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Charting Bali's Sustainable Tourism Future Post-COVID-19: Key Interactions and Mediating Factors

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Abstract: This study investigates interrelationships among Tourism Impact, Airport Services, Tourism Condition, and Destination Image within the context of fostering Bali's Sustainable Future in tourism. With Destination Image, Government Policy, and Community Behavior acting as mediators, the research was conducted in Bali through an online survey, engaging tourism stakeholders in Bali. Employing purposive sampling, 200 responses were deemed valid for subsequent Structural Equation Model analysis. The findings from the direct effect analysis reveal that Tourism Impact exerts the most substantial influence on Destination Image, as indicated by its coefficient value of 0.837. Airport services directly contribute to Bali's sustainable future, with a measured effect of 0.518. Further analysis reveals that Tourism Impact and Airport Services exhibit substantial total effects on Destination Image, with values of 0.837 and 0.146, respectively. Bali's Sustainable Future notably demonstrates positive total effects on Airport Service, Tourism Impact, and Government Policy, quantified at 0.537, 0.512, and 0.360, respectively. Additionally, Destination Image positively contributes to Bali's Sustainable Future, with a value of 0.136. Contrarily, Community Behavior shows a negative total effect of -0.014 on the sustainability of Bali tourism. These findings highlight the complex interplay of factors involved in Bali's pursuit of a sustainable tourism future.

Keywords: Governance Policy; Community Behavior; Tourism Image; Sustainability Destination; Post-COVID-19; Tourism Socio-economic; Sustainability Factors; Tourism Impact; Sustainable Future in Tourism.

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1. Introduction

Bali has proven to be the best tourist destination in the world. Bali relies heavily on the tourism sector, and Bali tourism development aims to create sustainable Bali tourism. The SDG program is elaborated here to explain that the study's result answers the island's tourism sustainability issues. Bali's tourism development goals are in line and parallel with the goals of the tourism industry. Has emerged as a key force for sustainable socio-economic development globally and other enabling factors by tourism, which culminates towards the realization of sustainable development goals, catalyst in spurring economic activities and in parallel with selected United Nations' Sustainable Development Goals (SDGs) in improving community welfare through [1]–[7]:

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- Job Creation and Economic Growth: Tourism is a significant generator of employment, offering opportunities for direct and indirect employment in various sectors such as hospitality, transportation, food and beverage, and handicrafts [8]–[11].
- Foreign Investment and Capital Inflows: Tourism attracts foreign investment and capital, stimulating destination countries' economic growth and infrastructure development. Investments in hotels, resorts, infrastructure, and tourism-related services help create an enabling environment for sustainable development [12]-[13].
- Cultural Exchange and Understanding: Tourism fosters cultural exchange and understanding between people from different backgrounds [14]. It promotes tolerance, appreciation of diverse cultures, and the preservation of intangible cultural heritage. Tourism promotes peace, harmony, and mutual respect by facilitating interactions between tourists and local communities.
- Environmental Conservation and Sustainable Practices: Sustainable tourism practices aim to minimize the negative environmental impacts of tourism while promoting conservation and sustainable resource management. Sustainable tourism initiatives include protecting natural areas, promoting biodiversity conservation, minimizing carbon emissions, and supporting eco-friendly practices in accommodation and transportation [15]-[16].
- Poverty Alleviation and Community Development: Tourism can positively impact poverty alleviation by creating income-generating opportunities for local communities [17]–[19]. Community-based tourism initiatives empower residents to participate in and benefit from tourism activities, leading to improved living standards, education, and healthcare.
- Preservation of Natural and Cultural Heritage: Tourism can play a vital role in preserving natural and cultural heritage [20]. Revenue generated from tourism can be reinvested in heritage conservation, maintenance of historical sites, and the protection of biodiversity. Sustainable tourism practices promote responsible tourism behaviour to minimize the degradation of cultural and natural assets.
- Sustainable Development Goals Alignment: The United Nations' Sustainable Development Goals (SDGs) provide a framework for global development, and tourism aligns with several of these goals. For example, tourism contributes to SDG 1 (No Poverty), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), and SDG 12 (Responsible Consumption and Production), among others [21]-[22].

By embracing sustainable tourism practices, promoting responsible tourism behaviour, and ensuring equitable distribution of benefits, the tourism industry can contribute to sustainable socio-economic development, peace, and prosperity at local, national, and international levels [23]–[25]. Figure 1 depicts the factors that are enhanced by the tourism industry as a seed.

Figure 1: Tourism Socio-economic Sustainability Factors

In recent years, the tourism industry has been severely disrupted by the COVID-19 crisis, as travel restrictions and temporary closures of tourist destinations have made it challenging for people to engage in tourism activities. It is believed that the impact of the crisis on individuals has been more significant than initially estimated. This is evident from the data obtained from Bali,

one of Indonesia's most popular tourist destinations. During the Covid-19 pandemic, foreign visitors have not been arriving in Bali. Before 2020-2021, Bali welcomed over six million foreign visitors annually. In 2019 alone, a total of 6.2 million foreigners entered Bali through Ngurah Rai International Airport. Being a beloved island destination in Indonesia, Bali heavily relies on tourism, with approximately 65% of its economy dependent on this sector. The collapse of the tourism industry has posed an immense and unprecedented challenge for Bali. In 2020, the foreign exchange earnings in the tourism sector losses were approximately USD7.3 billion. In line with the prior literature survey, there are issues specific to Bali's tourism industry, which faces several key challenges in its journey towards becoming a sustainable destination and balancing its socio-economic thrust in the post-COVID-19 pandemic era. Here are some key challenges:

