Creating Quality Tourism Destinations: The Crucial Role of Community Participation and Government Support in Batur UNESCO Global Geopark- Bali

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Abstract

The quality of tourist destinations is determined by both supply and demand factors, highlighting the crucial role of stakeholder collaboration in achieving sustainable development. This study investigates how government initiatives and local community participation contribute to destination quality, with particular attention to community satisfaction. The research was conducted in the Batur Global Geopark, a UNESCO-recognized area that represents both natural and cultural heritage. Data were collected from 150 local community leaders through a self-administered questionnaire, and the analysis was carried out using Partial Least Squares Path Modelling (PLS-PM). The findings demonstrate that active community participation has a significant and positive impact on enhancing destination quality. Moreover, the study emphasizes that effective collaboration requires strong alignment between governmental development programs and community aspirations. Without such alignment, initiatives may face challenges in implementation and fail to address the actual needs of local stakeholders. This research provides practical implications for policymakers and destination managers. It suggests that participatory planning should be prioritized to ensure inclusiveness and long-term effectiveness. In addition, establishing continuous dialogue and communication channels between stakeholders—government, local communities, and tourism managers—is essential for fostering trust, shared responsibility, and sustainable growth. By integrating community perspectives into destination development strategies, policymakers can ensure that tourism not only attracts visitors but also enhances the welfare and satisfaction of the local population.

Keywords: destination quality; community participation; government role; Batur UNESCO Global Geopark

INTRODUCTION

Background

The tourism sector is categorized as the largest industry in the world. It is a potential sector for realizing sustainable development. It provides economic, environmental, and socio-cultural benefits. Furthermore, the sector can offer extensive opportunities for local communities to improve their welfare (Sharpley & Telfer, 2014). Tourism development requires a variety of tourism resources for its success. One of them is the destination, which reflects tourism resources. A quality destination will provide the final value for tourism satisfaction. The professionalism of tourism destination management determines three main things: the excellence and attractiveness of the destination for tourists; its ecological, economic, social, and cultural benefits for the community and region; and its competitiveness among the international tourism destination market (Damanik & Teguh, 2012).

For this reason, tourism destinations must be managed professionally within a sustainability framework to have high competitiveness in the long term (Osmankovíc et al., 2010). Some benefits from professional tourism destination management include increased tourist satisfaction from improving the quality of tourism services at the destination, increased destination competitiveness to attract more investors to invest their capital, stronger guarantees of economic, socio-cultural, and environmental sustainability; the creation of stronger partnerships from stakeholders; and continuous improvement and innovation of all tourism destination attributes (Kim & Lee, 2004; Qualitest, 2003).

Sustainable tourism destination management requires stakeholder involvement and strong support from political leadership to ensure broad participation in building a shared consensus. The success of tourism destination management is primarily determined by the active role of stakeholders, where local communities are the leading actors and the key to the success of management and development through their active participation (Hajar & Saputra, 2024; Thanh & Thanh, 2023). Timothy explained two forms of local community participation, the first being in the decision-making process and the second being related to the benefits received (Timothy, 1999).

This participation can manifest in the form of the ability to participate in activities, contribute ideas, energy, time, expertise, and various forms of material, and enjoy the results of the development. Nugraha et al. (2022) emphasize that community participation fosters an entrepreneurial spirit, increases local capacity in developing tourist destinations, adapts destination development to local needs, and reduces dependence on government assistance, thereby contributing to the quality of the destination (Nugraha et al., 2022). Likewise, Chin et al. (2017) and Sunarta (2015) emphasized the importance of community participation in protecting environmental resources, ensuring sustainability, and enhancing destination competitiveness, underlining the critical role of community involvement in maintaining environmental quality.

In addition, Rasoolimanesh & Jaafar (2016) discussed various forms of community participation, from decision-making to economic involvement, highlighting the diverse forms of local community participation in tourism development. Thus, the correlation between the involvement of community and destination quality is clearly illustrated, covering aspects such as environmental conservation, product and service improvement, visitor satisfaction enhancement, effective destination management, economic sustainability, and awareness and education.

The government's role is also crucial in realizing quality destinations (Agustina et al., 2019; Budhiasa & Riana, 2019). The government can formulate policies to regulate tourism development activities as a

regulator. Connelly & Sam (2018) emphasize the importance of government policies in providing a framework for decision-making and daily activities at a destination. Rahajeng (2017) further highlights the government's responsibility in planning tourism areas, providing facilities, formulating various policies, and enforcing regulations to support tourism. Policy implementation also plays a role in the government's improvement of tourism destinations based on local wisdom (Atmaji & Qodir, 2021).

