FACTORS CONTRIBUTING TO THE SUCCESSFUL COMMUNITY-BASED TOURISM DEVELOPMENT IN BANGLADESH

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by

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This is to certify that the thesis, entitled "Factors Contributing to the Successful Community-Based Tourism Development in Bangladesh" submitted to the Department of Marketing, University of Dhaka, Bangladesh in partial fulfillment of the requirements for the award of the Degree of Doctor of Philosophy in Marketing is a record of original research work done by Mr. Prodip Dey (Registration No.:78/2020-2021 and Session:2020-2021) under my supervision and guidance and without any plagiarism to the best of my knowledge. The thesis has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar titles of any candidate of any University.

Signature of the Supervisor
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Declaration

I declared that the thesis entitled "Factors Contributing to the Successful Community-Based Tourism Development in Bangladesh" embodies the results of my research works, persuade under the supervision of Dr. Abu Naser Ahmed Ishtiaque, Professor, Department of Marketing, University of Dhaka, Bangladesh. I confirmed that the thesis contains no material previously published or written by another person except where due reference is made in the thesis itself.

I further affirm that the work reported in this thesis is original and no part or whole of the thesis has been submitted to any other university/institution for any degree or any other purpose.

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Dedication

Dedicated to my dearly loved parents

my son & my two daughters

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Preface

Tourism has come to be one of the significant recompensing economic activities across the world**.** Another branch of tourism such as Community-based tourism (CBT) pursues to achieve remarkable development so that people can progress their living standard without failing and without conclusively destroying the environment. Community-based tourism policy is absent for Lawachara's cases. Moreover, a clear set of goals are not set by the authority to explore the community-based tourism development in such an area. Furthermore, no study in Bangladesh has been conducted to know the environmental and institutional impact on CBT development. So, the researcher has been conducted a study to identify which factors are involved to explore the community-based tourism development in Lawachara, Moulvibazar, Bangladesh. For this reason, the researcher views complete literature and conceptualizes the model development based on research gap and social exchange theory. The hypothetical model has been built up by considering past literature reviews and social exchange theory to examine the insights of community residents' perception of CBT development. For this purpose researcher also collected 526 complete questionnaires and applying PLS-SEM to examine the relative effect of various types of the latent construct of CBT development. The study has supported ten out of fifteen hypotheses at either a 1% or 5% level of significance. The study data have been processed by applying SPSS 26 version and SMART PLS 3 version statistical data processing software. The empirical results stated that community satisfaction perceived socio-economic benefits and costs were the main contributory antecedents to CBT development. These antecedents were significantly linked to community engagement. Community engagement was found favorably related to satisfaction and benefits and adversely affect the community costs. The environmental factors, institutional support, and residence characteristics were found insignificant in predicting CBT development. Community engagement sought environmental factor's support where institutional support and residence characteristics were found insignificant. The empirical results pointed out that community engagement is domineering in the CBT process. Little or no development is possible in absence of community attachment in local tourism activities. Residents' community satisfaction was significantly linked to perceived benefits impact and perceived negative tourism impacts. The success of CBT growth relies on the vigorous support of the local residents, without which the sustainability of the tourism sector is susceptible.

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Summary

The economic condition to some extent of any country largely depends on some socio-economic indexes. Govt. emphasizes giving importance to these parameters which are economically and socially viable. Some Developed countries like– Malaysia, Thailand, Cambodia, and Switzerland give importance to the tourism business. Considering the tourism contribution they explore their tourism activities.

Bangladesh has converted into a developing country by 2021. Many economical indexes are considerable behind this achievement. Tourism is one of them. As a matter of great regret that tourism is contributing a little bit to reflect our GDP. The tourism sector couldn't flourish although so many local and foreign tourists are available in our country. However, the whole contribution of tourists is not reflecting our CBT development.

The researcher is trying to know which factors are involved in CBT development at Lawachara along with the community role to explore the CBT development as a whole. For this purpose researcher collected 526 complete questionnaires and applying PLS-SEM to examine the relative effect of various types of the latent construct of CBT development. The researcher has assumed fifteen hypotheses in the study and data analysis confirmed ten out of fifteen hypotheses related to the development of CBT in Lawachara, Moulvibazar.

The outlines of the study have been presented in seven chapters as follows. Introductory issues are discussed in chapter one, chapter two gives insights literature of several constructs of this proposed model. Then chapter four explores Lawachara as a CBT destination. Then, chapters five postulate the detailed methodology. Chapter six describes the empirical analysis. Finally, chapter seven draws the discussion along with the conclusive pointers. The summary of these chapters is as follow :

Chapter One

This chapter covers a general abstract of tourism and CBT development, research problem definition, Scope of the study, objectives, research questions, and justification of selecting the study area along with the slight methodology used in conducting the study, and some pitfalls,

as every research outcome may face, have been described to create a practical, comprehensive, reader-friendly and complimentary vision about tourism with special emphasis on community-based tourism development at Lawachara in Bangladesh.

Chapter Two

The literature on tourism and CBT has become a pivotal theme in social and business research in recent years. Most of the researches in this area has pinpointed on defining the factors of community-based tourism and measuring the outcomes as well as its inner sight impact on the economy, society, and the environment as a whole. The complete literature of different insights like Community-Based Tourism (CBT), community satisfaction, community benefits, and community cost is considered as an endogenous variable. On the other hand environmental factors (religious,socio-cultural, technological, political and legal, and infrastructural), institutional support, financial support, and community demographic profile are considered an exogenous variables. Community engagement as a second-order construct (first-order are-community interaction, involvement, and leadership), community satisfaction, community benefit, and community cost are also considered as exogenous variables depending on hypothesized relationship and model direction.

Past researches have found a significant relationship between community engagement, satisfaction, benefits, cost, and CBT development. In the case of environmental factors, support institutions, financial support and demographic profile of the respondent have shown in past research in amalgam findings. All these variables along with operational empirical explanation and findings of the past research have been discussed in this chapter.

Chapter Three

This chapter conceptualizes the model development based on research gap and social exchange theory.No empirical research followed by structural equation modeling was found by the observation of the researcher. Besides, no study in Bangladesh has been conducted to know the environmental and institutional impact on CBT development. These two constructs are excluded from the essence of SET. SET implies that the involvement of the local community in CBT depends on cost, benefits analysis. These costs and benefit relationship of the different variable with CBT has been depicted in the theoretical model. The hypothetical model has been built up by considering past literature reviews and social exchange theory.

Chapter Four

This chapter outlines General Information of Kamalganj Sub-district, History of Establishment of Lawachara National Park, Topography/Physiography, Forest Villages and Interface Villages of study area of Lawachara as the CBT destinations.

Chapter Five

This section sketches the detailed methodology used in this study. The preliminary four parts of this section discuss the research methodology used, the study designed intended to accomplish the main objective, the research process, and the way be used to accumulate the necessary primary data. Then, the next two sections discuss the data analysis approach applying the PLS-SEM where the statistical approaches like measurement model with relevant parameters and structural model with concerning parameters are utilized to measure the reliability and validity of the research model and testing hypotheses. This chapter additionally confers the phases taken to make the research tool, along with statistical approaches for the demographic data.

Chapter Six

Structural equation modeling (SEM), including a series of tests such as measurement model, convergent validity, discriminant validity, and common method bias were done before evaluating the structural model. In the measurement model, three constructs like environmental factor, Support Institutions, and community engagement work as a second-order construct whose Cronbach's Alpha value for all constructs above α.7. For environmental factor CR .68 and AVE .82, for Support Institutions CR .81 and AVE .85 and finally for community engagement CR.80 and AVE .84 respectively

Using the Smart PLS Version 3.0. R squares were calculated to evaluate the structural models' predictive power. Because the goal of the prediction-oriented PLS-SEM approach is to explain the endogenous latent variables' variance, the key target constructs level of R^2 should be high. Deciding whether an R^2 level highly depends on the research field of study.

Chapter Seven

This chapter indicates that community satisfaction, benefits, and costs are significantly related to CBT development. Besides, financial/ economic supports and community engagement are also needed for CBT development. Environmental factors, support institutions, and local residents' demographic characteristics have no significant role in this sample for CBT development.

Chapter Eight

Finally, to explore the CBT development, some appropriate policies and strategies have been advocated based on our analysis. However, this study implies that if the government, related agencies, and peoples' mindsets are broadened, then Bangladesh might nursing the culture of community–based tourism. In a nutshell, if the policymaker imposes the clear implications of CBT, then it might earn the highest returns for our socio-economic advancement.

Abreviations and Acronyms

AMOS	Analysis of Moment Structures
APEC	Asia-Pacific Economic Cooperation
AVE	Average Variance Extracted
BFRI	Bangladesh Forest Research Institute
CA	Cronbach's Alpha
CB-SEM	Covariance-Based Structural Equation Modeling
CBT	Community-Based Tourism
CDM	Collaborative Destination Marketing
CFA	Confirmatory Factor Analysis
CMB	Common Method Bias
CMV	Common Method Variance
CR	Composite Reliability
CRS	Computer Reservations Systems
CSR	Corporate Social Responsibility
CSV	Comma-Separated Values
DU	Desh Upodesh
DV	Dependent Variable
EM	Expectation-Maximization
ETC	European Travel Commission

FD	Forest Department
FRR	Fountain Renewable Resources
FSP	Forestry Sector Project
GDP	Gross Domestic Product
GDS	Global Distribution Systems
GoB	Government of Bangladesh
GPS	Global Positioning System
HEED	Health Education and Economics Development
HSC	Higher Secondary Certificate
HTMT	Heterotrait-Monotrait
ICT	Information and Communication Technologies
IT	Information Technologies
IV	Independent Variable
KM	Kilometers
LDF	Landscape Development Fund
LNP	Lawachara National Parks
LV	Latent Variable
MV	Manifest Variables
NACOM	Nature Conservation Management
NGO	Non-Governmental Organizations
NP	National Park
PA	Protected Area

PBC	Perceived Behavioral Control
PBM	Published Bangladesh Manual
PEST	Political, Economic, Social, and Technological
PhD	Doctor of Philosophy
PLS	Partial Least Square
SD	Standard Deviation
SDB	Strategic Destination Branding
SEM	Structural Equation Modeling
SET	Social Exchange Theory
SPSS	Statistical Package for the Social Sciences
SSC	Secondary School certificate
TFCI	Tourism Financial Corporation of India
UN	United Nations
UNEP	United Nation Environment Program
UNOCAL	Union Oil Company of California
US	United States
USAID	United States Agency for International Development
VIF	Variance Inflationary Factor
WHO	World Health Organization
WT	World Tourism
WTO	World Tourism Organization
WWF	World Wildlife Fund

Chapter One

Introduction

Chapter Two

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1.1 Introduction

Tourism development is generally regarded as a key economic platform to boost the economy. Recent researches have suggested that the expansion and advancement of tourism as the root of newly invented service, revenues, extra tax receipts, overseas exchange benefits, and as a means to develop a community's structure that will, sequentially, invite new businesses (Chen & Raab, 2012; Deccio & Baloglu, 2002; Gursoy, Chi & Dyer, 2010; Lankford & Howard, 1994). Tourism has come to be one of the significant recompensing economic activities across the globe. It has the probability to compact with the main issues bump into many portions in the world and consequently can be understood as a positive and negative power (Shone & Memon, 2008). Strengths and prospects cannot be exploited without considering the cost and benefits from the beginning. The growth of the tourism business has been extensively recognized as an optimistic economic footstep, mainly in underdeveloped countries (Ellis & Sheridan, 2014). Nonetheless, the positive impact of tourism on the enrichment of societies in various destinations has upturned many doubts.

Mitchell and Reid (2001) mentioned that *"local communities are front liner as a service provider but the last liner to enjoy the outcomes from the effort. On the other hand, Tourism in the developing country has often been an ironic sword; whereas it may deliver a site for societies to enlarge their revenue or living standard, the*

maximum of benefits be likely to move out of them. Moreover, real authority and decision-making commonly reside external of community control and influence."

This has welcomed another development, in particular an approach to tourism known as Community-Based Tourism (CBT). CBT is the tourism growth extracted from 50 years of advancement of theoretical and metaphysical methods to management. Its importance is entrenched in the sustainable model that inspires community attachment for an extra reasonable and universal growth (Hall, 2000; Stone & Stone, 2011). Answering the lacking in the preliminary tactic to viable tourism, an extra complete and broader method was abstracted to contain social integrity. This innovative tactic to stakeholder engagement and interaction, namely CBT, became widespread in the mid-1990s and highlighted community-led methods, supporting genuine and complete community interaction at all stages of progression (Asker, Boronyak, Carrard & Paddon, 2010). The progression of CBT is a methodology to take a glance at the tourism organization such that many local communities have substantial control over and association in its development and direction. The fact is to retain a substantial part of the central points inside the community economy. As per principal need, world tourism players identify that countries should boost more participation of communities in the arrangement, execution, checking, and assessment procedures of the tourism initiatives, projects, and undertakings (Hall, 2007; Murphy & Murphy, 2004).

Tasci, Croes, and Villanueva (2014) mentioned that CBT will be fruitful when it is used in combination with a Collaborative Destination Marketing (CDM) tactic and Strategic Destination Branding (SDB) idea. Though CBT is generally conferred about underdeveloped and less developed countries, principally for poverty mitigation, some correspondences happen among the ideas of CBT and the business thoughts of CDM (Tasci, 2011) and SDB (Wang, 2008a,b). Later, tourism is the most important community development apparatus, mainly in peripheral groups like ethnic, isolated, and rural groups (Kelly, 2002).

World Tourism Organization (WTO) has specified that tourism growth works should be prearranged, managed, and advanced subsequently to be consistent with the wants and approaches of the participants towards tourism growth (Gursoy, Chi & Dyer, 2010; Sdrail, Goussia-Rizou & Kiourtidou, 2015). On the other hand, the expansion of sustainable tourism requires joint policymaking where participants, including local ruling classes, government agencies, industries, and host communities have to work closely in planning and adapting tourism growth (Fredline & Faulkner, 2000; Presenza, Del Chiappa & Sheehan, 2013).

A large percentage of a social impression of tourism works proposes that community engagement and community-based planning must be a portion of the initial steps of tourism development (Jamal & Getz, 1995). When people are linked in the development process, tourism growth will be socially accountable (Robson & Robson, 1996). Nonetheless, many types of researches focused on community's

insights of tourism and CBT have been shown in the West: Canada (Ritchie, 1993), the US (Ap & Crompton, 1993), the UK (Robson & Robson, 1996), and Australia (Brown & Giles, 1994). Community engagement results in social and economic impressions within the Asian part like Bangladesh is still an undeveloped idea that has yet to be fully tested.

Although several research works have been completed to classify residents' insight of tourism impressions and attitudes to tourism, just a small number has measured relations between tourism growth and community authorization, participation, and satisfaction. Up to the present moment, so far as information, little research in the area of Lawachara, Moulvibazar has inspected the relationships between local community's perceived effects of tourism on their community advancement and the role of tourism institutions in community development. The results of this study will help the local community to trace out the benefits from tourism activities especially in their living standards, infrastructural development, lifestyle, and so on. Similarly, this study also helps the tourism concerned institutions about the role of the local community in doing their business.

1.2 Statement of the Problems

Tourism increasingly plays a vital role in the socio-economic development of the world's developing economies (WTO, 2006) and Bangladesh is no exception to such development. Community-based tourism is thoroughly associated with the social and economic segment and consequently, the advancement of these segments is the

growth of the community and the country (UNWTO & ETC, 2011). Community involvement and leadership in tourism initiatives have attracted considerable attention to tourism development and bypassed the people's interests and separated their valid partnership/leadership in the decision-making process. Community-based tourism (CBT) pursues to achieve justifiable development so that people can progress their living standards without failing and without conclusively destroying the environment. The purposes of CBT are numerous and aspiring: Ballesteros (2011) expressed that people's empowerment and proprietorship, conservation of natural and cultural possessions, social and economic expansion, and quality tourist understandings.

Community-based tourism policy is absent for Lawachara's cases. Moreover, a clear set of goals are not set by the authority to explore the community-based tourism development in such an area. The question of transforming their lives and developing their well-being is questionable for communities of Lawachara like places whereas at the same time endeavoring to keep a series of cultural motions they are reluctant to abandon.

The research problem is defined as "Reasons affecting the successful community-based tourism development at Lawachara, Moulvibazar in Bangladesh and examines their relative outcome on the effectiveness of CBT works".

1.3 Scope of the Study

The present study is an empirical causal research study based on primary data. The study has focused on community development with the involvement of local inhabitants in tourism activities. Many attractive geographical locations in Bangladesh demand CBT development. Lawachara, Moulvibazar is one of the attractive tourist destinations in Bangladesh where local people are involved in different tourism initiatives (USAID, 2015). The study has been surveyed the local community of Lawachara, Moulvibazar (total households in all punjis and villages will 4642 units from three Union Parishads) to find out the contributing factors to successful community-based tourism development. The individuals relevant to the study have the criteria like:

a) Male or female breadwinner lives in the village and the Punji.
b) The individual must be over the age of 18 years
c) The individual stays in the village and the Punji for more than 12 years.
d) The individual is marked as a local resident by the appropriate authority of the government.

The respondents (local inhabitants of Lawachara, Moulvibazar) were asked certain specific issues regarding CBT and its development. According to Social Exchange Theory, 16 issues relevant to CBT development were developed as research instruments with certain demographic information. These research specific issues are– financial support, infrastructural development, tourism institutions, social institutions, local government support, community interaction, community

involvement, community leadership, community satisfaction, community benefits, community costs, CBT development. The required information was collected through a structured questionnaire. The time of the instrument survey was between 15th January 2020 to 30th April 2020.

1.4 Objectives of the Study

A successful CBT development plan must incorporate detailed feasibility studies, active involvement and appropriate training of locals, a regional CBT network with guaranteed initial technical and monetary supports, and effective monitoring of the CBT development mechanisms. Accordingly, the study aims at finding out the social, economic, technical, and institutional factors for successful CBT development at Lawachara, Moulvibazar.

The specific goals of this study are:

a) To identify the local and institutional supports available for community-based tourism development at Lawachara, Moulvibazar.
b) To identify the costs, benefits, and the level of satisfaction of the local community on tourism and their effects on CBT development at Lawachara, Moulvibazar.
c) To identify the extent of residents' participation (decision making, control, and leadership) in tourism activities and its effects on costs, benefits, and level of satisfaction on tourism and CBT development at Lawachara, Moulvibazar.
d) To find out the effects of community characteristics, environmental forces, tourism support organizations, and financial institutions on community leadership and CBT development at Lawachara, Moulvibazar.

1.5 Research Questions

The present study has been conducted to seek the answer to the following research questions:

1. What are the contributing factors (local and institutional supports) available for CBT development at Lawachara, Moulvibazar?
2. How do tourism activities affect the costs, benefits, and level of satisfaction of the local community?
3. To what extent do the costs, benefits, and level of satisfaction of the inhabitants affect the CBT development at Lawachara, Moulvibazar?
4. What is the level of local community involvement (decision making and control) and leadership in tourism initiatives?
5. How does local community participation affect CBT development?
6. What are the effects of community characteristics, environmental forces, tourism support organizations, and financial institutions on community leadership and CBT development at Lawachara, Moulvibazar?

1.6 Significance of the Study

CBT is entrenched in community growth and involvement in the formation and planning of tourist products (Lopez-Guzman, Sanchez-Canizares & Pavon, 2011; Salazar, 2012). It is imperative for poverty reduction (Tasci, Croes & Villanueva, 2014), authorizing community's people, differentiating livings (Shikida, Yoda, Kino & Morishige, 2010; Zapato, Hall, Lindo & Vanderschaeghe, 2011), enhancing stakeholder collaboration, securing the natural atmosphere, and assisting strained economies (Su, 2011; López-Guzmán, Sánchez-Cañizares & Pavón, 201l). Lapeyre

(2010) expressed that CBT reduced outflows, explores linkages, authorizes locals, and introduces a sagacity of proprietorship. It has been posited that CBT is the implementable selection for encouraging the growth of rural economies for the cause of apparent economic benefits to residents (Mehmetoglu, 2001), better up-gradation of the local area (Boo & Busser, 2006), and an upper-level tourist involvement with the emphasis on environmental consciousness (Lee, 2011; Lepp, 2007). Despite these marked benefits of successful CBT, numerous CBT works do not realize these outcomes and cannot expect success because little attention has been focused on assessing the existing literature of CBT to determine key success conditions or obstacles to mobilize knowledge for increasing the development of successful CBT. Academicians and practitioners have been criticized for failing to demonstrate the real contributions of the sustainable development of tourism (McKercher & Prideaux, 2014).

This study has been conducted to overcome the aforesaid empirical literature limitation on the key success criteria or barriers to successful CBT and owing to this purpose a sample survey on the Lawachara community for community-based tourism policy-making and development in case of community engagement, satisfaction, costs, and benefits was carried out. Sustainable CBT is completely reliant on direct community engagement and leadership. CBT is a tool to accomplish authorizing people who otherwise will not be capable of being a part of the decision-making process. Thus, the merits and demerits of this area have been discovered and evaluated. Finally, a policy path for the tourism business can be recognized. This

study attempts to block up this void will assist the first stage for government, local organizations, tourism enterprises, and developers who are engaged in the expansion and organization of community-based tourism at Lawachara. CBT could become systematic as a policy to upturn the flexibility of socio-ecological patterns that would enhance sustainable development (Ballesteros, 2011).

2.1 Community-Based Tourism

CBT contributes to tourism which mostly includes local peoples, takes place throughout their territories, and has been focused on traditional tourist sites and natural assets. Community-based tourism has so far been identified by the concept that perhaps the community regulates tourism management and derives a substantial balance between the interests produced by a certain development. (Trejos & Chiang, 2009). CBT represents a sort of tourism wherein the local community has considerable influence over, and participation in, its growth and management, and a significant component of the profit resides inside the society, although others who do not seem to be personally interested in the tourism industry receive some kind of profit through community investment multiplier impact, and others (Goodwin & Santilli, 2009; Hausler, 2005). According to Ballesteros (2011), CBT seems to be an effective method for achieving balanced growth in tourist areas, such that people can optimize efficiency without vanishing or irrecoverably destroying the climate.

By mixing environmental and historical experiences, CBT diversifies the tourism offering. The significance of CBT in numerous governance and strategy papers emphasizes the significance of CBT to an expansion of the local tourism sector and the reduction of widespread poverty. Tourism is viewed as an important factor throughout rural poverty reduction throughout the Rural Development Model, which advocates whereby "the rural development has been connected to the modern drivers

of socioeconomic progress especially tourism," to foster "pro-poor progress" (URT, 2001). CBT may be regarded as a community growth instrument that strengthens the ability of rural communities to manage tourism resources while confirming the local community's involvement (Jamal & Getz, 1995). It assists in the production of revenues, the mobilization of the domestic economy, the environmental conservation, the enhancement of educational opportunities, and the preservation of culture which can be considered as a vital instrument for alleviating poverty (APEC, 2014). CBT also assists in the development of hotels, catering, and other facilities, and also tourism operations. Simultaneously, additional attributes must be provided, such as a subsystem interconnected to other subsystems in the area (such as health, education, and the environment), the presentation of a sustainable development project created in the community, and the interrelationship of the local community and tourists (Cioce, Bona & Ribeiro, 2007).

The idea of CBT tentatively come into existence during the 1970s as a reaction to the negative impacts of the international mass tourism development model (Hall & Lew, 2009; Murphy, 1985). Most CBT projects were associated with minor rural areas and environmental preservation via eco-tourism as it was still in its infancy. Nonetheless, the concept has also been generalized to several tourist items (including native customs and traditions, gastronomy, and classical craftsmanship) as well as management methods all over the globe.

CBT may be one step to generate the tourism sector more competitive (Blackstock, 2005). Murphy (1985) explored tourism-related problems and their effect on local populations in developed nations, which established the idea of CBT. However, the aforesaid author expanded this definition even further (Murphy & Murphy, 2004). This perspective implies new study avenues and tourism growth prospects that are complementary to the ongoing study. Ashely (2000) and Hiwasaki (2006) reported that the growth of tourism in advanced nations has also been organized around four distinct and distinguishable viewpoints. To begin with, this form of tourism should have a beneficial influence on the region's historical and ecological assets. Furthermore, tourism should contribute to the national society's socio-economic growth. Then, adequate planning including tourism management should be used to expand a lot of firms whose possession is really in the control of the native public and the fourth solution is local folk's participation and association to reap the resultant advantages and CBT growth. While, in many nations, the association or involvement strategy has been the most suitable viewpoint for local societies, it is the fourth. In this way, CBT seeks to resolve tourism growth collaboration from Ashley's fourth insight (2000), namely, a strategy focused on interactive engagement. Kibicho (2008) explained that CBT is indeed a good initiative since it prevents tensions among tourism-related actors, aids in the cooperation of particular issues, and aids in the development of synergies that appear in the form of sharing information, opinions, and capabilities amongst the group members.

Community-based tourism emerged from the globe's continuing transformation of the theoretical, philosophical, and managerial dimensions of general resources management and tourism resources development (Tasci, 2013). After such a crucial analysis of the effectiveness of mass tourism, this was triggered by social, democratic, and ecological phenomena in the search for a much more sustainable and meaningful productivity expansion in local areas. Tourism is celebrated for its financial gains, but this is jeopardized for its psychological, economic, legislative, and ecological implications particularly for local neighborhoods that provide the aesthetic provisions for tourist gratification. CBT is amongst the most effective community outreach resources, specifically in marginalized or outlying neighborhoods including tribal and remote regions. Community tourism relies on the local environment and their experience of the matter rather than the tourists' insight. (Kelly, 2002).

The main goal of CBT is the creation of accommodation, restaurants, and additional services, as well as tourism management itself. At the same time, CBT assists the local residents in generating income, expanding the local economy, preserving culture, protecting the environment, and providing educational opportunities. As CBT may provide the local community with alternative sources of income, it becomes a poverty reduction tool too (APEC, 2014). CBT is essential not just for attempts to reduce poverty as well as for diversifying the tourism sector.

The development of CBT should be conducted in a structured way. This needs a study of the appropriateness of the community to be involved in tourism to ensure that community members are enjoying the given opportunity (benefit) to participate in related projects as well as becoming engaged in monitoring and controlling the adverse effects including socio-economic cost.

2.2 Community Satisfaction

Potter and Cantarero (2014) described the community as just an actual concept characterized by the local unit of a segment of human beings who undergo their social, economic, and cultural lives together and understand and embrace several responsibilities, and share such values (Heller, 1989).

Satisfaction is the gap between desire and achievement, extending from the perception of fulfillment to that of deprivation (Oxford University, 2011). So, the term community satisfaction applies based upon subjective assessments of the gain or one‘s soundness and is determined by how effectively their community members meet their expectations from tourism activities (Van Es & Schneider, 1983). To sum up, community satisfaction is viewed as a significant part of community growth and planning (Sirgy & Cornwell, 2001; Sirgy, Rahtz, Cicic & Underwood, 2000; Van Es & Schneider, 1983). Research that has examined the relationship between residents' levels of community satisfaction and assistance is limited in the literature (Ko & Stewart, 2002; Vargas-Sánchez, Plaza-Mejia & Porras-Bueno, 2009).

Ko and Stewart (2002) proposed that community satisfaction can also be a useful tool for assessing communities' perceptions of tourism impacts and sentiments for CBT development. They claimed that more study was necessary for this area to explore how to integrate community satisfaction with tourism growth.

The current study on community satisfaction and residents' support gives the researchers little understanding of the relationship between the two variables. The findings of previous studies are inconsistent with an angle of definitiveness (Vargas-Sanchez *et al*., 2009). Existing studies which investigate the effects of community satisfaction on perceptions of tourism impacts (Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2010; Vargas-Sanchez *et al*., 2009) consider community satisfaction as a single construct. Many academicians debate that community satisfaction is a multi-focused construct containing several variables (Allen, Long & Perdue, 1991; Grzeskowiak, Sirgy & Widgery, 2003; O'Brien & Ayidiya, 1991; Sirgy & Cornwell 2001; Sirgy *et al*., 2000). Although some scholars believe that government programs are a good measure towards community satisfaction (Christenson, 1976; Murdock & Schriner, 1979). Others argued that community satisfaction is measured by the variable of a social and environmental factor (Flanagan, 1978; Goudy, 1977; Wilkinson, 1979). Still, many researchers consider community circumstances (Grzeskowiak *et al*., 2003; O'Brien & Ayidiya, 1991), trust in local institutions (Grzeskowiak *et al*., 2003; Widgery, 1982), and the ability to affect actions (Diener, 1984; Grzeskowiak *et al*., 2003) as key indicators of community satisfaction. Nunkoo and Ramkissoon (2010) found that community satisfaction has become a

strong indicator of human responses to growth in a survey that used it as an indicator of inhabitants' behaviors. According to Vargas-Sanchez *et al.* (2009), there is a strong connection between residents' satisfaction with their community and observed impacts. Residents' who have been happy with their community were much more inclined to consider tourism had a beneficial influence. There was also a clear negative association between community satisfaction and perceived costs of development, showing that less satisfied people were much more inclined to view tourism as providing negative consequences.

Communities' satisfaction with neighborhood circumstances, on the other hand, is thought to be a predictor of perceived benefits and costs, as well as overall satisfaction with the community. However, ultimate satisfaction is influenced by costs and benefits. The study also demonstrates that community acceptance towards CBT growth is influenced by expected benefits and costs, as well as actual community satisfaction.

2.3 Community Benefits

Tourism exercises a variety of economic, social, and environmental gains on host communities. The economic importance of tourism as just an economic instrument for the growth of rural communities and protected areas was gradually being recognized in previous studies as a mechanism for enhancing socio-economic standards (Liu, 2006). Several types of research have highlighted the economic and social benefits of tourism to rural areas (Iorio & Corsale, 2010). Tourism supports

the community through (a) augmenting the profits of the agricultural, art, and service industries; (b) allowing the added viability of better quality organic fruits and vegetables to be realized; and (c) allowing the urban population to re-evaluate its history, symbols, climate, and personality (Hall, 2004). Increased household earnings, a higher quality of lifestyle, more work and job prospects, and higher tax collections are all strong economic results (Andereck, Valentine, Knopf & Vogt, 2005; Choi & Sirakaya, 2006; Ko & Stewart, 2002). Tourism promotes socio-economic growth as well as being the fastest-growing segment of the broader tourism industry, providing a vital source of revenue and jobs for rural communities (Jaafar, Bakri & Rasoolimanesh, 2015a).

Tourism adds to the long-term viability of local communities and rejuvenates regional populations that have become stagnant (Din, 2018). According to Manyara and Jones (2007), the advantages of CBT have included the potential economic effects on the environment, socio-economic growth, and acceptable lifestyle expansion. Kibicho (2008) observed a positive impression of mitigating tensions between tourism stakeholders, creating synergies as well as sharing knowledge and expertise among local communities. Concerning all of these trade realms, it is well known that tourism does have the opportunity for both pro and con effects on the host economy (Andriotis & Vaughan, 2003; Prayag, Hosany, Nunkoo & Alders, 2013). Tourism, for instance, may expand job prospects and raise the quality of life, but may also raise living expenses (Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2012; Upchurch & Teivane, 2000). Tourism growth promotes cultural interaction

and recreational opportunities, but it could also provoke crime rates (Ap & Crompton, 1998; Dyer, Gursoy, Sharma & Carter, 2007). Tourism has often been blamed for pollution, disturbance, and traffic jams in the community (Latkova & Vogt, 2012; Nunkoo & Ramkissoon, 2010). Even so, it might have favourable environmental effects by reinforcing the area's attractiveness and enhancing natural and cultural protection (Ko & Stewart, 2002; Vargas-Sánchez *et al*., 2009).

Residents' perceptions regarding tourism recommend that the perceived benefits of the sector affect the host public's participation. Tourism boosts the local economy (Gursoy & Rutherford, 2004; Perdue, Long & Allen, 1990), contributes to income and living standards (Belisle & Hoy, 1980; Liu & Var, 1986; Pizam, 1978), and introduces new businesses and enhances investment options (Dyer *et al*., 2007; Gu & Ryan, 2008; Kwan & McCartney, 2005). Prior studies have shown a link between social gains and neighborhood perceptions towards tourism. Tourism even boosts local residents' wellbeing through the recreational facilities and interventions (Belisle & Hoy, 1980; Dyer *et al*., 2007; Liu & Var, 1986), enriching neighborhood fabrics, cultural traditions, leading to increase self-esteem (Stronza & Gordillo, 2008; Milman & Pizam, 1988; Tovar & Lockwood, 2008). Current research suggests that residents' observations of positive impacts and support are positively related (Gursoy & Rutherford, 2004; Lee, Kang, Long & Reisinger, 2010; Nunkoo & Ramkissoon, 2010; Ovie do-Garcia, Castellanos-Verdugo & Martin-Ruiz, 2008).

Many studies endorsed that community engagement influences community's perception. (Nicholas & Thapa, 2009; Látková & Vogt, 2012; Woosnam, 2012; Gursoy, Chi & Dyer, 2010; Vargas-Sánchez, Porras-Bueno & Plaza-Mejía, 2014), except those in areas similar to Petraregion, have found that community association influences residents' views (Nicholas & Thapa, 2009; Gursoy, Chi & Dyer, 2010; Jaafar, Noor & Rasoolimanesh, 2015). Literature advocated that the people who are more committed to their culture, perceive the impact of tourism as positive. According to McCool and Martin (1994), strongly engaged residents esteemed the positive aspect of tourism better than unengaged residents, despite being more concerned about the expenses not being shared evenly. Furthermore, Jurowski, Uysal, and Williams (1997) discovered that people who may be more committed to their community, see economic and social impacts as positive while seeing environmental effects as negative. Látková and Vogt (2012) found a relationship between community engagement and residents' favorable attitudes, as appears to have been done by Jaafar *et al.* (2015a). Meimand *et al.* (2017) observed a significant impact on local community engagement towards Malaysian Homestays. Gursoy *et al.* (2010) found a positive relationship with community engagement considering negative socio-economic and environmental impacts. In contrast, Um and Crompton (1987) found that the greater engagement of local residents to their neighborhood is, the less favorable their view is of tourism; the same result suggested by Vargas- Sánchez's (2009).

Even as the aforementioned descriptions show, the attitude of local people would be closely linked to the perceived costs and benefits of tourism operations. Residents will not be inclined to exert favourable attitudes towards tourism initiatives if the rewards offset the costs and their participation will be minimal. Although the identified benefits outweigh the disadvantages, the situation will be reversed (Snaith & Haley, 1999).

Aref and Redzuan (2009) exposed that the economic and environmental effects have the utmost substantial relationship with the level of community capacity building. Their results suggested that people who believe tourism operations can offer financial gains to their societies will be more actively engaged in building local capacity regarding tourism growth, while those who believe tourism will have a detrimental effect on society will put less initiative into capacity building.

2.4 Community Cost

In tourism studies, the term "community costs" refers to the value which the community must sacrifice to bear owing to tourism growth. Concerning all of these trade realms, it is acknowledged that tourism does have the opportunity for both positive and negative influence on the surrounding economy (Andriotis & Vaughan, 2003; Prayag *et al*., 2013).

Past research proposed that residents seem to be acutely conscious of both the benefits and drawbacks of growth, (Andereck *et al*., 2005; Ap, 1992; Kim, Uysal &

Sirgy, 2013; Sharpley, 1994, 2014; Vareiro, Remoald & Cadima Ribeiro, 2013). Community-based tourism in previous studies had some drawbacks (Rasoolimanesh & Jaafar, 2017). The Barcelona Field Studies Centre (n.d.) lists various forms of community costs incurred as a result of tourist and tourism growth. Consequently, it discusses 7 types of community prices, including the attractiveness of tourists whose habits and values clash with the society's, such as (a) tourists' need for alcoholism, (b) changes in personal conduct and relationships, which may cause a spike of infections, (c) lack of conventional beliefs and norms by replication of tourist conduct and culling of conventional beliefs and norms, (d) amenities and established recreational opportunities, (e) intimidation of tourists considered to be affluent and a rise in violence, (f) encourage residents to engage in crimes against humanity, (g) resulting in families being forced to flee their homes and beaches being preserved for visitors whereas local residents are denied entry.

Previous analysis had shown that the tourism sector does have human and environmental costs, in addition to the connected advantages to the community involved (Jaafar *et al*, 2015a; Park & Stokowski, 2009; Matarrita-Cascante, 2010). Tourism expansion marks various socioeconomic costs for destinations (Andereck *et al*., 2005; Kwon & Vogt, 2010). From the economic point of view, these negative effects include raising the price of commodities, increasing taxes, Low pay, and seasonal employment in tourism sectors (Jaafar *et al*, 2015a; Látková & Vogt, 2012; Rasoolimanesh & Jaafar, 2017). The community cost of tourism growth includes changes to the value systems of families and family affairs (Kousis, 1989),

overpopulation of facilities, as well as congestion on roads (Brunt & Courtney, 1999; Ko & Stewart, 2002; Látková & Vogt, 2012; Liu & Var, 1986), making crime and increasing drug supply (Deery, Jago & Fredline, 2012; Ko & Stewart, 2002; Tosun, 2002), expanded prostitution (Akama & Kieti, 2007; Park & Stokowski, 2009; Matarrita-Cascante, 2010), greater garbage and community alcoholism (Ko & Stewart, 2002; Látková & Vogt, 2012; Tosun, 2002), excessive sex work (Akama & Kie, 2007).

Many types of research exposed that tourism raises the expenses of life (Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2012; Upchurch & Teivane, 2000), the price of land and accommodation (Belisle & Hoy, 1980; Lord, Greenidge & Devonish, 2011; Pizam, 1978), air emissions, sound, and density (Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2012; Upchurch, Latkova & Vogt, 2012; Nunkoo & Ramkissoon, 2010) as well as causing a lack of commodities (Belisle & Hoy, 1980; Pizam, 1978). Probably the most widely mentioned detrimental effects of the sector on the local population are violence and traffic disruption (Gursoy & Rutherford, 2004). Past studies have shown that public perception of violence has an impact on public interest for the sector (Belisle & Hoy, 1980; Lankford, 1996; Milman & Pizam, 1988; Pizam & Pokela, 1985). To sum up, the study suggests that a greater awareness of the negative consequences contributes to less encouragement for CBT growth (Gursoy & Rutherford 2004; Gursoy *et al*., 2002, 2010; Nunkoo & Ramkissoon, 2010).

2.5 Community Engagement

The participation of residents in the regional planning system is crucial to the systems' effectiveness and the public's long-term growth. People are essential portions of the system, while they are doing all they can to help for improving their neighborhood. The involvement of residents affects community growth. Involvement, interest, and the importance that individuals put on their culture have been discussed. There'll be information on how community leaders can increase collaboration and involvement during the planning process (Involvement and Community improvement, n.d.).

The word "community engagement" is often used in community building and leadership activities. It may have a variety of definitions based on who you ask and the background, but community planning considers it to be a means of engaging individuals with the responsibility of achieving that their requirements are fulfilled within the public's spaces. It can be a means for many city officials to assess the importance that the community, as well as its various aspects, have towards the residents who stay there. That's a bridge that encourages people to feel a sense of belonging and helps them to form relationships with other members of the group.

There are many advantages of community participation, particularly problem-solving, improved project completion rates, and the creation of growing community relationships. There are relatively few drawbacks, and they only exist when involvement is performed incorrectly. The only time participation does not play a

part in society is when the population is limited and there are fewer barriers to overcome.

