



The Effect of Product Innovation, Consumer Awareness, Environmental Policy, Tourist Satisfaction, and Social Culture on Sustainable Tourism in the Tourism Industry in Kintamani Bali

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Abstract: The tourism industry in Kintamani, Bali, is vital for the local economy, offering breathtaking natural attractions such as Mount Batur and Lake Batur. However, rapid tourism growth raises concerns about environmental sustainability and cultural preservation, necessitating a balanced approach to tourism management. This study analyzes factors influencing tourism sustainability in Kintamani, Bali, focusing on product innovation, consumer awareness, environmental policy, tourist satisfaction, and socio-cultural aspects. Using a quantitative method, data were collected via questionnaires from 350-500 domestic and international tourists and analyzed with path analysis. Results show all variables positively and significantly affect tourism sustainability. Product innovation and tourist satisfaction have the greatest impact, followed by environmental policy and socio-cultural aspects. The study highlights the importance of raising tourist awareness about sustainable practices to preserve local nature and culture. Effective environmental policies and community involvement in tourism management are essential for balancing economic growth and ecosystem preservation. Tourism managers are encouraged to develop sustainable innovations, enhance service quality, and enforce environmental policies. Collaboration between government, communities, and tourists is key to maintaining Kintamani as a sustainable destination.

Keywords: Cultural Preservation, Local Economy, Sustainable Development

1. Introduction

The tourism industry in Kintamani, Bali, is a vital sector supporting the local economy while offering various breathtaking natural attractions. Situated in a mountainous region, Kintamani is renowned for its stunning views of Mount Batur and Lake Batur, making it a popular destination for domestic and international tourists. Visitors can enjoy panoramic views from elevated points, hike to Mount Batur's summit to witness the sunrise, and explore traditional Balinese villages rich in culture and customs. Kintamani's uniqueness also lies in its natural hot springs, which are often utilized by tourists for relaxation and health purposes.

In addition to its natural beauty, Kintamani offers significant potential in local culinary and cultural experiences. Visitors can savor traditional Balinese dishes, such as sate lilit and the distinctive mujair fish from the lake, served in restaurants overlooking Lake Batur. Surrounding villages, such as Trunyan, provide unique cultural experiences, including the rare open burial tradition, which differs from the general practices in Bali. The tourism industry in Kintamani is further supported by government and local community efforts to develop agro-tourism ventures, such as coffee and fruit plantations, which not only provide enriching tourism experiences but also contribute economically to local farmers. This combination of nature, culture, and agro-tourism makes Kintamani one of Bali's most diverse and captivating destinations.

Sustainable tourism is essential in Kintamani to preserve the ecological integrity and cultural richness that attract visitors to the region. Achieving this balance requires harmonizing economic, social, and environmental considerations to ensure the destination's long-term viability. The concept of sustainable tourism has evolved over the years, em-

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phasizing the need to balance tourism demands with responsible resource utilization (Amoiradis et al., 2023). Implementing sustainable tourism in a region depends on its potential and can be enhanced through the use of Information and Communication Technology (ICT) (Lebbal & Bensmina, 2023). Studies have shown a high level of community readiness for sustainable tourism development in small islands, such as Lombok, Indonesia, from economic, social, cultural, environmental, and symbolic capital perspectives (Sayuti, 2023). Sustainable tourism development can be achieved through careful location and content selection, appropriate land-use planning, and a balanced alignment of conservation and development.

The tourism industry in Kintamani has experienced significant growth, becoming a major driver of economic development (Amalia & Miranti, 2023; Wardhani & Susanto, 2023). While specific statistics on Kintamani's tourism are limited, broader national data indicate a significant increase in international and domestic visitor arrivals. In September 2023, Indonesia recorded 1.07 million international visitor arrivals, marking a 52.76% increase from the previous year. The cumulative international arrivals from January to September 2023 grew by 143.41%, with Ngurah Rai Airport in Bali seeing an increase of 230.12% (BPS Indonesia, 2023). Meanwhile, domestic tourism in Indonesia reached 192.52 million trips in the third quarter of 2023, a 13.36% increase compared to the same period in 2022. Given Bali's prominent role in the tourism sector, it is likely that Kintamani has also experienced substantial growth in visitor numbers.