As a facilitator, the government can facilitate this development by providing the necessary infrastructure, building public facilities and infrastructure, and providing various training and financial assistance to develop human resources. Thanh & Thanh (2023) show that the policies and programs of government can encourage practices of sustainable tourism, benefitting local communities and the tourism industry. By giving various assistance, including financial aid, and building the necessary infrastructure, the government can facilitate the growth of the tourism sector while ensuring its sustainability and positive impact on the economy and society.

Despite the importance of the role of government and local community participation in creating quality destinations, more research is still needed that studies the collaboration between the government as a development agent and local community participation in improving the quality of tourist destinations. Furthermore, the impact of destination quality on local community satisfaction has yet to be widely studied. This study is critical because one of the goals of improving destination quality is to enhance the welfare of local communities. Therefore, this study will partially investigate the influence of community participation and the role of government on the quality of tourist destinations. We also test the collaboration between the role of government and local community participation in creating quality tourist destinations. Furthermore, this study will also explore how quality destinations can improve local community satisfaction.

This current research was conducted in Kintamani District, in the Batur UNESCO Global Geopark Kintamani area, Bangli Regency, by considering first the geographical location of the 15 villages whose areas are designated as the Kintamani Special Tourism Destination Area (DTWK) based on Bali Provincial Regulation Number 16/2009 concerning the Bali Provincial Spatial Planning Plan for 2009 - 2029. Second, the research area selected was based on the reason that the initial development of Balinese tourism began in the area within the Batur caldera, later known to world tourists as Kintamani. Since 2010, fifteen villages have become working areas for the National Destination Management Organisation (DMO) program.

Previous studies have mostly examined the role of government initiatives and community involvement in isolation, without fully addressing how these two actors collaborate in shaping destination quality. Moreover, the mechanism of collaboration between government and community remains underexplored, particularly in relation to local community satisfaction as an important outcome of sustainable destination development. This study addresses this gap by focusing on the collaboration mechanism between government and community in the context of the Batur Global Geopark.

Accordingly, this study seeks to answer several research questions related to the quality of tourist destinations and stakeholder involvement. First, it examines how community participation influences the overall quality of the destination. Second, it explores the role of government participation in shaping and improving destination quality. Third, the study investigates the relationship between government–community collaboration and the enhancement of destination quality. Finally, it seeks to understand how the quality of the destination contributes to the satisfaction of the local community

LITERATURE REVIEW

Local Community Participation

The influence of local community participation on the quality of tourism destinations has long been known. Tosun and Timothy stated that local community participation is a vital element in implementing tourism development strategies and plans (Tosun et al., 2003). Community participation in the tourism planning and implementation process is critical, considering that tourism takes place amid community life with cultural backgrounds, socio-economic conditions, politics, and environments that can differ between communities. Various studies have shown that the importance of local community participation in the early stages of tourism development in multiple regions will lead to an increase in the quality of tourism destinations and can reduce misunderstandings and uncertainties in tourism development in the area (Abdillah, 2016; Fong & Lo, 2015; Tosun & Timothy, 2001; Wahyudi et al., 2023; Wulandari & Afriyanni, 2021). Considering these facts, the hypothesis related to the influence of local community participation on the quality of Batur Global Geopark Kintamani (BG2K) can be stated as follows:

H1: Local community participation has a positive and significant impact on the quality of Batur Global Geopark Kintamani

Government Role

Various studies have examined the role of government in regional development (Firdaus et al., 2021; Huggins et al., 2014; Iddawela et al., 2021; Mihálik et al., 2019; Morgan, 2009). Early research primarily focused on identifying the types of policies adopted by city or provincial governments, such as regulations, infrastructure investment, marketing initiatives, and tax incentives, all aimed at fostering a favorable development climate. Over time, however, the paradigm has shifted. As Morgan (2009) highlights, several governments have moved from a traditional development approach—centered mainly on attracting external investment—towards reducing barriers for local businesses, encouraging entrepreneurship, and empowering marginalized groups. In tourism, government involvement is particularly important for two main reasons (Markandya et al., 2005) First, the tourism industry generates negative externalities, especially in social and environmental aspects, that require regulation and management across local, regional, and national levels. Second, tourism provides opportunities for regional economic growth through employment and business creation, thereby strengthening community empowerment. Thus, government involvement in tourism development is not optional but necessary.