Tourism's growth is contingent on the effective involvement of local communities public (Gursoy & Rutherford, 2004), beyond which the sector's long-term viability is jeopardized. The residents must be at the core of the tourism decision-making process (Choi & Sirakaya, 2005). When designing for the tourism sector, developers must take into account facts about the impacts of the local community's perspective. Realizing the active involvement of the local residents as a critical component of long-term tourism sustainability. Academics and analysts have spent a lot of time trying to figure out how local residents feel about tourism and how they embrace it, culminating in a slew of work on the effects (Byrd, Bosley & Dronberger, 2009; Gursoy *et al.*, 2010; Lee, Kang, Long & Reisinger, 2010; Nunkoo & Ramkissoon, 2010; Yu, Chancellor & Cole, 2011). To maximize the gains of tourism while minimizing its detrimental effects, local neighborhood involvement appears critical (Nagarjuna, 2015). Many researchers are well aware of the challenges and importance of group participation and interest in tourism. Participatory management is regarded as a necessary component of tourism designs to prevent the detrimental effects of traditional tourism on local communities and habitats. In a similar vein, it is stated that local people's participation is of the greatest priority in allowing local residents to enjoy the rewards of the transformation that is taking place across their community (Salleh *et al.*, 2016).

Since interaction is indeed a mechanism and a result, it has a wide range of applications in societies and CBT growth. Because so much about the modern age is shifting, among the few attempted resources which community leaders might use for no change is commitment. The consequences and significance of community planning participation can be determined by the underlying factors- community interaction, involvement, and leadership. Unanimously, engagement does have particular importance that will be of advantage to the community-based tourism growth unrelatedly to the conditions it is used in.

2.5.1 Community Interaction

A complete review of residents' perceptions regarding tourism growth and its predictors is essential for developing tourism growth strategies that foster long-term development. The impact between host–tourist experiences and location connection on local residents' view against tourism growth in developed nations is yet to be studied. Furthermore, according to the writer, there seem to be fewer studies examining the impact of host-tourist experiences on local residents' perceptions regarding tourism growth (Eusébio, Vieira & Lima, 2018).

Interactions between local residents and tourists are just an important element of the tourism process (Luo, Brown & Huang, 2015), and they have a substantial effect both on tourists and local residents' satisfaction (Andereck *et al.*, 2005; Eusebio & Carneiro, 2012; Kastenholz, Carneiro & Eusebio, 2018; Kastenholz, Carneiro, Eusebio & Figueiredo, 2013; Pizam, Fleischer & Mansfeld, 2002). The host–tourist

relationship is a relatively new area of study, with such a paucity of both conceptual and observational studies (Eusebio & Carneiro, 2012: Eusebio, Carneiro & Caldeira, 2016). There is disagreement on the appropriate method for assessing this structure (Eusebio & Carneiro, 2012; Eusebio *et al*., 2016; Kastenholz *et al*., 2013; Pizam *et al*., 2002; Reisinger & Turner, 2003). The most widely used metrics are the level of engagement in various situations and compliance with this contact (Eusebio & Carneiro, 2012; Eusebio *et al*., 2016; Kastenholz *et al*., 2013; Reisinger & Turner, 2003).

Community members must have positive interactions with visitors to consider the favorable impact of tourism and, as a result, cultivate favorable feelings regarding tourism growth. The previous study has shown that people who are highly informed and who have greater regular interaction with visitors have much more positive feelings regarding tourism growth (Andereck *et al*., 2005; Weaver & Lawton, 2001). The research by Teye, Sirakaya & Sönmez (2002) is the only one that used regression models which investigate the impact of public contact with visitors on local residents' views regarding tourism growth. Luo *et al*. (2015) investigated whether the amount and nature of host-backpacker interaction affect host expectations of tourists, and observed that both the quality and size of backpacker interaction had a substantial effect on host assessments of tourists interactions.

According to Eusébio, Vieira, and Lima (2018), the biggest (direct and indirect) predictor of local residents' attitude regarding tourism growth is host visitor contact,

and peoples' reactions are highly impacted by host visitor experience and projected beneficial effects, and subconsciously affected by apparent adverse effects.

2.5.2 Community Involvement

Local community participation is an important part of the community tourism philosophy, as it promotes visitors' human, cultural, physiological, and moral well-being (Mancini *et al*., 2020). Tourism engagement by local communities is a constructive factor for transformation and growth (Claiborne, 2010). Participation in the community will serve to boost the developmental gains of tourism (Telfer & Sharpley, 2008). Nepal (2000) found that local public participation is crucial in creating and protecting environmental protection and community services, and also promoting the resort, in an analysis of mountainous regions. Community connection is thought to be another important socio-cultural variable that affected local residents' enthusiasm for tourism production, particularly in remote areas (Meimand *et al*., 2017).

In addition to increasing the benefits of tourism while minimizing the negative effects, local citizen engagement becomes critical (Nagarjuna, 2015). The community may feel more empowered as a result of community engagement, as they become more mindful of the possible influences of the tourist industry and have a greater appreciation for their traditions and lifestyle (Latkova & Vogt, 2012; Molina Murillo, Otárola & Shreeve, 2016; Tosun, 2006). Community attachment and interaction can serve as essential throughout CBT at such an initial phase of

development, according to the justifications presented above. The issues and relevance of community involvement in tourism are well recognized by researchers (Salleh *et al*., 2016). Community engagement is critical to the sustainability of local tourism growth because it offers a forum for tourists to explore local cultural traditions and creates a sense of interaction with tourists (Jaafar, Noor & Rasoolimanesh, 2015b; Thongma, Leelapattana & Hung, 2011). Tourists who are happy with their specific place are much more willing to revisit there in the future (Bajs, 2015; Schmitt, 1999). Participating in those kinds of growth offers significant tools for the local people to leverage their capabilities in managing resources, making the decision, and monitoring events that affect their lives (Jaafar *et al*., 2015a).

Though the lack of government planning and intervention, strong community engagement confirms that tourism growth will benefit the local community (Campbell, 1999). Participative management remains a crucial component of the hospitality paradigm to reduce the detrimental effects of traditional tourism on local communities and environments (Burgos & Mertens, 2017). The local community's presence, allowing them to enjoy the rewards of the growth that is taking place in their community, is about the greatest priority (Salleh *et al*., 2016). Furthermore, citizen participation will aid in reducing the negative effects of hospitality on host nations. Community participation has a straightforward and beneficial impact on perceived advantages (β= 0.569, p< 0.001), as well as an implicit, beneficial, and substantial impact on tourism growth funding. Community participation has an

indirect, favorable, and non-significant effect on expected costs (β= 0.022, p< 0.001) as well as a specific, beneficial, as well as non-significant effect on projected costs (β= 0.022, p< 0.001). Residents' enthusiasm for tourism growth was explicitly, favorably, and greatly influenced (β= 0.183, p< 0.001). The literature suggests that local residents perceive tourism impacts as positive when they are more attached to their local community.

2.5.3 Community Leadership

Leadership is required in any human community, including populations, nations, and institutions (Locke, 1999). As a consequence, leadership has become a hot subject among professionals and academicians. A large number of researches have been carried on this issue, offering various viewpoints on the nature of leadership (Khan, Nawaz & Irfanullah, 2016; Locke, 1999; Northouse, 2015). Leadership is indeed a mechanism by which a person induces a collection of people to accomplish a common objective (Northouse, 2015).

This is a complicated relationship between individuals leaders and supporters and their cultural and professional contexts (Day, 2001). Leaders and adherents must successfully engage with one another to solve various forms of challenges (Puccio, Mance & Murdock, 2010; Snowden & Boone, 2007) created by emerging circumstances in our diverse, unpredictable, and complicated environment to accomplish a collective's shared purpose (Beerel, 2009). Galli and Müller-Stewens (2012) found that such leadership development strategies would influence the phases

of social power growth in many different ways. Individuals may better their interpersonal life in the process, and the community as a whole can enhance its quality and efficiency (Northouse, 2015). Evaluating and exercising leadership will therefore assist us in good perspective growth issues, particularly in CBT growth.

Group leadership and local tourism growth are becoming increasingly popular among researchers. According to Xu, Zhang, and Tian (2017), combative leadership served a key role in the development of the tourism sector, but it was hard to secure because city officials and local residents had little influence in comparison to newcomers. The loss of influence over-tourism growth in the region resulted in mediocre administration, which hampered the implementation of better community leadership. Community involvement is seen as an influential effort to enhance tourism developments in the area of tourism research and strategies (Bao & Sun, 2007; Tosun, 2005; Verbole, 2000) since it can mobilize local people (Murphy, 2013), guaranteeing their influence over tourist destinations, increasing their significant role in the judgment phase, and presenting them with fair financial advantages (Pearce, 1992). Even so, since city leaders aspire to community involvement and local influence over sustainable tourism, engagement and mobilization entail the guidance and model of effective local leadership (Laverack & Labonte, 2000; Mitchell & Reid, 2001). As a result, it is proposed that increased neighborhood potential for tourism growth requires governance (Blackman, 2008).

2.6 Financial Support

One of the goals of the study is to quantify various variables important for determining the role of the financial institutions in tourism development and affirms that financial credit assistance has a positive economic impact on CBT development. The tourism industry experienced extreme growth in the last 30 years and this growth-oriented pattern of this industry calls for designing appropriate financial policies to bridge the significant long-term demand-supply mismatches and also ensure investments in infrastructure, frontline technologies as well as accommodation. Taken together all these factors, financial institutions can play a very decisive role to catalyze and channelize investments into various segments of the tourism industry and across various locations in a need-based manner (Dar & Mehta, 2014). Hidalgo and Fernández (2012) hypothesized that tourism could be a source of economic growth. This industry has a lot of room for sales expansion, employment production, and increased foreign exchange revenues. Financial organizations promote local and provincial economies by assisting in poverty reduction in those regions. They also fund programs that are closely related to environmental growth and tourism infrastructure improvement. Financial organizations are incorporating tourism into their operations to accomplish their goals. As a result, it is necessary to understand the position of financial entities in tourism initiatives.

From a global viewpoint, financial firms such as the World Bank Group as well as other regional organizations aid in the reduction of poverty and promotion of funds in emerging regions, with a particular emphasis on tourism (Rădulescu, 2017). Hygiene, farming, hygiene, hospitality, sewage, nutrition, jobs, infrastructure, schooling, regional development, policy, pollution prevention, financial regulation, power, and other sectors of the economy are all financed by foreign financial organizations irrespective of the lending conditions, foreign financial entities offer exceptional advisory and strategic support in the tourist trade. Tourism is a promising choice for economic growth, as shown by a prior study, and financial firms have made this type of system one of their primary concerns. When developing a tourism-based growth plan, the benefits and also the challenges and challenges that this field presents should be considered. Different organizations continue to fund initiatives that aim at accomplishing these goals since tourism has been seen as a vehicle for financial and social development (Rădulescu, 2017). In reality, foreign financial organizations fund the introduction of tourism programs to participate in the economic growth of less developed nations and, as a result, to help them meet their targets of poverty reduction and better living standards (Hidalgo & Fernández, 2012a).

Dar and Mehta (2014) in their research studied the role of financial institutions in tourism development concerning various variables like types of loan, the purpose of the loan, financing type, grant of subsidy, availability of timely credit, variety of loans, the sufficiency of loans, incentive loan schemes, gestation period, awareness

and knowledge about credit schemes, guidance, and support in the implementation of projects and economic impact of credit assistance schemes on tourism business. According to Raje (2000), the timely and adequate supply of credit is an essential input for setting up and working small-scale businesses in the CBT area. Bhatia (2001) stressed the importance of the tourism sector's financial management. He pointed out that financial preparation is critical for a good tourism growth strategy. The involvement of government and private funding in the tourism growth model is critical.

The National Tourism Policy (2002) of India acknowledged the critical role of the private sector in tourism, recommended the government to work as a facilitator cum catalyst, and emphasized sustainability as a guiding star of all development and management strategies. Ateljevic and Doorne (2004) tried to study the difficulties small tourism firms encounter related to a lack of financial resources. Nayak (2005) examined the importance of finance firms in entrepreneurship development throughout the particular subset and observed that a variety of financial firms are offering appealing solutions for access to capital as well as other services such as technological know-how, instruction, transactions, and purchasing. Via his research, Chaudhary (2009) demonstrated the necessity for a state tourism policy that promotes foreign investment throughout the tourism industry. He also said that numerous tourism companies perform a crucial part in the growth of tourism. Joshi (2011) through his study attempted to evaluate and analyze the role of the Tourism Financial Corporation of India (TFCI) in promoting tourism and tourism-related

services through the financial assistance sanctioned and disbursed on some parameters. His study showed that during the last fifteen years of study TFCI played an important role in tourism development. The ongoing literature postulates that there is a positive role of financial institutions on CBT development.

The role of financial institutions in tourism development at the Lawachara was evaluated based on perceptions of respondents concerning various variables like types of loan, the purpose of the loan, the sufficiency of loans, availability of timely credit, variety of loans, guidance, and support for tourism business.

2.7 Environmental Factors

The relationship between tourism and environmental factors is frequently under discussion as many visitors choose their destination to visit reliant on the area's natural surroundings. A trend appears evident in many developed economies that rely heavily on tourism regarding their financial well-being (Binns & Nel, 2002; Giddy & Webb, 2017). Even so, developing community-based tourism that is dependent on natural resources and the unusual and fascinating atmosphere is extremely difficult, and also a perplexing issue with possible risks (Buckley 2015; Williams & Soutar, 2005). Research from Benítez-Capistrós, Hugé, and Koedam (2012, 2014) has led to a better understanding of the real-world effects on the atmosphere of the travel industry, as well as certain particular incidents. This topic (Giddy & Webb, 2017) was solely concerned with the effect of the natural surroundings on tourism attractions and their growth, as well as how visitors can

engage with the natural surroundings. Such a review of the environment's effect on tourism works throughout Pakistan. Also, Kamran and Omran (2018) discovered that monetary and fiscal metrics have had a powerful beneficial influence on tourism profits throughout the last 30 years. Throughout the long term, the latter two factors, such as political and religious factors, get a mixed trend in the income generated in tourism. Multiple reports have shown that a variety of trends in the corporate world, such as cultural and social, environmental, fiscal, diplomatic, and technical aspects (Lawrence & Lorsch, 1969; Milne & Ateljevic, 2001; Rogerson, 2002; Zhao, 1994) have a positive role in industry and tourism development.

This research conceptualized socio-cultural, political-legal, infrastructural, religious, and technological factors as the dimensions of the environment while financial factors are considered as separate factors.

2.7.1 Religious Factors

Religion is described as an activity that portrays individuals' beliefs that are much more important in their daily lives. It is in charge of rules, how individuals perceive and behave what they stand in and trust, and so on. It has resulted in a significant rise in awareness about their attitudes, traditions, history, and standards, as well as the development of financial and cultural change backgrounds. The religious angle draws visitors in by emphasizing the importance of exploring significant holy places. The primary reason for tourism is to fulfill the secular and moral requirements of those who participate in this type of tourism activity. And travel may well be

motivated by a need to learn about other cultures, ideologies, or religious artifacts, among other things. However, in a mostly modern religious world if not an atheist economy, more residents with such a religious identity (religious visitors) are projected to become tourists, particularly in developing nations where hospitality is still very much in infancy (Rinschede, 1992).

The tourist industry and religion affect visitor conduct, for example, religion may affect tourist destination choices, consumer tastes, and the availability of religious incentives and amenities. Religious tourism, like other tourist subsets, can be viewed in the existing dynamic world, where the tourism-related sectors are actively looking for potential client markets Throughout this sense, the tourism sector also fosters a coercive partnership in which visitors believe they have no choice but to sacrifice their moral values to obtain a great time. Rather, tourism, as well as religion, must work together in a compatible, if not mutually beneficial, way.

This research uses spirituality to be among the environmental variables to examine the association around spirituality and tourism, which is marked by rivalry, reciprocal control, complementarity, and even cohabitation provided that 'line up for a person's increasing free time, travel and spirituality are fiercely competitive (Smith, 1992). When a religious visitor tries to incorporate them inside the duration of their spare time, they may be equivalent or habitual. The visitors' religious preferences also have an impact on how these partnerships are formed. The data indicate that religion does have an impact on tourism. Religion seems to have had a significant

effect on tourism, with several religious places assisting in tourism promotion over the ages.

2.7.2 Socio-Cultural Factors

Tourism and community-based tourism development are deeply rooted in the Socio-cultural factors of the CBT area. The socio-cultural influences are those factors that have to do with the culture, social norms, and values of a community. individual attitudes and behavior are heavily influenced by socio-cultural factors. It often plays a vital role in tourism results because socio-cultural aid, incentives, and other variables often have a major participative influence on the local community.

Tourism, including environmental as well as socio-cultural resources, is seen differently by tourists and local residents. Tourism has no beneficial or detrimental effects on this socio-cultural climate. The form wherein tourism operations are shown within a specific region determines its connection to the socio-cultural context (Woodgate, 2011). The growth of tourism, as well as the socio-cultural aspects of a culture, are inextricably linked. Tourism, notably CBT, provides a variety of socio-cultural contributions to the surrounding area. The most crucial examples are:

a) Improved human capital providing training opportunities to residents to build capacity and expertise in areas such as tourism organizing manufacturing, market growth, and strategic planning;

b) Better public wealth support for social structures strengthened the ability of, and participation in tourism production by state, non-governmental, corporate, regional, democratic organizations, including non-governmental entities;
c) Participatory engagement at all stages leads to quality governance.
d) Through the involvement of residents in strategic planning, shared culture, dignity, civic harmony, awareness-raising, and social justice are strengthened.
e) Enhanced local wellbeing by the implementation of sewer and drainage systems, as well as public utilities and amenities including such highways, water, power, and information technology;
f) Cultural diversity and communication between residents and visitors strengthen internal and external cultural ties and interactions.

All these benefits resulting from CBT help to develop a positive attitude toward tourist and tourism development.

According to Ap and Crompton (1998), the socio-cultural effects of tourism represent an important component of the reported impacts of tourism development as experienced by local residents, and it appears that measuring or quantifying this aspect is difficult because it can adjust gradually over time. Residents may have a favorable or pessimistic attitude regarding tourism growth as a result of this transition. Many other tourism studies have looked into the local community's perceptions of the socio-cultural influences of tourism growth. The conclusions of such experiments are incongruent. Past research has found the financial effect of tourism from the local resident perspective as positive whereas the socioeconomic, historical, and ecological effects of tourism growth are seen adversely (Jurowski *et al*., 1997; Liu & Var, 1986; Perdue *et al*., 1987; Pizam, 1978; Prentice, 1993).

Andereck *et al*. (2005) addressed the beneficial effects of tourism mostly on local community' economies and climate, as well as the detrimental consequences on socio-cultural relations. On the other side, prior research has found that tourism raises desire towards local arts (Gursoy & Rutherford, 2004), boosts villages' ethnic culture, dignity, solidarity, and rises residents' awareness of their community (Huttasin, 2008). Tourism was therefore thought to facilitate intercultural communication and the conservation of local customs and history (Ibrahim & Rashid, 2010), enhance collective reputation (Shani & Pizam, 2012), and promote healthy lifestyles (Ibrahim & Rashid, 2010; Huttasin, 2008).

Mbaiwa (2005) further explored tourism's negative socio-cultural effects and community support towards tourism growth. For instance, tourism facilitates cultural exchange, restoration, and protection of natural assets, historic buildings, and famous sites (McCool & Martin, 1994; Mathieson & Wall, 1982), resettlement of traditional families, bigotry, the disintegration of stable family structures, and interactions and rise in violence and trafficking (Zamani-Farahani & Musa, 2012). The adverse socio-cultural effect of the tourist industry has been described by the United Nations Environment Program (UNEP) as a shift or degradation of aboriginal values and culture, which includes: adjustment, degradation of legitimacy, adjustment to tourist requests, internal conflicts, visual control creating social pressure, which includes resource use disputes, social erosion, disputes of local land, and moral ambiguity like sex working, child labor, violence (Beeton, 2006).

Yoon, Gursoy, and Chen (2001) also showed an understanding of disruptive socio-cultural effects on the local populace's economy. The cultural influence (β= 0.20) is favorably related to overall tourism influences whereas the social impact (β= -0.28) is adversely related to overall tourism influences. These findings indicate that despite the apparent advantages of tourism growth, local residents see tourism as just a source of social issues. Financial as well as socio-cultural components, as per scholars, should be cautiously incorporated throughout community-based tourism, yet they should also be matched for tourism towards being viable (Yoon *et al*., 2001).

Residents are more likely to accept growth if they think the potential gains outweigh the expenses as per Social Exchange Philosophy aid for tourism growth is predicted by 2 factors: (a) projected socio-cultural gains and (b) projected socio-cultural expenses. Although projected socio-cultural gains are forecast to expand cooperation for tourism growth, projected socio-cultural expenses are predicted to have a detrimental impact on the development of tourism (Dyer, Gursoy, Sharma & Carter, 2007; Huttasin, 2008; Ko & Stewart, 2002; Mason & Cheyne, 2000). The research sought to see how constructive sociocultural progress affected CBT growth in this study.

The political environment mentions coordination and collaboration among several players to develop to formulate and implement tourism strategies, as these are all key

features of governance. Where there is effective governance, destinations are more likely to be successful in developing sustainable tourism (Bramwell, 2011)

2.7.3 Political and Legal Factors

The political environment mentions coordination and collaboration among several players to develop and implement tourism strategies, as these are all significant features of government. Destinations that have good governance are much more important for success in creating sustainable tourism (Bramwell, 2011). Political prosperity, strategic planning goals, small-scale business marketing, government-implemented rural tourism endorsement, and legislative strategy, local authority funding, official business, tourism governing regulation, protecting the environment laws and regulations, and so forth are all part of the political-legal context. Among the most significant impediments to the growth of group tourism is regulatory and legal constraints. Normally, legal papers encourage tourism, however, there are times when caused by adverse circumstances, tourism can be lawfully limited, particularly to prevent having a detrimental effect on the climate. Sadly, the impact of the political atmosphere on the tourism sector has only ever been studied in few kinds of research (Crouch, 2003) and is thus underrepresented throughout the tourism research.

In several locations, the local authorities are responsible for consulting local people regarding the growth of tourism throughout the area, thereby including them throughout the strategic planning, making choices on special demands for

construction approval, and providing a proper assessment of the community at a large standard of living in the sustainable tourism strata. In general, the public's capacity to control municipal political decisions is indeed a significant driver of sustainable tourism (Nunkoo & Ramkissoon, 2011; Thibaut & Kelley, 1959; Wrong, 1979). Residents' perceptions of their ability to affect tourism growth did not have a direct effect on funding for the tourism sector (Boley, McGehee, Perdue & Long, 2014). These mystifying results only add to the observations that perhaps the political context of CBT development requires further focus.

2.7.4 Technological Factors

Technology may be considered a key driver of economic growth, and numerous technical advancements play an essential role in the advancement of underdeveloped areas. Technological innovation and economic development are genuinely compatible considerations in the hospitality effort's implementation. The extent of technological innovation is indeed a crucial component of a region's growth. A high degree of technology can also be used to attain a fast level of expansion. As a result, technological advancement holds the industry going, which in turn helps in CBT growth.

Telecommunication facilities, digital communication techniques, internet connections, energy and resources, and satellites are technological factors throughout the CBT policy that enhance the public's prosperity via the availability of rapid and accurate content, use of innovative tourism service distribution possibility, the

automation of service structures, and the guarantee of sufficient telecommunications services. Hjalager (2002) stated that tourism is inextricably linked to emerging developments, organizational and cultural changes. When rearranging and developing the database management model for tourism development and the labeling process with rural tourist destinations, Ilinskas and Maksimenko (2008) stated that it is important to give marketing and operations expertise to rural people and also improve tourist details

This is an important instrument that can benefit the tourism sector's policy and activities by supporting and improving them. Its capabilities allow customers to find, configure, and buy tourism goods, as well as promote the sector's modernization by delivering tools for creating, handling, and delivering services globally.

Buhalls and Law (2008) stated that technological innovation and tourism have long been associated for ages (Sheldon, 1997; Poon, 1993). Information and communication technologies (ICTs) have also been changing tourism around the world since the early 1990s. ICT advancements have undeniably altered corporate processes, techniques, and market systems.

The introduction of computerized reservation (CRSs) throughout the early 1980s and global distribution systems (GDSs) throughout the early 1990s, accompanied by the advent of the internet throughout the mid-20th century, have drastically altered the sector's best organizational and competitive standards (Buhalis, 2003; O'Connor, 1999; Emmer, Tauck, Wilkinson & Moore, 2003; eBusiness Watch, 2006). As a

result, a broad variety of innovative tools and resources that promote global contact between residents and visitors have been created.

Similarly, Wahab (2017) explained that the growth of Internet technology and ICT has had a significant impact on how tourism businesses conduct their operations. Consumers continue to be supported 24 hours a day, seven days a week, 365 days a year, and delivery is no longer limited to working hours. The tourism industry was completely transformed with the advent of web platforms, which were active in successfully arranging and delivering troubled tourism inventory levels to customers. Numerous hotel chains, theme parks, luxurious buses, and, of course, the international carriers have all used IT to communicate with customers and provide immediate links to their booking system. Such an implementation of IT or Information Systems has only served to enable these businesses to get a deeper knowledge of their consumers' interests and to provide them with more individual liberty. ICT is essential for efficient management because it allows for business growth, workforce engagement, cost reduction, and improved delivery.

The advantages of emerging technology allow tour operators to grow and communicate with consumers and other organizations more easily, which is the basis for competition. According to Inversini and Masiero (2014), technical advancements have had a major impact on the hospitality industry, in both respects of advertising and revenue prospects. The findings show that modern and revised technical approaches help travel company businesses succeed. The potential provided by

technologies, as well as potential solutions has a direct impact on the growth of travel agencies.

2.7.5 Infrastructural Factors

Tourism infrastructure is the foundation of tourism growth and utilization of current destination possessions. Tourism infrastructure consists of a wide range of facilities that are needed to fulfill the demands of visitors and improve their enjoyment throughout their trip. Tourism growth is dependent on facilities up-gradation, which highlights the necessity to increase infrastructure spending as a key factor of tourism improvement. Even if a location has a lot of natural beauty, a shortage of accommodations and poor road connectivity will make tourism growth difficult.

The extent of tourist industry infrastructure efficacy is determined by the quality of the transportation network, creative operation, positive for the business, availability of capital expenditure replication requirements, and the strength of tourism growth in the areas. The key reasons for supporting the success of the tourism sector in areas with such a low-efficient tourist trade are the extension of transportation networks, the tightening of public finance, and the reconstruction of financial assets.

Tourism's long-term consequences are linked with economic, public, and ecological aspects of culture. The realization of these results necessitates tourism spending, with tourism facilities being one of the most critical facets. Throughout this respect, it is the responsibility of each nation to promote the full exploitation of accessible

tourist sites, whose attraction will draw thousands of tourists. If the visitor numbers grow, those locations become more lucrative and appealing for investments in tourism infrastructural development. The tourism infrastructure that represents the hospitality climate and determines the probability of its growth in the sector, is the most critical aspect in tourism capital structure. Residents in the twenty-first century strive to live comfortably, and prior studies indicate that potential tourism growth will be heavily reliant on intense infrastructure spending and renovation as a significant element in the industry's growth (Lubov *et al.*, 2016).

2.8 Institutional Support

Tourism support institutions consist of economic and social constructs where the role of power and trust differs depending on the circumstances. Zhang, Song, and Huang (2009) argued that the role of government as the coordinator has transformed into a policy planner. Tourism institutions have emphasized their roles as educators whereby policies are pragmatically communicated to relevant stakeholders. The concept of tourism institutions is often discussed through the lens of institutional theory whereby social, political, and organizational aspects (Nunkoo & Ramkissoon, 2012; Nunkoo & Smith, 2013) integrate to produce the desired behavior, perception, and choices within an institution (Campbell, 2007; Lavandoski, Vargas-Sánchez, Pinto & Silva, 2018; Meyer & Rowan, 1977).

Similar to other institutions, governance in tourism institutions is highly political whereby power struggle is vested (Elliott, 1997), specifically in coercing abstract

and elusive concepts such as irrationality of one's interest. A struggle for power in the politics of tourism is rather common (Nunkoo & Ramkissoon, 2011; Yasarata, Altinay, Burns & Okumus, 2010). This is because the aim of exercising power in local tourism institutions is to gradually produce change at a greater, national level (Church, 2004). Government officials and politicians have more power than tourism institutions, in terms of conduct and policy-making processes (Yasarata et al., 2010).

This is shown through the commonness of legislative bodies, such as the court, government in general, and tourism institutions in responding to social issues brought forward by pressure groups in influencing tourism policies and operations (Ryan, 2002).

Trust in tourism institutions could be viewed through a legal spectacle such as the doctrine of public trust (Zuo, Gursoy & Wall, 2017). Some scholars argue that tourism institutions comprise of two constructs; (a) social (Altman, 1989; Kirtsoglou & Theodossopoulos, 2004) and (b) economic (Ashley & Goodwin, 2007; Zapata, Hall, Lindo & Vanderschaeghe, 2011).

Academicians and researchers have been paying close emphasis on the importance of authority in tourism and economics (Bianchi, 2002; Bramwell & Lane, 2011; Bramwell & Meyer, 2007; Church, 2004; Dredge, 2006; Fazito, Scott & Russell, 2016). Their findings suggested that tourism institutions used promotional methods to provide information in response to the issue. Zeppel and Beaumont (2012) supported the study of Zhang *et al.* (2009) and Hall (2008) finding which showing

that tourism institutions have applied a more pragmatic and educative approach through the promotion of sustainability measures and procedures (Sowamber, Ramkissoon & Mavondo, 2017), targeting tourism operators and relevant stakeholders. The function of authority in tourism organizations, especially in the execution and preparation of tourism prepping needs to be better understood.

2.8.1 Tourism Institutions

Tourism institutions entail economic and social factors where the role of leadership and trust fluctuates depending on the situation. Zhang *et al*. (2009) debated that the introduction of government as the controller has transformed into a policy planner. Tourism institutions have emphasized their roles as instructors where strategies are rationally communicated to relevant participants. The impression of tourism institutions is often deliberated through the lens of institutional theory, where social, political, and organizational aspects (Nunkoo & Ramkissoon, 2012; Nunkoo & Smith, 2013) integrate to produce the desired behavior, perception, and choices within an institution (Campbell, 2007; Lavandoski *et al*., 2018; Meyer & Rowan, 1977).

2.8.2 Local Government

Similar to other institutions, governance in tourism institutions is highly political, whereby power struggle is vested (Elliott, 1997), specifically in coercing abstract and elusive concepts such as the irrationality of one's interest.

The alignment and equilibrium theory between the priorities and positions of different participants in tourism products, including state, corporate, and society, contributed to the growth towards community-based tourism. Suasapha's findings mostly on the adoption of the community-based tourism model in Kedonganan Beach show that local authority funding is one aspect promoting CBT application.

The findings of the study indicate that the State has a substantial beneficial effect on community-based tourism in the surrounding area. The researcher concludes that whenever the govt's dominant position is expressed as a source of motivation to change, community-based tourism, which is expressed by the powerful cultural component of the financial, social, and democratic, will strengthen. The State's position as a motivating factor in society, and also tourism pioneers, has been helped to enhance and expand tourism industry activity throughout the local area.

Furthermore, the government's position in facilitating the growth of tourism capacity by supplying the necessary infrastructure under government programs, and even the collaboration of numerous private and public groups, has been capable of promoting tour operators. The government will be able to grow tourism in collaboration with the corporate sector.

2.8.3 Social Institution

A dynamic, interconnected system of social standards structured across the maintenance of a common social concept is a social organization familiar with

historic cultural heritage. Clearly, the social scientist and the average citizen do not describe organizations in the very same manner. There are five major social institutions, such as (a) marriage, (b) the nuclear family, (c) the educational institutions, (d) the religious institutions, and (e) the economic and commercial institutions. Their functions are fairly universal but could vary depending on one's culture. Also, there may be some common or overlapping social institutions, each with its relevant set of functions, which vary somewhat depending on social values, moral standards, and level of civilization.

Religious institutions, universities, and a variety of other organizations are referred to as institutions by laypersons. Sumner and Keller (1918) defined an institution as special importance or practice accompanied by a set of social norms and cultural practices. Sumner envisioned the organization as a whole, not just a term, an interpretation, or a passion. He was referring to a system or a collection of officials when he said, model. Supportive institutions, according to Lester F. Ward are a way of controlling and using social capacity. The institution is described by L. T. Hobhouse as the entire or any section of the developed and recognized apparatus of modern society. The institution was described by Robert Maclver as existing types or forms of practice typical of collective effort.

These social systems are crucial in the exploration of tourism practices. The socio-cultural evolution is determined by how institutions consciously participate in the growth of the culture.

3.1 Overview

Community-Based Tourism requires the participation of local people, takes place on their property, and is focused on their tourist sites and natural resources. Community-based tourism (CBT) is distinguished by the concept that the public controls tourism operations and retains a large share of the value provided by such development (Trejos & Chiang, 2009). World Bank (2005) defined CBT as a type of tourism in which the host residents have significant influence over and interest in its success and sustainability, and a large percentage of the profits reside within the area. Including anyone who is not actively interested in tourism activities prosper, the idea of the group as also being dependent on local cultural and spatial institutions and accepting that it should therefore include individual activities inside the society (Goodwin & Santilli, 2009; Hausler, 2005). According to Ballesteros (2011), CBT is also an important method for achieving environmental growth in tourism areas, so that people can change their standard of living without vanishing or irretrievably harming the climate.

CBT is a travel commodity differentiation strategy that combines environmental and historical destinations. The significance of CBT in numerous governance and strategy reports reflects its contribution to the general growth of the regional tourism sector and rural alleviating poverty. Tourism is recognized as a critical resource in local eradicating poverty throughout the Rural Development Model, which advocates that

the local economies are connected to the new backbone of the economy, especially tourism to encourage "pro-poor expansion" (URT, 2001).

The concept of CBT emerged in the 1970s as a response to the adverse repercussions of the multinational widespread tourism growth paradigm (Hall & Lew, 2009; Murphy, 1985). Many CBT projects were centered on smaller remote regions and wildlife protection via eco-tourism as it was still in its infancy.

Nonetheless, the idea has been applied to a variety of tourism items (including native customs and mythology, cuisine, and contemporary crafts) as well as management models all over the planet. CBT may be one chance to create the tourism sector more competitive (Blackstock, 2005). Murphy (1985) examined problems tourism-related and their effect on local populations in developed nations, which introduced the idea of CBT. The same author expanded this principle forward (Murphy & Murphy, 2004). This definition proposes novel approaches and tourism growth prospects that are complementary to an ongoing study. Community-based tourism arose from the globe's ongoing transformation of the theoretical, intellectual, and administrative dimensions of specific capital development and tourism resources development (Tasci, 2013). These were sparked by social, legislative, and cultural influences in search of a more sustainable and meaningful economic growth for surrounding people after a period of stagnation. Tourism is lauded for its financial gains, but this is jeopardized for its psychological, financial, democratic, and ecological effects, particularly for local populations that provide the aesthetic for tourist gratification. CBT is among the most

important community outreach resources, especially in marginalized or outlying communities including tribal, distant, and remote regions. The focus of community tourism diverts attention from visitors and their global awareness and toward the local community as well as their global experience (Kelly, 2002).

CBT architecture must be conducted in a structured way. This necessitates a review of the region's suitability for tourism, to make sure that local communities are embracing the incentive (benefit) to engage in similar programs, as well as becoming engaged in tracking and managing the adverse effects including socio-economic expenses.

3.2 Social Exchange Theory (SET) for CBT Development

Social Exchange Theory is commonly applied as the most theoretical underpinning for considering community expectations and attitudes regarding tourism growth (Sharpley, 2014).

It seems to be the most common mechanism for business researchers attempting to study community perceptions and supports (Byrd *et al*., 2009; Gursoy *et al*., 2010; Lee *et al*., 2010). The application of this SET is to examine the causal interaction between host culture and tourism development connections (Chen & Raab, 2009; Choi & Murray, 2010; Nunkoo, Gursoy & Juwaheer, 2010; Nunkoo & Ramkissoon, 2010a,b; Teye, Sonmez & Sirakaya, 2002). SET, a philosophy that arose from economic theory and was adapted by Thibaut and Kelley (1959) for the understanding of the human psychology of community habits, is concerned with people's

conceptions of the expenses and advantages of partnerships, as well as their consequences for responsible action. According to Ap (1992), SET is a basic sociological concept dealing with understanding the sharing of resources between individuals and groups in an interaction situation.

SET argued that humans as rational beings do their behavioral tendencies on maximizing benefits and minimizing costs toward any object (Ap, 1992; Cook & Rice, 2003; Homans, 1961). The criterion by which all rational interactions are judged is social exchange philosophy relative expectations are arbitrary and vary based on the socioeconomic status of persons and classes. In the tourism industry, SET suggested that residents' perceptions regarding tourism, as well as their subsequent level of support for tourism growth, are affected substantially by their assessments of tourism's consequences about themselves including their community as a whole (Andereck *et al.*, 2005). As a result, SET provides a conceptual and methodological model for analyzing the interplay between views of costs and benefit, detrimental effects, and support for tourism growth (Choi & Murray, 2010; Jurowski & Gursoy, 2004; Nunkoo & Ramkissoon, 2010a,b; Perdue *et al.*, 1990).

The SET theory implies both individual labels and community labels throughout the field of tourism. For instance, SET is examined Individual community perception who derived more added value from the field have much more optimistic views regarding tourists and tourism development (Haley, Snaith & Miller, 2005; Haralambopoulos & Pizam, 1996).

From the community level viewpoint, economic costs and benefits, environmental and socio-economic assessment have also been described as significant determinants on perceptions regarding sustainable tourism (Andriotis & Vaughan, 2003; Gursoy & Rutherford, 2004). Community people who observed tourism effects in each of these areas favorably have far more positive attitudes toward tourists (Ryan & Montgomery, 1994) and CBT development (Dearden, Bennett & Johnston, 2005; Ghoddousi *et al*., 2018; Mackenzie, 2012; Sirivongs & Tsuchiya, 2012).

The SET theory can also be applied in the analysis of the costs and benefits of tourism at the national level and used to explain cross-country differences in attitudes toward tourists. For example, Pizam, Milman, and King's (1993) conducted a comparative study on the perceptions of tourism in Fiji and the United States revealed that the economic impact of tourism was viewed positively by both samples but the Fijians sample perceived the greater benefits than their American counterparts.

The SET principles could also be found to describe cross-country variations in behaviors regarding tourists and to analyze the risks and consequences of tourism at the national level. For instance, Pizam, Milman, and King's (1993) stated that the systematic analysis of tourism attitudes in Fiji and the USA found that both samplings regarded tourism's financial impact favorably, however, the Fijians analysis expected better outcomes than their USA counterparts. That's also due to the high economic growth phases since we realize that the tourist industry is a significant driver of economic growth in many developing nations, including Fiji, and it can be the

massive provider of finance revenue (WTO, 2005). Besides that, throughout the last 30 years, developed nations' dependence on tourism as just a driver of economic growth has increased (Croes, 2006), and gross economic benefit is a good indicator of optimistic perceptions regarding tourism, according to studies (Lindberg & Johnson, 1997). As a result, the community of developing countries such as Bangladesh under some circumstances are likely to obtain higher benefits through tourism as well as have more positive attitudes toward tourists.

