

THE ROLE OF ECOTOURISM IN PRESERVING ENVIRONMENTAL AWARENESS, CULTURAL AND NATURAL ATTRACTIVENESS FOR PROMOTING LOCAL COMMUNITIES IN BALI, INDONESIA

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ABSTRACT

Ecotourism is a form of sustainable tourism that aims to preserve the natural environment and wildlife while benefiting local communities. It is a responsible and ethical way of travel that promotes environmental awareness, education, and cultural exchange. Ecotourism has gained popularity recently due to growing concerns over environmental degradation and climate change. This study discusses the influence of environmental awareness, cultural and natural attractiveness, and ecotourism attributes on destination image and intention to visit. The location of the study is in Bali, Indonesia. This study used quantitative research using purposive random sampling and analyzed using SmartPLS. The results explain a significant positive relationship between environmental awareness, cultural and natural attractiveness, and ecotourism attributed to destination image and intention to visit.

Keywords: Ecotourism; environmental awareness; cultural and natural attractiveness; ecotourism attributes; destination image; intention to visit; Subak Sembung Bali

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INTRODUCTION

Ecotourism is a form of tourism that promotes environmental conservation and economic and

social sustainability in tourist areas. The concept of ecotourism was first introduced in the 1980s as a reaction to ecological damage caused by

mass tourism and unsustainable tourism development (Walker 2014). The development of ecotourism is driven by various factors, including increasing public awareness of the importance of environmental conservation, the demand for the tourism market, which increasingly prioritizes authentic and quality natural experiences, and the need for economic diversification and development of inland or remote areas (Kars, 2017). Ecotourism aims to generate sustainable economic benefits for local communities while protecting and maintaining the biodiversity and ecosystems that are tourist attractions (Zhang, 2012).

Along with increasing global awareness about the importance of sustainable tourism, Indonesia continues to strengthen the ecotourism sector as an alternative to conventional tourism. The trend of tourists visiting ecotourism destinations continues to increase along with increasing global awareness about the importance of sustainable tourism and protecting the environment. According to Zhang (2012), several things can influence visitors to ecotourism; they are looking for authentic and quality experiences. Tourists visiting ecotourism destinations usually want to experience authentic natural life not found in conventional tourism experiences, besides tourists who want to contribute to environmental conservation and local communities. Tourists who visit ecotourism destinations usually choose these destinations because they want to contribute to conservation efforts and support the local economy.

Thapa et al. (2017) also explained that tourists who want to understand the culture and life of local people. Tourists who visit ecotourism destinations usually want to understand the culture and life of local people and learn about their traditions and habits. They tend to choose ecotourism as a place to travel. The trend of tourists visiting ecotourism destinations shows that tourists are increasingly aware of the importance of protecting the environment and local culture. Therefore, ecotourism development must be carried out by prioritizing environmental conservation and the interests of local communities, as well as increasing the quality and attractiveness of tourism for tourists. One of the ecotourism that offers tradition, nature, and culture is Subak Sembung Bali.

Pitana (1993) defines subak as an organization of wetland farmers who obtain irrigation water

from a common source, have one or more Bedugul temples, and have freedom in managing their organization. Sudarta and Dharma (2013) differentiate the functions of subak into internal and external functions. Internal functions include (a) carrying out ritual activities, (b) distributing irrigation water, (c) maintaining irrigation networks and other physical structures, (d) conflict resolution, (e) mobilizing resources, and (f) adopting innovations. Meanwhile, the external functions include (a) supporting food security, (b) preserving the natural environment, (c) preserving Balinese and agrarian culture, (d) supporting traditional values, (e) supporting the development of agro-tourism, and (f) supporting the development of village unit cooperatives.

Based on data from the Denpasar City Agriculture Service (2023), Denpasar City consists of 41 active subak fields spread across four sub-districts and 43 villages/wards. According to Sedana et al. (2018), generally, the number of tourists visiting the Subak Sembung Ecotourism area, which was developed earlier in Denpasar City, makes more use of the ecotourism area as a place for sports recreation and buys local products produced from paddy fields. According to Cahyaningtiyas et al. (2021), the average number of visitors to Subak Sembung is 50 people daily, increasing on Saturdays, Sundays, and national holidays. Dominant visitors came from the city of Denpasar and the northern part of Badung Regency. This shows that subak has the opportunity to become a tourist attraction which has a function as the preservation of the subak land itself, provides opportunities for farmers to market their agricultural products directly, and becomes a reference for open tourist objects that are affordable for visitors, especially the people of Denpasar City.

