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The Influence of the Role of Government and Community Participation on the Quality of Tourist Destinations in Kesiman Kertalangu Tourist Village

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Abstract: The trend of village tourism in Indonesia is characterized by a growing fascination with nature-oriented and rural experiences. This study analysed the impact of the government's role and community participation on the quality of tourist destinations in Kesiman Kertalangu Tourism Village, Denpasar City, using a combination of quantitative and qualitative methods, including Structural Equation Model (SEM) and Partial Least Square (PLS) approaches. The results showed that the government's role significantly boosts community participation (path coefficient 0.870, P value 0.000) and improves destination quality (path coefficient 0.487, P value 0.000) by providing infrastructure and support facilities. Community participation contributes to the enhancement of destination quality (path coefficient 0.382, P value 0.003) by fostering active promotion and educational tourism initiatives. Furthermore, community participation partially mediates the government's impact on destination quality (path coefficient 0.332, P value 0.004). The novelty of this research is its combined approach, which merges both quantitative and qualitative methods to provide a complete understanding of the factors that affect the quality of tourist destinations. Unlike earlier studies that typically examine either the role of the government or the community separately, this research highlights how both work

together and influence each other. It emphasised the critical role of community participation in promoting and educating tourists, which significantly enhances destination quality. Additionally, the study provided empirical evidence from Kesiman Kertalangu, offering practical solutions and policy implications for enhancing the rural tourism. The findings advocate for targeted infrastructure investments and support for community-driven tourism projects, setting the stage for future research to explore additional institutional factors and development strategies, contributing to on-going improvements in rural tourism.

Keywords: government, community participation, destination quality, Kesiman tourism village.

Introduction

The increasing trend of village tourism in Indonesia is marked by a rising interest in nature-focused travel and the experience of rural tourism, alongside the development of various village tourism initiatives (Brooks et al., 2023). Villages that position themselves as tourist destinations typically offer not only striking natural landscapes but also a wealth of both tangible and intangible cultural attractions. For instance, Cole (2007) conducted a study in Bajawa, Flores, and concluded that this village possesses significant potential for cultural heritage tourism. His research indicates that the integration of natural beauty with cultural assets can enhance the appeal of such villages, thereby fostering sustainable tourism development and promoting the preservation of local heritage.

In Bali Governor Regulation Number 52 of 2021, the Implementation Regulation of Regional Regulation Number 5 of 2020 concerning Standards for the Implementation of Balinese Cultural Tourism, article 5 states that the criteria for tourist villages include several things, comprising a clear administrative area, potential for natural, cultural, spiritual and creative activities, accessibility, amenity and tourism infrastructure, human resources, and institutions. These criteria determine the quality of tourist village destinations (Chan et al., 2022).

Denpasar City is the capital of Bali Province, and in addition to being the centre of government, it is also the centre of business activities, including tourism activities. Based on data regarding tourist visits to Denpasar City over the past three years, there has been a notable increase: 478,688 visitors in 2020, followed by a slight decline to 474,381 in 2021, and then a significant surge to 1,436,894 visitors in 2022 (source: <https://disparda.baliprov.go.id/>). Denpasar City has prioritised the development of culture-based city tourism. The advantages and potential of Denpasar City in attracting tourists are gradually being developed and built through supporting infrastructure to make it better and more feasible for tourists to visit. Various alternative tours and potential tourist attractions also continue to be developed. Creating sustainable tourism involves a comprehensive approach that encompasses all components within a particular area. It necessitates the engagement of all stakeholders since tourism cannot operate in isolation as a single sector. Acknowledging the interconnections among various sectors and managing tourism can be quite complex when striving for an integrated destination. The government must understand the implementation of all tourism planning and management consistently and sustainably. In addition, the government must pay attention to its development and ensure that tourism development brings benefits while minimising social, economic, and environmental costs.

Kesiman Kertalangu Village, as one of the tourist attractions in Bali, has yet to escape the attention of many parties, especially those who intend to develop tourism by looking at the potential of Kesiman Kertalangu Village.

Kesiman Kertalangu Village is located in the East Denpasar sub-district, approximately 15 km east of the capital city of Denpasar. Judging from the topography, the area of Kesiman Kertalangu Village has a large rice field area in the middle of the city, which is one of the challenges for the village government in maintaining and preserving its natural potential. However, if seen from a different perspective, this natural potential is a significant strength for the village, considering that not all villages have active

agricultural land. In 2020, through village funds, the village government of Kesiman Kertalangu created an innovation in the form of an agricultural education centre for children to maintain the village's green open land known as Wisata Edukasi Subak TeBA Majalangu.