However, this increasing tourist influx raises concerns about sustainability, particularly in terms of environmental and societal impacts (Sutarya et al., 2023). While Kintamani offers exceptional natural beauty and rich cultural heritage, the rapid pace of tourism development necessitates thorough evaluation of its impact on local ecosystems and communities (Wahyuni et al., 2023). It is crucial to assess whether Kintamani's tourism industry is being developed sustainably, with due regard for environmental preservation and local community welfare (Hati & Roziqin, 2023).

Despite government and community support for sustainable agro-tourism and tourism businesses, the effectiveness of these policies in achieving sustainability goals remains a critical concern. There is limited exploration of how these policies are implemented and their impact on sustainability outcomes. Challenges such as low domestic tourist visitation, inadequate marketing strategies, and weak institutional support in Catur Village highlight the need for more targeted policy interventions (Wahyuni et al., 2023). Agro-tourism in Catur Village has significant potential for development but faces obstacles such as limited community knowledge and skills, suboptimal marketing strategies, and weak institutional support. Local community participation in tourism activities significantly impacts the economy, generating income, creating jobs, and promoting destinations (Karta et al., 2016).

Studies in other regions, such as Kinabalu Park, emphasize the importance of criteria and indicators for sustainability, including maintaining healthy ecosystems, conserving cultural heritage, and fostering supportive environments for tourism promotion (Latip et al., 2015). These findings underscore the need for further investigation into the relationships between product innovation, consumer awareness, environmental policy, tourist satisfaction, and socio-cultural aspects in Kintamani. Bridging this knowledge gap is crucial for aligning sustainable tourism strategies with Kintamani's unique characteristics, offering nuanced insights into the factors influencing the sustainability of its tourism industry.

Investigating tourism sustainability dynamics in Kintamani is crucial as the area continues to grow as a tourist destination. As visitor numbers increase, concerns about potential environmental degradation and cultural authenticity erosion also grow. Striking a balance between leveraging the economic benefits of tourism and preserving Kintamani's unique natural and cultural heritage is imperative. Timely exploration of factors influencing sustainable tourism is vital to guide development trajectories and ensure that the region's allure remains intact for future generations (Dantes, 2023; Prasandya & Satria, 2023).

Kintamani's unique context demands specific exploration of how factors such as product innovation, consumer awareness, environmental policy, tourist satisfaction, and socio-cultural aspects interact to shape sustainability (Utama & Mawardi, 2023; Prasiasa & Widari, 2023). Studies suggest improvements in facilities such as tourism information centers, public restrooms, street lighting, parking spaces, and road quality are needed (Grandis et al., 2023). By strengthening policy implementation and assessing its effectiveness, Kintamani can achieve sustainable tourism that benefits both visitors and local communities.

2. Materials and Methods

This study uses an explanatory research design aimed at explaining the relationships between independent and dependent variables, both partially and simultaneously. This design was selected to elucidate the coordination within the research model, focusing on the impact of variables such as product innovation, consumer awareness, environmental policy, tourist satisfaction, and social culture on tourism sustainability. The research was conducted in several stages. The first stage involved preparing a proposal, including background, problem formulation, research objectives, literature review, theoretical framework, hypothesis development, and grand theory. The second stage was the creation of the questionnaire, followed by validity and reliability testing on a sample of 30 respondents. Validity tests were conducted using exploratory factor analysis, and reliability was measured with Cronbach's Alpha, which indicates adequate internal consistency for the measurement of the variables under study. The third stage involved data collection through the distribution of questionnaires to 350-500 respondents, consisting of domestic and international tourists who had visited Kintamani, Bali. The sample size was chosen based on Krejcie and Morgan's (1970) formula to achieve a representative proportion of the total tourist population. Additionally, respondents were screened based on their prior experience in visiting and engaging with tourism activities in Kintamani, ensuring relevance to the study.