Previous studies have explored residents' perceptions toward tourism development based on Social exchange theory. SET has been used in the past to examine community attitudes regarding tourism growth. This research suggested that people should be more conscious of the possible positive and negative effects of tourism growth (Andereck *et al*., 2005; Ap, 1992; Kim *et al*., 2013; Sharpley, 1994, 2014; Vareiro *et al*., 2013).

According to past studies, the far more noticeable social and economic influences of tourism operations on neighboring areas in conservation places around the country are evident (Lee, 2013; Lepp, 2007; Mbaiwa & Stronza, 2011; Molina-Murillo *et al*., 2016; Sebele, 2010). Wage increases, job prospects, enhanced living conditions, enhanced public amenities, enhanced provision of tourism and entertainment services, and the development and protection of local residents are all beneficial factors that tourism may have on community members' lifestyles (Andereck *et al*., 2005; Choi & Sirakaya, 2006). Tourism further aims to strengthen state communities (academic,

cultural, commercial, and spiritual organizations), motivate the local population, and eradicate gender inequality in the city, while also raising living conditions and increase public facilities (Deery *et al*., 2012; Ko & Stewart, 2002; McGehee, Andereck & Vogt, 2002).

Tourism, on either side, can damage local populations by inflating the expense of lifestyle, property values, and the proliferation of gangs and corruption (Brunt & Courtney, 1999; Deery *et al*., 2012; Ko & Stewart, 2002; Látková & Vogt, 2012; Liu & Var, 1986; Tosun, 2002). Furthermore, tourism growth has the potential to adversely affect many sectors of life, community, and the climate by creating noise, congested roads, and overpopulation (Huong & Lee, 2017; Nunkoo, Smith & Ramkissoon, 2013; Šegota, Mihalič & Kuščer, 2017). Mass tourism may also have a detrimental effect on indigenous societies, urban life, and residential controversy (Choi & Sirakaya, 2005; Huong & Lee, 2017; Ko & Stewart, 2002).

A variety of hypotheses have been proposed to understand residents' attitudes regarding tourism influences and their interest in tourism growth. Theory of social exchange is amongst the most well-known concepts throughout this field (Ap, 1992; Cook & Rice 2003; Gursoy *et al*., 2002; Jurowski *et al*., 1997; Ko & Stewart 2002; Látková & Vogt, 2012), stakeholder theory (Nicholas, Thapa & Ko, 2009), Weber's formal and substantive reasoning concept (Boley *et al*., 2014), rational action concept (Fishbein & Ajzen, 1975; Poudel & Nyaupane, 2016), the concept of planned conduct (Ajzen, 1991), the gendered hypothesis of planned conduct (Nunkoo *et al*., 2010),

attachment theory (Bretherton, 1991; Krolikowska, Kuenzel & Morrison, 2020), social distance concept and many more yet to mention. The far more widely used concept in tourism research is indeed SET, which has been regarded as being the most suitable method for developing and understanding neighborhood locals' perceptions (Ap, 1992). Throughout the studies on measuring tourism influences for a selected place, including the Lowachars National Park population, a social exchange system is usually utilized (Andereck & Vogt, 2000; Andriotis, 2005; Ap, 1992; Chen, 2000, 2001; Gursoy *et al*., 2002; Vogt & Jun 2004).

SET can strengthen the confidence that a requirement to assess the degree of the direct role of local residents in community development planning process related to tourism growth (Wang & Pfister, 2008). The concept examines how individuals respond to and promote tourism growth from a psychological and economical standpoint (Ap, 1992; Yoon *et al*., 2001). According to the SET, residents of any community measures potential cost-benefit analysis of tourism growth, and their efforts to promote tourism growth are based on the results of such a financial analysis (Andriotis, 2005). Furthermore, this concept provides for the analysis of pro and con perceptions of tourism influences in a society (Andriotis & Vaughan, 2003). As a result, social exchange concepts were utilized to demonstrate the connection between community awareness of tourism influences and their willingness to participate in community capability building in sustainable tourism throughout the latest research. When it comes to tourism growth, residents are more likely to assist it if they think it provides

more value to society than it pays. Residents, on the other hand, are unlikely to support tourism development once they assume it incurs more expenses than advantages and degrades society's standard of living.

Some residents are apt to view tourism as having both positive and negative impacts; some are likely to perceive tourism as having negative social, cultural, or environmental impacts; and some are inclined to regard tourism as having positive impacts on the local economy, community, or/and environment. As per the SET theory, residents' perceptions of tourism development are mediated by the potential for economic gain, economic involvement, community attachment, environmental attitudes and values, their degree of involvement in the planning and decision-making process.

According to tourism studies, community members' attitudes toward tourism are diverse. Several residents believe that tourism has both benefits and disadvantages; some believe tourism has negative social, cultural, or environmental impact; and others believe tourism has positive outcomes for the local economy, community, and environment. According to SET, residents' conceptions of tourism growth are facilitated by the opportunities for future benefit, financial participation, community identity, environmental beliefs and behaviors, and their level of participation in the scheduling and statement procedure (Andereck *et al*., 2005; Andereck & Nyaupanehas, 2011; Gursoy *et al*., 2002; Látková & Vogt, 2012; Jurowski *et al*.,

1997; McCool & Martin, 1994; McGehee & Andereck 2004; Nicholas *et al*., 2009; Tosun, 2002).

Concentrating on the positive perceived benefits of tourism enables participants to promote tourism growth while concentrating on the detrimental consequences reduces residents' support for tourism growth (Sharpley, 2014). As per the expanded initial SET concept, a variety of stimuli affect favorable and adverse attitudes (Andereck *et al*., 2005; Ap, 1992; Gursoy *et al*., 2002; Jurowski *et al*., 1997; Ko & Stewart 2002; Látková & Vogt, 2012; McGehee & Andereck 2004; Nicholas *et al*., 2009; Perdue *et al*., 1990; Wang & Pfister, 2008). The actual SET structure is effective in assessing communities' perceptions by understanding potential pros and cons (Sharpley, 2014), but it does not explore the process by which residents view the pros and cons of tourism growth in specific social situations. Lee (2013) developed an expanded SET model to investigate the mechanisms of tourism growth funding focused on residents' cost-benefit perceptions and other relative considerations. For CBT growth, Lee's model illustrates how expected rewards are linked to community attachment and community engagement for CBT development. This study has developed a conceptual theoretical model for CBT development based on the original SET plus the extended SET.

3.3 Theoretical Model for CBT Development

At the early stage of tourism development, a comprehensive model for tourism development was given by Perdue *et al*. (1990). This model focuses on host perception and attitude on tourism development. They tested the hypothetical model using principal component factor analysis and regression analysis. This model contained the residence characteristics, personal reward extracted from tourism, perceived favourable and adverse effects as antecedents of tourism growth. Situational variables and local people's involvement were ignored in this model. This model is also based on the Univariate analysis approach.

Yoon *et al*. (2001) commonly use SEM to validate a tourism development model. Their model took into account socio-economic situational variables for tourism growth. This model demonstrated that the residents' support for tourism growth is inclined to the local people's perceived socio-economic effects of tourism. They debated that the study of the causal interactions between residents' support and tourism influences are mentioned as tourism development theory. Their model divides into economic, cultural, social, and environmental effects of tourism impacts. The model scrutinizes the systemic relationship between expected tourism influences and support for tourism growth. Unfortunately, local residence participation and their demography were not assessed as an antecedent of tourism development.

Ko and Stewart (2002) created a hypothetical concept for creating community-based tourism which was modified from the theoretical model of Perdue *et al*. (1990). This hypothetical model used five latent constructs about tourism development and community satisfaction. This model suggested nine path hypotheses, which are the relationships among five latent constructs: (a) personal gains from tourism development, (b) favourable perceived tourism effects, (c) negative perceived tourism effects, (d) overall community satisfaction, and (e) perceptions for added tourism growth. Their primary research objectives focused on the influence of tourism perceptions on general community satisfaction as well as the degree to which community satisfaction influences attitudes for additional tourism growth. This research studied the actual causal effect of situational cost-benefit community response on tourism development. This model did not consider environmental factors as an intervening force of CBT development.

Nunkoo and Ramkissoon (2010) proposed a theoretical and systemic model for predicting local support for tourism growth focused on the planned behavior concept. In this model, overall attitudes regarding tourism, as well as presumed behavioral control and subjective standards of local residents are suggested as the antecedents of support for the tourism sector. The theory of planned behavior suggests that behavior is inclined by behavioral intent and the latter being inclined by attitudes and subjective norms and that both of these are influenced by belief which contributes to CBT development. Their model fundamentally represents that support for tourism growth is

affected by three constructs, according to their model: (a) the resident's overall attitudes toward the tourism industry, (b) the people assumed behavioral dominance, and (c) the resident's subjective norms. This concept only demonstrated residents' perceptions of socio-economic costs and benefits but local involvement and interaction were absent for tourism development.

Vargas-Sanchez *et al*. (2011) developed a universal model for tourism growth Their model pointed out that the behavior of tourists and number of tourists are independent variables throughout their concept, whereas the degree of tourism growth viewed by residents is a dependent variable. It has been said that they had developed an improved causal model and checked it in the specific case of Huelva, Spain.

Nunkoo and Ramkissoon (2011) suggested and evaluated a community-based tourism development model. The model was 14 hypothesized relationships and validated while using the LISREL package on data gathered from residents of Grand Baie, Mauritius. Jurowski *et al*. (1997) suggested a framework that proposed that community attachment, economic gain, utilization of tourism resource base, and environmental attitudes are determinants of the residents' perceived social, economic, and environmental impacts. Later, Gursoy, Jurowski, and Uysal (2002) further questioned the concept for categorizing benefits and costs into three classes. They suggested a new model that separated the results into benefits and costs and inspected their effects on support. Two additional factors of behaviors were developed in this chapter: the state of the local economy and community concern.

Gursoy and Rutherford (2004) built on the aforementioned model by categorizing the effects into five groups: (a) economic benefits, (b) social benefits, (c) social costs, (d) cultural benefits, and (e) cultural costs. More significantly, Gursoy *et al*. (2010) expanded on Gursoy and Rutherford's (2004) model by proposing that tourism is affected by perceived economic, cultural, and social benefits, presumed economic and socio-cultural costs, and the condition of the national economy. The model suggested that these variables had a direct impact on support for tourism development where the social and environmental considerations were absent in the model.

Long (2011) constructed a theoretical model for CBT development based on residence perception of tourism impacts. This theoretical model involved residents' socio-demographic characteristics, their opinions of tourism effects, and the overall assessment of tourism effects to determine their support for tourism growth. The pros and cons of tourism on the climate, social, and financial variables for CBT growth were all listed. The researcher tested the model using Univariate analysis instead of path analysis. Further, this model did not attend to the local people's involvement and leadership for CBT development as suggested by planned action theory and reasoned action theory. He tested the model using univariate analysis instead of path analysis. Further, this model did not attend the local people's involvement and leadership for CBT development as suggested by planned action theory and reasoned action theory.

The actual SET framework is effective in assessing communities' perceived benefits and costs in determining attitudes (Sharpley, 2014), but it does not explore the process

by which residents assess the advantages and disadvantages of tourism growth in specific social circumstances (Nugroho & Numata, 2020). There are several possible factors as suggested by extending the original SET theory influencing perceived costs and benefits As a result, an external framework to prolong the actual SET can support in understanding the mechanism of local residents' perceptions of costs and benefits. According to the initial SET concept, many aspects influence expected costs and benefits (Gursoy & Rutherford, 2004; Nicholas *et al*., 2009; Nunkoo, 2016; Rasoolimanesh, Jaafar, Kock & Ramayah, 2015; Sirivongs & Tsuchiya, 2012). Lee (2013) developed an expanded SET model to investigate the mechanisms of tourism development focused on residents' costs-benefits perceptions and other contextual considerations. Lee's model explains how perceived benefits/costs are attached with community attachment and community involvement for CBT development.

Rasoolimanesh *et al.* (2015). explored a revised model for community-oriented tourism creation based on SET. They looked into the factors that influence residents' encouragement for tourism growth throughout Malaysia's Lenggong Valley, a freshly designated Heritage Site. This model perceived that if the benefits of tourism outweigh its costs, they are motivated to engage in a process of exchange and interaction with tourists (Ap, 1992; Jurowski *et al*., 1997) and thereby contribute to CBT development. The model evaluated the costs and benefits appears to be influenced by such factors as the potential for economic gain, the availability of tourism resources for use by the residents, their environmental attitudes, and their

social values (Andereck *et al*., 2005; Gursoy *et al*., 2002; Jurowski *et al*., 1997; Sharpley, 2014). If the advantages of tourism exceed the drawbacks, this concept believes that people would be encouraged to participate in a phase of trade and contact with visitors (Ap, 1992; Jurowski *et al*., 1997), thus contributing to CBT growth. The concept's cost-benefit analysis continues to be affected by considerations such as the opportunity for financial profit, the accessibility of tourist services for people for using, their sustainability views, and their moral attitudes. This model mainly emphasized residence characteristics environmental factors as an intervening force of tourism development.

San Martín, Herrero, and Salmones (2019) introduced a model focused on brand philosophy to understand residents' perceptions regarding tourism and tourist. The concept examines how multiple brand variables affect community views regarding tourism and tourists: (a) capital expectations relative to their neighborhoods (namely, brand equity) as well as (b) affiliation with their neighborhoods (for instance, brand image). This model ignored the socio-economic costs and benefits as proposed by SET theory as an intervening force for building attitude to tourist and tourism development.

Eusébio *et al*. (2018) had considered CBT development from place attachment and host-tourist interaction. They used four factors of local residents' behaviors toward CBT growth as latent parameters in their theoretical model: (a) place-attachment, (b) host-tourist interactions, (c) resident’s perception of positive tourism impacts, and (d)

residents' perceptions of negative tourism impacts. Location attachment including host–tourist engagement has significant influences on residents' views of tourism influences both favorable and unfavorable and affects peoples' behaviors toward tourism respectively specific or implicit through their views of tourism implications. But we know that attachment and interaction have a close link with environmental situational factors which were absent in the model.

The preceding research examines and synthesizes various community support tourism growth models from various perspectives. These approaches explore how residents feel about tourism growth. These models presume that residents are well-informed about the potential benefits and drawbacks of tourism growth (Kim *et al*., 2013; Lee, 2013,2019; Sharpley, 2014; Vareiro *et al*., 2013). Prior studies have shown that the tourist industry can have a beneficial impact on local residents' lives through higher profits, job options, improved quality of life, enhanced community facilities increasing prevalence of cultural and sports equipment, and conservation of native customs, all of which contribute to residents' favorable feelings. Communities' opinions toward sustainable tourism are also influenced by the path to economic gain, economic involvement, community attachment, environmental attitudes and values, their degree of involvement in the planning and decision-making process, and demographic characteristics (Andereck *et al*., 2005; Andereck & Nyaupanehas, 2011; Gursoy *et al*., 2002; Látková & Vogt, 2012; Jurowski *et al*., 1997). Tourism also has been criticized for having the potential to adversely affect local areas by inflating the

market value of everything, growing land values, alleviating overpopulation and road conditions, and growing the occurrence of gang activity (Brunt & Courtney, 1999; Deery *et al*., 2012; Ko & Stewart, 2002; Látková & Vogt, 2012; Liu & Var, 1986; Tosun, 2002).

While tourism scholars believe that communities' involvement is influenced by financial, cultural, cultural, and environmental variables, the systemic implications of tourism on community members' support for tourism businesses have still not been thoroughly studied. This study profiles the systemic impacts of tourism on local communities' approval for tourism growth using an interconnected approach replicated by fields apart from tourism administration (for example, branding, schooling, and political theory). A theoretical analysis for the growth of CBT near Lawachara is suggested to explore the systemic correlation between the presumed overall effect of tourism and community members' cooperation for tourism growth.

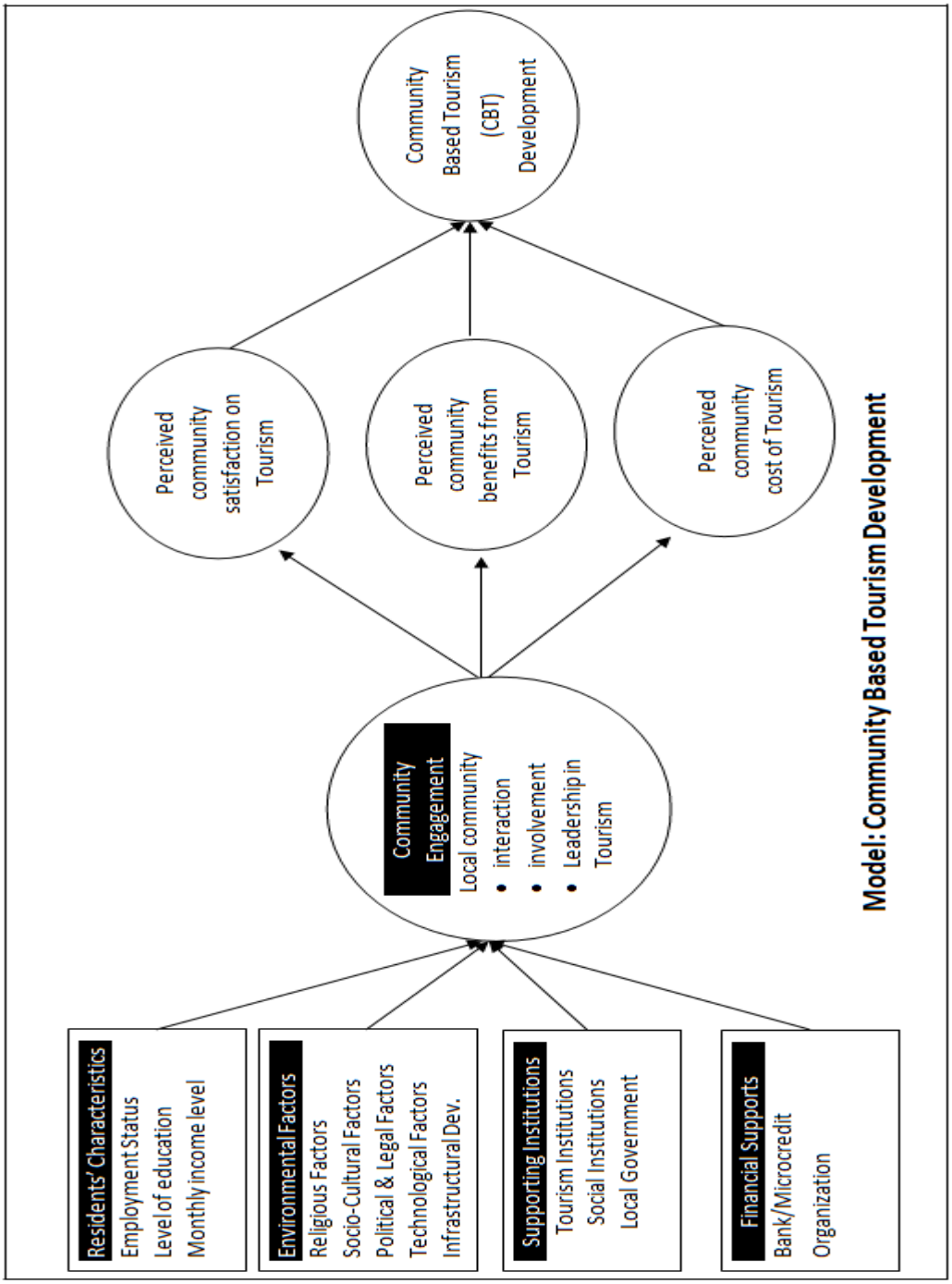
A range of theories has been adapted to the examine of the effects of these factors on CBT, including SET (Ap, 1992; Cook & Rice 2003; Gursoy *et al*., 2002; Jurowski *et al*., 1997; Ko & Stewart 2002; Látková & Vogt, 2012), stakeholder theory (Nicholas *et al*., 2009), Weber's theory of formal and substantive rationality (Boley *et al*., 2014), reasoned action theory (Fishbein & Ajzen, 1975; Poudel & Nyaupane, 2016), theory of planned behavior (Ajzen, 1991), gendered theory of planned behavior (Nunkoo *et al*., 2010), attachment theory (Bretherton, 1991; Krolikowska *et al*., 2020), social distance theory (Bogardus, 1933b; Sinkovics & Penz, 2009), causation theory

(Doxey, 1975), stakeholder theory (Nicholas *et al*., 2009), identity theory (Desrochers & Thompson, 2004) and so on. The researcher in this study proposed a theoretical model based on SET by integrating Yoon *et al*. (2001) tourism development model, Nunkoo and Ramkissoon (2010) planned behavior model, Nunkoo and Ramkissoon (2011) proposed structural, and Lee (2013) extended original SET models.

Figure 01 displays the theoretical model of CBT development. Each component of the model is selected based on the literature review and Social Exchange Theory. Previous studies stated that residents' support for potential tourism is affected by their perceived impacts of tourism.

The causal relations between residents' support and tourism effects are mentioned as tourism growth theory. The theoretical approach in this analysis can be divided into 3 stages: (a) the perceived impact of situational factors on community engagement for tourism development, (b) the community engagement (interaction, involvement, and leadership) for perceived cost, benefit and satisfaction, and the perceived effect of community cost and benefit, and (c) satisfaction on community-based tourism development. The model examines the structural relationship among the dimensions of situational variables, local people's engagement in tourism, perceived tourism impacts, and support for tourism development.

Figure 3.1: Theoretical Research Model for CBT Development



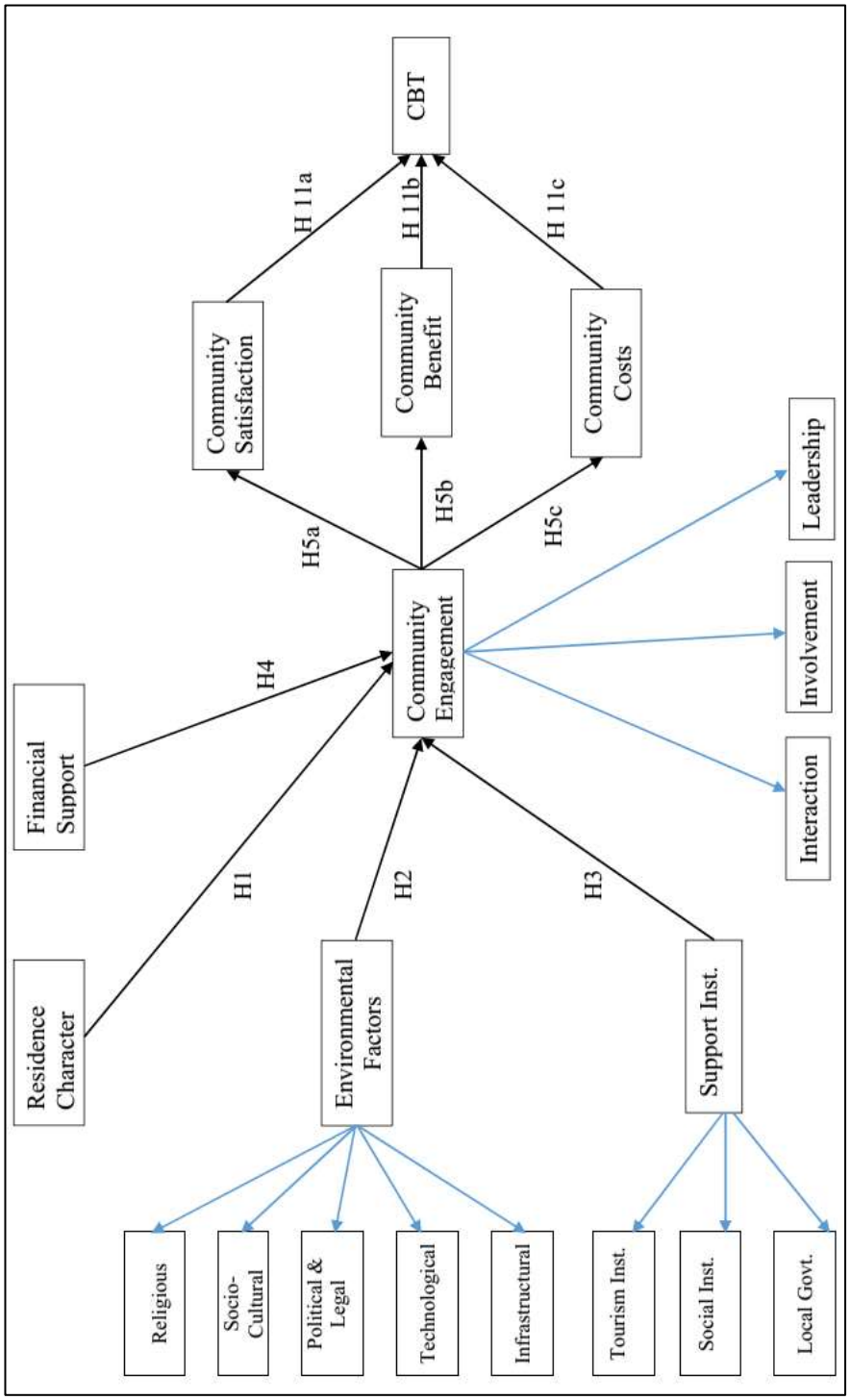
Source: Contribution of the Author

3.4 Hypothetical Model for CBT Development

Each impact evaluation variable, in theory, impacts overall tourism input, that impacts sustainable tourism assistance. The psychological foundation is the social exchange principle that states that communities are more likely to partake in a visitor transaction if they think they can profit without accruing unnecessary expenses. If people believe that the beneficial effects of tourism growth will outweigh the drawbacks, they are more likely to participate in the trade and, as a result, support further tourism expansion in their neighborhood (Getz, 1994).

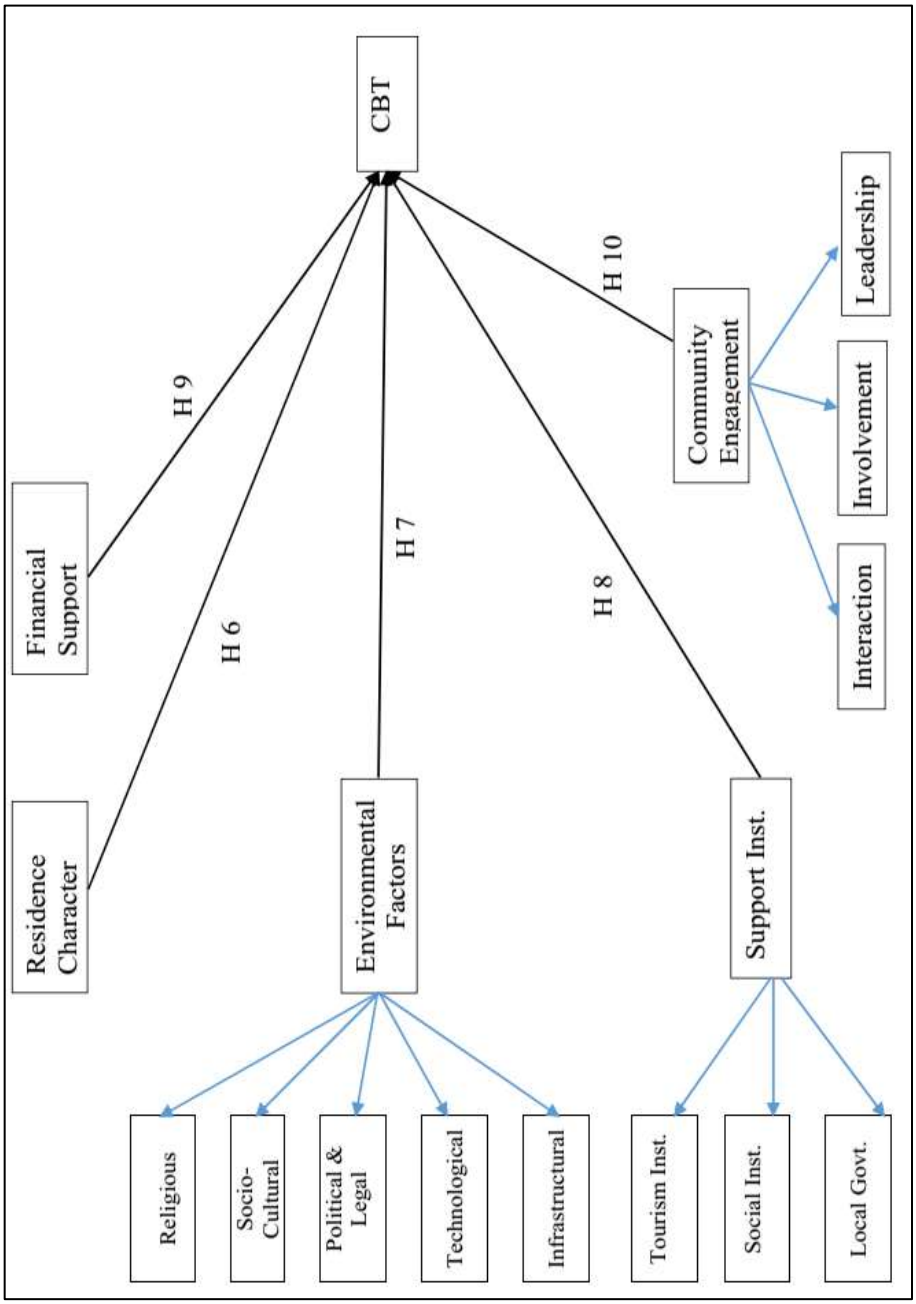
The proposed methodology was examined using conditional least squares introduced in the form of structural equation simulation (PLS-SEM), an innovative multivariate analytical approach suggested for hypothesis growth (Hair, Ringle & Sarstedt, 2011a).

Figure 3.2: Hypothesize Model-1



Source: Contribution of the Author

Figure 3.3: Hypothesize Model-2



Source: Contribution of the Author

3.5 Hypothesis Development

1. **H_0** : Community characteristics (e.g., employment status, level of education, and monthly income level) do not affect the participation of the local population in tourism-related events.

   H_1 : Community characteristics (e.g., employment status, level of education, and monthly income level) affect the participation of the local population in tourism-related events.

2. **H_0** : Environmental factors (e.g., religious, socio-cultural, political and legal, and technological factors) do not influence on the participation of the local population in tourism-related events.

   H_1 : Environmental factors (e.g., religious, socio-cultural, political and legal, and technological factors) influence on the participation of the local population in tourism-related events.

3. **H_0** : Tourism supporting organizations (e.g., tourist serving institutions, social institutions, and local government) play no significant role in local community involvement in tourism activities.

   H_1 : Tourism supporting organizations (e.g., tourist serving institutions, social institutions, and local government) play a significant role in local community involvement in tourism activities.

4. **H_0** : Financial organizations (e.g., bank/microcredit organizations) have no significant role in the participation of the local population in tourism-related events.

   H_1 : Financial organizations (e.g., bank/microcredit organizations) have a significant influence on the participation of the local population in tourism-related events.

5. **H_0** : The increased levels of local community engagement (community interaction, involvement, and leadership) in tourism activities do not affect the participation of the local residents' perceived satisfaction, benefit, and cost.

   H_1 : The increased levels of local community engagement (community interaction, involvement, and leadership) in tourism activities affect the participation of the local residents' perceived satisfaction, benefit, and cost.

6. **H_0** : Community characteristics (e.g., employment status, level of education, and monthly income level) do not affect CBT development.

   H_1 : Community characteristics (e.g., employment status, level of education, and monthly income level) affect CBT development.

7. **H_0** : Environmental factors (e.g., religious, socio-cultural, political and legal, and technological factors) do not affect CBT development.

   H_1 : Environmental factors (e.g., religious, socio-cultural, political and legal, and technological factors) affect CBT development.

8. **H_0** : Tourism supporting organizations (e.g., tourist serving institutions, social institutions, and local government) play no significant role in CBT development.

   H_1 : Tourism supporting organizations (e.g., tourist serving institutions, social institutions, and local government) play a significant role in CBT development.

9. **H_0** : Financial organizations (e.g., bank/microcredit organizations) have no significant role in CBT development.

   H_1 : Financial organizations (e.g., bank/microcredit organizations) have a significant role in CBT development.

10. **H_0** : The increased level of local community engagement (interaction, leadership, involvement) in tourism activities does not affect CBT development.

    H_1 : The increased level of local community engagement (interaction, leadership, involvement) in tourism activities affects CBT development.

11. **H_0** : Local communitys' perceived satisfaction, benefits, and costs do not affect CBT development.

    H_1 : Local communitys' perceived satisfaction, benefits, and costs affect CBT development.

4.1 Overview

Since before the early 1980s, public interest in development has been recognized by major global organizations including the UN, USAID as well as the World Bank (Cater, 1993; Giampiccoli & Mtapuri, 2012). As tourism is supported as a preservation and environmental sustainability mechanism, there seems to be an emphasis on surrounding people and their requirements and capacities (Murphy, 1985; Ruiz-Ballesteros, 2011; Kontogeorgopoulos, Churyen & Duangsaeng, 2014). As shown in Agenda 21 (Vaugn, 2000), the World Bank, as well as other large environmental and non-governmental organizations (NGOs), this has already been stressed (Markandya, Taylor & Pedroso, 2005). Tourism has been seen as a useful method for supplementing revenue in places where preservation threatens the conventional livelihood of the local people (Campbell, 2002; Forstner, 2004; Markandya, Taylor & Pedroso, 2005; Vaugn, 2000). Since tourism still has a modest capacity for protecting a sustainable economy (Forstner, 2004), supplementary is stressed since these populations can not be too reliant on tourism for their survival (Roe, Grieg-Gran & Sclken, 2001). Community-based tourism is the phrase used to refer to this kind of hospitality. CBT is a collection of locally-based enterprises to benefit the city and, in some cases, leading to preservation when taking place in or near protected areas (Tolkach & King, 2015). It's also marketed as a way to enhance livelihoods and build economic development prospects (Mtapuri & Giampiccoli, 2013), and this is distinguished through being situated in, operated by, and run by the

public, which enjoys a substantial chunk of the revenues (Trejos & Chiang, 2009; Sebele, 2010; Tolkach & King, 2015).

4.2 Community

A voluntary association that is deemed central to a section of society is referred to as a neighborhood. Such cultures are often viewed as natural gatherings centered on common ancestry, heritage, tradition, territories, and, most importantly, community (Upadhya, 2006).

Knowles (2001) denoted community as the groupings of personal actions that make up families, populations, and traditions. To acquire information into society, one must first consider a few of the dynamics, difficulties, and ambiguities that exist throughout the existence of a single person in society.

A community is essentially a body of individuals who share a mutual experience. It implies fellowship throughout Greek, which refers to a community of people coming together with shared values and meeting their similar objectives (Lee, 1992).

A society is a human structure of even more than two persons wherein participants communicate individually across the period, wherein actions and activities are driven by collectively- established standards or shared judgments and which participants may openly gain independence (Boothroyd, 1990).

According to Roberts (1979), a society is a body of individuals who are becoming conscious of an issue or a large target, who has been through a phase of learning basic about their world.

4.3 Development

The term "development" has a wide range of philosophical, governmental, and historic undertones that can drastically alter its definition based on the point of view being debated (Haug, 1997). The three concepts of development mentioned below are by far the most useful and appropriate for this research paper.

Korten (1990) provided the first definition, “Development is a mechanism through which community members strengthen their individual and interpersonal capacity to organize and manage capital to achieve effectively and justly shared changes in their wellbeing compatible with their very own expectations.”

Korten's concept of development introduces the aspect of mobilization (Robinson, 1993). Development is indeed a collective action mechanism that encourages individuals, organizations, and societies to work together to achieve goals such as greater person and group autonomy, democratic effectiveness, a higher standard of living, and human rights.

4.4 Community Development: Concept and Meaning

The importance of community building is well understood, and most scholarly, expansion, and analysis activities are devoted to it. Even so, the meaning, application, and basic interpretation of what group building entails are all inconsistent. Some associate it with industrial development and attempts to attract manufacturing and services. Economic development encompasses a wide range of activities, including corporate development, environmental upgrades, and municipal planning. Others believe that urban building benefits the social context in which markets and other systems function. Endeavors to shape community-focused future development and cross-regional planned and spontaneous are also included.

Our services would add something to the general progress and well-being throughout our neighborhoods until we have a clear understanding of sustainable development. Furthermore, our construction programs are only going to serve a small portion of our population. Such architecture fails to take advantage of our societies' varied talents, expertise, expertise, and finances. In particular, community building strengthens a public's capacity to create informed choices on how to use tools like facilities, labor, and expertise together. The following are some key concepts of group development culled from the research.

The most efficient tourism initiatives are those that require extensive citizen involvement in the preparation and construction of tourism initiatives (Butler & Hall, 1998; Cooke, 1982; Godfrey & Clarke, 2000; Marien & Pizam, 1997; Pearce &

Moscardo, 1999; Tosun & Timothy, 2001). To put it another way, municipal authority of collective judgment and policy is necessary for tourism or urban development to be viable (Gibbs, 1994). This style of community-based interactive consultation involves a mechanism of engagement within the public, which gives rise to society development (Marcus & Brennan, 2008). This mechanism can be aided significantly by a provincial and federal reform agenda that promotes the development of appropriate community-based hospitality activities (WTO, 1994). A strategy like this will also promote fruitful relationships between the public, corporate, and voluntary spheres among the general audience guaranteeing long results and strategy and monetary help for community-based programs (Grybovych & Hafermann, 2010).

4.5 Community Participation and Advancement

In urban redevelopment, the public engagement model generates self-help, cooperative mechanism, and collective governance (Barker, 1991). The bulk of community improvement practice requires public or recipient involvement (Smith, 1998). As a consequence, community engagement is an integral aspect of community development and represents a progressive or bottom-up solution method. Community involvement is described as the effective cooperative commitment of people and institutions to improve difficult circumstances and impact strategies and services that impact the living standards or the lifestyles of everyone else in the public service profession (Gamble & Weil, 1995).

Among the major goals of sustainable building is to enable everyone in the public to participate. Public development has also been described as a social mechanism that occurs as a consequence of neighborhood involvement (UN: 1963; Vaugn, 1972; Darby & Morris, 1975; Christenson & Robinson, 1980; Rahman, 1990; Smith, 1998). People are empowered to recognize and express their specific priorities, plan their internal mechanisms of reform, and leverage their expertise throughout the conflict resolution system via public engagement (Harrison, 1995).

It is commonly accepted that engaging in-state programs frequently entails little other than taking advantage of the resources rendered or adding to the progress of the proposal (Smith, 1998). Greater modes of engagement, such as influence over actions, objectives, strategies, and application; or the accidental, triggered, or aided creation of organizations to accomplish shared aims, compare this (Arnstein, 1969; Cohen & Uphoff, 1980; Rifkin, 1990; WHO: 1991; Rahman, 1993; Smith, 1998).

Community engagement is by far the most critical and complex problem affecting community planning as development. Effective public involvement will contribute to individual and social advancement, economic development, and socioeconomic change (Kaufman & Alfonso, 1997). The influence of federal bureaucracies, a lack of local expertise and management knowledge, socioeconomic differences, and the effects of global and national systems are all hurdles (Kaufman & Alfonso, 1997). In the urban planning research, there is no strong agreement about the essence of community engagement or how to maintain it. Despite this, technical literature accepts

and recognizes the importance of group engagement in development and administration.