Subak Sembung is one of the subaks in Denpasar city, Bali. Subak Sembung ecotourism in Bali is a form of sustainable tourism that aims to preserve Bali's natural beauty and local wisdom. Subak Sembung ecotourism offers a different tourism experience with a calm and natural atmosphere. It allows tourists to learn about the traditional Balinese irrigation system and the philosophy of Tri Hita Karana that underlies it. At Subak Sembung Ecotourism, tourists can see directly the activities of farmers in managing traditional irrigation systems that

have been passed down from generation to generation. Tourists can also tour and visit fruit and vegetable gardens around Subak and pick fruit or vegetables straight from the tree. Tourists can also learn about traditional rice processing and how to make Ubud rice field trekking.

Only a few people know Subak as a destination in Bali. According to data from *detikbali.com*, in 2022, visitors to Subak Bali will be around 1,275, of which 375 are foreign tourists and 918 are domestic tourists. Of course, this number will continue to be increased to attract tourist visits to Subak ecotourism destinations. One of the factors that can increase visiting interest in ecotourism is environmental awareness. Stern and Dietz (1994) explain that environmental awareness is the awareness and understanding of a person or society towards environmental problems, including the relationship between humans and the environment and concern for environmental sustainability. Meanwhile, according to Azam (2019), ecological awareness is human understanding and recognition of the importance of maintaining the sustainability of nature and the surrounding environment. From this, it can be concluded that someone with good environmental awareness can make better decisions and be responsible for the environment around him.

Other factors that can affect interest in visiting our cultural and natural attractiveness. Cultural and natural attractiveness is the attraction or cultural and natural beauty of an area or place. Cultural attractions can include art, music, dance, architecture, food, traditions, history, and cultural or community values (Kozak et al., 2010). Cultural and natural attractiveness or cultural and natural attractions are significant in the tourism industry. This is because this attraction is the main factor that attracts tourists to visit a tourist destination. Cultural and natural attractiveness also promotes an area's cultural and natural heritage to tourists from various countries. This can enrich tourists' knowledge about an area's unique culture and natural beauty and increase their love and appreciation for Indonesia's cultural and natural diversity. Apart from that, another thing that characterizes ecotourism is the ecotourism attribute.

Ecotourism attribute refers to the features and characteristics of a destination that make it suitable for ecotourism. These attributes may include natural attractions, such as pristine

forests, coral reefs, and wildlife, as well as cultural attractions, such as indigenous communities and traditional practices. Ecotourism also involves sustainable tourism practices that minimize negative environmental impacts and maximize benefits to local communities. Some key ecotourism attributes tourists highly value include authenticity, education, conservation, and community involvement. Authenticity refers to the unique and genuine experiences tourists offer, such as visiting remote villages, learning about local traditions, and exploring natural habitats. Education involves learning about the environment, conservation, and local cultures, while conservation refers to protecting and preserving natural resources and ecosystems. Finally, community involvement involves engaging local communities in planning and managing tourism activities, promoting cultural exchange, and supporting local businesses. The ecotourism attribute is crucial for sustainable tourism development and is responsible for travel that benefits both the environment and the local communities. Therefore, this research focuses on the influence of environmental awareness, cultural and natural attractiveness, and ecotourism attributes on destination image and intention to visit Subak Sembung Bali.

LITERATURE REVIEW

Environmental Awareness

Environmental awareness or environmental awareness is the understanding and recognition of the importance of maintaining the sustainability of nature and the surrounding environment (Azam, 2019). Environmental awareness includes understanding human impacts on the environment and actions that can be taken to reduce these impacts. Environmental awareness can help increase individual and community awareness about the importance of maintaining the sustainability of nature and the environment and help reduce the negative impacts generated by human activities (Huang et al., 2017). Holden (2010) explains that having good environmental awareness allows individuals to make better decisions and be responsible for their surroundings.

Some ways to increase environmental awareness are by educating oneself about ecological issues, reducing the use of energy and resources, choosing environmentally friendly

products, disposing of waste properly, and taking collective action such as participating in environmental movements or supporting environmental management programs—sustainable environment (Teeroovengadam, 2019).

