Review

Main trends in the tourism industry in Indonesia between 2020–2023

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Abstract: Indonesia's tourism industry has emerged as a strategic sector, contributing to the country's foreign exchange earnings. Given the prominence of this sector, there is significant potential for further development. Indeed, a mapping study to assess the dissemination of the trend and the potential for further issues to emerge would be highly beneficial. It is encouraging to note that academics have produced substantial literature on the subject, offering insights into its many facets. However, there is still a need for more in-depth analysis to understand the trends and issues currently facing the sector entirely. Consequently, this article examines the core themes in Indonesia's tourism studies and maps the potential for future research on tourism issues and regulations. To this end, it employs a qualitative, four-year data set (2020–2023) and a SWOT analysis to identify critical aspects of Indonesian tourism issues. The data was collected in three forms: government reports, statistical data, and research articles ($n = 252$ samples) from the Scopus database. The results demonstrate that the predominant trend in Indonesia's tourism industry is the widespread embrace of ecotourism at both the local and regional levels. Instead of identifying a limited number of leading destinations, the focus has shifted towards developing tourism villages and multi-stakeholder tourism. The primary concerns are the Indonesian tourism industry's growth potential and sustainability. The development potential of Indonesian destinations based on SWOT objectives is a crucial aspect, and its score shows that Indonesia's tourism sector is strategically positioned to take advantage of strengths and opportunities.

Keywords: tourism sector; topic trend; bibliometric; SWOT; Indonesia

1. Introduction

The development of tourism industry study trends throughout the world has been mapped by several tourism scholars who outlined various findings that produced many recommendations for tourism stakeholders at the global level. In the Indonesian setting, the development of tourism development has faced challenges in planning, implementation, monitoring and evaluation. This attention is because the natural landscape and resources of the Indonesian tourism industry are extraordinarily abundant and control is needed to ensure their sustainability.

In recent years, changes in the vast landscape and land use for tourist destinations have been very significant, for instance from agricultural land to built-up areas and tourist attractions (Widaningrum et al., 2020), restoration of degraded mountain areas as tourist attractions (Hakim and Miyakawa, 2018), use of mangrove land as

ecotourism land development (Sukuryadi et al., 2021), and so on. The increase in land changes is a response to the surge in demand for tourism market share with the number of tourist visits (see **Figure 1**) increasing every year after the pandemic and this provides potential for the country's foreign exchange earnings (see **Figure 2**).
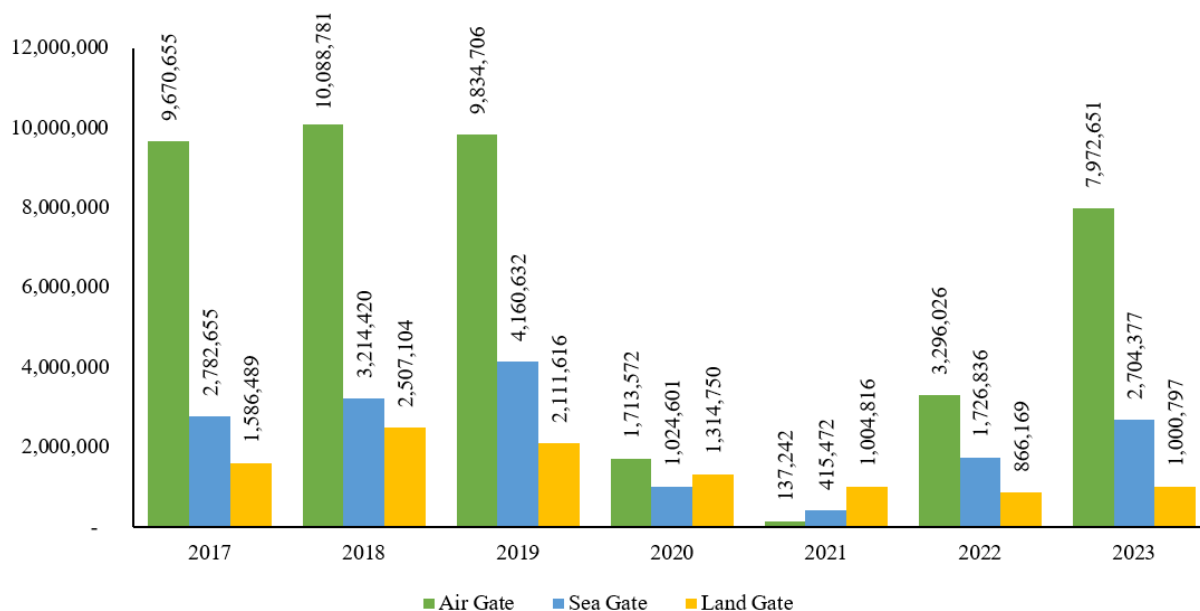
Figure 1. Foreign tourist visits per year to Indonesia according to entry point.
Source: Statistics Indonesia, combined.
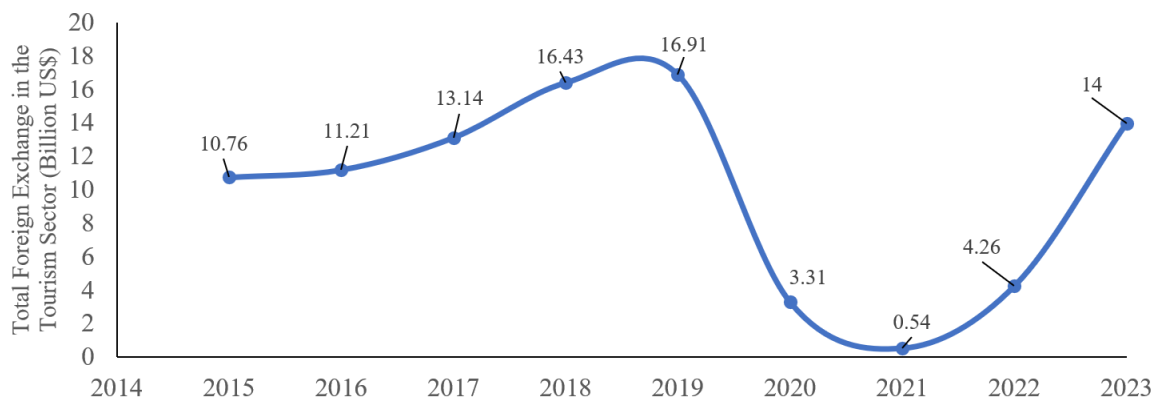
Figure 2. Total foreign exchange for the tourism sector in Indonesia 2015–2023.
Source: Report from the Indonesian central statistics agency; note: Data for 2022 and 2023 were obtained from reports from the Indonesian ministry of tourism and creative economy.

Responding to evidence of the increase in the tourism industry in Indonesia provides concentration for tourism scholars to explore assessing the existence of the tourism industry and its potential, as well as examining each destination object in various regions in Indonesia. To find out the main trends highlighted by scholars for the tourism setting in Indonesia is still not found, even though there is a bibliometric stud (Kawuryan et al., 2022). However, there needs to be a comprehensive study that examines more of the focus of descriptive studies, in this case a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of potential main trends from mainstream issues facing the tourism industry in Indonesia, so that research This can assess the trajectory of mainstream tourism industry trends with various potentials and

other disciplines.

The tourism sector has a large impact on the development of a region, where the positive impact of the development of this industry produces great prosperity in the socio-economic aspect, because it acts as a tool to reduce poverty, reduce inequality and improve community conditions (Alcalá-Ordóñez and Segarra, 2023). That's why there are many assessments from scholars regarding the chaotic impact if the tourism industry is hit by an extraordinary crisis—especially as preparedness is still lacking so that the decline in the tourism economy is very real (Olivia et al., 2020). As a result, tourism scholars have the opportunity to assess and explore the potential of the tourism industry under certain conditions. Recently, studies of the tourism industry in the world have widely used trend reviews to outline key growth issues and various trajectories of substantial study gaps in research in the last decade.

