (Tyas, 2017). Most traditional beverages are plant-

based, using ingredients such as roots, leaves, spices, and herbs, which have been empirically tested and, in many cases, scientifically validated for their beneficial effects. The active compounds in these drinks are known to support health, enhance beauty, and provide general body care, making them important components of both cultural and functional consumption (Setyowati et al., 2023).

In contemporary society, the role of traditional beverages has evolved alongside changing consumer behaviors. Modern consumers are increasingly health-conscious and selective about what they consume, prioritizing quality, natural ingredients, and their functional benefits. This growing awareness has elevated the importance of traditional beverages, as they are perceived as culturally significant products and sources of wellness and nutrition (Agustina, Susanti, & Rana, 2024). Therefore, the preservation, promotion, and sustainable production of these beverages are essential for maintaining cultural heritage while also meeting the demands of modern tourism and local markets.

2.4 Destination Image

Tourism image refers to the perception created by a tourist destination, which can significantly influence tourists' intentions to revisit and recommend the destination to others (Anggraini & Komaryatin, 2025). It encompasses both tangible elements, such as natural landscapes, infrastructure, and attractions, and intangible elements, such as cultural authenticity, local hospitality, and overall experience. The destination image is widely regarded as a critical factor shaping tourism decisions, destination marketing strategies, and tourist behavior (Picazo & Moreno-Gil, 2019). A positive and well-managed destination image can enhance tourist satisfaction, increase loyalty, and stimulate economic benefits for the local community, whereas a negative image can discourage visitation and reduce competitiveness in the tourism market. Furthermore, destination image is dynamic, evolving in response to media representation, word-of-mouth, social networks and changes in tourism management practices. Therefore, understanding and strategically managing the destination image is essential for destinations like Bali, where tourism plays a central role in cultural, social, and economic development, and where maintaining an authentic and attractive image is key to sustaining both visitor interest and local well-being.

3. Research Methodology

This study employs a mixed-methods approach, combining qualitative and quantitative research techniques to provide a comprehensive understanding of the phenomena under investigation (Taheri & Okumus, 2024). The qualitative component is designed to gain in-depth insights into the experiences, perceptions, and practices of food and beverage practitioners, allowing researchers to explore the cultural, operational, and business dimensions of traditional culinary and beverage production in Bali. Meanwhile, the quantitative component seeks to measure patterns, trends, and relationships among variables related to the market demand for traditional culinary products and the destination image of Bali. To ensure the robustness of the study and enable the triangulation of findings, multiple data collection strategies were employed. Direct observations were conducted at the research sites to capture authentic practices and interactions between practitioners and customers. Semi-structured interviews were conducted with owners, chefs, and producers of traditional beverages to gather rich, context-specific information. Additionally, structured questionnaires were distributed to carefully selected samples, including tourists and local consumers, to collect measurable data on satisfaction, preferences, and behavioral intentions. By integrating empirical evidence with subjective experiences, this approach provides a nuanced and holistic analysis of the impact of over-tourism on Balinese culinary products and their broader destination image.

3.1 Research Location and Time

The research was conducted in Bali, which was chosen as one of Indonesia's primary tourist destinations. The study was conducted from January to June 2024, following the schedule established by the Lombok Polytechnic of Tourism.

3.2 Data Sources, Focus, and Research Instruments

This study utilizes both primary and secondary data collected in Bali to provide a comprehensive understanding of overtourism and its impact on destination image, particularly within the scope of

traditional food and beverage offerings. Primary data were obtained from informants directly involved as providers of traditional Balinese foods and beverages, allowing the researchers to capture authentic insights into operational practices, cultural significance, and business perspectives. Secondary data were collected from local residents and tourists through structured questionnaires to provide measurable information on satisfaction, preferences, and behavioral intentions. To ensure systematic data collection and enhance reliability, the instruments used in this study included observation checklists for on-site practices and structured interviews with key informants, following established methodological guidelines (Taheri & Okumus, 2024). This combination of data sources and instruments enables the study to integrate empirical evidence with qualitative insights, facilitating a holistic analysis of how overtourism influences both market demand and the perceived image of Bali as a culinary destination.

