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Cultural Awareness and Government Support as Determinants of Tourism Village Sustainability: Evidence from Bali

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CULTURAL AWARENESS AND GOVERNMENT SUPPORT AS DETERMINANTS OF TOURISM VILLAGE SUSTAINABILITY: EVIDENCE FROM BALI

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Abstract

This study examines the impact of cultural awareness on the sustainability of tourist villages in Bali, with government support and communication patterns as moderating variables. The research employs a quantitative approach, utilizing Smart PLS for data analysis, with a sample of 100 respondents from tourist villages in Bali, a region known for its rich cultural diversity and environmental challenges from mass tourism. The findings indicate that cultural awareness significantly influences the sustainability of tourist villages (T statistic = 9.563, p-value = 0.000), while government support has a marginally significant effect (T statistic = 1.893, p-value = 0.059). However, communication patterns do not show a significant impact (T statistic = 0.355, p-value = 0.723). Moderated Regression Analysis (MRA) reveals that government support strengthens the relationship between cultural awareness and sustainability, whereas communication patterns do not significantly alter this effect. These results suggest that while cultural awareness is a key determinant of sustainability, government support plays a critical moderating role, emphasizing the need for stronger policy interventions to enhance sustainable tourism development in Bali's tourist villages.

Keywords: Bali; Tourism Village; Government Support; Communication Patterns.



A. Introduction

The tourism industry is a vital economic sector for many countries, including Indonesia, with tourist villages being one of the main attractions (Demolingo et al., 2024; Pramana et al., 2022; Rimba et al., 2021; Suharyanto et al., 2023; Wahyuni et al., 2024). Tourist villages offer unique experiences for tourists, allowing them to explore a region's rich culture, traditions, and natural beauty (Anguera-Torrell et al., 2021). In Bali, tourist villages have become the main pillar in supporting the local economy and attracting millions yearly (Tirtawati et al., 2024). However, behind this rapid development, significant challenges are related to the sustainability of tourist villages, especially in maintaining cultural harmony.

Tourism is also often regarded as a key driver of economic development, creating employment opportunities, fostering cultural exchange, and generating national revenue. In many contexts, tourism intersects with broader dynamics of economic growth, financial systems, and even religious and cultural identity negotiations, as seen in the integration of sharia-compliant business and philanthropy models within Muslim communities (Alam et al., 2025; Zaenurrosyid et al., 2024). However, as the tourism industry continues to expand, many destinations face significant challenges in balancing economic growth with sustainability and the well-being of local communities. Countries such as Kenya, Costa Rica, Mexico, and Bhutan are real-world examples of how uncontrolled tourism growth can lead to environmental degradation, socio-economic inequality, and cultural erosion. Kenya struggles with wildlife conservation conflicts and unequal distribution of tourism revenue, while Costa Rica grapples with overtourism and ecological pressures (Meisner et al., 2025; Odunga et al., 2024). Similar tensions are also evident in Indonesia, where the growth of both conventional and sharia-based financial institutions has been shown to influence patterns of economic development, indirectly shaping tourism and related industries (Mutia et al., 2025).

In addition, the rapid growth of tourism often requires legal and institutional frameworks that can ensure fairness, protect cultural values, and regulate economic interactions in ways that align with both global standards and

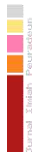


local traditions. For instance, policy debates on halal tourism emphasize the importance of Islamic legal perspectives in formulating strategies that are culturally sensitive and inclusive of religious values (Trishananto et al., 2024). Likewise, discussions of economic transactions in the digital era, such as the application of *khiyar al-majlis* in electronic contracts, reflect how legal principles can adapt to modern challenges that affect both commerce and tourism-related industries (Pauzi et al., 2024; Supani et al., 2025).

Mexico's tourism sector faces challenges such as crime, mass tourism, and the commodification of cultural heritage (Bernal Escoto et al., 2021; Jouault et al., 2021), whereas Bhutan's high-value, low-impact model encounters difficulties in scalability and cultural preservation (Dutta & Dutta, 2023; Joshi, 2022). These diverse challenges highlight the delicate balance that must be maintained to ensure that tourism remains a force for good rather than a source of exploitation and environmental destruction. Understanding these global cases provides valuable insights for other destinations, including Bali, in developing sustainable tourism models that benefit local communities and drive long-term economic growth.

One of the main challenges faced in developing tourist villages in Bali is inadequate infrastructure (Hubner et al., 2024). Limited infrastructure, such as roads, transportation, and public facilities, can hinder the accessibility and development of tourists (Andyana et al., 2023; Chavez et al., 2024; Hubner et al., 2024). Data from the Ministry of Tourism and Creative Economy shows that despite increasing tourist numbers, many tourist villages in Bali still struggle with poor basic infrastructure, ultimately affecting the village's tourist experience and economic potential (Ramadhani et al., 2021).

