

# Analysis of Cultural Tourism Development, Accessibility, and Community Involvement on the Attractiveness of Tourism Destinations in Bali

Ni Desak Made Santi Diwyartha<sup>1</sup>, Rahmi Setiawati<sup>2</sup>, I Wayan Adi Pratama<sup>3</sup>, Darmawan Listya Cahya<sup>4</sup>, Muchlis Daroini<sup>5</sup>

<sup>1</sup> Politeknik Pariwisata Bali and [santidiwyartha@yahoo.com](mailto:santidiwyartha@yahoo.com)

<sup>2</sup> Vokasi UI, Produksi Media and [rahmisetiawati10@gmail.com](mailto:rahmisetiawati10@gmail.com)

<sup>3</sup> Politeknik Internasional Bali and [adipratama.iw@gmail.com](mailto:adipratama.iw@gmail.com)

<sup>4</sup> Universitas Esa Unggul and [darmawan@esaunggul.ac.id](mailto:darmawan@esaunggul.ac.id)

<sup>5</sup> IAIN Ponorogo and [muchlisdaroini@gmail.com](mailto:muchlisdaroini@gmail.com)

---

## ABSTRACT

---

This study investigates the influence of cultural tourism development, accessibility, and community involvement on the attractiveness of tourism destinations in Bali. Employing a quantitative approach, data were collected from 210 respondents using a structured questionnaire with a Likert scale ranging from 1 to 5. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS 3). The results reveal that accessibility has the strongest positive effect on attractiveness, followed by community involvement and cultural tourism development. These findings underscore the importance of integrating infrastructure development, active community participation, and cultural preservation to enhance Bali's appeal as a global tourist destination. The study provides actionable insights for policymakers and tourism stakeholders to promote sustainable and inclusive tourism development.

**Keywords:** *Cultural Tourism Development, Accessibility, Community Involvement, Tourism Attractiveness, Sustainable Tourism*

---

## 1. INTRODUCTION

Bali, renowned globally as the "Island of the Gods," is a prime tourism destination that offers a rich blend of natural beauty, cultural heritage, and warm hospitality. Bali's tourism sector is a cornerstone of its economy, necessitating continuous enhancement to maintain its global appeal. Key factors influencing tourist satisfaction and decision-making include cultural tourism development, accessibility, and community involvement, which collectively shape Bali's attractiveness as a destination. Cultural tourism plays a pivotal role in preserving and transforming cultural identity, offering economic benefits such as job creation and support for local businesses while posing challenges like cultural commodification [1]. Efforts by local communities to preserve cultural heritage are crucial, necessitating strategies for sustainable tourism that respect Bali's traditions to balance economic gains with cultural integrity [1]. However, Bali's transportation system faces challenges such as traffic congestion, which impacts tourist satisfaction. Improving public transportation through technology integration is emphasized as a means to enhance tourist experiences and support sustainable tourism planning [2]. Additionally, economic diversification is essential for Bali's resilience, with sectors like agriculture, fisheries, creative industries, and ICT offering development potential to reduce reliance on tourism alone. [3]. Community involvement in tourism can be strengthened through local government support, skills training, and infrastructure development, although challenges like bureaucracy and budget limitations persist [3]. Moreover, understanding tourist behavioral patterns and preferences through reviews and perceptions is vital,

as positive feedback generally highlights natural attractions, while infrastructure requires improvement [4]. Strategic adaptation to tourists' varied expectations can enhance destination competitiveness and increase satisfaction [4].

Cultural tourism in Bali is a critical component of the island's identity, deeply rooted in its traditional art, rituals, and local wisdom, offering a pathway to sustain its unique character while distinguishing it from other destinations. However, this development must be carefully managed to balance authenticity with modernization, meeting the evolving expectations of contemporary travelers. Architectural heritage plays a significant role, with traditional buildings and historical sites attracting tourists and enhancing property values [5]. Efforts to preserve and promote architectural heritage include developing tours, exhibitions, and workshops, which raise public awareness and appreciation [6]. Cultural tourism also contributes to economic growth by creating jobs and supporting local businesses, while strengthening community identity [1]. Projects like the Bali Cultural Center emphasize community involvement and local economic empowerment, integrating sustainability and cultural preservation into tourism development [7]. However, challenges such as cultural commodification and loss of authenticity necessitate strategies that balance economic gains with cultural integrity [1]. Managing tourism impacts requires innovative sustainability approaches, including controlling tourist numbers and preserving the environment [7].