- Recovery and Rebuilding: The immediate challenge for Bali's tourism industry is to recover from the impacts of the pandemic. Rebuilding tourism infrastructure, reviving businesses, and restoring employment opportunities while adhering to sustainable practices require careful planning and coordination [10]-[11].
- Balancing Tourism Growth and Environmental Impact: Bali's natural environment and ecosystems have faced significant strain from tourism activities, including waste generation, water scarcity, and damage to coral reefs and forests. Balancing tourism growth with environmental sustainability is crucial to protect and preserve Bali's natural assets.
- Tourism and Infrastructure Pressure: Tourism, particularly in popular areas like Kuta and Ubud, has put immense pressure on infrastructure, leading to overcrowding, traffic congestion, and strain on public services. Implementing measures to manage visitor numbers, diversify tourism across the island, and improve infrastructure capacity is essential for sustainable destination management.
- Waste Management and Pollution: Bali has grappled with waste management issues, particularly plastic pollution, which adversely affects the environment, marine life, and the overall visitor experience. Strengthening waste management systems, promoting recycling, and raising awareness among tourists and locals about responsible waste disposal are crucial for a sustainable destination.
- Community Engagement and Benefit Sharing: Ensuring the local community benefits from tourism and actively participates in decision-making processes is essential for sustainable development. Encouraging community engagement, supporting community-based tourism initiatives, and fostering fair distribution of tourism benefits are important for inclusive and sustainable tourism development.
- Cultural Preservation and Authenticity: As Bali's tourism industry recovers, preserving the island's rich cultural heritage and maintaining authenticity become critical. Key challenges include balancing tourism development with cultural preservation, promoting respectful visitor behavior, and involving local communities in cultural tourism initiatives.
- Sustainable Transportation and Mobility: Addressing transportation-related challenges, such as traffic congestion and pollution, is crucial for sustainable destination management. Promoting sustainable transportation options, including public transport, cycling infrastructure, and electric vehicles, can help reduce carbon emissions and enhance the visitor experience.
- Health and Safety Considerations: The pandemic has highlighted the importance of health and safety in tourism. Implementing robust health and safety protocols, promoting responsible tourism behaviour, and maintaining public health standards are ongoing challenges for Bali's tourism industry.

Addressing these challenges requires collaborative efforts from the government, tourism stakeholders, local communities, and tourists. A holistic approach that integrates sustainable tourism principles, environmental conservation, community engagement, and responsible visitor behaviour will be crucial in shaping Bali's tourism industry into a sustainable destination post-COVID-19 era. The exhaustive literature review done in this segment, to the best of the author's knowledge, has minimal studies done in this context.

2. Literature Review and Hypotheses Evolution

Since its inception in 1975 by Hunt [13], the concept of "tourism destination image" has garnered significant attention and has been extensively studied across various academic disciplines for nearly five decades. Most scholarly literature has focused on investigating tourists' perceived image, which entails understanding the mental framework comprising individual impressions and ideas regarding a specific tourism destination. A substantial body of research has accumulated regarding tourism destination image (TDI), encompassing multiple facets of analysis. Firstly, considerable efforts have been dedicated to examining the conceptualization and dimensions of TDI, shedding light on its underlying structure and components. Researchers have delved into understanding how tourists mentally construct and perceive the image of a destination, exploring the factors that contribute to shaping their impressions. Moreover, scholars have explored the formation process of TDI and the various factors that influence it. Extensive studies have investigated the psychological, social, cultural, and environmental aspects that shape tourists' perceptions of a destination. These investigations aim to uncover the complex interplay of factors contributing to

tourists' overall image of a particular destination. Additionally, assessments and measurements of TDI have been a focal point of research. Various methodologies and tools have been developed to evaluate and quantify tourists' perceptions of destination image, allowing for more rigorous and systematic analysis. These assessments provide valuable insights into understanding the specific aspects of a destination that influence tourists' image formation. Furthermore, researchers have investigated the impact of TDI on tourists' decision-making processes and behaviours. Studies have explored how destination image influences tourists' choices, preferences, satisfaction levels, and post-visit behaviours. Understanding the relationship between TDI and tourists' decision-making processes is crucial for destination marketers and policymakers to effectively manage and promote their destinations.

In addition to focusing on tourists' perceived image, a segment of the literature has extended the concept of tourism destination image to encompass other subjects that play a significant role in shaping the image of a destination. One notable area of study pertains to residents' destination image, which examines the perceptions and impressions of the residents toward their destination. Understanding the residents' viewpoint provides valuable insights into the interplay between the local community and the tourism industry, as their perceptions can influence the overall image and reputation of the destination. Furthermore, another area of research delves into the image projected primarily by Destination Management Organizations (DMOs). These organizations, tasked with promoting and managing tourism in specific destinations, play a crucial role in shaping and influencing the perception of a destination. The literature in this domain explores the strategies, marketing campaigns, and communication efforts employed by DMOs to create and manage a positive destination image. By examining the image projected by DMOs, researchers gain insights into the role of destination branding and marketing in shaping tourists' perceptions and attracting visitors to a particular destination. Therefore, alongside tourists' perceived image, the literature on tourism destination image also acknowledges the significance of residents' destination image and the image projected by DMOs. Thus, from the analysis done here, the following hypotheses can be derived:

- H1: Airport services have a positive effect on the perceived destination image.
- H2: There is a positive effect of the post-COVID-19 Tourism Impact on the perceived Destination Image.
- H3: There is a positive influence of post-COVID-19 Tourism Conditions on the perceived Destination Image.

The concept of projected images refers to the ideas and representations of destinations for tourists to consider. It is widely acknowledged that these perceived images are subjective. Human behaviour is often driven more by the image of a destination rather than its objective reality, as individuals believe their perceptions to be true. From this perspective, tourism destination image (TDI) can be defined as a subjective interpretation of reality made by an individual tourist. It represents a partial, simplified, distinctive, and sometimes distorted representation that may not necessarily align with the actual environment of the destination. Alternatively, TDI can be seen as a complex amalgamation of associations and information connected to a destination, encompassing multiple destination components and personal perceptions.

In developing the hypotheses about sustainability and TDI, we will delve into the various factors that influence the construction of destination image and the components that contribute to its formation [15]. It is important to note that alongside these considerations, sustainability plays a significant role in understanding and shaping destination image. Sustainable practices, such as environmental conservation, socio-cultural preservation, and economic viability, have become crucial factors in constructing a positive and appealing image for tourists [16]. Destination managers and policymakers must actively consider and integrate sustainability factors into the overall image construction process to ensure a responsible and sustainable tourism industry. By doing so, destinations can enhance their appeal and attract environmentally conscious and socially responsible tourists while contributing to Bali's sustainability and well-being as a destination and its communities. The hypotheses that can be derived from this TDI and sustainability for Bali as a destination will be:

- H4: Community behaviour influences Bali's sustainable future.
- H5: Government policies have a positive effect on Bali's sustainable future.
- H6: Destination Image has a positive influence on Bali's sustainable future.
- H7: There is a positive impact of post-COVID-19 Tourism Impact on Bali's Sustainable Future.
- H8: There is a positive influence of post-COVID-19 Tourism Conditions on Bali's Sustainable Future.
- H9: There is a positive direct, indirect, and total effect of the COVID-19 pandemic on Tourism Impact, Tourism Conditions, and Destination Image on Bali's Sustainable Future.