Apart from infrastructure, the unsustainable management of natural resources is also a serious problem. The density of visitors and lack of awareness of the importance of environmental conservation cause significant environmental damage around tourist villages (Karta et al., 2021). According to a report from the Bali Environmental Agency, ecosystem degradation, coastal erosion, and decreased water quality are some negative impacts of uncontrolled mass tourism (Purnamawati et al., 2022).



Lack of knowledge and skills in marketing and managing tourist villages is also a significant obstacle (Go & Nadal, 2024). Local residents often lack the skills to market and manage tourist villages effectively. This is exacerbated by the lack of training and support from the government in this area. Research by Qiu et al., (2022) revealed that the lack of cultural awareness among local communities and the lack of formal and informal education regarding the preservation and development of local culture are challenges in maintaining cultural harmony and the sustainability of tourist villages.

Tourist villages in Bali also face other challenges in the form of tight business competition. To attract tourists, these villages compete by offering unique products, attractions, and experiences. This intense competition pressures tourist villages to continue innovating and improving the quality of their services (Putra Nugraha et al., 2024). Unfortunately, many tourist villages are trapped in excessive commercialization efforts, which often sacrifice the authenticity of their culture and identity.

One real example of this problem is the decline in environmental quality in Bali tourist villages due to rapid tourism growth. Ecosystem damage, coastal degradation, and decreased water quality occur due to increasing numbers of tourists, uncontrolled development of tourism infrastructure, and unsustainable practices (Wolor et al., 2023). In addition, high dependence on the tourism sector makes tourist villages in Bali very vulnerable to market fluctuations and economic crises. When tourist visits decline, these villages often experience a significant decline in income, affecting local economic stability (Kusuma, 2020; Hidayah, 2023).

In the context of sustainability, cultural harmony is a key factor. This involves respecting, preserving, and developing local culture as well as community involvement in safeguarding their cultural heritage. Cultural awareness among residents of tourist villages is essential to encourage sustainability (Astarini et al., 2024; Dewi et al., 2024; Insani et al., 2023; Iswaratantra et al., 2021; Nyoman Ruja & Kurniawan, 2023). Cultural awareness will help people understand their own cultural values and practices, as well as increase efforts to preserve and develop local culture.

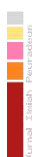


Government support is also a determining factor in developing sustainable tourist villages (Halim et al., 2023; Putra & Andi Bahri, 2021; Putra Nugraha et al., 2024; Suhardono et al., 2024). The government has an important role in providing policies that support the development of tourist villages, building adequate infrastructure, and providing training and financial assistance to tourist village communities (Munir, 2023). However, research shows that government support is often inconsistent and poorly targeted, hindering sustainability efforts.

Effective communication patterns between local communities, government, and tourists also have a vital role in maintaining cultural harmony and supporting the sustainability of tourist villages (Rosalina et al., 2023; Satria et al., 2024; Subadra, 2021). Good communication will facilitate the exchange of information needed to promote local culture, avoid cultural conflicts, and build better awareness and understanding between all parties concerned (Irawan et al., 2025; Bukido et al., 2022).

The novelty of this research lies in its integrative approach, which empirically examines the relationship between cultural awareness, government support, and communication patterns in the sustainability of tourist villages in Bali. While previous studies have emphasized the importance of cultural awareness in maintaining tourism attractiveness (Mayuzumi, 2023; Utama et al., 2023; Hamdani et al., 2022), this study deepens the analysis by testing the moderating role of government support and communication patterns using Moderated Regression Analysis (MRA). The findings indicate that government support has a significant moderating effect, whereas communication patterns do not play a substantial role, offering a new perspective on the effectiveness of government policies in supporting sustainable tourist villages. Thus, this study confirms the importance of cultural awareness and reveals that ineffective communication patterns can hinder the sustainability of tourist villages.

This research provides a theoretical contribution by reevaluating the role of communication in the context of tourism sustainability. Previous



studies have primarily emphasized communication as a factor that strengthens community participation and enhances stakeholder coordination. However, this study's findings suggest that the existing communication patterns are not sufficiently effective in moderating the relationship between cultural awareness and tourist village sustainability. These findings challenge established assumptions and propose the need for a more strategic and participatory communication model in tourist village management. Thus, this study contributes to academic literature and provides practical insights for policymakers and tourist village managers in developing more effective communication strategies to support sustainable tourism villages.

