

# Assessing the Impact of Community-Based Tourism: An Integrated Framework for Sustainable Development

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## Abstract

This study proposes an integrated framework for assessing the impact of community-based tourism (CBT) on sustainable development. The framework combines elements of community participation, economic viability, and environmental sustainability to provide a comprehensive evaluation of CBT initiatives. The research aims to bridge the gap between theoretical models and practical applications in the field of sustainable tourism.

**Keyword:** Residents' Support, Residents' Perception, Authentic Happiness, Community Attachment, Community Involvement, Resident Characteristics.

## Introduction

With the rapid development of China's economy, an increasing number of people are seeking a higher quality of life. Tourism has become a significant driver of economic development, promoting local economic growth and improving the living conditions of rural residents (Shen, 2021). However, the development of tourism also brings a series of challenges, such as increasing community participation and gaining residents' acceptance of tourism development (Suess et al., 2018). Therefore, it is particularly important to understand residents' real attitudes towards tourism development and the psychological mechanisms behind them (Nian & Liu, 2023). Community-based tourism (CBT) has emerged as a promising

model for promoting sustainable development by involving local communities in tourism activities (Brown-Roomes, 2018). However, there is a lack of consensus on how to effectively measure the impact of CBT initiatives. This study addresses this issue by developing an integrated framework that considers multiple dimensions of sustainability.

In this study, we aim to explore the complex relationship between residents' authentic happiness and their perceived impacts from tourism development, with a specific focus on how resident characteristics, particularly income, moderate these dynamics. The literature review indicates that while rural tourism has been recognized as a significant factor in economic development and social revitalization in many regions globally, there is a growing body of evidence suggesting that not all residents benefit equally from such developments (Long et al., 2022). This disparity is often tied to factors like income level and community engagement, which can influence residents' attitudes toward tourism and its associated impacts (Diazceballos, 2017). Our research questions center around understanding whether income serves as a moderator in the relationship between residents' authentic happiness and their perceptions of tourism's positive and negative effects. We posit that higher-income residents may have different experiences and expectations surrounding tourism, potentially leading to varying levels of support or resistance to tourism-related changes. Conversely, lower-income residents might be more dependent on tourism for economic opportunities but may also face greater challenges related to displacement or the loss of traditional ways of life. By examining these interplays, we seek to provide insights into how rural tourism can be developed and managed in ways that maximize benefits for all residents, rather than just a select few.

Given the multifaceted nature of tourism's impact, this exploration is crucial. Tourism can increase employment opportunities and promote economic growth in rural areas, but it can also bring changes that affect local cultures and traditions (Wang et al., 2020). Residents' attitudes toward these changes are shaped by their individual circumstances, including their financial standing and level of involvement in the tourism industry (Campón-Cerro, 2017). Understanding these nuanced relationships is essential for policymakers and practitioners in the field of rural tourism development, as it allows for the creation of more inclusive and sustainable strategies that ensure the well-being of all stakeholders involved.

This study holds significant relevance as it provides an integrated framework that addresses a critical gap in the literature concerning the intersection of authentic happiness and tourism's perceived impacts. By examining the moderating role of income, the research contributes to a deeper understanding of the socioeconomic dynamics at play in rural tourism contexts. The findings will be particularly beneficial for policymakers, tourism developers, and local governments, offering a practical basis for crafting tourism strategies that account for the varying needs and concerns of different income groups within the community. Moreover, the research provides valuable insights into how to balance tourism's positive impacts with the challenges it may pose, ensuring that tourism development is inclusive and supportive of the entire community's well-being.

## **Literature Review**

### *Residents' Support for Tourism Development and Residents' Perception*

The attitudes and support of residents toward tourism development have been a significant research focus within the tourism studies field. This literature review synthesizes studies related to residents' support for tourism development, including theoretical foundations, influencing factors, the socio-cultural and environmental impacts of tourism, and the importance of community participation.