The quality of transportation infrastructure plays a crucial role in determining the attractiveness of touristic destinations to tourists, including airport, ferry, and mobile modes in Bali. A well-developed transportation system not only saves time but also reduces transportation costs, enhancing the overall appeal of a destination. However, the COVID-19 pandemic has profoundly impacted various sectors of the global economy, including transportation. The effects of the pandemic have been particularly detrimental to global public transport ridership and service provision. This understanding is essential for predicting future tourism needs and formulating effective recovery plans. Additionally, sustainability factors should be considered when evaluating transportation infrastructure at touristic destinations. Sustainable transportation options, such as promoting the use of electric vehicles, implementing efficient public transport systems, and encouraging eco-friendly modes of travel, have

become increasingly important in mitigating climate change and minimizing the environmental impact of tourism. Therefore, assessing the attractiveness and functionality of transportation infrastructure and its alignment with sustainable practices is imperative to meet tourists' evolving needs and expectations, especially in the post-pandemic era. Thus, from the analysis done here, the following hypotheses can be derived:

- H10: Airport services have a positive effect on Bali's sustainable future.

All the hypotheses were tested in this study, and a conceptual framework in the relations among the hypotheses is shown in Figure 2. This research is structured using a structural model to address the research objectives. The use of concepts is an essential requirement for formulating the interrelationships among factors and generating findings that are expected to address the issues of Bali's tourism during the COVID-19 pandemic. These issues relate to government policies, destination image, tourism impact, tourism conditions, and Bali as a sustainable destination. As seen in the SEM analysis structural model, this study aims to understand the development's continuity or sustainability after the crisis. The two factors affecting the theories and concepts related to government efforts are pubic responses, airport service, tourism performance, and destination images. Articles related to some factors were chosen from the theories and concepts, such as airport services, tourism impact, tourism performances, destination image, sustainability, government policy, and community behaviour.

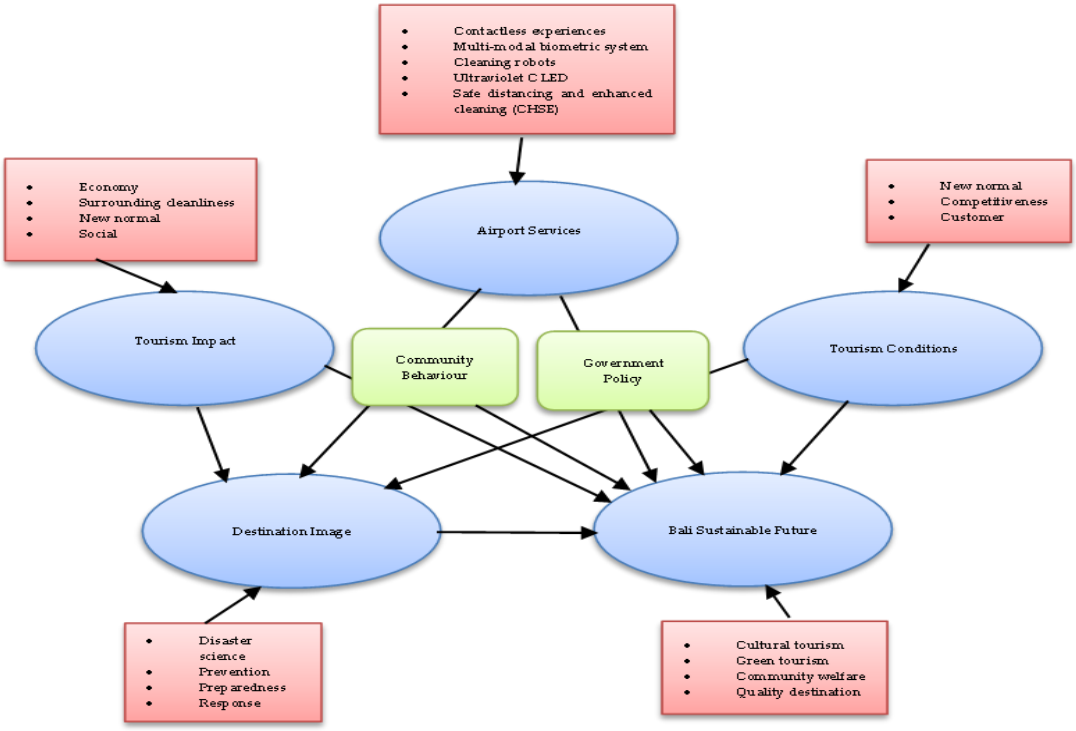

Figure 2: Data security types

3. Research Methods

3.1. Study Area

This research was conducted in the Province of Bali, Indonesia, but the data were collected mainly from Denpasar, Badung, and Gianyar districts. These three locations were selected as each has its attraction/functionality. Denpasar is the capital of Bali, whereas Gianyar is well known as an attractive cultural destination for foreign and domestic tourists. Furthermore, these three districts topped the list of objects and tourist attractions with Gianyar (50 pieces), Denpasar (30 pieces), and Badung (35 pieces).

3.2. Population, Sample, and Sampling Technique

The population of this study was stakeholders related to Bali tourism, and the samples were later selected using a purposive sampling technique. Since this study used Structural Equation Modelling (SEM), the number of samples, according to the rules of SEM, is as many as 200 people. Nonetheless, the number of respondents in this study was 203. The respondents included tourism experts, tourism government, tourism academicians, media (tourism journalists), tourism industries, tourism business owners, and expatriates residing on the island. They are from the Bali Tourism Authority, members of the Bali Tourism Board, Indonesia Hotel & Restaurant Association (PHRI Bali and PHRI Badung), Society of Indonesia Professional

Convention Organizer (Bali), Tourism Studies, Tourism Community Alliance (Bali), DPP NCPI (Nawa Cita Tourism Indonesia), expert team of the Badung Parliament, alumnus of Tourism institutions or universities (Ikayana and Estepeers), members of Indonesia Higher tourism institution (Hildiktipari), and Indonesia Hotel General Manager Association (IHGMA) in Bali.