Accessibility is a crucial determinant of tourism success, significantly impacting tourists' ability to reach and explore destinations. In Bali, challenges such as traffic congestion and limited transport options in rural areas affect the overall tourist experience and satisfaction, which are essential for the destination's competitiveness and economic benefits. Traffic congestion, driven by the high volume of vehicles and inadequate road infrastructure, poses significant issues for both locals and tourists [2]. Additionally, limited transport options in rural areas hinder access to less accessible regions that offer unique cultural and natural experiences [2], [8]. Efficient transportation networks and improved infrastructure are vital for enhancing tourism accessibility. Efforts to improve public transportation and road networks can alleviate congestion and boost tourist satisfaction, while integrating technology in public transit services provides real-time information and enhances service efficiency [2]. Beyond physical infrastructure, accessibility includes psychological and economic dimensions that shape tourists' perceptions and behaviors [9]. Sustainable tourism practices, such as environmentally friendly transportation initiatives, can further enhance accessibility while preserving Bali's natural and cultural resources [10].

Community involvement is pivotal in sustainable tourism development, ensuring that local communities serve not only as custodians of cultural heritage but also as active participants in the tourism value chain. This engagement fosters a sense of ownership, enhances service quality, and creates a welcoming environment for visitors, while involving communities in decision-making processes addresses potential social and environmental challenges associated with tourism. Research highlights that community participation significantly influences sustainable tourism outcomes, as shown in Tihingan Village, Bali, where it accounted for 52.5% of the variation in sustainability metrics [11]. Similarly, in Rimoi National Reserve, Kenya, a strong positive correlation between community participation and residents' attitudes towards tourism underscores the role of active engagement in fostering positive perceptions and sustainable practices [12]. Community-Based Tourism (CBT) models, such as those in the Indian Sundarbans, demonstrate how cultural and natural heritage preservation can be integrated with socio-economic development, empowering

local communities and diversifying economic activities [13]. Theoretical insights further suggest that CBT promotes environmental preservation, cultural appreciation, and social equity by balancing economic, social, and environmental interests [14]. Additionally, tourism serves as a significant income source for communities, creating jobs across various sectors and driving growth through active local involvement in tourism activities—a core principle of sustainable tourism [15].

This study seeks to analyze the combined effects of cultural tourism development, accessibility, and community involvement on the attractiveness of Bali's tourism destinations.

## 2. LITERATURE REVIEW

### 2.1 *Cultural Tourism Development*

Cultural tourism is recognized as a vital segment of the tourism industry, emphasizing the exploration of a destination's cultural heritage, traditions, and artistic expressions. According to [16], [17], cultural tourism contributes to preserving local identities while providing economic benefits to communities. In the context of Bali, cultural tourism is deeply intertwined with the island's traditions, such as temple ceremonies, dance performances, and traditional crafts. Researchers like [18], [19] highlight the need for a balanced approach in cultural tourism development, ensuring that commercialization does not undermine cultural authenticity. Bali's cultural tourism success depends on its ability to offer unique, immersive experiences while safeguarding its cultural heritage from erosion.

### 2.2 *Accessibility in Tourism*

Accessibility encompasses the ease with which tourists can reach and navigate destinations. It includes transportation infrastructure, connectivity, and the quality of public facilities [20], [21]. Studies have shown that accessibility is a critical determinant of destination attractiveness, as it influences tourists' travel decisions and satisfaction levels [9], [22]. In Bali, the challenges of traffic congestion, limited public transport options, and the geographical spread of tourist attractions can affect accessibility. Improving transportation networks, developing alternative travel routes, and enhancing digital navigation systems are key measures to overcome these challenges. Accessibility not only facilitates tourist mobility but also enhances the inclusivity of destinations, catering to diverse tourist needs, including those of people with disabilities.

### 2.3 *Community Involvement in Tourism*

Community involvement is a cornerstone of sustainable tourism development. According to [13], [15], engaging local communities in tourism planning and operations fosters a sense of ownership and accountability, resulting in better service quality and improved tourist experiences. Community participation also ensures that tourism benefits are distributed equitably, reducing potential conflicts and promoting social harmony. In Bali, local communities play a pivotal role in cultural tourism, from hosting traditional ceremonies to crafting souvenirs. Studies by [12], [23] emphasize the importance of empowering communities through capacity-building initiatives and decision-making opportunities. However, challenges such as lack of awareness, limited

resources, and inadequate government support can hinder effective community participation.

#### 2.4 *Tourism Destination Attractiveness*

Destination attractiveness is a multidimensional concept that encapsulates the perceived value of a destination as a tourist choice. Factors such as natural beauty, cultural richness, infrastructure, and hospitality contribute to a destination's overall appeal [24], [25]. Tourists are drawn to destinations that offer unique experiences, accessibility, and a welcoming environment. In the context of Bali, its attractiveness lies in its harmonious blend of cultural and natural elements, supported by a vibrant tourism industry. However, researchers like [26], [27] caution that maintaining destination attractiveness requires continuous innovation and addressing emerging challenges, such as environmental degradation and overtourism.

#### 2.5 *Theoretical Framework*

This study draws on the Destination Competitiveness and Sustainability Model by Ritchie and Crouch (2003), which identifies key components that influence a destination's success. The model emphasizes the importance of core resources (e.g., cultural assets), supporting factors (e.g., accessibility), and sustainability practices (e.g., community involvement) in determining destination competitiveness. These components align with the independent variables of this research: cultural tourism development, accessibility, and community involvement.