Trends in the development of key issues are very important—including the tourism sector to see the direction of studies and development rules for the development of a region, so that trend studies at the regional level are very important or at certain times, such as studying the tourism industry during times of crisis (Bhatt et al., 2022; Khan et al., 2021; Sampaio et al., 2023; Viana-Lora and Nel-lo-Andreu, 2022); however, previous studies have used bibliometric analyzes to identify thematic trends in tourism studies, but these analyzes are often limited to specific journals (Moreno-Gil et al., 2020; Sharma et al., 2021; Sigala et al., 2021; Singh et al., 2022), so this approach risks being influenced by the specific editorial focus of each publication. The publication by Oktadiana and Pearce (2017) is surprised, that there is a trend of increasing Indonesian tourism publications carried out by international scholars rather than local (Indonesian) scholars. The ability and behavior of these publications provides a comparative assessment of professionalism of international compared to local scholars (Dávid, 2024).

Previous research on the Indonesian tourism industry has limitations. To address these and gain a more comprehensive understanding, this study proposes a broader thematic exploration from an academic perspective. By conducting a comprehensive bibliometric analysis of diverse literature sources, this article aims to identify the key themes and issues deemed crucial by academics for comprehending the current and future state of Indonesian tourism. This approach transcends the confines of publisher-specific research agendas, leading to a more nuanced and holistic grasp of the key trends shaping Indonesia's tourism landscape.

Giving further emphasis, Liu et al. (2023) reported that there was a lot of satisfaction received from tourist visits in Indonesia, especially the attitude of tourists wanting to go to Indonesia after the pandemic. This is related to Kinseng et al. (2022) study that destination promotion resources to provide learning materials for tourists before visiting are very important, and this of course buys innovation in developing tourist destinations better. It also incorporates trending social media strategies to increase their interactions with potential visitors (customers) to increase their market share and become more competitive (Keelson et al., 2024). This will all be successful if there is a very important central role for the government, where Jaya et al. (2024) implied that there is a lack of public trust in developing tourist villages due to fear of the ineffectiveness of managing tourist destinations in the future.

Following the purpose for this paper also to explore by looking at the potential

for tourism development using the SWOT (strengths, weaknesses, opportunities, and threats) approach, paying attention to assessing the effectiveness of tourism industry development planning, so that in the end it can be competitive, however, the weaknesses of the tourism sector are also echoes in the shadow of fear, such as fear that weaknesses in theoretical risk management, infrastructure development, coordination, as well as inter-institutional cooperation and human resource and environmental management need to be improved (Koerner et al., 2023). There are criteria points in tourism disaster management that rely on public-private collaboration, such as the establishment of a special crisis management division, disaster preparedness certification, the availability of tourism disaster management guidelines, tourism disaster management regulations, tourism planning with disaster risk awareness and increasing awareness of industry groups in dealing with disasters (Kausar et al., 2023). Specifically, in Indonesia, it is clear that there is a broad impact due to the impact of various conditions that hit the tourism sector, so that this weakness leaves a large space for groups of areas that have impacts ranging from minor, moderate, or even serious severity in various provinces (Pramana et al., 2022). Thus, there are a number of tourism scholars who have studied the weaknesses behind the potential of the tourism industry, many of which imply the need for collaboration between tourism stakeholder institutions in determining tourism policies and steps to be taken so as not to result in a decline and loss of income value in the tourism industry (Firdausy and Buhaerah, 2022).

1.1. Overview of the tourism industry in Indonesia

Indonesia's tourism sector plays an important role in improving its image. This country, which has a distribution of islands as tourist attractions in several regions, has a wealth of potential, abundant natural resources and very beautiful natural landscapes—it is not uncommon for international tourists to seek experience and make Indonesia a the destination of the tourist trip (Adams, 2021), even the mainstream of foreign tourist arrivals who visit a number of destinations in Indonesia pay attention to the length of stay of tourists which is considered to have an influence on the value and image of the destination as well as love for the destination (Fansurya et al., 2024). This attention indicates that the Indonesian tourism industry is increasingly favored by foreign tourists and is becoming a mainstay sector that is effective in improving the country's economy, which leads to increasing foreign exchange and regional income (Komaladewi et al., 2019). Domestic tourists' mobility points also play a role in visiting tourist attractions, because domestic tourists are more determined to travel even though the tourist attraction is far away and new to them, even during the travel restriction period (Utari et al., 2024).

With abundant natural landscapes and resources in its territory, Indonesia's territory reaches almost 2 million km^2 and more than 20,000 islands visually dominate the map of Southeast Asia (Hampton and Clifton, 2016), so that Indonesia's tourist attractions embrace various types of service and concept concepts. products, such as the development of tourism destination spots at local and even national levels—such as tourism village innovation and agrotourism whose existence has been widely reported (Arintoko et al., 2020; Buchari et al., 2024; Prayitno et al., 2022; Setiadi et

al., 2022; Utami et al., 2023; Utomo et al., 2020), the presence of this tourism model is considered to increase the potential of village tourism objects by bringing out the uniqueness of tourist villages so that it provides benefits to rural socio-economic aspects; Geopark tourism, national parks, environmental conservation tourism and preservation of historical heritage and cultural sites are also being developed ((Bura and Ando, 2023; Cahyadi and Newsome, 2021a; Ristiawan et al., 2023; Sulistyadi et al., 2024; Sunkar et al., 2022; Yuliati et al., 2023), where many of these tours are also offered, some of which are spread across almost all regions, including those that have been registered with UNESCO; then, development of superior destinations for special potential tourism economic zones (Lesmana et al., 2022; Utari et al., 2024; Waruwu et al., 2023; Wibowo and Hariadi, 2022), which are new objects outside the island of Bali as efforts to equalize the development of the tourism industry in Indonesia—with the policy of developing priority tourism destinations having a positive and significant effect on the number of foreign tourists visiting Indonesia (Ikasari et al., 2022); then, the concept of establishing halal tourism and its trends has been widely popular with international and domestic tourists (Alim et al., 2023; Izwar et al., 2020; Junaidi, 2020; Santoso et al., 2022), this tourism is a concept for developing the tourism market only halal-based considering that Indonesia is a country that has a Muslim majority, thus making it possible for the idea of a halal tourism concept to continue in the future. Meanwhile, marine and costal tourism is currently popular and is the main destination in several areas which is often visited and revisited by international and local tourists and has an impact on local communities (Atmodjo et al., 2020; Kinseng et al., 2018; Kurniawan et al., 2016), the development of marine and coastal tourism continues to make its mark and brings many benefits to the region, because apart from being a tourist destination, the landscape of this object can be used as a sport tourism destination for water-based sports (Towner and Davies, 2019; Towner and Milne, 2017).

The sustainable development of the Indonesian tourism industry continues to roll from one end of the region to the other, and this certainly has benefits for Indonesia in the future, plus the visa-free policy is an attractive thing for international tourists to visit Indonesia (Yudhistira et al., 2021). The Indonesian government as the main stakeholder needs to think about the potential of each region and explore objects that need to be optimized in their development, so that equality in each region in Indonesia can be achieved. Therefore, the Indonesian government is integrating the tourism sector with the creative economy, this attention is an effort to create creative commodities and products that can provide income for local communities, for example; demand from foreign tourists for artistic and traditional crafts typical for souvenirs from a region, so that this supports mass production for local communities, where the creation of superior creative products can meet market share (Mayuzumi, 2022). Utilizing the tourism sector for the development of the creative economy can create a sustainable model and can help promote tourist destinations and the availability and creation of innovative local products (Azharunnisa et al., 2024; Gallardo et al., 2023). However, the tourism sector basically has a very important meaning for Indonesia's development, even though it is not dependent on just one sector, the tourism sector earns a very large amount of foreign exchange, as a result the Indonesian tourism sector needs to be utilized with good management and

continuity for the long term in improving its image and Indonesia is a country with superior destinations that is worth visiting and the social economy of the community can prosper.

