

Dynamic Governance as an Effort to Develop Quality Tourism: Heaven for Digital Nomads

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Abstract

The disruption and the post-pandemic era have brought significant changes to human life. This change also occurred in the tourism sector. Tourism is moving towards sustainable tourism. The government, destination managers, and the public must be dynamic in following the changes, moving towards quality tourism. This study aims to determine efforts to develop quality tourism and how dynamic governance plays a role. The method used in this study is a qualitative method with a phenomenological approach. The findings are some of the needs for tourism facilities as a "paradise" for digital nomads, customary authorities have a role in dynamic governance, and the quality of tourism products is essential in the concept of quality tourism.

Keywords: *Dynamic Governance, Quality Tourism, Digital Nomad.*

INTRODUCTION

The Disruption Era has fundamentally changed all aspects of life. The world is currently facing a phenomenon where everything shifts and is unlimited. New records replace the old arrangements that must follow the times' demands. Distractions create new learning models with more innovative and massive interactions. This era's presence makes people open to technological advances so they are not left behind in all fields (Fitriani Lubis, 2019; Galanakis et al., 2021; Syakdiyah et al., 2019; Agustina et al., 2017). Big or small changes will cause various societal reactions (Amran, 2015). To maintain the stability of society, the government has a role as a cooling system. The government must be ready for all changes, including adopting these changes to be applied in providing services or making a policy (Pribadi, 2020; Chaffin, 2014; Sharma-Wallace et al., 2018; Rijke et al., 2012). The government is expected to be able to produce a decision that is relevant and beneficial to society. In responding to massive changes, the government's responsiveness is tested to adapt more quickly and move dynamically (Wiyani et al., 2019; Cleaver et al., 2018; Cosens et al., 2017; Wyborn, 2015).

The infectious disease, Corona Virus, was present at the end of 2019, which grew in China and eventually spread worldwide (Health Services During a Pandemic et al., 2020). A variety of responses emerged from the public for this phenomenon. As a result of the very high spike in cases, each country's government has a variety of

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resolution methods. However, most have decided to take steps to limit activities outside the home. Initially, borderless globalization was expected to continue to increase, but under these conditions, globalization has returned to a limit that has resulted in a decline. The economy began to deteriorate, and the sales of goods and services sector were hampered; this had implications for a reduction in the number of workers (PHK), which then spread to tourism activities which began to stop, followed by the tourism supporting sector losing money (Maharani et al., 2020; Susilawati et al., 2020; Ngwacho, 2020; Bijoy et al., 2022).

After some adjustment, people began to switch to the digital world. The use of social media, digital platforms, and the like has begun to be developed as a support for business activities to government affairs (Kusumawati et al., 2022; Mason et al., 2021; Darwiesh et al., 2022; Dubbelink, 2021). As a result of the global pandemic that has been experienced, the community has a deep post-pandemic trauma, seeing the number of victims continue to increase, seeing relatives or relatives who have to go through a critical period, so they have to lose their closest people. However, what was obtained was that people began to care about health, maintain sanitation, and rearrange a healthy lifestyle (Yuan et al., 2021). Ultimately, each country has its way and time to declare that it is free from infectious diseases. Finally, community activities can run as a whole, but still with "new habits." After opening its community activities, a country only receives tourist arrivals or visits from other countries. The government must ensure that the surge in cases begins to decrease and that vaccine acceptance is evenly distributed. The world of tourism is indeed very affected (Rogerson, 2021).

Tourism is a leading sector worldwide. Tourism is an essential industry for each region and continues to grow (Araujo et al., 2017; Zhao et al., 2018; Amin, 2015; Hollenhorst et al., 2014.). The tourism sector is a vital sector for the economic progress of a country (Hermawan, 2020). This is because people tend to take time amid their busy schedules to travel while eliminating fatigue due to daily activities and work (Hayati & Lugi, 2020).

