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VISUAL EVIDENCE OF ALGORITHMIC BIAS IN TOURISM GEOGRAPHY: A CASE OF BALI'S DUAL DIGITAL LANDSCAPE

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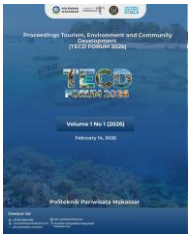
ABSTRACT

Social media has transformed a hole of tourism mechanism. It's affecting on algorithmic and shaping traveler choices. This study present visual evidence of how algorithmic bias on social media generates distinct tourism geographies within a single destination. The distinct echo chamber of users affecting on information consumption in build their decision on tourism destination choices. While the influence of social media on travel inspiration is well documented, their role in creating spatial experiences based on traveler origin remains underexplored. Focused on Bali as an international destination, a quantitative survey was conducted by 100 youth travelers equally divided between domestic and international respondents. Through free-listing method, each respondent named their three favorite destinations. Findings, international tourist huge concentrated with 59.3% on Global Digital Triangle consist of Ubud, Uluwatu, and Canggu. They are caught in a global algorithmic that filters Bali just into three themes: culture, nature, and hipster lifestyle. In contrast, the domestic tourist shows spread out pattern of Localized Digital Exploration, visiting a wider various destination across southern Bali. They are exposed to the same platform algorithm but in local or Indonesian version where the content more diverse and noisier, thus increasing FOMO. This study reveals that an identical digital platform such as Instagram and TikTok generates different tourism geographies within a singular destination, simply because the difference digital bubbles by user.

Keywords: Algorithmic Bias, Tourism Geography, Social Media, Spatial Behavior, Filter Bubble

INTRODUCTION

Currently, Bali's tourism faces dynamic new issues. From issue of overtourism, to negative news of "Bali's quite" that viral on social media (Hikam & Christabel, 2025); (Miftahudin, 2025); (Chaniago & Kasih, 2025). Ironically, this issue has become a paradox that stand in opposition. In fact, tourism in Bali is being peak in the last decade, especially for international traveler (Badan Pusat Statistik Provinsi Bali, 2025).



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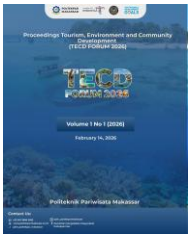
The waves of youth travelers are contributed more than 60% of visiting, bring new characteristics are digitally literate, experiential, and nomad (UNWTO & WYSE Travel Confederation, 2011); (Badan Pusat Statistik, 2025). These become a challenge to a destination, that doesn't competitive as in geography anymore, but in feed of social media (Juniawan & Dewi, 2025); (Saputra et al., 2025). These phenomena arise a question, is iconic attraction of Bali still relevant or the preference has moved to the new destination?

It is not that Bali is not improving. The diversification of destination is always carried out following the characteristic considered relevant on youth traveler segment. Destinations such as Canggu, Kintamani, and Ubud have a huge growth that provide a diversification such lifestyle, digital nomad, culture, or Instagram able landscape. However, comprehension about specific preference of the youth traveler on provide destination in Bali is still limited. The spatial mapping of specific preference is needed to avoid the expectation and provide destination gap of traveler, then visitor distribution will be optimal.

Technology helps traveler to find a desired destination. Giving a personalize recommendation based on histories and last preferences (Jazz Mosafir, 2023). Digital platform such as Instagram and TikTok are not only sharing places, but also create an expectation and travel preference (Guan et al., 2024); (Yao et al., 2021). The algorithm curated personalized content, creates something named as 'filter bubble' The filter bubble concept stated by Eli Pariser on the first time (Pariser, 2011b) as a unique information world build by history activities, behaviors, and individual preferences when being online. This technology uses sharing activity to increase content visibility through features as 'explore' on Instagram or 'for your page' on TikTok that shows popular or relevant content with the preference of users (Sugiana et al., 2019).