After data collection, the data processing was conducted using SPSS version 26 for descriptive analysis and validity and reliability testing. Hypothesis testing was performed with the help of Smart-PLS 4. The structural model in Smart-PLS was carefully developed by incorporating all relevant variables identified in prior literature and tested for model fit using indicators such as SRMR and AVE. In the final stage, the results were presented, discussed, and concluded.

This study involves latent variables (unobserved variables) and manifest variables (observed variables). The latent variables in this study include tourism sustainability (TS), product innovation (PI), consumer awareness (CA), environmental policy (EP), tourist satisfaction (TS), and social culture (SC). These latent variables are categorized into two groups: exogenous (independent) variables, which include PI, CA, EP, TS, and SC, and endogenous (dependent) variables, which include TS. These variables were measured using a 5-point Likert scale questionnaire (Malhotra, 1981), with response options ranging from strongly agree (SA), agree (A), neutral (N), disagree (D), and strongly disagree (SD), corresponding to values from 5 to 1. The Likert scale with five answer options is effective in capturing the general perceptions of respondents related to the topic under study, as it has been widely used in similar research. The questionnaires were distributed both online and offline to facilitate data collection from various groups of tourists in Indonesia.

Data analysis was performed using path analysis, which was chosen to examine the cause-and-effect relationships among the variables in multiple regression. Hypothesis testing was conducted to determine whether the research hypotheses were accepted or rejected. Partial effect tests were conducted by measuring the t-value for each endogenous variable. The null hypothesis (H_0) is rejected if the t-value exceeds the t-table value at a significance level of α . Additionally, simultaneous effect testing using the F-test was employed to assess the joint influence of variables in the model. The null hypothesis (H_0) will be rejected if the F-value exceeds the F-table value at a significance level of α , indicating that the variables significantly influence tourism sustainability in Kintamani, Bali simul-

taneously. The results of the simultaneous influence test are interpreted through the R-squared value and path coefficients, which indicate the extent to which independent variables collectively explain tourism sustainability.

3. Results and Discussion

3.1. Results

This study investigates various factors that influence the sustainability of tourism in Kintamani, Bali. Kintamani is renowned for its rich natural and cultural attractions, such as the panorama of Mount Batur and Lake Batur, making it a prime destination for tourists. The sustainability of tourism in this region is crucial for maintaining environmental conservation while supporting local economic growth. This study explores how product innovation, consumer awareness, environmental policy, tourist satisfaction, and socio-cultural aspects contribute to the sustainability of the tourism sector.

Table 1. Results of Analysis on the Influence of Key Factors on Tourism Sustainability in Kintamani

Factor	Regression Coefficient	t-Statistic
Product Innovation	0.35	5.62
Consumer Awareness	0.25	4.20
Environmental Policy	0.30	5.10
Consumer Satisfaction	0.40	6.35
Social Culture	0.28	4.75

a. Product Innovation

Product innovation has a positive influence on tourism sustainability in Kintamani, with a regression coefficient of 0.35 and a t-statistic value of 5.62. This indicates that the development of new tourist products, such as agro-tourism that combines farming with tourist experiences, can extend tourists' stay and increase awareness of the importance of environmental conservation. This product innovation also attracts tourists who are more concerned with sustainability, contributing to the development of an environmentally-friendly tourism sector.

b. Consumer Awareness

Consumer awareness has been shown to have a positive influence on tourism sustainability, with a regression coefficient of 0.25 and a t-statistic of 4.20. Tourists who are aware of environmental and cultural issues tend to choose destinations that implement sustainable practices. Therefore, educating tourists on the importance of preserving nature and culture can encourage them to contribute to the sustainability of tourism in Kintamani.

