

Cross-border tourism in Indonesia: trends, opportunities, challenges, and research agenda

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Abstract: The discourse on cross-border tourism (C-BT) has become an interesting topic for researchers in the last few decades. Indonesia, as an archipelagic country, has very promising C-BT potential. However, there is not much literature on C-BT in Indonesia. Therefore, this study aims to describe qualitatively the development of tourism research in Indonesia related to C-BT. In addition, this study also seeks to identify articles, chapter books, and conference papers related to C-BT in Indonesia and then analyze them to produce a systematic literature review and draw theoretical implications. The method used in this study is a systematic literature review on C-BT in Indonesia. The databases used in this research are Scopus, Web of Science, and Google Scholar. The data collection in this study using PoP software, organizing data using Mendeley software, and analyzing data using NVIVO software. The study results show that research trends on cross-border tourism in Indonesia have increased in the last decade. In addition, opportunities for developing cross-border tourism in Indonesia are still open. On the other hand, the challenges faced by Indonesia in the development of cross-border tourism are dominated by governance that has not been maximized, which includes unresolved legal issues, lack of management of natural resources, communication, criminal & drug Smuggling, lack of border control, regulation, physical border arrangement, and lack of promotions and marketing.

Keywords: Cross-border, Tourism, Systematic Literature Review, Indonesia.

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Introduction

International border areas have continued to develop until now, so the discourse on border areas has attracted the attention of researchers from various fields of science (Kolossoy, 2005; Mostafanezhad, 2018; Wilson & Donnan, 2012). The study of the tourism-related border is relatively new (Ioannides et al., 2006), although studies of border areas and cross-border areas have been carried out for a long time (Ohmae, 1993).

Tourism is a fast-growing sector that can influence other sectors in the development of a country. C-BT is considered the most effective solution for generating foreign exchanges (Mikhailova, 2021), especially in neighboring countries that are categorized as developing countries (Mattioli et al., 2022).

As the largest archipelagic country in the world (Kharish, 2022), Indonesia has 17,504 islands, some of which are bordered by neighboring countries such as Malaysia, Philippines, Singapore, Thailand, India, Timor-Leste, Brunei Darussalam, Australia, Palau, and Papua New Guinea (Muta'ali et al., 2018). In the context of C-BT, several previous studies have discussed Indonesia as part of C-BT. For example, (Alas & Anshari, 2021) discuss the potential and challenges of Indonesia and Brunei in C-BT initiatives, and (Taena & Afoan, 2020) analyze the impact of C-BT between Indonesia and Timor Leste.

The Covid-19 pandemic has had a significant impact on tourist arrivals in Indonesia. In the last two years, tourist visits to Indonesia through cross-border areas have decreased significantly.

Based on data from the Central Bureau of Statistics, there has been a decrease in foreign tourist arrivals to Indonesia, namely around -85.48% since the covid 19 pandemic (Indonesian Central Bureau of Statistics, 2021) Apart from the covid pandemic, various challenges exist in developing C-BT in Indonesia.

However, until now, no study has reviewed the development of C-BT research in Indonesia, its challenges, and its opportunities. Studies that review research developments are very important to view the status of C-BT research and make it possible to generate directions regarding further research in the scope of C-BT. Therefore, this study was conducted to answer the research questions; 1) What are the research trends and publications on C-BT directly related to Indonesia? 2) What is the most discussed C-BT destinations in Indonesia? 3) What are the problems, opportunities, and potential research agenda regarding C-BT in Indonesia based on research that has been done previously?

As a new research topic, debates on the definition and characteristics of C-BT are still ongoing (Batala et al., 2017; Hampton, 2010). For example, views regarding the location of C-BT can be debated. Hampton (2010) views Indonesia, Singapore, and Malaysia can be said to be C-BT areas. Hampton sees Indonesia, Singapore, and Malaysia as C-BT, even though it consists of sea borders. In contrast to Hampton, articles and books published by Timothy (Timothy, 1999, 2001, 2006; Timothy & Gelbman, 2023) describe C-BT from a land-border perspective. This kind of debate occurs and can be used as material for enriching the topic of C-BT. However, this study does not focus on debates at the definition or characteristics level but instead on tracing the development of C-BT research and its opportunities and challenges in Indonesia.

