

Spatial Patterns of Nomad Tourism in Canggu Village Bali

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ABSTRACT

Nomadic Tourism has emerged as a new trend of tourism after the Covid-19 pandemic. This tourism style involves travelers moving around and staying for certain periods in destinations that offer easily movable amenities. Nomadic tourists are divided into two categories: the digital nomads and traditional nomads, each with their characteristics ranging from segmentation, type of activities, and travel purpose. Canggu Village in Bali has become one of the world's most popular destinations for nomadic tourists, ranking eighth based on reviews from the nomad tourist community. In Canggu Village, nomadic tourists form spatial patterns influenced by their behavior, types of travel, and travel patterns. This research aims to identify the behavior of nomadic tourists in Canggu Village, Bali, and to describe the spatial patterns of Nomadic Tourism in the area. The research employs a descriptive qualitative approach, utilizing methods such as observation, interview, and documentation. The results of this research show that there is only one type of nomadic tourist in Canggu Village, Bali which is the digital nomads. The digital nomads have a unique behavior of gathering and working together in a community of digital nomads in the area that has travel-supporting amenities such as Co-Working Space, Co-Living Space, restaurants, cafes, and bars. The highest levels of Nomad Tourism density were found in Co-Working Space located near the coastal area, the medium levels are found in residential and commercial zones with accessibility to the internet and supporting amenities, while the lowest density were found on dense residential areas and sacred zones.



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1. Introduction

The Corona Virus Pandemic resulted in the single greatest reduction in mobility since World War Two because international international travel was restricted, the airline industry lost, lots of money as no flights were taking place and even regional borders were closed in a bid to control the viral outbreak [1]. Personal mobility, once the mark of success and independence, was seen as selfish by communities not yet hit with COVID-19, who worried about outsiders acting as human vectors [2]. Catastrophe caused by the COVID-19 pandemic has affected deeply the tourism industry. In an effort to curb the number of infections and deaths caused by the Corona Virus, policies and measures aimed at limiting the people's movements globally have been put in place by governments. Nomad Tourism is a new trend that has emerged after the COVID-19 Pandemic [3]. This tourism concept explores the

relationship between tourism and the nomadic lifestyle [4], allowing tourists to stay for certain periods in various destinations [5]. Canggu Village in Bali is recognized globally by nomad tourists as one of the top destinations, establishing itself as a premier digital nomad hub [6]. This status as a workspace that consistently accommodates nomad tourists has made Canggu one of the leading centres for digital nomads worldwide. To support Nomadic Tourism, several components are essential: Nomadic Tourism Attractions, Nomadic Tourism Amenities, and Nomadic Tourism Access [7]. The rise of Nomad Tourism introduces a new tourism model to Canggu Village, Bali, leading to the formation of new spatial patterns influenced by the nomad tourists. This research aims to provide an overview and deeper understanding of the spatial patterns of nomad tourists in Canggu Village, Bali. The findings expected to contribute to the knowledge base of the Indonesian tourism industry,

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especially in the architectural aspect of how Nomad Tourism influences the tourism spaces that shape the face of Canggu Village as the center of nomad tourists.

Most studies of Nomadic Tourism focused on work aspects, such as personal knowledge management, employment, and advantages of remote work. [8]. Furthermore, this study provides insights that has not been discovered in prior research in the form of nomad tourists behaviors and characteristics and what spatial patterns they create during their travels, which can serve as grounds for developing policies that would respond to the development of Nomad Tourism in Indonesia specifically in Canggu Village both in terms of the infrastructure and environmental strategy.

1.1. Nomad Tourism Concept

Nomads are a group of people who do not have a permanent residence. They move from one place to another, often following seasonal patterns to meet the goals and needs of the group (KBBI, Ministry of Education and Culture). Nomad Tourism has its roots in the nomadic journeys of the Mongolian people [9]. Initially, this form of tourism was primarily focused on tours that explored Mongolian history. Over time, however, tourists began to adopt and be inspired by this nomadic travel style, leading to the development of a new tourism trend known as Nomad Tourism.

While the lifestyle of nomad tourists is influenced by traditional nomadic practices, it also incorporates elements of modernism. Thus, the activities of nomad tourists extend beyond mere travel; they include experiencing local ways of life, enjoying natural attractions, and engaging with the authentic culture of their destinations. To support their lifestyle, nomad tourists require accommodations equipped with portable equipment and other essential facilities [10].

1.2. Nomad Traveler Type

Broadly speaking, the types of nomad tourists are divided into two, traditional and digital nomad tourists. Traditional nomad tourists are a group of people who travel from one destination to another enjoying the beauty of local attractions and looking for unique experiences in each destination. There are three types of traditional nomad tourists, namely (1) glam packer, (2) lux-packer, and (3) flashpacker. Meanwhile, digital nomad tourists are a type of nomad tourist who work on their own, using their laptops or other devices such as iPad, without a specific location, wherever they have a good Wi-Fi connection. [11]. There are two types of digital nomad tourists, namely (1) workcation and (2) leisure tourists [12].

1.3. Components of Nomad Tourism

Nomad Tourism has different components from tourism components in general. The Ministry of Tourism and Creative Economy states that there are three components of Nomad Tourism, namely (1) attractions, (2) amenities, and (3) accessibility [7].

Nomad tourism attractions are different from attractions in general. The classification of nomad tourism attractions refers to a habitat that makes it possible to live in for a certain period. Nomad tourism attractions can be packaged in various forms of natural, artificial and event attractions [7]. Natural attractions that attract nomadic tourists can include national parks, beaches and mountains, which allow for all kinds of outdoor activities such as sports, climbing, diving and surfing. Meanwhile, artificial attractions that can attract nomad tourists can be centres of creativity, arts and culture and historical tourist destinations.

Nomad Tourism requires the availability of safe, comfortable and portable amenities or facilities within a certain time. For traditional nomad tourists, the facilities can be in the form of a camper van, accommodation in the form of luxury tents, home pods, and so on. Meanwhile, digital nomad tourists need different facilities than traditional nomad tourists. Digital nomad tourists require facilities with accommodation options such as co-working spaces or shared living spaces specifically for digital nomad communities, hostels or villas equipped with work facilities like shared workspaces, and stable internet connections [13].

Nomad tourism accessibility has the function of providing easy access for nomad tourists to reach their destinations in a faster time. The accessibility of nomad tourism is not only limited to physical components, such as the transportation sector but also includes ease of access to technology, security, and health [7]. The ease with which tourists can access a strong digital connection is key for Nomad Tourism because they rely on the internet to work, communicate, and plan their trips.

