

GENERATION Z TOURISTS' PERCEPTION OF SUSTAINABLE TOURISM IN THE KINTAMANI SPECIAL TOURIST ATTRACTION AREA, BALI

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Abstract: *The Kintamani is a sustainable tourism destination with diversity of tourism activities in an integrated area. Population of 1997-2012 born is the largest in Indonesia, so the existence of Generation Z plays an important role in Indonesia's tourism. The aim of this research is to determine Generation Z's perception of sustainable tourism through 5A components. This study adopted a mixed-method research design with a predominantly quantitative approach complemented by a qualitative approach. Quantitative methods were used to assess Generation Z's perceptions of sustainable tourism through a Likert-scale questionnaire, and qualitative methods were used to deepen understanding through interviews with key informants. Data were collected using three main procedures: data collection, data analysis, and data interpretation. The conclusion of this research is Generation Z has good perception of 5A components. In average, Generation Z has good perception of sustainable tourism in the Kintamani. The results of this analysis can be input for government and business owner to evaluate the implementation of tourism activities and development of sustainable tourism program in the Kintamani.*

Keywords: *tourists' perception; tourism destination; sustainable tourism*

Abstrak: Kintamani merupakan destinasi pariwisata berkelanjutan yang menawarkan beragam aktivitas wisata dalam satu kawasan terintegrasi. Kelompok penduduk kelahiran tahun 1997–2012 merupakan populasi terbesar di Indonesia, sehingga keberadaan Generasi Z memegang peranan penting dalam sektor pariwisata Indonesia. Penelitian ini bertujuan untuk mengetahui persepsi Generasi Z terhadap pariwisata berkelanjutan melalui komponen 5A. Studi ini menggunakan desain penelitian metode campuran, dengan pendekatan kuantitatif sebagai unsur utama yang dilengkapi oleh pendekatan kualitatif. Metode kuantitatif digunakan untuk menilai persepsi Generasi Z terhadap pariwisata berkelanjutan melalui kuesioner berskala Likert, sedangkan metode kualitatif digunakan untuk memperdalam pemahaman melalui wawancara dengan informan kunci. Pengumpulan data dilakukan melalui tiga tahapan utama: pengumpulan data, analisis data, dan interpretasi data. Hasil penelitian menunjukkan bahwa Generasi Z memiliki persepsi yang baik terhadap komponen 5A. Secara umum, Generasi Z memiliki persepsi positif mengenai pariwisata berkelanjutan di Kintamani. Hasil analisis ini dapat menjadi masukan bagi pemerintah dan pelaku usaha untuk mengevaluasi pelaksanaan kegiatan wisata serta pengembangan program pariwisata berkelanjutan di Kintamani.

Kata kunci: persepsi wisatawan; destinasi pariwisata; pariwisata berkelanjutan

INTRODUCTION

The development of sustainable tourism has received significant attention from the Indonesian Ministry of Tourism.

Sustainable tourism is not only a global trend but also a requirement for Indonesian tourism to remain globally competitive. This was emphasized by the Indonesian Deputy Minister of Tourism,

Ni Luh Puspa (Ministry of Tourism, 2026). The concept of sustainable tourism is defined in Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations as tourism that takes into account the current and future economic, social, and environmental impacts of activities, while meeting the demands and responses of tourists, industry, the environment, and communities.

Generation Z's perceptions of tourism at a destination are an important consideration. Generation Z, born between 1997 and 2012, constitute the largest demographic in Indonesia (Yulianto et al., 2023: 3). Young people can be the future of the country, with great potential to promote and enhance the promotion and practice of sustainable tourism development (Nugraheni et al., 2019: 70). The number of generation Z in Indonesia is approximately 70,96 million (approximately 24.93% of the national population), according to a study by the Central Statistics Agency (BPS).

Generation Z has distinctive characteristics that distinguish them from previous generations. They enjoy tourism that benefits the socio-cultural environment (Ayuningsih et al., 2021: 151). Pulido-Fernández et al. (2024: e2758) showed that Generation Z has a good knowledge and a high level of commitment to eco-friendly tourism, yet only 10% are willing to pay more for eco-friendly tourism destinations. One generation that prefers nature tourism is Generation Z. According to Francis & Hoefel (2018: 3), Generation Z travels with freedom of choice and without limits. Generation Z enjoys sharing content about their travel experiences on social media.