The Covid-19 pandemic, apart from changing people's lifestyles, has also changed people's ways and motivations for traveling. Along with society's transition to the digital era, the world of tourism began to develop in a digital direction—forms of digital tourism such as virtual reality tourism. People can choose how to travel according to their needs. Tour trips can also be carried out without limitations or time constraints because all activities can be done digitally.

The motivation for community tourism trips began to change. Traumatized by the pandemic, this has encouraged them to avoid traveling in groups (not in large numbers), to choose clean tourist attractions, and have internet facilities (so they can stay connected to the internet and carry out other activities in the digital world. Research by Ivanova et al. 2021 reviews the changing motivations for travel for

Bulgarian people. Bulgarian people will continue to travel, but by adopting a "new" protocol, they will not travel with groups, tending to choose to use private vehicles, not travel services. Motivation for travel without travel is usually not bound by time, and they tend not to prepare travel routes; they will enjoy their trip more without being chased by time and other groups (Ivanova, 2021).

A similar statement by Martinez in 2021 in his research entitled *Archaeological Sites as Peripheral Destinations*. Martinez said that it is more appropriate to travel in small numbers post-pandemic. Travel tends to be more enjoyable and calm. Tourist destinations should also go to natural tourism areas, which tend to present the beauty of nature, and or rural areas that are beautiful and calm so that the trip is more peaceful and not rushed.

The government and tourism actors must respond to the changes in decisions on the ways and motivations for tourist trips above. They are starting by designing attractive and friendly packaging for tourist objects with new post-pandemic habits. The direction of post-pandemic tourism development is sustainable tourism which emphasizes the balance of the 3 P's: People, Planet, and Profit (Friberg & Wasterlid, 2022). Community welfare, social feedback received by the community, and community involvement play an essential role in sustainable tourism. The welfare of nature (planet) and environmental sustainability should not be ignored. Only after the acquisition of the right to know will the benefits of tourism be considered. In their research, Das et al. (2023) stated that post-pandemic tourism pays more attention to the sustainability strategies of tourism. Especially in efforts to maintain tourism sustainability, significant changes must be needed in fields such as eco-tourism, medical tourism, and agricultural or farm tourism. This type of tourism is alternative (quality tourism) (Das et al., 2021).

Indonesian tourism is moving towards quality tourism (Kemenparekraf 2020-2024). The direction of tourism development and development is now towards developing sustainable and quality tourism. Quality tourism is part of the concept of sustainable tourism, which has the same principles of preserving culture, nature, people's welfare, and profit. (Sandiaga Uno in Webinar at Padjadjaran University). The indicator of quality tourism is different from mass tourism; the principle of quality tourism is not in the number of tourists but in the principle of the length of stay and amount of expenditure as a representative of the sense of comfort in quality tourism objects, not just holiday packages that are commonly presented (Adellia, Muhammad, & Sulthan, 2022).

The concept of quality tourism has begun to be implemented by several countries, such as in the southern states, namely South Africa, Namibia, and Mauritius. Areas in the Southeast Asian region include Bali, Thailand, and Malaysia. Regions of Latin America, such as Colombia, Peru, and Chile. These areas are targeted by digital nomads (Diah et al., 2020). The travel motivation of digital nomads intersects

with the concept of quality tourism (Akerlund, 2013). The tourist destinations digital nomads seek are areas with complete tourism-supporting accommodations such as lodging (villa, hotel, homestay, guesthouse, etc.), tourist attractions (natural and artificial tourist attractions), cafes or restaurants, and most importantly, a maximum co-working space and internet network. A digital nomad wants to disguise himself as a local community to get expensive experiences that they can only get at quality tourism objects (quality tourism) (Diah et al., 2020).