1.4. Nomadic Tourist Visit Patterns

There are three types of tourist trips, namely (1) en-route, (2) base camp, and (3) regional tour [14]. The type of en-route travel in the context of Nomad Tourism has a more specific definition, namely a style of travel that involves continuous movement from one destination to another without having a fixed residence. The base camp travel type in the context of Nomad Tourism is a specific way in which nomad tourists create a residence in a destination for a certain period and explore the surrounding attractions. Meanwhile, the regional tour travel type in the context of Nomad Tourism is a travel style that focuses on exploring one region. Although nomad tourists move from

one place to another, regional tours emphasize deeper exploration within a particular region. Tourists form a travel pattern when travelling on tour. There are travel patterns that are components of tourist visitation patterns (1) single pattern (Figure 1), (2) multiple patterns (Figure 2), and (3) complex patterns (Figure 3) [15].

Single-tourist travel is a type of tourist movement that visits one tourist destination and returns to the origin area via the same route. The characteristics of this travel pattern focus on visiting specific tourist destinations without involving short stops and circuitous routes.

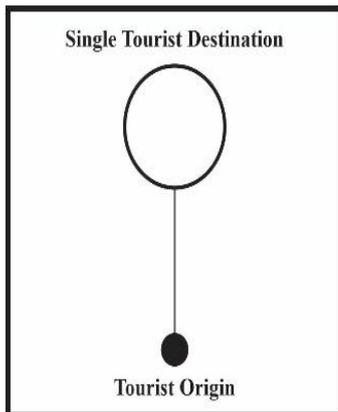


Figure 1. Single Pattern

The multiple pattern travel is divided into three, namely base site, stopover, and chaining loop. It allows nomad tourists to have a base location to stay with coverage of one location or destination as the main base for living and working for a certain time.

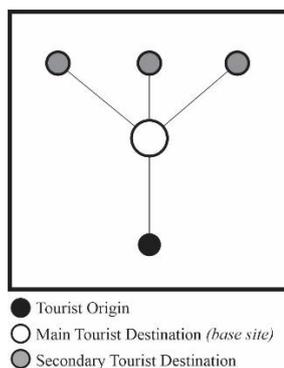


Figure 2. Base Site Pattern

The stop-over travel in the context of Nomad Tourism is the character of nomad tourists who stop over or stop temporarily at a place during their trip. This pattern allows nomadic travellers to stay for varying durations ranging from a few days to several weeks.

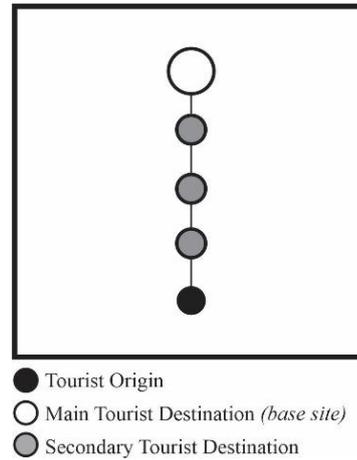


Figure 3. Stop Over Pattern

The chaining loop travel pattern is a tourist trip with a circular shape without repeating tourist destination routes. Tourists travel by visiting several main destinations according to their tourist objectives. Nomad tourists determine certain travel routes that form a circle or series. After visiting one main destination, they continue their journey to the next main destination in a predetermined order (Figure 4).

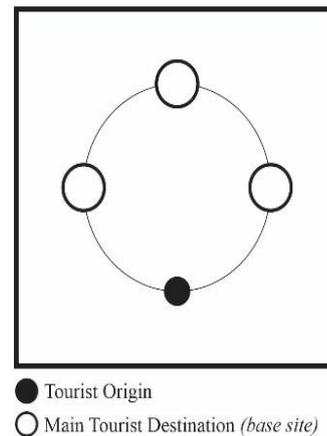


Figure 4. Chaining Loops

Complex pattern travel patterns are divided into two, namely destination region loop and complex neighbourhood. The destination region loop travel pattern is a combination of a single pattern and a chaining loop. This travel pattern allows tourists to start a tourist trip with a circular route around tourist destinations. They return to their place of origin via the shortest route between the destination and the place of origin without repeating the route. (Figure 5).

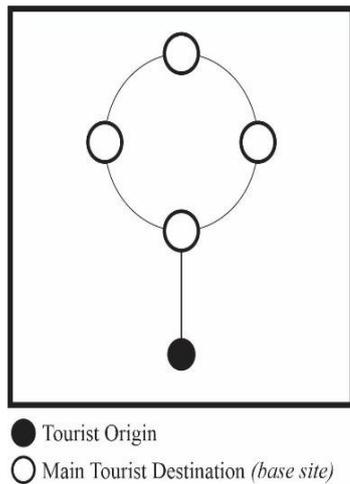


Figure 5. Destination Region Loop Pattern

Complex neighbourhood travel patterns are a combination of two or more of the travel patterns. This pattern is characterized by tourists exploring a specific environment or area. An example of this pattern is a combination of a single, a chaining loop, and a base site pattern. (Figure 6).

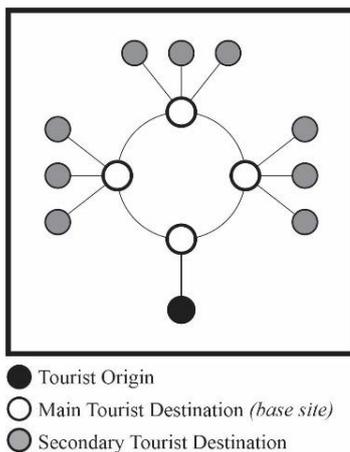


Figure 6. Complex Neighborhood Pattern

1.5. Tourism Conditions in Canggu Village

According to Law No. 9 of 1990 concerning tourism, tourist attractions consist of several types of tourist destinations, namely natural attractions, and tourist attractions resulting from human work [16]. Tourism activities in Canggu Village began with the interest of tourists who were keen on surfing activities in a calm rural atmosphere in the early 1990s [17]. As time went by, Canggu Village became widely known for its beach tourist attraction which has big waves and is suitable for surfing activities. Apart from its big waves, Canggu Village is known to have unique characteristics, namely a destination where the exotic beaches with waves that are ideal for surfing meet the shade of rice fields and traditional culture [18].

Canggu Village is increasingly known to the international community today with the international surfing championships held in the 1990s. This international surfing championship is still being held by the Asian Surf Cooperative (ASC) and the Indonesian Wave Surfing Association (PSOI) together with Bintang Crystal through the Indonesian Surfing League Grand Final event on 7-9 October 2022 at Pererenan Beach, Canggu [18]. This momentum was used by the village community together with the Canggu Surf Community as a promotional step so that more tourists were interested in visiting Canggu Village.