Although previous research has highlighted the role of cultural awareness, government support, and community participation in promoting sustainable tourism, these variables have often been examined in isolation rather than as part of an integrated framework. There is a notable gap in the literature concerning the empirical investigation of how cultural awareness interacts with government support and communication patterns in influencing the sustainability of tourist villages. Furthermore, advanced quantitative methods such as Moderated Regression Analysis (MRA) to explore the moderating roles of government support and communication patterns remain underutilized. This lack of comprehensive empirical evidence limits understanding how these factors collectively contribute to sustainability outcomes. To address this gap, the present study introduces a structural model using SEM-PLS, offering new insights into the interconnectedness of cultural and institutional dynamics and providing a more strategic basis for policymaking in sustainable tourism development.

B. Method

This study employs a quantitative research design to examine the impact of cultural awareness on the sustainability of tourist villages, with government support and communication patterns as moderating variables. Using Structural Equation Modeling (SEM) through Smart PLS, the research



was conducted in Bali to explore how local communities balance cultural preservation with the pressures of mass tourism. A sample of 100 respondents involved in tourism-related MSMEs was proportionally selected from a population of 9,560 individuals. The study offers in-depth and policy-relevant insights into how cultural awareness interacts with institutional support to sustain village-based tourism.

Data collection employed validated questionnaires covering core variables. The rigorous design ensured both content validity and reliability through pre-testing and data cleaning procedures (Moktar et al., 2024). This approach minimized measurement errors and enabled triangulation between quantitative and qualitative sources (Dash & Paul, 2021; Memon et al., 2021; Wong, 2019). The analysis involved direct and moderating effect testing through Smart PLS, incorporating multiple statistical procedures such as reliability coefficients, AVE, bootstrapping, and R-squared values (Wuisan et al., 2023).

A key feature was the application of Moderated Regression Analysis (MRA), which revealed the critical role of government support as a significant moderator, while communication patterns were found to be non-significant. These results contribute to the broader discourse on sustainable tourism governance by offering empirical insights into how cultural awareness, institutional support, and stakeholder communication interact and providing practical implications for policy formulation and village-level tourism planning.

In conducting this research, all procedures of data collection adhered to the principles of research ethics. The participants, namely tourism-related MSME actors in Bali's tourist villages, were invited to participate voluntarily through informed consent. The confidentiality of their identities was strictly maintained by ensuring that all collected data remained anonymous and was used solely for academic purposes. Furthermore, the questionnaire instrument was reviewed by experts to guarantee its cultural appropriateness and to avoid potentially sensitive questions. Accordingly, this study sought to uphold ethical integrity by respecting participants' rights, ensuring fairness, and protecting personal confidentiality.



C. Results and Discussion

This section presents the study's findings and provides an in-depth discussion of the results concerning the research objectives. The analysis focuses on the direct effect of cultural awareness on the sustainability of tourist villages, as well as the moderating effects of government support and communication patterns. The results are derived from Smart PLS analysis, including hypothesis testing, model evaluation, and the interpretation of statistical outputs such as T-statistics, p-values, and R-squared values. Additionally, this section compares the findings with existing literature to highlight theoretical contributions and practical implications. The discussion also addresses unexpected or non-significant results, offering possible explanations and recommendations for future research. By integrating quantitative findings with relevant theoretical frameworks, this section aims to provide a comprehensive understanding of the factors influencing the sustainability of tourist villages in Bali.

1. Results

a. Direct Effects

The direct effect aspect in this research explains how cultural awareness, government support, and communication patterns directly influence the sustainability of tourist villages. Cultural awareness plays an essential role in the sustainability of tourist villages. A high understanding and respect for local culture supports the preservation and promotion of cultural heritage, which is the main attraction for tourists. When the community and village managers have high cultural awareness, they tend to be more committed to maintaining and introducing unique cultural aspects, contributing to a tourist village's attractiveness and authenticity and supporting its long-term sustainability.

Government support also has a significant influence on the sustainability of tourist villages. Supportive policies, funding allocations, and training programs provided by the government can strengthen tourism village infrastructure and increase management capacity. This support

ensures that the resources for developing tourist villages are available and managed well. However, ineffective communication patterns can reduce the positive impact of these two factors by hampering coordination and cooperation between various stakeholders. Therefore, although cultural awareness and government support are essential, efficient communication patterns are needed to optimize the synergy and effectiveness of tourism village sustainability efforts.

