

# DESIGN INNOVATION AT TOURIST FACILITIES (RESTAURANT AND COFFEE SHOP) IN KINTAMANI, BANGLI: CHALLENGES AND OPPORTUNITIES FOR TOURISM DEVELOPMENT

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## ABSTRACT

*This research discusses design innovation in the development of tourist facilities, with a focus on eatery facilities located in the Kintamani district, Bangli. Eatery are an important part of tourism infrastructure that can provide unique experiences for visitors. Kintamani is known for its stunning natural beauty. This potential presents both opportunities and challenges in developing tourism in this area. Through this research, challenges and opportunities in facing the sustainable development of tourism are identified. Various aspects including interior and exterior design, ambiance, and environmental sustainability are explored to enhance the attractiveness and quality of tourist experiences. Findings from this study provide valuable insights for stakeholders in designing and managing sustainable tourist facilities in major tourist destinations like Kintamani while preserving its natural and cultural heritage.*

*Keywords: Design Innovation, Tourism Development, Cultural, Nature.*

## 1. INTRODUCTION

Kintamani is one of the sub-districts in Bangli Regency. Kintamani is also a tourist destination that is much sought after by local and foreign tourists because of its natural beauty (Batur Caldera) and culture. Kintamani is also known because there are many tourist villages that have traditional settlements that still survive today. These villages are Pinggan Village, Kedisan Village, Terunyan Village, and Bayung Gede Village, where these villages are at the foot of Mount Batur.

Tourism conditions in Kintamani are still influenced by several factors, including the global impact caused by the Covid-19 pandemic. After the Covid-19 pandemic, tourism in Kintamani is slowly increasing and developing. This can be seen through the many buildings that function as tourist facilities (restaurants and cafes) which use new innovations in their architectural design. This innovation aims to attract tourists to come to visit. Innovation in this design can be seen from the exterior and interior appearance of the building.

Facilities that are currently appearing a lot, especially in Kintamani, are restaurant and coffee shop facilities. The restaurant and coffee shop in Kintamani offers a unique experience due to its location amidst natural beauty. Restaurants and coffee shops in Kintamani usually serve local coffee which is well known in Bali with stunning views of Mount Batur and the Batur Caldera. This facility often provides a comfortable resting place for tourists exploring the area. Tourists who come can also enjoy the aesthetic design of the restaurant and coffee shop building. Not only foreign tourists, but also local tourists deliberately come to

Kintamani just to eat at one of the restaurants/coffee shops which have a unique architectural design with beautiful views.

Based on the 2009 Bali Province Regional Regulation (Perda) concerning Provincial Spatial Planning (RTRWP), development in Bali must integrate traditional values related to spatial planning as a basis for planning and development from the regional scale to individual buildings (Empuadji et al., 2015). However, like other tourism destinations, Kintamani is also faced with a number of challenges. For example, increasing numbers of visitors can put pressure on the natural environment and local culture. Therefore, it is important to manage tourism growth in a sustainable manner, paying attention to environmental sustainability, maintaining cultural authenticity, and providing fair economic benefits for local communities.

This research was carried out with the aim of finding out design innovations applied to tourist facilities with the building function as a place to eat (restaurant) or a place to just drink coffee (coffee shop) or similar. The innovations analyzed are from the exterior and interior of the building. This innovation will later be linked to challenges and opportunities for the tourism aspect in Kintamani.

## **2. RESEARCH METHODOLOGY**

The methodological approach applied in this research is descriptive qualitative. These steps involve direct observations in the field to understand the existing situation. After the data is collected, the information is then analyzed using architectural theory concepts to reach relevant conclusions in the context of this research.

## **3. LITERATURE REVIEW**

### **INNOVATIONS IN ARCHITECTURE**

Technological developments that have experienced rapid progress since the 20th century have produced many technological innovations that facilitate and simplify human life. Technology that continues to develop then gives rise to the term "innovation" which reflects continuous efforts to create new things for progress and sustainability (Widjaja, 2023). The term "innovation" covers more than just technological progress, it includes any field affected by technological progress, including architecture. There are 4 categories of innovation, namely (Henderson & Clark, 1990):

#### **1) Incremental Innovation**

Incremental innovation is a type of innovation that focuses on gradual changes or improvements to existing products, processes, or services. It involves additional development or refinement of an existing product or process, without radically changing the fundamentals. Incremental innovation can include small changes such as improving features, quality, efficiency, or reducing production costs, which can gradually increase the value or performance of the product or process. In this context, incremental innovation is different from radical innovation which involves deeper and transformational changes.

#### **2) Disruptive Innovation**

Inovasi disruptif merupakan jenis inovasi yang mengubah paradigma atau mengguncang pasar dengan cara yang mendasar. Biasanya, inovasi ini muncul dengan memperkenalkan produk, layanan, atau teknologi baru yang secara radikal berbeda dari yang sudah ada dan

seringkali menargetkan segmen pasar yang terabaikan atau tidak terlayani dengan baik oleh solusi yang sudah ada.

