# Nomadic Tourism, Education Tourism, Digital Tourism and Event Tourism for Sustainable Tourism

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**Abstract**—Nomadic tourism is a term that is not commonly used in tourism in Bali.The model of tourism activities in the form of nomadic tourism provides a new alternative for the development of Bali tourism, especially in the Badung regency. In this work, the study and theoretical approach to the concept of nomadic tourism, educational tourism, digitalisation and tourism events were carried out in order to establish a model for the development of Bali's tourist destinations in general.This study theoretically revealed the important role of nomad tourism synergy, education tourism, digitization, and events in driving the destination economy with the homestay business it manages.Field observations and primary-secondary data collection have been carried out to obtain useful information on Badung as a destination that promotes nomadic tourism.The final results of this study are the implications of the development of nomadic tourism, educational tourism, digitalisation and cultural events for the development of tourist destinations in Badung Regency.

**Keywords---**Nomadic tourism, event tourism, homestay, digital tourism, event tourism

## I. Introduction

Tourism is becoming the leading sector in national development, which plays an important role in driving the economy, creating jobs, developing businesses and infrastructure, and involves many parties, namely the government, the private sector and the community [1]. In 2015-2019, Indonesia's tourism sector has the following objectives, which is to contribute 15 % of Gross National Income (GDP), foreign exchange of Rp 275 trillion, and employment of 13 million people [2]. In addition, there were as many as 20 million foreign tourist arrivals, with 275 million domestic tourist excursions and an increase in the competitiveness of Indonesian tourism in the world to the 30th position [3]. In an effort to increase the number of tourist visits to Indonesia, the government has launched three high-level programs to ensure that tourists get convenienced to visit Indonesia [4]. The three main programs are: 1) increasing digitalisation; 2) developing and managing homestays; and 3) facilitating connectivity between destinations in terms of connectivity from sea, air and land [4]. The important thing to be studied further is the management of destinations, where attractive destinations are destinations that can give tourists a positive image.In addition to fostering a positive image of the destination, it is necessary to pay attention to tourism information that can provide the latest news through digitalisation. Moreover, tourism businesses in the form of housing services in the form of homestays are expected to benefit local communities and have a sustainable impact.Under current conditions, the nomadic tourism model can be said to give a new shade to the development of Bali tourism [5]. The development of the accommodation service business needs to be managed by anticipating the emergence of nomadic tourism [6].

Tourists who move around, as a form of nomadic tourism, can provide a new model of development for the destination.At present, the accommodation service business in Badung Regency has been developed in the form of homestays; but with the advent of the nomadic tourism model, it is necessary to explore the type of glamping nomadic tourist accommodation targeted by tourists in the glampacker, luxury packer and flashpacker categories [6]. On the other hand, when it comes to homestay management, it is inseparable from tourism activities with the aim of adding new experiences for the tourist. Tourism activities in the form of nomadic tourism, educational tourism and digitalisation need to pay attention to the impact on homestay and on the development of destinations. The development of tourism activities in the form of nomadic tourism and educational tourism, which are shaped by digital technology, can impact the development and growth of Bali's destinations, in particular the tourist destinations in Badung Regency [7]. Thus, this study was done to discuss the influence of nomadic tourism, educational tourism, digitization and cultural events on the development of homestays and tourist destinations in Badung.

## II. Nomadic Tourism

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The term nomadic tourism originated from a nomadic journey made by Mongolian adventurers [8]. Nomadic tourism is a new style of tourism where visitors can stay in a tourist destination with secure and portable facilities within a certain period of time [8]. In addition, nomadic tourism is a tourism activity carried out by tourists of a productive age between 35 and 55 years old, who have income and rely on the latest information [8].