1.2. Key concepts and theories related to tourism trends

The main trends in tourism development have been widely studied by a number of tourism scholars, various findings have been reported, and research in the field of tourism has developed rapidly and has led to fundamental changes in the literature in a number of potential fields in the tourism literature. For example, studies of trends in tourism and hospitality, which initially included many tourism scholars exploring the study of tourist visitors, have now experienced a development of studies towards issues of sustainability, technology and globalization (El Archi and Benbba, 2024). Systematic literature report on trends in community quality of life-related to the development of the tourism sector which produces dynamics and various perspectives on quality of life in major changes; this greatly affects the longevity and health of human life (Hu et al., 2024). A review of sustainable tourism research trends shows a shift from environmental and stakeholder impact strategies (1978–2005) to destination marketing (2006–2015) and now a focus on community-based tourism, technological challenges and disaster risks (post-2015) (Agarwal et al., 2024). The study of trends in sustainable tourism competitiveness has raised difficulties with the terms of the tourism trilogy, sustainability and competitiveness, but this scenario has made it possible to produce new concepts in seeing how destination competitiveness interacts with sustainable development in the global order in the tourism sector (Soh et al., 2023). Furthermore, an assessment of trends in the competitiveness of natural or cultural destinations in the global scenario has been found, where European countries are the dominant geographic areas of excellence, so that domains at the global south and local levels are rarely found (John and Firoz C, 2022).

The core study of sustainability trends and tourism marketing from Cavalcante et al. (2021) has implied that sustainability can be a catalyst for balanced utilization of the tourism sector, so that the marketing of products and services can be controlled through good policy and management. In Fatima and Elbanna's (2020) study regarding trends in the use of the balanced scorecard (BSC) concept, it contributes to the development of sustainable tourism, where this concept becomes a framework for the future of the hotel and tourism industry. Also, other findings in the tourism industry found a relationship between tourism, sustainability, and the competitiveness of tourist destinations in global literature trends, the term sustainability is the aspect that is found to be most widespread compared to competitiveness, and evidence that these three terms are rarely used together, also there is a publication gap between them (Seguí-Amortegui et al., 2019). Others, Prerana et al. (2024) revealed trends in tourism sustainability studies, where the trends reviewed over the past twenty-five years suggest that there are main topics that are developing, namely, reconceptualization and criticism of the tourism industry, the role of society and stakeholders, community-based tourism, image tourist destinations, and also the sustainability of effective governance and policies.

The trend of studying technology in the tourism industry is also a current study

trend, the use of technology and big data in the tourism industry as discussed by Agrawal et al. (2022) implies that its use can help improve the sustainability of the tourism industry network both in terms of managing hotels, transportation, restaurants and so on. Apart from that, the use of virtual tourism is now also a new area of development in the tourism sector which provides a different tourism experience and can accelerate traditional tourism (Ariza-Colpas et al., 2023; Dadkhah et al., 2024). Identification of key themes regarding technological innovation in tourist destinations in their development trends can be used as a reference, but there are also still many gaps that need attention in the development landscape (El Archi et al., 2023); therefore, there is a need for appropriate landscape mapping and observation in supporting tourist destinations, where in international practice, landscape observation is an important support system for providing positive impacts and determining the implementation of development policies and strategies in region, including the development of cultural, environmental , social, economic and other sites (Nilsson, 2020).

The use of virtual technology in the study of trends in the development of virtual tourism technology implies that this technology has helped a number of important development domains, such as cultural heritage, museums and ecotourism (Prihandini et al., 2023). Responding to a systematic study by Chen et al. (2023) which looked at virtual technology trends in the tourism industry, it provides theoretical implications that the presence of technology can help restore tourist destinations quickly and as a forum for promoting tourist destinations. Responding to a number of tourism research trends with other scientific perspectives, this provides an overview of the gaps that occur and the need for further research action. This attention places emphasis on regulations at a smaller and specific level and knowing the future direction of a region, thus giving rise to findings. new information about how existing themes can become potential for developing tourism destinations in the region.

2. Materials and methods

Research approach and data collection methods

This research uses a qualitative approach using a combination of methods to analyze the potential of the Indonesian tourism industry. These methods include: Descriptive analysis, this analysis involves summarizing and describing data from various sources, including Indonesian government tourism statistics reports, organizational records including survey findings, reviews of credible scientific literature, Strategic Plan documents and Regulations set by the Indonesia Ministry of Tourism and Creative Economy (Kemenkraf), and official tourism data portal.

1) This data provides an overview of the current terms and future conditions of Indonesian tourism. Then, bibliometric analysis, this method is an effective approach to distilling the essence of a large set of scientific papers. It assesses the scientific mapping of the literature, investigates the distribution of publications in terms of collaboration patterns, and explores the intellectual structure of the research field (Donthu et al., 2021). This paper uses the Scopus database to identify main themes and trends in scientific research related to Indonesian tourism. Scopus was selected for its ability to provide a comprehensive and reliable source of high-quality scientific papers, with a rigorous peer-review

process that ensures the manuscripts submitted are of exceptional quality. This study employs Scopus as the sole index, rather than combining it with other indices such as Web of Science (WOS), Dimensions, or Google Scholar. This approach was taken to ensure the data set is as representative as possible, as many of the indexed papers are also included in multiple other indices. For instance, WOS also contains several high-quality articles included in Scopus. Therefore, the use of Scopus as a single data set may be considered representative of other journal indexations, it is also considered to avoid duplication bias of manuscript publications. By analyzing a number of scientific articles ($n = 252$), this research pinpoints the main topics being explored by scholars in this field. VOSviewer 1.6.20 allows us to explore co-occurrence networks between keywords used in published tourism research (van Eck and Waltman, 2010). This tool provides visualizations such as: cluster networks for each keyword, in order to identify the co-occurrence clusters of significant terms that have emerged in the Indonesian tourism literature over four years (2020–2023), this map illustrates the themes that have formed a network of interconnectivity with different colors representing each cluster; keyword overview over time, in which to investigation the keywords according to its co-occurrence within the year. This is core point to identify potential issues or terms that require further examination and to build connection/relationships with other related terms for future research; density distribution of keywords, the objective is to analyze co-occurrences with a specific degree of density in an effort to identify issues/terms that have a high level of frequency and intensity, which have pinpoint in previous literature.

2) This research goes beyond traditional data analysis methods, such as manual data collection, verification, and interpretation. We leverage qualitative software to extract valuable information for addressing our research questions. One such tool is NVIVO 12 Plus. This software facilitates data source and idea coding, enabling the creation of insightful reports with visual representations of overall findings (Hilal and Al Abri, 2013; Sotiriadou et al., 2014). For instance, NVIVO can be used to: automatically code key themes from scientific literature through text analysis; analyze group queries to identify trending topics; generate word clouds to visualize word frequency and identify prominent terms; design and organize future research topics. In this study, we employed the NVivo software to identify the most prominent themes within a set of 252 scientific articles. This was accomplished by utilizing a hierarchical diagram to illustrate the core themes that emerged from the coding process.

3) Finally, SWOT analysis, where this framework assesses the Strengths, Weaknesses, Opportunities and Threats facing Indonesian tourism. Data for this analysis comes from government accountability reports, organizational records which discuss the potential and challenges of the Indonesian tourism industry. Also, from several articles that show indicators in SWOT as a sampled. In this analysis, we assign a value of 1–5 where 1 is the smallest number and 5 is the largest point. By determining the weight from the share of each factor, which totals no more than 1.00, the rank is derived from the determined weight points from 1–5. Finally, the score is determined from the multiplication of the weights and ranks. In which distinguish between strengths and weaknesses while on the

other hand opportunities and challenges.

Furthermore, this paper displays the criteria of data retrieved through the Scopus database.

Table 1. Structure of search criteria and data processing (own compilation).

Selection Criteria	Research
Database	Scopus
Seach fields	Article title, abstract, keywords
Search word	Indonesia Tourism Industry
Time period	>2019 and publication year <2024
Subject are	All
Document type	Limited to Article
Language	Limited to English
Country/territory	All
Source type	Limited to Journal
Source title	All
Final number of articles	252 scientific publications covered

Table 1 shows the data of the results of rigorous screening of quality publication papers for sample data analysis. To ensure transparency and consistency, this paper has adopted the PRISMA methodology, which allows us to provide a clear and systematic account of the selection process. The initial identification was based on articles with titles, abstracts, and keywords about 'Indonesian Tourism Industry'. The subsequent screening was conducted over four years (2020–2023) and focused on all document types, emphasizing articles and the English language. The source type was limited to journals, resulting in n = 252 eligible publications.