4.6 Community-Based Tourism (CBT)

Through the mid-1960s, neighborhoods have been a central focus of development to include local residents in choice-making processes that were historically hindered by the highest level of strategic planning common throughout planning and management organizations throughout those periods. As a result, by the early 1990s, public interest in numerous rural development programs had become a requirement, and recent research started to discuss this problem as a key component in ensuring a healthier tourism commodity (Sebele, 2010; Hardy, Beeton & Pearson, 2002). CBT emerged in response to the detrimental results of the multinational major tourism development paradigm throughout the early 1980s (Cater, 1993; de Kadt, 1979; Hall & Lew, 2009; Murphy, 1985; Smith, 1977; Turner & Ash, 1975). Most CBT projects were based on local rural areas and wildlife protection via eco-tourism as it was still in its infancy. Nonetheless, the principle has been generalized to some tourism items (including native customs and mythology, culinary, and contemporary crafts) as well as management models all over the globe. CBT may be another chance to create the tourism sector more competitive (Blackstock, 2005).

CBT encourages local citizen engagement for just and equitable development, which is intended to ensure environmental sustainability (Stone & Stone, 2011). CBT aspires to be culturally egalitarian, environmentally friendly, and commercially competitive in

the coming years, which are all priorities of sustainable development. CBT varies from several other types of hospitality in how it aims to optimize gains for group stakeholders rather than gains for absentee owners. It is a modern style of tourism that focuses on long-term neighborhood development. CBT maintains that populations may not collapse and vanish and that societies themselves can be regarded systematically as a way of improving the stability of environmental and natural processes, thereby leading to sustained development (Ruiz-Ballesteros, 2011). Furthermore, CBT suggests a more advantageous trade interaction between the city and the visitors, in which the visitors are not treated as second-class residents, but instead as integral members of the scheme (Wearing & McDonald, 2002; Matarrita-Cascante, Brennan & Luloff, 2010; Kontogeorgopoulos, Churyen & Duangsaeng, 2014). The theory of society-owned is agreed upon by both scholarly and experience-based CBT research, there are several specific circumstances in fact (Blackstock, 2005; Goodwin & Santalli, 2009; Choi & Sirakaya, 2006; Manyara & Jones, 2007). Private industry enterprises that support the city include independently operated community-based companies, partnerships, community organizations, and exemptions given to the corporate companies over community-owned assets, among many other aspects. CBT can be divided into three categories:

a) A venture wherein residents are working on a revolving basis and proceeds are used to finance neighborhood services or paid as returns to residents.
b) A community-oriented activity that includes family or collective projects oriented on neighborhood properties.
c) A relationship between a group or kin and a third-party company.

The WWF: World Wildlife Fund (2001) claimed that CBT should also support individual actions inside the society. It's worth noting that when describing CBT, the priority must be on observable neighborhood gains from a three bottom line (financial, societal, and ecological) viewpoint, instead of a stronger reliance on possession. This report aims to address key elements for effective CBT and will therefore illustrate obstacles. And after that, to demonstrate how well these main components are interrelated inside CBT, a model will be introduced, followed by insights gained which will aid in the mobilization of information for potential CBT development.

4.7 The Emergence of Community-Based Tourism

Sustainable tourism proponents recognize the tourism sector's reliance on the sustainability of the local environment and social identity, as well as the ability for sustainability to promote citizen engagement, environmental conservation, and better living standards for everyone (France, 1998; Lee, 1988; Roseland, 2005). It is worth remembering, moreover, that the key obstacle to collective group engagement is the application of its top-down method of autonomy diffusion to different participants in the player of tourism development (Goodwin & Santilli, 2009; Sebele, 2010). Person's involvement in these projects would be decided by the mobilization mechanism and allocation among players in the matchmaking any viable poverty alleviation venture entirely dependent on the current structural, constitutional, and political system (Wang & Wall, 2005). Throughout the mid-1990s, a revolutionary paradigm (community-oriented tourism), in which societies engage at any point and point in tourism design

and development, arose in an attempt to a true and all-inclusive solution to integrated tourism development by inverting the proactive strategy to bottom-up (Asker *et al.*, 2010).

There has been irrationality between the theoretical meaning and the feasibility of the idea of CBT, just as there has been for other hospitality development models (Goodwin & Santilli, 2009). This diversity of meaning and applicability applies to various parts of the globe. Table 03 contains a variety of meanings from various proponents of the term. Even so, integrating all of the concepts, tourism is designed, created, operated, and controlled by the public for the area, driven by democratic decision, collaborative group, mutual participation, common ownership, and mutual responsibilities. As a result, CBT merits credit for recognizing ecological, socio-cultural wellbeing, thus raising tourist understanding of the city and its mode of living (Suansri, 1997).

It is indeed worth noting that CBT is being used synonymously or in combination with many other tourism development models. Community-Based Regional Tourism throughout Latin America and Community-Based Ecotourism throughout Asia are two examples of mixed concepts (Asker *et al.*, 2010).

4.8 Definition of CBT

CBT is described as a type of tourism in which the local people has significant control regarding, and participation in, its planning and expansion, and a huge chunk of the

profits resides inside the society, although anyone who is not intimately implicated in tourist destinations obtain some kind of advantage too though; the term of community relying on local resources (Goodwin & Santilli, 2009; Hausler, 2005).

The WWF described tourism also as a type of economic activity in which the community members have significant influence over and participation in its success and sustainability, and a large percentage of the advantages reside inside the society. The WWF acknowledged that the idea of society is dependent on local internal and cultural systems and therefore it must promote personal awareness campaigns (Goodwin & Santilli, 2009). The Brundtland research on sustainable development, which encourages community engagement and advocates for the preservation and enhancement of public health of people impacted by tourism development, also emphasizes the connection between conservation and community involvement (Sebele, 2010).

Experts increasingly argued that community-based tourism (CBT) is indeed an essential part of integrated tourism development because of its potential to mitigate tourism's adverse effects whereas maximizing its significant outcomes (Haywood, 1988; Jamal & Getz, 1995; Murphy, 1985). Connell (1997) stated that CBT allows for the exchange of information and the enhancement of the educational environment for the public's self-development, while Arnstein (1969) denoted that CBT allows for the equal redistribution of economic advantages. The performance of CBT, but on the other hand, is highly reliant on the engagement of all participants, including city

authority leaders, residents, planners, designers, business executives, and managers, in addition to sharing judgment (Haywood, 1988). CBT has also been actively promoted in the works of some academics. A couple of beneficial impacts on the visitor experience (Pearce, 1994; Wab & Pigram, 1997), improved appearance of the attraction attributable to enhancement of the natural surroundings, facilities, services, and specific activities or celebrations (Murphy, 1985), improved protection of natural assets, and improved allocation of tour dollars (Pearce, 1994; Wab & Pigram, 1997; Bovy, 1982). According to Halstead (2003), CBT development would lay a strong basis for a profitable and long-term business: prosperity, sustainability, and socioeconomic evolution. In this context, CBT is extremely important for Bangladesh's tourism development. Sylhet, a thriving tourist attraction in Bangladesh, seems to have significant potential for CBT development. As a result, a thorough investigation into the variables impacting the effective development of CBT in this area is necessary.

According to Guzmán, Caizares, and Pavón (2011), CBT is focused on the production of tourism products with public involvement in their development. Along with other tourism aspects, CBT is highly based on interconnection and engagement between the city and tourists, which facilitates society empowerment and possession, cultural financial development, environmental and historical property protection, and an increased tourism encounter (Taylor, 1995). They defined four groups as the fundamental model of CBT: regional tourist organizations offering facilities to visitors, organizations working with the regional tourism sector (public sector

authorities, Nongovernmental organizations, colleges, respectively), specific tourist service firms (hotels, restaurants, stores, etc.), and numerous transportation and finance enterprises.

The biggest barrier in developing CBT, according to many scholars, namely Taylor (1995), seems to be the time taken to organize group members. Addison (1996) has also identified several issues that may influence the effectiveness of CBT programs. Quality of knowledge, industry experience, federal aid, and the removal of opposing entrenched interests are also the factors to consider. Gray (1985) and Joppe (1996) stressed the importance of providing appropriate tools and expertise for community members to improve the capacity to participate in CBT Development, though they may be uncertain of the consequences or mechanism. Tosun (2000) and Li (2005) mentioned that community participation, as well as those of the interested parties (authority, quasi-government, corporate organizations, and visitors), should be assured. Tosun (2000) and Li (2005) defined four strategies for CBT development: (a) private investments running tourism facilities in such a particular location, (b) offering job prospects for residents commercial investors willingly exchanging some income with the natives as Sustainability, (c) corporate investors and local residents partnering via profit-sharing strategic partnerships, and (d) public projects e.g., even so, the implementation of these CBT programs at the neighborhood level requires the existence of financial capital and skills (Dowler, Morais & Nyaupane, 2006; Tosun, 2001).

According to Ashley and Garland (1994) and Halstead (2003), the foregoing considerations are vital to the effectiveness and viability of CBT proposals. The consulting system's essence, obtaining funds for development and practice advantages sum and pace, biodiversity restoration, dispute resolution good governance, control, community interest, business, and development strategy, place and promotion, and economic viability are all factors to consider. CBT development, according to Jamal and Getz (1995), is primarily crucial to the successful management of issues such as the continuous effort to treat various agendas, fundamental crisis management, and deep creative thinking processes. Academics such as Reed (1997) added innovative strategic management throughout different stages, tailored representation of tourism goods, promotional to focus audience accumulating expertise on-demand drivers, and a positive connection with tour operators and business needs to the number of criteria impacting the performance of CBT measures.

This is attributed to the reality that the prospects in this market stayed largely untapped, denying the reality that they are massive and apparent to national leaders, private market managers, analysts, and corporate executives. This suggests that we are grappling with a significant situation that needs urgent intervention and examination to find appropriate remedies. Tourism has become the biggest sector on the planet (WTO: 2002, 2004). Global tourism has also been marketed as a core element of many nations' economic development and transformation policies since the 1960s (WTO: 2004) and has already been referred to as a "passport to progress" (de Kadt, 1979).

In this regard, tourism is distinctive; unlike every other sector, it is highly reliant on the goodwill and support of the local community (Murphy, 1985). As a result, it has become crucial to determining those who may be impacted by tourism results at any level of the preparation and statement phase. Involving those who will be impacted in the strategic planning not only guarantees widespread approval, but can also create better awareness and loyalty between developers, the wider community, and private corporations (Loukissas, 1983). Tourism preparation and construction that is focused on the needs of the community will provide useful guidance for legislators (Liu & Var, 1986), although lacking public involvement, tourism development can make only a small change to development goals (Tosun & Timothy, 2001).

4.9 The Lawachara National Park as CBT Destination

Lawachara National Park at a Glance

Official Name	:	Lawachara National Park
Previous Identity	:	West Bhanugach Reserved Forest
Protection Status	:	National Park
Forest Kind	:	Forests that are semi-evergreen as well as blended deciduous
Source	:	Feeroz and Islam (2000).

Location

Place of civil administration	:	Mouza- West Bhanugach Hill Forest, Union- Kamalgonj, District- Moulvibazar

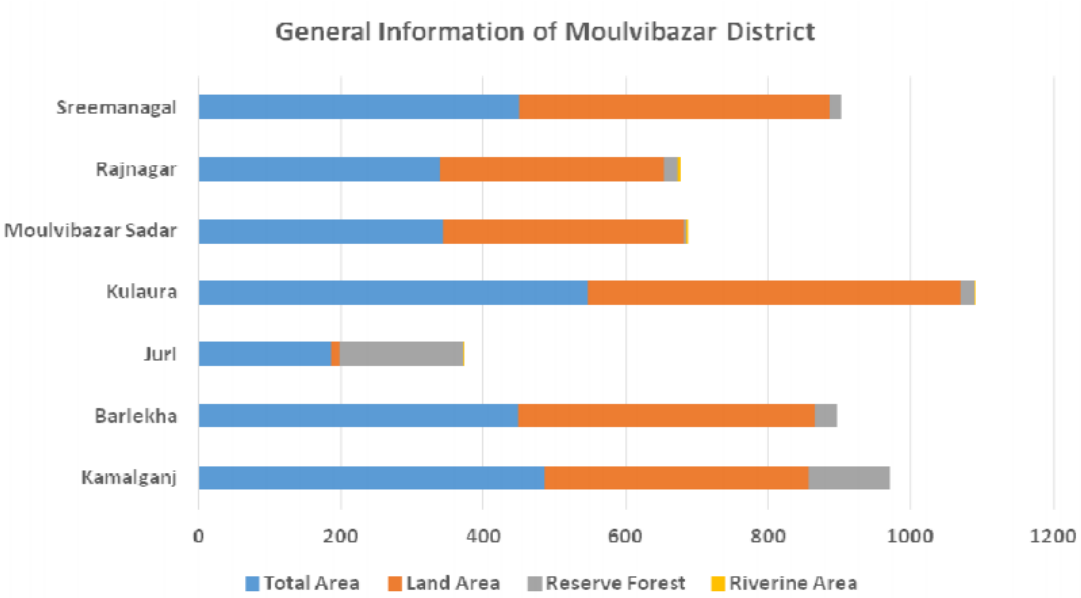
Place of the forest administration

Forest beats	:	Lawachara and Kalacra
Forest range	:	Moulvibazar Forest Range
Division of the forest	:	Sylhet Forest Division
GPS location	:	24030'-24032' N and 91037'-91039'E (Feeroz *et al.*,1994)
	:	24032'N and 910 47E (Ahsan, 2000)
Bio-ecological zone	:	9b-Sylhet Hills (Nishat *et al.*, 2002)

4.10 General Information of Kamalganj Sub-district

The Lawachara National Park is really in Bangladesh's Moulvibazar region, in the Kamalganj sub-district. In the Moulvibazar area, there are 7 sub-districts, comprising complete city, landmass, conservation land, and river system neighborhood, that are depicted in the schematic graph (km^2). Kamalganj s 485.26 km^2 total area including 372.62 km^2 and 112.64 km^2 land and reserve forest areas respectively but no riverine area (Miah, Sayok, Sarok & Uddin, 2017). Besides, the average size of the household is 5 in the Komolganj subdistrict where population density is 534/per km^2 which is affected by environmental problems and climate change towards biodiversity at Lawachara national park.

Figure 4.1: The Entire Volume, Landmass, Preserve the Forest, and Watercourses Area of the Sub-District in Moulvibazar Region (in km^2)



Source: Management Plans for Lawachara National Park (USAID)

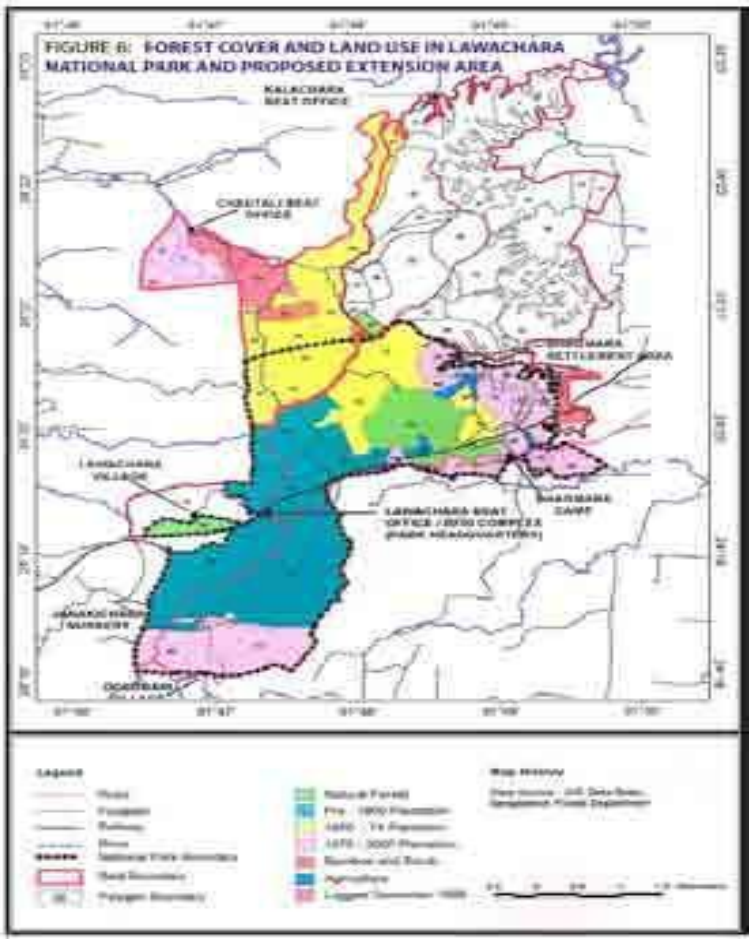
4.11 History of Establishment of Lawachara National Park

The West Bhanugach Reserved Forest itself was formed by a place in order underneath the Forest Rights act, and Lawachara National Park (NP) seems to be part of it. On July 7, 1996, a Gazethate Notification (PBM (S-3) 7/96/367) approved the current nature reserve. Even more, plans were submitted for park expansion based on the adoption of the Forestry Grand Plan (GOB, 1992), and a detailed outline is undertaken by FRR and DU (1996).

4.12 Area

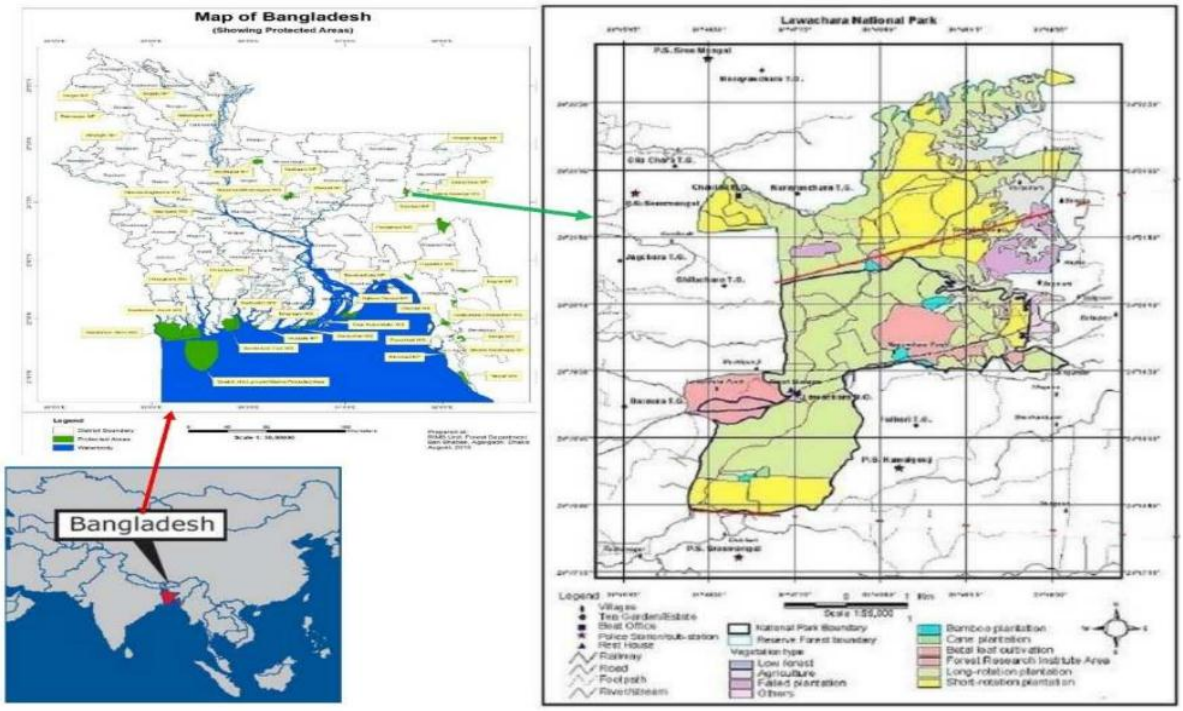
The facility's current contiguous zone is 1250 hectares, and the potential contiguous area would contain 281 of West Bnugach Protected Forest The overall amount viewed so far is 1531 hectares, which s been assessed for incorporation in the National Forest Process Improvement Programme (FSP 2000a).

Figure 4.2: Lawachara National Park's Woodland Coverage and Property Usage, as well as Planned Expansion



Source: Management Plans for Lawachara National Park (USAID)

Figure 4.3: Showing the Study Area of Lawachara National Park with all Protected Areas in Bangladesh



Source: Management Plans for Lawachara National Park (USAID)

Protected Areas are by far the most widely used method in developed nations for conservation efforts. In Bangladesh, there are 38 protected areas including national parks and wildlife sanctuaries designated and established under formal legal systems declared under the provisions of the Bangladesh Wild Life (Conservation and Security) Act 2012. "If the country is convinced that a region is like an environmentally friendly condition or is threatening to be in a condition, the country can, by public notification, notify certain region as just an environmentally sensitive area," as per section 5 (1) of the Bangladesh Environment Conservation Act, 1995. In total, PAs cover around 15% of the globe's land surface. Such PAs place constitutional

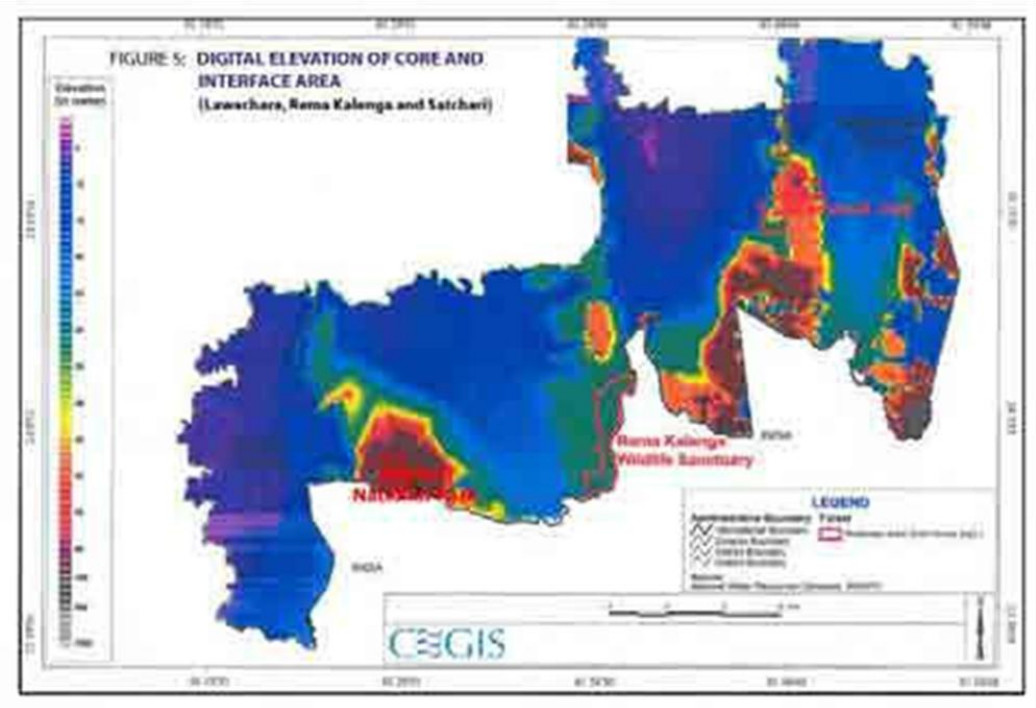
limits on individual access and usage of their borders, as well as impose punishments on those who violate the laws (Miah *et al.*, 2017).

4.13 Boundary

The property within Blocks 3 and 4 (established in 1921 and 1927, respectively) are integrated into the Lawachara National Park, respectively stated in the official gazette. The facility's specific extent is, nevertheless, stated in the facility's gazette notice.

Thorough boundary The requirement is published in such a Gazette (No. PBM (S-3)7/96/367, dated 7.7.1996). According to the survey, Platform 1 is the forest department (FD) visible pillar situated at the southern end of West Bhanugach Reserved Forest at the junction of Balishira Hill Mouza (Block 3), Braura Tea Garden Mouza, and West Bhanugach Reserved Forest Mouza at the 11 km designated mile pillar of the Road and Highways Department's Srimongal-Bhanugach road. The Lawachara National Park boundary is formed by a line connecting Stations 2, 49, 61, 63, 64, 72, 73, 76, 84, 91, 102, 117, and Station 1.

Figure 4.4: Showing the Boundary Area of Lawachara National Park



Source: Management Plans for Lawachara National Park (USAID)

4.14 Legal Status and Special Regulatory Provisions

Article 23 (3) of the Bangladesh Wildlife (Preservation) Order, 1973 (President's Order No. 23 of 1973), as amended by the Wildlife (Preservation) (Amendment) Act, 1974, established the Lawachara National Park (Act XVII of 1974). Every form of shooting, destroying, trapping, or causing any form of disruption to animals is forbidden inside the forest within a one-mile range of the park's outer boundary, according to the regulation. Cutting down trees, harvesting other forest materials, extracting barks, and harming plants are all prohibited under the Legislation. As a result, the forest, and any portion of it, cannot be left empty for the extraction or other uses, such as agriculture. Fisheries are still banned, as is polluting the facility's lakes

and waterways. So, the state may allow such acts to some extent only if it is deemed appropriate for its upkeep, beautifying, or scientific purposes.

4.15 Topography/Physiography

Lawachara's muds range from grey, sandy clay bark mulch to Pliocene clayey soil (Hussain *et. al*., 1989). The region is expanding, including slopes and hillsides, popularly called tila, ranging in height between 10 to 50 meters and dispersed across the forest. The area is crisscrossed by many lakes. Tea gardens line the southeast, south, and east coasts, while coffee plantations line the west. Multiple paths and paths have been built inside the woodland by locals for harvesting wood (Feeroz & Islam, 2000).

The forestry of Lawachara is categorized as semi-and/or combined evergreen, with large deciduous plants and woody understory (Ahsan, 2000). Primarily, the area was covered with a vegetation type of blended tropical rainforest (Alam, 1988). Nevertheless, nearly all of the unique woodland coverage has also been separated or completely changed, resulting in the formation of forest areas. The ancient plantation is predominantly native plants (though many are endemic to the woodlands), with a multi-story structure that involves new development of creepy crawlies, natural sources plants, and underdevelopment plants. The vegetation coverage in the earliest of these places has developed in the form of a tropical rainforest, and development toward a natural structure is already made (FSP, 2000b; Chemonics, 2002). Just a few small pockets of rich forest exist, the most notable of which is an 8.6 unlogged BFRI

test property, as well as tiny flecks of natural forest preserve inside the former plantation fields.

4.16 Interface Landscape of Lawachara Park

The Park's borders are influenced by the interaction environment. Lawachara National Park affects a host of villagers and tea plantations. A variety of cities, markets, agricultural lands, and tea gardens circle the park on all sides. The Lawachara NP is mostly surrounded by tea estates on north, west, south, and south-east, although a portion of the eastern frontier (nearly 1 km) is surrounded by FD yards (primarily grasslands) under long contract to HEED Bangladesh (a health and participatory development NGO). The Facility's planned expansion and the majority of its north-eastern boundaries are surrounded by FD fields in the Kalachara Beat. The majority of the local community, particularly ethnic minority groups who live in rural areas for a living, rely on forest areas to fulfill their forest output consumption requirements. A gas pipeline built by UNOCAL lately runs via the Park.

The title Lawachara National Park comes from one of the two Khasia ethnic minority-inhabited forest villages (Lawachara and Magurcra). FD developed these settlements in the 1940s largely to prolong the self-life of labor for plantation work. In exchange for the availability of labor for forestry conservation and cultivation operations, the residents of Magurchara (approximately 40 homeowners) and Lawachara (approximately 23 homeowners) cultivate betel vines on plantations budgeted by FD. They still use these trees to fulfill their livelihood requirements for fuelwood and

lumber for building. A range of Tea Estates surround the NP, in addition to the 16 identified villages and the workers, most of whom are immigrants from other highly populated regions including Noakhali and Cumilla, rely on the surrounding forests for natural forests as well as paddy production by encroachment on forestry property. All along the neighboring eastern border of Kalachara Beat and approximately 1 km of the Park frontier, the forest area has been turned into paddy fields.

Lawachara forest village's leaf extracts processing region is an outpost within a wider area utilized by BFRI for silvicultural studies. The Forest and the BFRI region are separated by almost 2 km. BFRI study is expected to be synchronized with FD, and this field will continue within arable land.

Any of the impoverished Tea Estate employees' family who is helping to conserve the facility's woodland. Access rights can indeed be created, and resources from the Landscape Development Fund (LDF) can be put to good use. However, this will necessitate a government decision by the Chithatagong Tea Workers Community which will give relevant guidance to the Tea Estates administration. The FD may contact the Chief of the Tea Workers Union to give certain orders to the administrations of the specified 6 tea farms.

Explorative exploration for fossil fuels on tea property fields neighboring Lawachara NP s shown that the park is underlain by a large gas-bearing system. In 1997, a fire started by a drilling incident crossed the highways and railway track, destroying approximately 8 of tropical rainforest used during betel leaf farming near Magurcra

village. Luckily, the exploration was halted soon after. To prevent habitat destruction during building and service, all potential plans for pipeline expansion or other infrastructural development may be redirected far outside the forest.

4.17 Forest Villages

Magurcra Punji (40 households) and Lawachara Punji (23 homeowners), both occupied by khasia ethnic group and situated inside the central region, were founded by FD in the 1950s through a deal made between the FD and tribal local residents. Every household (currently a household s 8-10 members) was provided 3 acres of land property for the operation of betel leaf production in exchange for providing volunteer service for FD operations such as plantation, forestry, and wildlife conservation. They keep growing betel plants by planting betel seedlings in wooded areas and extracting betel leaf every 3 years up to 25 years. Mostly on plants that are sloughed every year, betel vines flower. Mulching is done without manure except with washing and weeding products. Every plantation township s a leader (known as Mantri in the area) who cares for the wishes of his people and keeps in frequent relations with FD. Magurcra is the more populated of the two forest communities, owing to its position (on the Srimangol-Kamalganj Highway) and the funds raised by the residents as compensation for damages caused by the gas fire.

4.18 Interface Villages

Based on the two forest settlements, a maximum of 16 villages with varying pitches in the forest were established conducted by NACOM (2004) between May and July 2004. These communities are within 1 km from the facility's border; four of them Baligaon (300 households), Bagmara (300 households), Rashtila (171 households), and Ctakcra (61 households) are on the outskirts. Six communities have also been classified as having significant risks (Bagmara, Magurcra, Lawachara, Baligaon, Dolubari-84 households, and Biranpur-300 households), six communities with medium risks (Botertol slum, Rashtila, Saraibari-190 households, Veeracra-118 households, and Radnagar-325 households), and six households with small risks (Langurpur-92 households, Ballarpur-61 locals from Lawachara, Magurcra, Dolubari, and Birainpur are primarily engaged in the collection of fuelwood. Illegal felling is carried out in Bagmara, Rashtila, Veracra, Baligaon, and Radhanagar.

5.1 Research Methodology

The methodology is the logical and hypothetical study of the methods used to a ground of study which encompasses the theoretical examination of the body of methods and principles associated with an area of knowledge (Malhotra, 2002). Normally, it covers ideas such as hypotheses, hypothetical models, phases, and quantitative or qualitative techniques (Kothari, 1990). A methodology deals with the theoretical support for consideration of works that can be used in a specific case to assess a specific result.

Attention has been devoted to data collection, data analysis, and testing key relationships between constructs of interest. Quantitative research analysis has two approaches: (a) survey research, and (b) experimental research (Creswell, 2009). A survey research methodology has been used in this study because this approach helps to provide standardized information concerning cross-sectional data to describe variables and to examine the causal relationships between and among variables of interest (Malhotra & Grover, 1998).

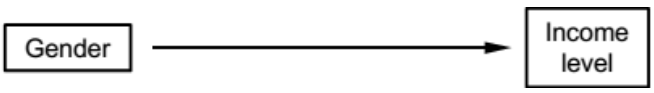
5.2 Research Design

The research design is the process where the researcher shows to integrate different components of the study coherently and logically, accordingly, ensuring one will successfully address the research problem. It underwrites the blueprint for the

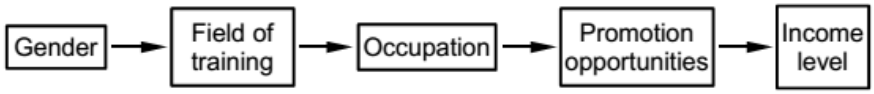
collection, measurement, and investigation of data. In social sciences research, gathering information related to the research problem usually involves specifying the type of evidence desired to test the hypothesis to assess the significance.

The research problem statement, research questions, and research goals of this study are very relevant to causal research design. Causal research emphasizes 'why' questions. 'Why' questions contain causal explanations. Causal descriptions explain that factor Y (dependent variable) is affected by factor X (independent variable). Many causal explanations may be simple while others may be more complicated. In causal research design, three types of causal relationships are suggested (Malhotra, Das & Chariar, 2014).

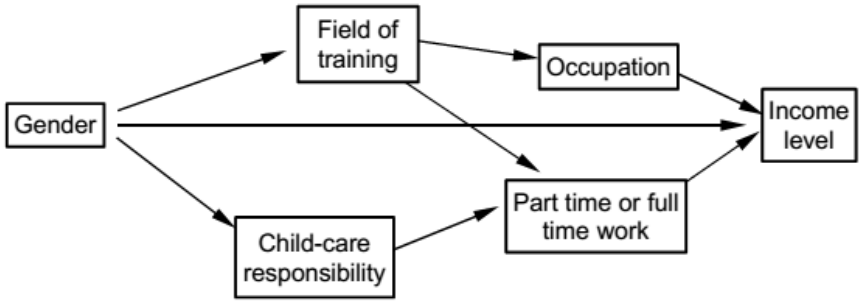
a) Direct causal relationship



b) Indirect causal relationship: A causal chain



c) A more complex causal model of the direct and indirect causal relationship



Source: De Vaus, 2001

This study is causal research of compound causal relations of direct and indirect causal links where the same dependent variables are to be treated as independent variables in one phase. Similarly, independent variables are to be treated as the dependent variable in another phase.

5.3 Research Processes

The statement of the problem for this study was developed while reviewing literature associated with community-based tourism development. Based on this review, this research concluded that a more in-depth understanding of the factors behind the development of community-based tourism in Bangladesh especially in Lawachara of Moulvibazar. The research instrument was developed using the measurement scales taken from earlier studies. Necessary adoptions were considered to validate items fit into the model of the current research. The research instruments' validity and reliability were evaluated by the data from cross-sectional surveys, pre-testing, and an initial study.

This study has used well-established stratified random sampling techniques to find out the causal multivariate relationships among variables of interest. Besides, the data was analyzed by PLS-SEM techniques. The consequent results were inferred, discussed, and accepted at the end.

5.4 Measurement and Scaling

The measurement items were adapted from earlier validated constructs. As suggested by Straub (1989), it is advisable to reuse previously validated instruments when employing survey methods. The existing measure ensured the reliability and validity of this study which could enhance the researcher's confidence in the measurement abilities of the current methods (Bryman & Bell, 2007). Further, the existing construct provided homological validity at the time of testing and validating with a selection of samples in different situations (Straub, Boudreau & Gefen, 2004).

The survey instruments used in the study have adopted some of the rewarded existing measures to meet my study purpose. Besides, to meet construct requirements some additional items were also added to constructs but all the items were reflective measures. All survey instruments (used in independent variables and dependent variables) were determined by a Five-Point Likert scale where items were measured either by 1= strongly disagree, 2= disagree, 3= neutral or neither agree nor disagree, 4= agree and 5= strongly agree; or by 1= strongly dissatisfied, 2= dissatisfied, 3= neutral or neither satisfied nor dissatisfied, 4= satisfied, and 5= strongly satisfied or otherwise noted. Items were then placed in the scales to make complex measures for every independent (IV) and dependent (DV) variable. Items were implied that the greater scores parallel to the greater levels of the construct of interest. The summation of the measures is attached in Appendix- A. The summary of the measures are presented in the following table:

Table 5.1: Number of Constructs and Sources.

Construct	Construct Measured	Adapted from	Existing Construct Reliability	Observe Construct Reliability
Community-Based Tourism (CBT) Development	16 items	Blackstock (2005); Christenson, Fendley, and Robinson (1989),	0.87	0.812
Local Community Perceived Benefits	07 items	Liu and Wall (2006).	0.93	0.701
Local Community Costs	07 items	Rasoolimanesh and Jaafar (2017)	0.81	0.981
Local Community Perceived Satisfaction	05 items	Weiermair and Fuchs (2000) Potter and Cantarero (2014)	0.78	0.703
Community Interaction	05 items	Luo *et al.* (2015)	0.77	0.890
Community Involvement	05 items	Telfer and Sharpley (2008)	0.77	0.764
Community Leadership in Tourism	05 items	Westergaard (1986)	0.73	0.811
Role of Financial Institutions	05 items	Dar and Mehta (2014)	0.79	0.767
Role of Tourism Institutions	05 items	Shahmirzadi (2012)	0.81	0.749
Role of Social Institutions	05 items	Sadafidarvish (1995)	0.71	0.717
Role of Local Government	05 items	Shone and Memon (2008)	0.78	0.767
Role of Technological Factors	05 items	Zilinskas and Maksimenko (2008)	0.73	0.710
Political and Legal Factors	04 items	Shone and Memon (2008)	0.75	0.767
Socio-Cultural Factors	07 items	Elands, Islam and Duim (2015)	0.81	0.717
Religious Factors	05 items	Rinschede (1992)	0.90	0.853
Infrastructural Development	06 items	Elands, Islam and Duim (2015)	0.72	0.697

Source: Review of Literature

5.5 Data Collection

Data collection is the way to gather and measure information towards considered variables in an established system, which permits individuals to respond to appropriate inquiries and evaluate outcomes (Malhotra, 2002). It is used in all sorts of fields of study like social sciences, business, and humanities. Method of data collection may be different among all fields while confirming accurate and honest collection remains the same. The objective for collecting the data is to acquire worthy evidence that permits investigation to lead the origination of convincing and trustworthy responses to the queries. This study was mainly based on primary sources of data for analysis and result interpretation. This study also relied on the secondary data source for theoretical and empirical observations.

5.5.1 Primary Data Sources

Primary data are associated with exponential and descriptive research for the experiment of the variables (Kothari, 1990). Primary data were collected by using a structured questionnaire. The researcher administered the questionnaires by himself and eight trained people who were familiar with the places.

5.5.2 Secondary Data Sources

Secondary data were obtained from different sources published in different reputed journals, newspapers, government reports, periodicals, the internet, and websites, and

brochures published by local tourism service-provided organizations. Available literature was also reviewed to acquire information required for theoretical background and the construction of the research model.

5.6 Target Population

According to the University of Missouri (2017), the population is a complete set of elements either persons or objects that hold some common features defined by the sampling measures guided by the researcher. The target population encompasses some common criteria:

a) It includes the gathering of components or things that retain the information required by the researcher.
b) Target population translates who should and should not be included in the sample.
c) The target population must be defined precisely to avoid misleading.
d) The target population should be well-defined considering components and sampling units.

The population in this study were the household breadwinners who live in the villages and Punjies located in Lawachara, Moulovibazar. Two well-known forest villages are situated in Lawachara such as Magurchara Punji (70 families) and Lawachara Punji (40 families). Three acres of forest property has been given to the tribal Khasi people to cultivate betel leaf and so on. The residents cultivate betel leaf from 30 years back. They are cultivating this without fertilizer. Every forest village has a Mantri who

looks after the interest of the local people. He/She collaborates with the FD and maintaining everything for the interest of the inhabitants. Magurchara is comparatively developed due to its location. It is situated by the Sreemongal-Komolgonj highway. Lawachara is located in deep the jungle.