As the number of tourists visiting Canggu Village increases, motivation for the village community to provide accommodation for tourists increases. Investors are starting to develop property businesses in Canggu in the tourism accommodation sector. There are 11 hotels and 72 accommodations spread across various areas in Canggu Village [19]. It is not only the beautiful beach views that attract the attention of tourists, Canggu Village has quite a large rice field area. The rice field area is in the Babakan Kubu area. This rice field area is still managed today and is an alternative destination for tourists who expect tranquillity and a more private atmosphere. As one of the favourite tourist destinations for national and foreign tourists, Canggu Village has a variety of tourist attractions. Tourist attractions in Canggu Village consist of natural tourism, human-made and special interest. The following are details about tourist destinations in Canggu Village (Figure 7).

1.5.1 Canggu Village Natural Tourism

The natural tourist destination in Canggu Village is the exotic beach with its sunset views. The physical characteristics of the beaches in Canggu Village are brownish volcanic sand beaches with big waves but a sloping beach character that supports surfing and is relatively safe for tourists to swim. The strong winds also allow tourists to do paragliding activities (Figure 8).

1.5.2 Canggu Village Human Made Tourism

Human-made tourist destinations in Canggu Village consist of several types. The famous human-made tourist destination is the Balinese rice field irrigation system which involves customary law called Subak. Subak in Canggu Village can be found in Uma Canggu Village, and the rice field area on Babakan-Kubu Street. Then there are destinations related to cultural tourism, namely the Canggu Traditional Village. Other tourist destinations are recreation parks and entertainment complexes which can be found at G-Swing Canggu, and Taman Segara Madu.

Table 1. Canggu Village Tourists Destinations

No	Type of Tourism	Characteristic
1	Natural tourism	Type of destination that attracts tourists because of its inherent beauty, uniqueness, and ecological significance. There is only one type of natural tourism in Canggu, the beach. (e.g., Echo Beach, Munduk Catu Beach, Canggu Beach, Nelayan Beach, Batu Bolong Beach.)
2	Humans-Made	Type of destination that created or influenced by human activity to draw visitors. There are many types of human-made destination in Canggu, which are the rice field, traditional village, and theme parks. (e.g., Uma Canggu Village, Babakan Kubu rice fields, Canggu Traditional Village, G Swing Canggu, Taman Segara Madu)
3	Special Interest Tourism	Type of destination that is focused on meeting specific interests and motivations of traveler appealing to travelers with unique hobbies, passions, or preference. (e.g., Deus Ex Machina, House of Alaia, Bali Equestrian centre, Love Anchor, Canggu Surf School, Spa, Bali Night Life (Bar, Beach Club, Night Club, Resto)



Figure 7. Munduk Catu Beach, Canggu



Figure 9. Uma Rice Fields Area, Canggu Village



Figure 8. Uma Rice Fields Area, Canggu Village

1.5.3 Canggu Village Special Interest Tourism

There are various types of special interest tourist destinations in Canggu Village starting from shopping centres scattered in every corner of the village, creative industries, nightlife, horse riding schools, to surfing schools (Figure 9).

2. Methods

This research uses a qualitative descriptive research method with an exploratory approach, using the theory of Nomad Tourism Components and the Theory of Tourism Spatial Patterns. The spatial pattern of Nomad Tourism in Canggu Village, Bali is influenced by two variables, namely the Nomad Tourism component variable and the segmentation of nomad tourists. The Nomad Tourism component variable determines the destination preferences, amenities and accessibility of nomad tourists during their trip to Canggu Village, while the nomad tourist segmentation variable determines the types of nomad tourists in Canggu Village. This research was carried out in Canggu Village, Bali along with all the attractions, amenities and accessibility that support Nomad Tourism with a focus on analyzing spatial patterns resulting from the activities of nomad tourists including their character, behaviour and movement patterns during their tour in Canggu Village, Bali.

The research was carried out from 2023 to 2024. The secondary data collection was carried out in 2023, while primary data collection through direct observation in the field was carried out in 2024. The data collection

techniques in this research are divided into two based on the data type. The first technique is a literature review from various references, journals and other written, while the second technique is interviews, observations and documentation which are carried out directly in the field as a form of primary data collection.

Observations are carried out to understand the phenomena experienced by participants such as behavior, perceptions, motivations, actions and so on [20]. Once the observation is concluded, data reduction method takes place in order to filter out the data according to the focus that has been defined through data transformation. The selection of the data is carried out in accordance with the variables that have been formulated from the theories in question in eliminating excess data so that the obtained data is pertinent. Interviews were conducted directly with nomad tourists in Canggu Village, as well as managers and owners of nomad amenities in Canggu Village to get an in-depth overview of the behavior of nomad tourists. The reason why nomad tourists are chosen as respondents as they already stand out from the rest of the typical tourists by their appearance and character, then the interview starts by ensuring that the said respondents are indeed nomad tourists so that any data from them is credible. Once the data has been collected, the next step is to interview the manager or owner of nomad amenities. An interview with them is preferred in order to obtain another point of view as the one who provides the space for nomad tourists activities. The next step is to do further analysis of the intensity of nomad tourists activity pattern by means of documentation so that the data can be used as a valid basis for mapping the spatial patterns of nomad tourists in Canggu Village, Bali.

The types of documents used in this research are written, electronic, and image documentation. Written documentation is in the form of notes on phenomena that occur in the field. Electronic documentation is related to references obtained through online media such as journals, official electronic documents and web pages. Meanwhile, image documentation included photos and videos of nomad tourists in Canggu Village, Bali.

3. Result and Discussion

The research results include an analysis of data that has been obtained from the data collection process in the field through the observation process, interviews, and documentation. The results of data collection go through a reduction process by eliminating irrelevant variables. After the data reduction process, the next step is to present the data in the form of narratives or images in the form of spatial pattern maps. The final step of the analysis is drawing conclusions to provide an overview of the spatial pattern of Nomad Tourism in Canggu Village, Bali based on the behaviour and characteristics of nomad tourists.

