

# Analysis of Tourists' Interest in Visiting Destinations Around Ubud, Bali, Through Perceptions of Overtourism, Preferences for Alternative Destinations, and the Search for Authentic Experiences

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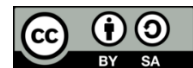
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## ABSTRACT

This study aims to analyze tourists' interest in visiting destinations around Ubud through perceptions of overtourism, preferences for alternative destinations, and the search for authentic experiences. The increasing concentration of tourists in major tourism destinations has generated various issues related to overcrowding, environmental pressure, and declining travel comfort, encouraging tourists to seek alternative tourism experiences outside mainstream destinations. This research employed a quantitative approach using a survey method involving 250 respondents consisting of domestic and international tourists who had visited or planned to visit destinations around Ubud, Bali. Data were collected through questionnaires using a five-point Likert scale and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS 3). The findings indicate that overtourism perception significantly influences tourists' preference for alternative destinations and authentic experience seeking. Furthermore, preference for alternative destinations and authentic experience seeking were found to positively and significantly affect tourists' visiting interest. The results suggest that tourists increasingly prefer destinations that offer lower crowd density, environmental comfort, cultural immersion, and meaningful tourism experiences. This study contributes to sustainable tourism literature by explaining the behavioral transformation of tourists in response to overtourism conditions in popular tourism destinations. The findings also provide practical implications for tourism destination managers and policymakers in developing sustainable tourism strategies through destination diversification and preservation of authentic local experiences in Bali tourism.

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## 1. INTRODUCTION

Environmental sustainability has become a major concern influencing global

Tourism has become one of the most strategic sectors contributing to economic growth, employment creation, and regional development across many countries worldwide. In Indonesia, tourism

significantly contributes to foreign exchange earnings while simultaneously stimulating the development of supporting sectors such as hospitality, transportation, culinary businesses, and creative industries [1], [2]. One of the most internationally recognized tourism destinations in Indonesia is Ubud, which is widely known for its cultural heritage, natural landscapes, traditional arts, spiritual attractions, and community-based tourism experiences. The increasing popularity of Ubud over the past decade has positioned the destination as one of the major tourism centers in Bali, attracting both domestic and international tourists seeking cultural and experiential tourism [3].

Despite its positive economic contributions, the rapid growth of tourism activities in Ubud has also generated various challenges associated with destination sustainability. One of the most significant issues emerging in highly visited destinations is overtourism, which refers to a situation where the number of tourists exceeds the carrying capacity of a destination and negatively affects environmental quality, local communities, infrastructure, and tourist experiences [4], [5]. In the context of Ubud, overtourism is reflected through traffic congestion, overcrowded attractions, commercialization of local culture, environmental degradation, and increasing living costs for local residents. Excessive tourism concentration may eventually reduce tourist satisfaction and weaken destination competitiveness in the long term, thereby threatening the sustainability of tourism development itself.

The issue of overtourism has become increasingly relevant following the recovery of global tourism activities after the COVID-19 pandemic. Contemporary tourists demonstrate changing travel preferences in which they increasingly seek tranquility, exclusivity, authenticity, and meaningful cultural experiences rather than crowded mass tourism environments. This behavioral shift encourages tourists to explore alternative destinations located outside the main tourism concentration areas [6]–[8]. Around Ubud, several surrounding destinations such as

rural tourism villages, hidden waterfalls, traditional culinary areas, and community-based tourism sites have emerged as attractive alternatives for tourists who wish to avoid overcrowded destinations while still experiencing Balinese culture and natural beauty.

The growing preference for alternative destinations is closely associated with tourists' increasing demand for authentic tourism experiences. Authentic experiences refer to tourists' desire to engage directly with local culture, traditions, social interactions, and destination characteristics perceived as genuine and non-commercialized. Modern tourists tend to value emotional engagement, cultural immersion, and experiential dimensions of travel rather than merely visiting popular attractions. This trend reflects a broader transition from conventional mass tourism toward sustainable and experience-oriented tourism behavior. Consequently, tourists are becoming more selective in choosing destinations that provide relaxation, meaningful experiences, and stronger connections with local communities and cultures.