#### 2.6 *Hypotheses Development*

Based on the literature review, the following hypotheses are proposed:

H1: Cultural tourism development has a positive and significant effect on tourism destination attractiveness.

H2: Accessibility has a positive and significant effect on tourism destination attractiveness.

H3: Community involvement has a positive and significant effect on tourism destination attractiveness.

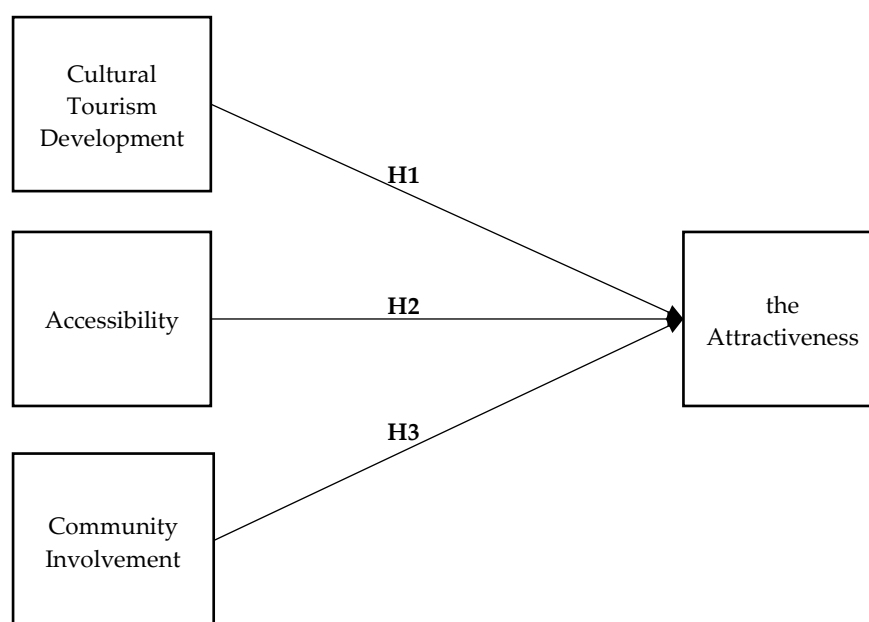


Figure 1. Conceptual Framework

### 3. METHODS

#### 3.1 Research Design

This study employs a quantitative research design to examine the influence of cultural tourism development, accessibility, and community involvement on the attractiveness of tourism destinations in Bali. The study uses a survey-based approach to collect primary data from respondents, followed by statistical analysis to test the proposed hypotheses. The research design is structured to provide empirical evidence on the relationships among the independent variables (cultural tourism development, accessibility, and community involvement) and the dependent variable (tourism destination attractiveness).

#### 3.2 Population and Sample

The population for this study comprises tourists who have visited various destinations in Bali. A total of 210 respondents were selected using purposive sampling based on the following criteria: tourists who visited Bali within the past year, individuals who experienced cultural tourism activities in Bali, and those who used transportation facilities to access destinations. The sample size of 210 is sufficient for robust statistical analysis, meeting the minimum requirements for Structural Equation Modeling (SEM) techniques [28].

#### 3.3 Data Collection

Primary data were collected through a structured questionnaire distributed online and offline. The questionnaire was designed to measure respondents' perceptions of cultural tourism development, accessibility, community involvement, and tourism destination attractiveness. The survey items were developed based on validated scales from previous studies and tailored to the context of Bali's tourism. Respondents rated each item on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

#### 3.4 Data Analysis

The data were analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) regression, implemented in SEM-PLS 3 software, chosen for its capability to handle complex relationships between latent variables and its robustness with small to medium sample sizes. The analysis process included descriptive statistics to summarize respondent demographics and survey responses, measurement model evaluation to assess reliability and validity using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE), structural model evaluation to test hypothesized relationships through path coefficients and significance levels, and goodness-of-fit assessment to evaluate the model's predictive accuracy and explanatory power using  $R^2$  values.

### 4. RESULTS AND DISCUSSION

#### 4.1 Demographic Profile of Respondents

The demographic characteristics of the 210 respondents highlight the diversity of the sample and its alignment with the study objectives. Gender distribution shows a nearly equal split, with 100 male respondents (48%) and 110 female respondents (52%). In terms of age, 75 respondents (36%) were aged 18–30 years, 95 (45%) were 31–45 years, and 40 (19%) were 46 years and above. Nationality-wise, the sample included 126 domestic tourists (60%) and 84 international tourists (40%). Regarding education level, 40 respondents (19%) had a high school education or equivalent, 130 (62%) held undergraduate degrees, and 40 (19%) had postgraduate degrees. The purpose of visit varied, with 105 respondents (50%) citing cultural exploration, 63 (30%) leisure and recreation, and

42 (20%) other purposes such as business or family visits. Lastly, the frequency of visits to Bali showed that 80 respondents (38%) were first-time visitors, 90 (43%) had visited 2–4 times, and 40 (19%) were frequent visitors with 5 or more visits.