Since the seminal study by Perdue, Long, and Allen (1990), researchers have recognized that residents' personal characteristics and perceptions of tourism impacts are crucial determinants of their support for local tourism development. McGehee and Boley (2014) extended this line of inquiry by examining attitudinal differences among residents in communities varying in their dependence on tourism. The study found that residents who rely heavily on tourism or perceive higher levels of economic benefits tend to view the economic impact of tourism more positively.

While tourism can bring economic benefits, it may also entail negative environmental and socio-cultural impacts. Residents' perceptions of these impacts directly affect their support for tourism development. Studies by Jurowski et al (1997), and Pizam (1978), indicated that residents who receive economic benefits from tourism tend to perceive the full range of tourism impacts—economic, socio-cultural, and environmental—more positively than those receiving few or no benefits. However, concerns have been raised about tourism leading to environmental problems such as pollution and congestion (Latkova & Vogt, 2012) and social issues like increased crime rates and cultural erosion (Dyer et al., 2007).

The critical role of community participation in fostering resident support for tourism development has gained prominence in recent years. Research by Wang and Jiang (2021), highlights that community participation not only enhances residents' acceptance of tourism projects but also increases their satisfaction with the outcomes of tourism development. Through participation, residents can directly influence decision-making processes regarding tourism development, ensuring that tourism activities align with community interests and needs.

In conclusion, residents' support for tourism development is a complex phenomenon influenced by multiple factors and levels. Future research should explore the attitudes of residents across different cultural, economic, and political contexts while considering the potential impacts of macro trends such as globalization and climate change on tourism development and resident attitudes. Moreover, there is a need for greater attention to tourism development strategies that effectively integrate resident participation and the diverse needs of stakeholders.

This review is based on the provided content and aims to offer directions and insights for future research on residents' support for tourism development.

## **Residents' Happiness**

Scholars have explored the connotation and classification of happiness from different perspectives. From a psychological viewpoint, happiness research is mainly discussed based

on "Hedonism" or "Realization Theory." Happiness is divided into subjective well-being, psychological well-being, and authentic happiness.

Fu & Wang (2020), conducted a study on the relationship between authentic happiness and the behavioral intention of accommodation tourists in Taiwan, exploring how genuine well-being influences tourist choices and behaviors. Uysal (2016), posited that tourism yields both positive and negative social impacts, potentially affecting the overall quality of residents' lives. Fakfare (2020) examined community residents' attitudes and influences on the development of community markets as tourist attractions, highlighting the moderating effects of different stages of the community life cycle.

Moisescu (2019), shed light on the adverse effects of "over-tourism" during major music festivals on residents' quality of life, despite the positive economic implications for the host city. Chi (2018) demonstrated that residents with higher economic status, community awareness, and a supportive social environment reported higher subjective well-being, perceiving their economic status and social relationships positively through subjective well-being.

Wang & Ma (2021), identified three dimensions of residents' overall life happiness - material, emotional, and self-development - with community participation significantly predicting life happiness across these dimensions. They emphasized the importance of understanding and measuring happiness separately from related terms such as life satisfaction and quality of life.

### **Community Attachment**

Past research on community attachment has frequently utilized the duration of residence in a community as a variable to gauge residents' attitudes toward tourism development (Andereck et al., 2005). For instance, Simpson (2008), examined residents' perceptions of tourism impacts and assessed the relationship between these perceptions and factors such as the perceived role of tourism in the local economy, individual benefits, exposure to tourism, and residents' community attachment. Furthermore, membership in civic organizations, a key indicator of residents' community attachment, has been found to correlate significantly with travel attitudes (Wang, 2014).

Drawing on Place theory and Attachment theory, scholars have posited those emotional attachments form between individuals and specific environments (e.g., place, home, city, destination), leading to the formulation of community attachment theory. This theory's development has been influenced by geography and environmental psychology. Tuan (1974), introduced the notion of "Topophilia," suggesting an inherent affectionate connection between people and places. Subsequently, Edward (1976) described a comprehensive emotional response to place termed "sense of place," encompassing both positive attachment and negative aversion. Building on this, Williams & Roggenbuck (1989), introduced the concept of "community attachment," defining it as a positive emotional linkage to a place that reflects an individual's sense of belonging. Research on community attachment has predominantly focused on its connotation, dimensions, measurement, and related areas.