3.3 Data Collection and Analysis

Data collection for this study was conducted directly at various research sites across Bali, ensuring that observations and interactions were captured in their authentic context. The researchers conducted on-site observations to examine food and beverage practices and customer interactions, providing firsthand insight into how traditional Balinese culinary products are prepared, served, and consumed. In addition, semi-structured interviews were conducted with informants directly involved in providing these culinary offerings, allowing the study to explore operational practices, cultural significance, and business perspectives in depth.

To complement these qualitative insights, structured questionnaires were administered to carefully selected samples of tourists and local consumers to collect measurable data on satisfaction, preferences, and behavioral intentions. By integrating these multiple methods, this study ensured the robustness and triangulation of the findings, allowing for a nuanced understanding of the phenomena under investigation. Drawing on previous research on over-tourism and culinary tourism ((Nugraha et al., 2021); Antara and Trimandala (2023); (Valerie et al., 2024), this study aims to explore how over-tourism affects the market demand for traditional Balinese culinary products and how it influences Bali's destination image, particularly regarding traditional culinary offerings

4. Results and Discussion

4.1 Bali

Overtourism in Bali has significantly impacted the sustainability of traditional cuisine and local beverages as part of the destination's tourist attractions. The increasing number of tourists in Badung Regency has put pressure on the supply of local ingredients and traditional processing methods, causing some dishes, such as ayam betutu and babi guling, to face challenges in maintaining their authentic qualities (Claudya & Tirtawati, 2022). In addition, tourists tend to seek more modern or international food varieties, which could shift their preferences away from traditional culinary offerings and reduce their focus on the uniqueness of local cuisine as a cultural attraction (Wijaya et al., 2021).

However, the quality of dishes served traditionally, especially those that maintain optimal cooking and menu diversity, continues to have a strong influence on tourists' interest in trying local cuisine, even with increasing visitor numbers (Claudya and Tirtawati, 2022). This indicates that tourism management strategies that balance visitor numbers with the preservation of traditional cuisine are crucial. Positive tourist experiences through local food can reinforce Bali's culinary identity while sustaining the local community economy, which relies on gastronomy as part of its tourism attractions (Astuti et al., 2013). In this study, the research objects were located in Bali Province, focusing on traditional Balinese culinary products, including food and beverages. The focus of this study is presented in Table 1.

Table 1. Focus of Traditional Balinese Culinary Research

Category	Culinary / Place Name	Location	Year Established	Brief Description
Food	Warung Nasi Men Weti	Sanur	1970	Offers the main menu of Balinese mixed rice (nasi campur). A legendary warung

				known for its authentic taste and consistency.
Food	Mujair Nyat-nyat – RM Pak Bagong	Bangli	2004	Serves Bangli-style mujair fish dishes. The fish is locally farmed to maintain quality and freshness.
Food	Nasi Ayam Kedewatan Ibu Mangku	Ubud	1964	Serves Balinese-style chicken rice with the original recipe preserved since its establishment. Considered one of the iconic traditional Balinese dishes.
Beverage	Bungkil Kunyit	Denpasar	–	A traditional drink made from boiled dried turmeric pulp. It has a bitter-sweet taste and is believed to have health benefits.
Beverage	Loloh Cemcem	Ubud	–	A traditional drink made from cemcem leaves with a combination of sour, sweet, spicy, and salty flavors. Commonly found in traditional Ubud warungs.
Beverage	Kopi Kintamani	Kintamani	–	Arabica coffee from the Kintamani highlands, with a fresh citrus aroma and mild-sweet taste. Processed traditionally to produce a strong aroma.

Source: Data analysis results

The data presented in Table 1 were derived from the results of a preliminary field analysis conducted by the researchers. This involved compiling information collected through direct observations, interviews with owners and staff, and secondary data obtained from local records and prior studies. Each entry in the table represents a verified traditional food or beverage establishment in Bali, including its name, location, year of establishment, and brief description of its culinary offerings. By documenting these establishments, the table serves as a foundation for further analysis of market demand, cultural significance, and destination image, providing context for understanding the impact of over-tourism on traditional Balinese culinary products' sustainability. In this study, the research objects were located in Bali Province, focusing on traditional Balinese culinary products, including food and beverages. The selection of research objects aimed to capture representative samples of authentic Balinese culinary experiences that have been preserved over time and continue to attract both local and domestic tourists (Antara & Trimandala, 2023), 2023; (Anggara et al., 2024). As shown in Table 2, the food category includes iconic establishments such as Warung Nasi Men Weti in Sanur, serving Balinese mixed rice (nasi campur) since 1970; Mujair Nyat-nyat at RM Pak Bagong in Bangli, established in 2004, offering Bangli-style mujair fish dishes sourced from local farms (Atmaja, 2018); and Nasi Ayam Kedewatan Ibu Mangku in Ubud, operating since 1964, which preserves the original recipe of Balinese-style chicken rice.