Indonesia, through the Ministry of Tourism, has launched a nomadic destination and tourism digitization program in 2018 as a quick effort to attract tourists [9]. Development of the nomadic tourism ecosystem in Indonesia is divided into three types of nomadic tourists with the category of backpacker tourists [10]. Backpacker tourists are identified as tourists who only rely on carrying a bagpack on each trip.But in nomadic tourism, the category of backpackers is very useful for the destination, because this group of tourists uses digital technology on every trip.Accordingly, there are three types of nomadic tourists, which is described as follows [10]:

(a)    Glampacker, or referred to as a tourist in the category of' millennial nomad.' These travelers are wandering around to see the' instagrammable' tourist spot around the world, or tourists who take advantage of digitization to document travel moments in the Instagram and Facebook media. There are a total of 27 million people who have an affinity with Indonesia and are interested in backpacking, camping and nomadic tourism.

b)    Luxpackers or tourists in the "luxurious nomadic" category; where these tourists wander around to forget the environment of their home regions by using online media facilities. There are 7.7 million tourists in this luxury packer category, who are using certain travel booking facilities such as Conde Nest travel media, Expedia, booking.com, AirBnB, hotels.com, and Agoda.com.

c)    Flashpacker, or digital nomad tourists, who stay temporarily in a place while working from anywhere. There are 5 million tourists in the flashpackercategory who have an affinity to Indonesia and are interested in the nomadic digital world.In this category, the Canggu area in the North Kuta sub-district of Badung Regency-Bali won the title of "number 1 most popular digital nomadic in the world." Canggu was chosen with the title because it fulfills the requirements of providing tourists with peace of mind and facility of good internet access.

Nomadic tourism in developing tourist destinations is divided into 3 parts, which are [11]:

(a) Nomadic Tourist Attraction is a form of attraction that provides entertainment or events for nomadic tourists. Entertainment attractions can be packaged from a variety of natural, artificial and event attractions. Examples of attractions in the form of events packed every month by the Badung regency to attract tourists to the destination.

(b) Nomadic Tourism Amenities (facilities required by nomadic tourists) are the availability of accommodation in the form of a caravan, glamping, or home pod.1) This caravan can be moved on a daily or weekly basis and can be stopped in beautiful areas of tourist destinations.(2) Glamping, which is a lodging facility in the form of a luxury tent with star hotel facilities, where the tourist is exposed to nature experience with luxurious service facilities.3) Home-pod is an accommodation facility in the form of egg-houses. This form of home-pod is heavier and structurally stable than glamping, hence the length of stay in the home-pod can be longer than in glamping.Nomad facilities in the Badung regency have not been registered with the relevant agencies. However, in the North Badung (Plaga) area, which has more space and spacious land facilities, conditions in the nomadic facility category can be prepared accordingly.Nomadic facilities can also be set up in coastal areas for nomadic tourists who want maximum digital access with a beach view.

(c) Nomadic Tourism Access is the convenience of nomadic tourists traveling to their destination at a faster time such as using airplane, ships or helicopters. The development of nomadic access for this category cannot be optimally prepared. Access facilities currently available may, however, be maximized and used for nomadic access allocations, such as NgurahRai airport, Benoa port and helipad landing facilities in star hotels.In the telecommunications access category; the CangguBadung area has been mentioned as a favorite destination as a nomadic digital destination with accessible Wi-Fi.

## III.  Homestay

Initially, the household known in America was described as a small house that protected farmers from the weather [12]. Homestay is a thatched house, very simple in household appliances. Over time, the homestay has become an inn building, a place of rest that is very pleasant for workers [12]. Homestay in Indonesia has been a concern of the government since the existence of a tourism village program through PNPMMandiri Tourism, which was organized by the Ministry of Culture and Tourism in 2009 [13]. Homestay is part of the tourist attraction that tourists receive during their visit to the village in the development of the Village Tourism Programme [13].

In other words, a homestay is a type of accommodation where a tourist stays at a home as a paying guest for a

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short period of time. Guests are provided with accommodation and homestay services by the family and on an individual basis [13]. Homestay is generally built in rural areas with the aim of attracting tourists who have come from urban areas by offering an atmosphere of natural rural surroundings, comfortable accommodation, activities while staying in a homestay, food that is served clean with competitive pricing according to the facilities provided[13]. Homestay offers a unique and interesting experience with learning about the environment and social interactions with the community. In addition, tourists consider the host of the accommodation business owner to be their foster family. The comfort and sense of the family created when it comes to tourist activities in the homestay are part of the tourist's memories [13].

