

Abstract

Mass tourism in Bali has continued to grow over the years, and this trend accelerated following the implementation of the Visa on Arrival (VoA) policy in 2022, which was introduced to revive the tourism sector after the Covid-19 pandemic. As tourism contributes nearly 70% of Bali's economy, the ease of entry provided by the Visa on Arrival (VoA) further stimulated the influx of international tourists and supported post-pandemic tourism recovery. However, various social and cultural challenges faced by Balinese society had existed long before the implementation of Visa on Arrival and the policy had amplified these dynamics as the number of visitors continued to rise. This study aims to analyze the socio-economic and cultural impact of the Visa on Arrival (VoA) policy and evaluate its alignment with the Global Code of Ethics (GCET) principle. The research used a qualitative approach through in-depth interviews with multiple stakeholders, including government authorities, business industry, travel and hotel association, local communities, academicians, and non-governmental organizations. The finding showed that Visa on Arrival (VoA) had generated clear economic benefits, including job creation and cultural preservation. Nevertheless, persistent challenges remain, including tourist misconduct towards local customs and communities, weak visa monitoring, and limited inclusivity of local communities in the decision-making process.

Keywords : Visa on Arrival (VoA), Mass Tourism in Bali, Socio-economic impacts, Cultural Impacts, Global Code of Ethics for Tourism (GCET).