The previous studies prefer concern on general motivation of traveler to Bali (Parhusip & Arida, 2018); (Saputri et al., 2020) and or the affecting wider of social media (Kang & Schuett, 2013); (Kietzmann et al., 2011); (Siti Yuliandi Ahmad & Nur Qasdina Asyura Pg Idris, 2024). The previous studies also finding that social media algorithm functions as a reinforcer of social influence, not as a decision maker (Juniawan & Darsana, 2025). But the question, does the algorithm show the same Bali to everyone? This study attempts to present visual evidence of how the algorithmic bias on social media generates different tourism geographies within a single destination. The difference of filter bubble and echo chamber of user affecting on information consumption that build their destination choice. Although the influence of social media on travel decision has well documented, the roles in creating spatial experiences based on traveler origin remains underexplored.

Based on those gaps, this study presents as preliminary study to mapping the landscape of youth traveler preference destination in Bali. Specifically, this study arranged to: 1)



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Identification of the favorite youth traveler destination, 2) Mapping and comparing the spatial preference of domestic and international youth travelers in Bali. The findings of this study are expected to provide an initial empirical basis for destination management and stakeholders in designing specific approach, and provide a foundation for further research with a wider scope.

RESEARCH METHODS

This study uses a quantitative approach. Data collected by spread out the questionnaires at two destinations represent of culture (Ubud) and nature (Kintamani) in June 2025 in Bali, involving 100 respondents. Taken by incidental, equal consist of 50 domestic and 50 international tourists.

Data were analyzed by descriptive statistic to profiling responden, spatial mapping to visualize travel visitor in Bali, and regression analysis to find the relation between variable of algorithm and destination choice. By free-listing methods, respondent asked to namely three their favorite destinations. The findings expected to provide a foundation for further research with bigger sample and wider scope, and has been planned by researcher.

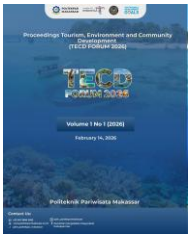
RESULTS AND DISCUSSION

Traveler Profiles

The general description of traveler who come to Bali, especially to tourist attraction at Ubud and Kintamani seen from two categorizes. Seaton and Bennet (1996) distinguish the tourist description into two categories namely tour descriptor and tourist descriptor. The Tabel 1 shows demographic characteristic and tour of 100 respondents equal between domestic and international traveler.

Table 1 Profile of Traveler

Characteristic	Category	Domestic (n=50)	Inter (n=50)
Age category	16 - 25 years	26	22
	26 - 39 years	22	19
	≥ 40 years	2	9
Level of education	Junior High School	-	2
	Senior High School	18	12
	College	2	7
	Bachelor	28	22
	Master	2	7
Occupation	Student	9	10
	Private sector	9	3
	Management & Business	8	7
	Art, Media & Creative	4	5
	Professional	7	12
	Tourism, Hospitality, & Event	3	5
	Education	3	1
	Unemployed	3	3
	Freelance	3	4
	Government	1	-
Transport to Bali	Flight	41	50
	Ship	4	-
	Bus	2	-
	Car	3	-
Transport during travel	Bus	2	2
	Private car	4	5
	Private motor	10	2
	Ojek Online (car)	-	6
	Ojek Online (motorcycle)	1	12
	Rent car	9	9
	Rent motor	24	14
Length of stay	1-3 Nights	10	1



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	4-7 Nights	32	23
	>7 Nights	8	26

Sources: Results of research, 2025

The Profile of Traveler Table reveals same basic characteristics (demographic and tour) between youth traveler domestic and international. Both of them have concentrated on age category 16-25 years (48%), with a high-level education (Bachelor 50%). However, the master proportion tend to the international travelers (14%) three times higher than the domestic traveler (4%). Indicates a difference carrier stage and purchasing power. It is directly relevant to occupational background of international traveler dominated by professionals (24%), compared with domestic tourist as a student and private sector employee (18%).