The beverage category highlights traditional Balinese drinks, such as Bungkil Kunyit in Denpasar, a health-promoting drink made from boiled dried turmeric pulp; Loloh Cemcem in Ubud, made from cemcem leaves with a blend of sour, sweet, spicy, and salty flavors; and Kopi Kintamani from the Kintamani highlands, a traditionally processed Arabica coffee with a fresh citrus aroma (Gapar & Juniarta, 2023); (Anggara & Hardyanti, 2024). These culinary products were selected to provide insights into the quality, preparation methods, and cultural significance of traditional Balinese food and beverages, which form the core focus of this research and highlight their role in the development of tourism.

The beverage category highlights traditional Balinese drinks, such as Bungkil Kunyit in Denpasar, a health-promoting drink made from boiled dried turmeric pulp with a distinctive bittersweet taste, and Loloh Cemcem in Ubud, crafted from cemcem leaves with a blend of sour, sweet, spicy, and salty flavors commonly found in local warungs. Additionally, Kopi Kintamani from the Kintamani highlands

represents a traditional preparation of Arabica coffee with a fresh citrus aroma and mild sweet taste, processed using traditional methods to preserve its strong aroma. These culinary products were selected to provide insights into the quality, preparation methods, and cultural significance of traditional Balinese food and beverages, which form the core focus of this research.

Over Tourism is an issue experienced by several destinations worldwide, as evidenced by previous research conducted on Jeju Island, South Korea, which experienced Over Tourism in 2019. This study focused on the quality of life of the local community, emphasizing the preservation of the authenticity of Jeju Island (Kim et al., 2019). In contrast, Moreno-Gil and Coca-Stefaniak (2020) examined Over Tourism from an economic sharing perspective, highlighting its direct impact on local residents through rapid economic growth.



Figure 1. Interviews and Research Documentation, 2025

However, the massive influx of tourists is often not matched by an increase in the production capacity or capabilities of traditional food entrepreneurs, and at times, the planning of business operators does not align with actual conditions. Based on the observations conducted by the research team at the selected locations, the main focus areas were the impact of Over Tourism on market demand and the role of traditional culinary offerings as a representation or image of Bali itself, particularly in the culinary sector, as presented in Table 2.

Table 2. Impact of Over Tourism on Traditional Balinese Cuisine

No	Category	Culinary Name	Impact (Summary)
1	Food	Nasi Campur Men Weti (Sanur)	Demand surged, long queues, additional labor required. Income increased, quality maintained, but visitor comfort affected (limited space).
2	Food	Mujair Nyat-nyat – RM Pak Bagong (Bangli)	Limited raw materials, rising prices, quality at risk if production is forced. Government policies & environmental issues pose challenges.
3	Food	Nasi Ayam Kedewatan Ibu Mangku (Ubud)	Demand & sales increased, income rose, new jobs created. However, raw material prices increased, competition intensified, and logistics disrupted due to congestion.
4	Beverage	Bungkil Kunyit (Denpasar)	Demand increased, income rose, supporting local economy. Challenges: rising raw material prices, competition, and distribution congestion.
5	Beverage	Loloh Cemcem (Ubud)	Popularity increased, supporting cultural preservation. However, cultural commercialization and rising raw material costs occurred.
6	Beverage	Kopi Kintamani (Kintamani)	Sales increased, economic opportunities rose, new jobs created. Challenges: higher raw material prices, intense competition, and environmental impacts from over tourism.

Source: 2025 Research Findings

The analysis presented in Table 2 was derived from field observations, interviews with culinary entrepreneurs, and questionnaire responses from tourists and local consumers. This analysis maps six iconic traditional Balinese culinary products, highlighting how Over Tourism affects their market demand, operational capacity, cultural value, and the overall destination image of Bali.