Earlier studies on community attachment have concentrated on its determinants and outcomes. From the tourist perspective, factors such as tourism motivation, tourist specialization, destination branding, and tourist experience value have been explored, revealing that these variables positively influence tourists' community attachment (Ryan, 2011). Additionally, outcome variables like post-trip behavioral intentions, consumption intentions, environmentally responsible behaviors, and well-being have been investigated, showing that community attachment positively affects these aspects (Fan, 2016). Informed by prior methodologies, this study aims to employ survey methods to assess the impact of community attachment on tourists' authentic happiness.

### **Community Involvement**

Past research on community involvement, as conceptualized by Cantril (1959) in their work on social judgment and self-involvement, initially framed involvement as a criterion for individual psychological behavior. This concept was later integrated into consumer behavior studies, with Selin and Howard (1988), applying it to tourism research. They defined community involvement as the degree to which individuals participate in travel, leisure, and recreation activities, emphasizing the role of participation, investment, pleasure, and self-expression. This line of research has since opened new perspectives on residents' emotional and behavioral responses, setting a foundation for investigating the relationship between community involvement and tourists' well-being.

Scholars have primarily focused on the connotation, measurement, and factors influencing community involvement. Studies have also linked community involvement to tourism experience value, tourist happiness, and satisfaction. Building on the understanding of its connotation and dimensions, researchers have examined the impact of community involvement on tourist satisfaction and sense of community attachment.

Antecedent variables of community involvement include tourism motivation, which has been identified as a significant factor. Losier and Bourque (1993), in their study of leisure activities among Canadian middle-aged and elderly populations, found that leisure motivation significantly influenced participation levels. Iwasaki and Havitz (2004), in a study of a Canadian recreation center, similarly noted the impact of tourism motivation on community involvement. Kyle et al (2006), through structural equation modeling in a study of camping tourism in U.S. national forests, confirmed the positive effect of tourism motivation on community involvement.

Outcome variables associated with community involvement primarily concern its relationship with tourist behaviors. Researchers have explored links between community involvement and satisfaction, post-trip behavioral intentions, and community attachment, noting that varying levels of involvement can lead to different satisfaction outcomes. Thus, community involvement is a key metric for satisfaction evaluation and a significant outcome variable.

Measurement scales for community involvement include the Personal Involvement Inventory (PII), Consumer Involvement Profile (CIP), and Enduring Involvement Scale (EIS). These scales have been used to explore causal or influential relationships among variables, focusing on the mediating or moderating effects of community involvement on the relationship between

cause variables and outcome variables. This body of research provides a theoretical and practical basis for examining the influence of community involvement on resident happiness.

### **Resident Characteristics**

Studies on socio-demographic factors' effects on resident perceptions are inconsistent (Andriotis & Vaughan, 2003). Some show age, sex, education, and income explain attitude variations (Chen, 2010). Spatial factors' influence on perceptions is also mixed. Some indicate residents near tourism zones have positive perceptions (Hummon, 1992), while others report negative impacts (Losier, 1993). Regarding dependency on tourism, those employed in tourism-based jobs are more favorable toward tourism (Lankford & Howard, 1994). Social exchange theory (SET) supports this relationship.

Despite intensive study, implications remain inconclusive. While findings on resident characteristics and attitudes toward tourism are mixed, the information aids tourism practitioners in identifying diverse interests within a community.

A review of literature indicates relationships among resident quality of life, perceptions of tourism impacts, characteristics, and support for tourism development (Vargas-Sánchez et al., 2009). Early studies considered resident attitudes ontologically, but later evidence suggested host populations are not homogeneous. Resident attitudes vary among subgroups (Andriotis & Vaughan, 2003). Chen (2010), found urban residents' attitudes differ from other groups. This heterogeneity produces varied attitudes toward tourism.

Boley (2014), used social exchange theory to predict rural residents' attitudes in Arizona communities. They found community dependence on tourism predicts attitudes over personal characteristics. Residents benefiting from tourism view it positively, while those incurring costs view it negatively.