Ferreira et al. (2023) stated that environmental awareness has direct effects and acts as an important moderator. People with a high level of environmental awareness are more influenced by facilitating conditions when it comes to using technologies, while habit has less impact. Chen et al. (2023) stated that the significance of unforgettable rural tourism experiences, the connection to nature, and environmental awareness are crucial factors that fully mediate the long-term relationship between rural tourism experiences and green consumption.

González et al. (2022) stated that recognizing the importance of the environment has a positive impact on students' desire to become entrepreneurs. Implementing strategies to prevent waste, dumping, and emissions is crucial. Additionally, the perception of ecological consumption plays a role in the connection between environmental awareness and entrepreneurial initiative. Tabuenca et al. (2023) stated that IoT technology can educate and encourage environmental awareness. Prado & Moraes (2020) stated that the impact of environmental awareness on the intention to purchase organic products differs based on gender, with women showing a stronger and more positive influence on buying organic items. Altaher (2011) states that television and the internet are considered the primary sources of environmental information.

Cultural and Natural Attractiveness

Cultural and natural attractiveness is the attraction or cultural and natural beauty of an area or place. Cultural attractions can include art, music, dance, architecture, food, traditions, history, and cultural or community values (Kozak et al. 2010). At the same time, natural attractions can include natural landscapes such as beaches, mountains, rivers, and lakes and their biodiversity and species. Cultural and natural attractiveness is important in tourism and can attract tourists to visit an area or place. Anderson (2019) explains that this attraction can give visitors a unique and unforgettable experience. In addition, cultural and natural attractiveness

can also promote and increase awareness of an area or place's cultural and environmental richness (Li, 2017). Sustainable tourism development by maintaining and utilizing cultural and natural attractiveness can benefit the local community economically and socially. In developing sustainable tourism, it is important to pay attention to natural and cultural conservation and increase the participation and involvement of local communities in tourism activities.

Ecotourism Attributes

Ecotourism refers to sustainable tourism that involves visiting natural areas and engaging in activities with minimal environmental impact. The following are some of the attributes that are typically associated with ecotourism:

1. Conservation: Ecotourism promotes the conservation of natural resources, including biodiversity, water, and air quality.
2. Education: Ecotourism provides opportunities for visitors to learn about the natural and cultural history of the areas they visit and the importance of conservation and sustainability.
3. Sustainability: Ecotourism is designed to minimize the negative impacts of tourism on the environment while supporting the local community's economic and social well-being.
4. Responsible travel: Ecotourism encourages responsible travel practices, such as reducing waste, conserving resources, and respecting local customs and culture.
5. Community involvement: Ecotourism often involves the participation of local communities in developing and managing tourism activities, which can help ensure that tourism's benefits are fairly shared.
6. Low-impact activities: Ecotourism activities are typically low-impact, such as hiking, bird-watching, and wildlife viewing, and do not involve exploiting natural resources.

Martha (2019) states that the important attributes of ecotourism are conservation, education, community participation, and economic sustainability. In addition, David (2019) states that the attributes of ecotourism include the choice of unique natural destinations. These activities benefit the environment, education and interpretation, community

participation, and nature conservation. Overall, ecotourism seeks to promote sustainable tourism practices that benefit both the environment and local communities while providing visitors with unique and educational experiences.

Destination Image

Destination image is a perception and image that a person or group owns regarding a destination or tourist spot (Zhang et al., 2014). The government aims to create a positive image of their country for international consumers and citizens by hosting large-scale global events (Shakirova, 2015). Valduga et al. (2019) explained that destination image includes all aspects of a destination, from tourist attractions, the natural environment, culture, food, and drink to the convenience of accommodation and transportation facilities. This image can have an impact on the decision of a person or group to visit a destination or tourist spot (Trang, 2018).

Staylidis (2020) explains that many factors, including the mass media, personal experience, and influence from family and friends, influence destination image. A strong positive image of a tourist destination or place can increase the number of visitors and support tourism development in an area. Conversely, a negative image can reduce the number of visitors and hinder tourism growth. Smykova (2015) stated that the tourist brand of Kazakhstan should focus on linking with the country's natural surroundings and cultural customs. Baber & Baber (2022) stated, that the image of a destination fully explains the relationship between e-reputation, SMME, and the intention to visit. Byon & Zhang (2010) stated that a positive correlation exists between the perceived image of a destination and the likelihood of individuals engaging in tourism activities.