The island of Bali has a variety of tourist destinations (DTW) with sustainable tourism concepts. One of these is the Kintamani, designated as a Special Tourist Attraction Area

(KDTWK) in Bangli Regency. Due to its specific nature as a buffer zone for cultural and environmental preservation, the use of space for accommodation and tourism support facilities is strictly limited and further regulated by regional regulations. Based on Bali Provincial Regulation Number 10 of 2015 concerning the Bali Provincial Tourism Development Master Plan 2015-2029, the Kintamani KDTWK is a strategic tourism area, whose development is limited to cultural and environmental preservation activities. Kintamani possesses unique and distinctive characteristics that have been officially recognized by UNESCO since November 2, 2012, as a world geopark (Wijaya, 2019: 68).

The emergence of viral destinations, such as coffee shops, glamping, and off-road activities by jeep or motorcycle, has increased the diversity of tourism products in the Batur region. For example, Pahdi Specialty Coffee, a viral destination in Kintamani, opened in August 2023 and is considered the largest coffee shop in Southeast Asia by various media publications. Oculus Bali Kintamani is a hotel and restaurant with a unique concept. A unique open rooftop building is the main attraction, dubbed the "sky room." The presence of glamping as a staycation option for tourists adds to the area's vibrancy, such as Alam Caldera, Hideaway Glamping, and Black Lava Camp Glamping.

According to the Head of the Destination Division of the Bangli Tourism and Culture Office, as quoted by Detik (2025), Kintamani remains a leading destination, with 577,000 tourist visits in 2024. In addition to the high number of tourist visits, Kintamani faces the following problems: (1) artificial attractions are overpowering natural attractions, reflected in the numerous restaurants and cafes along the Kintamani highway, which obstruct the view of Mount and Lake Batur; (2) tourists visit briefly, using Kintamani primarily as a stopover; and (3) neglected cleanliness, with trash scattered in several areas, and

(4) limited public amenities, such as open spaces, parking, and restrooms.

Previous research has extensively discussed sustainable tourism, but research on Generation Z's perceptions of sustainable tourism remains very limited, including research conducted by Kurniasari et al. (2024) and Forleo & Bredice (2025). Previous research tends to analyze macro aspects of sustainable tourism policy, including sustainable tourism development models (Mutiarasari et al., 2025), sustainable tourism education (Munawarah et al., 2024), and tourism destination strengthening (Dewi et al., 2023; Ningsi & Mustafa, 2025).

This study aims to fill this gap by investigating Generation Z's perceptions of sustainable tourism in the Kintamani Tourism Destination related to the 5A components and sustainable tourism indicators. Based on the background and research gaps described previously, the objectives of this study are:

1. To explore Generation Z's perceptions of the 5A tourism components (Accommodation, Accessibility, Amenities, Attractions, and Ancillary) at the Kintamani Tourism Destination (KDTWK).
2. To measure Generation Z's perceptions of sustainable tourism indicators (economic, socio-cultural, and environmental aspects) at the Kintamani Tourism Destination (KDTWK).
3. To identify priority factors for improvement in sustainable tourism development based on Generation Z's perceptions at the Kintamani Tourism Destination (KDTWK).

METHOD

This study adopted a mixed-method research design with a predominantly quantitative approach complemented by a qualitative approach. Quantitative methods were used to assess Generation Z's perceptions of sustainable tourism through a Likert-scale questionnaire, and

qualitative methods were used to deepen understanding through interviews with key informants.

The research population was local tourists who had visited the Kintamani area. Data from the Bangli Regency Culture and Tourism Office indicates that in 2024, 577.000 tourists visited Kintamani. The sample was determined using a non-probability purposive sampling method.

The minimum number of respondents can be calculated using the Slovin formula as follows (Sugiyono, 2022: 87):

$$n = \frac{N}{1 + (N \times e^2)}$$

Annotation:

n = Number of samples

N = Population size

e = Maximum tolerable margin of error in the sample (10%)

So, the calculation of samples is:

$$n = \frac{577.000}{1 + 577.000(0,1)^2} = \frac{577.000}{5.771} = 99,98 \\ = 100 \text{ respondents}$$

Based on this calculation, the minimum sample size is 100 respondents. However, the researcher distributed questionnaires to 103 respondents.