Table 1. Direct Effect in Kuta

Hypothesis	Original Sample	T Statistics	P Values	Information
KB-KDW	0.761	9,563	0,000	Influential
DP-KDW	0.310	1,893	0.059	Q. Influential
PK-KDW	-0.066	0.355	0.723	Q. Influential

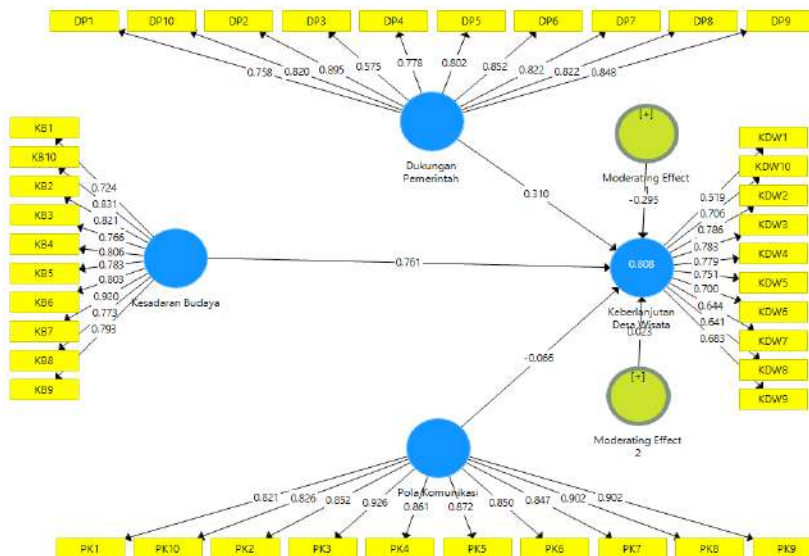


Figure 1. PLS Model in Kuta

The analysis of the influence of cultural awareness (KB) on the sustainability of tourist villages (KDW) reveals highly significant results. With a T statistic of 9.563 and a very low p-value (0.000), cultural awareness strongly and significantly impacts tourist villages' sustainability. These

findings highlight the crucial role of understanding and respecting local culture in sustaining tourism. Communities with high cultural awareness are more proactive in preserving and promoting their cultural heritage, attracting more tourists, and enhancing the long-term sustainability of their villages. However, despite the statistical significance, it is necessary to explore the extent to which cultural awareness translates into practical sustainability efforts, such as policy development, conservation initiatives, and the role of community leaders in maintaining traditional values while adapting to tourism demands.

The sustainability of tourist villages is highly influenced by how well local residents understand, appreciate, and engage with their cultural heritage. Communities that actively participate in preserving and promoting local culture contribute to conserving essential cultural values, reinforcing the identity of their village. However, cultural awareness alone may not be sufficient without institutional support, structured community involvement, and sustainable tourism management policies. Therefore, increasing cultural awareness should not be seen as an isolated strategy but as part of a broader rural tourism development framework that integrates community empowerment, policy alignment, and long-term sustainability planning.

The analysis of government support (DP) on the sustainability of tourist villages (KDW) shows a T statistic of 1.893 and a p-value of 0.059, indicating a marginal effect close to significance but not entirely strong at the 0.05 level. While government support appears to influence sustainability positively, its effect is not robust enough to be deemed statistically significant. This raises questions about the effectiveness and consistency of government policies and programs to strengthen the development and management of tourist villages. The findings suggest that while government initiatives exist, their impact may vary due to policy inconsistencies, limited financial resources, and challenges in implementation.

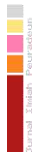
Government support often comes from funding, regulatory frameworks, and tourism development programs. However, the marginal significance level in this study suggests that such support may not always be well-targeted or

efficiently allocated. This could indicate a gap between policy formulation and its practical impact. To enhance the effectiveness of government support, improvements in policy design, implementation strategies, and active community engagement are necessary. Future studies should explore how different levels of government intervention, national, regional, and local, interact to support or hinder the sustainability of tourist villages.

The analysis of communication patterns (PK) on the sustainability of tourist villages (KDW) presents a T statistic of 0.355 and a p-value of 0.723, indicating no statistically significant effect. This suggests that communication patterns among stakeholders do not directly contribute to the sustainability of tourist villages as expected. The lack of significance raises important concerns about the effectiveness of communication strategies in coordinating tourism development efforts. Ineffective communication among local communities, government agencies, and tourism managers may lead to misalignment in tourism policies, underutilization of available resources, and weak collaboration among key stakeholders.

The absence of a significant impact from communication patterns suggests potential gaps in stakeholder interaction, a lack of participatory planning, or insufficient communication channels between tourism managers, local communities, and policymakers. The study results indicate that improving transparency, accessibility, and inclusivity in communication could strengthen stakeholder cooperation and enhance the collective management of tourist villages. Future research should investigate which aspects of communication, such as digital engagement, participatory governance, or stakeholder meetings, could be optimized to foster better collaboration and enhance sustainability efforts.