Sixteen villages along with two Jungle Villages are very well-known for their different characteristics (Union Parished, 2017). These villages are located within 1 km. of the Estate borderline; 4 villages (Dakkin Baligaon-200 families, Uttar Baligaon-265 families, Bagmara-200 families, Uttar Rashtila-40, Dokken Rajtila-80 families, and chattakcora-61 families are just at the outskirt of the Park of 5 Komolgonj Union Parished. Of the 18 villages, 6 villages (Bagmara-200, Magurchara-43, Lawachara-38, Baligaon-465, Dolubari-124, and Biranpur-217 have been recognized as having key stakes, another 6 villages (Botertol slum-87, Uttar Rashtila-40, Dokken Rajtila-80 households Saraibari-120, Veerachara-100, and Radhanagar-325 families) with a reasonable level of stakes and the remaining 6 villages (Langurpar one-137 families, Langurpar two-130, Bongaon-100 families, Gram Bottola-60 families, Ballarpar-83 families, Tilagaon and Bhasinigaon-247 families) with a negligible level of stakes. Another village Noagaon holding 220 families is far from the Lawachara national park. Now, the total of families in all punjis and villages are 2649 units (Union Parishad, 2017).

5.7 Sampling Design and Procedure

Researchers always create samples of clients, consumers, employees, local residences to collect their opinions, particularly in the business field. Sampling design is regarded as a critical factor of marketing research and employee research for many organizations. The company should have the answer to several questions while designing the sample. For example: What are the appropriate population, sampling frame, and sampling unit? What is the suitable margin of error that should be attained? How should sampling error and non-sampling error be measured and well-adjusted? All the above aspects were considered carefully and critically.

In the data collection process, it must be properly drawn a sampling design and procedure for reaching flaws fewer results in the data analysis part. This study was followed the following sample design procedure (Malhotra & Das, 2014):

a) Define the target population
b) Determine and select the sampling frame
c) Select a sampling technique
d) Determine the sample size
e) Select actual sampling unit
f) Conduct fieldwork

5.7.1 Determine the Sampling Frame

A sampling frame is a representation of the elements of the target population. It entails a set of instructions for recognizing the target population (Malhotra & Das, 2014). The sampling frame has used in the study were:

a) Male or female breadwinner lives in village and Punji.
b) The individual must be over the age of 18 years
c) The individual stays in the village and Punji for more than 12 years.
d) The individual is marked as a local residence by the appropriate authority of the government.
e) The individual who is more or less involved in tourism initiatives.

5.7.2 Selecting Sampling Technique

The sampling technique is the way of selecting components of the sample that gives a representation of the population. The most important sampling techniques are non-probability sampling and probability sampling.

a) Non-probability sampling depends on the judgments of the interviewer.
b) The probability sampling depends on the chance of inclusion of the item.

The present research was causal which highly relies on the regression model. The regression inferences are considered accurate if the sample is an unbiased and representative one. Probability sampling ensures greater quality findings as it delivers

an unbiased representation of the population. Further, probability sampling provides the researcher the top chance of creating a sample that is truly a demonstration of the population. Based on this notion, the researcher in this study has used stratified random sampling.

Stratified random sampling implicates first separating a population into sub-populations (villages and Punjis) and then applying random sampling methods to each sub-population to form a test group. The stratified random sampling has been found very relevant in this research because this sampling technique confirms the representation of residents of every village and punji. The application of other methods of random sampling might not confirm the reorientation of residents of each village and punji. Further, the population was known through the brochure of local Union Parished. And every family in the village and punji were numerically marked by local union parished which helps the researcher to easily conduct the stratified random sampling.

5.7.3 Determine the Sample Size

Sample size mentions the number of elements to be involved in the research. Determining the sample size includes some qualitative and quantitative thoughts. The minimum sample size is the five times (multiplication) of various observations a and the more acceptable size would have a 10 to 1 ratio (Hair, Anderson, Tatham & Black, 1998). According to Cohen and Cohen (1983), the minimum sample size for one

independent variable for running multiple linear regression analysis is 5 but sample size 20 is optimum.

The sample size may also be calculated according to the sample size table by most research advisors. According to the table when the population size is above 10, 00, 000 then the sample size should be 384 at the 5% level of confidence.

Method for Calculating Sample size,

$n= Z^2 P(1-P)/d^2$
$n= (1.96)^2 \times 0.5 (1-.5)/(.05)^2$
$n=3.84\times .25/.0025$
$n= .96/.0025$
$n= 384$

Here,

n= Sample size
Z= Table value (depends on the level of significance)
P= Percentage of population
d= Precision (the accuracy of sampling error that the researcher is willing to accept)

In this study, the population size is 2649 units of the household. Taking into account the above considerations, the sample size of this study was initially determined as 800 (30% of the total population) residences (Tompson, Barclay & Higgins, 1995; Chin, 1998b).

5.8 Data Collection Procedure

Data collection in this research has been obtaining to assess the most promising and least contributing factors towards CBT development in Lawachara of Moulovibazar, Bangladesh. As mentioned, respondents are the local inhabitants (family breadwinners) of Lawachara who live there for more than 12 years. A highly structured close-ended questionnaire package has been developed and sent to prospective respondents. The questionnaire was initially constructed in English and then translated into Bengali by myself and by two other professional translators working in a local university. The distributed questionnaires were in Bengali language wording for better understanding and unambiguous response. Nearly 800 survey instruments were distributed for the purpose. The survey was conducted by a group of 8 trained persons guided by the researcher from January 15 to April 30, 2020. At the end of the survey, a total of 536 complete research instruments were received. During the data screening process, 10 questionnaires were discarded due to more than 5% missing responses, and some other missing responses (the missing in the data file less than 2%) were replaced with Expectation-Maximization (EM) method in SPSS 26 version. The discarded items were 53, 69, 80, 88, 93, 176, 201, 291, 521, and 536. Finally, a CSV file has been built containing 526 sample items for data analysis purposes using SMART PLS-3.

5.9 Data Preparation

Data preparation involves coding responses and entering data into a database, data filtering, and finding any missing response. Out of 536 responses, 10 responses were imperfect and unacceptable, for one of the following reasons:

a) The respondent entered similar answers for all questions (e.g., responded 5 for all questions;
b) The respondent stopped answering the questionnaire before the end.
c) The respondent misses the response and the missing rate more than 5% in the survey questions.

Following this evaluation, all 526 usable responses are loaded into SPSS version 26.0 software to get the descriptive statistical result and to generate empirical analyses on each variable to check for missing data and transformed the data into an Excel CVS file to produce raw input for the PLS-SEM application. The SPSS and PLS-SEM were also used to generate further examines to clarify for normality test, response bias, and common method bias.

5.10 Demographic Analysis

Demographic analysis is focusing on the factors like age, religion, race, and sex. Demographic data mentions socio-economic information that was statistically presented in a summarized way usually included employment, education, income, expenditure, marriage rates, children, and so on. Table A1 to A8 in Appendix-B

represents the total demographic information of the study samples. Among the total respondents of 526 residents 87% was male and 13% female; only 3% had no children while 32% and 26% had 2 and 3 children respectively; most of the children about 99% are school going; most of the local people live in their residence 94% and the others live in a rented residence. As per data, 87% were below Secondary School Certificate SSC pass and 7%, 5%, 2% were SSC, HSC, and Graduate pass respectively. Very few people were found unemployed 3% while most of the inhabitants involved in self-employed business especially agriculture and 26% engaged in either Hendry craft business or other small businesses and only 21% involved in either job or services. In the case of religion dimension, most of the respondents were found as Muslim 75%, Hindu 20% and the other was Christian. Most of the families 81% depend on single-person income while 17% family depended on dual earners and only 2% of families earning persons either three or more persons. This study focuses on Community-based Tourism Development, where only 6% of local inhabitants are directly involved with tourism activities and 50% have shown indirect involvement, and the remaining 40% having no involvement with tourism efforts.

The frequency distribution of all items especially the number of feedback as strongly disagree, disagree, neutral, agree and strongly agree are presented in appendix-B Table A9. Further, the loading statistics of all usable items are shown in Table A10 in Appendix-B.

5.11 Descriptive Statistics

Descriptive statistics is a summary of statistics that quantitatively describes or summarizes the features of collected data or information in a meaningful way. Demographic synopses of respondents are known through descriptive statistics. Besides, the descriptive statistics provide us the summarized information on observed items and latent constructs. Table A11 to A17 in Appendix-B showed the descriptive statistics on demographic variables and studies observed items. The average age of the sample was 42 years where the minimum and maximum ages were 20 and 90 years respectively. The average monthly income was BDT 13,425 and the maximum income was BDT 50,000; the average monthly income was BDT 11,502 and the maximum monthly expense was BDT 45,000. The inhabitants who were directly involved in tourism matters earned about BDT 14,000 in a month and BDT 12,155 expanded; the respondents who were indirectly involved in tourism matters earned about BDT 14,500 in a month and BDT 11,959 as an expense; the average monthly income of below SSC pass residents is BDT 13,099 the average monthly income of SSC, HSC and graduate pass is BDT 13,786, BDT 13,863 and BDT 29,000 respectively. The male and female earners have shown about the equal monthly income of BDT 13,250 and BDT 13,450 respectively. The details of descriptive statistics of all items and 16 latent constructs are attached in Table A17 in Appendix-B.

5.12 Multivariate Normality

A multivariate normality distribution is a direction in several normally distributed variables where every direct permutation of the variables is also normally disseminated. It is frequently expedient in decisions whether to apply parametric tests like AMOS SEM or non-parametric tests like PLS-SEM. The most frequently used method for assessing multivariate normality is the maximum likelihood method. If the multivariate normality of data distribution confirms the required skewness and kurtosis assumptions of the observed data holds, then the assessments of maximum likelihood estimation possess certain acceptable properties. Explicitly, the maximum likelihood method yields unbiased and efficient estimates as well as a sample goodness-of-fit test (Hair & Anderson, 2001).

By applying two statistical technique: (a) Shapiro-Wilk test and (b) an assessment of skewness and kurtosis, the data normality test have been done. The outcomes showed from the Shapiro-Wilk assessment that the entire construct had significant values of 0.00, representing the data were not normal. Another test has been applied by computing the data skewness and kurtosis values. Here the researcher saw that the result of data sharing was non-normal, wherever about 80% of the data shown skewness and kurtosis exceeding the suggested threshold (-3 to +3). So, the data normality distribution assumption was violated, which further supports the use of PLS-SEM.

In this study, the univariate and multivariate normality was assessed by WebPower statistical analysis online tool. The data distribution confirms univariate normality when the obtained Skewness value lies in between ±1 and Kurtosis ±7. According to Univariate and Multivariate Normality distribution Table A28, there were 5 (latent constructs) skewness problems in univariate normality and 1 (latent construct) in kurtosis which violated the univariate normality threshold cut-off point. So, the data distribution did not perfectly satisfy the univariate normal distribution.

In the case of multivariate normality, Mardia's multivariate Skewness and kurtosis values must be placed in the cut-off values of Skewness ±1 and Kurtosis ± 20. According to Univariate and Multivariate Normality distribution Table A28, Mardia's multivariate Skewness and kurtosis values are more than the cut-off values of Skewness ±1 and Kurtosis ± 20.

These results indicated that the data set violated the assumptions of Multivariate Normality, this is why the researcher had used the non-parametric PLS-SEM, and also bootstrapping was done for the data set.

5.13 Common Method Bias

In behavioral research, common method variance is a latent problem as it is the key source of measurement error. Measurement error impends the validity of the conclusions about the connection between measures and systematic components

(Bagozzi & Yi, 1991; Nunnally, 1978; Spector, 1987). Bagozzi and Yi (1991) stated that method variance is the key source of systematic measurement error that can ascend from different sources. It mentions the variance of the measurement method rather than the construct of interest. The word method states to the system of measurement at various levels of thought, such as scale type, answering layout, and the common context (Fiske, 1982). However, without considering its basis, systematic error variance may have a severe perplexing impact on empirical outcomes, yielding potentially misleading conclusions (Campbell & Fiske, 1959). So, it is desirable to get the data free from the common method bias. A self-reported business may be the reason for common method variance which might affect overstated relationships between variables (Conway & Lance, 2010). The researcher checked those proper measurement items used for model building using Structural Equation Modelling (SEM). The existence of Variance Inflationary Factor (VIF) larger than 3.3 of each construct is suggested as a sign of pathological collinearity, and also as a signal that a model might be adulterated by common method bias. So, if entire factor-level VIFs ensuing from a complete collinearity test are equivalent to or lesser than 3.3, the model may be regarded as free of common method bias. (Kock, 2015). The VIF analysis suggested that data did not pose a significant threat related to CMB. Common method variance was also checked using a solitary latent factor (Podsakoff & Organ, 1986). To determine if the data was affected by CMV, confirmatory factor analysis was conducted, and results showed that all the manifest factors did not load on that

latent factor. Instead, the loading on various manifest factors was obtained, suggesting that CMV is not a concern in this study.

5.14 Plan of Data Analysis

Data analyses have been carrying out by the usage of Statistical Package for Social Science (SPSS) 26 version software and SmartPLS 3.0 version. First, frequency distributions, means, standard deviations, and correlations were computed for entire independent and dependent variables to assess the response nature and the general pattern of relationships among predictors and predicted variables. As the study was descriptive research of complex causal relations of direct and indirect causal links where the same dependent variable was treated as an independent variable in the next model and similarly, an independent variable was treated as a dependent variable in another model. To establish the multivariate causal relationships the SEM technique was applied as the most appropriate approach to analyze and test causal relationships and testing hypotheses. In this study, SmartPLS 3.0 was used to (Ringle, Wende & Becker, 2015) establish the causal relationships.

5.15 Structural Equation Modeling (SEM)

Structural Equation Modeling is the symbol of multivariate statistical techniques engaged to examine both direct and indirect associations between one or more exogenous unobserved constructs and one or more endogenous unobserved constructs (Gefen, Straub & Boudreau, 2000). With SEM several multivariate statistical analyses

may be conducted, including regression analysis, path analysis, factor analysis, canonical correlation analysis, and growth curve modeling (Gefen *et al*., 2000; Urbach & Ahlemann, 2010). SEM permits researchers to judge the overall fitting of a model and to examine the structural model altogether (Chin, 1998b; Gefen *et al*., 2000). SEM not only evaluates the hypothesized structural linkages among constructs, but also the linkages that exist between a construct and its particular measures.

When applying SEM appropriately, it provides gains over the first generation of analysis systems. SEM permits flexibility for researchers to measure the relationship between theory and data (Chin, 1998a). It has been found that SEM enables researchers to (a) model relationships among multiple predictors and criterion variables, (b) construct unobservable latent variables, (c) model errors in measurement for observed variables, and (d) statistically test a priori theoretical and measurement assumptions against empirical data (Chin, 1998a).

5.16 Partial Least Square (PLS)

In the 1970s a world-renowned econometrician Herman Wold invented Partial Least Square (Chin, 1998b). PLS includes interchanging least squares algorithms, which prolonged the main component and established correlation analysis (Henseler, Ringle & Sinkovics, 2009). The pathway of PLS models is generally used to double sets of linear equations known as the measurement model and structural model (Henseler *et al*., 2009). The measurement model stipulates the links between unobserved

constructs, whereas the structural model stipulates the links between a latent variable and its observed construct (items).

In marketing and other areas of business, PLS-SEM has been used gradually (Henseler *et al*., 2009). Researchers viewed the PLS-SEM method as a more vigorous approximation of the structural model (Henseler *et al*., 2009). PLS-SEM is correspondingly regarded as another technique when CB-SEM distributional assumptions may not be seen (Hair *et al*., 2011). This dissertation employed established analytic criteria, adapting a partial east square (PLS-SEM) approach as the statistical technique to measure the research model. Exactly, the following causes were identified in this study:

a) The focal point of this study did not contain the measurement of model invariance rather focusing on the estimation factors connected to CBT development. Therefore, the usage of unobserved variable results was imperative to measure the underlying connection between the LVs (Sosik, Kahai & Piovoso, 2009).
b) PLS is right for enormous complex simulations with various latent variables. This study employed a quite large number of LVs and had a relatively complex research model (Henseler *et al*., 2009).
c) This study aimed to examine the associations with prior theoretical knowledge. PLS-SEM measured the correlations between residuals and considered their effects on the model (Henseler *et al*., 2009).

PLS-SEM illustrates the utmost relevant research techniques across a range of disciplines, including tourism development organizations. Although for numerous scholars, SEM is equal to the execution of covariance-based SEMs; current research supported the usage of PLS-SEM as an attractive substitute (Chin, 1998b). The previous research suggested that 100 to 200 samples were generally good to run the path modeling (Hoyle, 1995). This study was based on 526 samples to make data analysis by PLS which is supported by the prior studies (Tompson *et al*., 1995; Chin, 1998b).

The main analyses were done by following two stages (Anderson & Gerbing, 1988) to test the proposed model with reliability and validity assessment through measurement model and at that time went for a structural model assessment to test the hypotheses of the study.

5.17 Evaluating Measurement and Structural Models using PLS

In this study, the model was measured by applying a two-step process: (a) the measurement model, and (b) the structural model. Generally, the objective of the model validation was to regulate where both the measurement and the structural model met the good criteria for empirical research (Urbach & Ahlemann, 2010). The below subclasses deliberated the plans used in this study to measure both measurement and the structural model.

5.18 Measurement Model

Relying upon prior research, the authentication of a reflective measurement model may be well-known by investigating its internal consistency, indicator reliability, convergent validity, and discriminant validity (Lewis, Templeton & Byrd, 2005; Straub *et al*., 2004).

5.18.1 Internal Consistency

Usually, internal consistency may be measured by Cronbach's alpha (CA). Variables with greater Cronbach's alpha result destined that the items within the variable have a similar assortment and meaningful (Cronbach, 1971). Using Cronbach's alpha bids an assessment for the reliability-centered on parameter inter-correlations.

Internal consistency is also evaluated using composite reliability in PLS (Chin, 1998b). Internal consistency is being measured by both composite reliability and Cronbach's alpha measurement. But composite reliability takes into attention that parameter has, unlike loadings. Cronbach's alpha can underrate the internal consistency reliability, wherever it does not accept the equal among the measures and supposing all parameters are similarly weighted (Werts, Linn & Jöreskog, 1974). Internal consistency reliability is suitable if the result is approximately 0.7 in the initial phase, and a value of 0.8 or 0.9 in added progressive phases of the study. A result less than 0.6 denotes a deficiency of reliability (Nunnally & Bernstein, 1994).

5.18.2 Indicator Reliability

The objective of measuring an indicator's reliability is to estimate the range to which a constructor several constructs is in line with what it proposes to measure (Urbach & Ahlemann, 2010). Besides, the reliability of variables is exogenous and has a different calculation from other variables. The significance of indicator loadings is approximately 0.05 level, with loadings of 0.7 (Chin, 1998b). However, other research suggests that factor loadings might be more than 0.5 for superior outcomes (Truong & McColl, 2011; Hulland, 1999), while still, other studies assert that a 0.5 cut-off is acceptable (Chen & Tsai, 2007). As said by Hair *et al*. (2010), factor loading estimates might be between 0.5 and 0.7.

The implication of the parameter loadings may be measured by a resampling technique like bootstrapping. An indicator should only be eliminated when its reliability is small, and its abolition goes along with significant growth of composite reliability (Hensler *et al*., 2009).

5.18.3 Convergent Validity

Urbach and Ahlemann (2010) stated that convergent validity consists of the grade in which specific objects replicate a variable meeting in association to objects assessing, unlike variables. It may be measured by applying the result of AVE. Adequate convergent validity is attained when the AVE result of a variable is no less than 0.5 (Fornell & Larcker, 1981).

5.18.4 Discriminant Validity

Urbach and Ahlemann (2010) expressed that discriminant validity is applied to discriminate a variable's measurement from one to another. It is determining the amount of variance between overlying constructs (Hair, Ringle & Sarstedt, 2013). Unlike convergent validity, discriminant validity examinations whether the items coincidentally assess a bit else besides the intended construct. In PLS, there is a dual measurement of discriminant validity that is usually applied : (a) cross-loading (Chin, 1998b), and (b) Fornell-Larcker's criterion (Fornell & Larcker, 1981) (c) Heterotrait-Monotrait Ratio (Kline, 2011).

Cross-loading is found by linking every latent variable's element results with entire items. If every parameter's loading is greater for its nominated variable related to any other constructs, at that time it may be explained that the dissimilar constructs' parameters are not exchangeable (Chin, 1998b).

Applying Fornell-Larcker's criterion needs a latent variable to explore more variance with its apportioned parameters than with any other latent variable. This technique compares the square root of the AVE with the association of unobserved variables. An unobserved variable should well clarify the variance of its specific parameter rather than the variance of further unobserved variables. Hence, the square root of every variable's AVE should go above the correlations with other unobserved variables (Hair *et al*., 2013).

HTMT may be applied to measure discriminant validity by two methods: (a) as a criterion or (b) as a statistical test. Firstly, the HTMT result might be associated with a predefined onset. The HTMT result might be lower suggested to 0.85 (Clark & Watson, 1995; Kline, 2011) and 0.9 (Gold, Malhotra & Segars, 2001; Teo & Liu, 2007). According to the liberal test approach, the HTMT result should be smaller than 1.00 (Henseler, Ringle & Sarstedt, 2015). Secondly, the confidence interval for the HTMT is made by applying a bootstrapping method. A confidence interval holding the result 1 marks a deficiency of discriminant validity (Shaffer, 1995).

The measurement model's validity is deemed adequate if:

a) Internal consistency reliability measured with Cronbach's alpha, $\alpha > 0.7$
b) Composite reliability is bigger than 0.7.
c) Each item's loading is more than 0.5 and the significant level is 0.05.
d) Convergent reliability measured with Average Variance Extracted > 0 .5
e) Each item's loading on every parameter is maximum for its designated construct.
f) The square root of the AVE of any variable surpasses the correlations between the variable and other variables in the model.
g) The HTMT result might be lower suggested to 0.85.

5.19 Structural Model

After completing the measurement model, the structural model was introduced. Confirming the structural model may help in assessing scientifically whether the

hypotheses articulated by the structural model are sustained by the data (Urbach & Ahlemann, 2010). In PLS, a structural model may be measured by applying the coefficient of determination (R^2) and path coefficients.

The main vital condition for measuring the structural model is to assess every dependent latent variable's coefficient of determination (R^2), which processes the relations of an unobserved variable's clarified variance to its overall variance. Agreeing to Chin (1998b), a value of R^2 around 0.67 is measured as significant, while results around 0.333 are usual, and results of 0.19 and lesser are weak.

The second condition for measuring the structural model is to assess the path coefficient value, which forecasts the forte of the correlation between two latent variables.

Tables 6.1 and 6.2 summarize the guidelines to validate the structural model. In this study, the structural model is evaluated and deemed satisfactory if:

a) The coefficient of determination is larger than 0.19.
b) Path coefficients between LVs must are least 0.1, follow the correct algebraic sign (positive or negative), and are significant (at least 0.05).

6.1 Measurement Model

A measurement model or an outer reveals the relationship between observed variables and the latent variables. Each latent variable (LV) or 'unobserved' construct is presented in the measurement model that is required to be predicted. The independent 'predictors' or 'observed items' which are known as 'indicators' or 'observed measurement items' presented in the measurement model are also mentioned as 'manifest variables' (MVs) (Henseler *et al*., 2009; Ringle, Wende & Will, 2010). The confirmatory factorial analysis is determined by the outer model analysis in the measurement model (Mateos-Aparicio, 2011).

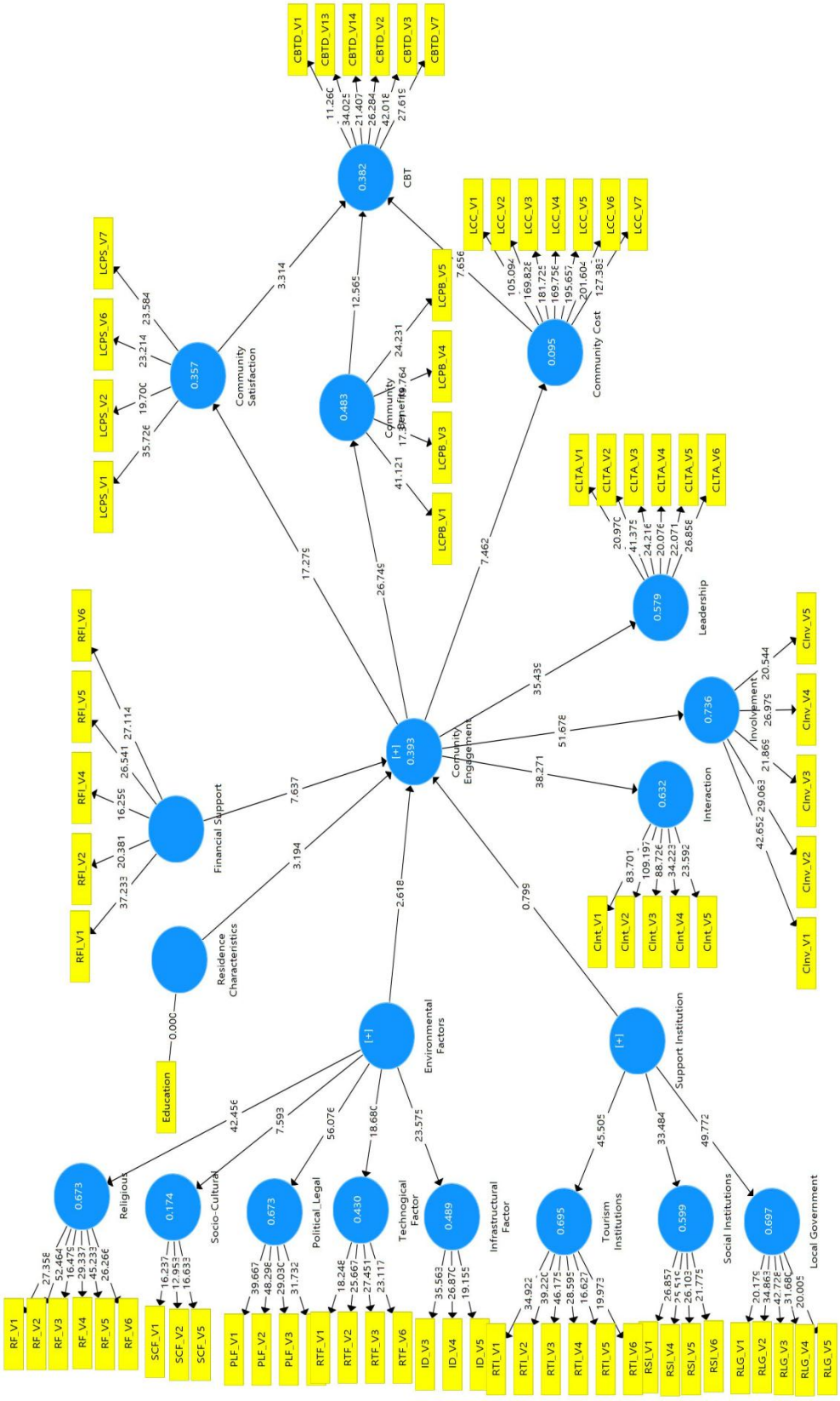
The measurement model can be classified into two models and the researcher may choose any one of the alternatives: a formative or a reflective model (Hulland, 1999), or even a combination of both. In a reflective model, the LV reasons for the MVs to happen, i.e., the MVs reflect the 'effect' of the LV. In the reflective model, the values that appear on the paths leading from a latent construct to each of its corresponding MVs are called 'outer loadings' or 'item loadings' (Henseler *et al*., 2009; Ringle *et al*., 2010).

Alternatively, in a formative model, the MVs are reasons or causes for the LV to happen, i.e., the relation between the MVs and the corresponding LV is causal. The values in a formative measurement model that appear on the paths that are coming from each of the MVs to their corresponding LV reflect the 'weight 'of effect for each

MV about its LV and hence are called 'outer weight' or 'weight coefficient' (Henseler *et al*., 2009; Ringle *et al*., 2010).

The use of the formative model or reflective model largely depends on the nature of the causal relationship between the observed items and the latent variable (Bollen 1989; Hulland 1999; Henseler *et al*., 2009; Ringle *et al*., 2010). In this study, the researcher has conceptualized a reflective model where the MVs reflect the 'effect' of the LV, and thereby 'item loadings' are considered as reasons for the MVs to be happened instead of 'outer weight' in developing latent construct.

Figure 6.1: Measurement Model



Source: Data Analysis

6.2 Assessment of the Measurement (outer) Model

The following sections represent the statistical outputs derived from the multivariate analysis to estimate the validity and reliability of the measurement model.

6.2.1 Internal Consistency Reliability

Internal consistency reliability is a measurement model specification that measures Composite Reliability (Urbach & Ahlemann, 2010) and Cronbach's alpha (Cronbach, 1971).

6.2.2 Composite Reliability

The composite reliability in the measurement model assesses whether all of the concerned MVs measure the same LV. Alternatively, Götz, Liehr-Gobbers, and Krafft (2010) stated that the composite reliability is evaluated by its apportioned parameter. A measurement model is assumed to require good internal consistency reliability when the composite reliability (CR) of every LV surpasses the threshold value of 0.7 (Hair *et al*., 2011). The CR of every variable for this study ranges from 0.777 to 0.984 which is greater than the threshold value of 0.7 (Table A18).

6.2.3 Cronbach's Alpha

Cronbach's alpha is accepted to the maximum part by the amount to which a set of parameters processes a single uni-attributed unobserved variable. Cronbach's alpha statistically ranges from 0 to 1 and the minimum acceptable threshold ought to be .7 to

demonstrate internal consistency. Nonetheless, a higher alpha is attractive and 0.8 or more is viewed as great and above 0.9 which is viewed as excellent. The Cronbach's alpha values of each construct for this study ranges from 0.70 to 0.981 (Table A18). The Cronbach's alpha values for residents' characteristics only were found at 0.650. According to Hair *et al*. (2014a,b), 0.6 is also acceptable and this construct includes two different items such as education and income of the respondents. So, except for the construct, all the Cronbach's alpha values are more than the threshold value of 0.7.

These results of composite reliability and Cronbach's alpha values point out that the items have used for both first-order and second-order level constructs pose satisfactory internal consistency reliability.

6.2.4 Indicator Reliability

The indicator reliability is estimated by observing the model's item loadings. A measurement model has shown suitable indicator reliability when the loadings of each item are higher than 0.5 (Hair *et al*., 2010). The outer loading of each item and all items in the measurement model displayed satisfactory loadings above 0.5, ranging from a lower bound of 0.55 to an upper bound of 0.96 (Table A10). Total items have shown statistically significant at 0.01% level. Along these lines, all items used in the measurement model for this research purpose have demonstrated satisfactory indicator reliability.

6.2.5 Convergent Validity

AVE is commonly used in different multivariate research for determining convergent validity. AVE processes the degree to which the average variance of the parameters is clarified with the variable and it ought to be more than 0.5 (Fornell & Larcker, 1981). In this study, the measurement model's convergent validity is estimated by measuring its AVE value. Convergent validity is assumed to be satisfactory while constructs having an AVE are about 0.5 or higher. All AVE values of the first-order and the second-order constructs ranging from 0.502 to 0.814 and these outputs suggesting that the measurement model has achieved an adequate convergent validity (Table A18).

6.2.6 Discriminant Validity

Discriminant validity discusses the degree of correlation between measurement items of one construct with measurement items of another unrelated construct which hypothetically should not be connected. Discriminant validity test shows how much the fluctuation is ascribed to a block of constructs where two "conceptually different" constructs should be adequately different from one another (Henseler *et al*., 2009). Discriminant validity determines whether the factor loadings are well established. There are three different ways for testing the discriminant validity: (a) Fornell-Larcker's criterion (Fornell & Larcker, 1981), (b) Cross loading (Chin, 1998b), and (c) Heterotrait-Monotrait Ratio- HTMT (Henseler *et al*., 2009; Kline, 2011).

The Fornell-Larcker-Criterion is grounded on the idea that the measurement items can explain more variance of their concerned LV than other measurement items would. So, when there is discriminant validity, the AVE of each latent construct goes beyond the squared correlations with all other latent constructs. This implies that each LV poses more variance with its block of measurement items than with any other LVs (Henseler *et al*., 2009).

In this study, all the square roots of AVE and the squared correlations of all other constructs are presented. All the AVEs are more than the off-diagonal components in their matching row and column. The symbolized shaded components signify the AVE and the off-diagonal non-bolded values represent the inter-correlation values between constructs. All the off-diagonal elements are lower than the square roots of AVE which confirms Fornell and Larker's criterion of discriminant validity (Table A21, A22, and A23).

6.2.6.1 Discriminant Validity: Cross Loading

The assessment of the cross-loading and factor loading is the benchmark of the second measurement model for evaluating the discriminant validity. The cross-loadings are connected with determining whether the loadings of the measurement items on their assigned LV are the maximum compared to the loadings of the other measurement items on this particular latent variable. In other words, the indicator loading attributes to an LV must be greater than the loadings on all other LVs (Fornell & Larcker 1981; Henseler *et al*., 2009). So, the discriminant validity of the measurement model is

achieved when the concerned LV items loadings are more than the cross-loading of other LVs items. The cross-loading table displays that entire measured item loadings are greater against their particular projected latent variable related to other variables. Therefore, the loading of every section is greater than any other section in similar rows and columns these outcomes separate each latent variable as hypothesized in the theoretical model. So, the cross-loading result ensures that the measurement model has achieved desired discriminant validity (Table A10).

6.2.6.2 Discriminant Validity: Heterotrait-Monotrait Ratio- HTMT

Heterotrait-Monotrait Ratio -HTMT may be applied to measure discriminant validity by two methods: (a) as a criterion or (b) as a statistical test. Firstly, the HTMT result might be associated with a predefined onset. The HTMT result might be lower suggested to 0.85 (Clark & Watson 1995; Kline, 2011) and 0.9 (Gold *et al*., 2001; Teo *et al*., 2007). According to the liberal test approach, the HTMT result should be smaller than 1.00 (Henseler *et al*., 2015). Secondly, the confidence interval for the HTMT is made by applying a bootstrapping method. A confidence interval holding the result 1 marks a deficiency of discriminant validity (Shaffer, 1995). The confidence interval ranges from 5% to 95% which has to be less than 1. In this study, the researcher met the criteria. Thus, the HTMT ratio and the cross-loading outputs confirm the measurement model's discriminant validity (Table A26).

6.2.7 Assessment of Second-Order Constructs

The construction of the aforesaid construct usually follows the same procedure used to conduct in assessing the reflective or formative lower-order constructs. The second-order construct is considered as an ordinary Latent Variable (LV) where the first-order constructs serve as manifest variables (indicators) to the second-order constructs (Chin, 1998a; Hair, Ringle & Sarstedt, 2011a). So, the first-order constructs are supposed to be caused by the second-order construct and then the calculation process of the second-order construct needs to be carried out in a parallel way to that of reflective LV.

In some circumstances, wherever variables cannot measure straightly instead of the researcher estimates the mechanisms that build up the building blocks of a theory. The mechanisms, stated as latent variables are signified by conjugations of associated parameters. As displayed in the first measurement model religious, socio-cultural, political-legal, technological factors and infrastructural development are LVs that create their particular blocks of indicators RF_V1, RF_V2, SCF_V1, PLF_V1……, RTF_V6. This level of thought is identified as a first-order factor.

In some conditions based on theoretical support the researchers, however, want to comprehend the observed phenomenon at a second-order level. Such as, perceived behavioral control (PBC) based on prearranged behavior theory, Ajzen (1991) has approved that observed self-efficiency and observed controllability as lower-order two LVs and PBC as a particular construct at a higher-order (Ajzen, 2002) level. Hair *et*

al. (2010) pointed that latent variables can be dignified at any stage of thought where a higher-order LV shows factors that are seemingly dissimilar yet correlated to lower-order latent constructs (Chen, Sousa & West, 2005). The usage of a higher-order in SEM, mainly variance-based SEM, outcomes in added a frugal model. This higher-order element is also mentioned as a second-order factor. In this study based on PEST analysis (PEST analysis helps us understanding the surrounded business environment into a single edge and its impact on business), environmental factors and institutional factors are considered as second-order constructs.

6.2.8 First-Order Component Validation

Hypothetically, a thing is assumed to require satisfactory convergent validity at the time of the item estimates LV for which it is planned. According to the measurable perspective, this typically implies that the items taking high loading (> .50) on their parental factor (Hair *et al*., 2010; Kline, 2010; Schumacker & Lomax, 2012) and small cross-loading on different others components provide a sign of worthy convergent validity.

The validation of the first-order construct comes from the significant loadings which need to be statistically substantial as p-values are applied as validation parameters in a CFA. In the present study, the p-value of all loadings of first-order constructs was found statistically significant at a 5% level. Additionally, AVE for every construct must surpass the threshold value of 0.50 (Hair *et al*., 2010; Urbach & Ahlemann, 2010) and the minimum CR of the construct should be 0.70 (Hair *et al*., 2010). The

measurement model in this research produced the AVE and CR for the first-order constructs which met the minimum requirement as shown in appendix-B (Table A18).

Applying Fornell-Larcker's criterion needs a latent variable to explore more variance with its apportioned parameters than with any other latent variable. This technique compares the square root of the AVE with the association of unobserved variables. An unobserved variable should well clarify the variance of its specific parameter rather than the variance of further unobserved variables. Hence, the square root of every variable's AVE should go above the correlations with other unobserved variables (Hair *et al*., 2013). Moreover, VIF as a means of collinearity is to keep on below 5.0, though the VIF value of 3.30 is treated as a normally accepted stringent threshold. The result of the measurement model showed the first-order factor where Fornell and Larcker criterion and the multicollinearity VIF test were met (Table A21, A22, and A23).

Various first-order constructs such as religious, socio-cultural, political-legal, technological, and infrastructural development, Tourism institution, social institution, and local government, local community interaction, local community involvement, and their leadership (influence and control to tourism initiatives) are relatively correlated highly cause of these unobserved variables are the lower-order construct of environmental factors, institutional factors, and community engagement respectively (Table A21, A22, and A23). While they are extremely interrelated, VIF showed that

these unobserved variables were distinguishable from one another and appeared as eleven detached constructs. This result is agreed by Greene and D'Arcy (2010).

6.2.9 Higher-Order Component Validation

The preliminary step creates indicator assessments for the components and also calculates their factor totals. The factor score for religious, socio-cultural, political-legal, technological factors and infrastructural development; tourism institution, social institution and local government; local community interaction, local community involvement, and community leadership in tourism effort were applied as the scores to compute the higher-order constructs for environmental factors, support institutions, and community engagement respectively. Hair *et al*. (2006) advocated that an upper-order construct be measured in a parallel way as in the lower-order construct structure. Consequently, reliability, convergent, and discriminant validity were tested again against adequate threshold values. The output showed the results of AVE and composite reliability of three higher-order constructs (Table A18). All the outputs satisfy the threshold values, i.e. all AVE were more than 0.50 and all composite reliability were more than 0.70.

6.3 The Structural Model

A structural model or an inner model is a set of assigned paths reflecting a "causal chain" between constructs or LVs, (Henseler *et al*., 2009); where the relationship creates from one LV and 'points' to another LV. A structural model is commonly a

hypothesized theoretical model (Ringle *et al*., 2010). Given the predictive nature of the paths, the relationship between the LVs in a structural model is considered "formative". Any preceding LV which is a cause and predicts by another LV is known as an "exogenous" LV, and any preceding LV which is a cause and predicts by another LV is regarded as "endogenous" LV (Chin, Marcolin & Newsted, 2003; Henseler *et al.*, 2009; Hair *et al.*, 201la).