3.1. Nomad Tourism in Canggu Village

After the data collection stages, it was found that only Digital Nomad tourists visit Canggu Village. This is because Canggu Village does not cater to traditional nomad tourists in terms of attractions, amenities, and accessibility. The village's natural attractions, primarily its beaches, are heavily commercialized with bars, restaurants, beach clubs, and shopping centres, diminishing their authenticity and suitability for traditional nomad tourists. Canggu Village does offer an artificial attraction, Subak Uma Canggu Village, which could appeal to traditional nomad tourists. However, the accessibility is poor, as the roads are only passable by two-wheeled vehicles and pedestrians, making it difficult for caravans. Conversely, Canggu Village is ideal for digital nomad tourists, offering amenities, accessibility, and attractions that cater to their needs. The village combines exotic beach views with lush rice fields and provides international-class facilities that support both work and leisure. Digital nomad tourists do not prioritize immersive travel experiences. Therefore, despite the severe traffic congestion in Canggu Village, they continue to thrive as long as they have access to reliable internet, support for digital work devices, and other necessary amenities. Nomad Tourism in Canggu Village has developed spontaneously and unstructuredly. The trend began to rise around 2020 as the Covid-19 pandemic subsided and by 2022, Canggu Village had become a global hub for Nomad Tourism. While cafes have been present as amenities since 2017, new co-working spaces specifically for digital nomad tourists emerged in 2021, responding to the increasing demand. Therefore, Canggu Village's development was not initially tailored for Nomad Tourism but has grown rapidly and organically to meet international standards

3.2. Behavior of Nomad Tourists in Canggu Village

Digital nomad tourists do not have fixed workplaces like traditional offices but instead, move between various global tourist destinations. While working in Canggu Village, these tourists exhibit unique behaviours, share similar interests and travel goals, and form what is known as the Digital Nomad Community. This community aims to provide a forum where digital nomads in Canggu Village can exchange experiences, knowledge, and cross-disciplinary insights, thereby broadening their perspectives.

The Digital Nomad Community gathers in locations that facilitate collaborative work, meaning the factors influencing digital nomads to work in Canggu Village extend beyond the typical nomad tourism components. The presence of this community fosters a productive work ecosystem. Members of the Digital Nomad Community typically prefer to work in designated co-working spaces.

Consequently, many business owners in Canggu Village are designing co-working spaces that create an atmosphere conducive to both work and leisure, blending professional productivity with the relaxed vibe of a holiday.

3.3. Spatial Patterns of Nomad Tourists in Canggu Village

The behaviour of nomad tourists is an important factor that shapes spatial patterns in Canggu Village. This behaviour is based on the segmentation of nomad tourists which includes the tourist's area of origin, profession, duration of the tour, and preferences for nomad tourism components in terms of attractions, amenities and nomad accessibility. The spatial pattern of nomad tourists in Canggu Village is divided into two, spatial patterns based on the travel patterns of nomad tourists, and the spatial distribution of nomad tourists.

3.3.1 Travel Patterns of Nomad Tourists in Canggu Village

Travel patterns of nomad tourists are divided into macro, meso and micro scales. The macro scale is a description of the wandering activities of nomad tourists from their home areas to Bali, especially Canggu Village. The meso scale is a description of the travel patterns of nomad tourists while living in Bali. Meanwhile, the micro scale is a description of the nomadic tourists' that occur within Canggu Village, consisting of their travel patterns to tourist destinations along with the accommodation, amenities and accessibility.

Single Pattern Travel

Single pattern of travel (Figure 10) carried out by Interviewee 1 who made his journey as a digital nomad tourist from his home country, Czechia to Indonesia. He visited Canggu Village for three months to become a digital nomad tourist until finally returning to his home country without stopping in any country.

Figure 11 shows the single pattern travel on a meso scale during Interviewee 1's trip to Bali as a digital nomad tourist. He lives in Berawa with his wife and chose Canggu Village as his location for remote work.

Meso scale chaining loop travel pattern found on Interviewee 4's travel route when visiting Bali. He revealed several tourist activities, one of which was visiting the Sanur area, then continuing his journey to the Nusa Dua area, until finally returning to the hotel on Sunset Road.

Figure 12 shows the micro scale single travel pattern by Interviewee 2 in Canggu Village. He made Denpasar his temporary residence, and preferred destination for work in a co-working space, even though during his stay in Bali

Interviewee 2 always moved to destinations outside Canggu Village.



Figure 10. Macro Scale Single Pattern



Figure 11. Meso Scale Single Pattern Travel Pattern

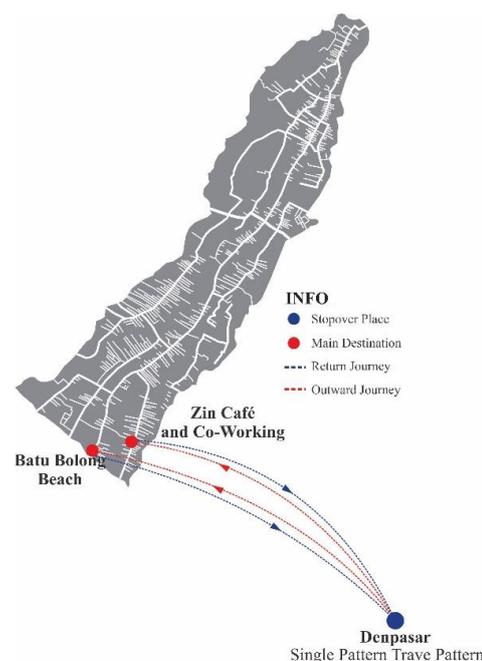


Figure 12. Micro Scale of Single Travel Pattern

Base Site Travel Pattern



Figure 13. Mesoscale Base Site Travel Patterns

Figure 13 shows the base site travel pattern on a meso scale carried out by Interviewee 2. He made Bali as his main tourist destination and did not only visit one destination in Bali, but moved to various destinations from Canggu, Ubud to Uluwatu. Canggu, Ubud and Uluwatu are secondary destinations visited after settling in Bali.

Figure 14 shows the base site travel pattern on a micro-scale carried out by Interviewee 3 when visiting Canggu Village. He had a preference for the main destination to work. Canggu Village became the main destination for Interviewee 3 to stay, then Interviewee 3 visited other secondary destinations such as Co-Working spaces, and cafe and restaurant areas that support his work.