Disruptive innovations often change the way people do things or meet their needs more efficiently, affordably, or effectively. Disruptive innovations can often disrupt established markets and force major changes in certain industries. Although sometimes initially perceived as a threat to existing businesses, these innovations can also create significant new opportunities for growth and advancement.

### **3) Architectural Innovation**

Architectural innovation refers to creative ideas and significant changes in design, construction, and use of space that have a positive impact on the built environment. Innovations in the field of architecture, for example, environmentally friendly design, sustainable architecture, smart buildings, adaptable design, use of public space, biomimetic architecture and green buildings.

Innovation in architecture does not only involve the physical aspects of buildings, but also includes the development of broader concepts to create a built environment that is sustainable, comfortable and efficient for its residents and the surrounding environment.

### **4) Radical Innovation**

Radical innovation is a type of innovation that results in major changes in existing products, processes, or business models. This innovation does not just improve or improve existing things, but creates something completely new and changes the paradigm or industry standards as a whole. Radical innovation often involves the use of new technology or revolutionary approaches that can change the way we do things in ways we never thought possible.

The essence of innovation in the field of architecture is novelty which is an essential part of an authentic architectural work. Novelty cannot stand alone, but is an inseparable part of the entire architectural work. The center of innovation value in architectural work lies in the unique design which functions as the core that unites all elements in the architectural work. Unique designs can increase their innovative value through the elements that form innovation in architecture, such as vocabulary, technological change (disruption), and the use of completely new technology. The combination of these innovative values creates varying levels of innovation in architectural works. The more collaboration with elements that form innovation, the higher the innovative value an architectural work can have (Widjaja, 2023).

## **4. RESULT AND DISCUSSION**

The development of tourist facilities in the form of restaurants/coffee shops is increasingly rapid with various innovations in architectural aspects. Along Panelokan Street Kintamani, the change in its face is now visible with the emergence of several new restaurant buildings. Not all of them are new buildings, as several local entrepreneurs have creatively added or changed the appearance of existing buildings, including the types of food offered, creating new attractions for guests and tourists. Previously, restaurants and cafes there carried a typical Balinese tropical architectural style, but now the design variations are more diverse

with modern minimalist, industrial and other touches. Even so, the panoramic beauty of Mount Batur remains the main attraction that sells and invites tourists to Kintamani. Architectural innovation seen in restaurant and cafe facilities is divided into two, namely, innovation in the exterior of the building and innovation in the interior of the room.

### A. Eksterior Innovation

The building exterior is the outside part of a building that is visible from the outside. It includes all the visual elements that make a building look attractive, such as facade design, layout of windows, doors, roofs, walls, and other decorative elements. A good exterior design can reflect the desired architectural style, pay attention to the function of the building, and take into account environmental factors such as climate and local context. Innovations in the exterior aspects of buildings can be seen in the following elements:

#### a) Building Facade

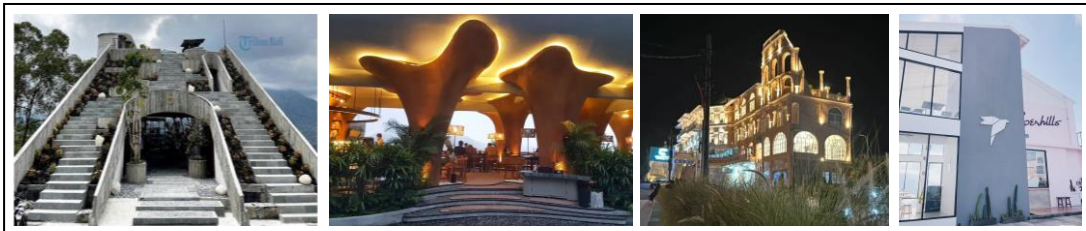


Figure 1. Restaurant Building Facade in Kintamani  
Source: [www.google.com](http://www.google.com)

The architectural styles used or applied to restaurant buildings in Kintamani vary greatly. Dominated by a modern tropical concept combined with the natural beauty of Kintamani and Balinese traditions. The facade of this restaurant building is very Instagrammable and has a spot directly facing Mount and Lake Batur. Other architectural styles used are modern minimalist, industrial, European, and organic architecture. The cafe concept with an organic design provides a touch of uniqueness that differentiates it from most other cafes. The most phenomenal building facade is a building that imitates the shape of the Colosseum in Rome. The application of a building facade like this is solely aimed at attracting tourists to visit the restaurant/cafe.

#### b) Landscape

The landscape arrangement of restaurants/cafes in Kintamani is very simple but can provide a new experience for visiting tourists. The use of softscape elements in the form of local plants in the area such as reeds. The use of reed plants aims to give the impression of a garden that is integrated with the surrounding nature. Even though the position of the building is higher than Mount Batur, the view is formed as if the plant is one unit with the area of Mount and Batur Caldera behind the building. The cool air further supports the beautiful landscape atmosphere with amazing views.