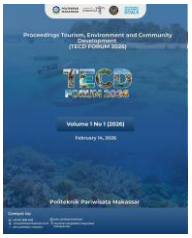
Table 1 also reveals the travel pattern of two groups that show a significant difference on length of stay and mobility. The domestic traveler tends to take medium-length trip lasting 4-7 nights (64%). Has a high mobilities and rely on motorcycles exactly a rent (48%) and personal (20%) as a main mode of transportation in Bali. In opposition, international traveler dominated by long-length trip lasting more than >7 nights (52%). Prioritize convenience and comfort transportation by using online taxi services (36%) and choose a car (40%). The entire of international traveler access Bali via a flight, while domestic traveler shows a various mode of transportations include flight, land, and sea.

A basic difference in demography profile and travel pattern, provide early signal for different market segments. The domestic traveler refers to short-medium-length trip, representation of 'efficient explorer' market with limited time and focus on efficiency and flexibility. At the same time, the international traveler tends become to 'depth experience seeker' with trip lasting medium-long-length trip. Demands on convenience and high-quality services.

Table 2 Frequency of Traveler Origin Distribution

Origin		**Freq.**	**Category**
Nation	**Province**		
Indonesia	Banten	2	Domestic Tourist
	Yogyakarta	6	
	Jakarta	16	
	Jabar	10	
	Jateng	4	
	Jatim	5	
	Kalimantan	1	
	Kep. Riau	3	
	NTB	1	
	Riau	1	
	Sumut	1	
Austria		2	Inter Tourist
China		2	
France		8	
Germany		6	
Italy		1	
Japan		1	
Netherlands		2	
New Zealand		1	
Norway		1	
Philippines		1	
South Korea		2	
Spain		1	
Sweden		1	
Thailand		2	
USA		15	
United Kingdom		3	
Vietnam		1	

Sources: Results of research, 2025



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On Table 2 the characteristic of traveler based on tourist origin described in detail from province and nation. The domestic market dominated by traveler from Jakarta (32%) and West of Java (20%), next Yogyakarta, East of Java, and Central Java. At the same time, international market is being dominated by traveler from United States (30%), France (16%), and Germany (12%), following by other country in Europe and Asian. This distribution indicates that domestic visits are influenced by geographic proximity and population centers, whereas international visits are predominantly from the countries with high purchasing power and have tradition of traveling to Southeast Asia.

Preferences of Tourist Destination

Preference relates on the specific attraction or destination expressed by travelers. The preference has strong related on the 16 Tourism Area and 5 Designated Special Tourism Attraction Area in Bali, but more specific on tourist destination (Rencana Induk Pembangunan Kepariwisataan Daerah Provinsi Bali Tahun 2015-2029, 2015). Specific reference is needed, due to the tourism area in Bali generally has some tourist attractions. Thus, by knowing this may provide a clear visual of where and what is destination preference of youth traveler in Bali recently. Based on 300 responses have given (3 responses for each respondent), Seven favorite destination have been selected in Bali presented on Table 3 below.

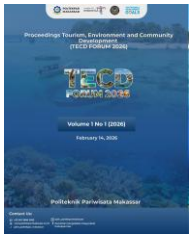
Tabel 1 The Seven Most Popular Tourist Destination in Bali

Tourist Destination	Freq. Domestic (n=150)		Freq. International (n=150)		Total %
	Numb.	%	Numb.	%	
Ubud	30	20	44	29.3	24.7
Canggu	14	9.3	22	14.7	12
Pecatu (Uluwatu)	13	8.7	23	15.3	12
Kintamani	10	6.7	12	8	7.3
Kuta	13	8.7	8	5.3	7
Seminyak	12	8	8	5.3	6.7
Sanur	13	8.7	6	4	6.3

Sources: Results of research, 2025

The Table 3 shows that Bali as an international market destination faces high consolidation specifically on the tourist destination of Ubud (29.3%), Uluwatu (15.3%), and Canggu (14.7%). Three of them gain 59.3% of responses from total choices provided, creating the ‘golden digital triangle’ of youth traveler in Bali. Each destination has a different unique selling point such as Ubud with culture and spirituality, Uluwatu with stunning photogenic landscape, and Canggu with digital modern lifestyles.