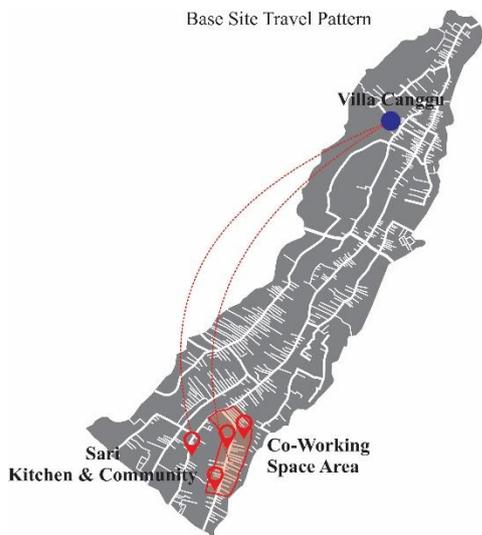


Figure 14. Micro Scale Base Site Travel Pattern

Chaining Loop Travel Pattern

Chaining Loop Pattern
Macro

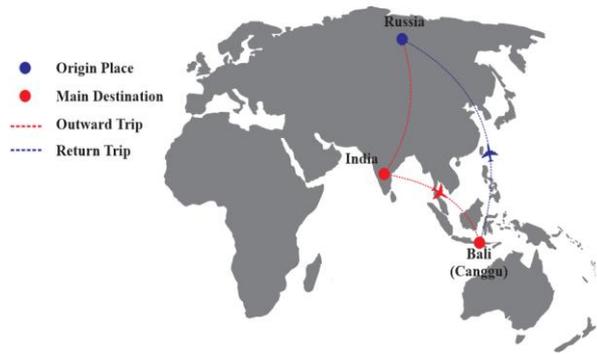


Figure 15. Macro Scale Chaining Loop Travel Pattern

Figure 15 shows the chaining loop travel pattern on a macro scale formed by the travel route of Interviewee 3 as a digital nomad tourist. He started his tourist trip from his home region, Russia, then visited India to stay for a certain time as the main destination, and continued his journey to Bali as the next main destination and stayed in Canggu Village until finally returning to his home country.

Figure 16 and Figure 17 shows the chaining loop travel pattern on a micro-scale from the travel route in Canggu Village. Interviewee 4 has several destination preferences for work and travel. Each preference has a different route with the same pattern. The first route taken by Interviewee 4 was leaving the hotel on Sunset Road and then heading to The Daun Co-Working as the main destination for work. After work, Interviewee 4 gave himself time to visit Nelayan Beach before returning to his hotel. The second route taken by Interviewee 4 was to find a new working atmosphere by making Batu Bolong Beach his main destination. Due to unfavorable conditions, interviewee 4 moved at Amolas Café and returned to his hotel. Interviewee 4 visited main destinations without repeating routes and forming a circular pattern



Figure 16. Mesoscale Chaining Loop Travel Pattern

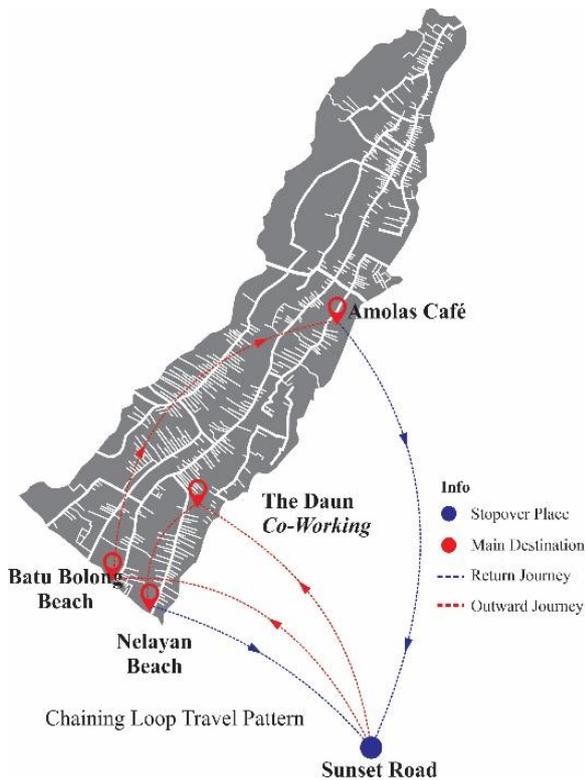


Figure 17. Micro Scale Chaining Loop Travel Pattern
Complex Travel Pattern

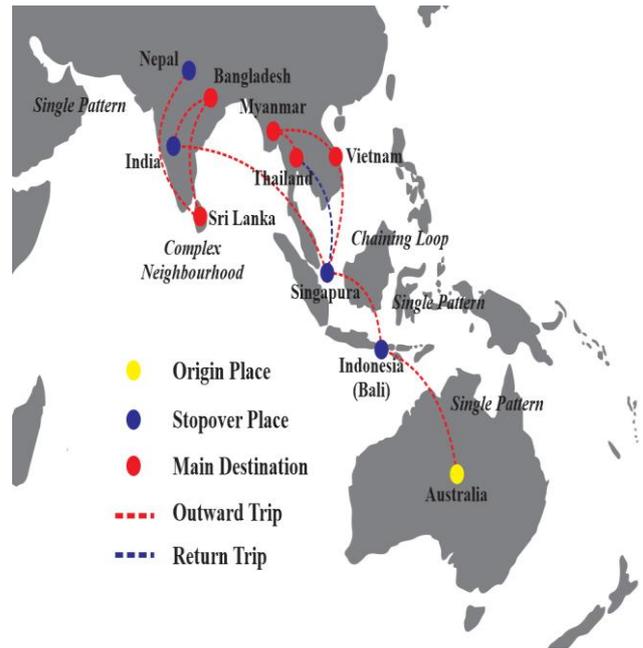


Figure 18. Macro Scale of Complex Travel Pattern

Figure 18 illustrates the intricate travel pattern of Interviewee 2 as a digital nomad tourist, involving multiple countries worldwide. This pattern comprises several distinct travel routes, including single travel patterns, chaining loop patterns, and complex neighbourhood patterns. Initially, Interviewee 2 departed from Australia, his home region, and travelled to Bali, demonstrating a single travel pattern. After residing in Bali for some time, he proceeded to Singapore, his main tourist destination. From Singapore, Interviewee 2 embarked on a journey through several Southeast Asian countries—Vietnam, Myanmar, and Thailand—forming a chaining loop pattern by visiting each country sequentially without retracing his steps. He then returned to Singapore and continued to India, establishing it as his main destination and temporary residence. While based in India, Interviewee 2 visited secondary destinations, including Bangladesh and Sri Lanka. Following his visit to Sri Lanka, he travelled to a new primary destination, Nepal. This travel route, characterized by multiple stops and diverse patterns, highlights the complex and dynamic nature of digital nomad tourism.

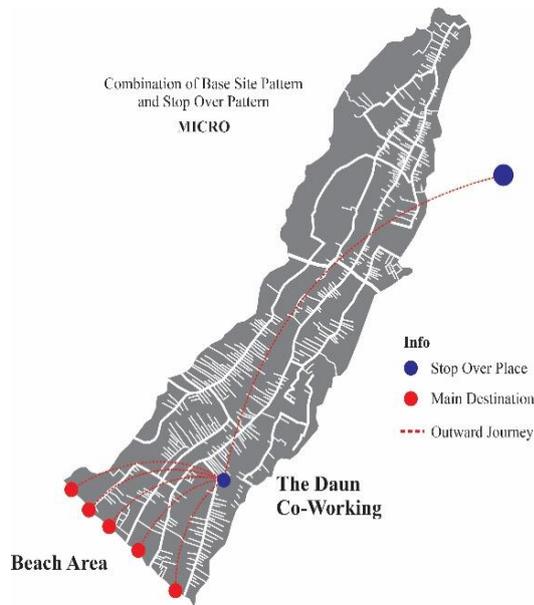


Figure 19. Micro Scale of Complex Travel Pattern

Figure 19 shows complex travel patterns on a micro-scale from nomad tourists' travel routes based on their travel interests. Researchers drew conclusions based on the interview results. Interviewee 5 an administrative employee of The Daun Co-Working, that the travel patterns of nomad tourists are influenced by their visit to Canggu Village. The travel patterns of nomad tourists can have the same shape but different types, this forms a combination of travel patterns between base site and stop-over travel patterns.

attractions in Canggu Village, but before visiting these tourist attractions, they complete their work responsibilities first by stopping briefly at secondary destinations such as co-working space and after their work is finished Nomad tourists continue their journey to visit coastal tourist attractions as the main destination.