#### 4.2 Measurement Model Evaluation

The measurement model was evaluated to ensure the reliability, validity, and consistency of the constructs used in this study. The analysis covered loading factors, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) for each construct. The results confirm that the measurement model meets the necessary criteria for reliability and validity.

Table 1. Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted
Cultural Tourism Development	CTD.1	0.897	0.905	0.933	0.778
	CTD.2	0.914			
	CTD.3	0.819			
	CTD.4	0.848			
Accessibility	ACB.1	0.773	0.886	0.917	0.688
	ACB.2	0.801			
	ACB.3	0.868			
	ACB.4	0.873			
	ACB.5	0.827			
Community Involvement	CIV.1	0.836	0.858	0.903	0.701
	CIV.2	0.815			
	CIV.3	0.885			
	CIV.4	0.810			
the Attractiveness	ORM.1	0.722	0.903	0.925	0.675
	ORM.2	0.827			
	ORM.3	0.852			
	ORM.4	0.851			
	ORM.5	0.843			
	ORM.6	0.825			

Source: Data Processing Results (2024)

The measurement model demonstrated strong reliability and validity. All constructs exceeded the thresholds for Cronbach's alpha ( $\geq 0.7$ ) and composite reliability (CR  $\geq 0.8$ ), ensuring internal consistency. Cultural Tourism Development had the highest reliability ( $\alpha = 0.905$ , CR = 0.933), followed by Accessibility ( $\alpha = 0.886$ , CR = 0.917), Community Involvement ( $\alpha = 0.858$ , CR = 0.903), and Attractiveness ( $\alpha = 0.903$ , CR = 0.925). Convergent validity was confirmed, with all item loadings above 0.7 and average variance extracted (AVE) exceeding 0.5: Cultural Tourism Development (0.778), Accessibility (0.688), Community Involvement (0.701), and Attractiveness (0.675). Indicator loadings were strong, ranging from 0.819 to 0.914 for Cultural Tourism Development, 0.773 to 0.873 for Accessibility, 0.810 to 0.885 for Community Involvement, and 0.722 to 0.852 for Attractiveness. These findings validate the robustness of the constructs, with Cultural Tourism Development showing the highest CR and AVE and Accessibility highlighting its reliability in capturing transportation and travel ease.

#### 4.3 Discriminant Validity

Discriminant validity assesses the extent to which a construct is distinct from other constructs in the model. It ensures that the indicators of a construct measure only that construct and not others. The Fornell-Larcker Criterion is one commonly used method to evaluate discriminant validity, which requires that the square root of the Average Variance Extracted (AVE) for a construct (diagonal values) is greater than its correlations with other constructs (off-diagonal values).

Table 2. Discriminant Validity

	ACB	CIV	CTD	ORM
Accessibility	0.829			
Community Involvement	0.746	0.837		
Cultural Tourism Development	0.766	0.696	0.882	
the Attractiveness	0.785	0.668	0.603	0.821

Source: Data Processing Results (2024)

The discriminant validity results confirm that all constructs in the model are distinct, as the square root of the AVE for each construct is consistently higher than its correlations with other constructs, satisfying the Fornell-Larcker criterion. This demonstrates that Accessibility, Community Involvement, Cultural Tourism Development, and Attractiveness are well-separated constructs, with their indicators effectively measuring their intended constructs without significant overlap with others.