Homestay managed by the community can be an important benefit to local government in improving the local economy and will indirectly popularize new destinations with new sources of income for rural communities [14]. Homestay guests who stay have the opportunity to spend time with their families and the host's family by enjoying the customs, values, culture and life of rural communities.Information on the history of the village, interesting and unique stories about nature, agricultural products, both in natural and artificial forms, can be packaged in the form of educational tours. This is an important part that must continue to be developed by the management of homestay in tourist villages, so that the tourists are always interested to visit [14]. Famous areas in Bali, which can be used as a reference to discover the combination of rural tourism with homestay combined with educational tourism, can be seen in the Ubud region of Gianyar, which is already famous in the world.

In an effort to continuously improve the accommodation service business in the form of homestays, demand for homestay products is strongly influenced by demand from tourists. Homestays have been described as a tool for combating poverty in rural areas [14]. The integration of homestay products with rural environments with activities such as cooking, learning to dance, learning to paint, learning regional music, cultural tourism, trekking, agro-tourism, spiritual tourism, health tourism, adventure tourism, environmental tourism (ecotourism) can be an attractive package for rural tourism with a homestay.

Homestay is also referred to as a good source of generating foreign currency in rural areas. The flow of money can reduce the balance of payments gap. The government has a source of tax revenue, benefits to help the nation's economic growth, and also creates new jobs. Homestay products can become new products for villages and a source of growth for other new products, such as handicrafts, livestock, agricultural products and plantations [14].

## IV. Educational Tourism

Educational tourism is an alternative form of tourism that promotes eco-tourism and sustainable tourism by involving local communities [15]. Tourism activities in the form of education tourism are lifelong learning processes [15]. The involvement of different nations, different groups and different types of jobs or professions in educational tourism activities is part of the development of the learning process. Figure 1 represents a model that forms the basis for learning that is part of educational tourism.
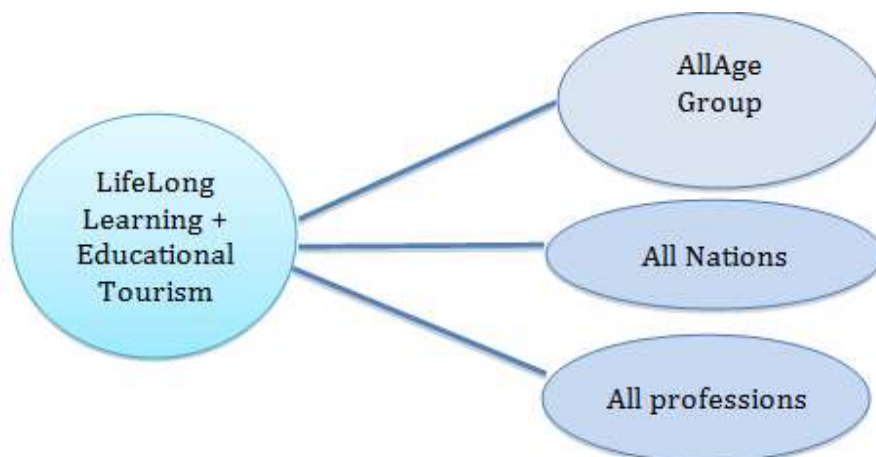


Figure 1.Educational tourism as a form of lifelong learning for each group, nation and profession [26]

Educational tourism is strongly influenced by policies issued by associations that cooperate with each other in improving the quality of education services, both through international cooperation, inbound-outbound tourism, children's activities tourism, youth tourism and other forms of educational tourism [16]. Educational tourism is also used as a tool to ensure the well-being of underdeveloped and poor communities. In tourism there is a term called 'poverty tourism', where tourism activities are carried out in poor areas, in the hope that these areas and poor people

will receive welfare through tourism activities [16]. Poverty tourism is divided into three types, namely education travel, tourism and voluntourism, each of which has a specific purpose of learning, recreation and employment [17]. Poverty tourism is a form of tourism which is not commonly heard. Poverty tourism is actually a development process, because all visitors or tourists involved in it aim to contribute to education, knowledge and motivation for the underprivileged [17]. Poverty tourism activities can take the form of learning processes in the form of educational tourism, voluntary tourism and various forms of tourism activities, as shown in Figure 2.