Several previous studies have examined overtourism and tourist behavior in popular tourism destinations. Existing literature generally indicates that overtourism negatively affects tourist satisfaction, destination image, and revisit intention. Other studies also reveal that tourists tend to avoid overcrowded destinations and instead prefer alternative destinations offering greater comfort and authenticity. Furthermore, authentic experiences have been identified as important determinants influencing tourist satisfaction, emotional attachment, and destination loyalty. Nevertheless, empirical studies integrating overtourism perception, preference for alternative destinations, authentic experience seeking, and tourists' visiting interest within a single conceptual framework remain relatively limited, particularly in destinations surrounding Ubud, Bali.

Based on these considerations, this study aims to analyze tourists' interest in

visiting destinations around Ubud through perceptions of overtourism, preferences for alternative destinations, and the search for authentic experiences. This research is important because tourism sustainability in Bali increasingly depends on destination diversification strategies and the redistribution of tourist flows away from overcrowded areas. The findings are expected to contribute theoretically to the development of sustainable tourism and tourist behavior literature while also providing practical implications for tourism destination managers, local governments, tourism businesses, and community-based tourism organizations in developing more sustainable tourism management strategies in Bali.

## 2. LITERATURE REVIEW

### 2.1 *Tourism and Tourist Visiting Interest*

Tourism is a multidimensional activity that contributes significantly to economic development through employment, regional income, infrastructure, and cultural promotion. Recently, tourism has shifted toward experience-based tourism, where tourists prioritize authenticity, emotional satisfaction, and meaningful engagement with destinations [9], [10]. Tourist visiting interest refers to an individual's intention or willingness to visit a destination based on perceptions, motivations, and previous experiences. This interest is influenced by factors such as destination image, service quality, accessibility, safety, cultural attractions, and environmental conditions [11], [12]. Contemporary tourists also increasingly consider sustainability, crowd density, and travel comfort when selecting destinations, particularly in popular tourism

areas affected by overtourism. In the context of tourism in Bali, increasing congestion and commercialization in major tourism centers encourage tourists to seek alternative destinations that offer more authentic and exclusive experiences.

### 2.2 *Overtourism Perception*

Overtourism refers to a condition where the number of tourists exceeds the environmental, social, and physical carrying capacity of a destination, resulting in negative impacts on local communities, environmental sustainability, and tourist experiences. Perceptions of overtourism are commonly associated with overcrowding, traffic congestion, long waiting times, environmental degradation, excessive commercialization, and declining destination authenticity, which may reduce tourists' comfort, relaxation, and satisfaction levels [13]–[15]. Previous studies indicate that excessive crowd density can negatively influence destination image and tourists' behavioral intentions, encouraging tourists to avoid overcrowded destinations and seek quieter locations offering more authentic and personalized experiences [16], [17]. In the context of Ubud, overtourism perceptions may emerge due to increasing tourist arrivals, congestion, and the commercialization of traditional tourism spaces, potentially motivating tourists to explore surrounding destinations with lower crowd density and more meaningful travel experiences.

### 2.3 *Preference for Alternative Destinations*

Alternative destinations refer to tourism locations outside major tourism concentration areas that offer lower tourist density, more authentic experiences, and more sustainable tourism environments. Tourists' preference for alternative destinations is generally influenced by overcrowding avoidance, relaxation needs, environmental quality, cultural uniqueness, and opportunities for local interaction [18], [19]. Previous studies show that tourists increasingly seek destinations perceived as more natural, less commercialized, and capable of providing meaningful travel experiences [8], [20]. In Bali, destinations surrounding Ubud, such as tourism villages, rice field landscapes, waterfalls, and cultural attractions, have become popular alternative tourism options that align with modern tourists' preferences for experiential and sustainable travel.

#### 2.4 Authentic Experience Seeking

Authentic experience seeking refers to tourists' motivation to obtain genuine, meaningful, and culturally immersive travel experiences through direct interaction with local communities, traditions, culinary practices, and natural environments. Modern tourists increasingly value emotional engagement, self-discovery, and experiential authenticity rather than standardized mass tourism attractions [9], [18]. Previous studies indicate that authentic experiences positively influence tourist satisfaction, destination attachment, revisit intention, and positive word-of-mouth

communication [17], [21]. In destinations surrounding Ubud, authentic experiences may include participation in traditional ceremonies, rural tourism activities, local culinary exploration, and interaction with Balinese communities, making these destinations attractive alternatives for tourists seeking more meaningful and less commercialized travel experiences.