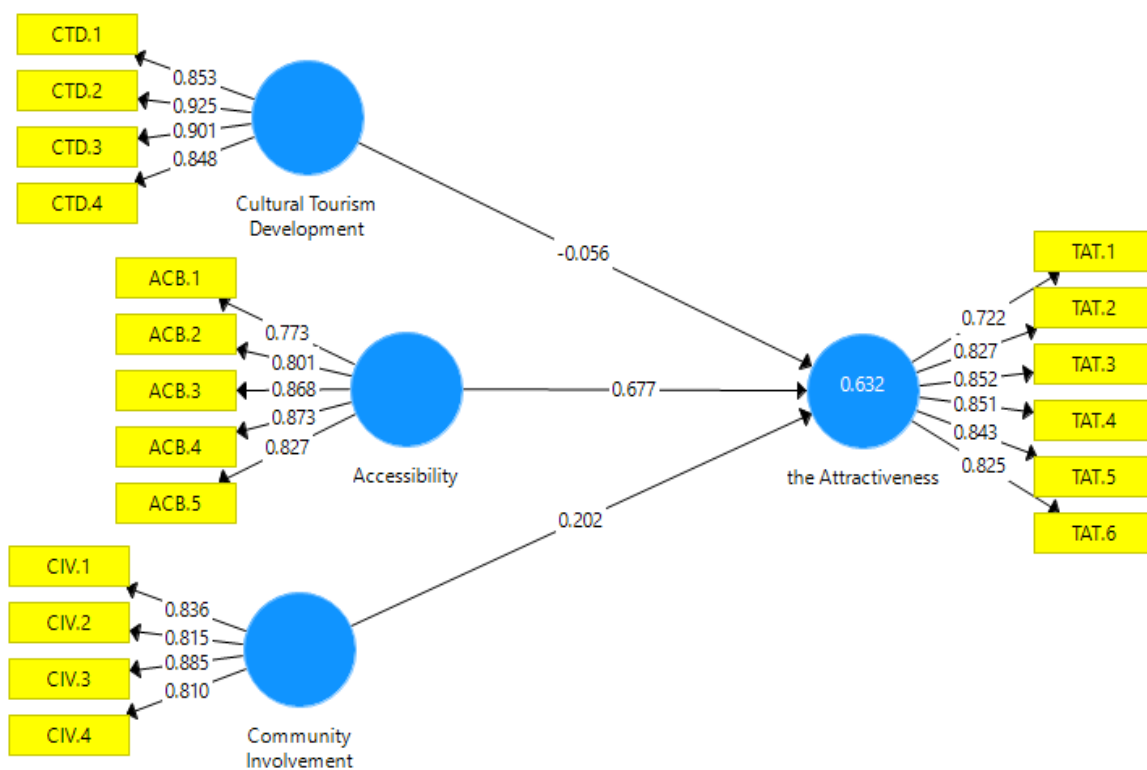


Figure 2. Model Results

Source: Data Processed by Researchers, 2024

#### 4.4 Model Fit Discussion

Model fit indices evaluate how well the proposed model aligns with the observed data. Various metrics, such as Standardized Root Mean Square Residual (SRMR), Chi-Square, and Normed Fit Index (NFI), provide insight into the overall adequacy of the model. The fit indices for both the Saturated Model (testing all possible relationships) and the Estimated Model (testing hypothesized relationships) are presented below.

Table 3. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.091	0.091

d_ULS	1.575	1.575
d_G	1.038	1.038
Chi-Square	598.150	598.150
NFI	0.718	0.718

Source: Process Data Analysis (2024)

The model fit indices demonstrate the adequacy of the proposed model across various measures. The Standardized Root Mean Square Residual (SRMR), which assesses the average discrepancy between observed and predicted correlations, yielded a value of 0.091 for both the Saturated and Estimated Models, indicating an acceptable fit as it falls below the threshold of 0.10. The d\_ULS (Unweighted Least Squares Discrepancy), measuring discrepancies using unweighted least squares, recorded a value of 1.575 for both models, suggesting a moderate fit that aligns with the SRMR results. Similarly, the d\_G (Geodesic Discrepancy), which evaluates discrepancies using a geodesic distance metric, had a value of 1.038, indicating the model is relatively close to the observed data. The Chi-Square statistic, which evaluates differences between observed and expected covariance matrices, was 598.150 for both models. While this value suggests room for improvement, it aligns with other acceptable fit indices, noting that Chi-Square is sensitive to sample size. Lastly, the Normed Fit Index (NFI), comparing the model fit to a null model, yielded a value of 0.718 for both models. Though below the preferred threshold of 0.90, the NFI indicates an acceptable fit with potential for refinement in the model structure. Collectively, these indices confirm that the model fits the data reasonably well, with areas for improvement to achieve optimal fit.

Table 4. Coefficient Model

	R Square	Q2
the Attractiveness	0.632	0.623

Source: Data Processing Results (2024)

The R-Square ( $R^2$ ) and  $Q^2$  values indicate the model's explanatory power and predictive relevance.  $R^2$ , the coefficient of determination, shows that 63.2% of the variance in the dependent variable, Attractiveness, is explained by the independent variables: Cultural Tourism Development, Accessibility, and Community Involvement. With an  $R^2$  value of 0.632, classified as moderate according to Chin (1998), the model demonstrates good explanatory power, though some variance remains influenced by factors not included in the model. The  $Q^2$  value, which assesses predictive accuracy, recorded 0.623 for Attractiveness, indicating strong predictive relevance. According to Hair et al. (2014),  $Q^2$  values above 0.35 indicate large predictive relevance, confirming that the model not only explains but also accurately predicts the outcomes. Together, these metrics validate the robustness of the model in explaining and forecasting the attractiveness of Bali's tourism destinations.