Changes in lifestyle and travel trends have changed the pattern of tourist travel [18]. Tourism travel has become a new form of ' leisure education hybrid ' where education is an important part of tourist's activities [18]. Diversity in tourism activities can be combined and developed as educational tourism offers to tourists. The elements that can be offered are [18]:

(a) Attractions and various types of events that provide a place to add to the learning experience such as rural parks / gardens, historic sites, beach tourism, agro-tourism and adventure tourism.

(b) Specific responsible resources that can be used to convey messages in the learning process, namely trained human resources such as employees, curators, interpreters, instructors, lecturers, storytellers, researchers and academics.

(c) Special travel planners who are prepared to assist in the planning and development of educational programs for visitors or tourists, such as special interest groups for tourism, conservation organizations, educational institutions and language schools.
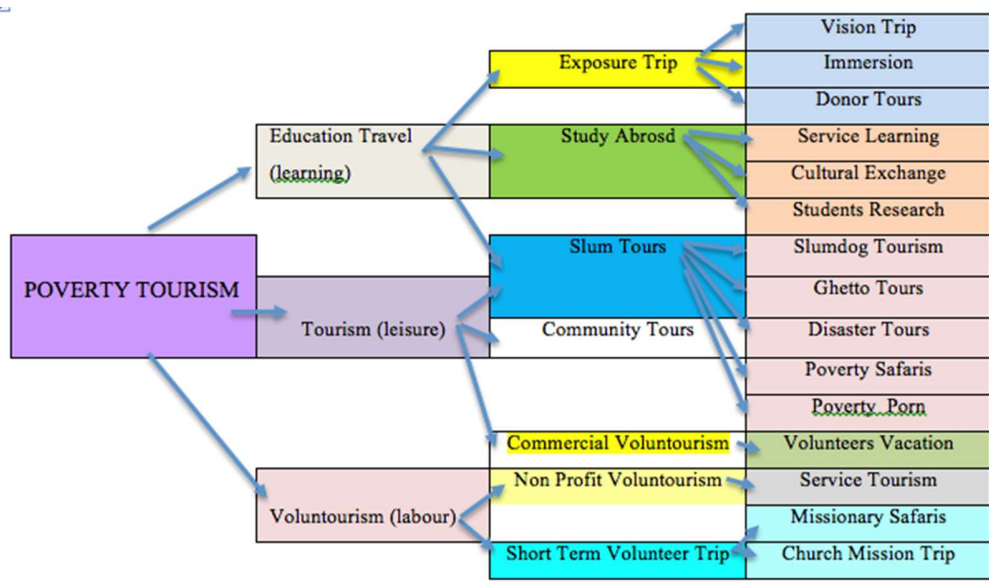


Figure 2.Development Tourism Taxonomy - Poverty Tourism [27]

The implementation of tourism activities in the form of educational tourism can be combined with voluntary tourism [19]. Voluntary tourism was introduced by Wearing et al. [19] as a form of tourism activities aimed at maintaining the well-being of the community in the tourist destination. Voluntary tourism activities is seen as a strategy for developing sustainable development through the use of natural resources, local residents, and other visitors in one activity that is synergized with each other [19]. The role of homestay as one of the forms of accommodation in rural areas plays an important role for visitors, volunteers and tourists to stay. Volunteer are workers paid by sponsors or third parties, so that the homestay manager does not need to worry about the costs of tourism activities [19]. The combination of education tourism, ecotourism, voluntary tourism and homestay can be a complementary series of tours [19].