#### 2.5 Hypothesis Development

Tourists who perceive overtourism often experience discomfort caused by overcrowding, congestion, and declining environmental quality, encouraging them to avoid crowded destinations and seek quieter tourism alternatives. Overtourism may also reduce perceived destination authenticity due to excessive commercialization, motivating tourists to search for more authentic experiences in destinations that preserve local culture and environmental quality.

Tourists who prefer alternative destinations generally seek comfort, tranquility, and personalized travel experiences. Previous studies show that destination preferences significantly influence visiting interest and travel intention, particularly when destinations provide authentic cultural interaction, emotional fulfillment, and meaningful tourism experiences. Therefore, the following hypothesis is proposed:

H1: Overtourism perception positively influences tourists' preference for alternative destinations.

H2: Overtourism perception positively influences tourists' search for authentic experiences.

H3: Preference for alternative destinations positively influences tourists' visiting interest.

H4: Authentic experience seeking positively influences tourists' visiting interest.

### 3. METHODS

#### 3.1 Research Approach

This study employed a quantitative research approach to examine the relationships among overtourism perception, preference for alternative destinations, authentic experience seeking, and tourists' visiting interest in destinations around Ubud. A survey method was used through questionnaire distribution to tourists visiting Bali. The study adopted an explanatory research design because it aims to analyze the influence of independent variables on dependent variables through hypothesis testing. Furthermore, Structural Equation Modeling–Partial Least Squares (SEM-PLS) was utilized as the primary analytical technique to evaluate the proposed research model.

#### 3.2 Research Location

visited or intended to visit alternative tourism destinations such as rural tourism villages, waterfalls, natural attractions, cultural tourism sites, culinary destinations, and community-based tourism areas outside the main tourism concentration zones. Ubud was selected as the research context because it is one of the most popular tourism destinations in Bali and increasingly experiences overtourism phenomena, including crowd congestion, traffic density, and tourism commercialization, making it an appropriate setting for examining tourists' behavioral responses toward overtourism and alternative destination preferences.

#### 3.3 Population and Sample

The population in this study consisted of domestic and international tourists who had visited Bali, particularly those familiar with tourism destinations around Ubud. Since the exact population size could not be identified, the population was considered infinite. The study involved 250 respondents, which was considered adequate for SEM-PLS analysis. A purposive sampling technique was applied because respondents had to meet specific criteria, including being at least 17 years old, having visited Bali within the last five years, being familiar with tourism destinations around Ubud, and having experience visiting tourism attractions in or around Ubud, Bali.

#### 3.4 Data Collection Technique

The primary data in this study were collected through questionnaires distributed directly and online to respondents. The questionnaire consisted of closed-ended questions designed to measure respondents' perceptions regarding overtourism, preference for alternative destinations, authentic experience seeking, and visiting interest. A five-point Likert scale was used to measure respondents' levels of agreement, ranging from 1 (strongly disagree) to 5 (strongly agree). The use of the Likert scale enabled respondents to express their perceptions quantitatively, allowing statistical analysis of relationships among variables.

#### 3.5 Operational Definition of Variables

This study consisted of four main variables: overtourism perception, preference for alternative destinations, authentic experience seeking, and tourists' visiting interest. Overtourism perception refers to tourists' perceptions of excessive tourist density and its negative impacts, measured through indicators such as overcrowding, traffic congestion, declining environmental quality, excessive commercialization, and reduced travel comfort. Preference for alternative destinations refers to tourists' tendency to choose tourism locations outside mainstream tourism areas, including

preferences for less crowded destinations, hidden attractions, natural environments, community-based tourism, and quieter experiences. Authentic experience seeking refers to tourists' motivation to obtain meaningful and culturally immersive experiences through interaction with local communities, traditional culture, local culinary experiences, ceremonies, and meaningful tourism activities. Meanwhile, tourist visiting interest refers to tourists' intention or willingness to visit destinations around Ubud, including intentions to revisit, recommend destinations to others, explore new tourism areas, and spend more time in alternative destinations.