Figure 2. Restaurant Landscape Restoran in Kintamani  
Source: www.google.com

### c) Ornament

As in general, buildings that use modern minimalist and modern tropical concepts usually use minimal ornament. Likewise, tourist facilities in Kintamani are dominated by the use of glass and curved accents on the exterior of the buildings. This aims to ensure that tourists can enjoy the natural beauty optimally from inside the building.

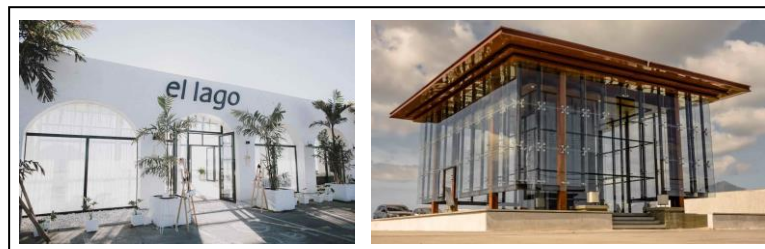


Figure 3. Ornaments on Building Facades  
Source: www.google.com

## B. Interior Innovation

Building interiors refer to the design and arrangement of space within a building. This includes elements such as color selection, lighting, textures, and furniture used to create the desired atmosphere in the space. Interior design does not only focus on visual appearance, but also considers the function and comfort of the occupants. The main goal is to create a space that is aesthetic, functional, and meets the needs of its users.

### a) Lighting

The use of glass material that dominates the building walls aims to maximize natural lighting. The open space concept in the interior is very pronounced with the room stretching out wide, column-free and approximately five meters high. There are also several round windows and decorative niches. To maximize the view of Mount Batur, the boundary between the inside dining area and the outside balcony is equipped with floor-to-ceiling glass doors and windows.

### b) Furniture

The use of furniture places more emphasis on unique and decorative shapes. Decorative lights hung from the ceiling at a height of approximately five meters give a modern aesthetic impression. The balcony area has no cover and is mostly surrounded by concrete outdoor sofas. The paint colors used in several restaurants and cafes are dominated by white and brown with pillars designed to be quite large and unique arches. The tables and chairs are also simply

designed, providing comfort when sitting and eating while still exuding aesthetics.

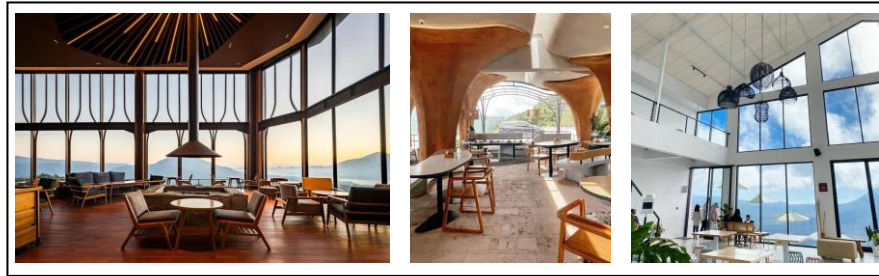


Figure 4. Interior of Restaurant and Cafe Building in Kintamani  
Source: [www.google.com](http://www.google.com)

### C. Opportunities and Challenges for Sustainable Tourism Development

Sustainable tourism is a form of tourism that considers natural or environmental sustainability, socio-cultural values, and the welfare impact on society (Tamrin et al., 2021). Innovation in architectural works, especially in tourist facility buildings in the Kintamani area, is growing rapidly and is diverse. This condition is both an opportunity and a challenge for sustainable tourism development which has long been advocated by the local government. It is called an opportunity because tourism development in Kintamani is increasingly heading in a positive direction. More and more tourists are coming to visit, both local, domestic and foreign. This condition also supports the principles of sustainable tourism because the existence of these tourist facilities maintains the existence of natural resources and the capacity of local communities in managing them.

This innovation is also a challenge for tourism in Kintamani. The challenge of maintaining and continuing the rapidly developing tourism conditions, through architectural aspects in particular. As we know, developing architectural trends always follow the times and cannot be predicted. This is a challenge for architects in combining innovation with cultural and contextual heritage preservation. Respecting local historical and cultural values while still creating something new and innovative is an art in itself. Understanding these challenges can help architects develop a holistic and sustainable approach to innovation in the field of architecture.

## 5. CONCLUSION

Innovation in architecture is an important step to present new creative and effective solutions in designing the built environment. Innovation in the design of tourist facility buildings in the form of restaurants and cafes can be seen from various aspects, namely, exterior design (facade, landscape and ornaments) and interior design (lighting and furniture). This design innovation is both an opportunity and a challenge in relation to sustainable tourism development. Innovation is not always related to new technology or materials. Creativity in solving complex design problems or creating unique experiences for users is also a valuable innovation.

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