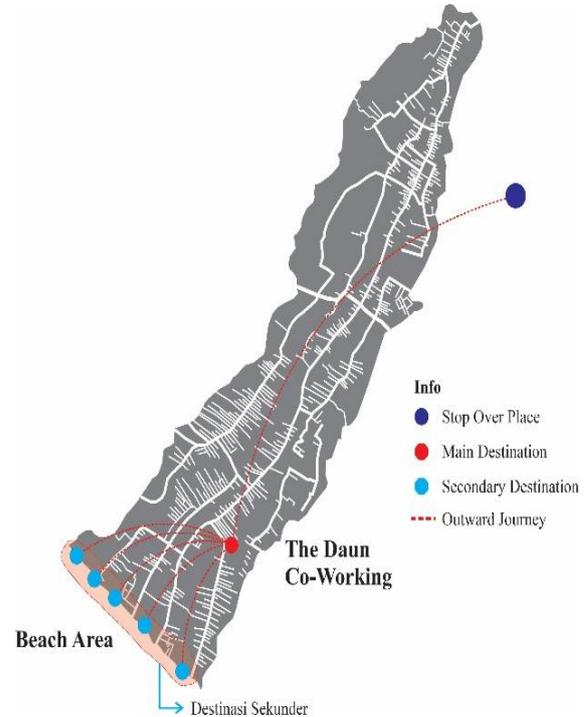


Figure 21. Micro Scale Base Site Travel Patterns

The travel pattern that can be formed based on the second motivation is the base site travel pattern (Figure 21). This travel pattern is formed based on digital nomad tourists who come to Canggu Village to gain new work experience in a Co-Working Space. It acts as the main destination as well as a base for a temporary stopover for work, then digital nomad tourists continue their journey to secondary tourist destinations of the beach area.

3.3.2 Spatial Distribution of Nomad Tourists in Canggu Village

The spatial distribution of tourists is closely related to the availability of amenities that support the travel and work activities of digital nomad tourists. The distribution of supporting amenities determines the density level of digital nomad tourists which is divided into three, high, medium and low-density levels (Figure 22).

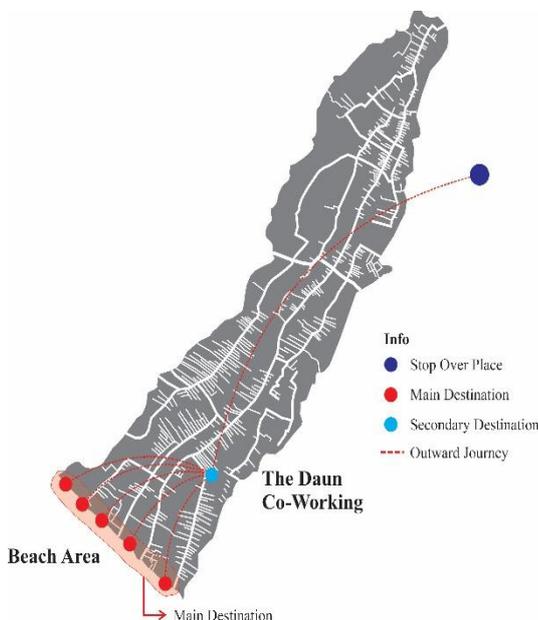


Figure 20. Micro Scale Stop-Over Travel Patterns

The travel pattern that can be formed based on the first motivation is the stop-over travel pattern (Figure 20).. The stop-over travel pattern is formed based on the motivation of digital nomad tourists whose main goal is to visit tourist

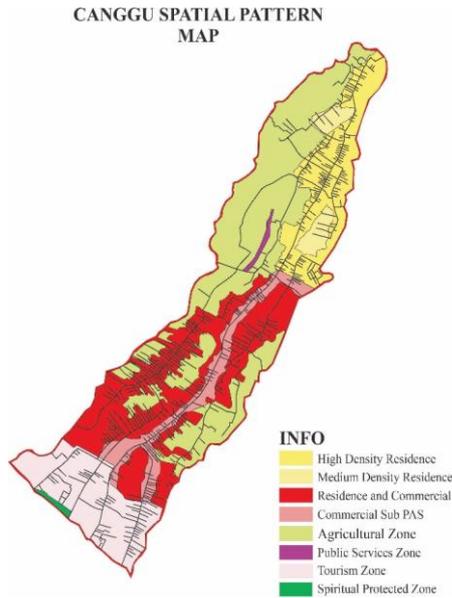


Figure 22. Canggu Village Spatial Pattern Map

Before determining the spatial pattern of nomad tourists in Canggu Village, researchers need a Canggu Village Spatial Pattern Map as an indication of spatial zoning which will later be compared so that they can get a picture of the points or zoning in parts of Canggu Village that have high, medium or low levels of nomad tourist density. The image above is a Canggu Village Spatial Pattern Map contained in Badung Regent Regulation Number 9 of 2021 concerning Detailed Spatial Planning Plans for North Kuta District for 2021 – 2041. The Canggu Village Spatial Pattern Map shows the mapping of spatial zoning consisting of residential zones, trade zones and services, office zones, agricultural zones, spiritual and local wisdom protection zones, tourism zones, and other designated zones.