3. Results

3.1. A bibliometric review of the Indonesian tourism industry (2020–2023)

This section examines the distribution of tourism industry study metrics in Indonesia from 2020 to 2023. In **Figure 3** showed that, while there was a dip of 16 publications from 2020 to 2021, the field experienced a significant rebound in 2022 with a jump of 40 articles, exceeding the 2020 level. This suggests a growing interest in Indonesian tourism research.

The analysis also reveals three prominent contributors (point b) to this field: Musthofa, B. M., Pranita, D., and Syafrini, D. Each boast three publications. Notably, Musthofa's study on integrating blockchain technology with the blue economy stands out for its high citation count (Pranita et al., 2023). Interestingly, Pranita, D. also appears as a co-author on this work, suggesting a potential collaboration between the two scholars. Others, Syafrini, D.'s research focuses on cultural identity as a driver for multiethnic cultural tourism in post-mining areas, and her work has also garnered significant citations (Syafrini et al., 2020).

(a)

(b)

(c)

(d)

(e)

(f)
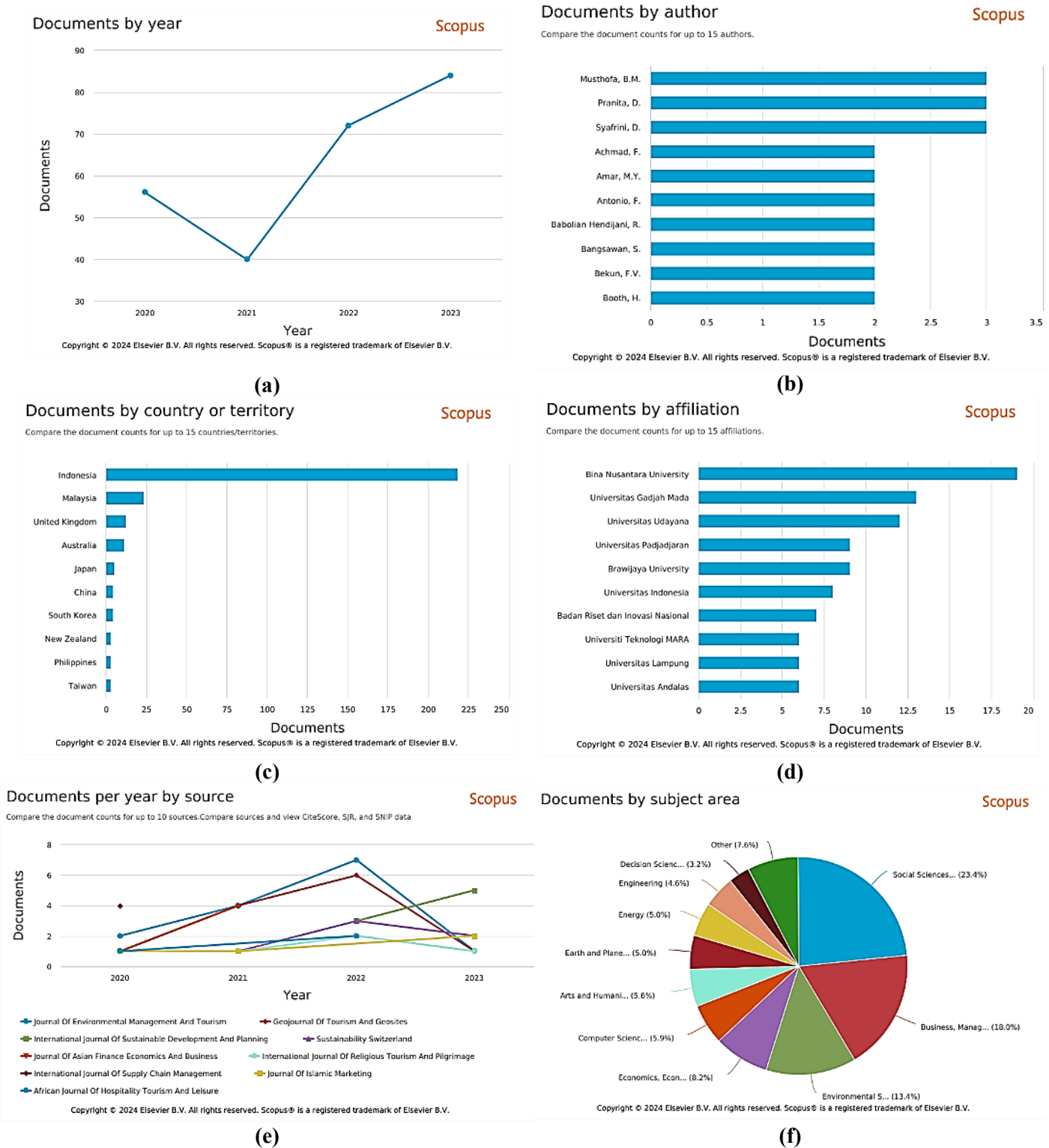
Figure 3. Metrics distribution in Indonesian tourism industry 2020–2023.

Following the analysis of publication sources (point c), Indonesia dominates research on its own tourism industry. With a staggering 218 publications, Indonesia far surpasses other countries: Malaysia (23 publications), the United Kingdom (12 publications), Australia (11 publications), and Japan (5 publications). This dominance suggests that Indonesian tourism is not only a subject of interest for domestic scholars

but also attracts international attention across various research fields.

Interestingly, author affiliations (point d) reveal a primarily Indonesian research landscape. Of the ten most frequent affiliations, only one, Universiti Teknologi MARA, falls outside Indonesia. Bina Nusantara University leads the pack with 19 publications, followed by several other Indonesian universities and research institutions. This trend highlights the strong focus of Indonesian scholars on their own tourism industry. Studies on Indonesia's tourism industry have been published in leading journals, with the highest concentration appearing in the "Journal of Environmental Management and Tourism" (14 publications, ASERS Publishing). This is followed by Geojournal of Tourism and Geosites" (12 publications, Editura Universitatii din Oradea) and International Journal of Sustainable Development and Planning" (8 publications, International Information and Engineering Technology Association). The subject areas of these studies showcase diverse perspectives. Social sciences lead the pack with 126 published articles, followed by business, management, and accounting (97 articles). Environmental sciences come in third with 72 articles. This focus on social sciences highlights a gap in research from other disciplines. To enrich the body of knowledge on Indonesian tourism, scholars should explore these areas, creating a more comprehensive and valuable resource for future studies

3.2. Indonesia's tourism industry: A thematic report highlighting significant growth (2020–2023)

The crippling impact of the COVID-19 crisis spurred the creation of various recovery scenarios, with the 2021 plan emerging as the primary guide for navigating tourism's post-pandemic resurgence, as detailed in **Figure 3**.
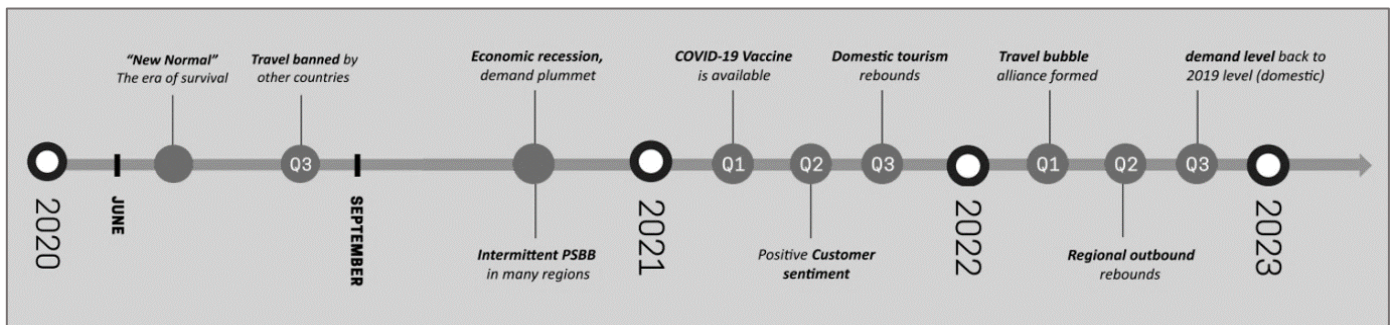
Figure 4. Road to recovery for Indonesia tourism industry.
Source: Indonesian tourism industry trends, scenarios 2021.