According to Birkland (2019), the operationalization of government's role can generally be observed through support in infrastructure, financial assistance, education and training, business facilitation, as well as regulatory actions such as licensing, protection against unfair competition, and maintaining a conducive business climate. Taken together, these roles reflect the government's comprehensive function in both facilitating and regulating tourism development. Building on Markandya et al. (2005), such government involvement influences how local communities experience and evaluate tourism, which is reflected in their level of satisfaction. Since community satisfaction is considered a representation of destination quality, this study argues that the government's overall role has a direct effect on improving destination quality. Considering this, the following hypothesis can be built on the relationship between the role of government and the quality of tourist destinations:

H2: The role of government has a positive and significant effect on the quality of Batur Global Geopark Kintamani

The vital role of government in the sustainability of tourism development in a

region has been proven through various studies. A study on the West Coast, New Zealand showed that tourism has proven to be able to increase income and employment opportunities for residents in the region (Pawson & Scott, 1992; Shone et al., 2005). However, tourism also has several adverse effects on the social, cultural, and environmental life of the community (Markandya et al., 2005). This is one of the reasons why government intervention is needed in tourism activities in the region. Research conducted by Cameron et al. (2001) on the West Coast, New Zealand proved that the role of local government observed through three perspectives, namely: (a) regional economic development initiatives, (b) provision of tourism infrastructure, and (c) managing tourism events; can increase regional economic growth as reflected in increased income for residents and increased employment opportunities and business opportunities in the tourism sector.

This has resulted in an increased understanding of residents regarding the importance of tourism in their region, which in turn encourages local community participation in this development. The role of local government in the development process in an area must be pursued in such a way that the interests of local communities are a priority for development goals. Accommodating the interests of local communities in development, including tourism development, will have an impact on increasing community participation. This was confirmed in a study conducted by Mayer & Keyes (2005), which examined the role of city governments in housing development in three cities in the United States, namely Boston, Cleveland, and Portland. Mayer & Keyes (2005) concluded that housing development in the three towns was fully supported by the community in each city, paying attention to houses built according to the socio-economic and cultural conditions of the community. Referring to the research results above, community participation and the role of

government in tourism development in Kintamani, especially those related to the quality of BG2K, can be stated in the following hypothesis:

H3: The interaction between the role of government and community participation has a positive and significant effect on the quality of Batur Global Geopark Kintamani

Destination Quality and Community Satisfaction Levels

Various studies have examined the impact of destination quality, with most focusing on visitor satisfaction (Ćulić et al., 2021; Hamid et al., 2021; Qi et al., 2024). However, limited attention has been given to how destination quality affects local community satisfaction. In fact, the quality of a tourist destination can generate multiple benefits for local residents. The most evident is the improvement in employment and business opportunities, which stimulates local economic activity (Aref, 2011; Sharma & Dyer, 2012; Untong et al., 2010; Zhang, 2010). Beyond the economic dimension, destination quality also shapes residents' satisfaction through socio-cultural enrichment, enhanced perceptions of safety, and stronger emotional attachment to place. As suggested by RAMBØLL Water & Environment (2003) and Aref (2011), local community satisfaction is best understood through four key dimensions: economic well-being (e.g., jobs and income), socio-cultural conditions (e.g., preservation of culture and community cohesion), perceptions of safety (e.g., reduced conflict and social stability), and emotional responses (e.g., pride and sense of belonging). These dimensions provide a comprehensive framework for analyzing how improvements in destination quality translate into higher satisfaction among local communities. Based on some of the above thoughts, the fourth hypothesis built in this study can be stated as follows:

H4: Batur Global Geopark Kintamani quality affects the level of local community satisfaction

METHOD

The data were collected from local communities in 15 villages in Batur-Kintamani (BPS Bangli, 2020) (Figure 1) with a purposive sampling method applied. The population of community leaders in the research location consisted of 238 individuals, comprising 45 formal leaders, 118 non-formal leaders, and 75 other leaders. The sample size was determined using Slovin's formula (n = N / (1 + Ne²)), where n represents the sample size, N the total population, and e the margin of error, which was set at 5%. Based on this calculation, the required sample size was 150 respondents (rounded). Considering the geographical conditions of the study area, the availability of community leaders to participate, and certain technical constraints in the field, the sampling was carried out as follows: all 45 formal leaders were included, 60 non-formal leaders (50.85 percent) were selected, and 45 respondents (60 percent) were drawn from the group of other leaders. In total, the sample represented 63.03 percent of the population. The detailed distribution of the sample across categories of community leaders is presented in Table 1.

Table 1. Sample Size of Community Leaders In 15 Villages in Batur Global Geopark Kintamani

| Description	Formal Leaders	Non-Formal Leaders	Other Leaders	Total
Population	45	118	75	238
Sample	45	60	45	150
Percentage	100	50,85	60,00	63,03

Source: Own data (2024)

The moderating effect of community participation on the relationship between government role and destination quality was modeled as a latent interaction term (Gov × Community) in the PLS-PM framework. Following the product-indicator approach (Chin et al., 2003; Henseler & Chin, 2010), all indicators of the government role and community participation constructs were first standardized (z-scores) to ensure comparability of scales and to reduce multicollinearity with the main effects. Each standardized indicator of government role was then multiplied with each standardized indicator of community participation, resulting in m × n product indicators. These product indicators served as reflective indicators for the latent interaction construct. The interaction construct was subsequently included in the model alongside the main effects, and its path to destination quality was estimated. Bootstrapping with 5,000 resamples was employed to test the significance of the interaction effect. As a robustness check, we also examined the orthogonalization method (residual centering), which yielded consistent results, further supporting the stability of our findings.