Different with international market, the domestic tourist tends to indicate a diverse pattern. Although Ubud still as primary choice (20%), other response of domestic traveler has spread out in equally to various destination across Southern Bali such of Canggu (9.3%), Uluwatu (8.7%), Kuta (8.7%), Sanur (8.7%), Seminyak (8%), and Jimbaran (6.7 %). Beside of Ubud, there is no destination has dominated.



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The interest point of these results, Kuta is not a primary destination anymore specifically for international travelers. It's a shift of paradigm that Kuta as most popular destination in Bali. In fact, Uluwatu arises as a cliff landscape and Canggu as modern lifestyle. The shift will bring a big implication on tourism product improvement, tourism infrastructure development, and marketing strategy on tourism.

The Spatial Mapping: Two Geographical Areas of Bali

The spatial pattern of international travelers concentrates on 'global digital triangle' consist of three predominant destinations of: Ubud, Uluwatu, and Canggu. The spatial mapping of travel pattern of international traveler in Bali can be shown on Figure 1 below.

Figure 1 International Tourists 'Global Digital Triangle'

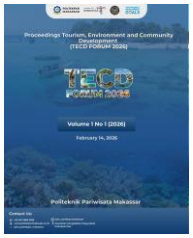


Sources: Results of research, 2025

Figure 1 reveals concentration of international youth traveler in Bali. About 59.3% visiting be at the pattern, namely Ubud, Uluwatu, and Canggu. The concentration of this pattern relates on length of stay. Amounting to 52% international trip is a long-length trip lasting more than seven nights, whereas of 46% is medium-length trip (4-7 nights). The international travelers tend to 'a dept experience seeker' with length of stay medium to long-length trip (98%). Longer duration with fewer destination indicates a dept traveling at a destination that curated by algorithmic of social media. Proves that travelers spend more time on each destination for highly intensive of experiences.

If analogized to presently the international youth travelers treat Bali as Ala Carte Menu. Rather that order a complete of package (include beach, culture, shopping, etc), youth traveler prefers sort item that has needed. Ubud as culture and spiritual menu such as yoga, culture exhibition, or art festival; Uluwatu as dramatic landscape menu such sunset on cliff or exclusive beach with huge wave; and Canggu as point of reference of modern lifestyle such as spend time at café or work at co-working space. These patterns indicate that youth traveler is not views Bali in general way anymore, but to find specific experience that has viral and popular on social media. Thus, may be reshared on social media.

Figure 2 Domestic Tourists 'Localized Digital Exploration'



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Sources: Results of research, 2025

Different with Figure 1, the Figure 2 describes travel pattern of domestic travelers more diverse. If internasional market shows the fragmented pattern on three primary destinations, the domestic market indicates a spread-out pattern visiting various destinations across Southern Bali namely 'localized digital exploration' Although Ubud remains a top destination, 70% of visit spread out equally on the Seven tourist destination in Southern of Bali, and there is no domination. The spread-out pattern relates on length of stay of domestic travelers that shorter. Amount of 64% held a medium-length trip lasting 4-7 nights, whereas 20% others is short-length trip (1-3 nights). With concentrates on the spread-out destinations and short to medium-length trip (84%), these represent of 'efficient explorer' segment. Traveling with limited times and focus on efficiency and flexibility.