Methodology

This study is a systematic literature review. Literature review must be carried out clearly (Fink, 2014; Garza-Reyes, 2015) because literature reviews are very important in increasing knowledge capacity (Small, 1977) by building understanding from previous studies (Machi & McEvoy, 2016).

This study uses Scopus, Web of Science (WoS), and Google Scholar databases. The reason for choosing these three databases is that these databases are the most widely used and cover various fields of science (Lima & Bonetti, 2020).

Document search in this study uses the exact keywords and Boolean logic in all databases. The search target is title+abstract+keywords. The keyword combinations in this study are "Cross-border" and "touris*" and "Indonesia". Searches on the Scopus and WoS databases were carried out directly on the two websites. Meanwhile, searches on Google Scholar were carried out with the help of the Publish or Perish (PoP) application.

Table 1. Inclusion criteria and exclusion criteria

Scope	Inclusion criteria	Exclusion criteria	Justification
Document Types	Artikel, review, conference paper, working paper	book chapters, books, notes, letters, editorials	Availability and ease of access to full text data
Databases	Scopus, WoS, Google Scholar	Another database	Scopus, WoS and Google Scholar provide extensive research data
Subject areas	Social Sciences, Business, Environmental Science, Earth and Planetary Sciences, Economics, Econometrics and Finance, Arts and Humanities, Engineering, Agricultural and Biological Sciences, Psychology.	Other subject area	Only certain subject areas are suitable for this study
Language	English, Indonesian	Other languages	English is the main language in writing scientific papers in various databases. Indonesian is included in the inclusion criteria because the context of this study is Indonesia.

Source: Authors's analysis

This study uses thematic analysis (Wilif & Rogers, 2017) on previously selected literature. The analysis begins with coding performed on the NVIVO application. The coding is based on challenges, opportunities, and case studies in Indonesia. Predetermined themes are analyzed through coding in the NVIVO application. The first stage is to download all article documents in pdf format. The second stage is importing all article documents into the NVIVO application. Furthermore, the coding was analyzed in depth in each literature included in this study. The final result of the NVIVO application is coding which is then analyzed in this study

Results and Discussion

Results

Finding Overview

In general, based on a predetermined strict search protocol, 26 documents that met the criteria included in this study were found. Of the 26 documents, 21 of them are journal articles, 4 of them are conference proceedings, and 1 of them is a working paper.

Table 2. Documents included in this study.