Questionnaires were distributed to the selected community leaders, and the response rate was 100%. In addition to questionnaires, observations were also conducted as complementary data collection methods. Furthermore, data were analyzed using Partial Least Squares Path Modeling (PLS-PM) with SmartPLS 4.0 software (Ringle et al., 2015) . Bootstrapping with 5,000 resamples was applied to assess the significance of path coefficients, consistent with recommended practices in PLS-SEM (Hair et al., 2017).
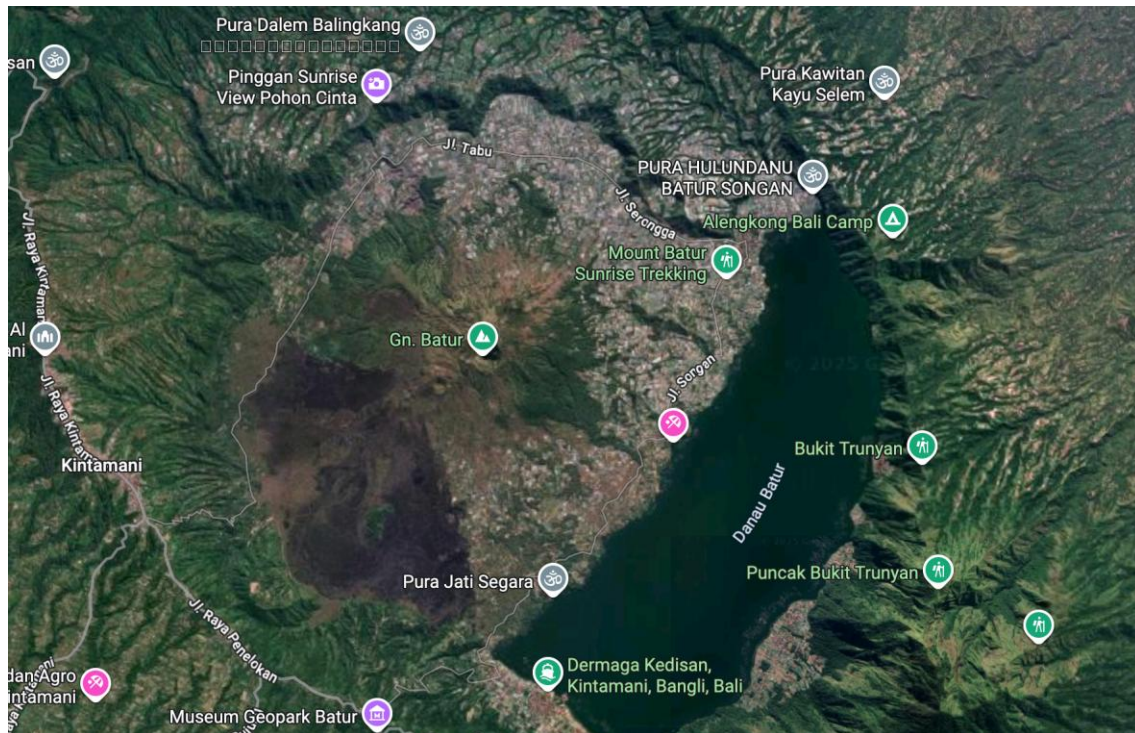
Figure 1. Research Location Kintamani-Bali
(Source: Bangli Regency, 2023)

RESULTS AND DISCUSSION

Result

The characteristics of the respondents of this study are presented in Table 2. Most of the respondents were male, which was 94,67%. Furthermore, the facts show that 90% of respondents have lived almost their entire lives in the research location. Respondents in this study mostly had a high-school education level (49,33%), but some had a higher level of education, namely undergraduate and postgraduate levels (19,34%). The majority of them are in productive age, around 35-44 years (53,33%).

Examination of the research model using convergent and discriminant validity tests shows that the built model is valid. Therefore, the evaluation and interpretation of the measurement sub-model as an outer structural equation model can be conducted (Hair et al., 2020). The model built has two types of inter-latent relationships: reflective and formative. Evaluation results of the inter-latent measurement sub-model

to the kind of reflective relationship are shown in Table 3. It shows that in addition to the public satisfaction latent, the other three patients (Sense of Community, Government Role, and Perceived Benefit) that are reflected in the corresponding sub-latent, with the outer loading value exceeding the limit value of 0,50 as required in the reflective relationship have a probability value (p) smaller than the 1 percent test level; In contrast, in the public satisfaction latent, a sub-latent was found that was reflected with an outer loading value below 0,50 namely the safety level sub-latent with a probability value of 2,5 percent.