Travel like this combines traveling and living commonplace with the term "Play and Plug" (Diah et al., 2020). Play means uniting oneself with the residents of a tourist destination as if they were native citizens, carrying out activities like residents as a form of disguise. Meanwhile, plug means visitors or tourists form a new environment or atmosphere by enjoying the environment around tourist destinations and mingling with locals. Internet-connected gadgets help tourists transition quickly, meaning that at one time, they can be connected with obligations as if they were at the location in person. This allows them to move to various countries as digital nomads.

A digital nomad usually has a flexible work rhythm. The book *The 4-Hour Work Week: Escape the 9-5, Live Anywhere and Join the New Reach* further convinces the growing number of digital nomad populations. Tim Ferris mentions that the concept of digital nomad tourists describes entrepreneurial successors (entrepreneurs). This successor is synonymous with freelancers (freelancers) who need accessible locations and working hours. Working for 8 hours in an office is ancient and has been abandoned. The staff/workers sought are workers with knowledge and full of responsibility; the responsibility is given his freedom in return for productivity. These successors are very attached to this era of change; they are millennials and generation z.

Changes in the motivation and way tourists travel cause a shift in the tourism paradigm. The tourism paradigm is shifting towards quality tourism which has the principles of sustainable tourism by preserving the environment and culture, community welfare, and profit. Shifting or shifting the tourism paradigm goes hand in hand with advances in technology and the growth of the millennial generation, which has the potential to increase the number of digital nomad populations. As the leader and decision-maker, the government must be more dynamic, adaptive, and innovative, especially in responding to the community's needs. Muragu et al. (2021) in their research stated that, after going through challenging obstacles during the Covid-19 pandemic, the government should make a policy that accommodates the interests or needs of tourists because tourists tend to choose tourist objects that suit their needs (Marugu, etc., 2021).

METHOD

This research was conducted in Canggu Village, North Kuta District, Badung Regency. Canggu Village is the destination with the most digital nomads in Bali and a model for developing quality tourism in Bali (Ministry of Tourism and Creative Economy of the Republic of Indonesia at the Weekly Press Briefing in Central Jakarta, 12092022). The types of data used are primary data and secondary data.

This study uses a qualitative design with a phenomenological approach. In field research, researchers collect data using observation techniques, interviews, and document studies. Checking the validity of the data uses observation persistence techniques, detailed descriptions, source triangulation, and peer debriefing. Through interviews, researchers tried to dig up in-depth information from the informants and research informants as follows: (a) Head of Canggu Village, (b) Traditional and community leaders, (c) Tourism Support Business Actors, (d) Digital nomad tourists. After the data is collected, it is followed by qualitative descriptive analysis with the steps of displaying data, reducing data, and drawing conclusions. Researchers conclude using inductive logic from specific matters or field findings; conclusions are drawn to general matters (theoretical building). This aligns with Burhan Bungin's (2008) opinion, who said qualitative analyses use inductive logic, where syllogisms are built based on specific matters or data in the field and lead to general conclusions.

RESULT AND DISCUSSION

Even though Bali is known as an area that is well-known and famous for its tourism, during the Covid-19 pandemic, as with other tourist destinations, Bali was in a deep slump. The Covid-19 pandemic has forced tourism operators, the government, and society to make changes. The start of the era of disruption further proves that change occurs very quickly. Pribadi, in his 2020 research, stated that the government must be ready and responsive in accepting changes, including adopting and modifying changes in providing services or decisions. Big or small changes will cause various societal reactions (Amran, 2015; Ulisah, 2016; Mahardika, 2020; Handayani, 2020; Wibisono, 2020). In this study, researchers would like to reveal that tourism trends after the Covid-19 pandemic and this era of disruption have changed. Research conducted by Ivanova et al. (2021) in Bulgaria has proven that tourist interest for tourists has also changed (Ranasinghe et al., 2020; Mugauina et al., 2020; Corbisiero et al., 2020; Stankov, 2020). Traveling solo or in small numbers (not groups) is more convenient.