Figure 4 highlighted the overarching trends that shaped the tourism industry during the post-pandemic period from 2020 to 2023. The period commenced with a tumultuous 2020, marked by stringent travel restrictions that severely curtailed travel demand. This, as moment aware, had a profound impact, with Indonesia, for instance, facing an economic recession in mid-2021. However, a turning point emerged with the rollout of mass vaccination programs. This instilled renewed confidence among travelers, leading to a surge in domestic tourism in 2022. Tourism destinations adapted to the new normal, implementing protocols to ensure safety. As a result, 2023 witnessed a much-needed rebound in demand, evident in the increase in foreign tourist arrivals (**Figure 1**) and the diversification of travel routes connecting various

destinations.

3.3. Unveiling intertwined trends in Indonesia's tourism industry: A scholarly perspective (2020–2023)

In their exploration of key trends in the development of Indonesian tourism industry literature from 2020 to 2023 from Scopus database ($n = 252$ sample), scholars have identified several interconnected main trends. As illustrated in **Figure 5**, these areas of focus can be grouped into several important clusters that have been under the spotlight during the past three years. In this section, the analysis delves into the key trends shaping Indonesia's tourism industry from 2020 to 2023. We categorized the trends into eight distinct clusters, highlighting interconnectedness of various aspects within the industry.

Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8
• Big Data • Blue Economy • Culture Heritage • Coastal Tourism • cultural heritage • e-tourism • economic development • regional development • sharing economy • smart tourism • special economic zone • stakeholder • tourism recovery • travel behavior	• cultural tourism • halal tourism • heritage tourism • island tourism • muslim tourists • pilgrimage • religious tourism • sport tourism • tourism marketing	• biodiversity • community-based tourism • ecotourism • environmental economics • land use • mangrove • marine ecotourism • medical tourism	• agritourism • international tourism • spiritual tourism • tourist attraction • tourist behavior • tourist loyalty • tourist satisfaction	• investment • rural tourism • tourism economics • tourism market • tourism planning • tourism policy •	• disaster management • e-WOM • geodiversity • geopark • geotourism	• supply chain management • sustainable tourism	• marine pollution • waste management

Figure 5. Navigating pivotal issues for Indonesia's tourism trajectory: scholarly insights (own compilation).
Source: Own compilation based on data processed from VOSViewer.

Cluster 1: Strategic Frameworks and Sustainability. Examining the strategic framework, we find key terms like big data, e-tourism, and smart tourism. These emphasize leveraging technology for better decision-making and resource management. Additionally, the framework embraces sustainability concepts like the Blue Economy and Coastal Tourism, ensuring responsible development. Stakeholder engagement also emerges as crucial for inclusive and sustainable growth.

Cluster 2: Niche Tourism and Segmentation. This cluster explores niche tourism segments and demographic segmentation strategies. Niche tourism caters to specific interests like cultural experiences, religious practices, or sports activities in island destinations. Tourism segmentation focuses on demographics, such as Muslim tourists, including those undertaking pilgrimages. Though pilgrimages can be considered special experiences, they are also specific to a particular tourist group.

Cluster 3: Ecotourism Development. This cluster revolves around ecotourism development practices that minimize environmental impact. We observe terms like biodiversity conservation, community-based tourism, and marine ecotourism. These highlight the importance of integrating sustainability principles with tourism development, fostering responsible practices and local community involvement.

Cluster 4: Tourism Experience and Specialization. This cluster delves into both tourism experiences and specialized tourism types. Tourist attractions, tourist behavior, and factors influencing loyalty and satisfaction are key aspects of the tourism experience. Additionally, specialized tourism types like agritourism, international tourism, and spiritual tourism further enrich the tourism landscape.

Cluster 5: Tourism Development and the Ecosystem. This cluster focuses on tourism development strategies and the overall tourism ecosystem. It encompasses concepts like investment, rural development, tourism planning and policy formulation, and understanding the tourism market and its economic impact.

Cluster 6: Geotourism Management and Communication. This cluster explores geotourism management and related communication strategies. Disaster management, geodiversity, and geopark development are key considerations for responsible geotourism practices. Additionally, effective communication through e-word-of-mouth (e-WOM) is crucial for promoting geotourism destinations.

Cluster 7: Sustainable Supply Chain Management. This cluster highlights the need to explore the intersection of sustainable tourism and supply chain management. Analysing the relationship between these two concepts can help us understand how to build a more sustainable tourism industry in Indonesia.

Cluster 8: Pollution and Waste Management. This cluster emphasizes the importance of tackling marine pollution and waste management within the tourism sector. These issues require effective strategies to ensure a clean and healthy environment for a sustainable tourism industry.

3.4. A four-year publication of Indonesia's tourism industry trend (2020–2023)

The evolution of tourism research in Indonesia over the past decades has been marked by the emergence of various key terms, each representing distinct yet interconnected facets of the tourism industry. Recent trends in Indonesian tourism

research reflect a growing focus on environmental sustainability, spiritual tourism, post-pandemic recovery, and geopark management, as shown in **Figure 6**. In term of 'Environmental economics' is gain prominence, highlighting interconnectedness of ecotourism, tourism markets, and rural tourism. This emphasizes the crucial role of environmental considerations in shaping Indonesia's tourism industry. Secondly the term of 'Spiritual tourism' is emerging as a significant trend, linking halal tourism, tourism loyalty, and sustainable tourism. In this cases, Indonesia's rich ethnic, cultural, and religious diversity makes spiritual tourism a growing area of interest, particularly for Muslim travelers who seek halal-certified destinations and products.
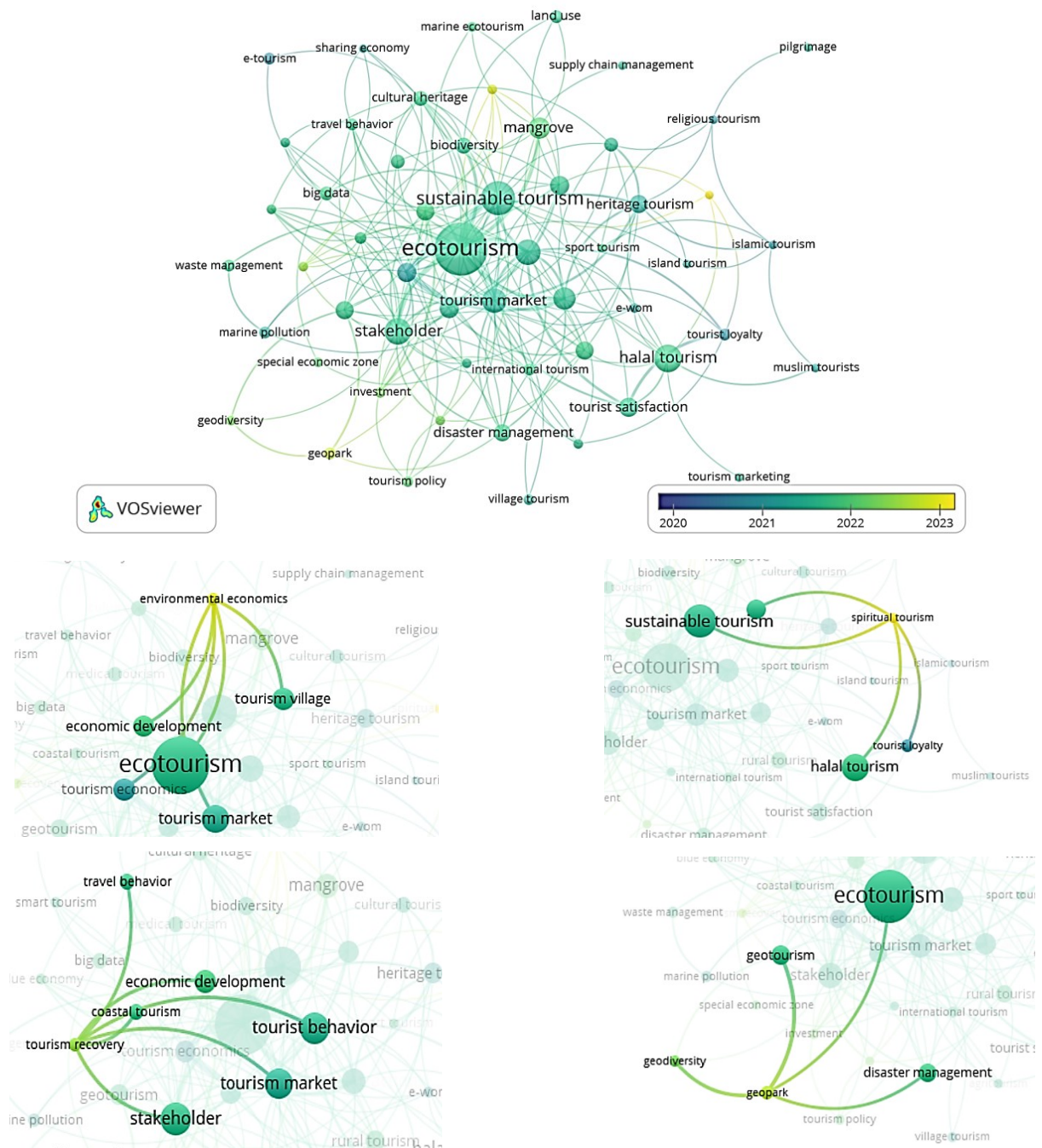
Figure 6. Transformation of main trends in Indonesian tourism industry (2020–2023) (own compilation).
Source: Own compilation based on data processed from VOSViewer.