3.3. Variables

The research variables were measured using a semantic differential scale. Table 1 shows 5 exogenous variables (X1, X2, X3, X4, and X5) and 2 endogenous variables (Y1 and Y2). This study consisted of 23 variables. These variables are divided into 19 variables, which are composed of 5 latent variables (unobservable variables) respectively as follows: Airport Services (4 variables), Destination Image (4 variables), Tourism Impact (4 variables), Tourism Conditions (3 variables) and Bali Sustainable Future (3 variables). The observed variables consisted of 22 variables: namely Airport Services (5 variables), Destination Image (4 variables), Tourism Impact (4 variables), Tourism Condition (3 variables), Bali Sustainable Future (3 variables), Community Behavior (1 variable) and Government Policy (1 variable).

Table 1: List of variables/ indicators

Code	Variable / Indicator
X1	Airport Services
X11	Contactless experiences
X12	Multi-modal biometric system
X13	Cleaning robots
X14	Ultraviolet C LED
X15	Safe distancing and enhanced cleaning (CHSE)
X2	Tourism Impact
X21	Economy
X22	Surrounding cleanliness
X23	New Normal
X24	Social
X3	Tourism Condition
X31	Change towards “New Normal”
X32	Competitiveness
X33	Customer
X4	Community Behavior
X5	Government Policy
Y1	Destination Image
Y11	Disaster Science
Y12	Prevention
Y13	Preparedness
Y14	Response
Y15	Recovery
Y2	Bali Sustainable Future
Y21	Cultural Tourism
Y22	Green Tourism
Y23	Community Welfare
Y24	Quality Destination

3.4. Data Collection and Analysis Method

This research applied a mixed method approach as the data collected were qualitative and quantitative. The research uses mixed method analysis. The quantitative method uses questionnaire data results processed using SEM analysis, and to support the presentation of the results of the model, a qualitative analysis approach is used, which is sourced from data from sources who comprehend the tourism industry. Data collection techniques using mixed or combined methods (mixed method analysis) are used in research activities to make the data obtained more comprehensive, valid, reliable, and objective. The quantitative data

referred to in this study were numbers regarding tourism growth and data on communities affected by COVID-19. Other data were obtained through the observation experience of respondents who believed to have an impact or influence on the organization and the government during the COVID-19 pandemic. The qualitative data were collected in the form of a questionnaire, which was distributed to the respondents online. The questionnaire comprised two main sections (A: demographic, and B: five-point Likert scale questions on Airport Services, Tourism Impact, Tourism Conditions, Community Behaviors, Government Policy, Destination Image, and Bali Sustainable Future).

Qualitative data is data in the form of verbal words, which are not in the form of numbers or those that cannot be calculated but are information related to the problem under study, such as (a) regulations/policies of Bali national and local government (b) tourism stakeholders' perspective towards a sustainable future for Bali, (c) information on the purpose of tourist visits to destinations after Covid-19. This study used SEM in its analysis. As mentioned, the purpose of this research is not to produce a model; rather, it is used to confirm a hypothetical model through empirical data. The data gathered from over 200 respondents were processed with the AMOS 22 software program. The study found an arbitrary correlation between government efforts that have not yet benefited the public. It is important to elaborate that the government has taken some important measures to serve the public needs while at the same time promoting the island's tourism image. The theories and concepts in government policy on COVID issues are referenced in Table 1. To answer such an arbitrary question, the theory developed and its implementation use the analysis of the relations between factors using the structural models (SEM analysis) as the results follow.

4. Results and Discussion

4.1. Respondent Characteristics

A total of 203 questionnaires were collected, and after processing, 200 data points were deemed suitable for meeting the study's requirements. The demographic of the respondents is tabulated in Table 2. Of the 203 collected questionnaires, 58 respondents (28.6%) were female, and 145 (71.4%) were male. One hundred eighty-four respondents (90.6%) stated that they had never been infected with Covid-19, while 19 (9.4%) had been affected by the virus. In terms of age groups, many respondents belonged to the 35-50 age group, with 95 individuals (46.8%), followed by the 50-65 age group with 70 individuals (34.5%). The rest were distributed among the 25-35 age group with 21 individuals (10.3%), the under 25 age group with 13 individuals (6.4%), and the over 65 age group with 4 individuals (2%). Regarding occupation, the largest respondents were entrepreneurs/workers in the tourism sector, comprising 129 individuals (63.5%), followed by entrepreneurs/workers in non-tourism sectors affected by COVID-19, with 16 individuals (7.9%). The remaining respondents consisted of academicians, civil servants, and public servants.

Moreover, 115 respondents (56.9%) said they had not travelled outside the region through Ngurah Rai Airport during the Covid-19 pandemic. The remaining 88 respondents (45.1%) had travelled through Ngurah Rai Airport in Bali 1 to less than 10 times. One hundred thirteen respondents (55.7%) declared that their income during COVID-19 was inadequate, while the remaining 90 individuals (44.3%) reported having sufficient income. The primary source of income for the respondents was being employees/officials of companies, totalling 138 individuals (68%), followed by online sales with 25 individuals (12.3%), and investments with 22 individuals (10.8%). The rest came from various sources, such as telecommunication services, property, entrepreneurship, and civil servants. As for their vaccination status, 170 individuals (83.7%) have been vaccinated, while only 33 individuals (16.3%) have not received the vaccine yet.

Table 2: Respondent Characteristics

Classification	Criteria	Total	Percentage (%)
Gender	Male	68	28.6
	Female	145	71.4
Infected by Covid-19	Yes	19	9.4
	No	184	90.6
Age	25-35 years old	21	10.3
	36-50 years old	95	46.8
	51-65 years old	70	34.5
	Others	17	8.40
Occupation	Entrepreneurs/workers in the tourism sector	129	63.5
	Entrepreneurs/workers in non-tourism	74	36.5
Income during the Covid-19 pandemic.	Adequate	113	55.7
	Inadequate	90	44.3

Number of trips travelled outside the region during the Covid-19 pandemic	None	115	56.9
	1-3 times	76	37.6
	More than 3 times	12	5.50
Domicile	Bali	150	73.9
	Out of Bali	53	26.1
Vaccination	Vaccinated	170	83.7
	Not vaccinated	33	16.3

4.2. SEM Analysis

The SEM analysis requires using theories and concepts related to the research study. Before being analyzed in a structural model, confirmation of the indicators in the factors compiled needs to be tested for significance. By using Confirmation Factor Analysis (CFA), the factors and their indicators met the requirements for further processing according to the following results. This process is carried out to determine or confirm that each indicator supports the factor (Figure 3).