## V.   Digital Technologiesin Tourism

Technology is a whole means of providing the goods or services needed for the survival and comfort of human life.Tourism technology continues to develop along with human needs requiring rapid access [20]. The speed and accuracy of the technology continues to be in demand due to the benefits provided to stakeholders in the tourism

sector [20]. Technology is of benefit to tourism entrepreneurs and to tourists and visitors. For tourism entrepreneurs, communication information technology can deliver benefits in: 1) efficiency and capacity management of the company; 2) effective product interaction and production; 3) tourism product intermediation revolution; and 4) communication and promotion [20]. Whereas, on the other hand, the advantages for tourists and visitors of using information communication technology (ICT) are : 1) time, energy and cost saving; 2) information on tourist destinations; 3) offering tourism products; 4) sources of ideas for various tourism activities; 5) imaging of tourist destinations; and 6) reservation [21]. In the development of technology and tourism, e-tourism models have emerged that utilize various digital technology media that is based on e-commerce [22]. E-commerce is defined as the process of buying and selling or exchanging service products and information via computer networks, including the Internet [22]. Digital technology can have a positive impact and contribute to the sustainability of human and industrial tourism resources [22]. In the development of digital technology in tourism, online companies that had biggest profit consecutivelyin 2016 were Apple, Alphabet, Microsoft, Amazon and Facebook. Furthermore, the transport companies that make the most of the profits are Grab and Gojek, whose income beats the Blue Bird Group and Garuda Indonesia [23].

## VI. The Role of Events for Destinations

Events can be separated into two categories, including events that are packaged and events that are not packaged [24]. The events discussed in this research are packaged events, in the form of festivals, meetings, incentives, conventions, exhibitions, cultural events and business events [24]. In order to attract more tourist visits to the Badung Region, a variety of tourism activities have been organized from North Badung to South Badung, which includes cultural events, culinary events, nautical events, music events and other events.The tourism agenda for the event has been arranged as shown in Table 1.

**Table 1.Tourism Event in Badung Regency 2018**

| No | Nama Kegiatan (Event) | Waktu | Lokasi |
|----|----------------------|-------|--------|
| 1 | Sundown Dancing Lesson | Every Sunday | Peninsula Nusadua |
| 2 | Berawa Beach Art & Festivals | February 22-25 | Berawa Beach |
| 3 | Chinese New Year | February 24-25 | Peninsula Nusadua |
| 4 | Bali Heritage Food Festival | March 30-31 | Peninsula Nusadua |
| 5 | Maritime Festival | May 9-25 | Along the coast in Badung regency |
| 6 | Bali Blues Festival | May 11-12 | Peninsula Nusadua |
| 7 | Mekotek | June 9th | Munggu Village |
| 8 | Nusadua Light Festival | June 11 - July 22 | Peninsula Nusadua |
| 9 | Bali & Beyond Travel Fair (BBTF) | June 26-30 | Nusa Dua * |
| 10 | Acoustic Festival | July | JabePuraPuspemBadung |
| 11 | Agricultural Culture Festival | July 15-18 | Plaga Village |
| 12 | Uluwatu Art & Music Festival | August | DesaPecatu |
| 13 | Baromg Dance Festival | August | Mengwi * |
| 14 | Kuta Sea, Sand and Land Festival | August 15-19 | Kuta beach |
| 15 | Badung International Night Run | September 23 | Peninsula Nusadua |
| 16 | IMF Side Event | October 8-12 | Nusa Dua |
| 17 | War of the Rhombus | September 24th | Ship Village |
| 18 | WOMAD Bali (World of Music, Art and Dance) | October | Peninsula Nusadua |
| 19 | Bali ART | October 1-4 | Peninsula Nusadua |
| 20 | Legian Beach Festival | October 11-15 | Legian Beach |
| 21 | Badung Culture Festival | November 7-14 | BadungPuspem |
| 22 | Enchantment of Nusadua Fiesta | November 8-10 | PeninsulaNusadua |
| 23 | New Year ; s Eve Party | December 31st | hotel and meeting venue |

Sources: BPPDBadung, ITDC, DispardaBadung; data processed (2018)

Getz et al. [24] mentioned that event related to the planning of tourist destinations, event plays an important role in the development of tourism. There are 4 (four) important things for the needs of tourism events, including [24]:

a. Events as attractions can be expressed very clearly where the tourism event is an attraction for a destination. Attractions are an interesting thing to see and enjoy. Events as attractions can be fun for tourist destinations and homestay visitors. For nomadic tourism, attractions in the form of events can be documented as lifetime moments.