Further, in term of 'Tourism recovery' is a pressing topic, addressing tourism development and resource management behaviors to accelerate post-pandemic recovery. This highlights the importance of strategic planning and resilience in the tourism sector. Others side, the term of 'Geopark management' is gaining traction, emphasizing geodiv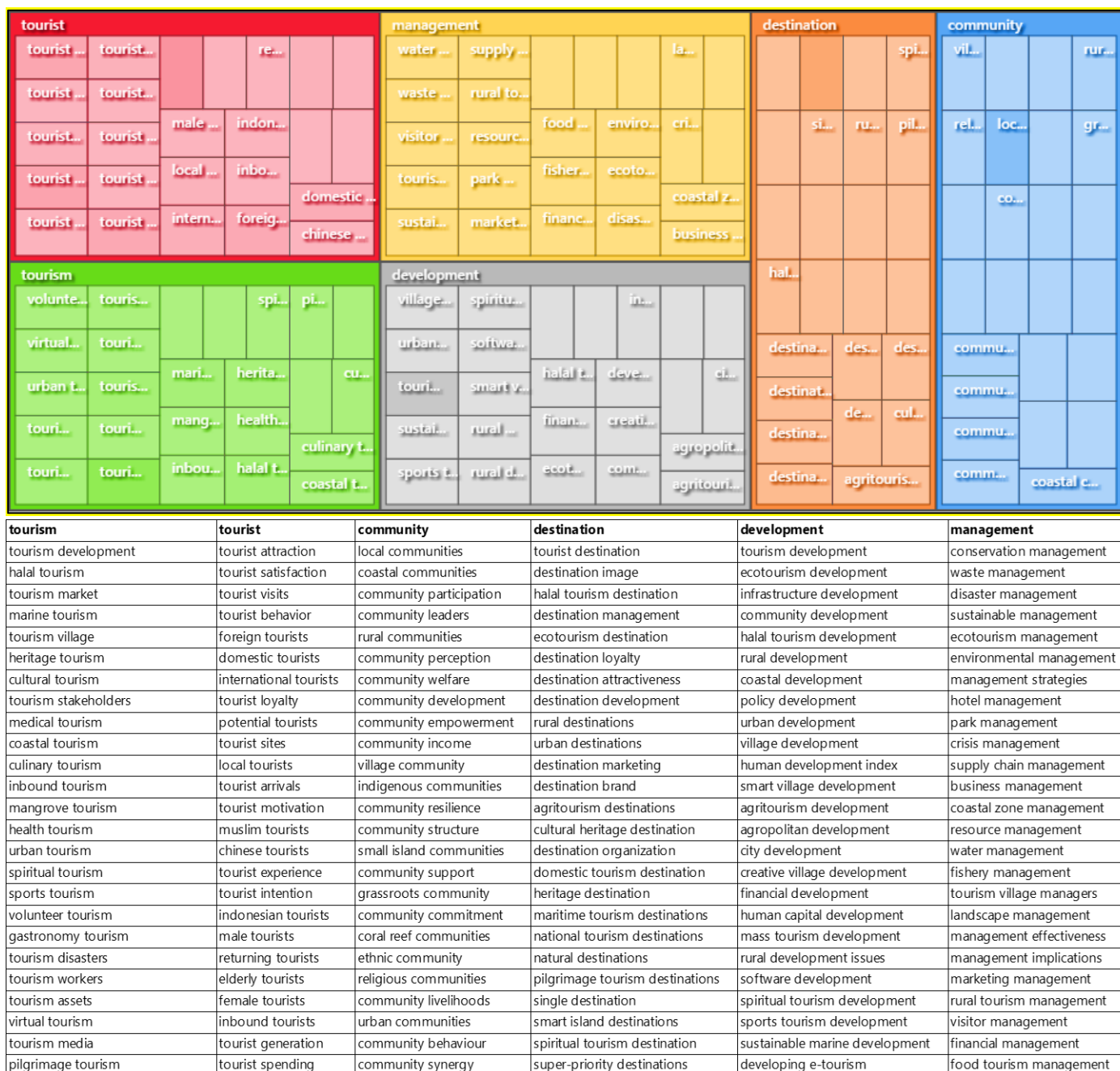ersity and disaster management. This underscores the need for effective risk management strategies to ensure the safety and sustainability of Indonesia's geoparks. Overall, these emerging trends demonstrate a multifaceted approach to tourism research in Indonesia, encompassing environmental, cultural, economic, and disaster management perspectives. This comprehensive understanding is essential for sustainable and resilient tourism development in the country.

3.5. Evolving themes landscape of Indonesian tourism research (2020–2023)

This section delves into the distribution of key themes that have been extensively researched by tourism scholars in Indonesia. Our analysis reveals six overarching themes that have dominated Indonesian tourism research during the period 2020–2023: Such as tourists, tourism, management, development, destinations, communication. Within each of these overarching themes, we have identified sub-themes that have garnered significant research attention during the three-year period. **Figure 7** presents the top 25 sub-themes along with their respective topics.

Indept-analysis: the term "tourism" refers to various aspects of the Indonesian tourism industry, including its activities. For example, cultural tourism includes attractions like heritage sites and traditional performances (Putra et al., 2021; Syahrul et al., 2023; Yuliati et al., 2023). As a feature of religious landmarks and pilgrimage sites, spiritual tourism indicates a focus on religious tourism and spiritual experiences (Rindrasih and Witte, 2021; Rohman et al., 2023). Then, gastronomic tourism, which showcases local cuisine and food markets, emphasizes gastronomic tourism and culinary experiences (Salim et al., 2023; Sutiadiningsih et al., 2023). The term "tourist" encompassed several aspects, including tourist motivation, nationality, and special interests. For instance, tourist satisfaction scrutinizes the emotions and anticipations of fulfillment during travel (Williady et al., 2022; Zulvianti et al., 2023), while tourist behavior concentrates on management practices, choice of accommodation, duration of stay, and evaluations of tourist spots. (Fansurya et al., 2024; Pahrudin et al., 2023). Furthermore, we explore several aspects of the term "community", including the relationship between community and location, people, empowerment and livelihoods, and interests. For example, tourism studies for rural, and urban communities focus on geographical location aspects (Arintoko et al., 2020; Suhud et al., 2022; Wikantiyoso et al., 2021).