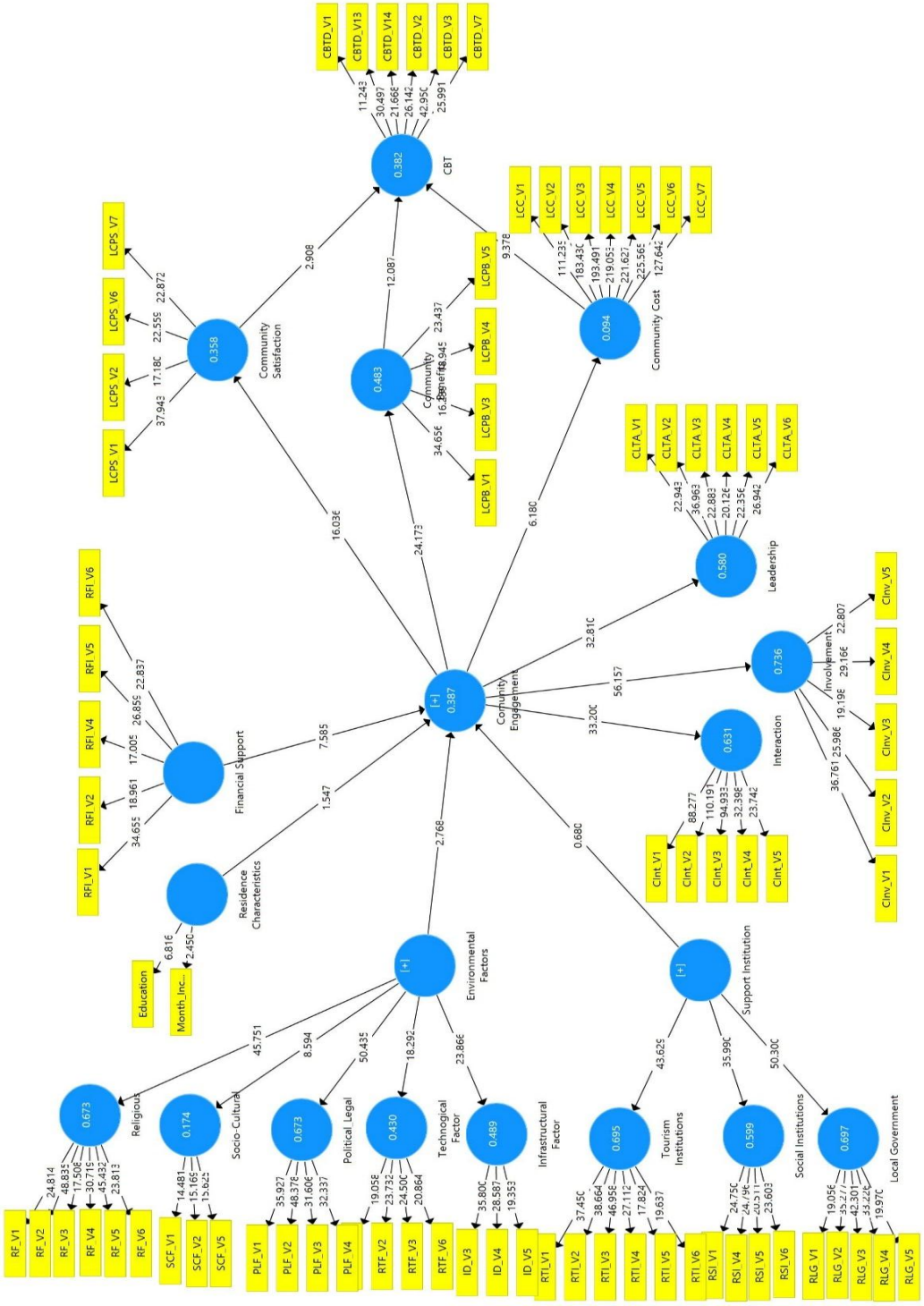
In the structural (inner) model, a 'path analysis' approach is applied to analyze the parameters (Mateos-Aparicio, 2011), so the result seems to be the paths between each of the LVs in the structural model are named as 'path coefficients'. A path coefficient is the direct outcome of any exogenous LV on another endogenous LV, i.e. it is the amount of change in the endogenous LV when the exogenous LV increases by 1 standard deviation For example if a particular path coefficient was X, this means that an increase of 1 SD in the exogenous LV would result in an increase of X in the SD of the dependent variable.

Before validating the goodness of the structural (inner) model, it is desirable to first assess the goodness of the measurement (outer) model. In doing so, it is needed to test, both, the outer model's validity and reliability. In the previous section, the researcher has confirmed the validity and reliability of the measurement model.

The following subsequent sections discuss the tests used to assess the validity of the structural model for this study which requires an examination of the coefficient of

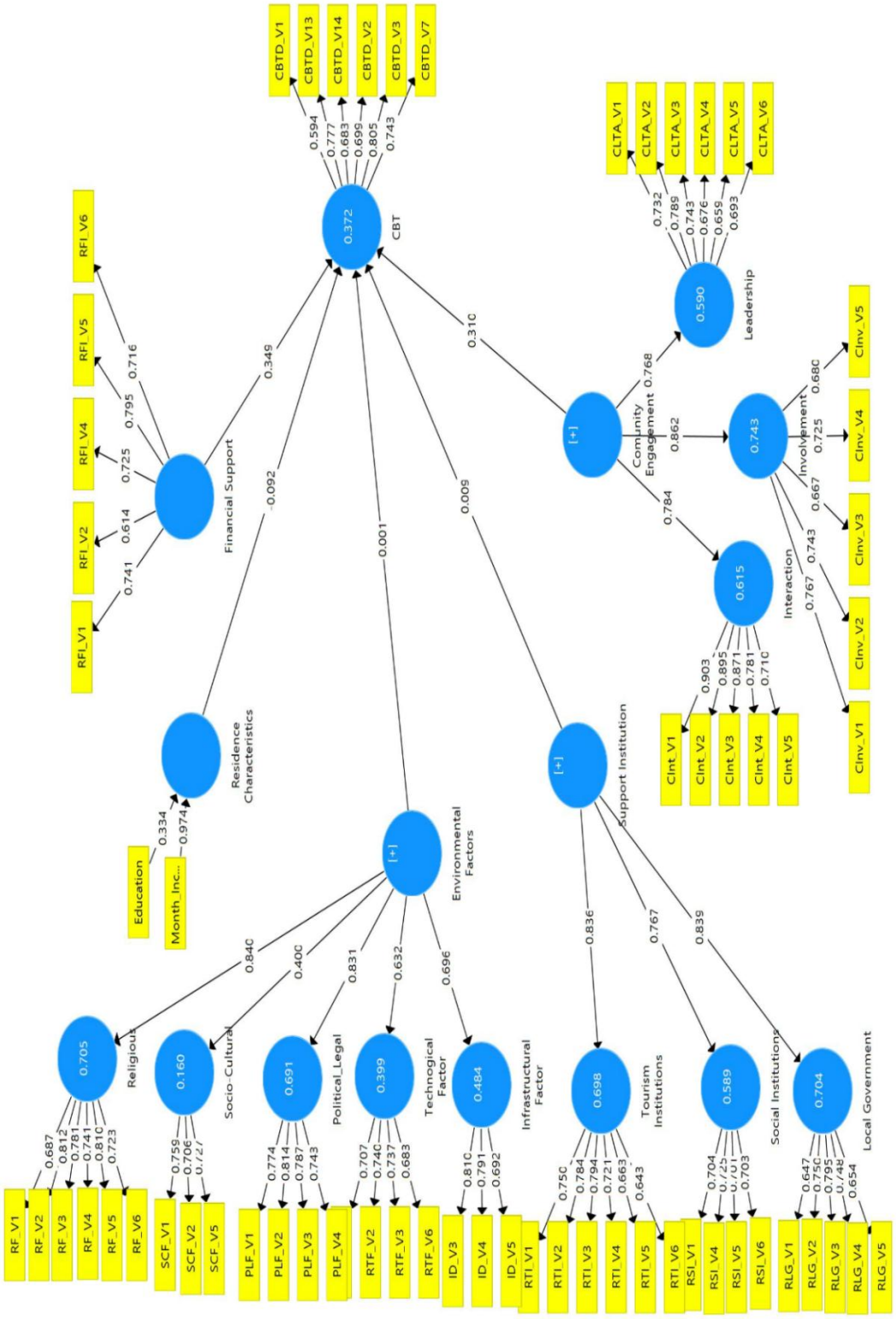
determination (R^2), path coefficients (effect size impact indicator (f^2), and the effect size (f^2).

Figure 6.2: Structural Model (First Model)



Source: Data Analysis

Figure 6.3: Structural Model (Second Model)



Source: Data Analysis

6.3.1 The Coefficient of Determination (R^2)

The coefficient of determination (R^2) is the prediction power of the model. This value indicates the amount of variance in a dependent variable that is explained by the independent variables. In other words, the explained variance (R^2) is the proportion of the variance in each predicted (endogenous) variable that can be explained by exogenous variables. This value should be high to explain the endogenous latent variable's variance well, therefore, a larger R^2 value increases the predictive ability of the structural model. Henseler *et al*., (2009) suggested that low R^2 values mean that the model is unable to explain the endogenous LV which in turn sheds some doubts on the theory proposed in the tested model. According to Chin (1998b), R^2 values of 0.67 or more are substantial, 0.33 or more are moderate, and 0.19 or more are weak in PLS path models.

In this study, the SmartPLS algorithm function is used to obtain the R^2 values. While the bootstrapping function generates 500 samples from 526 cases, used to generate the t- values. R^2 results of the first structural model showed that the environmental factors, support institutions, financial supports, and residence characteristics explained 38.7% of the variance in the community engagement construct. The model also showed that community engagement explained 35.8% variance in community satisfaction, 48.3% variance in community benefits, and 9.4% variance in community cost. The community satisfaction, community benefits, and community cost explained a 38.2% variance in community-based tourism development (Figure 09).

The second structural model has shown a 37.2% variance in community-based tourism development in the case of the environmental factors, support institutions, financial supports, residence characteristics (Figure 10). In this study, the R^2 criterion has met the adequate predictive ability and the structural model has also achieved the same (Chin, 1998b).

6.3.2 Path Coefficients and the Indicator Effect Size (f^2)

Within the structural model, each path connects two latent variables representing a hypothesis. Path coefficients allow the researcher to confirm or deny each hypothesis, and to better understands the strength of the relationship between dependent and independent variables. Path coefficients can be interpreted as standardized beta coefficients that are calculated in ordinary least squares regression. Bootstrapping technique is used to determine whether the path coefficients are significant or not along with t-statistics. Besides this, predictors' relative effect sizes are measured by calculating f^2.

6.3.3 The Effect Size (f^2)

In addition to the path coefficient values, the researcher has used the PLS-path modeling technique to evaluate hypothesized path effect size. Hypothesized path effect size test (f^2) is generally conducted manually and is referred to as the Cohen (1988). F-test the Cohen (1988) formula of the effect size f^2 is: $f^2 = (R^2_{\text{full model}} - R^2_{\text{reduced model}}) / (1- R^2_{\text{full model}})]$. The F-test is used to determine the strength of the

predictor effect size (f^2) by adding or removing a construct to a previously tested model and calculating the change in the explained variance R^2 of the ultimate latent dependent variable (Henseler *et al*., 2009; Henseler & Fassott, 2010). Generally, the f^2 effect size values of 0.02, 0.15, and 0.35 are regarded as small, medium, and large respectively (Cohen, 1988) cited in (Chin *et al*., 2003; Henseler *et al*., 2009; Henseler & Chin, 2010). However, a low f^2 should not always be ignored as a small effect can still be regarded as meaningful to some extent (Chin *et al*., 2003). The predictive effect sizes of the f^2 value in this study were found satisfactory except for non-significant path coefficients (Table 6.1 and 6.2).

6.3.4 The Prediction Relevance (Q^2)

The Prediction Relevance (Q^2) or the Stone-Q^2 test (Geisser, 1974; Stone, 1974) can predict the measurement items of any endogenous LV in the model (Henseler *et al*., 2009). The predictive relevance can be measured using the blindfolding procedure (Tenenhaus, Vinzi, Chatelin & Lauro, 2005), specifically for endogenous LV of reflective measurement models (Henseler *et al*., 2009).

The blindfolding algorithm can sometimes be called "boot-cross" because it is a "cross-validation" (CV) technique used with standardized data. It is somewhat a combination between PLS algorithms and bootstrapping. This technique gives a Q^2 statistic which is a criterion that tells how good the model is in predicting missing values in the data set or how well the omitted data are estimated by the model. It blind-folds some of the data set (say for instance every seventh one) and makes it

blank then attempts to predict the model which is then compared to the actual model (without the missing values) (Tenenhaus *et al*., 2005).

The predictive relevance of Q^2 is measured by comparing the sum of the squares of prediction errors to the sum of the squares' original "omitted" values. The Q^2 values of 0.02, 0.15, and 0.35 reflect the small, medium, and large predictive relevance of certain LVs. The higher Q^2 is the better predictive relevance (Henseler *et al*., 2009; Urbach & Ahlemann, 2010). So when $Q^2 > 0$, that means that the model has predictive relevance concerning a particular explanatory LV and it would be considered as good when the predicted measurement items are very close to the original data.

In this study, the predictive relevance in the first structural model are community satisfaction (0.011), community benefits (0.128), community costs (0.074), environmental factors (0.009), financial support (0.045), residence characteristics (0.006) and support institution (0.003). The predictive relevance in the second structural model is community engagement (0.034), environmental factors (0.000), financial support (0.037), residence characteristics (0.005), and support institution (0.000). Practically, the values for Q^2 are almost the same as the values of R^2 of endogenous LV concerning the individual exogenous latent construct.

Table 6.1 and 6.2 presented the path coefficients, t-statistics, significance level f^2, and Q^2 for all hypothesized relationships. Based on these results from the path assessment, each proposed hypothesis is either accept or reject. The outputs of structural models are discussed in the next section.

Table 6.1: Direct Relationship for Hypothesize Model No.01

Outputs of First Structural Model

Hypothesis	Relationship	Std. Beta	Std. Error	|t-value|	p-value	Decision	f^2	q^2	5% CI LL	95% CI UL
H_1	Residence Characteristics -> Community Engagement	-0.076	0.050	1.683	0.093	Null Supported	0.011	0.006	-0.174	0.024
H_2	Environmental Factors -> Community Engagement	0.203	0.076	2.738	0.006	Alternative Supported	0.024	0.009	0.053	0.344
H_3	Support Institution -> Community Engagement	0.055	0.075	0.675	0.500	Null Supported	0.003	0.003	-0.097	0.199
H_4	Financial Support -> Community Engagement	0.423	0.057	7.363	0.000	Alternative Supported	0.171	0.045	0.308	0.528
H_{5a}	Community Engagement -> Community Satisfaction	0.600	0.037	15.945	0.000	Alternative Supported			0.517	0.668
H_{5b}	Community Engagement -> Community Benefits	0.697	0.028	24.812	0.000	Alternative Supported			0.644	0.751
H_{5c}	Community Engagement-> Community Cost	0.306	0.046	6.722	0.000	Alternative Supported			0.214	0.393
H_{11a}	Community Satisfaction -> CBT	0.147	0.054	2.793	0.005	Alternative Supported	0.028	0.011	0.042	0.246
H_{11b}	Community Benefits -> CBT	0.558	0.049	11.271	0.000	Alternative Supported	0.331	0.128	0.462	0.649
H_{11c}	Community Cost s -> CBT	-0.407	0.044	9.138	0.000	Alternative Supported	0.181	0.074	-0.489	-0.317

** Path coefficient significant at 1% level, P<.01;
* Path coefficient significant at 5% level, p<.05
R2 for Endogenous Constructs:
Community Engagement= 0.387, Community Satisfaction=0.358, Community Benefits =0.483, Community Cost=0.094; and CBT=0.382
f^2 is only for endogenous constructs which has more than one exogenous constructs

Table 6.2: Direct Relationship for Hypothesize Model No. 02

Outputs of Second Structural Model

Hypothesis	Relationship	Std. Beta	Std. Error	|t-value|^	p-value	Decision	f^2	q^2	5% CI LL	95% CI UL
H_6	Residence Characteristics -> CBT	-0.115	0.052	1.704	0.089	Null Supported	0.013	0.005	-0.236	-0.044
H_7	Environmental Factors -> CBT	0.001	0.075	0.020	0.984	Null Supported	0.000	0.000	-0.144	0.151
H_8	Support Institution -> CBT	0.007	0.074	0.141	0.888	Null Supported	0.000	0.000	-0.137	0.142
H_9	Financial Support -> CBT	0.346	0.064	5.445	0.000	Alternative Supported	0.097	0.037	0.218	0.467
H_{10}	Community Engagement -> CBT	0.307	0.056	5.505	0.000	Alternative Supported	0.088	0.034	0.196	0.410

** Path coefficient significant at 1% level, P<.01;
* Path coefficient significant at 5% level, p<.05
R^2 for Endogenous Constructs: CBT=0.372
f^2 is only for endogenous constructs which have more than one exogenous constructs

6.4 Hypotheses Testing

To test the proposed hypotheses using the structural model, path coefficients between exogenous and endogenous latent variables are assessed. A path coefficient value should be at least 0.1 to account for a certain impact within the model (Hair *et al*., 2011; Wetzels, Raaijmakers, Jakab & Wagenmakers, 2009). The eight paths coefficients out of ten in the first structural model and two paths coefficients out of five in the second structural model have found significant that supported the proposed alternative hypotheses (Table 6.1 and 6.2). All the supported hypotheses are significant at either 0.01 or 0.05 level and have the expected directions.

Hypothesis 1: H_0 is accepted.

The R^2 value in the first structural model explained 38.7% of the variance in the dependent variable (community engagement). This R^2 implied that the exogenous latent variables in this model explained about 38.7% of the variability in the endogenous community engagement construct. The R^2 value in this model has the moderate predictive ability (Chin, 1998b)

The first structural model and the regression path coefficient presented the standardized beta (β) coefficient between community characteristics and community engagement which was β= - 0.076 (t= 1.683; p> 0.05) (Table 6.1). This result did not provide support in favor of the alternative hypothesis (H_1). The community characteristics such as the level of education and monthly income have not shown a

significant positive impact on local people's perception about their engagement in tourism activities. The item employment status was omitted due to poor loading in the model.

Hypothesis 2: H_1 is accepted.

The regression path coefficient presented the standardized beta *(β)* coefficient between environmental factors and community engagement which was *β*= 0.203 (t= 2.738; p< 0.01) (Table 6.1). This result provides adequate support in favor of the alternative hypothesis (H_1) and states the environmental factors such as religious, socio-cultural, political and legal, technological, and infrastructural factors have shown a significant positive impact on local people's perception about their engagement in tourism activities.

Hypothesis 2: H_0 is accepted.

The regression path coefficient presented the standardized beta (*β*) coefficient between tourism supporting organizations and community engagement was *β*= 0.055 (t= 0.675; p> 0.05) (Table 6.1). This standardized beta (*β*) coefficient fails to provide adequate support in favor of alternative hypothesis (H_1) and thus it is stated the tourism supporting organizations such as tourist serving institutions, social institutions, and local government have not shown a significant positive impact on the engagement of the local community in tourism initiatives.

Hypothesis 4: H_1 is accepted

The standardized beta (β) coefficient for the regression path between the financial support and community engagement presented was β= 0.423 (t=7.363; p< 0.01) (Table 6.1). This standardized beta (β) coefficient provides strong and adequate support in favor of alternative hypothesis (H_1) and therefore, it is indicated that the financial supports such as financial assistance from the bank and or microcredit organization have a significant positive impact on the engagement of the local community in tourism initiatives.

Hypothesis 5: H_1 is accepted

The R^2 value of community engagement as an antecedent of community perceived satisfaction was 0.358, community perceived benefits were 0.483, and community perceived costs were 0.094. These results were found statistically significant at a 1% level. Thus, it can be said that community engagement has a significant effect on community perceived satisfaction, community perceived benefits, and community perceived costs.

Hypothesis 5a: H_1 is accepted.

The R^2 value of community satisfaction for the community engagement is 35.8% as presented in the first structural model which states that 35.8% of the variance in the dependent variable (community satisfaction) can be explained by the community

engagement construct. The R^2 value in this model has a moderate predictive ability (Chin, 1998b).

The standardized beta (β) coefficient for the regression path between community engagement and community perceived satisfaction was β= 0.600 (t= 15.945; p< 0.01) (Table 6.1). This beta (β) coefficient value is more than 0.1 and the p-value is less than 0.00001, so this finding provides strong support in favor of accepting the alternative hypothesis (H_1) and therefore, it can be said that more community engagement is a result of greater community satisfaction.

Hypothesis 5b: H_1 is accepted.

The R^2 value of community benefits for the community engagement was 48.3% as presented in the first structural model which stated that 48.3% of the variance in the dependent variable (community satisfaction) can be explained by the community engagement construct (Table 6.1). The R^2 value in this model has a moderate predictive ability (Chin, 1998b).

The standardized beta (β) coefficient for the regression path between community engagement and community perceived benefit was β= 0.697 (t= 24.812; p< 0.01) (Table 6.1). This beta (β) coefficient value is more than 0.1 and the p-value is less than 0.00001, so this finding provides strong support in favor of accepting the alternative hypothesis (H_1) and therefore, it can be said that greater community engagement results in greater community benefits.

Hypothesis 5c: H_1 is accepted.

The R^2 value of community costs for the community engagement is 9.4% as presented in the first structural model which states that 9.4% of the variance in the dependent variable (community satisfaction) can be explained by the community engagement construct (Table 6.1). The R^2 value in this model has a weak predictive ability (Chin, 1998b).

The standardized beta (β) coefficient for the regression path between community engagement and community perceived costs was β= 0.306 (t= 6.722; p< 0.01) (Table 6.1). This beta (β) value is more than 0.1 and provides strong and adequate support in favor of the alternative hypothesis (H_1) and therefore, it can be said that community engagement has a significant detrimental impact on the community cost due to tourism involvement.

Hypothesis 6: H_0 is accepted.

The second structural model and the regression path coefficient values presented the standardized beta (β) coefficient between community characteristics and CBT development was β= - 0.115 (t= 1.704; p> 0.05) (Table 6.2). This result does not provide support in favor of the impact of community characteristics on CBT development. This standardized beta (β) coefficient fails to provide adequate support in favor of the alternative hypothesis (H_1). So, H_0 is accepted. Thus, the community

characteristics (such as the level of education and monthly income) have not shown any significant effect on community-based tourism development.

Hypothesis 7: H_0 is accepted.

The second structural model and the regression path coefficient presented the standardized beta (β) coefficient between environmental factors and CBT development was of β= 0.001 (t= 0.020; p> 0.05) (Table 6.2). This result did not provide support in favor of the alternative hypothesis (H_1). So, H_0 is accepted. Thus, the environmental factors (such as religious, socio-cultural, political and legal, technological, and infrastructural factors) have not shown any significant effect on community-based tourism development.

Hypothesis 8: H_0 is accepted.

The path coefficient value of tourism support institutions and CBT development in the second structural equation model was β= 0.007 (t= 0.141; p> 0.05) (Table 6.2). The beta (β) coefficient is too little to 0.1 and the p-value is more than 5%, so this result ejects the intended alternative hypothesis (H_1) and accepts the null hypothesis (H_0). Thus, the tourism support institutions (such as tourist serving institutions, social institutions, and local government) have not brought any significant effect on CBT development.

Hypothesis 9: H_1 is accepted.

The standardized beta (*β)* coefficient for the regression path between the financial support and CBT development was *β*= 0.346 (t= 5.445; p< 0.01) (Table 6.2). The beta (*β*) coefficient is more than 0.1 and the p-value is also less than 0.01%. So, the standardized beta (*β*) coefficient provides strong and adequate support in favor of the alternative hypothesis (H_1) and rejects the null hypothesis. Besides, the effect size value is more than 0.02 (Henseler & Chin, 2010) and the prediction relevance is also more than 0.02 (Urbach & Ahlemann, 2010). Therefore, it is concluded that financial supports such as financial assistance from the bank and or microcredit organization have a significant positive impact on the development of CBT.

Hypothesis 10: H_1 is accepted

The standardized beta (*β)* coefficient for the path between the local community engagement and CBT development was *β*= 0.307 (t= 5.505; p< 0.01) (Table 6.2). The beta (*β*) coefficient is more than 0.1 and the p-value is also less than 0.01%. So, the standardized beta (*β*) coefficient provides strong and adequate support in favor of the alternative hypothesis (H_1) and rejects the null hypothesis. Besides, the effect size value is more than 0.02 (Henseler & Chin, 2010) and the prediction relevance is also more than 0.02 (Urbach & Ahlemann, 2010) were found in the path between the local community engagement and CBT development. Therefore, it is obvious that local community engagement (such as local community interaction, leadership, and involvement) has a significant positive impact on the development of CBT.

Hypothesis 11

The R^2 value for CBT development as a predictand variable of three predictors such as community perceived satisfaction, community perceived benefits, and community perceived costs was 38.2% as shown in the first structural model. The R^2 value of 38.2% explains that the amount of variance in the dependent variable (CBT) can be predicted by these three exogenous variables. The R^2 value in this model has a moderate predictive ability (Chin, 1998b). So, from this result of R^2, it can be said that the local community's perceived satisfaction, benefits, and costs affect CBT development.

Hypothesis 11a: H_1 is accepted

The standardized beta (β) coefficient for the path between the local community satisfaction and the CBT development was β= 0.147 (t= 2.793; p< 0.01) (Table 6.2). The beta (β) coefficient is more than 0.1 and the p-value is also less than 0.01%. So, the standardized beta (β) coefficient provides strong and adequate support in favor of the alternative hypothesis (H_1) and rejects the null hypothesis. Besides, the effect size value is more than 0.02 (Henseler & Chin, 2010) and the prediction relevance is also more than 0.01 (Urbach & Ahlemann, 2010) were found in the path between the local community satisfaction and CBT development. Therefore, it is apparent that local community satisfaction has a significant positive impact on the development of CBT.

Hypothesis 11b: H_1 is accepted

The regression path coefficient or the standardized beta (β) coefficient between the local community perceived benefits and the CBT development was β= 0.558 (t= 11.271; p< 0.01) (Table 6.2). The beta (β) coefficient is more than 0.1 and the p-value is also less than 0.01%. So, the standardized beta (β) coefficient provides strong and adequate support in favor of the alternative hypothesis (H_1) and rejects the null hypothesis. Besides, the effect size value was 0.331 which is very close to the highest cut-off value of 0.33 (Henseler & Chin, 2010) and the prediction relevance was 0.128 which is very close to the medium cut-off value of 0.15 (Urbach & Ahlemann, 2010) for the path between the local community benefits and CBT development. Therefore, it can be concluded that the local community's perceived benefits have a significant positive impact on the development of CBT.

Hypothesis 11c: H_1 is accepted

The path coefficient of local community perceived costs and the CBT development was β= -0.407 (t= 9.138; p< 0.01) (Table 6.2). The beta (β) coefficient is more than 0.1 and the p-value is also less than 0.01%. So, the standardized beta (β) coefficient provides strong and adequate support in favor of the alternative hypothesis (H_1). Besides, the effect size value was 0.181 which is more than the moderate cut-off value of 0.15 (Henseler & Chin, 2010) and the prediction relevance was 0.074 which is more than 0.02 (Urbach & Ahlemann, 2010) for the path between the local community costs and CBT development. Therefore, it can be concluded that the local community perceived costs have a significant negative impact on the development of CBT.

7.1 Discussion

The tourism industry is a complex multifaceted area of the economy, whose improvement influences the advancement and thriving of the national economy. The tourism industry is such a sector where diverse activities are closely connected (Gursoy *et al*., 2010). These activities require different types of community involvement to make the CBT successful. Thus, understanding the local community's perceptions and attitudes towards tourism and tourism development is crucial for CBT development (Byrd *et al*., 2009; Gursoy *et al*., 2010; Lee *et al*., 2010; Nunkoo & Ramkissoon, 2010; Yu *et al*., 2011). Accordingly, community perceptions and CBT development have been an emergent research topic in tourism industries and the derived results are useful for assessing the obstacles to or the opportunities of the proposed tourism development. It is very common to know this information by local authorities or developers who are highly interested in knowing local communities' views to gain support by adjusting their planning (Nunkoo & Ramkissoon, 2010). There are two approaches to study CBT development: (a) bottom-up approach and (b) top-down approach. A bottom-up approach or community-based approach to community-based tourism development in which the local community's opinions are considered is common in some destinations. In a top-down approach, the researcher and policymakers put less emphasis on the local community's opinions. Many developing countries like Bangladesh usually follow the second approach which might not be effective for CBT development because it is

potentially causing conflicts between tourists, developers, local governments, and local residents. The bottom-up approach to CBT development projects has been used in this study where the research tends to solicit opinions from the local community for locality-based tourism development.

Community capacity building along with benefits to local communities is a necessary condition for improving the process of tourism development. Tourism in general and CBT, in particular, are important to the overall community capacity-building discourse in which community supports and financial factors make a role to play. The results of the study implied that CBT development in the Lawachara community provides opportunities for residents to increase the living standard on one hand and extend community support to attract visitors and tourists in this region even though CBT development poses both positive and negative impacts on the community. The economic and socio-cultural impacts of tourism in Lawachara National Park are critical for the sustainable protection of natural resources (Mackenzie, 2012) and CBT development.

CBT development results in several socio-economic benefits to residents on one hand (Andereck *et al*., 2005; Kwon & Vogt, 2010) and is also accompanied by several community costs affecting the lives of the host community (Andereck & Nyaupane, 2011) in another hand. Social Exchange Theory is very much relevant here to explain the CBT development about community benefits and costs. This study is trying to know the factors which are involved in CBT development at

Lawachara along with the community role to explore the CBT development as a whole.

Empirical results indicated that community satisfaction, benefits, and costs are significantly related to CBT development. Besides, financial/ economic supports and community engagement are also needed for CBT development. Environmental factors, support institutions, and local residents' demographic characteristics have no significant role in this sample for CBT development.

7.2 Residents' Demographic Profile in CBT Development

The demographic profile of the respondent has used in the study are respondents' gender, age, number of children, number of children going to school, local people residential status, level of education, sources of family income, monthly income, monthly expenses, religious status, number of family earners. The measurement model validated only two of those demographic characteristics e.g., level of education and the monthly income of the residents; the other criteria have shown poor factor loading. The structural model has shown the path loading between resident demographic profile and community engagement as β= -0.076 (t= 1.683, p> 0.05) and between demographic profile and CBT as β= -0.115 (t= 1.704, p> 0.05). Both the standardized beta (β) coefficients have been found statistically insignificant. The reason for the non-significant path may be due to exclusion of other demographic factors in the model. The descriptive statistics showed that the major sources of family income of local residents come from agriculture (N= 260 or

49.4%) and only 26% income generates from business and 21% income from job/services which were directly or indirectly related to tourism matters. Further, only 5.7% of people have found themselves directly involved with tourism activities, 49.7% involved indirectly with tourism activities and the remaining 44.7% did not involve in tourism either directly or indirectly. This lower engagement of majority residents' in agricultural activities is the major cause of an insignificant path between resident demographic profile and community engagement in tourism activities. As the resident characteristics are insignificant to engagement which in turn produces a less significant path between resident characteristics and CBT development. These findings are consistent with the observations of Almeida-García, Peláez-Fernández, Balbuena-Vazquez & Cortés-Macias (2016) and Sharma and Gursoy (2015). Almeida-García *et al*. (2016) reported residents with higher education levels perceived tourism activities more positively than the residents with lower education levels and residents' attitudes towards tourism gradually decline as their levels of education decrease. In connection with this finding, Sharma and Gursoy (2015) stated that the economic benefits of tourism for the residents have a relatively great impact on influencing their perceptions. The path coefficients were found negative because only a few educated people were found to involve in tourism and tourism development while most of the residents' monthly income comes from non-tourism activities.

This finding is also consistent with the SET as the majority of local people were involved other than tourism activities and they did not receive their livelihood from the tourism activities as the main source, accordingly they did not respond positively in favor of CBT development.

7.3 Environmental Factors for CBT Development

Perceived environmental impact on community engagement was found statistically significant but in connection with CBT development was found insignificant in the study. The empirical results reveal that the path coefficient between environmental impact and community engagement is β= 0.203 (t= 2.738, p< 0.01) and the path coefficient between environmental impact and CBT development is β= 0.001 (t= 0.020, p> 0.05). The environmental factors in this study include religious factors, political and legal factors, infrastructural factors, social-cultural factors, and technological factors. All these factors were considered as first-order constructs and the environmental construct was developed as a second-order construct and the structural model used the environmental factors as an antecedent of community engagement and CBT development. Environmental factors affect community engagement positively; it means that a favorable environment in the local area motivates the local people to engage in tourism activities. This result is consistent with the outcome of Gursoy *et al.* (2010).

The data set excluding the items having poor loading was also run into SPSS software to regress the community engagement against five environmental factors. The regression results revealed that the technological factor and the socio-cultural factors were contributed positively towards local people's community engagement while political, religious, and infrastructural factors have not shown any significant relationship with community engagement. These results suggested that the technological infrastructure improvement along with socio-cultural advancement help to engage local people in tourism activities.

The environmental influence on CBT development was found insignificant; this result is contradictory with some other research findings (Kamran & Omran, 2018; Lawrence & Lorsch, 1969; Milne & Ateljevic, 2001; Rogerson, 2002; Zhao, 1994). The possible reason for this contradictory result may be the use of environmental factors as a second-order construct. The environmental construct is made up of five other constructs. The same data set was also run into the SPSS software to know whether any individual effect on CBT development. Five of the three constructs have had no significant relationship with CBT development while socio-cultural factors and religious factors have some effects on CBT development. If these constructs combined as a single construct like environmental factors, the insignificant constructs disguised the effect of two other significant constructs that is the insignificant political, technological, and infrastructural factors disguised the effects of social-cultural and religious factors on CBT development.

The past studies posited that the environment has a negative impact on CBT development (Chen, 2000; Giddy & Webb, 2017), they assume that the local resident of those samples was very much conscious about ecological resources (Tomic, Gajic & Bugar., 2012) and environmental destruction; The local resident also believed that the rapid growth of tourism would have an adverse impact on their community, such as disruption of community life, increased noise, and overcrowding (Dyer *et al*., 2007). But in this study, the effect was positive instead of a negative one that means the resident of Lawachara are either not very much conscious about their environmental matter or they have found their community life and the natural environment did not negatively affect by the tourism activities.

7.4 Role of Support Institutions on CBT Development

The impact on tourism support institutions in both structural models was found insignificant. In the first model, the path coefficient between support institutions and community engagement was β= 0.055 (t= 0.675, p> 0.05), a positive relationship but insignificant. This insignificant path coefficient indicated that the three types of support institutions (tourism institutions like the hotel, motels, social institutions like educational units, local club, land association, community associations, and the local government) had no role to engage the local community in tourism activities. One of the probable reasons may be that the majority of the locality were involved in agricultural activities and only 21% of local people were found in jobs and services. Further, the social institutions and the local government could not come out of

traditional thinking in this restricted area. The tourism institutions provided job opportunities for a very little amount to the local resident and most of the residents were kept away from the tourism initiatives by some local powerful entrepreneurs. As most of the local people were found either illiterate or less educated, the tourism institutions wanted to hire educated people in their organizations to provide excellent service to the tourist. This may be another reason for the lower engagement of local people to tourism activities due to insufficient action from support institutions.

The path coefficient in the second structural model, between support institutions and CBT development, was β= 0.007 (t= 0.141, p> 0.05), a positive but insignificant relationship. This insignificant result indicated that the three support institutions had no influence on the development of CBT at Lawachara, Moulvibazar. The possible reason for the non-significant effect may be that these institutions kept away the local people from tourism affairs. Informal communication with the local people was not exposed. There was a strong unity among the local people even though they were less educated. The employers of support institutions kept away the locals owing to fear from their unity on one side and losing their control on business in the future by some powerful local people on another side.

7.5 Role of Financial Supports towards CBT Development

Finance is the lifeblood of any business organization. The tourism sector and the engagement of local people in tourism activity needed the assistance of financial and economic support for their existence and continuation. The path coefficients in both

structural equation models have found a statistically significant relationship between financial support and community engagement and between financial support and CBT development. The standardized beta coefficient of financial support and community engagement in the first structural model was β= 0.423 (t= 7.363, p< 0.01). This result was significant at a 1% level of significance and the predictive relevance value of the construct was also more than 0.02. This finding was very much consistent with the previous research findings of Dar and Mehta (2014) and Nayak (2005). Financial support means the government subsidies and financial grants to those who were involved in the tourism business, availability of cheap loans from the financial institution for tourism purposes, rapid settlement of financial transactions of both tourists and local communities, and technical financial assistance to local for doing tourism-related business. Financial and economic supports were essential for creating new employment opportunities in the area and boosting locals' financial power by providing easy loans. Thus, financial support played an advantageous role in community engagement in tourism activities.

A positive significant relationship was found between residents' perceived economic impacts and CBT development. The path coefficient of financial support and CBT development in the second structural model was found as β= 0.346 (t= 5.445, p< 0.01). This result was significant at a 1% level of significance and the predictive relevance value of the construct was also more than 0.02. The economic support and financial assistance as per the finding, from the government and some private financial institutions, helped to develop CBT in the restricted area of Lawachara.

Several studies have found the economic impact to be very important to the resident for CBT development (Cavus & Tanrisevdi, 2003; Ribeiro, 2013). Over the last couple of decades, the tourism sector is experiencing unprecedented expansion which necessitating the implementation of suitable financial schemes to address major long-term and demand-supply discrepancies while also ensuring spending on infrastructure, frontier technology, and lodging. When all of these considerations are considered, financial entities will play a critical role in catalyzing and channeling funds into numerous elements of the tourism sector. Financial and economic supports promote environmental sustainability, local and regional balance economies through the development of tourism and business infrastructures, sustainable investment in the community, and job opportunity to locals which in turn reduce the poverty in those regions. This might explain the importance of the economic impacts to residents and the local resident expects to gain economic benefits from tourism. These explanations go alongside the SET theory. According to social exchange theory, the local people will be involved in tourism events and provide support to the development of CBT when they perceived economic gain is more than the cost. The descriptive statistics showed that the average perceived financial impact was 4.02 which was higher than the arbitrary median point of 3. So, the local resident perceived financial and economic benefits were more than the costs. Therefore, the extension of financial and economic supports to this area was essential for community engagement in tourism events and CBT development.

7.6 Community Engagement for CBT Development

Community engagement is a sense of people's feeling connected to their area of living and bonding to their community. To capture different aspects of engagement of the community, this construct was conceptualized as a second-order construct with its dimensions– community interaction, community involvement, and community leadership in tourism events. The reflective first-order constructs of this variable had substantial loading on the second-order construct of community engagement with loadings of 0.784, 0.862, and 0.768 respectively (Figure 08). Descriptive statistics demonstrated that more than three-fourths of respondents perceived them as attached to their community. The subjective response of respondents showed a considerably high, but not maximum, level of engagement to the community at an individual level.

The path coefficient of community engagement and perceived community satisfaction in the first structural model was β= 0.600 (t= 7.363, p< 0.01). This result indicated that there was a strong positive effect of community engagement on community benefit. More elaborately, living standards, livelihood, and tourist and tourism institutions will be enhanced if it is possible to engage more and more local people towards tourism activities. CBT means a transformation of the indigenous agro-based economy into a pro-business and service-oriented economy, primitive life into modern life, and a sense of connection with diversified people and places.