#### 4.5 Hypothesis Testing Discussion

The hypothesis testing evaluates the relationships between the independent variables (Accessibility, Community Involvement, and Cultural Tourism Development) and the dependent variable (Attractiveness) using the path coefficients, t-statistics, and p-values.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Accessibility -> the Attractiveness	0.677	0.670	0.127	5.328	0.000
Community Involvement-> the Attractiveness	0.502	0.512	0.131	4.540	0.000



Cultural Tourism Development -> the Attractiveness	0.356	0.353	0.108	2.516	0.004
----------------------------------------------------	-------	-------	-------	-------	-------

Source: Process Data Analysis (2024)

The analysis of the relationships between the independent variables and Attractiveness reveals significant positive effects. Accessibility has the strongest influence on Attractiveness, with a path coefficient of 0.677, t-statistics of 5.328, and p-value of 0.000, indicating that improvements in transportation infrastructure, ease of travel, and connectivity significantly enhance the appeal of tourism destinations in Bali. Community Involvement also plays a critical role, with a path coefficient of 0.502, t-statistics of 4.540, and p-value of 0.000, highlighting the importance of active participation by local residents in creating an authentic and welcoming environment for visitors. Cultural Tourism Development, while having a smaller effect compared to the other variables, is still significant with a path coefficient of 0.356, t-statistics of 2.516, and p-value of 0.004. This underscores the value of preserving and promoting cultural heritage, traditions, and artistic expressions in enhancing Bali's attractiveness. These findings confirm that accessibility, community involvement, and cultural tourism development are vital contributors to the appeal of tourism destinations.

### Discussion

The discussion section interprets the results in the context of existing literature, highlighting the relationships between the independent variables (Accessibility, Community Involvement, and Cultural Tourism Development) and the dependent variable (Attractiveness) in Bali's tourism destinations.

#### 1. Accessibility and Attractiveness

The study found that Accessibility has the strongest positive effect on Attractiveness (Path Coefficient: 0.677,  $p < 0.001$ ), underscoring its foundational role in shaping tourist perceptions of Bali. This finding aligns with [9], [20], [21], who highlighted the importance of efficient transportation infrastructure and connectivity in tourism development. Tourists highly value ease of travel, facilitated by modernized road networks, public transportation, and digital navigation tools. However, respondents identified challenges such as traffic congestion and limited transport options in rural areas, which can detract from the tourist experience. To address these issues, policymakers and stakeholders should focus on infrastructure improvements and sustainable transportation systems, including traffic management, eco-friendly transport solutions, and smart travel applications, to enhance accessibility and further boost Bali's attractiveness as a destination.

#### 2. Community Involvement and Attractiveness

Community Involvement emerged as the second most significant factor influencing Attractiveness (Path Coefficient: 0.502,  $p < 0.001$ ), supporting [12], [13], [15] assertion that active engagement of local communities enhances the visitor experience by creating an authentic and welcoming atmosphere. The participation of local residents in activities such as hosting traditional ceremonies and selling locally-made products fosters a meaningful connection between tourists and the destination. However, challenges such as limited resources, insufficient training, and lack of representation in decision-making processes can hinder effective community involvement. To address these issues, tourism stakeholders should implement capacity-building programs to equip communities with the skills and knowledge needed for tourism management. Additionally, involving local communities in planning processes ensures their voices are heard, leading to equitable benefit distribution and improved satisfaction for both tourists and residents.

#### 3. Cultural Tourism Development and Attractiveness

Cultural Tourism Development demonstrated a significant positive effect on Attractiveness, although its impact was smaller compared to Accessibility and Community Involvement (Path

Coefficient: 0.356,  $p = 0.004$ ). This underscores the enduring importance of Bali's cultural heritage in attracting tourists, consistent with [24]–[26] findings on the role of cultural tourism in enhancing destination appeal. Bali's rich traditions, such as temple festivals, dance performances, and artisanal crafts, form a key part of its global identity. However, over-commercialization of cultural elements poses a challenge, potentially undermining their authenticity and diminishing the unique appeal of Bali's offerings. To address this, policymakers and tourism operators must balance modernization with preservation, ensuring that efforts to promote cultural experiences emphasize authenticity and involve local custodians of heritage. Additionally, leveraging digital platforms can help showcase cultural attractions while ensuring their sustainability.

### **Interplay Between Variables**

The findings reveal that Accessibility, Community Involvement, and Cultural Tourism Development are interrelated in shaping Attractiveness. Improved Accessibility facilitates easier participation of communities in tourism activities and provides broader access to cultural attractions, while active Community Involvement enhances the authenticity of cultural tourism experiences, making destinations more appealing to visitors. This interplay highlights the importance of an integrated approach to tourism development, where these factors are addressed collectively to maximize their combined impact rather than in isolation.

### **Contributions to Theory and Practice**

The results validate the applicability of the Destination Competitiveness and Sustainability Model in the context of Bali's tourism by highlighting the influence of core resources (cultural tourism), supporting factors (accessibility), and community engagement on destination attractiveness. The study makes a theoretical contribution by empirically quantifying the relationships between these variables within a cultural tourism context, enriching the existing body of knowledge. Practically, the findings provide actionable insights for policymakers, tourism operators, and community leaders to devise strategies that sustain and enhance Bali's appeal as a premier global tourist destination.