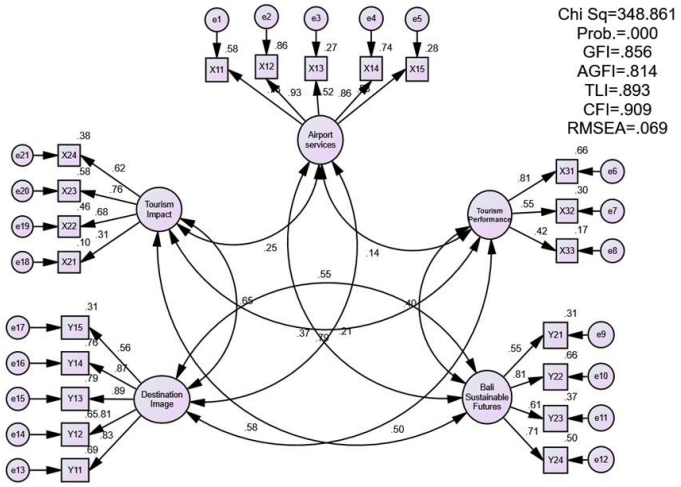

Figure 3: Confirmatory Factor Analysis (CFA)

Table 3 below shows the results of each significant indicator, which is indicated by a Critical ratio (CR) value greater than 1.96.

Table 3: Confirmatory Factor Analysis Result

	Estimate					
	Unstandardized Regression Weights	**Standardized Regression Weights**	**S.E.**	**C.R.**	**P**	**Label**
Tourism_Impact	0.258		0.128	2.019	0.043	par_27
Airport_services	0.344		0.056	6.157	***	par_28
Tourism_Performance	0.351		0.065	5.409	***	par_29
Bali_Sustainable_Futures	0.511		0.083	6.15	***	par_30
Destination_Image	0.554		0.079	6.978	***	par_31
e18	2.444	0.309	0.251	9.736	***	par_32
e19	0.631	0.681	0.079	7.975	***	par_33
e20	0.5	0.761	0.076	6.548	***	par_34
e21	1.146	0.619	0.134	8.567	***	par_35
e1	0.247	0.763	0.029	8.538	***	par_36
e2	0.074	0.927	0.018	4.182	***	par_37
e3	1.081	0.519	0.113	9.605	***	par_38

e4	0.104	0.862	0.015	7.054	***	par_39
e5	0.154	0.528	0.016	9.581	***	par_40
e6	0.179	0.814	0.045	3.964	***	par_41
e7	0.77	0.552	0.093	8.263	***	par_42
e8	0.575	0.418	0.062	9.213	***	par_43
e10	0.267	0.811	0.048	5.611	***	par_44
e11	0.934	0.606	0.109	8.58	***	par_45
e12	0.377	0.707	0.05	7.559	***	par_46
e13	0.25	0.83	0.033	7.684	***	par_47
e14	0.304	0.807	0.038	8.034	***	par_48
e15	0.236	0.889	0.036	6.601	***	par_49
e16	0.219	0.874	0.032	6.933	***	par_50
e17	0.863	0.558	0.09	9.579	***	par_51
e9	0.229	0.553	0.026	8.936	***	par_52

The Confirmatory Factors analysis shows that all indicators of the model are significant, as in Table 3, and the next is the SEM analysis process. According to Ferdinand (2002), the sample size for testing models using SEM is between 100-200 depending on the number of parameters used in all latent variables, namely the number of parameters multiplied by 5 to 10. For this reason, the total sample size is 200 data, which generally can be accepted as a representative sample in SEM analysis. The data for the analysis was collected from over 200 individuals within the community who have been affected by the Covid-19 pandemic. The SEM results of Model 1 are presented in Figure 4. Model 1 has a complete set of 3 exogenous constructs and 2 endogenous ones. In Model 1, a Goodness of Fit test was carried out for the overall model and its corresponding Cut-off value. The Goodness of Fit test was evaluated based on the Chi-Square value (CMIN), P-value, Root Mean Square Error of Approximation (RMSEA), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), discrepancy divided by degree of freedom (CMIN/DF), Goodness of Fit Index (GFI), and Adjusted Goodness of Fit Index (AGFI). Nonetheless, the results from Model 1 were not deemed satisfactory, indicating that modifications were required for the model. Thus, a new model, Model 2, was generated to address these shortcomings. The comparisons between these Goodness of Fit indicators were tabulated in Table 4. Based on the comparisons, it is evident that Model 2 had better values than Model 1, which met the cut-off values. As shown in Figure 5, it was found that Destination Image (Y1) is influenced by three indicators only, which were Prevention (Y12), Preparedness (Y13), and Response (Y14), with estimates of 0.779, 0.908, and 0.886 respectively. These three indicators suggest that the effectiveness of prevention measures, preparedness in dealing with COVID-19, and the response from relevant authorities handling the pandemic play a crucial role in shaping the destination's image after COVID-19.

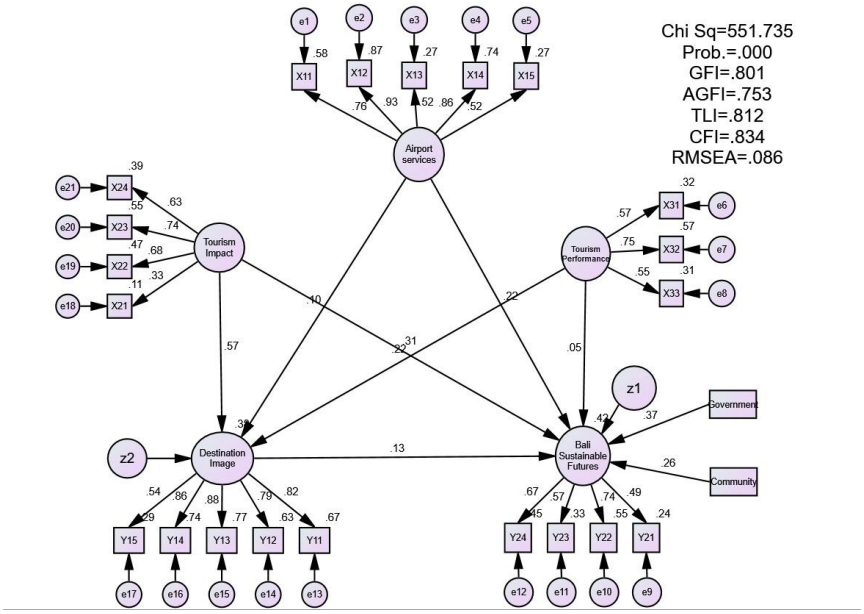

Figure 4: Model 1- Standardized Estimated Structural Equation Model

Besides that, the factor of Tourism Condition (X3), which assesses tourism conditions during the Covid-19 period, is affected by the Change (X31) indicator, representing the shift towards the new normal era. This Change indicator has a coefficient of 0.806, and its proximity to 1 indicates a highly favourable relationship between the factor and the indicator. In addition, the future of tourism in Bali, known as the Bali Sustainable Future (Y2), is influenced by the extent of indicator Green Tourism (Y22). This suggests that 78.5% of the Bali Sustainable Future highlights the importance of a well-maintained, clean, and green environment.