The target audience for this activity includes students at the PAUD/TK, SD, and SMP levels. Throughout the implementation, the students will receive instruction on the irrigation network system and Balinese agricultural practices. This will encompass the entire process, from seeding and land preparation to planting rice, nurturing the crops, and finally harvesting (Chase et al., 2023). In addition to subak education activities, there are various other tour packages such as learning matekap, making canang, learning about animals, organic plants, cooking class activities, and camping activities (Wu et al., 2024).

The choice to focus on Kesiman Kertalangu Village as the subject of this research stemmed from its unique position within the bustling area of Denpasar City. The presence of a Tourism Village amidst the vibrant activity of the city creates an intriguing phenomenon. This selection was further supported by the Mayor's Decree Number. 188.45/472/HK/2015 on the Determination of Tourism Village in Denpasar City, there are 6 (six) tourism villages in Denpasar City. The six tourist villages are Sanur Kauh Village, Sanur Kaja Village, Sanur Village, Penatih Village, Kertalangu Village, and Serangan Village. Kesiman Kertalangu Village has a high potential to be developed into a tourist destination. Kesiman Kertalangu Tourism Village has a uniqueness that distinguishes it from other tourist villages in Denpasar because it is located on the beach but has a natural attraction of rice fields that attract tourists to jogging and trekking activities in the morning and evening. In addition, Kesiman Kertalangu Tourism Village also offers agricultural education tours for school-age children who wish to conduct study tours.

Unfortunately, the local community does not feel the benefits of the development of Desa Wisata in Kesiman Kertalangu Village. Moreover, various issues associated with the development of tourist destinations in Kesiman Kertalangu Village are adversely affecting the local environment, jeopardizing the sustainability of these tourist sites. Additionally, the involvement of private entities in the development process may restrict the local community's ability to engage in shaping the tourism landscape of Kesiman Kertalangu Village. In addition, the presence of private parties will also reduce the quality of the tourist destination itself because in the assessment indicators of the Tourism Village Network (JADESTA) in the book "Building a Village" (Prayitno & Subagiyo, 2022), that tourism businesses and activities in tourist villages carried out by local communities entirely, so that the benefits can be felt by local communities directly.

Article 10 of Pergub 52 of 2021 also states that the management of tourist villages is based on community empowerment, where management is carried out by Village Government, Pokdarwis, Cooperatives, BUMDes, BUPDA (which has a tourist village management unit in it). This certainly shows that the involvement of the private sector and outside investors must be minimised in managing tourist villages so that the local community entirely feels the benefits.

Research Problem

The growing trend of village tourism in Indonesia underscores the importance of optimising tourist destinations in order to attract more visitors and sustain local economies. As interest in nature-based and rural tourism rises, understanding how government and community efforts can enhance tourist destination quality is critical for leveraging this trend.

Analysing the influence of government and community participation on tourist destination quality can lead to better-managed and more attractive tourist sites. This can boost local economies, create job opportunities, preserve cultural heritage, and improve the overall quality of life for residents in tourist villages.

This research contributed to the field of tourism studies by providing empirical evidence on the roles of government and community participation in tourism development. It enriched the existing

literature with insights on the dynamics between these factors and their collective impact on destination quality.

Although there is notable research on tourism development, the particular dynamics between government involvement, community engagement, and their joint impact on the quality of tourist destinations in village tourism settings remain underexplored. This study aimed to fill that gap by providing targeted analysis and results.

This research can uncover the extent to which government facilitation and community engagement directly and indirectly influence tourist destination quality. It may reveal new strategies for optimising these interactions to enhance destination appeal and sustainability, offering practical recommendations for policymakers and community leaders.

Research Focus

The main purpose of this study was to analyse the impact of the government's role and community participation on the quality of tourist destinations in Kesiman Kertalangu Tourism Village. The research aimed to explore how governmental support and active community engagement can collaboratively enhance the appeal and sustainability of tourist destinations.

Research Aim and Research Questions

The main aim of this study was to analyse and understand the influence of government roles and community participation on the quality of tourist destinations in Kesiman Kertalangu Tourism Village. The goal was to identify how these factors could be optimised to enhance the village's appeal and sustainability as a tourist destination.

To achieve this aim, the study addressed the following research questions:

1. What is the impact of the government's role on community participation in Kesiman Kertalangu Tourism Village?
2. How does the government's role affect the quality of tourist destinations in Kesiman Kertalangu Tourism Village?
3. What is the impact of community participation on the quality of tourist destinations in Kesiman Kertalangu Tourism Village?
4. Does community participation mediate the relationship between the government's role and the quality of tourist destinations?