Figure 7. Pivotal themes distribution in Indonesian tourism industry 2020–2023.
Source: Own compilation based on data processed from Nvivo 12 plus.

tourism	tourist	community	destination	development	management
tourism development	tourist attraction	local communities	tourist destination	tourism development	conservation management
halal tourism	tourist satisfaction	coastal communities	destination image	ecotourism development	waste management
tourism market	tourist visits	community participation	halal tourism destination	infrastructure development	disaster management
marine tourism	tourist behavior	community leaders	destination management	community development	sustainable management
tourism village	foreign tourists	rural communities	ecotourism destination	halal tourism development	ecotourism management
heritage tourism	domestic tourists	community perception	destination loyalty	rural development	environmental management
cultural tourism	international tourists	community welfare	destination attractiveness	coastal development	management strategies
tourism stakeholders	tourist loyalty	community development	destination development	policy development	hotel management
medical tourism	potential tourists	community empowerment	rural destinations	urban development	park management
coastal tourism	tourist sites	community income	urban destinations	village development	crisis management
culinary tourism	local tourists	village community	destination marketing	human development index	supply chain management
inbound tourism	tourist arrivals	indigenous communities	destination brand	smart village development	business management
mangrove tourism	tourist motivation	community resilience	agritourism destinations	agritourism development	coastal zone management
health tourism	muslim tourists	community structure	cultural heritage destination	agropolitan development	resource management
urban tourism	chinese tourists	small island communities	destination organization	city development	water management
spiritual tourism	tourist experience	community support	domestic tourism destination	creative village development	fishery management
sports tourism	tourist intention	grassroots community	heritage destination	financial development	tourism village managers
volunteer tourism	indonesian tourists	community commitment	maritime tourism destinations	human capital development	landscape management
gastronomy tourism	male tourists	coral reef communities	national tourism destinations	mass tourism development	management effectiveness
tourism disasters	returning tourists	ethnic community	natural destinations	rural development issues	management implications
tourism workers	elderly tourists	religious communities	pilgrimage tourism destinations	software development	marketing management
tourism assets	female tourists	community livelihoods	single destination	spiritual tourism development	rural tourism management
virtual tourism	inbound tourists	urban communities	smart island destinations	sports tourism development	visitor management
tourism media	tourist generation	community behaviour	spiritual tourism destination	sustainable marine development	financial management
pilgrimage tourism	tourist spending	community synergy	super-priority destinations	developing e-tourism	food tourism management

The distribution of the term "destination" is also a term that highlights several types of destinations and attraction activities, such as halal tourism destinations, as destinations that have developed at the local level (Alim et al., 2023; Junaidi, 2020; Suseno et al., 2023). There is also potential for developing super destinations, which have new spatial potential for the Indonesian tourism industry (Liyushiana et al., 2022; Utari et al., 2024; Waruwu et al., 2023). We get several important specs from the term "development", namely infrastructure, community, sustainability, products, marketing, and human resources. This attention provides an assessment of the development of the tourism sector in Indonesia, taking as an example the development of tourism technology in supporting the tourism industry development program

(Wahyuningtyas et al., 2022). Besides, there is also human resource development, which involves much research into the design of human capital models. Tourism management (Hermawati et al., 2020; Jimad et al., 2022; Maria et al., 2023) plays a significant role in tourism development. Finally, the term "management" is also in the spotlight of tourism scholars studying tourism in the Indonesian tourism industry. Several aspects, such as risk and disaster management, play a crucial role in accelerating the recovery of tourist destinations (Ismiyati and Lestari, 2020; Partelow, 2021). In order to cope with the immediate threat posed by natural disasters, it is essential to possess an awareness of the potential risks, an understanding of the associated hazard warnings and an awareness of the evacuation plans in place (Amri et al., 2024). Management is also related to supply chain management (Adnani et al., 2023; Suseno et al., 2023), waste management, and others (Koski-Karell, 2019).

3.6. Indonesia's tourism renaissance: A SWOT analysis for unlocking hidden (in the 2020–2023 period)

Drawing upon insights from relevant literature, this section embarks on a journey to explore the immense potential that Indonesia's tourism sector has held over the past three decades. It delves into the strengths that underpin Indonesia's tourism industry's competitive edge, meticulously analyzing the underlying weaknesses, concerns, and opportunities that can propel Indonesia's tourism growth to new heights. Additionally, it sheds light on the looming threats that could potentially disrupt and hinder the development of Indonesia's tourism destinations. The key points highlighted in **Table 2** represent the culmination of a comprehensive analysis of a vast array of scientific publications published between 2020 and 2023.

The Indonesian tourism industry has exhibited significant growth potential, as evidenced by a SWOT analysis that reveals a total score of 2.1 for strengths, 1.69 for weaknesses, 2.69 for opportunities, and 1.08 for threats. **Table 2** showed that the IFAS score is (0.41) has a positive strategic position which has a strong foundation for success in developing the Indonesian tourism industry. This is also shown by the EFAS score is (1.61) where in the external scope, the Indonesian tourism industry present a positive strategic position.

Table 2. Calculation table strategy for IFAS and EFAS (own compilation).

	Strengths	Sources	Significant level	Weight	Rating	Score
Internal Factor	Indonesia's diverse landscapes and demographics present a multitude of opportunities for the flourishing of tourism and the creative industry	(Rauzi and Aulia, 2022; Saputra, 2020)	3	0.13	4	0.52
	Indonesia's rich tapestry of cultural heritage, historical sites, and captivating recreational attractions	(Syafrini et al., 2023; Tjaija and Ali, 2022)	3	0.13	4	0.52
	The proliferation of e-tourism portals and their seamless integration with artificial intelligence-powered destination marketing and promotion	(Dina and Juniarta, 2022; Indaryanto et al., 2023; Kinseng et al., 2022; Purwaningwulan and Ramdan, 2022; Tulungen et al., 2021)	2	0.09	3	0.27
	The immense capacity for multi-stakeholder engagement in destination development	(Insani et al., 2023; Mafruhah et al., 2020)	3	0.13	4	0.52
	The supportive role of policies and regulations in fostering destination development	(Olszewski-Strzyżowski, 2022)	2	0.09	3	0.27
	Weakness					
	Limited infrastructure—connectivity, cellular coverage, accessibility, accommodation, and amenities—hinders tourism development	(Pranita et al., 2023)	4	0.16	5	0.8
	Low awareness harm destinations (waste, pollution, habitat loss)	(Sunarta and Saifulloh, 2022)	2	0.09	3	0.27
	Cumbersome product/service certification in tourist destinations hinders businesses	(Prawiro and Fathudin, 2023)	1	0.05	2	0.1
	Inadequate tourism disaster management, safety, and security—including crime rates and emergency preparedness—hinders tourism development	(Erwin Kurniawan et al., 2023; Ismiyati and Lestari, 2020)	3	0.13	4	0.52
		Total S + W	23	1.00		3.79
	The total IFAS is 0.41 (from S = 2.1 to W = 1.69)					
External Factor	**Opportunities**					
	The existence of a unique tourism segment in Indonesia increases interest in tourist visits (e.g., halal tourism, spiritual tourism, super-tourism, water tourism, sport tourism, agritourism, geopark, etc.)	(Cahyadi and Newsome, 2021b; Caraka et al., 2023; Martaleni et al., 2022)	4	0.23	5	1.15
	Post-COVID investment opportunities for tourism industry development and destination revitalization	(Supriadi and Rialmi, 2023; Wybawa et al., 2023), [129]	3	0.18	4	0.72
	Strong community involvement and initiatives drive tourism destination development	(Basri et al., 2022; Yuli et al., 2023)	3	0.18	4	0.72
	Indonesia explores visa exemption opportunities for tourists	(Yudhistira et al., 2021)	1	0.05	2	0.1
	Threth					
	Economic and geopolitical instability disrupt the tourism industry	(Papagianni et al., 2023)	2	0.12	3	0.36
	Frequent natural disasters plague many regions	(Haris et al., 2023; Wahyuningtyas et al., 2021)	2	0.12	3	0.36
	Occasional extreme weather events pose a threat	(Satrianto et al., 2023)	2	0.12	3	0.36
		Total O + P	17	1.00		3.77
	The total EFAS is 1.61 (from O = 2.69 to T = 1.08)					

Source: Own data.