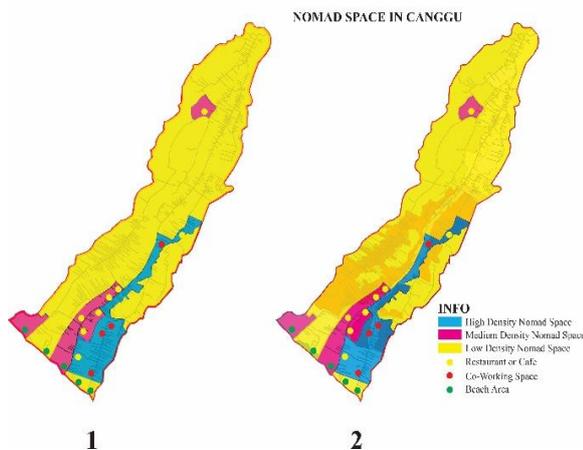


Figure 23. Spatial Patterns of Nomad Tourists in Canggu Village

Figure 23 is a spatial pattern of nomad tourists in Canggu Village shown through dots and colors. The first image

shows the zoning of nomad tourist space based on the level of density of nomad tourist activity. Meanwhile, the yellow dot is the location of the restaurant or cafe, the red dot is the location of the co-working space, and the green dot is the location of the beach area. The second image is the spatial zoning of nomad tourists which has been compared with the spatial pattern map of Canggu Village based on Badung Regent Regulation Number 9 of 2021 concerning Detailed Spatial Plans for North Kuta District for 2021 – 2041. The following is a description of the spatial pattern of nomad tourists based on density level.

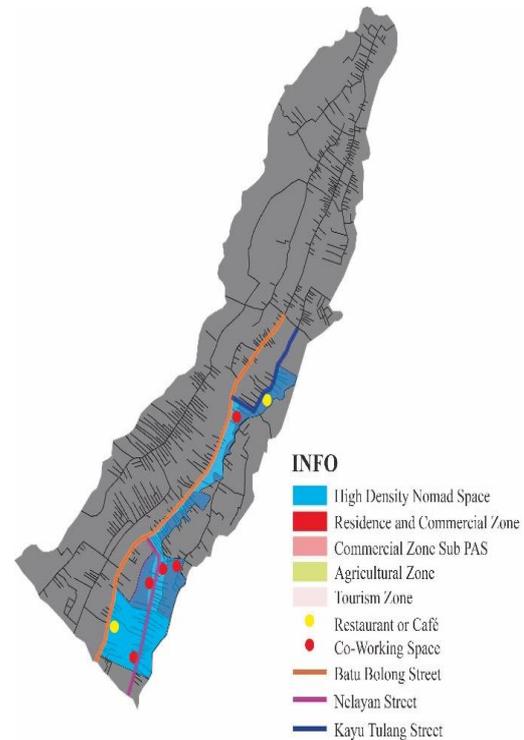


Figure 24. Space Patterns of High-Density Nomad Tourists

Figure 24 is a map of the spatial pattern of nomad tourists with a high level of density. High levels of nomad tourist density are found in residential and trade or service zones, trade and service zones on the Sub BWP scale (Planning Area Section), and in tourism zones with physical boundaries in the form of Batu Bolong Street, Nelayan Street, and Kayu Tulang Street. Batu Bolong Street and Nelayan Street are strategic locations to form a digital nomad tourist community ecosystem with facilities that support the travel of nomad tourists and provide accommodation for digital nomad tourists for their

working life in the form of restaurants or cafes and co-working spaces.

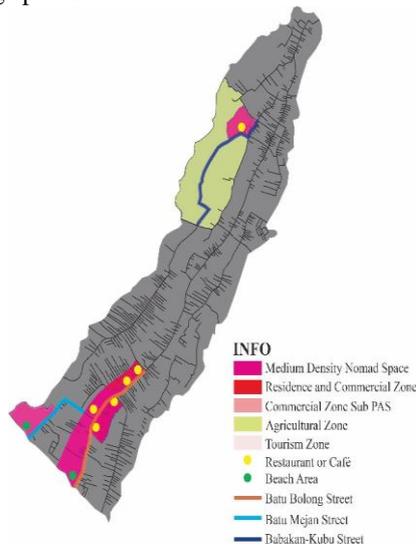


Figure 25. Medium Density Nomad Tourist Pattern

Figure 25 is a map of the spatial pattern of nomadic tourists with a medium density level found in residential and trade or service zones, trade and service zones on a Sub BWP scale (Planning Area Section), tourism zones, and agricultural zones with physical boundaries in the form of the Batu Bolong Street, Batu Mejan street, and Babakan-Kubu. The west side along Batu has supporting facilities that accommodate the working life of digital nomad tourists in the form of restaurants and cafes. This zone is a strategic location for the digital nomad tourist ecosystem for individuals or small groups but not for the large digital nomad tourist community because, from a functional aspect, the restaurants and cafes on the west side of Batu Bolong do not accommodate special workspaces for the digital nomad tourist community.

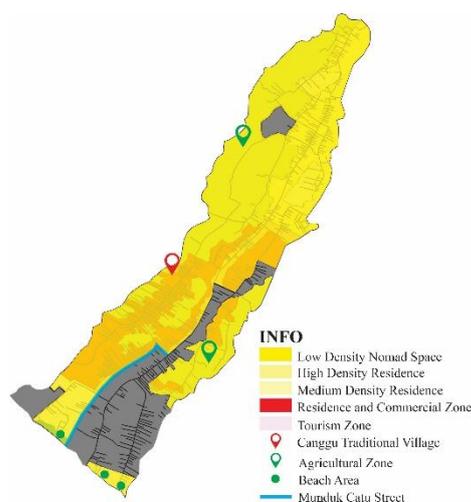


Figure 26. Spatial Patterns of Low-Density Nomad Tourists

Figure 26 is a map of the spatial pattern of nomad tourists with a low-density level. Low levels of nomadic tourist

density are most often found in high-density residential zones, some residential and trade or service zones on the west side of Canggu Village, agricultural zones, and some tourism zones. High-density residential zones and some residential and commercial zones do not have facilities that support the travel and life of digital nomad tourists because functionally these zones are areas where local residents live, including the Canggu Traditional Village.

Most agricultural zones have a low density of nomad tourists because these zones do not accommodate digital nomad tourists for work, and based on Badung Regent Regulation Number 9 of 2021 Article 1 Paragraph 52, the function of agricultural zones is to adjust activities related to plant cultivation and certain livestock to providing food, while Badung Regent Regulation Number 9 of 2021 Article 10 Paragraph 1 explains that agricultural zones are one of the supporting components of urban areas that have Balinese cultural identity based on the Tri Hita Karana philosophy through its manifestation in the implementation of the system Subak farm in Canggu Village. The agricultural zone makes it impossible to provide supporting amenities for digital nomad tourists.