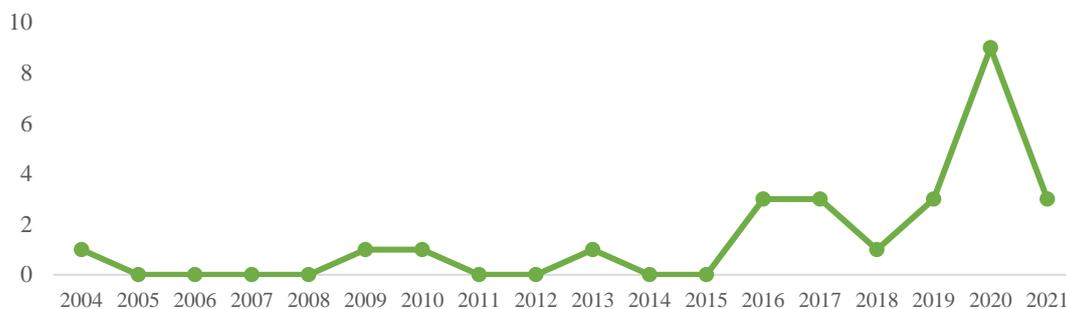
No	Title	Authors	Type
1.	Analysis of Factors Driving Opportunities for Women's Participation in Border Tourism Development in Entikong	(Nuryati, 2020)	JA
2.	Cross Border Tourism and Regional Development: Case Indonesia-Timor Leste Cross Border	(Taena & Afoan, 2020)	JA
3.	Developing Border Tourism in Sota, Merauke through Tourism Festival	(Astuti Dewi et al., 2020)	JA
4.	Digital Tourism Marketing 4.0 Collaborative Strategy for Banggai Brothers Area, Central Sulawesi, Indonesia	(Akbar et al., 2020)	JA
5.	Indonesian Diplomacy Based on Cross Border Tourism Program in Increasing Foreign Tourist Visits	(Astuti Dewi et al., 2020)	JA
6.	Enclaves and ethnic ties: The local impacts of Singaporean cross-border tourism in Malaysia and Indonesia	(Hampton, 2010)	JA
7.	Initiating brunei cross-border tourism (bcbt) as a gateway to borneo	(Alas & Anshari, 2021)	JA
8.	Integrated Regional Agro-Industry Based Border Area Development in Indonesia	(Bantacut, 2016)	JA
9.	Medical tourism: Ethics, risks and benefits	(Mutalib et al., 2016)	JA
10.	More than medical tourism: lessons from Indonesia and Malaysia on South-South intra-regional medical travel	(Ormond & Sulianti, 2017)	JA
11.	Novel Approach in Outbound Tourism Statistics in the Era of Revolution Industry 4.0 (Case Study of Indonesia Outbound Tourism Statistics	(Arifatin et al., 2020)	CP
12.	Openness, Labor, and Tourism; Case Study of ASEAN Countries	(Kamil et al., 2019)	CP
13.	Development of Indonesian Borders Using International Tourist Data	(Asthu, 2021)	JA
14.	People and Nature in the Development of Border Tourism in Indonesia	(Rachmawati et al., 2019)	JA
15.	Regional Integration and Its Impact on Tourism Industry: with special reference to Indonesia	(Wijesinghe, 2020)	JA
16.	Risk management of infrastructure development in border area Indonesia - Malaysia	(Fitri et al., 2017)	CP
17.	Sociality and transnational social space in the making of medical tourism: local actors and Indonesian patients in Malaysia	(Chee et al., 2019b)	JA
18.	Strategic Border Region and Palika Potential Main in the Coastal Malaka Strait, Riau, Indonesia	(Albintani et al., 2017)	JA
19.	Strengthening the Border Tourism in Sambas District of West Kalimantan Indonesia in the Covid-19 Pandemic: A Political Boundaries Perspective	(Elyta & Kartikasari, 2021)	CP

20. The Analysis of Cross-Border Potensial Economic Development Strategies	(Effendi et al., 2013)	JA
21. The barriers and strategy of Sota's border tourism area development	(Dewi & Rachmawati, 2018)	JA
22. The Limits of the Multiple Institutionalization of Border Control: A Case Study of Immigration, Customs, and the Indonesian Maritime Security Agency in Batam, Indonesia	(J. R. B. B. Lay & Wahyono, 2018)	JA
23. The socio-economic impacts of Singaporean cross-border tourism in Malaysia and Indonesia	(Hampton P. Mark, 2009)	W P
24. Tourism Development in Borneo: Comparative Excursions Twenty Years On	(King, 2016)	JA
25. Traversing Sacred Stones in the Heart of Borneo: Transboundary Eco-tourism Through the Megalithic Landscapes of the Kelabit Highlands of Sarawak, Malaysia and the Kerayan Highlands of Kalimantan, Indonesia	(Hitchner & Bala, 2020)	JA
26. Triangulating the borderless world: Geographies of power in the Indonesia-Malaysia-Singapore Growth Triangle	(Sparke et al., 2004)	JA

Source: Authors's analysis

JA (journal article), CP (conference proceedings), WP (working paper).