### 3.6 Data Analysis Technique

The data analysis in this study employed Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS 3 software because the method is suitable for analyzing latent variables and complex causal relationships in exploratory and predictive research models [22]. The analysis was conducted through outer model and inner model evaluation stages. Outer

model evaluation assessed convergent validity using factor loading and Average Variance Extracted (AVE), discriminant validity using the Fornell-Larcker Criterion and cross-loading values, and reliability using Cronbach's Alpha and Composite Reliability. Meanwhile, inner model evaluation examined the coefficient of determination ( $R^2$ ), path coefficient analysis, hypothesis testing through bootstrapping procedures, and predictive relevance ( $Q^2$ ) to evaluate the structural relationships and predictive capability of the research model.

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Characteristics

This study involved 250 respondents consisting of domestic and international tourists who had visited or were interested in visiting destinations around Ubud. The respondents were selected using purposive sampling based on the criteria established in the research methodology. The respondent profile analysis was conducted to understand the demographic characteristics of the tourists participating in this study.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	118	47.2
	Female	132	52.8
Age	17–25 years	74	29.6
	26–35 years	96	38.4
	36–45 years	52	20.8
	>45 years	28	11.2
Tourist Type	Domestic Tourist	165	66.0
	International Tourist	85	34.0
Visit Frequency	First Visit	98	39.2
	2–3 Visits	102	40.8
	>3 Visits	50	20.0
Education Level	High School	42	16.8
	Bachelor Degree	156	62.4
	Master Degree	52	20.8

Table 1 shows that female respondents slightly dominated the study with 52.8%, while male respondents accounted for 47.2%, indicating relatively balanced gender representation among

tourists. Based on age distribution, most respondents were between 26–35 years old (38.4%), followed by 17–25 years old (29.6%), suggesting that the majority of tourists were within productive and active travel age

groups. Domestic tourists dominated the sample with 66.0%, whereas international tourists represented 34.0% of respondents. Regarding visit frequency, most respondents had visited Bali 2–3 times (40.8%), indicating that many tourists already possessed prior travel experience and familiarity with destinations around Ubud. In terms of education level, the majority of respondents held bachelor's degrees (62.4%), followed by master's degrees (20.8%), indicating that most respondents had relatively high educational backgrounds, which may influence their perceptions regarding overtourism, authentic experiences, and alternative tourism preferences.

## 4.2 Measurement Model Evaluation (Outer Model)

The outer model evaluation was conducted to assess the validity and reliability of the measurement indicators used in this study. The evaluation included convergent validity, discriminant validity, and reliability testing.

### 4.2.1 Convergent Validity

Convergent validity was evaluated using factor loading values and Average Variance Extracted (AVE). Indicators were considered valid if the loading factor exceeded 0.70 and AVE values exceeded 0.50.

Table 2. Factor Loading Values

Variable	Indicator	Loading Factor
Overtourism Perception	OP1	0.812
	OP2	0.845
	OP3	0.831
	OP4	0.788
	OP5	0.801
Preference for Alternative Destinations	AD1	0.826
	AD2	0.842
	AD3	0.855
	AD4	0.817
	AD5	0.793
Authentic Experience Seeking	AE1	0.864
	AE2	0.878
	AE3	0.841
	AE4	0.819
	AE5	0.853
Tourist Visiting Interest	TV1	0.882
	TV2	0.846
	TV3	0.833
	TV4	0.857
	TV5	0.814

Table 2 shows that all indicators have loading factor values above the recommended threshold of 0.70, indicating that each indicator possesses strong convergent validity and is capable of adequately measuring its respective construct. The highest loading factor was found in the Tourist Visiting Interest variable on indicator TV1 (0.882), followed by Authentic Experience Seeking

indicator AE2 (0.878), suggesting that these indicators strongly represent their latent variables. Overall, the results demonstrate that the indicators used for Overtourism Perception, Preference for Alternative Destinations, Authentic Experience Seeking, and Tourist Visiting Interest are statistically valid and suitable for further SEM-PLS analysis.