Yu (2011), examined the relationship between resident characteristics and perceptions of tourism impacts, and between perceived impacts and support for tourism. The study instrument includes resident characteristics, perceptions of tourism impacts, perceptions of tourism-related community quality of life (TCQOL), and support for tourism development. Resident characteristics cover socio-demographics, proximity to tourism centers, and dependency on tourism. Demographic factors influence various impacts and TCQOL partially supporting four hypotheses. Socio-demographics don't have a consistent pattern regarding resident perceptions of tourism development.

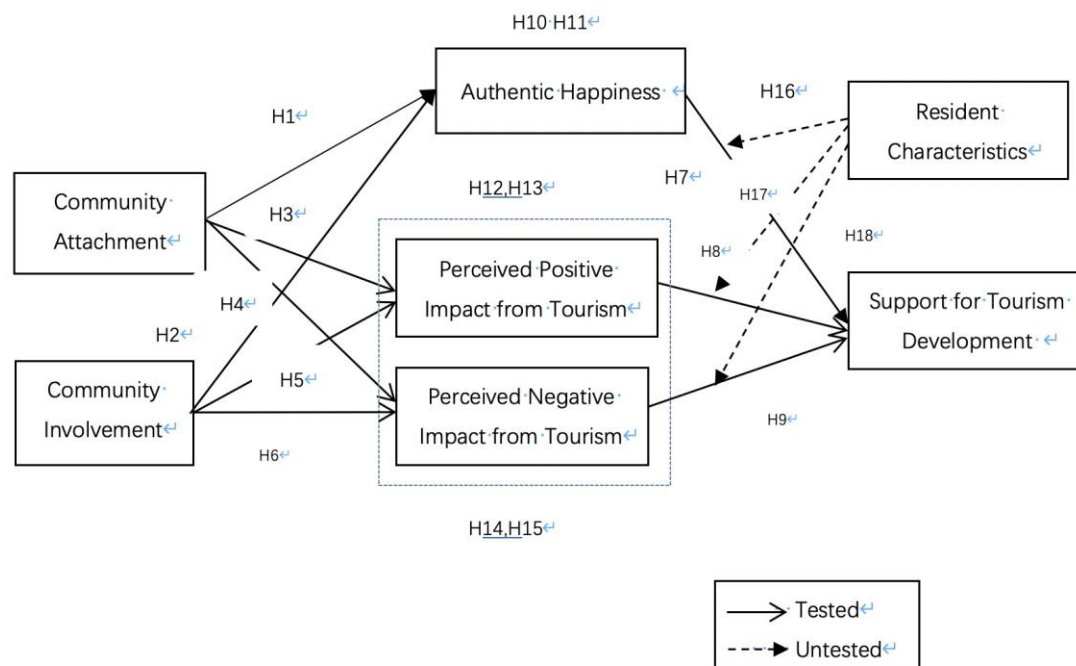
Diazceballos (2017), examined relationships among resident characteristics, community attachment, dependence on tourism, perceived positive/negative and economic tourism impacts, and support for specific tourism development options in a rural community.

### **Proposed Framework and Hypothesis Development**

#### *Proposed framework*

Based on the literature review, the proposed research framework in this study is based on the Happiness Theory and the influencing factors of rural residents' support towards tourism studied under the Social Exchange Theory as well as relevant literature.

The research framework described in the figure has six main variables: resident characteristics, community attachment, community participation, resident perceptions toward tourism (Perceived Positive Impacts of Tourism), authentic happiness and support for tourism development. Based on the theoretical basis and empirical evidence obtained from many literatures on rural residents' support towards tourism development and residents' authentic happiness in rural tourism destinations, this study proposes a research framework, as illustrated in Figure 3.1.



### Community Attachment and Rural Residents' Authentic Happiness

Previous studies have found that community attachment has a positive impact on tourists' happiness and post-trip behavioral intentions, such as consumption intentions (Campón-Cerro, 2017). When considering the viewpoint of residents involved in tourism, community attachment has been utilised to assess their attitudes towards the growth of tourism. Research conducted by Maria and Nuria (2018), has revealed a favourable correlation between these two factors. Other research has measured community attachment using three variables - community emotion, community identity, and regional identity - and has examined the relationship between community attachment and residents' attitudes towards tourism support (Almeida-García, 2020). The results show that the higher the level of community attachment, the higher the level of support for tourism development. Community attachment helps residents to establish a sense of local identity (Aytekin, 2023) and can improve the well-being and quality of life of individuals and communities (Guinther, 2022).