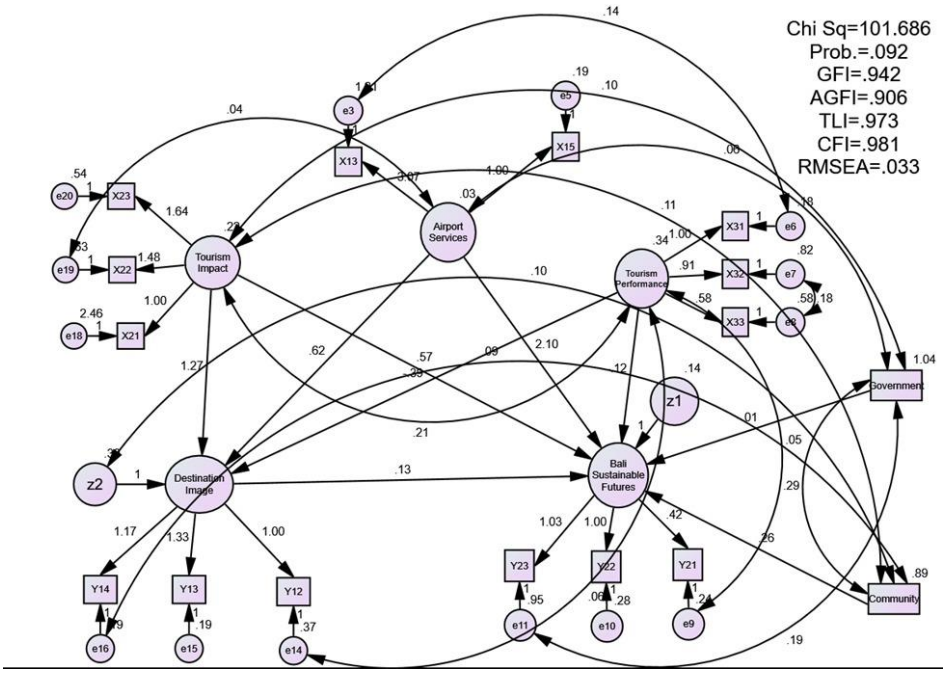

Figure 5: Model 2 – Modified Standardized Estimated Structural Equation Model

Lastly, the Tourism Impact (X2) factor significantly influences the Destination Image (Y1) with a coefficient value close to one, indicating a strong and positive relationship with a value of 0.837. The indicators that affect the destination image are Surrounding Cleanliness (X22), with a value of 0.657, and X2.3 New Normal practices (X23), with a value of 0.722.

Table 4: Comparisons of Goodness-of-fit indicators between Model 1 and Model 2

Criteria	Cut-off value	Model 1	Model 2
Chi-Square - χ^2	Expected to be low.	551.735	101.686
Probability (P)	≥ 0.050	0.000	0.092
RMSEA	≤ 0.080	0.086	0.033
CMIN/DF	≤ 2.000	1.656	0.716
TLI	≥ 0.950	0.812	0.973
CFI	≥ 0.950	0.834	0.981
GFI	≥ 0.900	0.801	0.942
AGFI	≥ 0.900	0.753	0.906

Based on the data in Table 5, the direct effect analysis reveals that Tourism Impact (X2) has the highest impact on Destination Image(Y1) with a coefficient value of 0.837. Additionally, the direct effect of Airport Services(X1) on Bali Sustainable Future (Y2) is measured at 0.518.

Table 5: Direct effect analysis

Direct Effect		Intervening Variable	Endogenous Variable
		Y1: Destination Image	Y2: Bali Sustainable Future
Exogenous Variable	X1: Airport Service	0.146	0.518
	X2: Tourism Impact	0.837	0.399
	X3: Tourism Conditions	-0.318	-0.105

	X4: Community Behavior	0.000	-0.014
	X5: Government Policy	0.000	0.360
Intervening Variable	Y1: Destination Image	0.000	0.136

In Table 6, the results regarding the indirect effects of the variables are presented. It can be observed that the indirect effect of Tourism Impact (X2) has the most significant influence on Bali's Sustainable Future (Y2), with a coefficient value of 0.113. Moreover, the indirect effect of Airport Services (X1) on Bali Sustainable Future (Y2) is calculated to be 0.020.

Table 6: Indirect effect analysis

Indirect Effect		Intervening Variable	Endogenous Variable
		Y1: Destination Image	Y2: Bali Sustainable Future
Exogenous Variable	X1: Airport Service	0.000	0.020
	X2: Tourism Impact	0.000	0.113
	X3: Tourism Conditions	0.000	-0.043
	X4: Community Behaviour	0.000	0.000
	X5: Government Policy	0.000	0.000
Intervening Variable	Y1: Destination Image	0.000	0.000

Table 7 displays the total effects of the variables. The findings indicate that Tourism Impact (X2) and Airport Services (X1) both had substantial total effects on Destination Image (Y1) with values of 0.837 and 0.146, respectively. On the other hand, Bali Sustainable Future (Y2) exhibited positive total effects on the following exogenous variables: Airport Service (X1), Tourism Impact (X2), and Government Policy (X5), with values of 0.537, 0.512, and 0.360, respectively. Destination Image (Y1) also positively affected Bali Sustainable Future (Y2) with a value of 0.136. However, Community Behaviour (X4) has not shown a positive influence on the sustainability of Bali tourism, as indicated by the negative value in the total effect of the research variable (-0.014).