Table 3. AVE, Composite Reliability, and Cronbach's Alpha

Variable	AVE	Composite Reliability	Cronbach's Alpha
Overtourism Perception	0.669	0.910	0.876
Preference for Alternative Destinations	0.688	0.916	0.886
Authentic Experience Seeking	0.724	0.929	0.904
Tourist Visiting Interest	0.716	0.926	0.901

Table 3 demonstrates that all constructs meet the recommended criteria for validity and reliability. The AVE values for all variables exceed 0.50, indicating adequate convergent validity and confirming that the constructs explain a substantial proportion of indicator variance. In addition, the Composite Reliability and Cronbach's Alpha values for all variables are above 0.70, demonstrating strong internal consistency and reliability of the measurement model. Among the variables, Authentic Experience Seeking

shows the highest reliability values, with a Composite Reliability of 0.929 and Cronbach's Alpha of 0.904, indicating that the indicators consistently measure the construct. Overall, these results confirm that the research instrument is valid and reliable for further SEM-PLS analysis.

#### 4.2.2 Discriminant Validity

Discriminant validity was evaluated using the Fornell-Larcker Criterion.

Table 4. Fornell-Larcker Criterion

Variable	OP	AD	AE	TV
Overtourism Perception (OP)	0.818			
Alternative Destinations (AD)	0.642	0.829		
Authentic Experience (AE)	0.591	0.677	0.851	
Tourist Visiting Interest (TV)	0.553	0.741	0.719	0.846

Table 4 shows that the square root of AVE for each construct, shown on the diagonal, is higher than its correlations with other constructs. Overtourism Perception has a value of 0.818, Alternative Destinations 0.829, Authentic Experience 0.851, and Tourist Visiting Interest 0.846, all exceeding the off-diagonal correlation values. This indicates that each construct has good discriminant validity and is empirically distinct from the other constructs in the research model.

**4.3 Structural Model Evaluation (Inner Model)**  
The structural model evaluation was conducted to examine the relationships among variables and test the proposed hypotheses.

#### 4.3 Coefficient of Determination (R<sup>2</sup>)

The R-square results indicate that the research model has moderate to substantial explanatory power. Preference for Alternative Destinations obtained an R<sup>2</sup> value of 0.412, meaning that 41.2% of its variance is explained by overtourism perception. Authentic Experience Seeking showed an R<sup>2</sup> value of 0.349, indicating moderate explanatory capability of the independent variables toward tourists' motivation to seek authentic experiences. Meanwhile, Tourist Visiting Interest achieved the highest R<sup>2</sup> value of 0.628, suggesting that overtourism perception, preference for alternative destinations, and authentic experience seeking collectively provide substantial explanatory power in predicting tourists' interest in visiting destinations around Ubud.

##### 4.3.1 Predictive Relevance (Q<sup>2</sup>)

Table 5. Q-Square Values

Variable	SSO	SSE	Q <sup>2</sup>
Preference for Alternative Destinations	1250.000	879.214	0.297
Authentic Experience Seeking	1250.000	921.557	0.263

Tourist Visiting Interest	1250.000	713.448	0.429
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Table 5 shows that all Q-square ( $Q^2$ ) values are greater than zero, indicating that the research model possesses adequate predictive relevance. Preference for Alternative Destinations obtained a  $Q^2$  value of 0.297, while Authentic Experience Seeking showed a  $Q^2$  value of 0.263, suggesting moderate predictive capability. Meanwhile, Tourist Visiting Interest achieved the highest  $Q^2$  value of 0.429, indicating strong predictive relevance of the model in explaining tourists' visiting interest. Overall, these results confirm

that the SEM-PLS model has satisfactory predictive accuracy in explaining tourists' behavioral responses toward overtourism and alternative tourism preferences around Ubud.

#### 4.4 Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 3. A hypothesis was considered significant if the t-statistic exceeded 1.96 and the p-value was below 0.05.

Table 6. Path Coefficient Results

Hypothesis	Relationship	Path Coefficient	T-Statistic	P-Value	Result
H1	Overtourism Perception → Alternative Destination Preference	0.642	12.381	0.000	Supported
H2	Overtourism Perception → Authentic Experience Seeking	0.591	10.742	0.000	Supported
H3	Alternative Destination Preference → Tourist Visiting Interest	0.438	7.981	0.000	Supported
H4	Authentic Experience Seeking → Tourist Visiting Interest	0.417	7.506	0.000	Supported

Table 6 shows that all proposed hypotheses are supported because each relationship has a positive path coefficient, t-statistic above 1.96, and p-value below 0.05. Overtourism Perception positively influences Alternative Destination Preference ( $\beta = 0.642$ ) and Authentic Experience Seeking ( $\beta = 0.591$ ), indicating that tourists who perceive higher levels of overtourism are more likely to seek less crowded and more authentic tourism experiences. Furthermore, Alternative Destination Preference positively affects Tourist Visiting Interest ( $\beta = 0.438$ ), while Authentic Experience Seeking also positively influences Tourist Visiting Interest ( $\beta = 0.417$ ). These findings confirm that tourists' interest in visiting destinations around Ubud is shaped by their preference for alternative destinations and their motivation to obtain authentic travel experiences.