A critical limitation of the current findings is the lack of in-depth discussion on non-significant results, particularly regarding government support and communication patterns. While cultural awareness demonstrates a substantial impact, understanding why government support and communication patterns fail to show significance is equally essential. One possible explanation is that government policies may not be consistently applied across different



villages, leading to variation in impact. Similarly, communication efforts might be fragmented, lacking integration with tourism development strategies, or failing to address grassroots-level concerns effectively. A qualitative analysis involving direct feedback from tourism stakeholders could provide valuable insights into these inconsistencies.

Table 2. Determinant Coefficients in Kuta

R Square	R Square Adjust
0.808	0.784

The magnitude of the direct influence of the studied variables on the sustainability of tourist villages can be assessed through the R Square (R^2) and Adjusted R Square (Adjusted R^2) values. The R^2 value of 0.808 indicates that 80.8% of the variance in tourist village sustainability (KDW) is explained by cultural awareness (KB), government support (DP), and communication patterns (PK). This high R^2 value suggests that the model effectively captures the relationship between these independent variables and sustainability. However, while this result highlights the substantial role of these factors, it is essential to contextualize their relative importance and examine potential omitted variables that might contribute to sustainability outcomes. A more detailed exploration of how each independent variable uniquely affects sustainability could further enhance the interpretability of the model.

To account for the number of predictors and reduce the risk of overfitting, the Adjusted R^2 value of 0.784 provides a refined estimate of the model's explanatory power. Although slightly lower than R^2 , this value still indicates that the model can explain variations in the sustainability of tourist villages. However, unexplained variance suggests that other critical factors — such as economic conditions, infrastructure development, or tourism policies — may also play a role in determining sustainability. Future research should consider incorporating additional predictors or interaction effects to capture the complexity of sustainability dynamics in tourist villages. Further validation through comparative models or alternative analytical approaches could provide a more comprehensive understanding of the factors influencing sustainability.

b. MRA Analysis

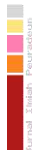
MRA (*Moderated Regression Analysis*) in this study explores the role of government support and communication patterns as moderating variables in the relationship between cultural awareness and the sustainability of tourist villages. Government support functions as the first moderating variable, which can influence how strongly cultural awareness influences the sustainability of tourist villages, while communication patterns act as the second moderating variable, which can modify this relationship. By integrating these two moderating variables, the analysis aims to understand how differences in government support and communication patterns can influence the strength and direction of the influence of cultural awareness on the sustainability of tourist villages.

Table 3. MRA in Kuta

Hypothesis	Original sample	T Statistics	P Values	Information
M1-KDW	-0.295	0.135	0.048	Influential
M2-KDW	0.023	0.135	0.893	Q. Influential

The M1-KDW model evaluates the moderating effect of government support (M1) on the relationship between cultural awareness (KB) and the sustainability of tourist villages (KDW). The analysis results indicate a T statistic of 0.135 and a p-value of 0.048, demonstrating that government support significantly influences the sustainability of tourist villages. Since the p-value is below the 0.05 significance threshold, it confirms that government support plays a moderating role in strengthening or weakening the effect of cultural awareness on sustainability. This finding highlights the crucial function of institutional backing in ensuring that cultural awareness effectively translates into sustainable tourism practices. However, while the statistical significance is evident, further exploration is required to determine whether different forms of government intervention, such as financial aid, regulatory policies, or infrastructural support, exert varying degrees of impact on this relationship.

The positive role of government support lies in its ability to enhance policy effectiveness and program implementation related to cultural



preservation and tourism development. When the government provides sufficient resources, infrastructure, and strategic policy direction, the influence of cultural awareness on tourism village sustainability is amplified. Conversely, inadequate or poorly implemented support mechanisms may dilute the positive impact of cultural awareness, making it less effective in sustaining tourism development. This underscores the importance of consistent, well-targeted governmental intervention to ensure that the cultural identity of tourist villages is protected while simultaneously promoting long-term economic viability. Future research should investigate whether different levels of governance (local, regional, or national) contribute differently to this moderating effect and explore potential gaps in government interventions that might hinder sustainability efforts.

In contrast, the M2-KDW model examines the role of communication patterns (M2) as a moderating variable in the relationship between cultural awareness and the sustainability of tourist villages. The analysis yields a T statistic of 0.135 with a p-value of 0.893, indicating that communication patterns do not significantly moderate this relationship. Given that the p-value is far above the 0.05 threshold, these results suggest that communication patterns do not meaningfully alter the influence of cultural awareness on the sustainability of tourist villages. This raises questions regarding the effectiveness, structure, and communication channels among stakeholders and whether alternative communication strategies might yield different outcomes.