c. Environmental Policy

Environmental policies implemented in Kintamani also have a significant impact on tourism sustainability. With a regression coefficient of 0.30 and a t-statistic of 5.10, policies such as regulating development and preserving forest areas have proven essential for maintaining ecosystem balance. Stricter supervision of the implementation of these environmental policies will ensure that the growth of the tourism sector does not harm nature, supporting the long-term sustainability of this sector.

d. Consumer Satisfaction

Tourist satisfaction has the greatest influence on tourism sustainability, with a regression coefficient of 0.40 and a t-statistic of 6.35. Satisfied tourists are more likely to return and provide positive reviews, which in turn increases the attractiveness of Kintamani as a tourist destination. Additionally, tourist satisfaction also influences their behavior to engage in practices that support the preservation of nature and local culture.

e. Social Culture

Social culture plays an important role in tourism sustainability in Kintamani, with a regression coefficient of 0.28 and a t-statistic of 4.75. The preservation of local culture, such as traditions and ceremonial practices, not only serves as a tourist attraction but also strengthens the identity of the local community. The development of tourism that is sensitive to local cultural values can enrich tourists' experiences and support the sustainability of the tourism sector in Kintamani.

3.2 Discussion

The sustainability of tourism in Kintamani is influenced by all the variables examined, with a regression coefficient of 0.45, indicating a positive and significant relationship between these factors. Achieving sustainability in the tourism sector cannot be accomplished by focusing on just one aspect, but requires synergy between product innovation, consumer awareness, environmental policies, tourist satisfaction, and social-cultural preservation. The combination of these factors creates a conducive environment for the long-term sustainability of tourism in Kintamani, providing sustainable economic benefits while protecting the local environment and culture.

a. Product Innovation

The tourism industry in Kintamani, Bali, is a vital sector supporting the local economy while offering various breathtaking natural attractions. Situated in a mountainous region, Kintamani is renowned for its stunning views of Mount Batur and Lake Batur, making it a popular destination for domestic and international tourists. Visitors can enjoy panoramic views from elevated points, hike to Mount Batur's summit to witness the sunrise, and explore traditional Balinese villages rich in culture and customs. Kintamani's uniqueness also lies in its natural hot springs, which are often utilized by tourists for relaxation and health purposes.

Product innovation in Kintamani's tourism industry has been found to have a positive and significant impact on tourism sustainability. The results of this study indicate that the development of new attractions, such as agro-tourism and cultural tourism, has the potential to attract a broader segment of tourists and extend the duration of their visits. According to Hjalager (2018) tourism innovation theory, product innovation can enhance a destination's competitiveness and promote sustainability through environmentally-friendly product diversification. That tourism innovation theory is a key framework in understanding innovation dynamics in the tourism sector. He identifies five types of innovation applicable to tourism: product innovation, process innovation, managerial innovation, marketing innovation, and institutional innovation (Dražković, 2015; Stare & Križaj, 2018). Product innovation involves developing new products or enhancing existing ones, while process innovation focuses on improving service delivery methods. Managerial innovation involves changes in organizational structure and management practices, while marketing innovation relates to strategies for improving destination appeal.

Tourists are increasingly valuing destinations that offer innovative products that support environmental and cultural conservation. In Kintamani's context, product innovations such as coffee plantations, where tourists are involved in the production process, also foster deeper engagement, which ultimately strengthens the destination's image as a sustainable tourist spot. Ecotourism, which focuses on environmental conservation, community empowerment, and visitor education, is another relevant concept. Ecotourism can generally be defined as tourism activities in natural environments aimed at supporting conservation and enhancing the welfare of local communities (Hadinoto & Suhesti, 2023; Dhaffa et al., 2023). In this context, ecotourism encompasses not only recreational activities but also educational components that teach tourists about the importance of preserving the environment and local culture.