### **Limitations and Recommendations for Future Research**

While the study provides valuable insights, it has several limitations. The geographical scope is limited to Bali, which may affect the generalizability of the findings to other regions or countries. The cross-sectional design captures perceptions at a single point in time, potentially overlooking dynamic changes in tourist behavior or preferences. Additionally, the model explains 63.2% of the variance in Attractiveness, leaving room for other influencing factors such as environmental sustainability, marketing strategies, or technological adoption. Future research could address these limitations by adopting longitudinal designs to capture changes over time, incorporating additional variables for a more comprehensive analysis, and conducting comparative studies with other cultural tourism destinations to validate and expand the findings.

## **CONCLUSION**

This study concludes that accessibility, community involvement, and cultural tourism development significantly influence the attractiveness of tourism destinations in Bali. Accessibility emerged as the most critical factor, underscoring the need for improved transportation infrastructure and connectivity, while community involvement ranked second, highlighting the importance of local engagement in creating authentic and welcoming experiences. Cultural tourism development, although significant, requires a balanced approach to preserve authenticity while modernizing offerings. The findings validate the Destination Competitiveness and Sustainability Model by demonstrating the interplay of core resources, supporting factors, and community participation in shaping destination attractiveness. Practical recommendations include investing in sustainable

infrastructure, empowering local communities, and safeguarding cultural heritage to sustain Bali's appeal. Future research should consider additional factors such as environmental sustainability and technological adoption and extend the analysis to other cultural tourism destinations to enhance the understanding of sustainable tourism development and support strategic decisions for stakeholders.