Literature Review

A literature review is a crucial component of any research study as it serves several fundamental purposes. The primary aim of performing a literature review is to provide a comprehensive overview of the current knowledge, theories, and research findings relevant to the topic under investigation. In the context of analysing the impact of the government's role and community participation on the quality of tourist destinations in Kesiman Kertalangu Tourism Village, the literature review established the context and the background of the research, allowing the reader to understand the historical development and context of rural tourism trends in Indonesia. By critically analysing previous studies, the literature review identified gaps in existing research, such as the synergistic effect of government and community roles, which the current study aimed to address. To optimise the tourism potential of tourist villages, the participation of local communities through community empowerment efforts is necessary (Achmad et al., 2023; Anthony Jr., 2024). The community-based tourism (CBT) is a form of tourism destination development through efforts to empower local communities (Alamineh et al., 2023). Community participation is needed so that the development can achieve community welfare. Community participation fosters sustainable independence by enabling the community to identify its unique character and comprehend the objectives of the activities they will design for the future

development of tourism in their area (Asfahani et al., 2023). Community participation is critical to growing independence and empowerment (Uddin et al., 2024).

Development programmes that involve community participation will have a very high sustainable value (Baloch et al., 2023). Community participation involved in planning, implementation, and monitoring to evaluation will ensure that the programme can respond to the needs and desires of the local community to increase the community's commitment to continuing to participate (Gutierrez, 2022; Hassan et al., 2022; Irawan & Hartoyo, 2023). The benefits that can be achieved by destinations that develop their tourism based on community participation and local wisdom include: 1) to increase the entrepreneurial spirit of the local community, which is the primary goal of tourism development based on local community participation; 2) to be able increasing the commitment and motivation of the community in improving their skills in developing tourism in their area; 3) to be able to carry out development that adapts to the needs of the local community itself; and 4) to reduce community dependence on government subsidies so that it can slowly make the destination self-sufficient (Hermawan & Suryono, 2023; Ivars-Baidal et al., 2024).

In the development of community-based tourism, of course, the main goal is to involve local communities, and the ultimate goal is the welfare and preservation of the local wisdom of the destination. However, in its implementation, some deviations could be more consistent and consistent with the initial vision and mission of community-based tourism development (Jehan et al., 2023).

Bali is recognized as a prominent tourist destination in Indonesia, offering a unique charm that sets it apart from other locations. Its rich cultural character draws visitors to the island (Data/tourist visits: Jebbouri et al., 2022; Mathew, 2022). A successful tourist attraction encompasses four key elements: attractions like natural landscapes, cultural arts, historical sites, and performance arts; accessibility through transportation and communication infrastructure; amenities including accommodation, dining options, and travel services; and ancillary support from organisations that promote the development of tourism sites and destinations. The development of tourism villages in Bali was started by the Provincial Government in 1993 with the establishment of three villages, namely Penglipuran, Sebatu, and Jatiluwih, as Tourism Villages by the Governor of Bali. The designation was implemented to the magnitude of the potential of the three villages. Several tourism villages in Bali, namely Penglipuran Village, Jati Luwih Tourism Village, and Sebatu Tourism Village were designated models of tourism village development ideas. However, the top-down approach has led to less effective development in these tourist villages. Compared to the initial idea and the length of time, the initiative to develop three tourist villages is less than optimal, although it still needs to succeed (Lapuz, 2023; Musleh et al., 2023; Putri et al., 2022).

Facilities and infrastructure in the Teba Majalangu area include the Ant Statue as a tourism icon, ready cage, rabbit cage, sampi cage, and duck cage as animal learning places. In addition, there is also an organic garden and a large field as an outbound place (Prayitno et al., 2023). Carrying the concept of agricultural education, Teba Majalangu is also equipped with a Mini Subak Museum where children can see and learn about old agricultural tools. For culinary enthusiasts, be sure to try the Balinese laklak offered at the Tegik Poh stall located in the heart of the Teba Majalangu area.

The literature review highlights several research gaps that justify the need for conducting this study on the impact of the government's role and community participation on the quality of tourist destinations in Kesiman Kertalangu Tourism Village. While existing studies emphasise the importance of community participation in tourism development (Munanura & Kline, 2023; Rijal, 2023; Su et al., 2023), there is limited research on the synergistic effect of government support and community involvement in enhancing destination quality.

Additionally, while community-based tourism (CBT) is acknowledged for its capacity to empower local communities and foster sustainable tourism (Tichaawa et al., 2023), the precise mechanisms by which community involvement impacts tourism quality, along with the role of government support in

this context, remain inadequately explored. Studies have documented the benefits of community participation in increasing entrepreneurial spirit, skills development, and reducing dependency on government subsidies, but there is a lack of empirical evidence on how these factors interact to improve the quality of tourist destinations.

In Bali, the development of tourism villages has historically followed a top-down approach, which has led to less effective outcomes compared to community-driven initiatives (Rehman et al., 2023; Reindrawati, 2023). Despite the existence of infrastructure and educational attractions in places like Teba Majalangu, the potential for integrating local community efforts with government support remains underexplored.