In examining the relationship between place attachment, community engagement, and the perceived impact of tourism, there is some research that divides perception into positive and negative aspects. (Alrwajfah, 2019) found that community attachment has a significant impact on residents' perceptions of the impact of tourism. The proximity of tourist sites is a significant determinant of residents' impressions. Furthermore, the respondents prioritise the perceived economic benefit as the most crucial factor, whereas any perceived negative repercussions have little effect on their pleasure. Blešić (2022) discovered substantial

correlations among residents' cultural engagement, emotional connection to their surroundings, perception of both the positive and negative effects of tourism (economic, socio-cultural, and environmental), and support of tourism development.

Because negative effects often fail to show up in research results, some studies have tested the perceived positive aspects. Maria & Nuria, (2018), investigated the connections between perceived benefits and residents' support, as well as the correlations among local involvement, attachment and perceived benefits. Community involvement was found to have a greater influence than community attachment in terms of perceived advantages around a Peruvian archaeological site. Residents's perception of benefits influences both the relationship between community involvement and support for sustainable tourism development, and the relationship between community attachment and support for sustainable tourism development (Lee, 2013). Diazceballos (2017), proved that the variables resident characteristics, community attachment, community dependence on tourism, personal benefit from tourism can affect residents' perception.

In view of this, this study puts forward the following hypotheses:

H1: Community attachment significantly influences residents' authentic happiness.

### 3.3 Community Involvement and Rural Residents' Authentic Happiness

As to the SET, the heightened advantages of tourist community involvement may alter or enhance the backing of participants, such as enhancing awareness of tourism community engagement and attitudes towards crisis response. Furthermore, an increase in benefits and support leads to a greater incentive for community participation and enhances satisfaction and well-being (Nunkoo, 2012; Kanwal, 2020). The community involvement is assessed primarily based on its economic, social, and environmental effects. These effects are typically examined by considering from the perspectives of positive/negative perceptions, as well as the perceived costs and benefits (Nunkoo, 2012; Kanwal, 2020).

Some studies have explored residents' support for tourism from the perspective of stakeholder involvement. Pham (2023), showed that residents' support for tourism development is affected by stakeholder participation. In addition, some scholars have studied residents' support from the perspective of cultural involvement (Blešić, 2022; Li, 2021). Blešić (2022) established strong correlations between the cultural engagement of inhabitants, their emotional connection to the area, their perception of the positive and negative effects of tourism (economic, socio-cultural, and environmental), and their endorsement of tourist expansion. Li (2021), examined the impact of cultural engagement and spiritual wellness on residents' endorsement of tourism expansion. Through a series of steps involving spiritual wellness and attachment to the place, the study revealed that cultural engagement completely mediated the connection between attitudes towards tourism development and cultural engagement.

Other studies have explored the relationship between community involvement and related variables, mainly focusing on the relationship between community involvement and tourist satisfaction, resident satisfaction, and tourist happiness. The results show that community involvement has a positive impact on these variables (Pratt, 2016; Hu, 2022). Given that community involvement has a positive impact on tourists' happiness, and there are few



studies on the relationship between community involvement and residents' happiness, this study concludes that community involvement has a positive impact on residents' happiness. In other words, the higher the degree of community involvement, the stronger the residents' happiness.

Therefore, the following hypotheses are proposed in this study:

H2: Community involvement in rural tourism destinations significantly influences residents' authentic happiness.

### **Community Attachment and Perceived Positive (Negative) Impacts from Tourism**

Community attachment, as defined in scholarly literature, refers to the bond between individuals and their local area. The fundamental components encompass the influence, significance, emotion, worth, and interconnection of the location (Lee, 2013; Guinther, 2022). Almeida-García (2020) examines the interplay between location reliance, place identity, and emotional attachment to elucidate the notion of community attachment.