The era of disruption through technology also makes it possible for someone to work remotely. Someone can do work while traveling. This tourist trend is called a digital nomad. The characteristics of digital nomads who like freedom are synonymous with the characteristics of the millennial generation. So digital nomads are often identified with the millennial generation. Seeing this phenomenon, it is appropriate for

the government, the community, and tourism actors to make improvements or upgrade the tourism offerings they are preparing to align with the growing tourist market in this era.

Using a qualitative research method, this study produced various findings that strengthen the arguments presented by Personal above. In summary, this research yielded several findings, including First, a digital nomad in carrying out his work is very dependent on an internet connection. Internet connection is a basic need in the disruption era and a priority for digital nomads. The practice of daily human life is now entirely facilitated by internet waves; this long-distance communication facility is widely used for various purposes. Canggu has an average internet speed of 20 Mbps, fast enough to support the work needs of digital nomads. All restaurants, cafes, co-working spaces, and public facilities in Canggu are connected to the free internet network. Thus, making it easier for digital nomads to work.

Second, a digital nomad needs a comfortable place or space to work. The meaning of office entities shifted from a physical office where a company's workers worked to a virtual office where operational and functional arrangements can be carried out using computer technology such as PCs, laptops, cell phones, and internet access. Co-working space is appropriately provided anywhere, including even in tourist destinations, as a response to the increasing prevalence of virtual work (Perdana, 2019; Radman et al., 2022; Amir, 2020; Lashani et al., 2021). Canggu is a "Paradise" for digital nomads because many co-working spaces are developing in Canggu, such as Dojo Bali, Outpost Co-working & Coliving, Matra Co-working & Coliving, and Tropical Nomad. Co-working space allows fellow digital nomads to meet, share and exchange ideas to establish relationships with new people. Co-working space in Canggu is a comfortable place for digital nomads to work; visitors can freely make coffee and refill without limits. It is common for digital nomads to hold talk shows, workshops, and the like by inviting relevant speakers. So that co-working space facilities are the main haven for digital nomads. Not only in co-working spaces, digital nomads also choose cafes or restaurants as their workplace spots. For about 2-3 hours while enjoying food or drinks, the order is very calm to work in a café or restaurant. Quoting Nick Wharton, travel blogger Goats on the road, stated:

“Every single cafe in this town has electrical sockets on every wall and they basically expect that you're going to bust out your computer and plug away for a few hours after your meal. Aside from the regular cafes that are well set up for digital productivity, there are also numerous co-working spaces available as well”.

From the statement above, entrepreneurs are ready to anticipate the needs of digital nomad tourists by equipping cafes with several basic facilities, such as power outlets, that make it easier for digital nomad tourists to recharge their cell phones or laptops.

Third, a digital nomad with millennial characteristics likes instagramable and aesthetic places. Instagramable is worthy of being uploaded on the Instagram platform; "appropriate" in this context is aesthetic. The activities favored by millennial tourists are using their device phones when traveling to take photos, and these photos are stored and usually shared on social media as a portfolio of tourist visits and places they have visited; this causes tourists to tend to choose places that are aesthetic (beautiful) and instagramable so that it supports the beauty of the resulting photos (Haddouche et al., 2018; Utari et al., 2021; Alamanda et al., 2021; Nur'afifah et al., 2021). Millennials have different tastes in tourism, of course, based on their needs. In determining the choice of tourist objects, millennials tend to search on social media, see advertisements, and recommend friends as their primary source of information (Hartana et al., 2022). All informants in interviews by researchers mentioned that their friends' social media uploads were their reference for coming to Canggu.

Fourth, complete accommodation. Digital nomad travelers like a variety of places to live, which they choose according to their needs. Canggu has four accommodation types for digital nomad tourists: villas, homestays, surf camps, and co-living. Tourists who tend to stay for months and have ample private space usually choose a villa to live in. In addition, those who like private parties prefer to rent a villa to invite their friends. The villa also has a kitchen and cooking equipment, so tourists can be creative in cooking their favorite food. Other facilities found at the villa usually include a garden swimming pool. Tourists usually call tours like this a staycation. Digital nomad travelers who prefer practicality and economy can choose homestays/guesthouses. Homestay or guesthouse is a small-scale residential business managed by residents, usually in the same house as residents. So that you can mingle more with the local people. Many tourists choose to stay in homestays or guesthouses for much cheaper reasons than villas and hotels, besides time flexibility.