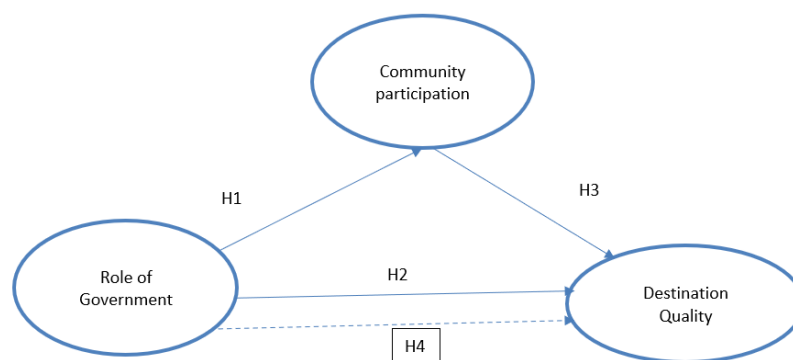
Therefore, this study aimed to fill these gaps by examining the combined impact of government roles and community participation on the quality of tourist destinations. By doing so, it seeks to provide a comprehensive understanding of how collaborative efforts between the government and local communities can enhance tourism development, particularly in rural and nature-based settings.

Research Methods

This study employed a combination of quantitative and qualitative methods to thoroughly analyse the research problem. Quantitative methods were utilised for designing research variables and formulating hypotheses, while qualitative methods interpreted these variables as products and results of research activities. The hypotheses in this study were: H1: The Role of Government has a positive and significant effect on Community Participation H2: Government Role has a positive and significant effect on Destination Quality H3: Community Participation has a positive and significant effect on Destination Quality H4: Community Participation mediates the positive and significant effect of Government Role on Destination Quality (Figure 1).

Figure 1

Research Hypotheses



Source: Authors' development.

The research was conducted in Kesiman Kertalangu village, Denpasar City, chosen for its dynamic tourism development and the controversies it faced, such as the dominance of private investors affecting community participation and destination quality. The research period spanned from February 2024 to May 2024.

Sample and Participants

The study's population comprised residents of Kesiman Kertalangu Village who were involved in tourism business activities. Initially, the sampling strategy considered using Slovin's formula to determine the sample size, which was typically applied to larger populations to ensure a representative sample. However, given that the population of residents involved in tourism activities was relatively small, the formula was deemed unnecessary.

Ultimately, the study included a total sample size of 102 respondents. This sample was selected to ensure a representative subset of the population, allowing for valid and reliable conclusions about the entire population of interest. The sampling method involved selecting respondents who were actively engaged in tourism business activities within the village, thereby ensuring that the sample accurately reflected the perspectives of those directly involved in tourism. This approach provided a comprehensive understanding of the impact of government roles and community participation on the quality of tourist destinations in Kesiman Kertalangu Village.

Instrument and Procedure

Data was collected from two primary sources: Primary Data: Obtained directly through in-depth interviews and observations. Secondary Data: Collected and published through media tools by relevant agencies and institutions. The methods and tools employed for data collection comprised observation, questionnaires that used a Likert scale to measure responses, and in-depth interviews that offered qualitative insights. The questionnaire technique used in this study involved collecting quantitative data through a structured set of questions designed to measure the perceptions and attitudes of respondents regarding the impact of the government's role and community participation on the quality of tourist destinations. The questionnaire was carefully designed to capture a wide range of information relevant to the study's objectives. It included questions that addressed various aspects of government involvement, community participation, and the perceived quality of tourist destinations. To avoid bias and ensure clarity, questions were formulated in a straightforward manner, making it easier for respondents to understand and provide accurate answers.

A Likert scale was employed in the questionnaire, which is a popular method for measuring attitudes and perceptions. Respondents indicated their level of agreement or disagreement with a series of statements on a scale typically ranging from 1 (strongly disagree) to 5 (strongly agree). This allowed for the quantification of subjective data, facilitating statistical analysis and comparison of responses. The questionnaire was divided into several sections: demographic information, government role, community participation, and tourist destination quality. The demographic section collected basic information about the respondents, such as age, gender, occupation, and length of residence in the tourism village, to contextualise the responses and identify demographic patterns. Questions about the government's role assessed respondents' views on government contributions to infrastructure, policy support, and overall involvement in tourism development. The community participation section measured the extent of local community involvement in tourism activities, including planning, implementation, and monitoring, as well as the perceived benefits and challenges. The tourist destination quality section focused on respondents' perceptions of the quality of tourist destinations, considering factors such as amenities, accessibility, attractions, and overall visitor satisfaction.

The questionnaires were distributed to a representative sample of residents and stakeholders in Kesiman Kertalangu Tourism Village through various methods, including face-to-face delivery, online surveys, and distribution through local community organisations. Respondents received clear instructions on completing the questionnaire, and support is offered to ensure all questions are answered accurately if needed. Follow-up reminders and incentives may be used to enhance response rates.