Jeong & Kim (2020). The quality of an event, the image of a destination, and the perceived value greatly influence tourists' satisfaction. Tourist satisfaction, destination image, and perceived value affect their loyalty to the destination. It is found that tourist satisfaction plays a crucial role in the relationship between destination image/perceived value and destination loyalty.

Jeong & Kim (2019) stated that the image of a destination directly affected tourist satisfaction and their loyalty in terms of attitude and

behavior. Additionally, tourist satisfaction played a role in mediating the relationship between destination image and both types of loyalty. Zhou et al. (2022) The image of a destination and its memorable experiences are connected to the likelihood of tourists wanting to revisit. These factors also mediate the relationship between the quality of cultural heritage rejuvenation experiences and revisiting intention.

In their study, Saini & Arasanmi (2021) argued that the tourism destination's image influences tourists' digital advocacy behavior. Additionally, tourists' satisfaction with their experience also significantly impacts their advocacy behavior. Furthermore, the study suggests that tourists' satisfaction mediates between the tourism destination image and their advocacy behavior.

Leong et al. (2015) state that nostalgia plays a significant role in shaping people's image of a destination before visiting it. How people perceive a destination and the value they expect to get from it is interconnected and influences their intention to visit in the future.

Lu et al. (2020) stated that the destination image positively impacts tourist satisfaction, which in turn leads to increased tourist loyalty. Additionally, the research revealed that the port's attractiveness indirectly affects tourist loyalty through its influence on destination image and tourist satisfaction. Akroush et al. (2016) stated that four aspects of tourism service quality positively and significantly impacted the destination's image. Additionally, the brand image had a positive and significant impact on loyalty to the destination. Ultimately, the destination image acted as a mediator between tourism service quality and destination loyalty. Kusumah (2022) stated that the image of a destination can affect how likely someone is to revisit a virtual reality experience. Additionally, the reasons for traveling and any limitations on travel can directly impact the image of a destination in a positive way.

Ecotourism Intention to Visit

According to Peter and Oslen (2000), intention is an activity that involves specific behavior to achieve a goal. Intention to visit refers to the possibility or willingness of individuals to visit a particular destination in the future. Chen et al. (2014) define visit intention as a willingness to visit a tourist destination. Tourists visit a

particular destination, which is triggered by internal and external information such as destinations and social media. Intention to visit (visit intention) is the final consumer decision-making process. This consumer decision-making process starts from the emergence of a need for a product or brand (need arousal), followed by information processing by consumers (Consumer Information Processing).

Özel & Çoban (2022) wrote that subjective norms, perceived behavioral control, attitude, and corresponding beliefs influenced the intention to visit. Micevski et al. (2021) stated that the perception of a country as competent and warm positively impacts the admiration people feel towards that country, leading to a higher likelihood of them wanting to visit it as a tourist destination. Pham & Khanh (2021) proved a significant link between three key factors influencing Vietnamese travelers' decision to visit ecotourism locations: their concern for the environment, how they view the importance of the future, and their perception of the ecotourism destination. Additionally, the study confirms a strong connection between how individuals perceive the ecotourism location, their view of the future, and their environmental concerns.

Ecotourism intention to visit (ITV) is a person's tendency or intention to visit and carry out

ecotourism activities to a particular destination. This ITV is usually influenced by several factors, such as perceptions of destinations, motivation, environmental values, and knowledge about ecotourism (Pham, 2020)

METHODOLOGY

This study uses a quantitative approach, namely research focusing on testing hypotheses using statistical analysis tools. According to Leedy and Ormrod (2001), Quantitative research involves collecting data so that information can be quantified and tested statistically. The population in this study were tourists who had never visited the Subak Bali ecotourism destination. The data collection technique used in this study used a purposive random sampling method by distributing questionnaires. The number of samples in this study was 200 tourists. Then, the results of the data obtained will be analyzed using SmartPLS 3.0

Convergent Validity

Convergent validity analysis is a test used to measure whether or not an indicator is valid (Ghozali, 2016). According to Hair Jr. et al. (2017), the indicator can be valid if it has a value > 0.6 .