So, the engagement of the local community in tourism helped them to enjoy the converted socio-economic systems and affluent life.

In terms of the effect of community engagement on perceived socio-economic benefits, a significantly positive effect with a β= 0.697 (t= 24.812, p< 0.01) was found. This means that for each unit increase in community engagement to tourism activities, the community benefit was estimated to increase by 0. 697. These findings were consistent in line with the observations of Al-Masroori (2006), Andereck and Nyaupane (2011), Ghoddousi *et al*. (2018), Lee (2013), Látková and Vogt (2012), Mackenzie (2012), Nicholas *et al*. (2009). The engagement of local residents affected community development. The engagement implied some benefits to the local community such as new business, the market of local products, the creation of new jobs, construction of roads and culverts, learning diversified knowledge and skills, culture sharing, and many more. The Lawachara community was found very positive to attach to tourism activities owing to enjoying those benefits. According to the SET, the community will be attached to tourism if they believe the perceived benefits derived from engagement are important to them and this has happened in the case of the Lawachara National Park community. It can be concluded based on the finding that the local community will be benefitted more if they pose a positive attitude and attached themselves to the tourism activities.

On the other hand, the effect of community engagement on perceived socio-economic costs was a significantly positive effect with a β= 0.306 (t= 6.712, p<

0.01). This indicated that for each unit increase in engagement with other constructs remaining constant, community engagement will cause to increase community costs by 0.396. This finding was similar to the result of Al Haija (2011), Farajat (2012), and Salleh *et al*. (2016); and contradictory with the observation of Al-Masroori (2006), Bolan (1997), Gursoy *et al*. (2010), and Lee (2013). They found a significant negative impact of community attachment on the socio-economic costs of the local community. The reason for the conflicting result was that community engagement in tourism might increase the level of price, raising living costs, probability of increasing theft and cheating, prostitution, cross-cultural shock, and others. The SET theory does not exactly match this finding. If we go to the root of the result, it will be cleared that engagement in tourism accelerates tourism development which in turn changes the existing socio-economic system of the local community. The local community to match with this changing socio-economic system will incur more costs from the local community side.

The community engagement as per the second structural model was found statistically significant towards CBT development. The standardized beta coefficient between community engagement and CBT development was β= 0.307 (t= 5.505, p< 0.01), and the predictive relevance was also more than 0.02. The favorable community attitudes to tourism derive the local people to engage in tourism activities which successively accelerate the CBT development. A similar positive and significant effect of community engagement on CBT development was found by past research studies (Andereck *et al*., 2005; Lee, 2013; Molina-Murillo *et al*., 2016;

Tosun, 2006; Weaver & Lawton, 2001; Xu *et al*., 2017). The participation of local residents in the regional planning system and development is crucial to the effectiveness of tourism systems. Interaction and involvement act as a mechanism that has a wide range of applications in communities and CBT development.

According to the proposition of SET, a community will participate in CBT development if perceived benefits and satisfaction are more than the costs. In the present study, it is observed that community engagement has a significant positive impact on community satisfaction and benefit vis-a-vis a positive impact on socio-economic cost. This paradox result indicated that the participation of the community in CBT was buffering by community satisfaction and benefit while this positive impact of community engagement was also offset by the effect of community costs. A significant positive relationship between community engagement and CBT development was found, so it can be concluded that the effects of community engagement on satisfaction and benefit are more than the community costs. And the satisfaction and benefits aspects of the community drive the local resident to contribute to CBT development.

7.7 Community Satisfaction and CBT Development

In this study, satisfaction is a multidimensional construct that includes satisfaction about the community life, standard of living, neighborhood, earning capacity, the practice of own culture, and interaction with tourists or visitors. Community satisfaction is a useful concept for assessing residents' attitudes toward tourism

impacts and for CBT development. Overall community satisfaction is considered to be an important component of community favorable attitude to tourism and CBT development (Sirgy & Cornwell, 2001; Sirgy *et al*., 2000; Van Es & Schneider, 1983). Community satisfaction has shown a significant positive impact on CBT development. The path coefficient between community satisfaction and CBT development was β= 0.147 (t= 2.793, p< 0.01). Similar to the previous study findings, this result implied that the satisfied community actively supports and participates in tourism development (Grzeskowiak *et al*., 2003; Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2010; Nunkoo & Ramkissoon, 2011; Potter & Cantarero, 2014). Nunkoo and Ramkissoon (2010) pointed out community satisfaction as a determinant of residents' attitudes to development. Residents who were satisfied with their community are more likely to perceive tourism as having positive impacts (Vargas-Sanchez *et al*., 2009). Further, the model of Potter and Cantarero (2014) suggested that the perceived community satisfaction influences community support for CBT development.

Community satisfaction is the people's subjective evaluation of the neighborhood benefits and their well-being as measured by how satisfactorily the local community has been met their personal needs from tourism efforts (Van Es & Schneider, 1983). The SET theory proposes that local residents' perceptions regarding tourism, as well as their corresponding level of care for tourism growth to a mark extend, are affected substantially by their assessments of tourism's consequences about themselves including their neighborhood satisfaction (Andereck *et al*., 2005). This notion makes

it clear that the satisfied community always tries to bear a favorable attitude towards tourists and tourism which subsequently helps in CBT development. In this study, a significant positive effect of community satisfaction on CBT was found, so if it is to make satisfied the local people about their well-being and tourism activities they will certainly contribute to the development of CBT.

7.8 Community Benefits and CBT Development

The Social Exchange Theory sets a solid ground behind the development of CBT. Social exchange provides a conceptual and methodological model for analyzing the interplay between advantageous effects and detrimental effects while deciding to aid tourism growth (Choi & Murray, 2010; Jurowski & Gursoy, 2004; Nunkoo & Ramkissoon, 2010a,b; Perdue *et al*., 1990). The SET also contends that local residents' behavioral tendency to contribute to CBT when they have perceived their derived reward as maximum as in comparison to costs (Ap, 1992; Cook & Rice, 2003; Lee, 2013; Ven, 2015).

The first structural equation model in the study has shown that a significant positive effect of community benefits on CBT development and the path coefficient was β= 0.558 (t = 11.271, p< 0.01). The other path effect properties like the effect size value were 0.331 which was very close to the highest cut-off value of 0.33 (Henseler & Chin, 2010) and the prediction relevance was 0.128 which was very close to the medium cut-off value of 0.15 (Urbach & Ahlemann, 2010). The result implied that for each unit increase in perceived socio-economic benefits, with other constructs

(perceived satisfaction and socio-economic costs) remaining constant, perceived socio-economic benefits were estimated to determine a 0.558 increase in support for tourism development. Residents would extend support to CBT development if they believed or expected that the tourism activity would be able to provide community benefits, particularly community economic benefits. This finding was very much aligned with the essence of SET theory. About all the previous research studies on CBT development were found similar results (Andereck *et al*., 2005; Choi & Sirakaya, 2006; Farahani & Musa, 2010; Gursoy & Jurowski, 2002; Meimand *et al*., 2017; Nunkoo & Ramkissoon, 2011; Latkova & Vogt, 2011; Vargas-Sanchez e*t al*., 2009; Lee, 2013). Developing countries like Bangladesh depends on tourism as one of its GDP sources (Dritsakis, 2004), and increasing tourism activity in a particular region will gradually progress their community (McGehee & Andereck, 2004; Lee, 2013; Gursoy & Jurowski, 2002; Nunkoo & Ramkissoon, 2011; Lindberg & Johnson, 1997; Ebrahimi, 2012). The tourism development boosts household earnings, quality of lifestyle, more work and job prospects (Andereck *et al*., 2005; Andriotis, 2003; Choi & Sirakaya, 2006; Ko & Stewart, 2002; Ladkin, 2011; Saveriades, 2000), uplifts the regional economy (Gursoy & Rutherford, 2004), introduce new industries and enhances investment options (Dyer, *et al*., 2007; Gu & Ryan, 2008; Nunkoo & Ramkissoon, 2011b). The CBT development also enhances the lives of the local community (Andereck & Nyaupane, 2011) and balances local economies (Latkova & Vogt, 2012). As a result of these financial and economic benefits, residents often see tourism as a positive opportunity to reinforce their

economic base (Andriotis & Vaughan, 2004). As an economic intervention, tourism also inspires the growth and expansion of the tertiary segment of the restricted area (Tomic *et al*., 2012). Besides the economic benefits, tourism creates social harmony (Airey & Chong, 2010) cultural integration and exchange (Mitchell & Reid, 2001) residents can benefit individually from tourism as its diverse activities and sectors which employ locals from the different age categories, gender, social strata, and education levels (Tomic *et al*., 2012). Tourism also benefits in conserving cultural heritage (Irandu, 2004) and developing cultural activities (Dyer *et al*., 2007), and environmental preservation (Andriotis, 2003).

The people at Lawachara are more committed to their livelihood and the better living standard they view the impact of tourism as beneficial. However, the apparent financial benefit is the most powerful provision for the tourism development, with a huge coefficient, could be followed back to the idea that benefitted people see the tourism industry as valuable because increasing tourism activity in an area will improve their local community (Lee, 2013; Nunkoo & Ramkissoon, 2011; Ebrahimi, 2012). At the end of the day, local people will in general sacrifice socio-cultural and environmental concerns because of monetary reasons. This phenomenon is more pervasive in less developed areas as the economy assumes the most conspicuous part in their daily life where communities sacrifice their cultural and social values in exchange for economic benefits (Nunkoo & Ramkissoon, 2011; Harrill, 2004).

Further, the perceived benefit (more f^2 and q^2) was found to have a higher influence on support for CBT than perceived costs. This result confirmed the argument of Vargas-Sanchez *et al*. (2009) who pointed that considering the perceived impacts, those that were positive which had a greater influence on attitude toward more CBT development than the negative effects (Gursoy *et al*., 2010; Lee *et al*., 2010; Nunkoo & Ramkissoon, 2010; Oviedo-Garcia *et al*., 2008). From the ongoing discussion, it can be concluded that the community socio-economic benefits play a major role in CBT development and the residents who are more benefitted will be willing to participate in tourism development and conservation programs in the Lawachara, Moulvibazar.

7.9 Community Costs and CBT Development

Community costs in tourism literature refer to the financial and non-financial loss that the community bears owing to tourism development in their local area. It is well recognized in tourism literature that tourism activities have the potential for both positive and negative impacts on the local community about the interaction between community and tourism (Andriotis & Vaughan, 2003; Prayag *et al*., 2013). Past literature cited that CBT is not without its negative consequences (Rasoolimanesh & Jaafar, 2017). The findings of this study are not the exception in line with those results. This study showed that the greater level of community engagement was positively related to community socio-economic and cultural costs and the descriptive statistics showed a higher level of community engagement towards

tourism activities at Lawachara. This reflection indicated that the Lawachara community incurred costs in many folds (e.g., economic, social, cultural, and environmental) due to tourism development. The study again revealed an adverse relationship between community costs and CBT development, the path coefficient was β= -0.407 (t= 9.138, p< 0.01). Compared to perceived socio-economic benefits, its effect on support for tourism development was a negative and smaller impact (benefits, β= 0.558; costs, β= -0.407). This negative coefficient showed that for each unit increase in perceived socio-economic and cultural costs (with the other constructs e.g., perceived community satisfaction and socio-economic benefits remaining constant) result in a decrease of 0.407 in the community support for CBT development. A similar negative path coefficient between community costs and CBT development was found in previous research studies (Andereck *et al*., 2005; Dyer *et al*., 2007; Farahani & Musa, 2010; Gursoy *et al*., 2002; Ko & Stewart, 2002; Látková & Vogt, 2011,2012; Lee, 2013; Meimand *et al*., 2017; Nicholas *et al*., 2009; Nunkoo & Ramkissoon, 2011; Walpole & Goodwin, 2001; Wang & Pfister, 2008). The negative impact implied that the community-based tourism development would be a difficult one by overlooking the community economic and non-economic price. The community price for the sack of tourism development may include: (a) Economic costs: increasing the cost of living, rising commodity prices, seasonal jobs instead of permanent one in tourism-related industries, shortage of goods and the increase of property costs (Jaafar *et al*., 2015a; Ko & Stewart, 2002; Látková & Vogt, 2012; Lord, Greenidge & Devonish, 2011; Nunkoo & Ramkissoon, 2012;

Rasoolimanesh & Jaafar, 2017; Upchurch & Teivane, 2000), (b) Social costs: alterations to the value systems of families and family relationships, people have been forced to displace from their land, creation of crowding and traffic congestion on roads, harassment on the part of visitors, increase in crime, provoke inhabitants to involve in violations of human rights, increase of crime and drugs, increased prostitution, environmental pollution and noise, more litter and dusts (Akama & Kieti, 2007; Deery *et al*., 2012; Ko & Stewart, 2002; Latkova & Vogt, 2012; Matarrita-Cascante, 2010; Nunkoo & Ramkissoon, 2010; Park & Stokowski, 2009; Tosun, 2002); and (c) Cultural costs: lifestyles and ideas conflict between locals and tourists, visitors' use of drugs and alcohol, damaging local peoples' behavior and family relationships, an increase in sexually transmitted diseases and loss of traditional values and culture through imitation of visitor behavior or cultural diffusion (Gursoy *et al*., 2002, Gursoy & Rutherford 2004; Gursoy *et al*., 2010; Meimand *et al*., 2017; Nunkoo & Ramkissoon, 2010). The community cost owing to tourism development is detrimental to CBT development. The inhabitants who had been negatively affected by tourism development were not willing to support or promote Lawachara as a tourist destination, and they were not interested in contributing to the tourism conservation activities. Thus, timely measures must be taken by appropriate authorities to keep the community costs at a minimum level for reinforcing the CBT development.

8.1 Recommendations

The aforementioned sections signify the key factors for the development of successful community-based tourism at Lawachara, Moulvibazar. These factors can guide the sktakeholders in assessing the potentials of CBT. This will help to allocate resources effectively and efficiently to implement various plans and strategies. However, this study endorses the following recommendations for the development of tourism in the country:

a) Empirical results recommend that the local residents' level of engagement in tourism activities is a contributing factor of perceived satisfaction, benefits, and costs, suggesting its importance for CBT development. Findings also pointed out that the percentage of engagement as a second-order construction of interaction, involvement, and leadership of local residents' influence their perceptions of favorable attitudes toward uplift for tourism growth. Accordingly, the local community who believed that they can participate in local tourism business and has the influence on policy decision relevant to tourism business is actively participating in CBT process and thereby enjoy the tourism benefits. So, community engagement plays a vital role to support in tourism growth in their locality. This result implied an attachment of the local community in decision making may be the dynamic policy to affect their observations and enhance their support.

The local business and the local government should take some steps to allow the local residents in tourism business directly and indirectly for CBT development. Further, the community should be allowed to raise their voice in issues affecting their lives for active engagement.

b) Community engagement in CBT yields both pros and cons to the neighborhood condition. The residents who are involved in the tourism business directly or indirectly have found very much conscious about their well-being and community price than those who have little knowledge about the community participation in CBT. So, the stakeholders of CBT development especially those who dominate the CBT process should make aware of local residents the perceived benefits and costs. If local people being aware of their concerning benefits and costs can exercise more control over them. So, an educational approach and local campaign about the CBT process are expected from the key stakeholders.

c) Considering the regional circumstances on the CBT process of the local community, Community satisfaction was found with favourable effects. Local business and government interventions about tourism should consequently be sensitive to the effects of tourism on such circumstances. For the tourism expansion plans, local developers and government should generate funds to develop the social, physical, and economic situation of the neighborhood in an endeavor to enhance the overall satisfaction of local

people. To minimize the negative socio-cultural and environmental waves on neighborhood circumstances, new policies should have emerged. Ministry of planning and other government and private tourism-related institutions should apply the strategies to build the sense of local community level. To enhance the local residents' complete satisfaction, the local Government of Moulvibazar may also inspire businesses to participate in CSR-related initiatives to develop the overall community in Lawachara. Nonetheless, CSR initiatives by tourism industries in Lawachara should be composed on a 'bottom-up approach rather than a 'top-down approach, where local community people are keenly engaged in determining the nature and systems of such initiatives.

d) The attachment of local people to the CBT process is a must. This attachment helps people to know their neighborhood conditions and environmental awareness. Since the minimum attachment of local inhabitants to tourism support institutions has been found in descriptive statistics. The owners and managers of different hotels and resorts and the local authority need to devise interventions to involve the inhabitants in the CBT process. It is recommended to generate permanent employment for the local community instead of recruiting outside people. Besides, the local people's capacity building is another issue to make them employable. The government needs to come forward with the collaboration of local

stakeholders in the capacity building of local residents. Escalating collaborations concerned in business enterprise management to village-owned enterprises, community management establishments, and alternative existing organizations might offer opportunities for residents to be concerned altogether aspects of development. This would enhance the advantages to village residents and later on the support of sustainable tourism management.

e) From this empirical analysis, it has been found that support for CBT growth to be inclined by the perceived gains and losses. This suggests that authority needs to conduct educational and awareness programs informing residents about the CBT development costs. The development of anything seeks some price from the community and it is a natural phenomenon. CBT development incurs different types of unavoidable costs for overcrowding, over-traffic and environmental destruction. Authorities concerned in tourism business planning coming up within Lawachara ought to plan concerning those residents who observe tourism negatively and attempt to change their views positively. These residents may oppose any development and they think that it outputs more costs than benefits. Tourism authorities ought to implement required steps to alleviate the costs of development on the environment, society, and the economy. Business entrepreneurs, private and public bodies should make sure that progress within the area results in more

advantages than costs to the local people. Authorities ought to make sure that the community benefits of development are divide not only by those residing within the boundaries of development but also by the majority of the residents.

f) It's vital for tourism entrepreneurs as well as policymakers to possess the knowledge and a clear understanding of these effect factors and how they are adopted by the community people before they embark on innovative tourism growths. Having information on the precise priorities and therefore the demographic profile of the destination people is extraordinarily helpful for future designing, particularly in locations that area unit unaccustomed business development. In this study, residents' education and monthly income significantly contribute to CBT development. The key and dominating stakeholders at Lawachara need to extend their cooperation in employing local people. The government should come forward in capacity building of local people through formal and vocational education.

g) The financial institution plays a lifeblood donation role in the tourism sector. The empirical finding in this study found high importance for financial and economic institutions' role in CBT development. Lawachara as a CBT destination is a recent effort that demands enormous infrastructural investment regarding economic benefit to the local community. The government, it is recommended to allow easy and cheap available loan and

advance facilities for tourism infrastructure development and tourism business.

8.2 Theoretical Implications

The results of this study upgrade the theoretical basis for enlightening the relationship of environmental factors and community engagement components that influence a host community's response to and support for tourism growth. In addition, this study underwrites the prevailing body of knowledge by emerging, testing, and refinement tourism sector support model that explains 37.2% variance for environmental, economic, and community engagement; and 38.2% variance for community satisfaction, benefits, and costs in CBT growth. Generally, this study attempts to give to the present frame of knowledge in the ground of residents' support for CBT growth from the environmental and resident costs-benefits point of view. The hypothesized framework, construct, and assessing techniques may be appropriate in alternative destinations, particularly alternative South Asian countries wherever community-based tourism sectors come get priority. This study was carried out with the support of SET and the consequences of this study could add insight into the SET through supporting and expanding the hypotheses. The observed model of this research discovered that situational factors like environmental, financial as well as community engagement affect locals' support for CBT development.

This study contributes to existing knowledge of factors for the CBT development model based on the SET context, particularly the CBT development in Lawachara National Park, Moulvibazar. While the outputs usually make sure the strength SET assumes, it additionally offers some new theoretical confirmation in terms of relations and strength of its effects. These are briefly presented as follows:

a) The current literature conceptualizes environmental factors as different individual constructs impacting CBT significantly while this study considers environmental factors as a second-order construct that showing the aggregate effect.

b) Community engagement is also conceptualized as a second-order construct of community interaction, community involvement, and community leadership (power and influence) in tourism variables.

c) Community benefits seemed like the most significant factors for CBT, consequently, if the local community understands that the advantages of tourism outweigh the costs, they will afterward assist for community-based tourism development (Gursoy & Rutherford, 2004; Lee, 2013; Sharpley, 2014).

8.3 Practical Implications

The application of the key findings contributes substantial benefits not only for academicians and researchers but also for service specialists such as tourism developers and leaders. Planning a viable destination needs a profound understanding of all stakeholders' preferences, with the host community. The support of community people is required as the tourism welcoming host plays an essential intervention in tourists' satisfaction and success of the CBT projects. The empirical findings demonstrate that residents' attitudes are significant in predicting the CBT development and their observations are influenced by a range of cost-benefit aspects as per the SET. The study outcomes, although empirical, have some real effects for practitioners, hotel and resort managers, CBT planners, and local government.

a) The background of perceived favourable gains, in the initial phases of tourism growth of financial gains, are more rewarding to community people than the environmental and social gains. Given the legal status as a restricted forest of the Lawachara National Park and concern for its conservation, the community near Lawachara had slight or not understanding of tourism in the late 20th century. This situation was reformed due to the representation of the latest comprehensive policies to encourage tourism within the restricted Lawachara. Subsequently, the rapid growth of tourism in the area generates economic gains for the local

community, who usually concentrated on agricultural science. Nevertheless, any economic reinforcement throughout the first stage of tourism development might not be continued due to uneven sharing of tourism income (Blake, Arbache, Sinclair & Teles, 2008; Hunt & Stronza, 2014) and this may provoke conflicts among the local community (Lee & Jan 2019). Based on our findings the hotel and resort managers, CBT planners, and local government must develop policies to share the gains of tourism to the local community.

b) According to the findings, the CBT development at Lawachara has also been blamed for generating different community costs, besides its economic upliftment in the local residents. Local communities ponder tourism growth to use an adverse effect on their local residents, for instance by distracting community life and increasing the levels of noise, overcrowding, and seasonal jobs. The pace of tourism growth, particularly within the early stages of tourism development, might cause social disruption. For that reason, the CBT planners and developers offer tips to scale back noise and shun the trouble of native communities.

c) Community engagement is significantly linked with the perceived benefits and support of tourism growth. Due to the importance of community engagement in community assist of tourism growth, this substantial positive relation shows growing community attachment in the designing, decision-

making, and management of tourist destinations. Tourism literature recommends that community engagement develops the alertness of the probable effects of tourism and strengthening value addition to CBT (Latkova & Vogt, 2012; Lee, 2013; Nunkoo & So, 2016).

The higher the positive view of socio-economic waves of tourism, the more local community people support tourism growth in their region of living. It is, consequently, vital for tourism entrepreneurs and policy formulators to require information and a realizing these influence factors and in what way they are perceived by the local community before they embark on new-fangled tourism growths. Having information on the definite priorities and the demographic profile of the target population is enormously beneficial for forthcoming expansion, mainly in places that are new to tourism growth. The study results make clear the importance of favourable and unfavourable views in support of tourism expansion in Lawachara. So, local authorities should plan necessary steps to accelerates the favourable insights and decrease the unfavorable perceptions of the local community. Enhancement of economic gains to the local community and connecting them in the advancement process would substantially enhance the favourable insights of community people. However, because of the outcomes exhibited, the local community people with an extreme level of economic advantage and involvement would possibly still be very disquieted concerning the negative impact of tourism. Therefore, in addition to rising the economic advantages and

involvement of the local community, local authorities should attempt to mitigate the unfavourable impact of tourism expansion and improve local residents' responsiveness to the favourable impact of the tourism business.

8.4 Limitations and Future Research

The study is not out of limitations. In this section, some limitations that the researcher has found while conducting the empirical analysis are mention below along with future research call:

a) The study has been conducted on CBT development based on local inhabitants which are one side of a coin, on another side the tourists were not considered in the analysis. It is desirable to conduct another future research considering both sides for CBT development.

b) This model has used environmental factors as second-order, owing to this the effect of any significant environmental variable has been masked by the other non-significant variables. The integration of all variables into a single higher-order construct may produce a spurious effect on CBT. So it is recommended to use in future the environmental variable as a different separate individual construct.

c) The relation between environment and CBT is reciprocal. This study only investigates the effect of the environment on CBT. But the impact of CBT

on the environment is more proximate than that the study has studied. So, it is expected in future research to considered CBT as an exogenous variable and environmental factors endogenous variable to make the model more viable.

d) The study is a quantitative one. Focus group meetings along with in-depth interviews could gather more qualitative observations from the respondents to further realize their interest and comments on the development. So, qualitative research on the perception of local residents might be suitable for the advancement of understanding their concerns.

e) The effect of CBT on community (satisfaction, benefits, and costs) was ignored in the study. Future study is calling for to know the impact of CBT on the local community.

f) CBT development is an integrated process of the local community, tourists, owners of hotels and resorts, and the officials involved in tourism of their particular area. This study only included the local residents as a sample of the study. The findings cannot be generalized as the feedbacks were received only from one key stakeholder. It is expected to conduct future research considering all the others stakeholders.

g) In this study, the assumed hypothesis pointed out three constructs such as community satisfaction, benefits, and costs as main contributing factors of

CBT development. Other community measurements factors such as community services, social and family life, and work-life might also be involved in the aforesaid framework to progress on its extrapolative power.

8.5 Conclusions

The main objective of this research was to determine environmental situational factors and major local community factors support for community-based tourism development by testing a hypothesized model based on SET theory. The stipulated community-based tourism model has tested residents' perceptions and attitudes towards community-based tourism development by examining not only their perceptions of environmental and economic impacts but also the community engagement, perceived satisfaction, benefits, and costs derived from tourism activities. A path relationship was built among the constructs getting theoretical and literary supports. The empirical results stated that community satisfaction perceived socio-economic benefits and costs were the main contributory antecedents to community-based tourism development. These antecedents were significantly linked to community engagement. Community engagement was found favourably related to satisfaction and benefits and adversely affect the community costs. As the community costs reduce the community-based tourism process, while maximum community perceived socio-economic benefits offset the adverse effect of costs on community-based tourism development. The community-based tourism developing authority, planner, and hotel-motel owners need to consider the economic supports

for the local community while designing a community-based tourism development plan. The environmental factors, institutional support, and residence characteristics were found insignificant in predicting community-based tourism development. Community engagement sought environmental factors support where institutional support and residence characteristics were found insignificant.

The empirical results pointed out that community engagement is domineering in the community-based tourism process. Little or no development is possible in absence of community attachment in local tourism activities. Residents' community satisfaction was significantly linked to 'perceived benefits impact and perceived negative tourism impacts. Both perceived benefits and costs were traditionally affecting 'attitudes toward community-based tourism development. Community satisfaction can be a suitable theory for the assessment of residents' perception of tourism effects and attitudes for tourism growth.

Community-based tourism development seeks to attain sustainable development so that communities can enhance their living status without deteriorating and damaging the environment. The success of community-based tourism growth relies on the vigorous support of the local residents without which the sustainability of the tourism sector is susceptible. Residents should be the crucial point in the community-based tourism development process. It is significant for the tourism developers to deliberately provide necessary information about the potential effects of tourism from the local community's perception while planning for the business.

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Appendix-A: Questionnaire

RESEARCH TITLE: FACTORS CONTRIBUTING TO THE SUCCESSFUL COMMUNITY-BASED TOURISM DEVELOPMENT IN BANGLADESH

Chief Investigator (Supervisor): **Professor Dr. Abu Naser Ahmed Ishtiaque**
Department of Marketing, University of Dhaka, Bangladesh

Assistant Investigator (Ph.D. Students): **Prodip Dey**
Ph.D. Researcher, Department of Marketing
University of Dhaka, Bangladesh.

Dear Respondent

As part of my doctoral (Ph.D.) thesis at the University of Dhaka, I am conducting a survey that investigates the factors and forces of CBT development (community-based tourism) at Lowachara, Moulovibazar. The purpose of the survey is to explore resident's perception and their degree of involvement in the process of CBT in respect of social, economic, and environmental impacts, as well as the level of participation. The result of this research will be highly beneficial to the local community for enhancing CBT development initiatives and realization of sustainable tourism at Lowachara. Furthermore, the result of this research will provide ample information for the public sector and policy makers.

The questionnaire is for research purposes only. Each questionnaire will remain anonymous and confidential. Please do not write any identifying information (e.g., name, address, phone number) on the questionnaire. Your participation is completely voluntary the information will be taken as informed consent.

The questionnaire will take approximately 30 minutes to complete. Please read the instructions at the beginning of the questionnaire and be sure to answer all questions. There are no right or wrong answers. It is your responses that are important. Once you have completed the questionnaire, please return it as soon as possible to the researcher through the instrument surveyor or to the assistant researcher.

If you have any queries, please feel free to contact me on +880 1613 333159.

Thank you for your assistance with my research.

Yours sincerely,

Prodip Dey
Ph.D. Researcher

Section A: Respondent's Profile

[Please put tick (√) mark on the appropriate information]

1. Gender	:	Female	Male		
2. Age	:	_____	Years		
3. Number of Children	:	_____	Person		
4. Child to School	:	_____	Person		
5. Residential Status	:	Own residence	Rented residence	Relative residence	
6. Education	:	Below SSC	SSC pass	HSC pass	Graduate and above
7. Sources of family income	:	Unemployed	Self-employed (agriculture)	Business	Job/Service
8. Monthly Income	:	_____	Taka		
9. Monthly Expense	:	_____	Taka		
10. Religious	:	Muslim	Hindu	Buddhist	Christian
11. Number of family earners	:	One	Two	Three	More than three
12. Tourism involvement	:	Direct Involvement	Indirect Involvement	No Involvement	

Section B: Information about CBT and the Factors Affecting CBT Development

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Community-Based Tourism (CBT) Development					
– The tourism development in Lowachara is focused on economic growth.	1	2	3	4	5
– CBT is the only significant economic activity	1	2	3	4	5
– CBT has raised the income of local people	1	2	3	4	5
– CBT is an opportunity for social development	1	2	3	4	5
– CBT has contributed to enhanced level of education	1	2	3	4	5
– CBT has raised the quality of life	1	2	3	4	5
– CBT has raised the community pride	1	2	3	4	5
– CBT has contributed to the building of community management organizations	1	2	3	4	5
– CBT is an opportunity for economic development	1	2	3	4	5
– CBT has raised awareness of the need for conservation	1	2	3	4	5
– CBT has contributed to the environmental education	1	2	3	4	5
– CBT has encouraged respect for different cultures	1	2	3	4	5
– The tourism initiative is a community-led enterprise	1	2	3	4	5
– CBT as a service industry is a lucrative method for creating a unique local identity	1	2	3	4	5
– CBT has gained more respect for the community from outsiders	1	2	3	4	5
Local Community Perceived Benefits					
– Education level increased due to tourism.	1	2	3	4	5
– Handicrafts of this region are very attractive.	1	2	3	4	5
– Your family condition is gradually rising for tourism activities in your area	1	2	3	4	5
– Tourism creating job opportunities besides firming.	1	2	3	4	5
– Local businesses are rising day by day for tourism.	1	2	3	4	5
– I think tourism creates new and new business.	1	2	3	4	5
– Language proficiency of local people is developing day by day for tourism.	1	2	3	4	5
Local Community Costs					
– Air, water, and noise pollution are very high.	1	2	3	4	5
– Traffic congestion (during the tour) is maximum or noticeable.	1	2	3	4	5
– The number of theft and cheating increased due to tourism.	1	2	3	4	5
– Crime and criminal activities are found due to tourism.	1	2	3	4	5
– CBT has increased living cost	1	2	3	4	5
– The number of accidents is increased for tourism.	1	2	3	4	5
– Tourism development has brought various social problems	1	2	3	4	5
Community Interaction in Tourism Activities					
– Sharing meals with visitors	1	2	3	4	5
– Exchanging gifts with visitors	1	2	3	4	5
– Inviting visitors to one's home	1	2	3	4	5
– Practicing sports with visitors	1	2	3	4	5
– Participating in parties with visitors	1	2	3	4	5
– As a local guide, participate with visitors in different spots visit	1	2	3	4	5
Community Involvement in Tourism Activities					
– CBT has enabled the participation of local people	1	2	3	4	5
– Residents' participation in the tourism process is significant for the success of CBT	1	2	3	4	5
– The local community has the involvement over policy decision making regarding the CBT	1	2	3	4	5
– Tourism development is highly dependent on community interaction	1	2	3	4	5

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
− The tourism development has been a proactive process with the community's full participation	1	2	3	4	5
− Local people have market-ready products for tourism.	1	2	3	4	5
− Local people have the capacity to access tourism.	1	2	3	4	5
Community Leadership in Tourism Activities					
− CBT has ensured rights in natural resource management	1	2	3	4	5
− The community has control in the local tourism activities	1	2	3	4	5
− CBT makes the local people more powerful than past	1	2	3	4	5
− The decentralized system of decision making is key to successful CBT	1	2	3	4	5
− CBT is a community effort that encompasses citizen involvement, utilizing local resources for solving issues of local concerns	1	2	3	4	5
− CBT empowers local communities	1	2	3	4	5
− Local people lead in the local tourism activities	1	2	3	4	5
Role of Financial Institutions					
− The government has contributed to tourism development by providing financial support for community initiatives	1	2	3	4	5
− Banks extend financial support to local people	1	2	3	4	5
− Local people easily get bank loans.	1	2	3	4	5
− Local people are doing business by taking loans from banks or financial institutions	1	2	3	4	5
− Banks or financial institutions influence local people to do business.	1	2	3	4	5
− Local financial institutions help to settle tourism related transaction	1	2	3	4	5
Role of Tourism Institutions					
− Standard hotels are available in the district headquarters.	1	2	3	4	5
− Good accommodation facilities for tourists.	1	2	3	4	5
− Quality restaurants are available.	1	2	3	4	5
− Tourism institutions provides useful information regarding tourism	1	2	3	4	5
− Tourism institutions like hotel & motel employed local people	1	2	3	4	5
− Tourism institutions promote and develop tourism for tourists	1	2	3	4	5
Role of Social Institutions					
− The CBT development here is based on the partnership between private, public, and non-profit organizations	1	2	3	4	5
− There are available needed schools and colleges.	1	2	3	4	5
− Schools and colleges teach and encourage the local people to involve in tourism activities	1	2	3	4	5
− Prayer institutions help people to live with peaceful life	1	2	3	4	5
− Social institutions like schools and colleges help to develop local peoples' leadership capacity.	1	2	3	4	5
− Social institution leaders like teacher or moulovi or monarch help to mitigate social and personal conflicts.	1	2	3	4	5
Role of Local Government					
− The tourism development is based on a partnership between the community and governmental institutions	1	2	3	4	5
− Local government works for infrastructural development	1	2	3	4	5
− Local government provides grammo police for protection	1	2	3	4	5
− Local government extents help and cooperation in tourism	1	2	3	4	5
− Union perished / municipality facilitates local people in tourist activities	1	2	3	4	5
Role of Technological Forces					
− CBT has encouraged better waste management	1	2	3	4	5
− Mobile phone facilities are available due to tourism.	1	2	3	4	5

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
− Internet facilities are available due to tourism.	1	2	3	4	5
− Solar system for electricity is available	1	2	3	4	5
− Satellite facilities are available due to tourism	1	2	3	4	5
− Electricity is available to local people.	1	2	3	4	5
Political and Legal Factors					
− Police facility is available due to tourism.	1	2	3	4	5
− Law protects the hunting of forest animals	1	2	3	4	5
− Legal restriction on cutting trees	1	2	3	4	5
− Law ensures local representatives by the vote of local people	1	2	3	4	5
− Local government ensures justice through village court	1	2	3	4	5
− Existing Political situation hampers tourism development.[R]	1	2	3	4	5
Socio-Cultural Factors					
− Entertainment instruments are available in the community.	1	2	3	4	5
− Tourism has changed your daily work routine.	1	2	3	4	5
− Your dresses/ lifestyles are changing by looking to visitors	1	2	3	4	5
− Tourists change your food habit.	1	2	3	4	5
− Tourists or visitors have positively changed the social respect system.	1	2	3	4	5
− Tourism facilities Colorful/enjoyable exhibitions/festivals/events throughout the year in different villages and punjies.	1	2	3	4	5
Religious Factors					
− The scope of enjoying spiritual and regional music is adequate.	1	2	3	4	5
− Religious/spiritual feelings of inhabitants are very strong.	1	2	3	4	5
− Religious/spiritual symbols of community help to attract tourists	1	2	3	4	5
− Mosque and temple are available in the local area	1	2	3	4	5
− Religious values guide local people to stay as group	1	2	3	4	5
− Religion reduces conflict in local people	1	2	3	4	5
Infrastructural Development					
− Communication facilities are now good and satisfactory.	1	2	3	4	5
− Tourists can easily reach tourism spots.	1	2	3	4	5
− The quality of roads is suitable.	1	2	3	4	5
− Available transports to for local and tourist	1	2	3	4	5
− New roads are created and developed due to tourism.	1	2	3	4	5

Local Community Perceived Satisfaction	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
As a local community member, I am …… on the followings					
− Initiatives for tourism development	1	2	3	4	5
− Quality of life in the local area is noticeable.	1	2	3	4	5
− Current earning is enough to maintain the family.	1	2	3	4	5
− Your monthly income is increasing due to tourism activities	1	2	3	4	5
− I find tourists and tourism institutions a good sign.	1	2	3	4	5
− Tourists and tourism institutions develop our lifestyle.	1	2	3	4	5
− The development of roads and social institutions.	1	2	3	4	5

Appendix-B: List of Tables

Table A1: Demographic Frequency Distribution Table

Demographic Variables		**Frequency**	**Percent**
Gender	Female	70	13
	Male	456	87
	Total	**526**	**100**
Number of Children	0	14	3
	1	65	12
	2	169	32
	3	137	26
	4	73	14
	5	35	7
	6	19	4
	7	9	2
	8	4	1
	9	1	0
	Total	**526**	**100**
Number of School Going Children	0	116	22
	1	175	33
	2	167	32
	3	56	11
	4	10	2
	5	1	0
	6	1	0
	Total	**526**	**100**
Residential Status	Own residence	493	94
	Rented residence	30	6
	Relative residence	3	1
	Total	**526**	**100**
Education	Below SSC	457	87
	SSC pass	37	7
	HSC pass	24	5
	Graduate and above	8	2
	Total	**526**	**100**

Source: Sample survey

Demographic Variables		Frequency	Percent
Sources of Family Income	Unemployed	15	3
	Self-employed	260	49
	Business	137	26
	Job/Service	111	21
	Total	**523**	**99**
Religion	Muslim	392	75
	Hindu	106	20
	Business	4	1
	Christian	24	5
	Total	**526**	**100**
Number of Family Earners	One	426	81
	Two	89	17
	Three	9	2
	More than three	2	0
	Total	**526**	**100**
Tourism Involvement	Direct involvement	30	6
	Indirect involvement	261	50
	No involvement	235	45
	Total	**526**	**100**

Source: Sample survey

Table A2: Gender Distribution– Education Wise

Demographic Variables		Frequency	Percent
Below SSC	Female	60	13.1
	Male	397	86.9
	Total	**457**	**100.0**
SSC Pass	Female	5	13.5
	Male	32	86.5
	Total	**37**	**100.0**
HSC Pass	Female	4	16.7
	Male	20	83.3
	Total	**24**	**100.0**
Graduate and Above	Female	1	12.5
	Male	7	87.5
	Total	**8**	**100.0**