Although some methodological guidelines suggest a loading threshold of 0.708, which indicates that at least 50% of the variance of an indicator is explained by its latent construct, the use of a 0.50 threshold can still be considered relevant and acceptable in certain research contexts. Specifically, in exploratory studies or when developing new measurement models, retaining indicators with loadings between 0.50 and 0.70 is justified because they may

contribute to content validity and capture theoretically important aspects of the construct that would otherwise be lost if excluded. (Hair et al., 2011, 2020) note that indicators with loadings of 0.50 or higher should be retained if they are supported by strong theoretical reasoning, as they still explain 25% of the variance, which can be meaningful when combined with other indicators in a reflective measurement model. Therefore, the adoption of a 0.50 threshold reflects a balance between statistical rigor and theoretical relevance, ensuring both the empirical adequacy and conceptual richness of the construct measurement.

Table 2. Demographic Information of Respondents

Respondent Characteristics	Number of persons	Percentage
Sex		
a. a. Female	8	5,33%
b. b. Male	142	94,67%
Long stay at the village.		
a. < 10 years	0	0,00
b. ≥ 10 Years, but not born in the village	9	6,00%
c. From birth	141	94,00%
Educations		
a. Elementary School	13	8,67%
b. Junior High School	34	22,67%
c. Senior High School	74	49,33%
d. Bachelor	25	16,67%
e. Postgraduate	4	2,67%
Age (year)		
a. 16 – 24	3	2,00%
b. 25 – 34	20	13,33%
c. 35 – 44	83	55,33%
d. 45 – 54	28	18,67%
e. 55 – 64	6	4,00%
f. ≥ 65	10	6,67%

Source: Own data from PLS-PM (2024)

Table 3 also shows all outer loadings as path coefficients from each latent to each sub-latent reflection are significant at the test level (α) of 1 percent. In the latent sense of community variable, the most considerable path coefficient is found in the influence sub-latent and the smallest path coefficient in the reinforcement sub-latent, each with a determination coefficient (R^2) value of 89,4 percent and 74,6 percent. Both path coefficients show a significant reflective relationship between the government role variable and the two sub-latent, namely the role of the facilitator and the regulator as its indicators. The role of government facilitator has a determination coefficient (R^2) of 88,4 percent, while R^2 in the role of government regulator is 87,2 percent.

Public perception of perceived benefits with two indicators, namely socio-cultural and economic benefits, is illustrated by the R^2 of socio-cultural benefits of 91,5 percent. In contrast, economic benefits have an R^2 value of 91,1 percent. Community leaders in the Batur UNESCO Global Geopark area perceive those socio-cultural benefits as more prominent than their financial benefits. However, the difference between the two is barely significant. In the

sub-latent level of public satisfaction as a reflection of destination quality, it is illustrated that the indicator with the most significant path coefficient is found in changes in the socio-cultural conditions of the community with an R2 value of 87,8 percent. This cannot be separated from the improvement in the quality of public infrastructure.

The government provides through its facilitative policies. Meanwhile, local community satisfaction reflected in the indicator of the level of community emotion shows a negative coefficient of -0,534 with an R2 value of 28,5 percent. The emotional

satisfaction indicator that shows a negative/weak coefficient is likely due to several factors. First, the measurement was conducted during a transitional phase (infrastructure development and increased visitation), which created short-term disruptions. These disturbances reduced residents' immediate emotional responses (e.g., sense of tranquillity), even though their cognitive evaluation of socio-cultural benefits remained high. Second, the socio-cultural benefit construct was very strong and may have absorbed shared variance, leaving little unique variance to be captured by the emotional indicator.

Table 3. Interlatent Measurement Sub Model Evaluation Results Against Reflective Relationship

Laten	Sub-Laten	R2	Outer Loading	Standard Deviation	t	p
Sense of Community	Influence	0,894	0,943	0,016	57,273	0,000
	Membership	0,809	0,892	0,042	21,209	0,000
	Reinforcement	0,746	0,856	0,063	13,642	0,000
	Share Emotional Connection	0,858	0,926	0,016	59,071	0,000
Role of Government	Role of Facilitator	0,884	0,937	0,017	54,855	0,000
	Role of Regulator	0,872	0,938	0,018	51,5267	0,000
Perceived Benefit	Economic Benefit	0,911	0,956	0,016	58,409	0,000
	Social and Cultural Benefit	0,915	0,957	0,015	64,372	0,000
Community Satisfaction	Economic Conditions	0,501	0,688	0,235	2,93	0,004
	Socio-Cultural Condition	0,77	0,888	0,164	5,407	0,000
	Emotional Level	0,285	0,545	0,208	2,618	0,010
	Safety Level	0,251	0,482	0,214	2,254	0,025

Source: Own data from PLS-PM (2024)