#### Discussion

The findings indicate that overtourism perception has a positive and

significant influence on tourists' preference for alternative destinations, with a path coefficient of 0.642. This result shows that tourists who perceive overcrowding, traffic congestion, environmental degradation, and excessive commercialization in Ubud tend to seek quieter and less crowded destinations. It reflects a shift in tourist behavior, where comfort, environmental quality, and exclusivity become important considerations in destination selection [23], [24].

Overtourism perception also positively influences authentic experience seeking, with a path coefficient of 0.591. This finding suggests that tourists who experience dissatisfaction with crowded and commercialized tourism spaces are more motivated to search for genuine cultural and environmental experiences. In this context, tourists increasingly value meaningful interaction with local communities, traditional culture, local culinary practices, and natural landscapes as part of their travel experience [25], [26].

The influence of alternative destination preference on tourist visiting interest is also significant, with a path coefficient of 0.438. This means that tourists who prefer quieter and less crowded tourism areas tend to show stronger interest in visiting destinations surrounding Ubud. Alternative destinations provide tourists with more comfortable, personalized, and sustainable travel experiences, making them increasingly relevant in the context of tourism diversification.

Authentic experience seeking also has a positive and significant effect on tourist visiting interest, with a path coefficient of 0.417. This result indicates that tourists are more interested in visiting destinations that offer genuine cultural interaction, local uniqueness, and meaningful emotional experiences. Therefore, authenticity becomes an important factor in strengthening destination attractiveness and encouraging tourists' intention to visit.

Overall, the findings confirm that overtourism in Ubud does not only create challenges but also encourages tourists to explore surrounding destinations that offer lower crowd density and more authentic experiences. These results highlight the importance of sustainable destination management, tourism redistribution, and preservation of local cultural identity. Tourism stakeholders should develop alternative destinations around Ubud through community-based tourism, environmental protection, and authentic cultural experiences to maintain Bali's long-term tourism competitiveness.

#### **Managerial Implications**

The findings of this study provide several practical implications for tourism stakeholders in Bali. Tourism policymakers should implement destination diversification strategies to reduce excessive tourism concentration in Ubud, while tourism managers should develop sustainable tourism products emphasizing authenticity, cultural immersion, and environmental quality. Local

communities should also be actively involved in tourism development to preserve cultural identity and strengthen community-based tourism. In addition, tourism promotion strategies should increasingly highlight authentic and less crowded tourism experiences to attract modern tourists seeking sustainable and meaningful travel. By balancing tourism growth with sustainability principles, destinations surrounding Ubud may maintain long-term tourism competitiveness while minimizing the negative impacts of overtourism.

#### **5. CONCLUSION**

This study concludes that perceptions of overtourism significantly influence tourists' behavioral preferences in selecting tourism destinations around Ubud. Tourists who perceive overcrowding, traffic congestion, excessive commercialization, and declining environmental quality in major tourism areas tend to seek alternative destinations that offer quieter, more comfortable, and more authentic tourism experiences. The findings also reveal that overtourism perception positively encourages tourists to pursue authentic experiences involving cultural immersion, local interaction, and meaningful travel activities. In addition, preference for alternative destinations and authentic experience seeking significantly influence tourists' visiting interest, indicating a shift in modern tourist behavior from mass tourism toward more sustainable and experience-oriented travel patterns. From a practical perspective, the study emphasizes the importance of destination diversification and sustainable tourism management in Bali. Tourism stakeholders should develop strategies that distribute tourist flows more evenly across surrounding destinations while preserving local cultural authenticity and environmental sustainability to reduce the negative impacts of overtourism and strengthen long-term tourism competitiveness.

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