The main instruments in this study were a questionnaire and an interview guide. The questionnaire was structured based on the 5A tourism components and sustainable tourism indicators according to Kristiana (2023:46). The questionnaire used a Likert scale of 1-5 (1 = Very Poor, 5 = Excellent) with statements measuring respondents' perceptions of:

1. 5A Components: Accommodation (5 items), Accessibility (4 items), Amenities (4 items), Attractions (4 items), and Ancillary (3 items).
2. Sustainable Tourism Indicators: Economic Aspects (5 items), Socio-Cultural Aspects (5 items), and Environmental Aspects (5 items).

The validity test results showed that all statement items in the questionnaire

had calculated r-values > the table r-value (0.361), thus being declared valid for use in research. The reliability test results showed that the Cronbach's Alpha value for all statement items was $0.85 > 0.70$, thus the instrument was declared reliable.

This study employed several data collection techniques to obtain accurate and objective data: Questionnaires, Interviews, Observations, Documentation.

Qualitative data from interviews were analyzed using thematic analysis techniques with the following steps (Braun & Clarke, 2022: 57): Data Reduction, Coding, Data Presentation, Conclusion Drawing

Quantitative data analysis was conducted using the following steps: Descriptive Statistics and Percentage Index Analysis

$$\text{Index \%} = (\text{Total Score} / Y) \times 100\%$$

RESULTS AND DISCUSSION

Generation Z's perceptions of sustainable tourism include an analysis of respondent characteristics, perceptions of the tourism components of accommodation, accessibility, amenities, attractions, and amenities (the 5As), and perceptions of the economic, socio-cultural, and environmental components of sustainable tourism.

Generation Z's Perceptions of the 5As Accommodation Component

Table 1 Results of Respondents' Interpretation Assessment of Accommodation Components

Accommodation Type	Total Score	Index %	Criteria
Hotel	416	80,7	Excellent
Homestay	390	75,7	Good
Guesthouse	393	76,3	Good
Glamping	423	82,1	Excellent
Camping	406	78,8	Good
Average		78,7	Good

Source: Processed data, 2025

Accessibility Component

Table 2 Results of Respondents' Interpretation Assessment of Accessibility Components

Interpretation Assessment of Accessibility Components

Statement	Total Score	Index %	Criteria
Road Conditions	414	80,3	Excellent
Availability of Public Transportation	187	36,3	Poor
Road Signs	380	73,7	Good
Average		63,3	Good

Source: Processed data, 2025

Amenities Component

Table 3 Results of Respondents' Interpretation Assessment of Amenities Components

Statement	Total Score	Index %	Criteria
Parking	382	74,1	Good
Information Center	373	72,4	Good
Restrooms	261	50,6	Neutral
Public Spaces	210	40,7	Neutral
Average		59,45	Neutral

Source: Processed data, 2025

Attraction Component

Table 4 Results of Respondents' Interpretation Assessment of Attraction Components

Statement	Total Score	Index %	Criteria
Relaxing at Café	424	82,3	Excellent
Off-road (jeep/motor cycle)	246	47,7	Neutral
Hot Springs	428	83,1	Excellent
Batur			
Trekking	461	89,5	Excellent
Average		75,6	Good

Source: Processed data, 2025

Ancillary Component

Table 5 Results of Respondents' Interpretation Assessment of Ancillary Components

Statement	Total Score	Index %	Criteria
Police Station	420	81,5	Excellent
Pecalang	455	88,3	Excellent

Destination Management Organization	402	78	Good
Rata-rata		82,6	Excellent

Source: Processed data, 2025

Generation Z's Perceptions of Sustainable Tourism Economic Aspect

Tabel 6 Results of Respondents' Interpretation Assessment of Economic Aspect

Statement	Total Index		Criteria
	Score	%	
Tourism growth opens up job opportunities for the local community.	449	87,1	Excellent
The presence of restaurants, homestays, glamping sites, food/drink stalls, and hot springs increases the income of the local community.	451	87,6	Excellent
People who work as tour guides earn additional income.	454	88,1	Excellent
Tourism Development opens up business opportunities for the community.	452	87,8	Excellent
Tourist visits provide business opportunities for the local community.	458	88,9	Excellent
Average		87,9	Excellent

Source: Processed data, 2025

From an economic perspective, Generation Z has very good perception, with an average score of 87.9%. Generation Z believes that tourism has contributed to economic opportunities for local communities, such as job search,

employment, and economic activities. This finding aligns with research by Halim (2023: 54-55), which shows that communities benefiting from tourism often engage in tourism exchange activities. Streimikiene et al. (2021: 45) also highlight that economic sustainability is a crucial pillar of sustainable tourism.