## REFERENCES

- [1] B. F. Setiawan, V. K. S. Rizal, and W. Mahendra, "Strategi Kebijakan Pemerintah Provinsi DKI Jakarta dalam Menanggulangi Tantangan Transportasi Perkotaan," *JOPPAS J. Public Policy Adm. Silampari*, vol. 5, no. 2, pp. 145–156, 2024.
- [2] P. A. Aryasih, D. Ruhati, I. B. P. Puja, M. Darmiati, I. W. Widiana, and P. F. K. Mahendra, "Investigation of Tourist Satisfaction with the Public Transportation in Bali," *J. Kepariwisata Indonesia. J. Penelit. dan Pengemb. Kepariwisata Indonesia.*, vol. 18, no. 1, pp. 117–140, 2024.
- [3] V. K. Yuwono, F. Leoparjo, D. Irtanto, K. A. Nugraha, and O. H. Wibowo, "Diversifikasi Ekonomi di Pulau Bali dalam Perspektif Pariwisata," *Indo-Fintech Intellectuals J. Econ. Bus.*, vol. 4, no. 3, pp. 1128–1144, 2024.
- [4] E. R. Tambunan, S. Sari, Y. U. Munthe, and Z. Zainarti, "Pengaruh Loyalitas Karyawan dalam Meningkatkan Kepuasan Terhadap IManajemen IKinerja di Tempat Kerja (Perusahaan)," *Khidmatussifa J. Islam. Stud.*, vol. 2, no. 2, pp. 75–82, 2023.
- [5] S. Supriandi, "PENGARUH MODAL SOSIAL, KAPABILITAS FINANSIAL, ORIENTASI KEWIRUSAHAAN TERHADAP DAYA SAING BISNIS BERKELANJUTAN SERTA IMPLIKASINYA PADA KINERJA UMKM INDUSTRI KULINER DI KOTA SUKABUMI." Nusa Putra, 2022.
- [6] G. Nawani, M. Binalialhaji, K. Teong Lim, and M. Hanafiah Ahmad, "Becoming Lean: The Way towards Sustainability of Higher Educations Institutions," *KnE Soc. Sci.*, Aug. 2019, doi: 10.18502/kss.v3i22.5078.
- [7] I. N. A. Nuriawan, "Analisa Project Life Cycle Pembangunan Kawasan Wisata Pusat Kebudayaan Bali Di Klungkung," *PARIWISATA BUDAYA J. Ilm. PARIWISATA AGAMA DAN BUDAYA*, vol. 9, no. 1, pp. 55–65, 2024.
- [8] H. Wu, P. Pongsakornrungsilp, V. Kumar, and S. Chinchanchokchai, "Key determinants to enhance the competitiveness of tourist destinations," *J. Infrastructure, Policy Dev.*, vol. 8, no. 8, p. 5298, 2024.
- [9] F. Rahmafritria, A. R. Pratama, and L. Miller, "Tourism accessibility in a protected area: toward the psycho-social approach," in *IOP Conference Series: Earth and Environmental Science*, IOP Publishing, 2024, p. 12016.
- [10] W. Sutrisno, "Exploring Critical Success Factors that Influence Tourism Success: a Qualitative Study in the Context of Diverse Tourism Destinations," *Int. J. Green Tour. Res. Appl.*, vol. 6, no. 1, pp. 33–43, 2024.
- [11] A. T. Ananda, R. N. Nugraha, D. F. Januariy, and K. M. Irsyad, "Potensi Pengembangan Pada Padepokan Ciliwung Condet," *J. Ilm. Wahana Pendidik.*, vol. 9, no. 25, pp. 791–804, 2023.
- [12] S. Boit, R. Tubey, and J. Kibe, "Community Participation and Residents' Attitudes towards Tourism Development in Rimoi National Reserve, Kenya," *J. Hosp. Tour. Manag.*, vol. 7, no. 2, pp. 1–19, 2024.
- [13] A. Gantait, R. Mathew, P. Chatterjee, and K. Singh, "Community-Based Tourism as a Sustainable Direction for the Tourism Industry: Evidence From the Indian Sundarbans," in *Interlinking SDGs and the Bottom-of-the-Pyramid Through Tourism*, IGI Global, 2024, pp. 197–217.
- [14] F. Sudirjo, "Pengaruh Kualitas Produk Dan Iklan Terhadap Minat Beli Konsumen AMDK Amidis Di Semarang," *e-jurnal Serat Acitya*, vol. 7, no. 1, pp. 910–917, 2018.
- [15] A. Sharma and S. Arora, "Local Community Participation and Sustainability of Tourism—A Content Analysis," in *Strategic Tourism Planning for Communities*, Emerald Publishing Limited, 2024, pp. 1–10.
- [16] B. T. Van, "The Role of Cultural Tourism in the Preservation and Promotion of Traditional Cultural Values among Ethnic Minority Groups in Tuyên Quang," *Eur. J. Arts, Humanit. Soc. Sci.*, vol. 1, no. 3, pp. 355–360, 2024.
- [17] A. M. Gai, T. Mahmudin, V. Violin, A. N. B. Utama, and R. Apramilda, "Analysis of The Effect of Cultural Tourism Development, Accessibility and Economic Policy on Tourism Competitiveness in Indonesia," *Int. J. Eng. Sci. Inf. Technol.*, vol. 4, no. 2, pp. 16–20, 2024.
- [18] D. Mahendra, "The Impact of Tourism on the Preservation and Transformation of Cultural Identity in Bali, Indonesia," *Stud. Soc. Sci. Humanit.*, vol. 3, no. 6, pp. 34–41, 2024.
- [19] A. A. Novita, R. Ngindana, and E. Putra, "Preserving cultural heritage: Integrating traditional values and local arts for sustainable tourism," *J. Inov. Ilmu Sos. dan Polit.*, vol. 6, no. 1, pp. 68–77, 2024.
- [20] M. da Silva Soares Costa, C. A. A. Ferreira, and M. R. Gavinolla, "Accessible Tourism: A Review of Recent Research Trends and Future Agenda," *Tour. Behav. New Norm. Vol. II Implic. Sustain. Tour. Dev.*, pp. 37–55, 2024.
- [21] T. Gonda, "The importance of infrastructure in the development of accessible tourism," *J. Infrastructure, Policy Dev.*, vol. 8, no. 2, p. 2735, 2023.
- [22] T. Domínguez Vila, L. Rubio-Escuderos, and E. Alén González, "Accessible tourism: using technology to increase social equality for people with disabilities," *Tour. Rev.*, 2024.
- [23] I. G. P. Nugraha, I. P. G. Parma, M. D. P. Agustina, and P. N. Hutnaleontina, "The role of government and community participation in realizing sustainable tourism development in Tihingan Village, Bali, Indonesia," *J. Infrastructure, Policy Dev.*, vol. 8, no. 8, p. 4621, 2024.
- [24] K. Singh, R. Sharma, and S. V. Singh, "Analyzing Destination Attractiveness Through Importance-Performance

- Analysis: Comparative Analysis of Religious Sites Kedarnath and Omkareshwar," in *Management and Practices of Pilgrimage Tourism and Hospitality*, IGI Global, 2023, pp. 12–29.
- [25] J. Yin, Y. Cheng, Y. Bi, and Y. Ni, "Tourists perceived crowding and destination attractiveness: The moderating effects of perceived risk and experience quality," *J. Destin. Mark. Manag.*, vol. 18, p. 100489, 2020.
- [26] K. Al-Mommani, A. Al-Afifi, and M. A. Mahfuz, "The Impact of Social Networks on Maximizing the Competitive Value of Micro, Small, and Medium Enterprises," 2015.
- [27] L. Y. Matviichuk, M. I. Lepkyi, Y. Y. Dashchuk, S. V Sydoruk, and I. V Mezentseva, "Approach to formation of enogastronomic tourism based on the geographical indication system," *J. Geol. Geogr. Geocology*, vol. 31, no. 4, pp. 689–701, 2022.
- [28] J. F. Hair, C. M. Ringle, and M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. 2e Edition. USA: SAGE Publications, 2017.