b. Event as a destination image maker; through event activities, a destination may market itself to give an impression and an outlook on the destination offered. Activities that shape the image of the destination can be given as example to tourists so that they can extend their stay in the destination.For the destination in the digital age, productive events which bring the wisdom of local culture to destinations are expected to provide a positive image of the destination.

c. Event as a driver for the growth of tourist attractions. Through event activities, all forms of attraction in the event and the dynamism of the event can be shown. As a result of the presence of tourists visiting the event, the growth of the various event activities will encourage the participating industries in the form of online promotion. In addition,nomad tourists move around to watch the events.

d. Event as a driver of growth in other development sectors. Through events, the growth of other sectors indirectly grows to complement the activities of the events that have taken place. Examples of these impacts include the presence of homestays in rural areas and the development of a food service business around the homestay. Income is not only received by homestay owners, but can also be enjoyed by food entrepreneurs who are also members of the general public. With the existence of nomadic tourism, it provides an opportunity for people involved in the accommodation business to provide various forms of nomadic facilities, such as glamping, egg-pod or backpacking.

## VII. Synergy of Nomadic Tourism, Educational Tourism, Digitalization and Event Tourism in the Development of Homestay Accommodation Enterprises in Destinations

With the creativity and technological development of its digitalisation, more and more attractive packages for tourist destinations are being developed [25]. Furthermore, the destination is not only sufficient to cover educational tours, as it should be combined with technological developments and functions to give tourists the opportunity to move around by watching tourism activities in various tourist destinations. Likewise, more homestay businesses need to be supported by adequate regulations and guidelines for managing people's accommodation business [13]. Safety, comfort, orderliness, cleanliness, beauty, friendliness, and memory indicators are still needed to be part of homestay management. Government support and online media are additional indicators that support the success of homestay businesses. Thus, the overall results of homestay services products can be enjoyed by the community and become a sustainable business. As such, the entire product of the homestay service can be enjoyed by the public and be a continuous business.

In an effort to develop a homestay accommodation service business, the presence of nomadic tourism provides opportunities for homestay business owners to develop this industrial business. Limitations on the number of rooms may be anticipated with the addition of accommodation in the form of glamping, egg-pod and other forms of portable accommodation. Homestay business development is also open to entrepreneurs in areas that have enough land to build glamcamp, egg-pod or portable accommodation [13].

## VIII. Conclusion

The development of technology, accompanied by digitalisation in different sectors provides an opportunity for the tourism industry to continue to improve the quality of its products. Nomadic tourism is a form of tourism that uses technological and digitizing facilities, with its needs for nomadic attractions, nomadic amenities and nomadic access. The need for information on tourism in each destination can be developed through the packaging of educational tourism products. In addition, event tourism is one of the indicators of the form of tourism that will take nomadic tours from one destination to another. The synergy of nomadic tourism, educational tourism, digitalisation and event tourism is a form of contemporary tourism in the millennial generation that will respond to the challenge of increasing the number of tourist visits to destinations. To improve digital services, the Badung District Government has identified 982 points for the installation of Wi-Fi for schools, health centers, village offices, sub-district offices and government offices.

## IX. Suggestions and Recommendations

As a global tourism destination, Bali, which is strongly supported by tourism in Badung, needs to continue to improve its tourism products both in terms of quality and quantity. The development of technology and

communication is needed by nomadic tourists. Local governments need to do the following to meet the needs of today's travelers who use communication and digital technology.

1. Improve online access (free Wi-fi) in all Badung regency destinations in particular and in Bali in general, taking into account safety and comfort factors.
2. Improve the quality of access to land, sea, and air transport; to and from tourist destinations to support the increase in tourist visits;
3. Improve the facilities of the meeting place such as the convention hall or the art building to facilitate events.
4. Continuous promotion with the synergy of professional stakeholders.
5. Increase the number of online information media in all government services which is also useful as a tourism promotion material.
6. Continue to provide training in tourism sector to the community and tourism industries.

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