Communication is generally considered crucial in tourism governance, but this study found that communication patterns did not significantly moderate the relationship between cultural awareness and sustainability. Current communication frameworks in tourist villages may be ineffective due to fragmented strategies, limited community involvement, or poorly structured channels. A reassessment is needed to determine whether the issue lies in the content, medium, or communication structure.

Government support emerged as a significant moderating factor, strengthening the link between cultural awareness and sustainability in tourist villages. These findings emphasize the vital role of institutional support in rural tourism development and raise concerns about the



limitations of current communication practices. Further research should examine governance quality, policy implementation, and community engagement to build stronger sustainability models.

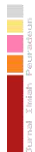
The lack of a moderating effect from communication patterns challenges theoretical assumptions about their role in sustainable tourism. Communication in village tourism may be hierarchical, procedural, and disconnected from participatory ideals. A mismatch between theory and field practice indicates the need for more inclusive, dynamic, and context-sensitive communication strategies.

While the quantitative data confirms the limited role of communication patterns as a moderator, the significance of this finding lies in its implication: “communication cannot be assumed to contribute meaningfully to sustainability unless embedded in empowering, dialogic, and context-sensitive frameworks”. This underscores the need for future interventions and research to focus on the presence of communication structures and their design, accessibility, and responsiveness to local socio-cultural dynamics. Although statistically insignificant, the result opens an important avenue for rethinking how communication can be restructured to enhance sustainability in tourist village development.

2. Discussion

a. Hypothesis Description

This study demonstrates that cultural awareness exerts a substantial influence on the sustainability of tourist villages, reaffirming theoretical perspectives that regard cultural identity as a critical element in place-based development. Heightened cultural awareness within local communities contributes to a shared sense of responsibility toward heritage assets, encouraging the adoption of sustainable behaviors and institutional practices. Tourism sustainability emerges not solely from the availability of physical or financial resources, but also from the presence of cultural capital and strong local agency. In contrast to earlier research that has positioned cultural awareness as a secondary variable, this study offers empirical confirmation of its primary role,



supported by statistically significant relationships and substantial effect sizes within the rural tourism context.

Findings regarding government support reveal its marginal role as a direct predictor of sustainability, suggesting ongoing difficulties in translating formal policy frameworks into effective implementation at the village level. A gap likely persists between the design of macro-level tourism policies and the realities faced by local communities. Policy instruments may exist in formal documentation, yet fail in execution due to limited adaptability, insufficient alignment with local contexts, or bureaucratic inertia. Results from the Moderated Regression Analysis (MRA) indicate that government support enhances the influence of cultural awareness only when interventions are precise, relevant, and context-sensitive. These findings support existing critiques of centralized governance and highlight the importance of adopting more participatory and decentralized models in tourism policy implementation.

The insignificant moderating effect of communication patterns challenges assumptions that communication consistently strengthens sustainability efforts in village tourism governance. Outcomes point to a possible weakness in how communication is structured and practiced, where existing mechanisms may lack inclusiveness, critical dialogue, or responsiveness. Superficial stakeholder engagement, rigid top-down information flows, or fragmented institutional communication may reduce its functional role in fostering collaboration. Communication strategies that fail to cultivate trust, equity, and participation cannot be expected to moderate the relationship between cultural awareness and sustainability. A rethinking of communicative infrastructure is needed, where emphasis is placed on participatory, dialogical, and power-sensitive approaches. Research in this area should expand to examine how innovative communication platforms and community-based knowledge systems contribute to shared governance and long-term sustainability.

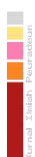
This finding aligns with previous research by (Demolingo et al., 2024) and (Suharyanto et al., 2023), highlighting the importance of cultural awareness in preserving cultural heritage and sustaining tourist villages. However, while

previous studies focus on the indirect effects of cultural awareness and the challenges in managing local culture, this research emphasizes its direct influence on sustainability, illustrating how an engaged and culturally aware community actively contributes to long-term tourism viability.

Government support in Kuta does not exhibit a significant direct influence on the sustainability of tourist villages. Despite various policies and programs implemented by the local government, their impact remains unclear due to coordination issues and uneven fund distribution. This finding is consistent with research by (Hubner et al., 2024) and (Chavez et al., 2024), which acknowledge the importance of government intervention in tourism development but do not specifically assess the effectiveness of this support. The lack of a significant direct impact underscores the need for a more structured evaluation of tourism policies to ensure that government support is better targeted and effectively enhances sustainability outcomes. Strengthening policy execution, local government collaboration, and funding allocation strategies could improve the role of government intervention in sustaining tourist villages.