Research trends



(Source: data processing, 2023)

Figure 1. Trends in publications regarding cross-border tourism in Indonesia

Based on the search results, articles related to C-BT in Indonesia were first published in 2004. Since 2015, publications on C-BT in Indonesia have grown, peaking in 2020, namely nine articles. In 2005, 2006, 2007, 2011, 2012, 2014, and 2015, no publications related to C-BT in Indonesia. Figure 1 shows a fluctuating trend. However, there are considerable opportunities in research on C-BT in Indonesia.

Overview of C-BT in Indonesia



(Source: Visualized by the author based on the RBI map, 2023)

Figure 2. Cross-border Tourism in Indonesia

In the last decade, the Indonesian government has continuously developed the physical infrastructure of border areas in Indonesia, which is tourism oriented. The Indonesian government has generally determined nine areas to be developed into C-BT areas (Ministry of Tourism and Creative Economy, 2019)

Table 3. Nine border areas set by the Indonesian government as cross-border areas.

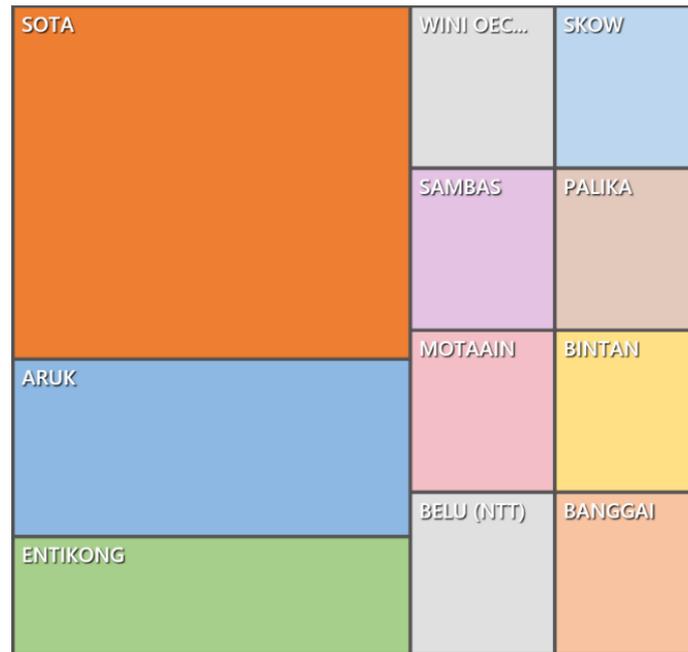
No	Cross Border Area	Number of visits		Growth
		2019	2020	
1	Batam (Indonesia – Singapore)	1.947.943	295,336	-84.84%
2	Bintan (Indonesia – Singapore)	916,852	108,389	-88.18%
3	Entikong (Indonesia – Malaysia)	23,284	4,936	-78.80%
4	Aruk (Indonesia – Malaysia)	16,508	6,234	-62.24%
5	Nanga Badau (Indonesia – Malaysia)	14,472	2,814	-80.56%
6	Motaa'in (Indonesia – Timor Leste.)	103,905	23,859	-77.04%
7	Wini (Indonesia – Timor Leste.)	-	-	-
8	Motamasin (Indonesia – Timor Leste)	-	-	-
9	Skouw & Sota (Indonesia – Papua New Guinea)	56,287	5,676	-89.92%
	Jumlah	3,079,251	447,244	-85.48%

Source: Indonesian Ministry of Tourism and Creative Economy, 2019

Comparing research trends of cross-border tourism in Indonesia

In this study, cross-border tourism destinations in Indonesia were identified from each article included. Based on this study's findings, the research distribution has not fully covered the nine cross-border tourism areas in Indonesia, both as case studies and as comparisons mentioned in the documents included in this study. In addition, several cross-border tourism destinations are mentioned in the article but are not part of the nine destinations the government has set, and this shows that there are new cross-border tourism opportunities in Indonesia that need to be developed by the Indonesian government.