Table 1. Convergent Validity

Variable	Indicator	Outer Loading	Criteria
Environment Awareness	EA 1	0.734	Valid
	EA 2	0.750	Valid
	EA 3	0.721	Valid
	EA 4	0.737	Valid
	EA 5	0.726	Valid
Cultural and Natural Attractiveness	CNA1	0.784	Valid
	CNA2	0.823	Valid
	CNA3	0.753	Valid
	CNA4	0.756	Valid
Ecotourism Attribute	EA1	0.634	Valid
	EA2	0.650	Valid
	EA3	0.621	Valid
	EA4	0.737	Valid
	EA5	0.726	Valid
Destination Image	DI1	0.679	Valid
	DI2	0.696	Valid
	DI3	0.788	Valid
	DI4	0.767	Valid
	DI5	0.631	Valid

Table 1. Continued

Variable	Indicator	Outer Loading	Criteria
Ecotourism Intention to Visit	EIV1	0.629	Valid
	EIV2	0.823	Valid
	EIV3	0.856	Valid
	EIV4	0.753	Valid
	EIV5	0.788	Valid

Average Variance Extracted (AVE)

The measurement of the AVE value can be used to compare each construct with the correlation

between other constructs in the model. The AVE value must have a value > 0.5 (Ghozali & Latan, 2014).

Table 2. AVE

Variable	Average Variance Extracted (AVE)
Environment Awareness	0.642
Cultural and Natural Attractiveness	0.539
Ecotourism Attribute	0.618
Destination Image	0.612
Ecotourism Intention to Visit	0.733

Composite Reliability and Cronbach's Alpha

Composite reliability evaluation and Cronbach's alpha can help test reliability. Based on (Hair et al., 2014), data with a combined

reliability value of > 0.7 have high reliability, while Cronbach's alpha is expected to be > 0.6.

Table 3. Composite Reliability dan Cronbach's Alpha

Variable	Reliability	Cronbach's Alpha
Environment Awareness	0.790	0.667
Cultural and Natural Attractiveness	0.822	0.710
Ecotourism Attribute	0.782	0.633
Destination Image	0.787	0.688
Ecotourism Intention to Visit	0.825	0.730

Hypothesis Testing

The test results include a direct effect. The sign (») indicates the direction of influence between

one variable on another variable. Here are the results of the hypothesis testing.

Table 4. Hypothesis Testing

Variable	Original Sample (O)	P Values
Environment awareness → Destination Image	0.128	0.003
Cultural and Natural Attractiveness → Destination Image	0.223	0.002
Ecotourism Attribute → Destination Image	0.639	0.000
Destination Image → Ecotourism Intention to Visit	0.618	0.000