Homestay or guesthouse rentals can be done daily, weekly, or monthly. Homestays and guesthouses that are mushrooming in Canggu are also equipped with free wifi, so homestays or guesthouses are in great demand by digital nomad tourists. Another alternative for surfing enthusiasts surf camp can be an option. Digital nomad tourists, for fellow surfers, can live together, so they are referred to as surf camps. This surf camp is a co-living trend, where tourists with the same hobbies choose to live together. The advantage is that they can meet with colleagues with the same hobby and easily exchange ideas. Co-living accommodation is usually equipped with workplace facilities, accessed by all residents, or used privately.

Fifth, digital nomad tourists need meditation and entertainment centers. Digital nomad tourists adhere to the concept of work-life balance, so they prefer to work while traveling. In principle, how hard the work taken must be equivalent to the entertainment they get—digital nomad tourists like to do yoga or meditation activities. Canggu

has a Yoga Art Village as a place to improve spiritual health and fitness services for its visitors. The location of the Yoga Art Village was built to blend in with the nature around Canggu. Meditation takes an atmosphere of calm that supports it so that meditation can be done optimally. Meditation is very appropriate to do in the open green. In this Yoga Art Village, the location of the pavilion for yoga classes is in the middle of an organic garden area with open sides, making it comfortable for meditating. Apart from being a place of meditation, Canggu also has an entertainment center that is no less interesting. The manufactured tourist attraction that is superior to Canggu is the beach club. Western tourists with a culture or party habit need a nightclub as their entertainment center. The beach clubs owned by Canggu are The Lawn, Café del Mar, La Brisa, Mari Beach Club, Finns Beach Club, Finns VIP Beach Club, COMO Beach Club, Vue Beach Club, Old Mans, Favela Chic Beach Club, Atlas, etc. Whenever digital nomad tourists want to find live music as entertainment, they can visit many locations.

Sixth, digital nomad tourists need places to exercise and various health service centers to maintain fitness and health. Surfing is the sport most in demand by tourists who come to Canggu. As many as nine of Canggu's leading beaches can be visited by tourists who generally like to surf. The nine beaches include Canggu Beach, Echo Beach (Batu Mejan), Berawa Beach, Batu Bolong Beach, Kayu Putih Beach, Pererenan Beach, Seseh Beach, Nelayan Beach, and Mengening Beach. Not infrequently, these beaches are also used for swimming, watching the sunset, and even relaxing. Canggu also has Finns Recreation as a place for bowling and tennis. There are many international-class and certified health facilities in Canggu; tourists can choose based on the distance they live.

Seventh, Canggu has various culinary options that can be adapted to the tastes of various countries, including the budget and needs of tourists. Canggu has many choices of organic and vegan restaurants for vegetarian tourists. Cafés and restaurants that are instagramable, aesthetic, or that offer views of rice fields are also in great demand by digital nomad tourists, especially those who work as designers and web developers who provide brilliant ideas and inspiration for them.

Eighth, tolerance. Digital nomad tourists come from various countries with their own cultures and habits, which differ from the habits and customs of the local population. The people of Canggu Village have a high tolerance, including tolerance towards the sexual orientation of lesbian, gay, bisexual, and transgender (LGBT) tourists. The people of Canggu Village are also known to be very friendly and fluent in English, making it easier for tourists to approach the local community.

Ninth, the cost of living tends to be cheap. Digital nomad tourists tend to choose destinations where the cost of living is lower than their income. So that they can last a long time in their destination area but can still save. The advantage of tourists living in Canggu is that they

can adjust their budgets to choose a place to live, food choices, or other entertainment activities. Canggu has a lot of customizable options.

