

## The Shift of Tourism Destinations from Bali to Lombok: A Conceptual Analysis of Tourism Security and Competitiveness

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**Abstract.** This conceptual study examines the phenomenon of tourist destination shifting from Bali to Lombok with a focus on two main factors: perceived safety and destination competitiveness. Using a descriptive-qualitative approach and a systematic literature review, this study synthesizes theories related to risk perception in tourism and destination competitiveness. The findings show that tourists' perceptions of safety significantly influence their destination choice decisions, while competitiveness elements such as unique attractions, infrastructure, service quality, and environmental sustainability enhance Lombok's attractiveness as an alternative to Bali. Lombok's increased competitiveness and perception as a safer destination contribute to its popularity among tourists seeking post-crisis travel experiences. The conceptual framework developed provides theoretical contributions and practical implications for destination management, emphasizing the importance of an integrated strategy that includes risk management and competitiveness enhancement to attract and retain tourists in a dynamic global tourism environment.

**Keywords:** *Tourism Safety, Destination Competitiveness, Destination Change, Tourist Behavior, Lombok Tourism, Bali Tourism.*

### INTRODUCTION

Tourism is one of the key sectors in the Indonesian economy, with Bali for decades serving as the main icon of international tourist destinations. Bali offers a unique combination of culture, nature, and hospitality that makes it a magnet for world tourists. However, in recent years, the dynamics of global tourism have shown a shift in tourist preferences. One of the main factors causing this shift is the increasing concern about destination security[1]. The threat of terrorism, natural disasters, and socio-political issues in Bali have formed negative perceptions about the level of security, which in turn have an impact on tourists' decisions to choose alternative destinations that are considered safer. Perceptions of security risks have long been recognized as an important determinant of tourist travel behavior. Research by Wilks and Page (2018) shows that security uncertainty can reduce tourist confidence in a particular destination, even though the destination has high appeal. In the Indonesian context, Lombok is one of the destinations that has experienced an increase in tourist interest as an alternative to Bali. Lombok offers stunning natural landscapes, strong local culture, and increasingly competitive tourism infrastructure development, thus increasing its appeal in the eyes of global tourists (Putra & Hidayat, 2020).

In addition to security factors, destination competitiveness is also a key factor in attracting and retaining tourists. The destination competitiveness model developed by Ritchie and Crouch has been expanded and applied in various contemporary studies, showing that competitiveness is not only determined by tourist attractions, but also by service quality, accessibility, environmental sustainability, and competitive prices (Dwyer et al., 2020). In the context of Lombok, strengthening these factors is a strategic key in attracting tourists who are starting to consider alternatives to Bali.

The shift in tourist destinations from Bali to Lombok shows a complex interaction between risk perception and destination competitiveness. Tourists not only consider internal destination factors such as attractions or culture, but also external factors such as security and social stability[2]. Research by Bui et al. (2021) confirmed that risk perception can be moderated by perceived value and destination attractiveness, meaning that even if there is a

risk perception, if the destination is able to offer strong added value, tourists will still choose it.

Based on this phenomenon, this conceptual study aims to examine the relationship between perceived security, destination competitiveness, and the shift in tourist preferences from Bali to Lombok. This study adopts a theoretical approach by integrating the latest literature on tourism security and destination competitiveness. Thus, the results of this study are expected to enrich the academic literature in the fields of tourist behavior, tourism risk management, and destination marketing strategy development.

In addition to academic contributions, the results of this conceptual analysis have important practical implications for destination managers, tourism policy makers, and industry players. Understanding how security and competitiveness affect destination shifts can be the basis for designing risk mitigation strategies, improving service quality, and building a competitive and sustainable destination image. Therefore, an integrative approach to security and competitiveness needs to be part of the strategic planning of destinations, not only to address current issues, but also to ensure the sustainability of the tourism industry in the future.

By understanding these dynamics, Lombok has a great opportunity to strengthen its position as a leading tourism destination in Indonesia. However, it should be remembered that competitiveness is not only built in the short term, but requires continuous efforts in product innovation, community-based destination management, and risk management that is responsive to global change. Therefore, a conceptual analysis of the relationship between security, competitiveness, and destination shifting is very relevant and urgent to be studied further.