Once collected, the responses were coded and entered into a statistical software program for analysis. Descriptive statistics, such as means and standard deviations, were calculated to summarise the data, while inferential statistics, including correlation and regression analysis, were used to explore relationships between variables. The reliability of the questionnaire was assessed using Cronbach's alpha to ensure internal consistency, and validity is checked through factor analysis and by comparing the results with existing literature to ensure that the questionnaire measures what it intended to measure. By employing a well-structured questionnaire technique with a Likert scale, this study ensured that the collected data was both reliable and valid, providing robust insights into the impact of the

government's role and community participation on the quality of tourist destinations in Kesiman Kertalangu Tourism Village.

Research Variables

Exogenous Variable: Government Role (X1) with indicators: Motivator (X11), Facilitator (X12), and Dynamite (X13). Intervening Variable: Community Participation (X2) with indicators: Involvement in Planning (X21), Development Implementation (X22), Management (X23), and Monitoring and Evaluation (X24). Endogenous Variable: Destination Quality (Y1) with indicators: Attraction (Y11), Amenities (Y12), Access (Y13), and Ancillary Services (Y14).

Data Analysis

The study employed the Structural Equation Model (SEM) for analysis, utilising the Partial Least Square (PLS) approach, facilitated through SmartPLS software. This approach was selected for its ability to manage the complex relationships between variables and delivered robust results. The data processing begins with the collection of responses from questionnaires, in-depth interviews, and observations. This raw data is then cleaned to eliminate inconsistencies, missing values, and outliers, ensuring its suitability for analysis.

The next step involved specifying the measurement and structural models using SmartPLS. The measurement model established the relationships between observed variables and their underlying latent constructs, while the structural model outlined the relationships among these latent constructs. A path diagram was constructed in SmartPLS to visually represent these hypothesised relationships, incorporating both measurement and structural components.

SmartPLS utilised the Partial Least Square (PLS) algorithm to estimate the model parameters, including weights, loadings, and path coefficients. This algorithm iteratively maximised the explained variance of dependent variables, providing robust estimates even in complex models and small sample sizes. The assessment of the measurement model included evaluating internal consistency reliability through Cronbach's alpha and composite reliability, convergent validity through Average Variance Extracted (AVE), and discriminant validity using cross-loadings and the Fornell-Larcker criterion.

For the structural model, path coefficients, t-values, and significance levels were examined, with bootstrapping used to estimate the precision of these coefficients and their statistical significance. The model's overall fit was assessed using R-squared (R^2) values, which indicated the proportion of variance explained by independent variables for each dependent variable. Mediation analysis, if applicable, examined indirect effects to determine if the mediating variable significantly transmitted the effect of the independent variable to the dependent variable, with significance tested via bootstrapping.

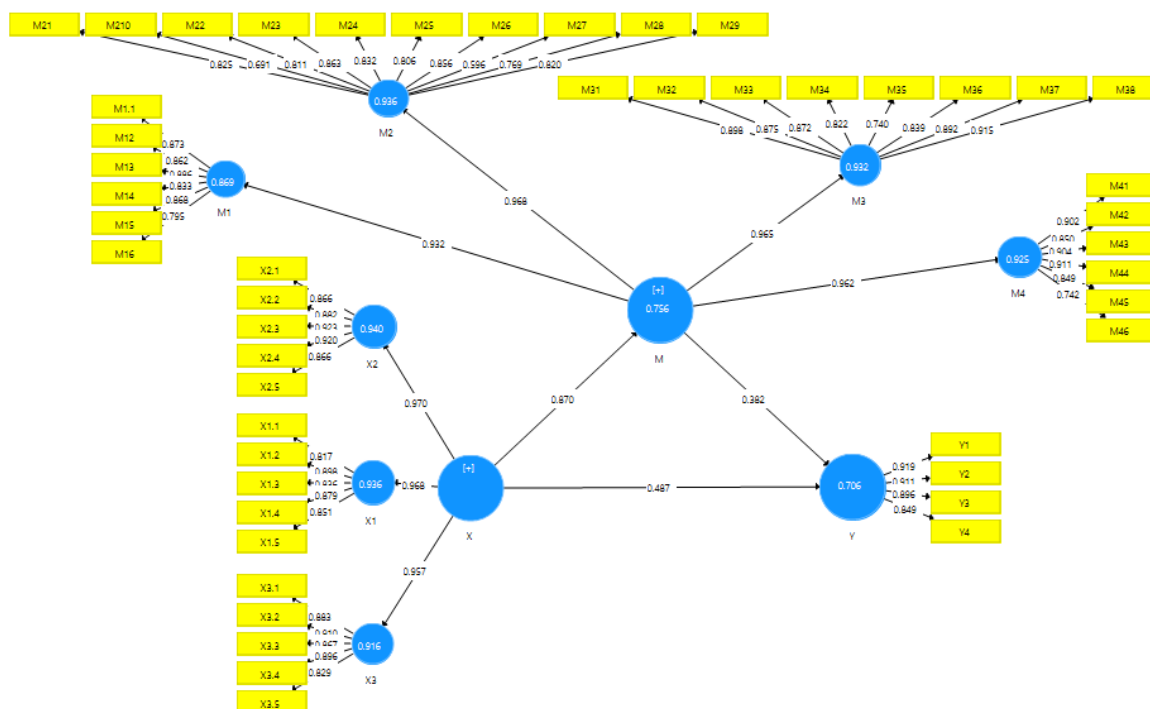
The results were then interpreted in relation to the research objectives and hypotheses, with significant findings highlighted and discussed in the context of the theoretical framework and existing literature. The final results, including path coefficients, significance levels, and measures of model fit, were reported through tables and figures, providing a detailed explanation of the findings. The use of SmartPLS for SEM analysis with the PLS approach ensured a rigorous examination of the relationships between the government's role, community participation, and the quality of tourist destinations in Kesiman Kertalangu Tourism Village.