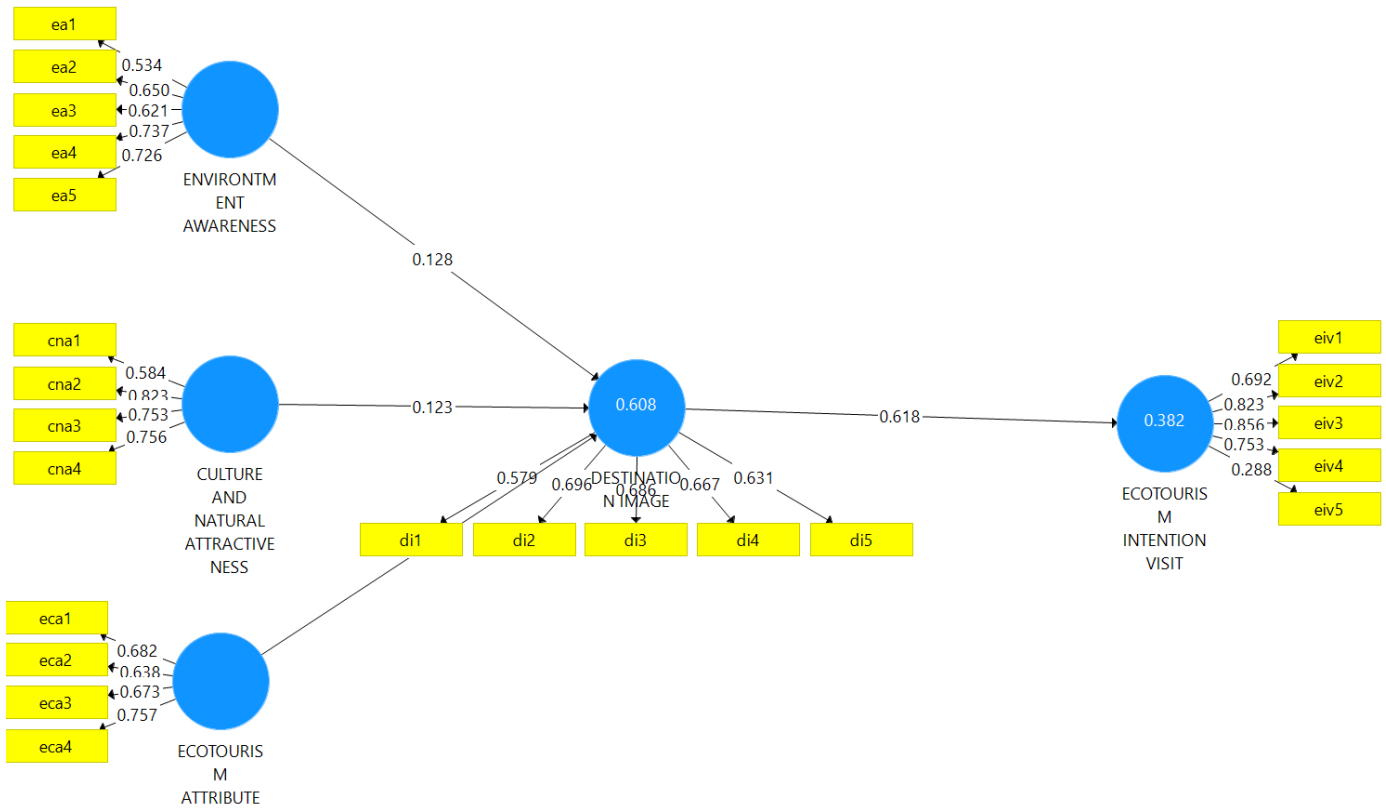


Figure 1. Outer model (the abbreviations are explained in Table 1)

DISCUSSION

Environment Awareness has a significant effect on Destination Image.

Environmental awareness includes understanding human impacts on the environment and actions that can be taken to reduce these impacts. Environmental awareness can help increase individual and community awareness about the importance of maintaining the sustainability of nature and the environment and help reduce the negative impacts generated by human activities (Huang et al., 2017).

The results of this study explain that environmental awareness has a positive and significant influence on destination image, with a p-value of 0.003, which means that the higher the environmental awareness within the individual, the higher the destination image will be in the eyes of tourists.

Environmental awareness is generally defined as the level of one's understanding of the importance of protecting the environment and minimizing the negative impact of human activities on the environment. Meanwhile, the destination image is the tourists' subjective perception of a destination. This study tries to

explain the relationship between environmental awareness and the image of a tourist destination. Several studies have shown that more environmentally conscious tourists tend to perceive eco-friendly tourist destinations more positively.

One example of recent research is a study conducted by Almeida et al. (2020) in Portugal. The study found that environmental awareness positively influences tourists' perceptions of environmental quality and quality of life in explored tourist destinations. In another study, Yoo and Gretzel (2011) found that more environmentally conscious tourists tend to look for destinations with solid environmental management programs and are committed to maintaining environmental sustainability.

Overall, research on environmental awareness of the image of tourist destinations shows that environmental awareness can influence tourists' perceptions and choices of a destination. Therefore, tourism industry players and local governments can increase environmental awareness and promote eco-friendly tourist destinations to increase the attractiveness of destinations and enhance the tourist experience.

Cultural and Natural Attractiveness has a significant effect on Destination Image.

Cultural attractions can include art, music, dance, architecture, food, traditions, history, and cultural or community values (Kozak et al. 2010). culture and natural beauty are the two main factors that are often the main reasons for tourists to visit a tourist destination. Culture can include history, architecture, art, and local traditions, while natural beauty includes national parks, beaches, mountains, and other natural attractions.

The results of this study explain that cultural and natural attractiveness have a positive and significant influence on destination image, with a p-value of 0.002. meaning that the higher the cultural and natural attractiveness felt in an individual, the higher the destination image in the eyes of tourists.

According to Kim et al. (2020), cultural factors and natural beauty significantly influence the image of tourist destinations, and tourists who have positive perceptions of culture and natural beauty tend to have the intention to revisit these tourist destinations. In another study, Han et al. (2018) found that natural beauty has a greater influence on the image of tourist destinations than culture, especially for famous natural tourist destinations in South Korea. Therefore, tourism industry players and local governments can promote culture and natural beauty as the main attractions of their tourist destinations to enhance the tourist experience and attract more tourists to visit their destinations.

Ecotourism attributes have a significant effect on destination image.