## LITERATURE REVIEW

Security has been recognized as a key factor in influencing tourists' decisions to choose or avoid a destination[3]. A study by [4], Wilkins, and Lee (2021) emphasized that perceived security risks significantly reduce tourists' loyalty to previously popular destinations. In the context of Indonesia, Prayag (2020) found that the security crisis in Bali accelerated tourists' shift to alternative destinations such as Lombok, which is perceived as safer. In addition, destination competitiveness plays an important role in attracting new tourists and retaining old markets. According to [5], competitive elements such as unique attractions, service quality, competitive prices, and environmental sustainability are crucial factors in strengthening a destination's position. A study by Putra and Hidayat (2020) on Lombok showed that strengthening local cultural identity and infrastructure development significantly increased Lombok's tourism competitiveness.

Research by [6] showed that destinations with good risk management systems tend to build a positive image in the eyes of tourists. This is reinforced by [2], who found that perceived security has a direct impact on tourists' revisit intentions, while accelerating the shift from high-risk destinations to safer alternative destinations.

Within the framework of tourist behavior, [7] suggested that perceived risk and perceived value interact in influencing destination decisions. Tourists are more likely to move to a new destination if the promised experience value is higher than the perceived risk. A study by [9] on Southeast Asian tourists showed a similar pattern, where perceived competitiveness can overcome perceived risk in tourists' final decisions.

Furthermore, [10] found that the presence of positive reviews on social media strengthens perceived competitiveness and accelerates changes in tourists' destination preferences. In line with this, Prayag and Ozanne (2020) highlighted the importance of trust-based destination communication to build positive security perceptions. Meanwhile, a study by Ridwan and Raharjo (2022) on domestic tourists in Indonesia indicated that price and accessibility factors also strengthen destination switching in addition to security factors.

Lombok, in this case, is considered more economical than Bali, with similar cultural and natural experiences on offer.

In a global review, [11] found that post-COVID-19 pandemic tourism trends show a tendency for tourists to seek destinations that are considered safer, less crowded, and ecotourism-oriented, where Lombok meets these characteristics. Research by [12] also emphasized that the success of new destinations in attracting tourists from old destinations is influenced by innovations in low-risk marketing and authentic experiences. This is in line with the findings of [10], which showed that Lombok developed promotions based on Sasak culture and environmental conservation to increase its post-pandemic appeal. Finally, [13] identified that in the modern tourism market, a combination of effective crisis management and unique value offerings are key to shaping tourist loyalty to new destinations, including in the context of tourists shifting from Bali to Lombok.

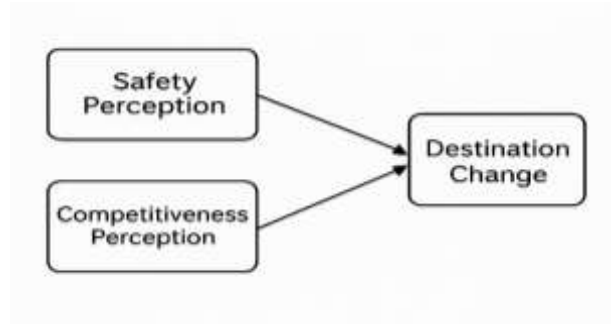
## METHOD

This research is a conceptual study that aims to develop a theoretical understanding of the factors that influence tourist destination switching from Bali to Lombok, with a focus on perceptions of security and destination competitiveness. The approach used in this study is descriptive-qualitative based on literature analysis, without collecting empirical field data (Snyder, 2019). This method was chosen because conceptual research focuses on theory synthesis, identifying relationships between variables, and developing new conceptual models based on relevant literature. Data collection was carried out through a systematic literature review, which involved searching for scientific articles in the Google Scholar, Scopus, and ScienceDirect databases with the keywords: "tourism security", "destination competitiveness", "destination switching", "tourist risk perception", and "post-crisis tourism". Inclusion criteria include: articles published in the period 2019–2024, relevant to the topic of tourism and tourist behavior, and published in reputable journals. The selected literature was then analyzed using a thematic approach to identify patterns of relationships between perceived security, destination competitiveness, and tourists' decision to switch destinations (Tranfield, Denyer, & Smart, 2003).

In building the conceptual framework, the theoretical synthesis technique was used by combining various previous models on tourism risk and destination competitiveness [14], which were then adapted to the context of Bali and Lombok tourism. The validity of the conceptual model was tested through an evaluation based on theoretical logic and consistency with existing literature findings (Snyder, 2019). Although no empirical data was collected, this approach produced a strong theoretical basis for future quantitative research.