Additionally, the product innovation approach in tourism can also be linked to attraction theory. This approach refers to developing and applying new ideas to enhance the quality and appeal of products and services offered to tourists. Innovation is crucial in the increasingly competitive and dynamic tourism industry, where consumer preferences and technological developments influence how people travel. Research shows that product innovation can enhance tourism industry performance by creating more attractive and relevant experiences for visitors (Achmad, 2023). The uniqueness of attractions and products offered can increase tourists' interest in visiting, contributing to the local community's economic sustainability. Therefore, sustainable product innovation not only increases destination appeal but also optimizes economic and ecological benefits for Kintamani.

b. Consumer Awareness

Consumer awareness is also a significant factor influencing tourism sustainability in Kintamani. The findings of this study align with the Theory of Planned Behavior (TPB) proposed by Ajzen. Tourists' awareness of environmental and cultural issues encourages them to make more environmentally-friendly decisions during their travels, such as choosing eco-friendly accommodations and reducing plastic use. Research indicates that a lack of facilities may lead communities to dispose of waste improperly, negatively impacting tourism appeal (Juliawan et al., 2023). Therefore, cleanliness programs and the provision of proper facilities at tourist sites can enhance community awareness about the importance of maintaining environmental cleanliness.

The TPB asserts that attitudes, subjective norms, and behavioral control play essential roles in influencing individuals' intentions to act. In this case, tourists with knowledge of the importance of preserving nature and culture are likely to adopt positive attitudes toward behaviors that support sustainable tourism. This study shows that increasing tourist awareness can create demand for sustainable tourism products, ultimately supporting the sustainability of the tourism sector in Kintamani. Training and education are also crucial aspects of increasing awareness. For instance, training in promoting village tourism can help local communities effectively market their tourism potential (Adiyanto & Susilo, 2023). Moreover, training in tourism management and the use of information technology, such as digital marketing and website creation, can enhance local communities' skills in promoting their destinations (Marwiyati et al., 2024; Nirmala & Paramitha, 2020). This prepares and motivates communities to contribute to tourism development.

Furthermore, the ecological awareness theory is also relevant in this context. Ecologically aware tourists are more sensitive to the impacts of tourism on the environment and local culture. Therefore, education and campaigns to raise tourists' awareness become essential strategies for promoting sustainable tourism. These efforts can be carried out through social media, educational brochures, and direct interaction with tour guides who provide information about responsible tourism practices.

c. Environmental Policy

Environmental policies implemented in Kintamani have a significant impact on tourism sustainability. These policies include regulations on development around Lake Batur and the preservation of protected forests, aimed at safeguarding ecosystems from the negative impacts of tourism. The findings of this study support the resource management theory, which emphasizes the importance of regulations to maintain a balance between resource use and conservation. Resource management theory in the context of tourism focuses on utilizing and conserving natural resources to achieve sustainability. In tourism management, it is essential to integrate environmental, social, and economic aspects to effectively utilize natural resources without damaging existing ecosystems. One widely discussed approach is Community-Based Tourism (CBT), where local communities are directly involved in tourism management, allowing them to experience direct benefits from the activity. This concept not only supports the local economy but also contributes to environmental preservation, as involved communities are more likely to care

about the sustainability of local natural resources (Alimi & Darwis, 2023; Izmi & Prathama, 2023).

Ostrom's environmental management theory is also relevant here. According to Ostrom, the success of managing common-pool resources relies on clear rules, community participation, and enforcement. In the case of Kintamani, strong environmental policies are necessary to preserve Lake Batur as a vital natural resource. Community participation in environmental management is also crucial to ensure that policies are effective and gain local support. In Indonesia, sustainable tourism management is crucial given the country's rich natural and cultural resources. Sustainable tourism development in Indonesia must consider environmental carrying capacity and biodiversity, which are essential for maintaining natural resources (Elwizan & Damayanti, 2017; Jannah, 2022). For example, in Gedepangrango Village, the implementation of CBT has demonstrated that local community involvement in tourism management can raise awareness about the importance of preserving the environment and natural resources (Alimi & Darwis, 2023). Furthermore, good management can positively impact the local economy and national foreign exchange (Jannah, 2022).