Result

Convergent validity is used to measure the validity of indicators as a measure of a construct, seen from outer loading. An indicator is valid if it has an outer loading above 0.6 on the intended construct and a t-statistic value above 1.96 (Latan & Ghazali, 2012). However, for exploratory research and research in the early stages of developing a measurement scale, an outer loading value of 0.5-0.6 is still considered sufficient SmartPLS output for outer loading, which provides results as shown in Figure 2.

Figure 2

SmartPLS 3.2.9 Output (Loading Factor and Standardise Beta)



Source: Authors' development.

Information:

X: Government role

M: Community participation

Y: Destination Quality

X1 : motivator

X2 : facilitator

X3 : dynamiser

M1: involvement in the planning stage

M2: involvement in the development implementation stage

M3: involvement in management

M4: involvement in monitoring and evaluation

This study employs an outer loading threshold of 0.50. Within the machine learning variables, there exists a second-order construct. The testing results indicate that all indicators utilized in this study have outer loading values exceeding 0.50, confirming their validity. The results of the Average Variance Extracted (AVE) test are presented in the Table 1.

Table 1

Average Variance Extracted (AVE)

Factor	Average Variance Extracted (AVE)
M	0.642
M1	0.728

M2	0.625
M3	0.736
M4	0.742
X	0.713
X1	0.734
X2	0.795
X3	0.770
Y	0.799

Based on the analysis results, the AVE value of each variable has an AVE value greater than 0.50, so the model is valid.

Table 2

Composite Reliability Result

Factor	Cronbach's Alpha	Composite Reliability
M	0.980	0.982
M1	0.925	0.941
M2	0.932	0.943
M3	0.948	0.957
M4	0.929	0.945
X	0.971	0.974
X1	0.909	0.932
X2	0.935	0.951
X3	0.925	0.944
Y	0.916	0.941

Based on Table 2, it can be explained that the AVE value of each variable has a composite reliability value and Cronbach alpha greater than 0.70, so it can be concluded that the variable has good reliability.