Recommendation: Therefore, both data score (IFAS + EFAS) is considered very strategic for exploiting strengths and opportunities, where in **Table 2** and **Figure 8** shows the strength of Indonesia's diverse landscape and society to encourage tourism and creative industries. Its rich culture, history and attractions are combined with e-tourism and artificial intelligence (AI) marketing to create an attractive destination. Strong partnerships and supportive policies further enhance this potential. Importantly, the opportunities for the Indonesian tourism industry also need to be emphasized, where the existence of Indonesian tourism segments (e.g., halal, spiritual) attracts visitors. Post-COVID, investment is driving industry growth and revitalization. Strong community involvement and visa exemptions further boost tourism. All in, it can be implied that the Indonesian tourism industry requires effective strategic development that is aggressive in nature. This concerns the need for a proactive and firm approach in developing the Indonesian tourism industry. This means taking bold steps to attract more visitors, expand tourism offerings and improve the overall travel experience.
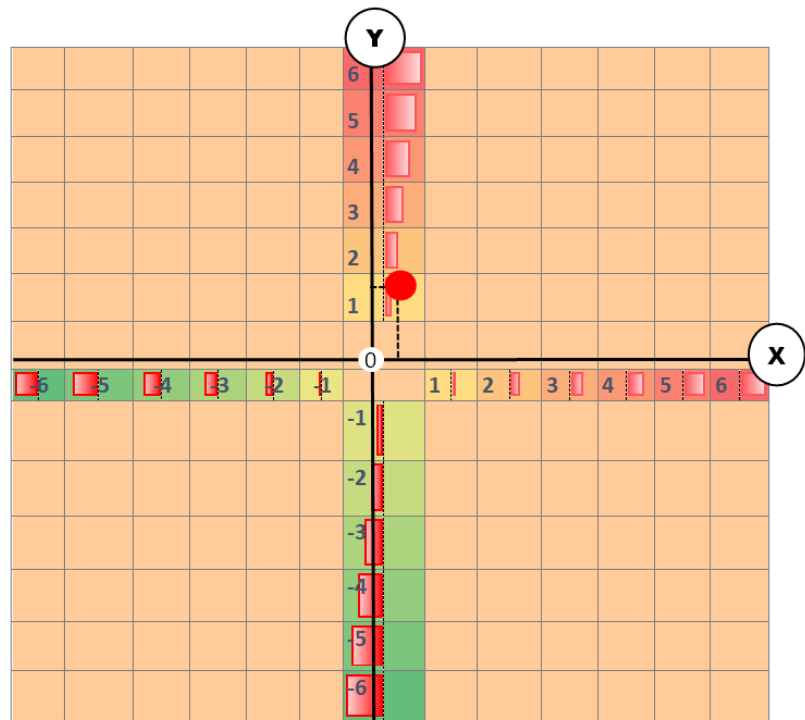
Figure 8. Quadrant diagram for Indonesia's tourism industry.
Source: Data processed by authors.

4. Discussion

In short discussion, the various findings of key terms and the distribution of themes that are trending in the tourism industry in Indonesia in 2020–2023 produced by Indonesian facilities are in the top row, and this contradicts the statement from Oktadiana and Pearce (2017) study which states that there are many international scholars. produced scientific publications about Indonesian tourism, as well as several very important descriptive findings regarding the potential faced by the Indonesian tourism industry in its development. As our findings confirmed, there have indeed

been many tourists visit recently because of the different types of destinations – for instance halal tourism has become a trend, this then coincides with the topic of the visa-free policy for foreign tourists. However, the study by Hartarto et al. (2022) implies that the motivation of foreign tourists is due to the tourist visa-free policy rather than visiting special tourism. It should be remembered that the increasing number of tourist visits has given the government attention to the need to formulate management patterns in accommodating tourist destinations, this is confirmed by studies (Purwandani and Yusuf, 2021).

Furthermore, many super tourism destinations are being proposed in Indonesian tourism, but the issue of equity is still ongoing and has not yet achieved success if judged from the results of the SWOT analysis. This is also in line with the findings of Yudhistira et al. (2021) that foreign tourists visit the destination. which has a high rating and is less interested in traditional destinations in other regions, so that the existence of special destinations and exemption from tourist visas does not necessarily mean that foreign tourists can reach destinations in various developing regions. This of course means that the issue of inclusivity needs to be improved, so that the experience of obstacles—such as infrastructure—needs to be taken into account, as this is also explained in the study by Perangin-Angin et al. (2023) regarding the inclusiveness of tourist destinations.

Going deeper, other issues are also captured in the scientific literature, which calls for managing the tourism industry, noting that coordination between stakeholders and the development of human resources in tourist destinations in regional areas need to be improved to accelerate. As stated in Westoby et al. (2021), this concern reminds that the government is not only thinking about how to develop exclusive tourism but is unable to address concerns for the livelihoods of local communities, this has also been implied in the study by King et al. (2021). Not only concern for human resources, but the loss of the image of local tourism destinations needs to be reviewed more quickly, because the emergence of destinations also has an impact on decreasing population compliance with local customs due to the large number of foreign tourists who bring their culture when visiting (Kinseng et al., 2018). Trying to take one example, surfing tourism which gets visits from foreign tourists, but problems arise such as alcohol, illegal drugs, and disrespectful behavior from surfing tourists which disrupts local rules that have previously existed (Towner and Davies, 2019). It is also not uncommon for the waste produced to need to be reviewed, waste management is still not well managed, so in the study Koski-Karell (2019) provides recommendations for the government to make waste management system sustainable, especially in destination areas that are less supervised by the government to gain sustainable development. Therefore, it needs to be designed better and provide greater access to stakeholders to provide stimulus for the development of tourism destinations, so that the real and virtual branding of the Indonesian nation has the same image that has very positive value and can be remembered as a country that has a unique tourism ecosystem. local identity of each region.

5. Conclusion

This research provides a comprehensive assessment of the trending success of the

Indonesian tourism industry in 2020–2023. In these four years, scientific and study trajectories have obtained several key terms and significant trends in the study of tourism scholars. This paper's attention to bibliometric studies has reported various vital findings, such as the post-pandemic period of increasing publication development, the majority of publications affiliated with Indonesia, and studies widely studied by social science disciplines. Moreover, other point has shown that the keywords "ecotourism" is the key term of publications within the last four years of Indonesia's tourism industry literature. Besides, there are several keywords that highlighted, such as spiritual, geopark, environmental, and recovery, in which past scholars were spotlighted these four issues. Other importantly, some themes, including tourism, tourist, community, destinations, management, and development.

Furthermore, essential findings regarding the potential development in Indonesian tourism have been summarized, with a positive category found in the SWOT analysis, resulting in strengths and opportunities being essential aspects for the sustainability of the tourism industry. Theoretically, the Indonesian tourism industry is still primarily focused on ecotourism, with the potential to capitalize on the country's rich natural attractions. While this offers a significant opportunity for growth, it is essential to consider the challenges and limitations posed by the lack of adequate facilities and the vulnerability to natural disasters and unstable weather conditions. To ensure the sustainability of this tourism sector, it is crucial to develop alternative policies that can effectively address these challenges and capitalize on the country's eco-tourism potential. However, the behavior of stakeholders and tourists also does not escape serious attention so that all parties can enjoy the pleasures of the tourism industry. The research underscores the need for continuous investment in human resources and destinations. Additionally, accelerating regional development of tourism destinations and mitigating potential conflicts and threats are crucial for future success.

This study has limitations; (a) Data Reliance: This study primarily relies on secondary data, including government reports and scientific publications from the Scopus database during 2020–2023. To gain a richer understanding of tourism industry trends, exploring additional indexing sources would be beneficial. (b) Timeframe: The analysis focuses solely on the past three years. Examining data from previous decades would provide a more comprehensive picture of long-term trends and allow for a deeper comparison between these periods. (c) SWOT Analysis: While the SWOT approach offers valuable insights, further analysis is needed. Conducting in-depth interviews with stakeholders and gathering additional information would strengthen the validity of the identified strengths, weaknesses, opportunities, and threats.

Conflict of interest: The authors declare no conflict of interest.

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