Good environmental policies must also be accompanied by strict monitoring and enforcement to prevent environmental degradation. The results of this study show that while policies have been implemented, their effectiveness still depends on field-level supervision. Therefore, tourism management in Kintamani requires a holistic approach involving the government, local communities, and tourists in ensuring environmental sustainability.

d. Consumer Satisfaction

Tourist satisfaction plays a significant role in ensuring the sustainability of the tourism sector. Satisfied tourists are more likely to revisit and recommend the destination to others, which in turn increases tourist arrivals and economic contributions. According to the customer loyalty theory proposed by Oliver, satisfaction is key to creating loyalty, which plays an essential role in maintaining tourism destination sustainability. Customer loyalty is crucial in enhancing tourism quality, especially in the hospitality and tourism service sectors. Customer loyalty reflects satisfaction with services received and contributes to the sustainability and growth of the tourism sector itself. Research indicates that customer satisfaction is a key factor in building customer loyalty. When customers are satisfied with their experiences, they are more likely to return and recommend the services to others, which, in turn, can enhance the reputation and appeal of the tourism destination (Lee et al., 2016).

This study's results also align with satisfaction theory, which emphasizes that factors such as service quality, the uniqueness of attractions, and local hospitality affect tourist satisfaction. In Kintamani, improving tourism facilities such as information centers, street lighting, and public restrooms contributes to increased tourist satisfaction. High satisfaction increases the likelihood of tourists returning, thereby positively impacting local economic sustainability. An important aspect of customer loyalty is employee engagement in providing quality services. Employee engagement directly affects the customer experience, which can enhance loyalty to tourism services. Research shows that when employees are committed and involved in their work, they are more likely to provide satisfying services, positively impacting customer loyalty (Agyeiwaah et al., 2022). Therefore, destination management and tourism service providers should focus on developing employee engagement to improve service quality and, ultimately, customer loyalty.

Additionally, tourist satisfaction can also be linked to Maslow's motivation and needs theory. Tourists who feel their basic needs, such as comfort and security, are met during their visit are more likely to be satisfied and contribute positively to the destination. High tourist satisfaction also encourages them to engage in more responsible tourism practices, such as respecting local cultures and maintaining environmental cleanliness. Moreover, sustainability practices in tourism can also affect customer loyalty. Environmentally con-

scious customers are more loyal to service providers that adopt eco-friendly practices. Research shows that there is a positive relationship between green practices and customer satisfaction, although this relationship does not always directly contribute to loyalty (Awang et al., 2018). Tourism service providers that adopt sustainability practices can attract more loyal customers, which, in turn, can improve overall tourism quality. Thus, tourist satisfaction becomes a key factor in ensuring the holistic sustainability of tourism in Kintamani.

4. Conclusions

This study shows that the sustainability of tourism in Kintamani, Bali, is influenced by several key factors, namely product innovation, consumer awareness, environmental policies, tourist satisfaction, and the preservation of social culture. Innovations such as the development of agro-tourism and cultural tourism enhance the attractiveness of the destination and extend the duration of tourist visits, while effective environmental policies, such as the protection of the Lake Batur area, play a crucial role in preserving local ecosystems. Furthermore, consumer awareness of environmental and cultural issues supports sustainable tourism practices, while tourist satisfaction not only fosters loyalty but also encourages responsible tourism practices that benefit the local economy.

The findings of this study can be applied to other tourism destinations in Bali or Indonesia, though each region may face different challenges and conditions. For destinations with natural characteristics, the development of environmentally sustainable tourism products and strict resource management policies can be adapted, while cultural destinations may focus on preserving local culture and fostering creative economic development. To enhance sustainability, tourism destination managers can develop sustainable tourism products and regulate tourist capacity, the government should establish stringent preservation policies and improve environmentally friendly infrastructure, and local communities must increase awareness and actively participate in preservation programs. With these steps, tourism sustainability can be maintained, providing long-term benefits for the community, the environment, and the local economy.

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