Table 3

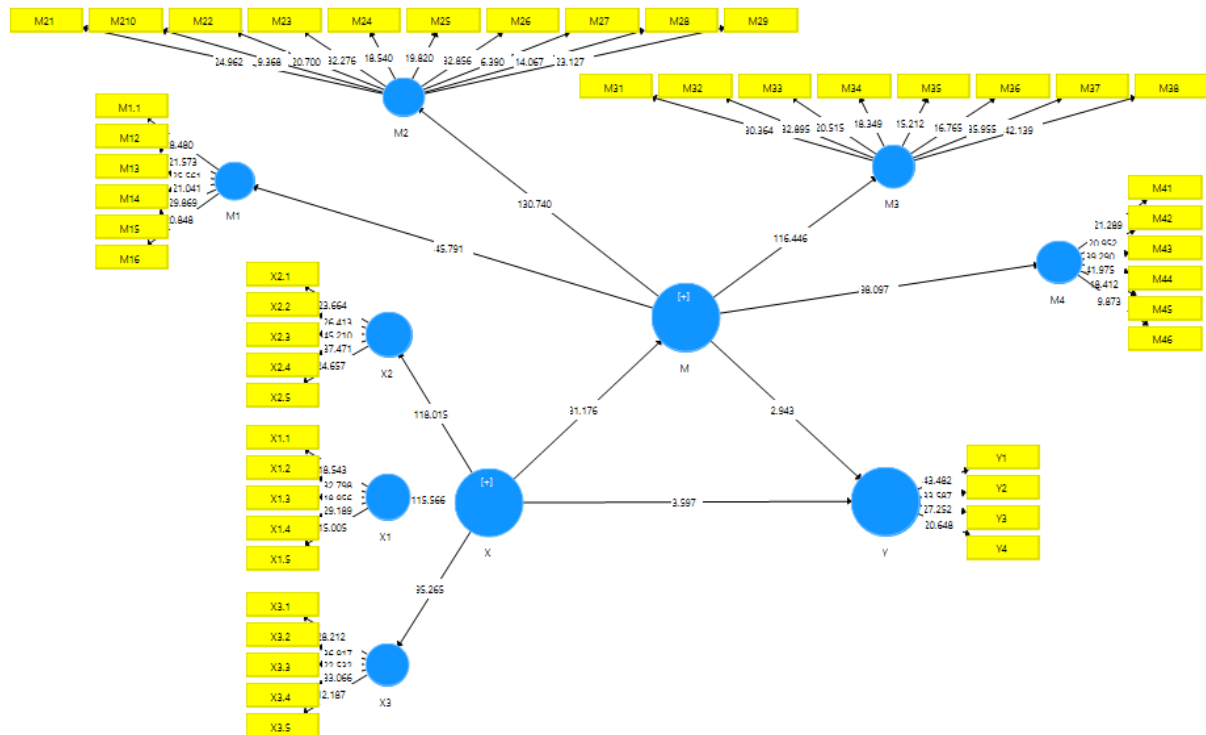
R-Square Result

Factor	R Square
M	0.756
Y	0.706

Based on R2 in Table 3, Q2 or the Stone Geiser Q-Square test can be calculated, namely:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 &= 1 - (1 - 0,756) (1 - 0,706) \\
 &= 1 - (0,244) (0,294) \\
 &= 1 - 0,072 \\
 &= 0,928
 \end{aligned}$$

The Q2 calculation result of 0.928 has a high predictive prevalence model, so the resulting model is feasible to use for prediction. The figure of 0.928 means that the variation of X and M can explain the variation of Y by 92.8 per cent, while other variables outside the model explain the remaining 7.2 per cent (Figure 3).

Figure 3*SmartPLS 3.2.9 Output***Table 4***Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
M -> Y	0.382	0.399	0.130	2.943	0.003
X -> M	0.870	0.871	0.028	31.176	0.000
X -> Y	0.487	0.468	0.135	3.597	0.000

Table 4 shows that variable X has a positive and significant effect on M with a path coefficient value of 0.870 and a P value of 0.000. Variable X has a positive and significant effect on Y with a path coefficient of 0.487 with a p-value of 0.000, and M has a positive and significant effect on Y with a path coefficient of 0.382 with a p-value of 0.003.

Table 5*Indirect Effect Coefficient*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Ket
X -> M -> Y	0.332	0.348	0.115	2.886	0.004	Partial

Discussion

The data analysis results indicate that government involvement has a strong and statistically significant impact on community participation, demonstrated by a path coefficient of 0.870 and a P-value of 0.000. The village head of Kesiman Kertalangu confirmed this, Made Suena, S.T in an interview on 14 May 2024, who stated that the Kesiman Kertalangu Village Government always provides space for the local community to express creative ideas as a form of government motivation for the community to participate in developing tourist destinations in Kesiman Kertalangu Village. With this motivation,

creative ideas that were packaged into educational tour packages began to emerge from the community. For some of these educational tours, among others: agricultural educational tour packages, Metekap cultural, educational tour packages, making bogan and cooking class Jaje Laklak, where these activities are centred in Teba Majalangu. The results of this interview strengthen the data analysis, which states that the government role variable has a positive effect on community participation.

The data analysis results indicate that the Role of Government has a positive and significant impact on Destination Quality, demonstrated by a path coefficient of 0.487 and a p-value of 0.000. This is reinforced by the results of interviews with the Perbekel of Kesiman Kertalangu Village, who stated that, since it was designated as a tourist village in 2015, the Kesiman Kertalangu Village Government has been actively engaged in providing infrastructure and supporting facilities for tourist villages. As a result, in 2015–2023, Kesiman Kertalangu Village succeeded in raising the status of a tourist village from the pilot category to the advanced category. Kesiman Kertalangu Village also won the 100 Best Tourism Villages ADWI 2022 and the 500 Best ADWI 2024. The statement of the Perbekel of Kesiman Kertalangu Village confirms the results of data analysis, which states that the role of government has a positive and significant effect on the quality of tourist destinations in Kesiman Kertalangu Village.