Multiple studies have demonstrated that place attachment has a notable influence on the level of support local residents have for the development of sustainable tourism (Stylidis, 2018; Dwyer, 2019; Woosnam, 2018). Stylidis (2018), suggested that locals' endorsement of tourist development may correlate with their place attachment, which encompasses the emotional connections formed by inhabitants with specific locations. These ties encompass interpersonal interactions, one's sense of identity, and the affective connection with the natural environment. Dwyer (2019), suggests that place attachment has a direct impact on residents' pro-social and pro-environmental behavioural intentions, which subsequently affects their level of support for tourism development.

Research has shown that residents who have a strong place attachment are more likely to hold a positive attitude towards the development of sustainable tourism, in contrast to those who have a weaker attachments (Eslami, 2019; Cao, 2021). An empirical investigation carried out in Macao revealed that residents who possess a profound sense of place attachment exhibit a higher propensity to support sustainable tourism endeavours, including eco-friendly tourism practices and the safeguarding of cultural assets (Cheng, 2022). Individuals with a strong sense of place attachment in Australia are more inclined to endorse sustainable tourism development. This is because they place high importance on the conservation of their local environment and culture (Aytekin, 2023). This heightened level of emotional connection might result in a stronger feeling of possession and affiliation with the local community, hence fostering greater endorsement for sustainable tourism initiatives (Eusébio, 2018). This assistance can manifest as direct involvement in regional environmental conservation and sustainable tourism endeavours, together with backing for legislation and regulations that advance sustainable tourism methodologies (Ganji, 2021). Furthermore, place attachment has the potential to enhance inhabitants' environmental and cultural understanding, in addition to their involvement in the community. Individuals who possess a deep emotional connection to their place of residence are more inclined to comprehend and value the distinctive environmental and cultural assets of their immediate neighbourhood. Consequently, they are more likely to endorse endeavours aimed at conserving and safeguarding these resources (Mathew, 2017; Trišić, 2023).

Thus, the current study developed the following hypothesis:

H3: Community attachment in rural tourism destinations significantly influences perceived positive impacts from tourism.

H4: Community attachment in rural tourism destinations significantly influences perceived negative impacts from tourism.

### **Community Involvement and Perceived Positive (Negative) Impacts from Tourism**

Community involvement is the extent to which community members collaborate to achieve shared goals for the collective benefit of all (Rasoolimanesh et al., 2015). Engaging community members in the development of the destination is crucial, as it empowers them to have authority over the activities that impact their lives, hence enhancing their awareness of the advantages that tourism offers (Rasoolimanesh, 2017). Local concerns have a direct impact on the tourist experience of visitors and, as a result, can influence the overall perception of the destination among tourists (Biswas, 2020).

The objectives of sustainable tourism are closely linked to community engagement (Hung, 2011; Wang, 2021), and community engagement is a critical determinant of citizens' endorsement of tourism (Lee, 2013; Blešić, 2022). Community participation encompasses the level of involvement from the local community in important aspects of tourist development, including planning, development, management, and decision-making. An examination of community participation can assist local governments in comprehending the effects of tourism and formulating strategies to mitigate conflicts between tourists and residents (Rasoolimanesh, 2017). This can also aid in minimising the adverse impacts of tourism on culture and the environment while fostering the development of cohesive community groups. Residents residing in heavily frequented regions and well-established tourism sectors typically exhibit substantial engagement and generally hold favourable attitudes. Numerous studies suggest that higher levels of participation are associated with more positive perceptions of the impact of tourism (Ge, 2022; Pham, 2023).

The opinions held by residents regarding the advantages and disadvantages of tourism have a significant role in determining their level of support for tourism. Studies conducted by Yim (2021), and Uslu (2023), have highlighted this. Tourism development fosters job creation, enhances income levels, augments the availability of local recreational amenities and prospects, enhances the cultural worth of the community, facilitates cultural interchange, and enhances the cultural identity and standard of living of residents (Kanwala, 2020).