Tenth, access is straightforward. Tourists worldwide can come to Indonesia using B211 visas or long-term second-home visas. The Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia also provides opportunities for tourists to work or do business in Indonesia, especially Canggu, but must apply for a Temporary Stay Permit Card (KITAS) so that they can legally carry out activities in Indonesia.

Eleventh, the weather factor, Canggu, is nicknamed "Tropical Paradise," namely as a tropical area. Tourists who avoid winter in their home country tend to decide to come to Bali, especially Canggu.

With today's technological developments, tourists do not have to wait for holidays to travel. With the maximum internet network, all activities can be done online. Thus, tourist trips can be carried out in the long term. With a long span of travel time, tourists can do many activities they want, including mingling with residents around tourist destinations. The Government, Tourism Managers, and the Community can indirectly reap benefits through taxes, accommodation, and tourism products obtained due to the length of stay of tourists, which affects spending power quite a lot. Coupled with the participation of tourists in protecting the environment of tourist destinations and blending in with the local community, Canggu fulfills the requirements of Canggu as a tourist object included in the type of quality tourism.

Canggu is used as a model for developing quality tourism in Bali. Quality tourism is perfect for supporting a growing global tourism trend, namely sustainable tourism. To realize quality tourism, Canggu has traveled quite a long way. Canggu 1983 has been known as a coastal area suitable for surfing. Tourists living in Kuta and Seminyak come to Canggu to surf. This phenomenon is very far from the concept of quality and sustainable tourism because spending power is more in one area, but enjoying tourism objects in other areas. Until 2006, local people started to start small businesses to offer tourism facilities such as food and drinks.

This business stimulated the initiation of residents to sell and rent land to foreigners. Although construction has not started yet, this is the first start in the Canggu area. Tourism continues to grow in Bali, especially in the Kuta and Seminyak areas. Since 2013, the first fundamental developments have entered the Canggu area. Local and foreign began to compete in the tourism market, which was still slowly increasing at that time. The most considerable increase started in 2015. Now, Canggu has grown into a thriving destination with various tourist facilities. This development is undoubtedly the fruit of the struggle of the community, investors, and the government to have an essential role in business management, especially in the tourism sector.

Theoretical Implications

The theoretical implication referred to in this study is the development of new concepts taken from field data and the strengthening or updating of existing theoretical concepts. Some of the theoretical implications that can be built from this research are related to the theory of dynamic governance and the theory of quality tourism.

Theoretical Implications in Dynamic Governance Theory

This study develops a theory of dynamic governance, which is different from the dynamic governance theories that have developed. Neo and Chen's Dynamic Governance Theory states that dynamism is realized when the government can take several policies relevant to current conditions amid environmental uncertainty. Neo and Chen also stated that dynamic governance is the root of good governance. The government is referred to as the leading actor in dynamic governance. This theory does not apply to efforts to develop quality tourism in Canggu, Bali. Likewise, studies on dynamic governance by previous researchers such as Faedluloh (2021), Puteri (2021), and Ravanelli et al. (2019) are different from the concept of dynamic governance that occurs in this research phenomenon.

This study found that dynamic governance in Canggu Village in the effort to develop tourism was initiated and driven by Bali customary authorities, called Banjar. Banjar is the minor form of customary government in Bali. The banjar has greater power or strength than the village head. To date, all forms of changes and manifestations of Canggu have been inseparable from the initiation of indigenous people/communities guided by the authorities or traditional leaders (Banjar). Canggu moved, which began to spread its wings in the world of tourism in 2006, banjar took an important role. Banjars submit tourism development plans in their respective areas as input to village and government master plans. Banjar is a community engaged in cultural preservation missions. Overcrowding and loss of culture are at the top of banjar's agenda, which are related to rules and regulations to limit and control future developments.