Ecotourism is a form of tourism that promotes environmental sustainability and natural resource conservation while providing economic and social benefits to local communities. Research on ecotourism attributes tries to identify factors that attract tourists to choose ecotourism as a tourist destination. Some of the factors often studied in this research are the quality of the environment, opportunities to learn and participate in conservation activities, cultural and environmental uniqueness, and the quality of the tourism experience.

The results of this study explain that cultural and natural attractiveness has a positive and

significant influence on destination image with a p-value of 0.000. meaning that the better and more appropriate the ecotourism attribute of an ecotourism destination will increase the positive image of the ecotourism in the eyes of tourists

One example of research on ecotourism attributes is a study conducted by Leuw (2018) and Agung et al. (2015), explaining a significant positive relationship between attributes in a tourist destination and destination image. Leuw (2018) also explained that attributes such as the availability of various local tours, restaurants, shopping, weather, and cultural performances must exist in every tourist destination.

Destination Image has a significant effect on Ecotourism Intention to Visit.

Destination image is a perception and image that a person or group owns regarding a destination or tourist spot (Zhang et al., 2014). Destination image is the perception or picture that potential tourists have about a tourist destination. This image can be influenced by advertising, promotions, other people's experiences, etc. Destination image can shape tourists' expectations of destinations, and these expectations will affect tourists' intentions to visit. Meanwhile, the intention to visit is the willingness or desire of tourists to visit a destination. This intention can be influenced by various factors such as the destination's image, tourist satisfaction with previous experiences, recommendations from other people, and so on.

The results of this study explain that destination image has a positive and significant influence on the intention to visit with a p-value of 0.000. This means that the more positive the image of a destination, the more it will increase the interest of tourists visiting that destination.

In the research of Gamon (2022), Susanti (2023), and Afshardoost (2020), it has been proven that a positive image or picture of a tourist destination can increase the intention or desire of tourists to visit that place. The more positive the image of a destination in the minds of potential tourists, the more likely they are to visit that destination.

Therefore, to attract tourists to visit, tourism managers and the government need to pay attention to the destination's image and ensure that the image is positive and in line with tourist expectations, for example, by promoting the

beauty of nature, culture, and the quality of facilities in tourist destinations, to enhance the image of the destination and invite tourists to visit.

CONCLUSION AND RECOMMENDATION

The results of this study can be concluded that:

1. Environmental awareness has a significant positive relationship with the destination. Overall, environmental awareness can have a significant positive relationship with the destination image. Tourists who have high environmental awareness tend to look for destinations that are considered environmentally friendly, choose destinations with high quality, influence their intention to visit a place, and increase their satisfaction during the visit. Therefore, tourist destinations need to pay attention to environmental issues and implement sustainable practices to improve their image in the eyes of environmentally conscious tourists.
2. Cultural and natural have a significant positive relationship to the destination image. Overall, cultural and natural attractions strongly influence the image of a tourist destination. Both can provide tourists with a unique, emotional, and immersive experience. In this research, Subak Bali managed to take advantage of its unique culture and natural beauty to create memorable experiences that will strengthen its image as an attractive and valuable tourist destination.
3. The Ecotourism Attribute has a significant positive relationship to the destination. Thus, Subak Bali's ecotourism strongly influences the image of Bali as a tourist destination. Combining environmental preservation, cultural heritage, education, and environmental awareness, Subak Bali ecotourism creates a unique and valuable travel experience. It describes Bali as a sustainable, authentic, culturally and environmentally responsible tourism destination.
4. Destination image has a significant positive relationship to ecotourism intention to visit. Overall, a strong tourist destination image related to ecotourism can influence individual intentions to visit the destination.

Attractiveness, value suitability, trust, social influence, and recommendations can be factors that influence individual decisions to make ecotourism the main motivation for their tourist visits. Therefore, ecotourism destinations need to build and promote a positive and attractive image for potential tourists.

Regardless of the existing findings, this study has several limitations that open up further research. First, because the sample of this study only includes tourists visiting Subak Sembung Bali, caution should be exercised if these findings are generalized to other geographic areas, especially different countries. As a result, future research may analyze samples from more diverse geographic areas. Second, this study is based solely on self-reported data. Some respondents may provide biased responses. Even though the instruments used in this study have a high reliability and scientific validity level, bias can still lead to measurement errors. Therefore, future research can use other variables related to ecotourism, such as ecological paradigm ecocentrism activism.

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