Thus, the current study developed the following hypothesis:

H5: Community involvement in rural tourism destinations significantly influences perceived positive impacts from tourism.

H6: Community involvement in rural tourism destinations significantly influences perceived negative impacts from tourism.

### **Rural Residents' Authentic Happiness and Rural Residents' Support for Tourism Development**

Some studies do not distinguish the types of happiness, and put the happiness of residents into the research of tourism (Suess, 2018). Some researchers did more in-depth research on residents' happiness, taking the subjective well-being of the happiness theory as a variable (Chi, 2017). The findings of Rivera & Croes (2016) indicate a favourable correlation between tourism development and happiness. However, it is important to note that this link is weak and not exclusive. In addition, Chi (2017) discovered that inhabitants with higher economic status, community awareness, and social environment have higher levels of subjective well-being. Furthermore, residents believe that higher levels of subjective well-being contribute to increased support for tourism. Other scholars argue that subjective well-being is transient and cannot be maintained throughout the process of tourism support. Authentic happiness can make residents get more enduring happiness. Therefore, some studies have introduced authentic happiness into the research of tourism. Fu and Wang (2020) investigated experiential value has a significant positive impact on authentic happiness, and it is also found that there is a significant intermediary effect of authentic happiness. In general, in the past studies on residents' support, residents' happiness changed from the general concept at the beginning to subjective well-being. It has been proved that residents' happiness can positively affect residents' support for tourism.

In view of this, this study puts forward the following hypotheses:

H7: The authentic happiness of residents in rural tourism destinations significantly influences of residents' support for tourism development.

### **Perceived Positive (Negative) Impacts from Tourism and Rural Residents' Support for Tourism Development**

The tourist literature extensively documents the direct relationships between perceived impacts and support for tourism growth, based on the social exchange theory. The primary emphasis is on the viewpoints of the residents (Gursoy et al., 2019). It is widely agreed that if local residents have a more favourable attitude towards the effects of tourism, they are more inclined to perceive encouragement for future tourism growth. Significantly, the study found that positive impacts had a stronger effect on community support compared to negative impacts (Almeida-García, 2020; Guo, 2022). Further investigations into the various categories of perceived impacts offer a more detailed analysis of the relationship between perceived impacts and support (Blešić, 2022). Factors such as increased noise, pollution, and various forms of crime significantly influenced support for the development of casinos, according to a study conducted in Colorado. These factors were considered antecedents, or precursors, to the support. On the other hand, increased tax burdens and direct costs associated with gambling, such as bankruptcies and gambling addictions, did not have a significant impact on support for casino development (Kang et al., 2018).

The perceived benefits for residents are linked to the subjective expectations of locals about the personal advantages they gain from the entrance of visitors in terms of socio-economic and cultural values (Nunkoo, 2016). Sinclair-Maragh (2014), classifies the expectations into two categories: socio-economic and cultural. Perceived socio-economic benefits encompass factors such as increased employment possibilities, enhanced infrastructure, the establishment of local businesses, and the positive impact on the local economy's prosperity (Hassan, 2022; Jiang, 2023). Cultural chances encompass the residents' inclination to uphold

local culture, foster cultural endeavours, engage in cultural interactions with visitors, and cultivate a stronger sense of cultural identity (Yuan, 2019; Hassan, 2022). According to Yuan (2019), individuals who earn greater benefits are more inclined to support the advancement of sustainable tourism compared to those who receive little to no profits.

Development frequently exhibits an inverse correlation with the perceived expenses associated with tourism (Nunkoo & Gursoy, 2012). Residents are especially responsive to perceived expenses. When local communities become aware that the negative consequences of tourism may surpass the positive outcomes, they might retract their endorsement of its advancement (Nunkoo & Ramkissoon, 2011). The perception of benefits and expenses resulting from tourist development determines a resident's attitude towards tourism (Hassan, 2022). Studies have shown that social exchange theory can help explain locals' endorsement of tourism in rural and developing areas, highlighting the role of economic rationality (Rasoolimanesh, 2017). Considering the specific circumstances, citizens' opinions and support are expected to be particularly influenced by the impacts of costs and benefits.