The analysis was carried out narratively and interpretively by integrating the results of previous studies to explain the relationships between variables. This process follows the principle of integrative review, namely combining similar theories into a more comprehensive framework (Torraco, 2020). Thus, the methodology used ensures that the conceptual framework developed is robust, based on current literature, and ready to be tested further through empirical research.

## RESULTS AND DISCUSSION



A conceptual framework that describes the relationship between perceived security and perceived competitiveness towards destination switching is very important to study because it answers the challenges of tourism dynamics post-global and local crises. In recent decades, security factors have proven to be a major determinant of tourist behavior. According to research by [5] high risk perceptions, such as the threat of terrorism or natural disasters, cause tourists to avoid certain destinations even though the destination is globally popular. In the context of Bali, past terrorist events and social security challenges have led some tourists to seek alternative destinations that are considered safer, such as Lombok (Prayag, 2020). In addition to security, destination competitiveness now plays an increasingly significant role in tourist decisions. A study by [5] shows that destinations with a combination of superior tourist attractions, adequate infrastructure, competitive prices, and environmental sustainability have a greater chance of attracting tourists, especially in post-crisis situations. Lombok, with its natural beauty, unique Sasak culture, and increasing investment in the tourism sector, shows that the competitiveness factor is also a strong driver of the shift in tourist interest from Bali (Putra & Hidayat, 2020).

This framework needs further research because the integration between perceived security and perceived competitiveness in influencing destination switching is still under-explored in the Indonesian tourism literature. Most previous studies separate the two variables or only focus on one aspect. In fact, according to research by [15], tourist decisions are multi-factorial, where aspects of risk and competitive value of the destination interact with each other in shaping travel behavior.

Examining the relationship between these two variables at once is also important to broaden the understanding of destination switching behavior, namely the phenomenon of shifting tourist destination choices based on risk and value evaluations (Jiang & Wen, 2020). The study of switching behavior is very relevant in an era of global uncertainty, where destinations must be able to manage both perceived security and competitive advantage simultaneously to survive and grow.

In addition to contributing to theory development, the results of this conceptual research will also provide practical contributions. For destination managers and policy makers, understanding how the combination of perceived security and competitiveness influences tourist decisions can be used to design more effective risk mitigation strategies and more targeted promotional programs. According to [10], destinations that are able to balance risk management and strengthening competitive value have a higher chance of maintaining tourist trust in the long term.

Thus, further development and testing of this framework will enrich the literature on tourist behavior and provide a strong theoretical basis for future empirical research. Furthermore, the results of this study can contribute to building a destination management model that is more resilient to global challenges such as pandemics, natural disasters, and social crises.

## CONCLUSION

This conceptual study confirms that tourist destination switching from Bali to Lombok is influenced by two main factors: perceived security and destination competitiveness. Perception of destination security is a key aspect in tourist decisions, where destinations that are considered safe tend to be chosen more. Meanwhile, destination competitiveness that includes the quality of attractions, services, infrastructure, competitive prices, and environmental sustainability strengthens the attractiveness of new destinations.

Lombok has emerged as an alternative destination that offers a better level of security and a growing competitive advantage. Therefore, understanding the relationship between perceived security, competitiveness, and destination switching is important to help tourist destinations retain and attract more tourists.

This study provides a conceptual contribution by integrating two main factors into one analytical framework, enriching the study of tourist behavior in choosing a destination. In addition, the results of this study can be used as a basis for developing marketing strategies and destination management that are more responsive to the dynamics of the tourism market..

## RECOMMENDATIONS FOR FURTHER RESEARCH

### 1. Empirical Validation:

Future research needs to empirically test this conceptual model using a quantitative approach to directly measure the influence of perceived security and competitiveness on tourists' destination switching decisions.

### 2. More Comprehensive Model Development:

Further studies are advised to add other variables such as media trust, tourist experience, or destination loyalty as mediators or moderators in the developed model.

### 3. Longitudinal Approach:

Research with a longitudinal design needs to be conducted to observe changes in tourists' perceptions of security and competitiveness over time, especially after major events such as natural disasters or pandemics.

### 4. Cross-Cultural Studies:

Cross-country studies can be conducted to test whether this destination switching pattern is consistent across different cultural backgrounds and tourist preferences.

### 5. Supporting Qualitative Studies:

It is recommended to conduct qualitative studies in the form of in-depth interviews with tourists to better understand the emotional and rational reasons behind destination switching decisions..

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