The spread-out pattern reflex on a possibility, that is local social media echo chamber leads to 'a filter bubble' As the Theory of Filter Bubble stated by Eli Pariser, filter bubble is a unique information world based on history activities, behavior, and preferences each individual when online (Pariser, 2011a). The domestic travelers dominated from Java (86%) will be more consume a content relates on spot tourism in Bali from local/national influencer. This theory explains that there is a big possibility the social media algorithm of local contents affecting to their destination choice in Bali. Reinforce by length of stay that relatively shorter, thus encourage an exploration to various locations in limited time. This probability is in line with the finding research by Juniawan and Darsana in 2025 (Juniawan & Darsana, 2025). Meanwhile the international travelers enter into global echo chamber focus on international narration of Bali, thus the information has consumed from various perspectives.

Algorithm as a Reinforcer

Another finding of this study is the algorithm doesn't directly influence decision-making; rather, it functions as a reinforcer of existing intentions. Social media algorithms are not strong enough to directly influence destination choice. The influences become stronger when interact to other factor such as social information from a shared travel experience. Without an input, a suggestion content by algorithm may be avoided or considered isn't relevant by users.

Kang & Schuett found that sharing of travel experiences, stories, photos, and travel recommendations to others on social media create "trust" and becomes an important consideration on destination choices (Kang & Schuett, 2013). In line with Theory of Social

Exchange by Humans stated an individual tends to making decision based on information and experiences from social interactions (Homans, 1958). The finding of this study indicates that algorithm is not primary determinant, but a facilitator has related effectivities on social context by users.

The algorithm as a reinforcer may explained by Theory of Uses and Gratifications (23) stated that audients are active parties. They deliberately select and use media to fulfill specific needs and objectives. This theory explains why individual use social media, which then responded by algorithm, resulting in a reinforcing effect identified in this study.

When potential travelers find out a travel experience on their friend's social media Instagram or TikTok, then exploration page or for your page (FYP) consistently shows traveling videos of other travelers, as a result mere exposure effect happened. Robert Zajonc explains that mere exposure effect is psychology phenomena when someone tends to develop a liking or preference on something (object, people, or stimulus) merely due to repeated exposure or repeated viewing (Zajonc, 1968).

By shows a relevant content consistently, algorithm create echo chamber that intensify interest and accelerate a decision making. International travelers enter into global echo chamber focus on international narration about Bali, whereas domestic travelers expose local influencer contents more diverse and noisier, thus increasing FOMO.

CLOSING

Conclusion

This research reveals that algorithmic bias generates two difference patterns. The international market concentrated on global digital triangle consist of Ubud for culture and spiritualities; Uluwatu for landscape cliff and sunset; and Canggu as hipster lifestyle. Whereas, the domestic traveler indicates spread-out pattern (localized digital exploration) to various destination across Southern Bali.

A destination can have multiple digital versions. Simply because reinforced by curate content of algorithm. This finding reveals that an identical digital platform such as Instagram and TikTok generates different tourism geographies within single destination, due to what is referred as users' digital bubbles.

These maps reveal more than just a preference. They illustrate algorithmic spatial bias, of how the same platform filters the physical reality into different experiential geographies. These maps demonstrate the physical manifestation of digital bubbles. Most importantly, they reveal a geography of social trust. The network you trust, determines the destination you visit.

Suggestion

The findings of this study indicate algorithmic bias generates two difference

patterns. If this concentration is left, destination will be saturated and exacerbate the overtourism issues that happened in Bali. Therefore, to promote a sustainable tourism development in Bali, industry stakeholders are advised to adopt 'counter algorithmic' marketing strategic. In actively promote destinations 'beyond the triangle' to international travelers using of sorts of aesthetics and Instagram able contents. Meanwhile, the domestic travelers may be offered 'deep dive' packages that encourage in-dept exploration in fewer destinations. Thus, the travelers spend longer time in a single location by immersive cultural and nature activities. This approach is expected to correct the spatial bias created by digital platforms.

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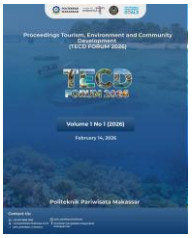
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