Table 7: Total effect analysis

Direct Effect		Intervening Variable	Endogenous Variable
		Y1: Destination Image	Y2: Bali Sustainable Future
Exogenous Variable	X1: Airport Service	0.146	0.537
	X2: Tourism Impact	0.837	0.512
	X3: Tourism Conditions	-0.318	-0.148
	X4: Community Behaviour	0.000	-0.014
	X5: Government Policy	0.000	0.360
Intervening Variable	Y1: Destination Image	0.000	0.136

Based on the revised research model and the results of data analysis, the research hypotheses are addressed as follows:

- H1: Airport Services have a positive effect on Destination Image.
- H2: The post-Covid-19 Tourism Impact has a positive effect on Destination Image.
- H3: The post-Covid-19 Tourism Conditions positively affect the Destination Image.
- H4: Community Behaviour has a negative influence on Bali's Sustainable Future.
- H5: Government Policies have a positive effect on Bali's Sustainable Future.
- H6: Destination Image has a positive influence on Bali's Sustainable Future.
- H7: The post-Covid-19 Tourism Impact positively impacts Bali's Sustainable Future.
- H8: Post-Covid-19 Tourism Conditions have a negative effect on the Destination Image.
- H9: Post-Covid-19 Tourism Conditions have a negative effect on Bali's Sustainable Future.
- H10: Airport Services have a positive effect on Bali's Sustainable Future.

The relationship between destination and post-Covid recovery efforts can impact tourism growth with its sustainability and airport services. Tourism management to Bali's sustainable future is a major driver in the destination image.

5. Discussion

The results of the SEM analysis demonstrate that after COVID-19 in Bali, Indonesia, Airport Service (X1), Tourism Impact (X2), and Government Policy (X5) are the essential variables that positively influenced Bali's Sustainable Future (Y2) and/or Destination Image (Y1). If these variables are closely examined, it is noticed that the indicators that strongly relate to these variables are those related to COVID-19 health protocols and the recovery of the tourism industry.

These measures have successfully reduced 30% of the risk of transmission from cases of mild infections. In addition, these efforts were also well praised by President Joko "Jokowi" Widodo himself for handling the outbreak, attributing the success of containment efforts to the island's 1,493 *desa adat* (traditional villages. In contrast to the other provinces in Indonesia, Bali did not implement stricter social distancing rules, such as limiting mass gatherings and suspending public transport services. Nonetheless, they garnered strong support from the traditional villages. Due to their significant influence on the community, the villagers adhere to whatever the village ruler says, which makes it easier to control their movements. Other preventative efforts taken by the province included minimizing the transmission of infection and strengthening the 3T approach (Testing, Tracing, and Treatment). Although the province has taken all possible preventative measures, they are still prepared to deal with the pandemic. According to a WHO report, Sanglah General Hospital in Bali has established a specialized COVID-19 readiness team, specialist doctors in infection prevention and control (IPC), and 14 isolation rooms with 34 beds, including 4 negative pressure isolation chambers. They also maintain ample supplies of necessary items, particularly personal protective equipment (PPE). Furthermore, they can convert additional wards into isolation rooms if needed.

Bali is a province in Indonesia that relies heavily on tourism for its livelihood. The COVID-19 pandemic, which hit the world, impacted the tourism industry and eventually started to devastate Bali's economy in the second quarter of 2020. Hence, National Disaster Mitigation Agency (BNPB) Head Suharyanto has stated that if Bali manages to make a recovery, it could lead the nation in driving economic growth within the tourism sector, thereby aiding the resurgence of people's income. Additionally, Bali's revival could contribute to Indonesia's ability to uphold its trust as the host of the Global Platform for Disaster Risk Reduction (GPDRR). Thus, the Ministry of Tourism and Creative Economy of the Republic of Indonesia executed a plan to revitalize the tourism industry. As part of the recovery and shift towards the new era in Bali, the Ministry of Tourism and Creative Economy introduced Indonesia CARE, a symbol of endorsement in the shape of a guide for tourism health protocols, which is for the comfortable return of visitors to Bali. This guide places utmost importance on striving for cleanliness, health, safety, and environmental sustainability (CHSE) collectively across destinations within Indonesia's tourism landscape. For tourism stakeholders to function in Bali, they must obtain the Indonesia CARE certification, indicating that their establishments have adhered to the mandated standards for protocol implementation. This certification is necessary for various stakeholders, including restaurants, homestay villas, nature tourism sites, shopping centres, transportation services, and diving tours.

Moreover, the Bali Governor has also issued Governor's Decree No. 10 of 2021, which pertains to implementing Discipline and Law Enforcement for COVID-19 Health Protocols in Bali. Notable requirements outlined in this decree encompass the mandatory use of face masks in public areas, maintaining a minimum of one-meter social distance, and frequent hand washing or hand sanitizers. These health protocols have been enforced in several places, such as airports, restaurants, hotels, and tourist attractions. Furthermore, the decree stated that the Bali government establishes a COVID-19 monitoring and enforcement team comprised of the Provincial Civil Service Police Unit and potentially involving the Traditional Village Mutual Cooperation Task Force (*pedalling*), Police, and/or TNI. This team conducts patrols and oversight activities to take measures against individuals or tourism establishments found to be violating health protocols. After almost two years of battling COVID-19, Bali finally opened its international borders and welcomed visitors in January 2021. Nonetheless, since the reopening of Bali to all tourists, there were only 45 international tourists for the first ten months. This low number of international visitors is due to COVID-19 safety protocols imposed by the Indonesian government. Although the entry restrictions to Bali have eased, individual travel intentions are still shaped by various risk perceptions, encompassing health, social, financial, etc. Every tourist may have varying levels of risk perception regarding the same outcome. Generally, risk perception is used to describe how people view and intuitively judge potential risks.

Studies have proven that perceived risk has impacted destination image. Within the destination image formation process, perceived risk is vital as a stimulus factor, with the mass media serving as the main source of information concerning potential threats to destinations. For instance, the destination image of China and the travel intentions of potential visitors have been adversely impacted by media coverage surrounding COVID-19. Thus, Avraham emphasized that government policies, effective positive communication, and new tourism products may restore the destination image in post-crisis recovery. Accordingly, the Indonesian Ministry of Tourism and Creative Economy, in conjunction with the Bali Tourism Agency, decided to rebrand the image of Bali with the launch of the "We Love Bali" program, which ran for two months. Approximately 4,400 individuals were slated to partake in the program, which reportedly had been allocated a budget of IDR 20 billion (equivalent to US$1.35 million). Its objective was to showcase Bali's "new era" of tourism to the public, achieved through active participation on social media platforms, where participants shared posts about their visited destinations. Besides rebranding its image, various initiatives were undertaken to boost tourism in Bali both within the country and on the global stage. On the local front, programs

like the “Work From Bali” initiative for civil servants and incentivized airfare to numerous destinations were introduced as stimuli. Meanwhile, programs and policies like the Travel Bubble, Long Term Visa Policy, Travel Corridor Arrangement, Village Tourism Development, and Medical Tourism were implemented internationally. Additionally, in late 2022, the government introduced the Electronic Visa on Arrival (e-VOA), aiming to promote the arrival of foreign tourists and international business travellers from various parts of the world to Indonesia.