Some tourism zones in Canggu Village also have a low density of nomadic tourists in the areas of Munduk Catu Beach, Canggu Beach and Nelayan Beach. This is caused by several factors, the first is the existence of a spiritual and local wisdom-protected zone on Munduk Catu Beach. Munduk Catu Beach has three temples and one ancestral grave complex on its shores, namely Pura Dalem Kahyangan, Pura Penataran, and Pura Mrajapati. The Munduk Catu Beach area is included in the spiritual and local wisdom protected zone based on the provisions of Badung Regent Regulation Number 9 of 2021 Article 1 Paragraph 34 which explains that the spiritual and local wisdom protected zone is a space that is part of a protected area as the protection function. The places that are preserved in sacred areas, holy places and cultural heritage areas, so in the Munduk Catu Beach area it is not possible to build amenities for both digital nomad tourists and conventional tourists because it could potentially damage the preservation of the sacred temple area. The second factor is the unavailability of amenities to support travel and working life for digital nomad tourists in the Canggu Beach and Nelayan Beach areas. Canggu Beach and Nelayan Beach have amenities in the form of restaurants and bars but are not friendly for digital work devices so digital nomad tourists can't live and work on this beach.

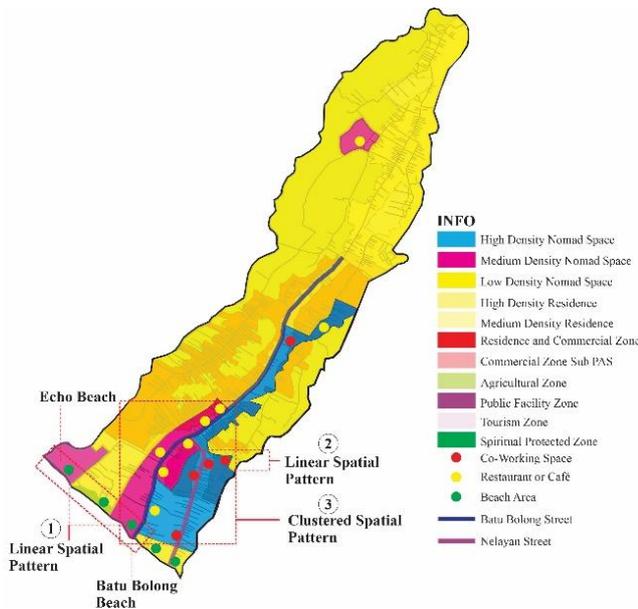


Figure 27. Nomad Traveler Space Organization

Figure 27 shows the spatial organization formed from the spatial patterns of nomad tourists in Canggu Village. Based on field observations, digital nomad tourists tend to have a preference for gathering or doing activities in a place that has special digital nomad tourism components because their needs are different from those of conventional tourists and traditional nomad tourists and offer certain advantages in terms of architecture, services, and proximity to tourist attractions in Canggu Village. If the three components of digital nomad tourism are fulfilled, the place will become an ideal and strategic location for digital nomad tourists. Strategic areas for digital nomad tourists are not limited to certain spatial organizations, but the number of amenity locations supports the travel and work life of digital nomad tourists. The most strategic areas are along Batu Bolong, Nelayan street, along Echo Beach and Batu Bolong Beach for co-working space, restaurants, bars and cafes.

The strategic tourist area of the digital nomad along Batu Bolong Street has a linear spatial organization with restaurant and cafe buildings that refer to the linear line of Batu Bolong as the benchmark. Likewise, the strategic area for digital nomad tourists is along Nelayan Street with the Co-Working Space which connects the centre of Canggu Village with the tourist attraction Nelayan Beach. Meanwhile, the strategic area for digital nomad tourists on the shores of Batu Bolong Beach and Echo Beach has a linear spatial organization with restaurants, bars and cafes standing along the straight line of the beach as a reference, and if seen as a whole, the strategic area for digital nomad tourists Canggu Village has a space organization in the form of a Cluster with groups of rooms with homogeneous amenity functions to support the travel and working life of digital nomad tourists to southwest side of Canggu Village, close to the beach area.

4. Conclusion

Based on the research findings, several conclusions can be drawn regarding Nomad Tourism in Canggu Village, where it predominantly attracts digital nomad tourists. Traditional nomad tourists are absent due to the tourism components available, which cater primarily to the needs of digital nomad travellers. Firstly, the tourist attraction components lack authenticity for traditional nomad tourists due to infrastructure interventions and development, which have altered the natural appeal of the area. Additionally, the narrow road network and high vehicle volume pose challenges for traditional nomad tourists seeking accommodation in campervans or caravans. Conversely, the amenities available in Canggu Village make it a haven for digital nomad tourists. Facilities such as co-working spaces, restaurants, and cafes equipped with co-working facilities, as well as fast and stable internet connections, cater specifically to their needs. Digital nomad tourists in Canggu Village exhibit specific behaviours during their travels. Their primary goal is to experience a unique working environment in their destination, which influences their preference to live and work in environments that support both work and leisure activities. This requirement is fulfilled by amenities like co-working spaces and cafes, which offer conducive environments for both work and relaxation. The density of Nomad Tourism in Canggu Village varies across different zones. It is highest in areas closer to the beach, the tourism zone, and the sub-BWP scale trade and services zones (Planning Area Section). Moderate density is observed in residential and trade/service zones that offer accessibility to Nomad Tourism services and amenities, as well as specific points within tourism zones. Conversely, low-density Nomad Tourism is found in high and medium-density residential zones, agricultural zones, and zones designated as Spiritual and Local Wisdom Protected Zones.



Figure 28. Spatial Distribution of Nomad Tourist Density

This research introduces new insights into McKercher and Lew's (2014) travel pattern theory, revealing that within the same travel pattern, there can exist two distinct types of travel based on different tourist motivations among digital nomad tourists at The Daun Co-Working. Some

digital nomad tourists use The Daun Co-Working as a base before visiting the beach area, forming a base-site travel pattern. Others treat the beach area as their primary destination but stop at The Daun Co-Working beforehand to fulfill work responsibilities, creating a stopover travel pattern. The development of Nomad Tourism in Canggu Village reflects a spontaneous growth model where the trend emerged organically before stakeholders and the government responded by developing Nomad Tourism components. However, government support remains minimal, as evidenced by the unpreparedness in accommodating the Nomad Tourism trend. Accessibility issues have arisen due to the inability to handle the influx of nomad tourists, leading to congestion on several roads. Moreover, the organization of nomad amenities lacks a clear program, resulting in uneven and excessive development. Nomad Tourism activities are concentrated primarily on the south side of Canggu Village, leading to a decline in the quality of natural tourist attractions. Excessive development and overcrowding have diminished the village's authenticity as a traditional nomad tourist destination. This poses a significant challenge that must be addressed promptly. If Canggu Village fails to respond effectively to this development, nomad tourists may seek out alternative destinations offering better amenities and authentic experiences. In conclusion, the rapid growth of Nomad Tourism in Canggu Village underscores the need for comprehensive planning and sustainable development practices to preserve its attractiveness as a tourist destination while meeting the evolving needs of digital nomad tourists.

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