The results of the evaluation of the inter-latent sub-model with formative relationships are shown in Table 4. This table shows that of the six formative indicators of latent community participation, two indicators affect the improvement of destination quality: the influence indicator and economic benefits. In comparison, the other four indicators show a significant

formative relationship. In the formative relationship between the eight indicators and destination quality as an endogenous latent, two insignificant indicators were also found: the perception of economic benefits and the role of government regulation. The other six indicators show a significant regression weight, with the most considerable value found in the perception indicator

regarding socio-cultural benefits of 0,532, followed by the Influence indicator with a value of 0,426. After examining the causal relationship between the latent variables and the corresponding sub-latent, the analysis is continued by examining the causal relationship between the main latent in the model. The main inter-latent relationships in the model are examined by reviewing the four hypotheses that have been built. The results of the hypothesis testing are shown in Table 4.

Table 5 shows the significance of the four hypotheses; two have significant results, and the other two are insignificant. The first hypothesis (H1) and the fourth hypothesis (H4) have significant results, while the other two hypotheses, namely the second hypothesis (H2) and the third hypothesis (H3), are insignificant. Figure 2 shows the path coefficient values that indicate the direct effect between exogenous latent and endogenous latent in the structural model.

Table 4. Evaluation of Interlatent Measurement Submodels
with Formative Relationship

Laten	Sub-Laten	Outer Weight	Standard Deviation	t	p
Community Participation	Reinforcement	0,119	0,061	1,951	0,050
	Membership	0,119	0,061	1,951	0,050
	Influence	0,119	0,061	1,951	0,050
	Shared Emotional Connection	0,119	0,061	1,951	0,050
	Economic Benefit	-0,057	-0,315	0,275	0,208
	Cultural Social Benefit	0,445	0,102	4,347	0,000
Destination Quality	Reinforcement	0,220	0,108	2,037	0,031
	Membership	0,181	0,089	2,034	0,035
	Influence	0,426	0,152	2,803	0,005
	Shared Emotional Connection	0,243	0,095	2,558	0,009
	Economic Benefit	0,138	0,118	1,169	0,121
	Cultural Social Benefit	0,532	0,192	2,771	0,007
	Government role as Regulation	0,141	0,158	0,892	0,311
	Government role as Facilitator	0,155	0,056	2,768	0,007

Source: Own Calculation with PLS-PM (2024)

Table 5. Path Coefficients, t-Statistics, and Significance of Each Hypothesis

Hypothesis	Laten Variables		Path Coefficient	t	p	Remark
	Exogenous	Endogenus				
H1	Local community participation	Destination Quality	0,852	1,958	0,050	Significant
H2	Role of Government	Destination Quality	0,166	0,216	0,829	Insignificant
H3	Government Role Interaction *x* Community Participation	Destination Quality	-0,005	0,032	0,974	Insignificant
H4	Destination Quality	Level of Public Satisfaction	0,616	6,598	,000	Significant

Source: Own Calculation with PLS-PM (2024)
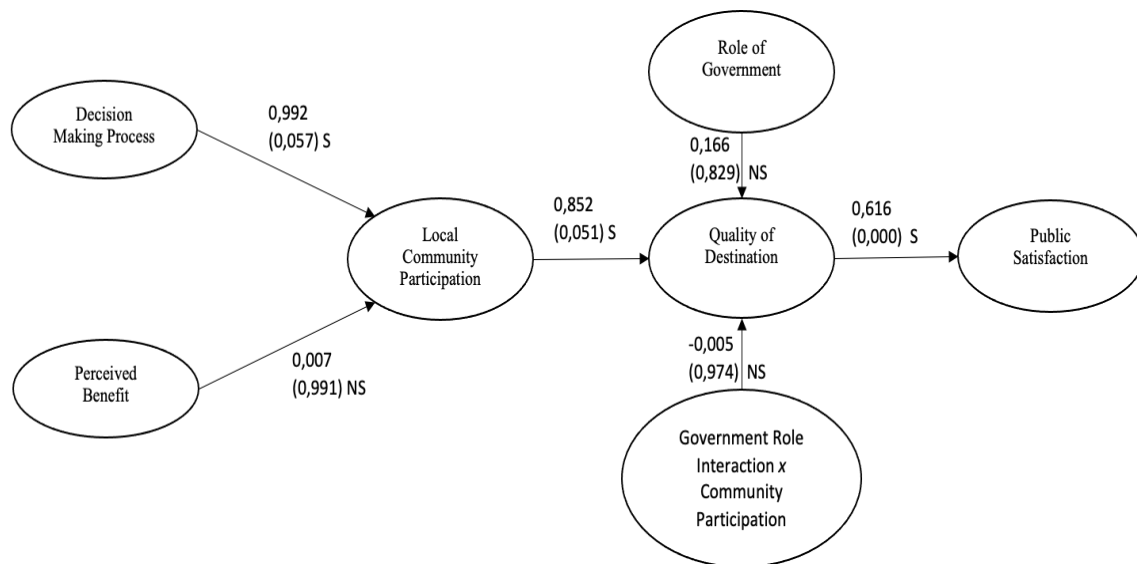
Figure 2. Path Value in Structural Model
(Source: PLS-SEM, 2024)