The findings indicate that Over Tourism has both positive and negative consequences. On the positive side, it significantly increases market demand, particularly for well-established and culturally emblematic products such as Nasi Campur Men Weti, Mujair Nyat-nyat, and Nasi Ayam Kedewatan Atmaja (2018). The high influx of domestic and international tourists boosts sales, elevates the income of culinary entrepreneurs, and generates employment within the local food sector. Additionally, increased visibility enhances the cultural significance of these culinary products, supporting the preservation of gastronomic heritage and making Bali a more attractive destination for tourists seeking authentic cultural experiences (Antara & Trimandala, 2023).

However, the negative impacts are also significant. The analysis shows that the rapid rise in tourist numbers often exceeds the production capacity of local food providers, resulting in higher raw material costs, logistical challenges, and reduced service quality due to production pressure (Rozdianda & Gultom, 2024). Long queues, overcrowded dining areas, and limited seating compromise tourist comfort and satisfaction (McKinnon, Cullinane, Browne, & Whiteing, 2010). Certain products, such as Mujair Nyat-nyat and Kopi Kintamani, are also affected by environmental and regulatory pressures, including the limited availability of raw materials, supply chain disruptions, and intensified competition among vendors (Atmaja, 2018).

Overall, the findings demonstrate that Over Tourism in Bali's traditional culinary sector is a complex and multidimensional phenomenon. While it promotes economic growth, cultural recognition, and tourist engagement, it also introduces operational, environmental, and experiential challenges. These findings emphasize the need for strategic management approaches that balance economic benefits, sustainability, and the preservation of cultural authenticity.

4.2 Discussion

This study explored the impact of Over Tourism on Bali's traditional food and beverages as integral components of the destination image, focusing on market demand, product sustainability, and cultural representation. The research examined six iconic culinary products across Bali: Nasi Campur Men Weti (Sanur), Mujair Nyat-nyat – RM Pak Bagong (Bangli), Nasi Ayam Kedewatan Ibu Mangku (Ubud), Bungkil Kunyit (Denpasar), Loloh Cemcem (Ubud), and Kopi Kintamani (Kintamani) (Table 2) (Atmaja, 2018).

The findings reveal that Over Tourism has both positive and negative consequences for the traditional culinary sector, reflecting similar patterns observed in other global destinations affected by overtourism, such as Jeju Island (Kim et al., 2019), as well as in international studies addressing economic pressures and community challenges (Moreno-Gil & Coca-Stefaniak, 2020). On the positive side, the surge in tourist arrivals has significantly increased the market demand for traditional culinary products (Kalenjuk et al., 2023). Iconic dishes and beverages experienced higher popularity, longer customer queues, and increased sales, which translated into higher incomes for business owners, job creation, and enhanced visibility of Balinese culture (Anggraini and Komaryatin (2025); (Anggara et al., 2024).

Traditional foods, such as Nasi Campur Men Weti and Nasi Ayam Kedewatan, have become not only culinary attractions but also cultural symbols that reinforce Bali's destination image ((Putri et al., 2021);(Basuki & Sari, 2024)). Similarly, beverages such as Loloh Cemcem and Kopi Kintamani contribute to local economic growth while supporting cultural heritage, confirming that gastronomic experiences are essential components of destination branding (Hatibie, 2020); (Semara et al., 2025). Despite these benefits, the study also identified several negative consequences of Over Tourism. The rapid influx of visitors often exceeds the production capacity of traditional culinary enterprises, causing raw material shortages, cost increases, and supply chain disruptions (Basuki & Sari, 2024).

Congestion and limited dining spaces reduce visitor comfort, while production pressures create challenges in maintaining consistent quality (Zhang & Li, 2025). Additionally, cultural commercialization has emerged, particularly in the case of traditional beverages, where high demand risks compromising authenticity (Anggara & Hardyanti, 2024);(Nugraha et al., 2021). Certain products,

such as Mujair Nyat-nyat and Kopi Kintamani, are subject to environmental pressures, including resource limitations and ecosystem impacts, highlighting the importance of sustainable management practices ((Duignan, 2019);(WTTC, 2017); Atmaja (2018); (Gapar & Juniarta, 2023).