In addition to customary authorities and indigenous peoples, investors are also involved in the dynamism of tourism in Canggu. Tourism is a business sector. An investor must have brilliant business management skills to work together with customary authorities and the community to make Canggu a "Paradise" tourist attraction for digital nomads with a quality tourism base. An investor and provider of tourism facilities must be able to manage the tourism business even when there is a surge or even when it is receding. After the Banjar and Investor initiatives were conceptualized, the government as a state authority still has an essential role in formulating relevant policies and favoring the pattern of tourism development in a positive direction. Companies must engage with the community and banjar to follow particular government and adat regulations. Lastly, Canggu is an area known for its social media activities. Social media is a considered and often essential aspect of a marketing strategy. Who would have thought Canggu is now the destination with the most digital nomads?

These essential concepts and propositions are new concepts that emerge from field phenomena that are seen as different from existing dynamic

governance theories. These field findings also add to the conceptual vocabulary of dynamic governance theory found by previous researchers related to the phenomenon of governance and management in Bali.

Theoretical Implications in Quality Tourism Theory

What comes to mind about quality tourism is a form of sustainable tourism that requires a balance between spending power and length of stay, cultural preservation, and environmental preservation. Based on these indicators, the embodiment of quality tourism in Canggu, Bali, raises prepositions different from the concept of quality tourism mentioned by Postma (2007). The quality of tourism forms or products presented by tourist destinations must be maturely formed first, followed by spending power, length of stay, cultural preservation, and environmental maintenance as tourist feedback for tourist destinations, including the government, investors, and of course, the public local.

This phenomenon is proven in field research. The Canggu people (Canggu indigenous people and customary authorities) have integrated tourism activities into social, productive, and economic dynamics as their identity. The success or failure of a tourist destination depends on its ability to provide a safe and comfortable environment for tourists (Ahmed et al., 2010). When tourism activities are integrated into people's lives, the community understands the tourism development management strategy, including how excellent service can be provided to tourists. Tourism trips have become more natural; tourists can comfortably and easily mingle with local people. So expensive experiences, namely experiencing the life of the indigenous Balinese people, are easily obtained by tourists. Tourists will feel safer, so the length of stay is guaranteed. Ryglova et al. (2015) assumed that security is a tourism destination's most significant quality factor.

This type of tourism has been implemented in rural areas where the local community, organized collectively, plays a participatory role in the development, management/management, and monitoring, as well as the preservation of the natural, socio-cultural environment (Caputo et al., 2005; Madanaguli, 2022; Popescu, 2022), and traditional values (Fagundes et al., 2021). This allows for enjoyable and rewarding experiences and reciprocal relationships between local people and tourists (visitors). Rural tourism community relations should be characterized by the equity in the distribution of benefits (Xiang et al., 2020; Fun et al., 2014; Zielinski et al., 2020). So that quality tourism will be realized if the maximum quality of tourism products supports it.

CONCLUSION

Based on the results of the analysis and theoretical discourse, there are three conclusions formulated in this study including 1) The dynamic governance model realized not only based on the functional responsiveness of the government in making decisions but also must be initiated by the community and the slightest authority in the social community (in Bali it is called Banjar) so that it becomes easier to unite perceptions and achieve goals. In tourism, investors also have an essential role in supplying funds and facilitating proper business

management. Governance here is not only the government but also the multisector in it as a new paradigm in the world of government; 2) In the realization of quality tourism, the first thing that must be considered is the optimal quality of tourism products to stimulate length of stay, spending power and reciprocity in the form of tourist participation in cultural preservation and environmental maintenance of tourist destinations. Communities must also provide a sense of security and good experiences for tourists to ensure sustainable tourism, especially quality tourism; and 3) The type of digital nomad tourist is believed to be a type of tourist that will develop rapidly in this era. Tourist destinations must improve their management by providing the facilities digital nomad tourists need, such as adequate internet connections, attractive co-working spaces, and maximum accommodation.

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