Although the hypothesis of the influence of destination quality on the level of community satisfaction shows significant results (H4), it is also necessary to examine the indirect impact of destination quality (through the mediation of community satisfaction levels) on the four reflective indicators of community satisfaction levels. The examination shows that only two indicators are significantly influenced, namely, the economic and social conditions of the community. In comparison, on the other two indicators - the level of emotion and community safety - the indirect influence of destination quality is insignificant. The complete results are shown in Table 6.

Table 6. Indirect Effect of Destination Quality on the Four Indicators
of Public Satisfaction Levels

Influence Variables	Intervening Variables	Influenced Variables	Path Coefficient	Standard Deviation	t	P	Note
Quality of Batur Global Geopark Kintamani Destination	Community Satisfaction	Economic Conditions	0,436	0,345	0,265	0,017	Significant
		Social Conditions	0,541	0,282	0,917	0,056	Significant
		Emotional Level	-0,329	0,497	0,662	0,509	Insignificant
		Safety Level	0,309	0,453	0,682	0,496	Insignificant

Source: Own data PLS-PM (2024)

Discussion

The influence of community participation on the quality of the Batur UNESCO Global Geopark destination shows significant results. This situation is based on the view that community participation is vital in formulating strategies and actions for tourism development in an area (Bello et al., 2018; Hulu et al., 2019). On the other hand, community participation will be influenced by various underlying motives (Kamboj & Rahman, 2017; Sawada et al., 2013; Surya et al., 2020). The search for this participation is associated with the motives of the Kintamani community's involvement, which produces exciting findings. As a relatively homogeneous community, the community in this research area is a traditional communal society, which is very strong in maintaining and respecting the existing social structure.

The decision-making process as a form of active involvement of individual community members in their participation has a significant influence compared to the perception of the benefits that (can) be received, which has an insignificant impact. This finding is in line with the opinion of Latip et al. (2018) and Sihombing & Suwu (2023), who justify that in traditional communal societies, group interests and recognition of group opinions trump personal interests and opinions. The participation of Kintamani community leaders in the development of Batur UNESCO Global Geopark is not only because they feel proud that their views are heard and considered by the government but also since these community leaders are obliged to explain to their citizens about development in their area, so they must know more than their citizens. The involvement of these community leaders, from the decision-making process to monitoring and evaluating development activities, is necessary if these activities are expected to gain community support and participation. Their absence of participation can obstruct these development goals because they may be indifferent, passive, and even show antipathy and resistance to development activities in their area.

The role of government reflected in the role of regulator and facilitator (Amistad & Cornell, 2024; Baharudin et al., 2024; Handiman et al., 2024; Kubíčková & Li, 2017; Lee et al., 2022; Sarim et al., 2023; Sotiriadis & Varvaressos, 2015; Полухина et al., 2019), both have positive and significant path coefficients. This finding provides an empirical justification that the local community considers the government to have acted both as a regulator and facilitator in development activities in Batur UNESCO Global Geopark. However, the role of government becomes insignificant when it comes to improving the quality of destinations. This paradox can be understood by considering that both types of government roles require (a)

government firmness and consistency in enforcing the rules made (law enforcement); (b) government facilitative policies implemented in the form of assistance or incentives and infrastructure development that are directly felt by local communities can improve their economic level.

This view is in line with the opinion of Claiborne (2010); Cordova-Buiza & Serruto-Perea (2024); Ramón-Cardona & Sánchez-Fernández (2023), who stated the importance of consistent enforcement of regulations by the government. The Kintamani community believes that in addition to being a regulator and facilitator, the role of the government should be accompanied by the role of executor (law enforcement). In addition, government programs must be consistent between planning and implementation, as well as tangible evidence of development results that most people can feel quickly. The study results showed that people in the Batur UNESCO Global Geopark area perceived that the government was not taking enough actions that they thought were needed to improve the quality of the destination. These actions include enforcing regulations against violations committed by the community, consistency between program planning and implementation in the field, the ability to provide objective evidence of promises made by the government in a short time, and the government's ability to gain public trust.