In Figure 3, it is clear that there is an uneven distribution of research in cross-border tourism areas in Indonesia. Nanga Badau, which the government has designated as one of the cross-border tourism areas, has so far not received the attention of researchers. On the other hand, Sota, Aruk, and Entikong have received significant attention from researchers, judging by the number of studies conducted at these destinations. The distribution of this research illustrates that research opportunities in destinations other than Sota, Aruk, and Entikong are still wide open. When viewed from the background of each border, it is clear that each border has a uniqueness that is important to study.



(Source: Visualized by the author based on the Nvivo result, 2023)

Figure 3. Overview of the portion of cross-border tourism research in Indonesia

Discussion

Opportunities and challenges

Thematic analysis of C-BT opportunities and challenges in Indonesia is fundamental because it can be used to evaluate the government and policymakers. In this study, opportunities and challenges were obtained from the articles included in this study through coding thematically using the NVIVO application. The opportunities and challenges in this study are described based on the research location, namely the international border in Indonesia (in this study, it is called a case study).

Opportunities

Table 4. Cross-border tourism opportunities in Indonesia

Case study	Opportunities	Authors
Indonesia - Malaysia	Woman participation	(Nuryati, 2020)
	Community income	(Hitchner & Bala, 2020)
	International relations	(Chee et al., 2019a)
	Diplomacy and reducing border conflicts	(Elyta & Nuzulian, 2020)
	Social relations between communities	(Chee et al., 2019a)
	Increase foreign exchange	(Ormond & Sulianti, 2017)
	Economic development	(Elyta & Nuzulian, 2020)
	Increasing communities' income	(Elyta & Kartikasari, 2021)
Indonesia – PNG	Woman empowerment	(Hitchner & Bala, 2020)
Indonesia – Timor Leste.)	Economic agglomeration	(Dewi & Rachmawati, 2018)
	Economic development	(Taena & Afoan, 2020)
Indonesia – Malaysia – Singapore	Economic development	(Effendi et al., 2013)
	Money turnover	(Hampton, 2010)
	Creating job opportunities	(Hampton, 2010)
Indonesia – Brunei	Increasing communities' income	(Hampton, 2010)
	Creating job opportunities	(Alas & Anshari, 2021)
	Economic development	(Alas & Anshari, 2021)
10 Asean countries	Increase foreign exchange	(Kamil et al., 2019)
	Economic development	(Kamil et al., 2019)
Indonesia	Creating job opportunities	(Bantacut, 2016)
	Increasing communities' income	(Bantacut, 2016)

	(Arifatin et al., 2020)
Economic development	(Bantacut, 2016)
	(Arifatin et al., 2020)
	(Asthu, 2021)
	(Rachmawati et al., 2019)

Source: Authors's analysis

Based on the coding described in table 4, it can be seen that the Malaysia-Indonesia C-BT case study received intense attention from researchers of the many opportunities found in C-BT activities between Indonesia and Malaysia. In general, C-BT opportunities between Indonesia and Malaysia are related to the economy, diplomacy, and community participation. On the other hand, C-BT opportunities between Indonesia-PNG, Indonesia-Timor Leste), Indonesia-Malaysia-Singapore, Indonesia Brunei, and C-BT opportunities in Indonesia are oriented towards job creation, the economy, foreign exchange, and community empowerment.

Economic aspects dominate opportunities for the development of C-BT in Indonesia. This indicates that the shift in the border paradigm, which was previously oriented towards security, has shifted to become an economy and prosperity. Apart from that, the governance of C-BT, which is directly related to relations between countries, relations between peoples and is an important part of diplomacy, is also important to note. This is important because Indonesia is directly adjacent to countries with different histories.

Challenges

In table 5, the border between Indonesia and Malaysia has more challenges. In general, Indonesia's challenges in developing C-BT are dominated by governance that has not been maximized, which includes Unresolved legal issues, lack of management on natural resources, communication, Criminal & Drug Smuggling, lack of border control, regulation, physical border arrangement, and Lack of Promotions and marketing.