Communication patterns do not significantly influence the sustainability of tourist villages in Kuta, which appears to stem from ineffective coordination and communication among stakeholders. This result is in line with findings by (Ramadhani et al., 2021; Eliza et al., 2025), which emphasize the importance of communication in cultural landscape planning and revitalization but do not focus specifically on communication patterns. The results of this study suggest that although effective communication is crucial for tourism governance, the current communication frameworks in Kuta do not sufficiently facilitate stakeholder collaboration. Moving forward, the development of improved communication strategies, including participatory planning and digital engagement platforms, could enhance coordination among local communities, government bodies, and tourism stakeholders, ensuring a more integrated approach to sustainable tourism management.

When evaluating government support and communication patterns as moderating variables, the findings reveal that government support strengthens



the positive effect of cultural awareness on sustainability, whereas communication patterns do not exhibit a significant moderating role. This result aligns with previous studies, such as IKM (Setiawan et al., 2023), which recognize the importance of support and communication in sustainability but do not explore their role as moderating factors in depth. The significant moderating role of government support suggests that cultural awareness alone is insufficient unless complemented by institutional backing, highlighting the necessity for an integrated governance approach in tourism sustainability strategies. In contrast, the insignificant role of communication patterns as a moderating factor suggests that more strategic and structured communication efforts are needed to ensure stakeholder alignment in tourism development.

This research provides valuable insights into the key determinants of the sustainability of tourist villages in Kuta. It confirms that cultural awareness is fundamental, while government support and communication patterns exhibit more complex interactions with sustainability outcomes. The study highlights the importance of improving government support mechanisms and developing effective communication frameworks to maximize sustainability efforts. Comparing these findings with prior research reveals similarities and unique contributions—while earlier studies emphasize cultural awareness and sustainability, this research provides a more detailed perspective on the direct and moderating roles of government support and communication patterns. Future studies should further investigate contextual variations, explore the interplay of other socio-economic factors, and develop more nuanced models that capture the dynamics of sustainable tourism governance.

b. Kuta in the Problems of Tourism Industrialization

Kuta, at the center of tourism industrialization, faces significant challenges where local communities often become spectators in their own homeland (Udytama et al., 2021). The rapid development of the tourism sector has transformed Kuta from a traditional fishing village into a modern entertainment and tourism hub. Yet, this transformation has led to the marginalization of the local community. While residents strive to maintain their



cultural identity, they often struggle against the dominance of the tourism industry, which gradually erodes local traditions. Additionally, Kuta's tourism-driven economic growth has brought both opportunities and challenges (Nugraha et al., 2020; Afandi et al., 2023). While the industry generates significant economic benefits, it also contributes to social issues such as drug trafficking and prostitution, creating an unsustainable environment that damages the local cultural image. The rise of nightlife and unregulated tourism activities further isolates the local population within its own land.

Quantitative findings reveal that cultural awareness, government support, and communication patterns significantly affect the sustainability of tourism in Kuta, with an R Square value of 0.808 and an Adjusted R Square of 0.784. Cultural awareness is key in preserving identity, while government support is vital in implementing effective policies. However, communication patterns alone show no significant statistical impact, suggesting that without concrete government action, communication efforts fall short of delivering sustainable outcomes. These findings emphasize the need for integrated approaches involving policy enforcement and active community involvement.

Kuta's situation reflects global trends in tourist village sustainability, as seen in countries like Peru and Ethiopia that promote community-based tourism to preserve culture amid economic pressures (Odunga et al., 2024). In contrast to Bali's market-driven model, nations like Costa Rica and Bhutan showcase how strong government regulations and community empowerment foster long-term sustainability (Araya et al., 2023; Pérez-Umaña & Quesada-Román, 2024), whereas inconsistent governance in Kenya and Mexico leads to disparities and cultural erosion (Coria, 2024; Sánchez López, 2024). Kuta's future hinges on adopting a holistic strategy blending cultural awareness, governmental backing, and inclusive communication to empower local communities and position Bali as a global benchmark for sustainable tourism.

These findings offer a valuable starting point for developing a critical perspective on the limitations of current communication policies in Bali's tourism development. The observed gaps between cultural awareness, institutional support, and sustainability outcomes suggest that prevailing



tourism governance models may not fully account for the relational and cultural dimensions of community-based tourism. Rather than merely reporting statistical associations, this study encourages a re-examination of how communication strategies are conceptualized and operationalized in rural tourism contexts. Integrating cultural agency and local institutions into the design of tourism policies could enhance both the legitimacy and effectiveness of sustainable development programs. This insight opens the possibility of proposing a new theoretical framework that situates culture and local institutional engagement as central, not peripheral elements in sustainable tourism governance. Without a structured discussion informed by existing literature, these implications risk being perceived as a mere extension of the results, rather than a critical and original academic contribution.