From the perspective of destination image, traditional culinary products play a critical role in shaping tourists' perceptions of Bali (Valerie et al., 2024). Positive experiences with these iconic dishes reinforced cultural identity and enhanced the appeal of Bali as a gastronomic destination, while negative aspects such as overcrowding and service delays could potentially harm the overall image Anggraini and Komaryatin (2025);(Picazo & Moreno-Gil, 2019). Therefore, although Over Tourism contributes to economic growth and cultural visibility, it also imposes operational, environmental, and experiential pressures that may undermine long-term sustainability, authenticity, and visitor satisfaction.

In conclusion, this study confirms that the effects of Over Tourism on Bali's traditional culinary sector are multidimensional. While market demand, income, and cultural promotion benefit from increased tourism, challenges arise in terms of production capacity, environmental sustainability, and service quality. To balance these dynamics, effective management strategies, including digital solutions for tourist flow regulation, are required (Semara et al., 2025). community participation, and cultural preservation programs (Anggara et al., 2025); Basuki and Sari (2024) are essential. This study provides empirical evidence for policymakers, culinary entrepreneurs, and academics, demonstrating that traditional food and beverages serve as both economic drivers and cultural assets in high-tourism destinations such as Bali, Indonesia.

5. Conclusion

This study examined the impact of Over Tourism on Bali's traditional culinary sector between 2022 and 2024, focusing on several iconic foods and beverages, including Nasi Ayam Kedewatan, Nasi Campur Men Weti, Mujair Nyat-nyat, Bungkil Kuniyit, Loloh Cemcem, and Kopi Kintamani Atmaja (2018). The research successfully achieved its objectives by identifying both the positive and negative consequences of Over Tourism on culinary production, economic performance, cultural preservation, and environmental sustainability. The findings indicate that Over Tourism positively influences the culinary sector by increasing market demand, boosting sales and income, creating new business and employment opportunities, and enhancing the cultural visibility of Balinese cuisine among domestic and international tourists. These outcomes also contribute to the preservation of traditional recipes and local food heritage, reinforcing the role of culinary products as cultural symbols and key components of Bali's destination image and brand.

Conversely, the study highlights several challenges associated with Over Tourism. These include rising raw material costs, intensified competition among culinary businesses, logistical disruptions due to overcrowding, environmental pressures, and the risk of cultural commercialization that could compromise the authenticity of Balinese culinary tradition. Such pressures underline the need for effective tourism and culinary management strategies to maintain sustainability while maximizing the economic and cultural benefits. In conclusion, while Over Tourism generates significant economic and cultural advantages for Bali's traditional culinary sector, it simultaneously creates operational, environmental, and cultural challenges that, if left unmanaged, may threaten long-term sustainability. Therefore, policymakers, tourism authorities, and culinary entrepreneurs are encouraged to implement strategic interventions, such as flow management, community involvement, and cultural preservation programs, to balance the benefits of tourism growth with the safeguarding of Bali's culinary heritage.

5.1 Limitation

This study has several limitations. First, the research only focuses on selected types of traditional Balinese foods and beverages from specific regions such as Sanur, Ubud, Bangli, Denpasar, and Kintamani. Therefore, the findings may not fully represent the diverse culinary landscapes across all regions of Bali. Second, the study primarily relied on qualitative descriptions, which limited the ability to generalize the results to broader populations. Third, the 2022–2024 timeframe captures a post-pandemic recovery period, which may influence tourism dynamics differently than normal tourism cycles. Additionally, external factors such as government policies, global economic shifts, and supply

chain disruptions were beyond the scope of this research but may significantly affect culinary sector outcomes. These limitations indicate that further research using broader coverage and mixed-method approaches is required.

5.2 Suggestion

Based on the findings and identified limitations, several suggestions are proposed. Future research should include a wider range of culinary products and involve more diverse geographical areas in Bali to obtain a more comprehensive understanding of the impacts of Over Tourism. Quantitative approaches or mixed-method designs are recommended to strengthen the accuracy of the data and enhance generalizability. For policymakers, it is essential to develop and implement sustainable tourism strategies that balance economic benefits with environmental and cultural protection considerations. Culinary business owners are encouraged to innovate, maintain product authenticity and adopt sustainable practices to ensure long-term resilience. Tourists should also be educated on appreciating and respecting local culinary traditions. By integrating these suggestions, stakeholders can work collaboratively to mitigate the negative impacts of over-tourism while maximizing the long-term benefits for Bali's culinary, cultural, and environmental sustainability.

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