The results of the data analysis show that community participation has a positive and significant effect on destination quality, with a path coefficient of 0.382 with a p-value of 0.003. This is reinforced by the statement of the Head of Pokdarwis Kesiman Kertalangu Village, Mr I Ketut Lunga Antara, in an interview, where it was stated that since the issuance of the Mayor's Decree number 188.45/526 /HK/2015 concerning the formation of Tourism Awareness Groups in Denpasar City, Pokdarwis Kesiman Kertalangu moved quickly in conducting an inventory of tourism potential in the village. Pokdarwis has also been active in socialising village tourism to the local community. The result is the emergence of community ideas that can be converted into educational tourism products whose management is dominated by the local community. Local communities also promote Kesiman Kertalangu Tourism Village, both conventionally and through digital promotional means. This has made Kesiman Kertalangu Village increasingly recognised and visited by tourists. An interview with the Perbekel of Kesiman Kertalangu Village mentioned that the average tourist visit per day is 100 - 200 people. Even in 2022, Perbekel said that Kesiman Kertalangu Village could earn 97 million rupiahs even though it was still in the conditions of the Covid-19 pandemic. The results of these interviews confirm the results of the data analysis, which states that community participation has a positive and significant effect on the quality of tourist destinations in Kesiman Kertalangu Village.

The study revealed that community participation partially mediated the effect of the government's role on destination quality, with a path coefficient of 0.332 and a p-value of 0.004. This mediating effect highlighted the importance of community involvement in translating governmental support into tangible improvements in tourism quality. This finding contributes to the understanding of the mechanisms through which government support impacts tourism outcomes. While the study provides valuable insights, several areas warrant further investigation. Future research may investigate further institutional factors and their impact on tourism quality, including the contributions of non-governmental organisations and private sector participation. Additionally, broadening the scope of the study to encompass other variables – such as marketing strategies and tourist satisfaction – could provide a more holistic understanding of the elements influencing destination quality.

This study is limited by its focus on a single independent variable (government role) and a single dependent variable (destination quality). The absence of additional independent variables and dependent measures may constrain the generalizability of the findings. Additionally, the study's reliance on a relatively small sample size of 102 respondents from a specific village limits the ability to generalize results to broader contexts.

Conclusions and Implications

From the results of this study, the role of government had a positive and significant effect on community participation, with a path coefficient value of 0.870 and a P value of 0.000. This is due to the positive synergy between the government and the local community, which motivated the community to be creative in creating educational tourism products in Kesiman Kertalangu Village. The role of the Government had a positive and significant effect on Destination Quality, with a path coefficient of 0.487 with a p-value of 0.000. This is because the government, as a facilitator, can provide good infrastructure and tourism support facilities in Kesiman Kertalangu Village to increase the status of tourist villages from the pilot category to the advanced category within the 2015-2023 timeframe. Community participation significantly enhances destination quality, evidenced by a path coefficient of 0.382 and a p-value of 0.003. This positive impact is attributed to the proactive involvement of Pokdarwis in promoting tourism awareness and Desa Wisata among the local population. As a result, community members are empowered to share their ideas, leading to the development of educational tourism products. The community also actively promotes Kesiman Kertalangu Tourism Village so that tourists increasingly recognise it. Community participation can partially mediate the effect of the government's role on the quality of tourism destinations in Kesiman Kertalangu village, which has a path coefficient of 0.332 and a p-value of 0.004. This causes the influence of the government's role to be more substantial and more significant in improving the quality of tourist destinations in Kesiman Kertalangu Village.

The Kesiman Kertalangu Village Government is expected to further strengthen cooperation with the local community in the implementation stage of tourist destination development and involve the community from the planning stage to evaluation. With good synergy between the government, the Tourism Awareness Group, and the local community, it is believed to improve the quality of tourist destinations in Kesiman Kertalangu village. This research only discussed the influence of government and community participation in improving the quality of tourist destinations in Kesiman Kertalangu village. Future research could add institutional variables and formulate the right development strategy to improve the quality of tourist destinations in Kesiman Kertalangu Tourism Village.

Suggestions for Future Research

Future research concerning the development of village tourism in Indonesia, particularly with nature-based and rural tourism experiences, presents several opportunities for expansion and deeper analysis. First, comparative studies across various tourism villages in different Indonesian regions and cross-national comparisons with similar initiatives in other countries could identify regional differences, commonalities, and global best practices. Incorporating additional variables, such as the role of local institutions, economic impact, and environmental implications, would provide a more comprehensive understanding of the factors influencing tourism development. A more comprehensive stakeholder analysis that incorporates visitor viewpoints and private sector participation would provide valuable insights into the roles various actors play in and the advantages they gain from tourism. Developing specific strategies, such as technological innovations and strategic planning, could further enhance the quality of tourist destinations. Longitudinal studies assessing the long-term impacts of government initiatives and community participation, along with qualitative approaches like in-depth case studies and ethnographic research, would provide valuable information on the sustainability and cultural dynamics of tourism development. Policy analysis and comparisons of governance models could suggest improvements to current regulations, while examining community empowerment through training programs and the role of social capital could foster greater participation and collective action. Finally, research on branding and marketing strategies, visitor motivation, and crisis management could help tailor promotional efforts and build resilience in village tourism destinations. These suggestions aim to deepen the understanding of village tourism development and provide actionable insights for enhancing the quality and sustainability of rural tourist destinations.

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Conflict of Interest

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