Thus, the current study developed the following hypothesis:

H8: Perceived positive impacts from tourism significantly influences residents' support for tourism development.

H9: Perceived negative impacts from tourism significantly influences residents' support for tourism development.

### **Hypotheses Related to Mediating Effects**

Residents' support for tourism development has been studied in relation to community belonging and the impact on rural residents' quality of life. Research has examined the effects of factors such as community attachment, subjective norms, and perceived behavior on residents' attitudes towards tourism support (Campon-Cerro, 2017; Shen, 2021). Some studies have measured community attachment using variables such as community emotion, community identity, and regional identity, and found that it has a significant impact on residents' support for tourism (Maria & Nuria, 2018; Almeida-García, 2020). Community attachment can help residents to develop a sense of local identity, which can improve their well-being and quality of life (Lee, 2013). Other research has found that residents' perceptions and involvement in tourism have a positive impact on their satisfaction with tourism development (Alrwajfah, 2019). From the perspective of tourists, satisfaction with tourism has been shown to have a positive impact on happiness, and community attachment has also been linked to happiness (Su, 2019).

However, few studies have tested the mediating effect of residents' happiness on the relationship between community attachment, community involvement, and attitudes towards tourism support. Therefore, this study evaluated whether residents' authentic happiness and perceived positive impacts from tourism act as mediators in this relationship. The following hypotheses were proposed:

H10: The relationship between community attachment, and residents' support for tourism development will be mediated by residents' authentic happiness.

H11: The relationship between community involvement, and residents' support for tourism development will be mediated by residents' authentic happiness.

H12: The relationship between community attachment, and residents' support for tourism development will be mediated by perceived positive impacts from tourism.

H13: The relationship between community involvement, and residents' support for tourism development will be mediated by perceived positive impacts from tourism.

H14: The relationship between community attachment, and residents' support for tourism development will be mediated by perceived negative impacts from tourism.

H15: The relationship between community involvement, and residents' support for tourism development will be mediated by perceived negative impacts from tourism.

### **Hypotheses Related to Moderating Effects**

(Liu,2022) building on the pioneer model of Perdue, Long, and Allen (1990) and using Social Exchange Theory (SET), as a theoretical framework, examining the relationships among resident characteristics, community attachment, community dependence on tourism, the perceived positive/negative and economic tourism impacts, and support for specific tourism development options in a rural community.

(Yu, 2011) the present study seeks to examine: (1) the relationship between resident characteristics and perceptions of tourism impacts; the relationship between perceived tourism impacts and support for tourism; The instrument in this study is mainly comprised of four sections: resident characteristics, perceptions of tourism impacts (including specific indicators from the 2007 survey), perceptions of tourism-related community quality of life (TCQOL), and support for tourism development. The resident characteristics section covers residents' socio-demographics, geographical proximity to tourism centers, and their dependency on tourism. The demographic profile of the respondents, including sex, age, education, and income. Whereas sex factor influences negative socio-cultural impacts; age factor influences positive environmental impacts, negative environmental impacts, and TCQOL; education factor influences negative economic impacts and negative socio-cultural impacts; household income factor influences positive-negative economic impacts and socio-cultural impacts, four hypotheses were found to be partially supported. This implies that socio-demographics factors don't have a consistent pattern in relation to resident perceptions of tourism development.

Therefore, the following hypotheses are proposed in this study:

H16: Revenue significantly moderates the relationship between authentic happiness and support for tourism development among residents, where the relationship is stronger when revenue is high.

H17: Revenue significantly moderates the relationship between perceived positive impacts from tourism and support for tourism development among residents, where the relationship is stronger when revenue is high.

H18: Revenue significantly moderates the relationship between perceived negative impacts from tourism and support for tourism development among residents, where the relationship is stronger when revenue is high.

### **Conclusion**

This study contributes to the growing body of literature on community-based tourism by offering an innovative framework for assessing its impact on sustainable development. By

integrating community participation, economic viability, and environmental sustainability, the proposed framework provides a more holistic approach to evaluating CBT initiatives. Future research can build upon this framework to develop more effective strategies for promoting sustainable tourism worldwide.

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