Socio Cultural Aspect

Table 7 Results of Respondents' Interpretation Assessment of Socio Cultural Aspect

Statement	Total Index		Criteria
	Score	%	
The community helps maintain security for the comfort of visitors.	435	84,4	Excellent
The community strives to provide for the needs of visiting tourists	448	86,9	Excellent
The community has its own traditional culture and unique characteristics.	457	88,7	Excellent
The community is creative in creating products to offer to tourists.	440	85,4	Excellent
The community is involved in providing services : restaurants and cafes in the area.	455	88,3	Excellent
Average		86,7	Excellent

Source: Processed data, 2025

Analysis of socio-cultural aspects shows positive perceptions with an average of 86.7%. Generation Z believes that the people in Kintamani have their own traditional and unique culture (88.7%), provide tourism services (88.3%) and contribute to maintaining security (84.4%). Thus, it is clear that community involvement in tourism

activities is very good and sustainable tourism in Kintamani has the potential to be developed in the future.

Environmental Aspect

Table 8 Results of Respondents' Interpretation Assessment of Environmental Aspect

Statement	Total Index		Criteria
	Score	%	
Mount Batur tour guides help maintain environmental cleanliness during their climb by carrying plastic bags to collect trash collected by tourists.	454	88,1	Excellent
Lake Batur is clean from pollution	71	13,7	Very Poor
The proliferation Of restaurants and cafes can keep the environment and ecosystem of the area.	53	10,29	Very Poor
Ecotourism activities can protect forests and ecosystems.	42	8,15	Very Poor
Jeep adventures Can keep the environment in the Batur Geopark area.	62	12,1	Very Poor
Average		26,46	Poor

Source: Processed data, 2025

The environmental aspect study showed a high level of positive environmental awareness among guides (88.1% for maintaining cleanliness), but several points received very poor perceptions from Generation Z, namely the cleanliness of Lake Batur from pollution (13.7%), the abundance of

restaurants and cafes that can protect the environment and ecosystem (10.29%), ecotourism activities that can protect forests and ecosystems (8.15%), and jeep adventures that can protect the environment of the Batur Geopark area (12.1%). These results indicate that Generation Z not only travels but also considers the environmental impact of tourism activities as critical. This is in line with the characteristics of Generation Z, who have a strong concern for environmental and social issues (Yulianto et al., 2023: 14) and are more likely to choose environmentally friendly products or those from brands that address specific social issues. Forleo & Bredice (2025) observed that two-thirds of Generation Z respondents felt that tourism can hinder environmental protection. This finding has profound implications for destination management: tourism development in Kintamani needs to pay attention to environmental aspects because Generation Z, as the target group, shows a high environmental attitude and tends to stay away from environmentally unfriendly destinations.

From all the calculations that have been explained previously, it showed that in economic perspective, the community is highly involved in implementing sustainable tourism development (87.9%). Secondly, analysis of the socio-cultural aspect indicates active community participation in tourism activities (86.7%). Last, analysis of the environmental aspect indicates that Generation Z has a poor perception (26.46%), so average score for sustainable tourism in Kintamani is 67,02%, so it is included in the Good category.

CONCLUSION

The results indicate that Generation Z has a good perception of the 5A components. However, improvements are needed in the amenities and accessibility components, such as adding public restrooms and maintaining their

cleanliness, as well as increasing public spaces and public transportation. Furthermore, the attraction component, specifically off-road adventures, needs to be reviewed to achieve a better perception.

Generation Z also has good perception of sustainable tourism. However, because of the poor result of environmental aspect, it is suggested that the need to build the involvement of all tourism stakeholders to help maintain the region's environmental condition and develop good tourism governance. Government and business owner need to evaluate the implementation of tourism activities and development of sustainable tourism program in the Kintamani.

One significant finding of this study is Generation Z's high environmental awareness and critical assessment of the impacts of tourism activities and related issues on the environment. This can be utilized to the advantage of Kintamani tourism stakeholders in designing marketing strategies for Generation Z. Sustainable tourism at KDTWK Kintamani is implemented to meet the demands of future generations, promote local economic growth, and develop local traditions and wisdom that can improve the management of environmental attractions based on learning, education, and environmentally friendly activities.

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