The interaction between the government's role and local community participation in improving the quality of Batur UNESCO Global Geopark is not significant. The role of government - especially the elites - who interact with local communities in development activities in their area is an essential determinant in improving the quality of destinations. This condition is related to the government's efforts to improve the welfare of local communities through their participation in development activities. Herriman (2011) and Lowndes & Pratchett (2012) believe that three factors must be put forward to improve community welfare related to participation in

development activities in their area known as the GEM model, namely: G - Democratic Governance = leadership style; E - Civic Engagement = conditioning of the community by the elite to participate in development; and M - Organization Management = practices in public policy governance in development management. Related to the GEM model, the Kintamani community has several assessments. First, the elite type of leadership is still considered less able to accommodate the wishes of the community, especially regarding community involvement in development. Second, the community's desire to participate in development planning has yet to be realized. The last is the lack of community participation in monitoring and controlling the impact of development.

Referring to the GEM model, it can be clearly understood why the interaction between the roles played by the government and the participation of the local community is not significant to improving the quality of the Batur UNESCO Global Geopark destination. In this study, the influence of destination quality on community satisfaction shows a unidirectional and significant relationship, which means that increasing destination quality will increase community satisfaction. This is in line with various research findings that justify that increasing destination quality has a significant influence on the level of satisfaction of tourists and local communities, which then causes the benefits felt by the community in the tourist destination area to increase (Buitrago & Cànoves, 2022; Ivars-Baidal et al., 2019; Su et al., 2017).

However, a deeper examination of the reflective sub-latent of the level of community satisfaction produces different results. When the variable of community satisfaction level is positioned as a mediating variable of the relationship between the quality of the Batur UNESCO Global Geopark destination and each of the reflective sub-latent, then only the first two sub-latent - community satisfaction level in the field of economic conditions and

community satisfaction level in the field of socio-cultural conditions - are significant, while the other two sub-latent - community satisfaction emotionally and safety level - are still not significantly influenced by the quality of Batur UNESCO Global Geopark.

CONCLUSION

This research produced several findings. First, the relationship between community participation, the government's role, and both' interaction towards improving destination quality. In this case, local community participation shows a significant relationship towards improving destination quality. Viewed from its constructor, community participation in the Batur UNESCO Global Geopark area is more driven by the motives of local communities so that they are involved in the decision-making process regarding tourism development in their region rather than the motives of the benefits they can obtain through their participation. This is different from the government's role, which is considered unable to provide a real influence on improving the quality of the Batur UNESCO Global Geopark Kintamani destination. The government's firmness in enforcing tourism regulations still needs to be improve.

Furthermore, the interaction of the government's role with community involvement in improving destination quality, which is not significant, indicates the need for harmonization between community desires and destination development programs initiated by the central government and local governments (provinces and districts). Finally, related to the quality of the destination has been proven to influence the level of public satisfaction significantly. However, this level of satisfaction is only reflected in the economic and socio-cultural dimensions of the community. In contrast, the emotional dimension and level of public safety have not been reflected significantly. This study has several

limitations that need to be considered. First, this study uses indicators of destination quality regarding public satisfaction. However, other indicators explain the quality of the destination, namely the level of tourist satisfaction and entrepreneurs (industry) and environmental quality that should be measured in this study.

For this reason, further studies are needed that cover it holistically. Second, the data collected in this study are only cross-sectional. For the quality of the destination to be measured more realistically, data collection should be carried out continuously and longitudinally. Finally, this study only uses community leaders as samples. To obtain a comprehensive picture, it is recommended that studies and analyses be conducted on the role of the tourism industry and tourists, together with the role of government and community participation in destination quality.

Based on the research findings, several recommendations are proposed for the Bangli Regency Government to enhance the quality of Batur UNESCO Global Geopark Kintamani. First, it is recommended that policy formulation and implementation be carried out consistently, with clear alignment between program design, law enforcement, and execution. Timely implementation is essential to ensure that government initiatives correspond with the expectations and lived realities of the local community in the short term. Given that authority is distributed across multiple government levels (central, provincial, and district), an integrated, cross-sectoral coordination mechanism should be established. Structured activity schedules will also be required to ensure policy coherence and program harmonization across levels of governance.

Second, policies aimed at improving destination quality should incorporate broader community voices, including groups both directly and indirectly engaged in the tourism sector. Addressing critical issues such as illegal construction near ravine boundaries, unregulated street

vendors and guides, C-type mining operations, and forest encroachment is of particular urgency, as these activities have the potential to undermine the long-term sustainability of the geopark. These challenges necessitate systematic issue mapping, stakeholder dialogues, and firm enforcement of community regulations, combined with strategies to develop long-term solutions that balance conservation and livelihood needs.

Finally, government facilitation efforts should prioritize capacity building through targeted training programs designed to enhance the skills and competencies of the local workforce. This should be complemented by initiatives that provide tangible economic benefits, such as financial assistance for business development and support for marketing locally produced goods and services. Sustained assistance is critical to ensure that community enterprises achieve self-sufficiency, thereby enabling residents to perceive and experience the government's presence and commitment in advancing their economic and social well-being.

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