Table 5. Cross-border tourism Challenges in Indonesia

Case study	Challenges	Authors
Indonesia - Malaysia	Unresolved legal issues	(Fitri et al., 2017)
		(Hitchner & Bala, 2020)
	Low budget	(Albintani et al., 2017)
	Lack of public facilities	(King, 2016)
	Lack of Promotions and marketing	(King, 2016)
		(Hitchner & Bala, 2020)
	Lack of management on natural resources	(Hitchner & Bala, 2020)
	Lack of communication	(Hitchner & Bala, 2020)
	Accesibilty/distance from city center	(Fitri et al., 2017)
		(King, 2016)
	Criminal & drug smuggling	(Fitri et al., 2017)
		(Albintani et al., 2017)
	Pandemic covid-19	(Elyta & Kartikasari, 2021)
Lack of border control	(Alas & Anshari, 2021)	
	(Fitri et al., 2017)	
	(Albintani et al., 2017)	
	(King, 2016)	
Indonesia – PNG	Lack of public facilities	(Astuti Dewi et al., 2020)
		(Dewi & Rachmawati, 2018)
	Lack of community participation	(Astuti Dewi et al., 2020)
		(Dewi & Rachmawati, 2018)
	Accesibilty/distance from city center	(Astuti Dewi et al., 2020)
Indonesia – Timor Leste	Low human resources	(Taena & Afoan, 2020)
	Low community ethos	(Taena & Afoan, 2020)

Case study	Challenges	Authors
	Lack of public facilities	(Taena & Afoan, 2020)
	Lack of management on natural resources	(Taena & Afoan, 2020)
Indonesia – Malaysia – Singapore	Criminal & Drug Smuggling	(C. Lay & Astrina, 2020)
	lack of border control	(C. Lay & Astrina, 2020)
Indonesia – Brunei	Regulation in border areas	(Alas & Anshari, 2021)
	Physical border arrangement	(Alas & Anshari, 2021)
Indonesia	Unclear tourists visit data	(Arifatin et al., 2020)
	Low human resources	(Akbar et al., 2020)
	Lack of Promotions and marketing	(Akbar et al., 2020)
	Accessibility/distance from city center	(Akbar et al., 2020)

Source: Authors's analysis

Research agenda

Research on C-BT in Indonesia has begun to increase in recent years in line with the shift in the border paradigm, which was previously security-oriented, now oriented towards economy and prosperity. Furthermore, the findings in this study show that governance of C-BT is an important research agenda going forward, as seen from several challenges and opportunities faced in Indonesia.

In C-BT, governance can be multi-scalar and multi-sectoral, which involves various actors and interests, both national and international (Adiyia et al., 2015). The uniqueness of Indonesia's borders with neighboring countries is reflected in the differences in forms of government, history, identity, and mobility on the borders of Indonesia and its neighboring countries. The more varied forms of government, history, and identity, the more that can be learned.

Furthermore, the research agenda can also focus on destinations that are still lacking in research (figure 3) because each destination has unique characteristics, history, and community identity. Future research can also look at the acculturation process at every international border in Indonesia. Acculturation in border areas is very important to study because of human mobility, regional identity, and historical differences. Apart from that, Indonesia is also a country that has very high cultural and ethnic diversity.

Conclusion

This study is a systematic literature review that analyzes 26 articles. The authors screened a total of 26 articles included in this study. This study has reviewed the conditions of C-BT in Indonesia in terms of research development, opportunities, and challenges, as well as research agendas that can be carried out in the future, considering that C-BT is a topic that tends to be new and interesting to research.

The findings in this study illustrate that research trends regarding C-BT seem to fluctuate but tend to increase in number in the last five years. However, the distribution of research has not been evenly distributed in all C-BT destinations in Indonesia. Each C-BT destination has its uniqueness and regional and tourist characteristics.

In terms of opportunities and challenges, Indonesia has enormous opportunities for the development of C-BT. Besides that, many challenges must be faced. In practice, the challenges and opportunities for C-BT in Indonesia have become important study material for stakeholders in the management and development of C-BT in Indonesia.

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