From a broader perspective, the findings of this study also contribute significantly to the global discourse on sustainable community-based tourism. By demonstrating the crucial role of cultural awareness and the moderating effect of government support, this research reinforces the idea that tourism development cannot be separated from local socio-cultural values and institutional structures. The evidence from Bali highlights how cultural identity serves not only as a symbolic heritage but also as a functional resource for ensuring the long-term viability of tourism. This insight is not confined to the Indonesian context; rather, it resonates with various developing countries in Asia, Africa, and Latin America that are experiencing similar challenges in balancing mass tourism, rapid economic expansion, and the preservation of cultural traditions.

The findings, therefore, underline the necessity of integrating cultural capital with government intervention to mitigate the risks of commodification, cultural erosion, and environmental degradation that often accompany the expansion of global tourism industries. Beyond its local relevance, this study provides a valuable reference point for international policymakers and scholars in designing sustainable tourism strategies that are culturally rooted, socially inclusive, and context-sensitive. In this way, the research speaks to a wider academic conversation on sustainable development goals (SDGs),

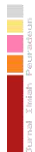
particularly those related to cultural preservation, decent work, and community empowerment in tourism-dependent regions.

Nevertheless, several limitations of this study should be explicitly acknowledged to provide a clearer interpretation of its contributions. First, the research is geographically restricted to tourist villages in Bali, which means the findings cannot be automatically generalized to other regions with distinct cultural, institutional, or environmental contexts. Tourist villages in Java, Lombok, or even countries like Vietnam, Thailand, or Kenya may operate under different socio-political conditions that could yield divergent results. Second, the relatively small sample size of 100 respondents, though statistically valid, may not fully reflect the diversity of perspectives, practices, and lived experiences among the thousands of community members and stakeholders engaged in Bali's tourism sector. Third, the reliance on a cross-sectional design limits the ability to capture dynamic changes in cultural awareness, government support, and communication patterns over time.

Tourism development is inherently fluid and influenced by global events such as pandemics, economic crises, or climate change, which a cross-sectional snapshot cannot adequately address. Furthermore, the use of quantitative methods alone, while effective for testing hypotheses, does not fully uncover the nuanced socio-cultural meanings, conflicts, and negotiations that shape community-based tourism practices. These limitations suggest the need for more comprehensive approaches—both longitudinal and mixed-method—that can provide richer and more holistic insights into the complex interplay between cultural identity, institutional support, and sustainability in the global tourism context.

D. Conclusion

This study confirms that cultural awareness is a critical determinant of the sustainability of tourist villages, particularly in Bali, where cultural identity forms both the foundation of community life and a central component of tourism appeal. The analysis demonstrates that cultural awareness significantly enhances sustainability through preservation efforts, collective responsibility,



and active participation, while government support plays a conditional role, exerting influence only when implemented with contextual sensitivity and relevance. Conversely, the absence of a significant moderating effect from communication patterns reflects structural weaknesses in current governance and stakeholder engagement. Together, these findings provide a synthesized understanding of how cultural, institutional, and communicative dimensions intersect in shaping the sustainability of community-based tourism.

Theoretically, this research offers a substantial contribution by advancing an integrative model that situates cultural identity and local agency as core elements within sustainability frameworks. Unlike earlier studies that analyzed cultural awareness, government support, and communication patterns separately, this study demonstrates their interconnectedness and emphasizes the moderating role of institutional backing. Practically, the findings highlight the urgent need for policy reforms that prioritize adaptive governance, enhance educational initiatives on cultural preservation, and strengthen community-based tourism models. These contributions affirm the novelty of the study, positioning it as both an academic intervention that refines existing theories and a practical guide for policymakers, local governments, and tourism stakeholders seeking culturally rooted and context-sensitive sustainability strategies.

Building upon the limitations acknowledged, future research should expand the geographical scope beyond Bali to include comparative analyses across different regions or countries, thereby broadening the applicability of the findings. Employing larger and more diverse samples would capture greater variation in community perspectives, while longitudinal designs could trace the evolving dynamics of cultural awareness, government support, and communication over time. Moreover, integrating qualitative methods—such as interviews and participatory observations—would enrich the quantitative findings by uncovering deeper socio-cultural meanings, stakeholder negotiations, and local power relations that underpin sustainable tourism governance. Such approaches would allow future studies to refine and test the proposed integrative framework in more complex and varied contexts.

Ultimately, this study not only contributes to academic debates on sustainable tourism but also provides actionable insights for policymakers and practitioners. The findings underscore that safeguarding cultural awareness is not merely a local priority but a global imperative, and that aligning culture with governance holds the potential to position community-based tourism as a model of resilience, authenticity, and long-term sustainability.

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