Furthermore, as Bali set out on its path to tourism recovery, a new era characterized by sustainable practices unfolded, interweaving the revitalization of the industry with an unwavering dedication to preserving its natural and cultural treasures. At the heart of Bali’s sustainable tourism philosophy is the ancient Tri Hita Karana (THK) concept, which translates to “Three Causes of Well-Being.” This fundamental belief highlights three key elements: parahyangan, pawongan, and palemahan. It underscores the importance of maintaining equilibrium between these three realms to achieve true prosperity and sustainability.

Parahyangan refers to the harmony between humans and the divine or spiritual realm. In the context of tourism sustainability, it implies that the tourism industry should respect and honour Bali’s spiritual and religious traditions. This includes respecting sacred sites, temples, and religious rituals. Tourist activities and developments should not disrupt the spiritual life of the local community. To prevent such misconduct and to uphold Bali’s culture and respect its dignity, Article 75, Paragraph (1) of the Immigration Law permits the deportation of tourists. Moreover, Governor Regulation number 25 in the Year 2020 regarding the protection of temples, pratima (purified symbol), and religious symbols has been introduced by Governor Wayan Koster of Bali as part of the concerted effort at protecting Hindu holy shrines from damage, thievery, heresy, and trespass on religious symbol. The Parahyangan concept too can be implemented through the observance of religious rituals or traditional ceremonies, e.g., Galungan, Kuningan, Nyepi, Melasti, which can serve as one of the tourist attractions.

On the other hand, pawongan plays a pivotal role in fostering harmony among humans. Sustainable tourism endeavours in Bali are rooted in the aspiration to establish and maintain positive interactions and mutual respect between tourists and the Balinese people. Pawongan also encourages responsible and ethical tourism practices, prioritizing the local community’s well-being. Sustainable tourism initiatives in Bali strive to benefit the community by creating economic opportunities, preserving cultural heritage, and improving overall living conditions through empowerment. This includes initiatives such as homestays, cultural tours, and tourism villages, also known as *desa wisata*, that directly involve and benefit the local population. By embracing pawongan, Bali showcases its natural beauty and commitment to creating enriching and respectful encounters that transcend the boundaries of tourism, coining a lasting impact on visitors and the local populace.

The last element, palemahan, focuses on the harmony between humans and the natural environment. This element demonstrates the importance of environmental conservation and responsible tourism practices regarding tourism sustainability. While COVID-19 had a detrimental effect on Bali’s tourism sector, it has positively affected the environment. The pause in tourism led to clearer air, cleaner beaches, and a waste reduction, allowing the environment to recover from the previous strain caused by rapid tourism. Mass tourism in the past has damaged the environment both physically and socially, including the conversion of agricultural land, water pollution, beach abrasion and accumulation of garbage. Therefore, in light of these environmental concerns, the Bali Provincial Government has introduced the Bali Governor Regulation Number 28 of 2020. This regulation mandates that tourism entrepreneurs must provide high-quality, competitive, natural, and environmentally friendly goods/services for tourism. This marks a new trend in the tourism sector known as “green tourism.” Green Tourism refers to environmentally friendly activities, which can involve being environmentally conscious or offering eco-friendly tourism services to visitors. In line with this trend, there is a growing number of accommodations in Bali that are also focusing on promoting the sustainable development of Bali based on the THK culture and green tourism through energy conservation, waste management, water management, and “green” public spaces.

In addition, the pandemic has served as a “wake-up call” for the locals, highlighting the need to diversify their livelihoods. When the COVID-19 pandemic hit, numerous rural communities reverted to engaging in economic activities such as farming, fishing, and raising livestock. This shift in focus during the pandemic also coincided with a notable 30 percent increase in local vegetable sales, driven by a growing public awareness of the importance of a healthier lifestyle. Bali’s incredible beauty, encompassing its natural wonders and cultural heritage, is a treasure that must be safeguarded for the benefit of future generations. This commitment to preservation is exemplified by implementing three crucial Governor Regulations focused on conserving Bali’s culture and environment. These regulations include Governor Regulation Number 25 of 2020, which deals with the protection of temples, pratima (purified symbols), and religious symbols; Governor Regulation Number 24 of 2020, addressing the conservation of lakes, water springs, rivers, and seas, and Governor Regulation Number 26 of 2020, which establishes a Security System for an Integrated Environment based on Traditional Villages. Other efforts put forward by the government include:

- Enforcement of the International Tourists Contribution, as stipulated in Bali Provincial Local Regulation Number 1 of 2022, aimed at funding the protection of Bali’s nature and culture,
- Imposing a $10 tourist e-tax from 2024 onwards, and
- Introduced an official “Do and Don’t” card for foreign Bali tourists.

In the wake of the COVID-19 pandemic, the collaborative efforts of the Bali government, stakeholders, and the local community are anticipated to pave the way for the sustainability of Bali's tourism sector. This optimism is underpinned by the recognition that positive word-of-mouth regarding sustainability significantly influences tourists' intentions to return to the island.

6. Conclusions

In conclusion, the research findings shed light on factors shaping tourism and sustainability growth in Bali post-COVID-19. Tourism Impact and Airport Services emerge as influential contributors to the destination image, underlining their pivotal roles in shaping tourists' perceptions. Additionally, the positive effects of Bali's sustainable future on various key factors, such as Airport Services, Tourism Impact, and Government Policy, highlight the importance of sustainable practices in the region. The reciprocal relationship between Destination Image and Bali's Sustainable Future signifies the interdependence of these two critical elements. However, community behaviour does not appear to positively impact Bali tourism's sustainability, as evidenced by the negative total effect. These findings collectively emphasize the importance of promoting sustainable practices and maintaining a positive destination image to ensure the long-term prosperity of Bali's tourism industry. The stubborn government policies seamlessly intertwined with health protocols and robust tourism recovery efforts in Bali post-COVID-19 exemplify a harmonious and forward-thinking approach. By successfully blending the imperative of public health safety with the revival of tourism, Bali stands poised to welcome travellers once again and do so responsibly and sustainably. This dynamic strategy underscores the island's commitment to safeguarding its natural beauty, cultural heritage, and the well-being of its communities.

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