Source: Sample survey

Table A3: Residential Status– Education Wise

Demographic Variables		Frequency	Percent
Below SSC	Own residence	433	13.1
	Rented residence	22	86.9
	Relative residence	2	
	Total	**457**	**100.0**
SSC Pass	Own residence	30	13.5
	Rented residence	6	86.5
	Relative residence	1	
	Total	**37**	**100.0**
HSC Pass	Own residence	22	16.7
	Rented residence	2	
	Total	**24**	**83.3**
Graduate and Above	Own residence	433	12.5
	Rented residence	22	87.5
	Relative residence	2	
	Total	**457**	**100.0**

Source: Sample survey

Table A4: Tourism Involvement– Education Wise

Demographic Variables		Frequency	Percent
Below SSC	Direct involvement	26	6
	Indirect involvement	230	50
	No involvement	201	44
	Total	457	100
SSC pass	Direct involvement	1	3
	Indirect involvement	22	60
	No involvement	14	38
	Total	37	100
HSC pass	Direct involvement	2	8
	Indirect involvement	4	17
	No involvement	18	75
	Total	24	100
Graduate and above	Direct involvement	1	13
	Indirect involvement	5	63
	No involvement	2	25
	Total	**8**	**100**

Source: Sample survey

Table A5: Residents' Education Level– Residential Status

Demographic Variables		Frequency	Percent
Own residence	Below SSC	433	87.8
	SSC pass	30	6.1
	HSC pass	22	4.5
	Graduate and above	8	1.6
	Total	**493**	**100.0**
Rented residence	Below SSC	22	73.3
	SSC pass	6	20.0
	HSC pass	2	6.7
	Total	**30**	**100.0**
Relative residence	Below SSC	2	66.7
	SSC pass	1	33.3
	Total	**3**	**100.0**

Source: Sample survey

Table A6: Residents' Earning Source– Residential Status

Demographic Variables		Frequency	Percent
Own residence	Unemployed	15	3.0
	Self-employed (agriculture)	253	51.3
	Business	124	25.2
	Job/Service	98	19.9
	Total	**490**	**100.0**
Rented residence	Self-employed (agriculture)	6	20.0
	Business	12	40.0
	Job/Service	12	40.0
	Total	**30**	**100.0**
Relative residence	Self-employed (agriculture)	1	33.3
	Business	1	33.3
	Job/Service	1	33.3
	Total	**3**	**100.0**

Source: Sample survey

Table A7: Tourism Involvement– Residential Status

Demographic Variables		Frequency	Percent
Own residence	Direct involvement	29	5.9
	Indirect involvement	245	49.7
	No involvement	219	44.4
	Total	**493**	**100.0**
Rented residence	Indirect involvement	14	46.7
	No involvement	16	53.3
	Total	**30**	**100.0**
Relative residence	Direct involvement	1	33.3
	Indirect involvement	2	66.7
	Total	**3**	**100.0**

Source: Sample survey

Table A8: Tourism Involvement– Gender Wise

Demographic Variables		Frequency	Percent
Direct involvement	Female	5	16.7
	Male	25	83.3
	Total	**30**	**100.0**
Indirect involvement	Female	42	16.1
	Male	219	83.9
	Total	**261**	**100.0**
No involvement	Female	23	9.8
	Male	212	90.2
	Total	**235**	**100.0**

Source: Sample survey

Table A9: Frequency Distribution of all Items of each Construct

Items and Construct		Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (AS)
Community-Based Tourism (CBT) Development (15 Items)						
CBTD_V1	The tourism development in Lawachara is focused on economic growth.	3	16	11	256	240
CBTD_V2	CBT is the only significant economic activity	0	36	60	320	110
CBTD_V3	CBT has raised the income of local people	11	19	76	287	133
CBTD_V4	CBT is an opportunity for social development	2	12	55	350	107
CBTD_V5	CBT has contributed to enhanced level of education	0	14	123	288	101
CBTD_V6	CBT has raised the quality of life	0	20	69	287	150
CBTD_V7	CBT has raised the community pride	10	11	60	305	140
CBTD_V8	CBT has contributed to the building of community management organizations	0	17	64	359	86
CBTD_V9	CBT is an opportunity for economic development	2	15	55	354	100
CBTD_V10	CBT has raised awareness of the need for conservation	8	14	83	330	91
CBTD_V11	CBT has contributed to the environmental education	43	13	75	291	103
CBTD_V12	CBT has encouraged respect for different cultures	8	9	103	334	72
CBTD_V13	The tourism initiative is a community led enterprise	5	47	113	254	107
CBTD_V14	CBT as a service industry is a lucrative method for creating unique local identity	3	8	58	313	144
CBTD_V15	CBT has gained more respect for the community by outsiders	2	7	30	280	207
Local Community Perceived Benefits (7 Items)						
LCPB_V1	Education level increased due to tourism	10	23	103	298	92
LCPB_V2	Handicrafts of this region are very attractive	0	9	68	378	71

Items and Construct		Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (AS)
LCPB_V3	Your family condition is gradually rising for tourism activities in your area	0	22	166	265	73
LCPB_V4	Tourism creating job opportunities besides firming	0	13	204	249	60
LCPB_V5	Local businesses are rising day by day for tourism	3	34	68	345	76
LCPB_V6	I think tourism creates new and new business	0	12	56	346	111
LCPB_V7	Language proficiency of local people is developing day by day for tourism	3	16	151	277	79
Local Community Costs (7 Items)						
LCC_V1	Air, water and noise pollution is very high	146	91	31	161	97
LCC_V2	Traffic congestion (during the tour) is maximum or noticeable	141	66	52	197	70
LCC_V3	The number of theft and cheating increased due to tourism	141	56	98	164	67
LCC_V4	Crime and criminal activities are found due to tourism	139	65	88	152	82
LCC_V5	CBT has increased living cost	140	58	71	174	83
LCC_V6	The number of accidents is increased for tourism	141	55	63	192	75
LCC_V7	Tourism development has brought various social problems	145	50	70	184	77
Community Interaction in Tourism Activities (6 Items)						
CInt_V1	Sharing meals with visitors	55	155	103	130	83
CInt_V2	Exchanging gifts with visitors	46	105	148	181	46
CInt_V3	Inviting visitors to one's home	38	76	179	190	43
CInt_V4	Practicing sports with visitors	21	75	173	204	53
CInt_V5	Participating in parties with visitors	15	65	162	231	53
CInt_V6	A local guide, participate with visitors in different spots visit	12	13	52	318	131
Community Involvement in Tourism Activities (7 Items)						
CInv_V1	CBT has enabled the participation of local people	7	57	123	245	94
CInv_V2	Residents' participation in the tourism process is significant for the success of CBT	6	29	72	353	66
CInv_V3	The local community has the involvement over policy decision making regarding the CBT	6	20	86	323	91
CInv_V4	The tourism development is highly dependent on community interaction	4	16	90	333	83
CInv_V5	The tourism development has been a proactive process with community's full participation	6	27	92	306	95
CInv_V6	Local people have the market-ready product for tourism	93	43	41	240	109
CInv_V7	Local people have the capacity to access tourism	6	18	57	338	107
Community Leadership in Tourism Activities (7 Items)						
CLTA_V1	CBT has ensured rights in natural resource management	13	19	62	285	147
CLTA_V2	The community has control in the local tourism activities	15	26	87	335	63
CLTA_V3	CBT makes the local people more powerful than past	14	13	51	335	113
CLTA_V4	Decentralized system of decision making is key to successful CBT	6	16	69	307	128
CLTA_V5	CBT is a community effort that encompasses citizen involvement, utilizing local resources for solving issues of local concerns	3	20	108	294	101

Items and Construct		Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (AS)
CLTA_V6	CBT empowers local communities	2	18	63	356	87
CLTA_V7	Local people lead in the local tourism activities	2	21	96	333	74
Role of Financial Institutions (6 Items)						
RFI_V1	The government has contributed to tourism development by providing financial support for community initiatives	4	23	81	270	148
RFI_V2	Banks extend financial support to local people	1	25	86	340	74
RFI_V3	Local people easily get Bank loan	4	12	135	235	140
RFI_V4	Local people are doing business by taking a loan from banks or financial institutions	0	14	59	279	174
RFI_V5	Banks or financial institutions influence local people to do business	0	13	64	310	139
RFI_V6	Local financial institutions help to settle tourism related transaction	1	7	75	334	109
Role of Tourism Institutions (6 Items)						
RTI_V1	Standard hotels are available in the district headquarters	2	4	53	171	296
RTI_V2	Good accommodation facilities for tourists.	0	7	37	284	198
RTI_V3	Quality restaurants are available.	0	5	49	257	215
RTI_V4	Tourism institutions provides useful information regarding tourism	1	9	86	264	166
RTI_V5	Tourism institutions like hotel & motel employed local people	0	10	69	289	158
RTI_V6	Tourism institutions promote and develop tourism to tourists	3	3	60	290	170
Role of Social Institutions (6 Items)						
RSI_V1	The CBT development here is based on the partnership between private, public, and non-profit organizations	0	22	85	291	128
RSI_V2	There are available needed schools and colleges	13	66	155	217	75
RSI_V3	Schools and colleges teach and encourage the local people to involve in tourism activities	0	21	95	324	86
RSI_V4	Prayer institutions help people to live with peaceful life	1	15	52	351	107
RSI_V5	Social institutions like schools and colleges help to develop local peoples' leadership capacity	1	18	57	358	92
RSI_V6	Social institution leaders like teacher or moulovi or monarch help to mitigate social and personal conflicts	0	8	50	297	171
Role of Local Government (5 Items)						
RLG_V1	The tourism development is based on a partnership between the community and governmental institutions	0	19	52	309	146
RLG_V2	Local government works for infrastructural development	2	9	36	238	241
RLG_V3	Local government provides grammo police for protection	0	10	44	266	206
RLG_V4	Local government extents help and cooperation in tourism	2	13	55	288	168
RLG_V5	Union perished / municipality facilitates local people in tourist activities	2	11	45	309	159
Role of Technological Factors (6 Items)						
RTF_V1	CBT has encouraged better waste management	9	33	119	206	159
RTF_V2	Mobile phone facilities are available due to tourism	2	30	74	331	89

Items and Construct		Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (AS)
RTF_V3	Internet facilities are available due to tourism	2	17	91	310	106
RTF_V4	Solar system for electricity is available	2	44	98	233	149
RTF_V5	Satellite facilities are available due to tourism	4	37	136	216	133
RTF_V6	Electricity is available to local people	1	14	45	291	175
Political and Legal Factors (6 Items)						
PLF_V1	Police facility is available due to tourism	3	16	39	198	270
PLF_V2	Law protects the hunting of forest animals	1	7	49	288	181
PLF_V3	Legal restriction on cutting trees	1	12	47	233	233
PLF_V4	Law ensures local representatives by the vote of local people	1	5	55	273	192
PLF_V5	Local government ensures justice through village court	6	8	64	307	139
PLF_V6	Existing Political situation hampers tourism development[R]	108	193	88	11	126
Socio-Cultural Factors (6 Items)						
SCF_V1	Entertainment instruments are available in the community	5	21	83	318	99
SCF_V2	Tourism has changed your daily work routine	15	23	128	313	47
SCF_V3	Your dresses / life style are changing by looking to visitors	17	90	158	203	58
SCF_V4	Tourists change your food habit	17	161	69	216	63
SCF_V5	Tourists or visitors have positively changed the social respect system	9	26	69	360	62
SCF_V6	Tourism facilities exhibitions/festivals/events throughout the year in different villages and punjies	113	29	31	244	109
Religious Factors (6 Items)						
RF_V1	Scope of enjoying spiritual and regional music is adequate	2	4	43	160	317
RF_V2	Religious/spiritual feelings of inhabitants are very strong	4	10	24	217	271
RF_V3	Religious/spiritual symbols of community helps to attract tourists	1	8	63	203	250
RF_V4	Mosque and temple are available in the local area	3	20	42	196	265
RF_V5	Religious values guide local people to stay as group	1	3	52	208	262
RF_V6	Religion reduces conflict in local people	4	3	70	201	248
Infrastructural Development (5 Items)						
ID_V1	Communication facilities are now good and satisfactory	0	12	42	269	203
ID_V2	Tourists can reach easily to the tourism spots	3	10	44	351	118
ID_V3	Quality of roads is suitable	5	12	40	287	182
ID_V4	Available transports to for local and tourist	5	12	38	310	161
ID_V5	New roads are created and developed due to tourism.	2	5	49	317	153

Local Community Perceived Satisfaction		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
LCPS_V1	Initiatives for tourism development	0	20	37	323	146
LCPS_V2	Quality of life in local area is noticeable.	0	16	78	331	101
LCPS_V3	Current earning is enough to maintain family.	2	10	140	239	135
LCPS_V4	Your monthly income is increasing due to tourism activities	23	81	70	215	137
LCPS_V5	I find tourists and tourism institutions a good sign.	2	27	27	299	171
LCPS_V6	Tourists and tourism institutions develop our lifestyle.	1	5	45	313	162
LCPS_V7	The development of roads and social institutions.	1	3	52	283	187

Source: Sample survey

Table A10: Items' Loadings

Constructs	Indicator	Items	Loadings
Community-Based Tourism	CBTD_V1	The tourism development in Lawachara is focused on economic growth	**0.627**
	CBTD_V13	The tourism initiative is a community-led enterprise	**0.760**
	CBTD_V14	CBT as a service industry is a lucrative method for creating unique local identity	**0.688**
	CBTD_V2	CBT is the only significant economic activity	**0.682**
	CBTD_V3	CBT has raised the income of local people	**0.813**
	CBTD_V7	CBT has raised the community pride	**0.733**
Community Satisfaction	LCPS_V1	Initiatives for tourism development	**0.808**
	LCPS_V2	Quality of life in local area is noticeable	**0.692**
	LCPS_V6	Tourists and tourism institutions develop our lifestyle	**0.685**
	LCPS_V7	The development of roads and social institutions	**0.714**
Community Benefits	LCPB_V1	Education level increased due to tourism	**0.784**
	LCPB_V3	Your family condition is gradually rising for tourism activities in your area	**0.669**
	LCPB_V4	Tourism creating job opportunities besides firming	**0.684**
	LCPB_V5	Local businesses are rising day by day for tourism	**0.709**
Community Costs	LCC_V1	Air, water, and noise pollution is very high.	**0.934**
	LCC_V2	Traffic congestion (during the tour) is maximum or noticeable	**0.954**
	LCC_V3	The number of theft and cheating increased due to tourism	**0.949**
	LCC_V4	Crime and criminal activities are found due to tourism.	**0.948**
	LCC_V5	CBT has increased living cost	**0.955**
	LCC_V6	The number of accidents is increased for tourism.	**0.958**
	LCC_V7	Tourism development has brought various social problems	**0.940**
Residents' Characteristics	Education	Level of education	**0.893**
	Income	Approximate monthly income	**0.546**
Financial Support	RFI_V1	Government has contributed to tourism development by providing financial support for community initiatives	**0.772**
	RFI_V2	Banks extend financial support to local people	**0.685**
	RFI_V4	Local people are doing business by taking a loan from banks or financial institutions	**0.686**
	RFI_V5	Banks or financial institutions influence local people to do business	**0.747**
	RFI_V6	Local financial institutions help to settle the tourism-related transaction	**0.695**
Role of Technological Factors	RTF_V1	CBT has encouraged better waste management	**0.717**
	RTF_V2	Mobile phone facilities are available due to tourism	**0.733**
	RTF_V3	Internet facilities are available due to tourism	**0.735**
	RTF_V6	Electricity is available to local people	**0.686**
Political and Legal Factors	PLF_V1	Police facility is available due to tourism	**0.777**
	PLF_V2	Law protects the hunting of forest animals	**0.814**
	PLF_V3	Legal restriction on cutting trees	**0.786**

Constructs	Indicator	Items	Loadings
	PLF_V4	Law ensures local representatives by the vote of local people	**0.741**
Socio-Cultural Factors	SCF_V1	Entertainment instruments are available in the community	**0.746**
	SCF_V2	Tourism has changed your daily work routine	**0.718**
	SCF_V5	Tourists or visitors have positively changed the social respect system	**0.734**
Religious Factors	RF_V1	Scope of enjoying spiritual and regional music is adequate	**0.690**
	RF_V2	Religious/spiritual feelings of inhabitants are very strong.	**0.813**
	RF_V3	Religious/spiritual symbols of the community help to attract tourists	**0.780**
	RF_V4	Mosque and temple are available in the local area	**0.740**
	RF_V5	Religious values guide local people to stay as a group	**0.809**
	RF_V6	Religion reduces conflict in local people	**0.721**
Infrastructural Factor	ID_V3	The quality of roads is suitable	**0.807**
	ID_V4	Available transports for local and tourist	**0.788**
	ID_V5	New roads are created and developed due to tourism	**0.700**
Tourism Institutions	RTI_V1	Standard hotels are available in the district headquarters	**0.749**
	RTI_V2	Good accommodation facilities for tourists	**0.783**
	RTI_V3	Quality restaurants are available	**0.794**
	RTI_V4	Tourism institutions provide useful information regarding tourism	**0.722**
	RTI_V5	Tourism institutions like hotels & motels employed local people	**0.664**
	RTI_V6	Tourism institutions promote and develop tourism for tourists	**0.645**
Social Institutions	RSI_V1	The CBT development here is based on the partnership between private, public, and non-profit organizations	**0.705**
	RSI_V4	Prayer institutions help people to live with peaceful life	**0.725**
	RSI_V5	Social institutions like schools and colleges help to develop local peoples' leadership capacity	**0.701**
	RSI_V6	Social institution leaders like teacher or moulovi or monarch help to mitigate social and personal conflicts.	**0.701**
Local Government	RLG_V1	The tourism development is based on a partnership between the community and governmental institutions	**0.649**
	RLG_V2	Local government works for infrastructural development	**0.749**
	RLG_V3	Local government provides grammo police for protection	**0.794**
	RLG_V4	Local government extents help and cooperation in tourism	**0.749**
	RLG_V5	Union perished / municipality facilitates local people in tourist activities	**0.654**
Community Interaction	CInt_V1	Sharing meals with visitors	**0.903**
	CInt_V2	Exchanging gifts with visitors	**0.895**
	CInt_V3	Inviting visitors to one's home	**0.871**
	CInt_V4	Practicing sports with visitors	**0.782**
	CInt_V5	Participating in parties with visitors	**0.710**
Community Involvement	CInv_V1	CBT has enabled the participation of local people	**0.769**
	CInv_V2	Residents' participation in the tourism process is significant for the success of CBT	**0.743**
	CInv_V3	Local community has the involvement over policy decision making regarding the CBT	**0.664**
	CInv_V4	The tourism development is highly dependent on community interaction	**0.724**
	CInv_V5	Tourism development has been a proactive process with the community's full participation	**0.681**
Community Leadership	CLTA_V1	CBT has ensured rights in natural resource management	**0.732**
	CLTA_V2	The community has control in the local tourism activities	**0.790**
	CLTA_V3	CBT makes the local people more powerful than past	**0.743**
	CLTA_V4	The decentralized system of decision making is key to successful CBT	**0.675**
	CLTA_V5	CBT is a community effort that encompasses citizen involvement, utilizing local resources for solving issues of local concerns	**0.658**
	CLTA_V6	CBT empowers local communities	**0.693**

* All items or indicators loadings > 0 .5; The items loading having less than at least 0.50 are deleted

Source: Sample survey

Table A11: Descriptive Statistics of Demographic Variables

		N	Minimum	Maximum	Mean	Std. Deviation
	Age	526	20	90	42.14	11.29
	Monthly Income	522	0	50000	13424	6855.26
	Monthly Expense	518	0	45000	11502	7180.02

Source: Sample survey

Table A12: Descriptive Statistics based on Tourism Involvement

Tourism involvement						
	Age	30	21	72	41.87	11.04
Direct involvement	Monthly Income	29	5000	24000	14017	5110.35
	Monthly Expense	29	4000	20000	12155	4257.56
	Age	261	20	90	42.46	11.30
Indirect involvement	Monthly Income	261	4000	50000	14455	6893.34
	Monthly Expense	257	4000	35000	11959	5673.85
	Age	235	21	75	41.83	11.35
No involvement	Monthly Income	232	0	50000	12189	6823.87
	Monthly Expense	232	0	45000	10915	8767.83

Source: Sample survey

Table A13: Descriptive Statistics based on Education

	Age	457	20	75	41.80	11.13
Below SSC	Monthly Income	455	0	40000	13099	6397.27
	Monthly Expense	453	0	35000	11222	6502.37
	Age	37	21	90	45.76	13.32
SSC pass	Monthly Income	37	5000	30000	13786	6008.61
	Monthly Expense	36	4000	20000	10805	4426.02
	Age	24	21	60	41.13	10.94
HSC pass	Monthly Income	22	6000	32000	13863	6228.16
	Monthly Expense	22	6000	30000	15068	14950.94
	Age	8	40	58	48.13	7.56
Graduate and above	Monthly Income	8	10000	50000	29000	16000
	Monthly Expense	7	10000	45000	22000	13279.05

Source: Sample survey

Table A14: Descriptive Statistics based on Gender

Female	Age	70	21	70	40.06	10.78
	Monthly Income	68	0	40000	13250	7366.98
	Monthly Expense	67	0	30000	11776	10392.40
Male	Age	456	20	90	42.46	11.34
	Monthly Income	454	1400	50000	13450	6783.55
	Monthly Expense	451	3000	45000	11462	6585.98

Source: Sample survey

Table A15: Descriptive Statistics based on Residential Status

Residential Status		N	Minimum	Maximum	Mean	Std. Deviation
Own residence	Age	493	20	90	42.20	11.275
	Monthly Income	489	0	50000	13661.55	6966.865
	Monthly Expense	486	0	85000	11639.92	7347.555
Rented residence	Age	30	26	65	40.13	11.023
	Monthly Income	30	5000	16000	9466.67	2788.317
	Monthly Expense	29	4000	15000	9017.24	2713.994
Relative residence	Age	3	35	62	52.33	15.044
	Monthly Income	3	8000	20000	14333.33	6027.714
	Monthly Expense	3	7000	18000	13333.33	5686.241

Source: Sample survey

Table A16: Descriptive Statistics of Unobserved Constructs

Unobserved Constructs	N	Minimum	Maximum	Mean	Std. Error	Std. Deviation	Skewness		Kurtosis	
							Statistic	Std. Er	Statistic	Std. Err
Community Based Tourism Development	526	2.17	5.00	4.0399	.02491	.57126	-.732	.106	.617	.213
Perceived Community Satisfaction	526	2.25	5.00	4.1378	.02123	.48699	-1.117	.106	1.996	.213
Perceived Community Benefits	526	2.25	5.00	3.7799	.02366	.54264	-.070	.106	-.166	.213
Perceived Community Costs	526	1.00	5.00	2.9726	.06034	1.38389	-.329	.106	-1.387	.213
Community Interaction	526	1.00	5.00	3.2532	.03888	.89173	-.111	.106	-.698	.213
Community Involvement	526	1.80	5.00	3.8407	.02484	.56966	-.719	.106	.782	.213
Community Leadership	526	2.00	5.00	3.9417	.02470	.56651	-1.320	.106	1.936	.213
Community Engagement (Higher order)	526	2.01	5.00	3.6785	.02373	.54413	-.547	.106	.251	.213
Financial and Economic Supports	526	2.00	5.00	4.0369	.02255	.51722	-.908	.106	1.429	.213
Tourism Institutions	526	2.33	5.00	4.2392	.02216	.50820	-.496	.106	.180	.213
Social Institutions	526	2.00	5.00	4.0580	.02117	.48547	-.851	.106	1.540	.213
Local Government	526	2.00	5.00	4.2076	.02224	.51011	-.989	.106	1.262	.213
Support Institution (Higher order)	526	2.70	5.00	4.1683	.01782	.40874	-.980	.106	.617	.213
Technological Factors	526	2.25	5.00	3.9857	.02496	.57241	-.667	.106	.836	.213
Political-Legal Factors	526	2.00	5.00	4.2795	.02465	.56534	-.778	.106	.527	.213
Socio-cultural Factors	526	1.00	5.00	3.8105	.02503	.57405	-1.018	.106	1.610	.213
Religious Factors	526	2.67	5.00	4.3714	.02514	.57665	-.430	.106	-.731	.213
Infrastructural Factors	526	1.67	5.00	4.1743	.02380	.54573	-1.397	.106	3.453	.213
Environmental Factors (Higher order)	526	2.67	5.00	4.1243	.01690	.38753	-1.116	.106	1.177	.213

Source: Sample survey data analysis

Table A17: Descriptive Statistics of all items and Constructs

All items and Constructs		N	Minimum	Maximum	Mean	Std. Deviation
Community-Based Tourism (CBT) Development (15 Items)					**4.01**	**0.760**
CBTD_V1	The tourism development in Lowachara is focused on economic growth.	526	1	5	4.36	0.723
CBTD_V2	CBT is the only significant economic activity	526	2	5	3.96	0.772
CBTD_V3	CBT has raised the income of local people	526	1	5	3.97	0.855
CBTD_V4	CBT is an opportunity for social development	526	1	5	4.04	0.658
CBTD_V5	CBT has contributed to enhanced level of education	526	2	5	3.90	0.724
CBTD_V6	CBT has raised the quality of life	526	2	5	4.08	0.751
CBTD_V7	CBT has raised the community pride	526	1	5	4.05	0.796
CBTD_V8	CBT has contributed to the building of community management organizations	526	2	5	3.98	0.644
CBTD_V9	CBT is an opportunity for economic development	526	1	5	4.02	0.666
CBTD_V10	CBT has raised awareness of the need for conservation	526	1	5	3.92	0.754
CBTD_V11	CBT has contributed to the environmental education	526	0	5	3.75	1.069
CBTD_V12	CBT has encouraged respect for different cultures	526	1	5	3.86	0.721
CBTD_V13	The tourism initiative is a community led enterprise	526	1	5	3.78	0.903
CBTD_V14	CBT as a service industry is a lucrative method for creating unique local identity	526	1	5	4.12	0.695
CBTD_V15	CBT has gained more respect for the community by outsiders	526	1	5	4.30	0.671
Local Community Perceived Benefits (7 Items)					**3.85**	**0.72**
LCPB_V1	Education level increased due to tourism.	526	1	5	3.83	0.831
LCPB_V2	Handicrafts of this region are very attractive.	526	2	5	3.97	0.577
LCPB_V3	Your family condition is gradually rising for tourism activities in your area	526	2	5	3.74	0.745
LCPB_V4	Tourism creating job opportunities besides firming.	526	2	5	3.68	0.705
LCPB_V5	Local businesses are rising day by day for tourism.	526	1	5	3.87	0.753
LCPB_V6	I think tourism creates new and new business.	526	2	6	4.06	0.643
LCPB_V7	Language proficiency of local people is developing day by day for tourism.	526	1	5	3.79	0.752
Local Community Costs (7 Items)					**2.97**	**1.46**
LCC_V1	Air, water, and noise pollution are very high.	526	1	5	2.95	1.526
LCC_V2	Traffic congestion (during tour) is maximum or noticeable.	526	1	5	2.98	1.452
LCC_V3	The number of theft and cheating increased due to tourism.	526	1	5	2.92	1.414
LCC_V4	Crime and criminal activities are found due to tourism.	526	1	5	2.95	1.447
LCC_V5	CBT has increased living cost	526	1	5	3.00	1.463
LCC_V6	The number of accidents is increased for tourism.	526	1	5	3.01	1.455
LCC_V7	Tourism development has brought various social problems	526	1	5	3.00	1.462
Community Interaction in Tourism Activities (6 Items)					**3.38**	**1.02**
CInt_V1	Sharing meals with visitors	526	1	5	3.06	1.261
CInt_V2	Exchanging gifts with visitors	526	1	5	3.14	1.107

All items and Constructs		N	Minimum	Maximum	Mean	Std. Deviation
CInt_V3	Inviting visitors to one's home	526	1	5	3.24	1.034
CInt_V4	Practicing sports with visitors	526	1	5	3.37	0.980
CInt_V5	Participating in parties with visitors	526	1	5	3.46	0.933
CInt_V6	As local guide, participate with visitors in different spots visit	526	1	5	4.03	0.808
Community Involvement in Tourism Activities (7 Items)					**3.80**	**0.87**
CInv_V1	CBT has enabled the participation of local people	526	1	5	3.69	0.933
CInv_V2	Residents' participation in the tourism process is significant for the success of CBT	526	1	5	3.84	0.750
CInv_V3	The local community has the involvement over policy decision making regarding the CBT	526	1	5	3.90	0.763
CInv_V4	The tourism development is highly dependent on community interaction	526	1	5	3.90	0.715
CInv_V5	The tourism development has been a proactive process with the community's full participation	526	1	5	3.87	0.805
CInv_V6	Local people have market-ready product for tourism.	526	1	5	3.44	1.374
CInv_V7	Local people have the capacity to access tourism.	526	1	5	3.99	0.743
Community Leadership in Tourism Activities (7 Items)					**3.93**	**0.78**
CLTA_V1	CBT has ensured rights in natural resource management	526	1	5	4.02	0.875
CLTA_V2	The community has control in the local tourism activities	526	1	5	3.77	0.829
CLTA_V3	CBT makes the local people more powerful than past	526	1	5	3.99	0.807
CLTA_V4	Decentralized system of decision making is key to successful CBT	526	1	5	4.02	0.774
CLTA_V5	CBT is a community effort that encompasses citizen involvement, utilizing local resources for solving issues of local concerns	526	1	5	3.89	0.768
CLTA_V6	CBT empowers local communities	526	1	5	3.97	0.675
CLTA_V7	Local people lead in the local tourism activities	526	1	5	3.87	0.707
Role of Financial Institutions (6 Items)					**4.02**	**0.73**
RFI_V1	The government has contributed to tourism development by providing financial support for community initiatives	526	1	5	4.02	0.824
RFI_V2	Banks extend financial support to local people.	526	1	5	3.88	0.705
RFI_V3	Local people easily get bank loans.	526	2	5	3.95	0.802
RFI_V4	Local people are doing business by taking a loan from banks or financial institutions	526	2	5	4.17	0.723
RFI_V5	Banks or financial institutions influence local people to do business.	526	2	5	4.09	0.691
RFI_V6	Local financial institutions help to settle tourism-related transaction	526	1	5	4.03	0.648
Role of Tourism Institutions (6 Items)					**4.24**	**0.70**
RTI_V1	Standard hotels are available in the district headquarters	526	1	5	4.44	0.735
RTI_V2	Good accommodation facilities for tourists	526	2	5	4.28	0.650
RTI_V3	Quality restaurants are available	526	2	5	4.30	0.673
RTI_V4	Tourism institutions provides useful information regarding tourism	526	1	5	4.11	0.744
RTI_V5	Tourism institutions like hotel & motel employed local people	526	2	5	4.13	0.701

All items and Constructs		N	Minimum	Maximum	Mean	Std. Deviation
RTI_V6	Tourism institutions promote and develop tourism for tourists	526	1	5	4.18	0.693
Role of Social Institutions (6 Items)					**3.94**	**0.74**
RSI_V1	The CBT development here is based on the partnership between private, public, and non-profit organizations	526	2	5	4.00	0.757
RSI_V2	There are available needed schools and colleges.	526	1	5	3.52	0.967
RSI_V3	Schools and colleges teach and encourage the local people to involve in tourism activities	526	2	5	3.90	0.704
RSI_V4	Prayer institutions help people to live with peaceful life	526	1	5	4.04	0.658
RSI_V5	Social institutions like schools and colleges help to develop local peoples' leadership capacity	526	1	5	3.99	0.662
RSI_V6	Social institution leaders like teacher or moulovi or monarch help to mitigate social and personal conflicts	526	2	5	4.20	0.665
Role of Local Government (5 Items)					**4.21**	**0.71**
RLG_V1	The tourism development is based on a partnership between the community and governmental institutions	526	2	5	4.11	0.715
RLG_V2	Local government works for infrastructural development	526	1	5	4.34	0.715
RLG_V3	Local government provides grammo police for protection	526	2	5	4.27	0.692
RLG_V4	Local government extents help and cooperation in tourism	526	1	5	4.15	0.731
RLG_V5	Union perished / municipality facilitates local people in tourist activities	526	1	5	4.16	0.693
Role of Technological Factors (6 Items)					**3.95**	**0.83**
RTF_V1	CBT has encouraged better waste management	526	1	5	3.90	0.962
RTF_V2	Mobile phone facilities are available due to tourism	526	1	5	3.90	0.751
RTF_V3	Internet facilities are available due to tourism	526	1	5	3.95	0.733
RTF_V4	Solar system for electricity is available	526	1	5	3.92	0.913
RTF_V5	Satellite facilities are available due to tourism	526	1	5	3.83	0.913
RTF_V6	Electricity is available to local people	526	1	5	4.19	0.712
Political and Legal Factors (6 Items)					**4.08**	**0.85**
PLF_V1	Police facility is available due to tourism	526	1	5	4.36	0.794
PLF_V2	Law protects the hunting of forest animals	526	1	5	4.22	0.679
PLF_V3	Legal restriction on cutting trees	526	1	5	4.30	0.742
PLF_V4	Law ensures local representatives by the vote of local people	526	1	5	4.24	0.686
PLF_V5	Local government ensures justice through village court	526	1	6	4.09	0.747
PLF_V6	Existing Political situation hampers tourism development^{R}	526	1	5	3.28	1.447
Socio-Cultural Factors (6 Items)					**3.58**	**0.98**
SCF_V1	Entertainment instruments are available in the community	526	1	5	3.92	0.766
SCF_V2	Tourism has changed your daily work routine	526	1	5	3.67	0.812
SCF_V3	Your dresses / lifestyle are changing by looking to visitors	526	1	5	3.37	0.996
SCF_V4	Tourists change your food habit	526	1	5	3.28	1.118
SCF_V5	Tourists or visitors have positively changed the social respect system	526	1	5	3.84	0.758
SCF_V6	Tourism facilities Colorful/enjoyable exhibitions/festivals/events throughout the year in different villages and punjies	526	1	5	3.39	1.434

All items and Constructs		N	Minimum	Maximum	Mean	Std. Deviation
Religious Factors (6 Items)					**4.37**	**0.76**
RF_V1	Scope of enjoying spiritual and regional music is adequate.	526	1	5	4.49	0.711
RF_V2	Religious/spiritual feelings of inhabitants are very strong.	526	1	5	4.41	0.734
RF_V3	Religious/spiritual symbols of community helps to attract tourists	526	-2	5	4.31	0.805
RF_V4	Mosque and temple are available in the local area	526	1	5	4.33	0.824
RF_V5	Religious values guide local people to stay as group	526	1	5	4.38	0.701
RF_V6	Religion reduces conflict in local people	526	1	5	4.30	0.777
Infrastructural Development (5 Items)					**4.17**	**0.70**
ID_V1	Communication facilities are now good and satisfactory	526	2	5	4.26	0.700
ID_V2	Tourists can reach easily to the tourism spots	526	1	5	4.09	0.655
ID_V3	The quality of roads is suitable	526	1	5	4.20	0.749
ID_V4	Available transports to for local and tourist	526	1	5	4.16	0.728
ID_V5	New roads are created and developed due to tourism	526	1	5	4.17	0.655
Local Community Perceived Satisfaction (7 Items)					**4.05**	**0.77**
LCPS_V1	Initiatives for tourism development	526	2	5	4.13	0.695
LCPS_V2	The quality of life in the local area is noticeable	526	2	5	3.98	0.680
LCPS_V3	Current earning is enough to maintain the family	526	1	5	3.94	0.794
LCPS_V4	Your monthly income is increasing due to tourism activities	526	1	5	3.69	1.144
LCPS_V5	I find tourists and tourism institutions a good sign	526	1	5	4.16	0.769
LCPS_V6	Tourists and tourism institutions develop our lifestyle	526	1	5	4.20	0.641
LCPS_V7	The development of roads and social institutions	526	1	5	4.24	0.662

Source: Survey data analysis

Table A18: Full Measurement Model for 1st and 2nd Order Constructs

2nd Order Construct	AVE	CR	1st Order Construct	Items	Loadings	Cronbach's Alpha	rho_A	AVE	CR
Environmental Factors	0.683	0.820	Religious Factor	RF_V1	**0.690**	0.853	0.856	0.578	0.891
				RF_V2	**0.813**				
				RF_V3	**0.780**				
				RF_V4	**0.740**				
				RF_V5	**0.809**				
				RF_V6	**0.721**				
			Socio-Cultural Factor	SCF_V1	**0.746**	0.708	0.747	0.537	0.777
				SCF_V2	**0.718**				
				SCF_V5	**0.734**				
			Political & Legal Factor	PLF_V1	**0.777**	0.785	0.788	0.608	0.861
				PLF_V2	**0.814**				
				PLF_V3	**0.786**				
				PLF_V4	**0.741**				
			Technological Factor	RTF_V1	**0.717**	0.710	0.739	0.515	0.809
				RTF_V2	**0.733**				
				RTF_V3	**0.735**				
				RTF_V6	**0.686**				
			Infrastructural Factor	ID_V3	**0.807**	0.697	0.716	0.587	0.810
				ID_V4	**0.788**				
				ID_V5	**0.700**				
Support Institution	0.814	0.855	Tourism Institutions	RTI_V1	**0.749**	0.822	0.831	0.530	0.871
				RTI_V2	**0.783**				
				RTI_V3	**0.794**				
				RTI_V4	**0.722**				
				RTI_V5	**0.664**				
				RTI_V6	**0.645**				
			Social Institutions	RSI_V1	**0.705**	0.717	0.737	0.502	0.801
				RSI_V4	**0.725**				
				RSI_V5	**0.701**				
				RSI_V6	**0.701**				
			Local Government	RLG_V1	**0.649**	0.767	0.771	0.520	0.843
				RLG_V2	**0.749**				
				RLG_V3	**0.794**				
				RLG_V4	**0.749**				
				RLG_V5	**0.654**				
				RTI_V5	**0.664**				
Community Engagement	0.805	0.847	Community Interaction	CInt_V1	**0.903**	0.890	0.903	0.698	0.920
				CInt_V2	**0.895**				
				CInt_V3	**0.871**				
				CInt_V4	**0.782**				
				CInt_V5	**0.710**				
			Community Involvement	CInv_V1	**0.769**	0.764	0.769	0.515	0.841
				CInv_V2	**0.743**				
				CInv_V3	**0.664**				
				CInv_V4	**0.724**				
				CInv_V5	**0.681**				
			Community Leadership	CLTA_V1	**0.732**	0.811	0.822	0.514	0.863
				CLTA_V2	**0.790**				
				CLTA_V3	**0.743**				
				CLTA_V4	**0.675**				
				CLTA_V5	**0.658**				
				CLTA_V6	**0.693**				

Source: Survey data analysis

Table A19: Measurement Model for Individual Constructs

Individual Construct	Items	Loadings	Cronbach's Alpha	rho_A	AVE	CR
Residents' Characteristics	Edu	**0.893**	0.650	0.694	0.548	0.716
	Income	**0.546**				
Financial Support	RFI_V1	**0.772**	0.767	0.773	0.515	0.841
	RFI_V2	**0.685**				
	RFI_V4	**0.686**				
	RFI_V5	**0.747**				
	RFI_V6	**0.695**				
Community Satisfaction	LCPS_V1	**0.808**	0.703	0.723	0.527	0.816
	LCPS_V2	**0.692**				
	LCPS_V6	**0.685**				
	LCPS_V7	**0.714**				
Community Benefits	LCPB_V1	**0.784**	0.701	0.721	0.508	0.805
	LCPB_V3	**0.669**				
	LCPB_V4	**0.684**				
	LCPB_V5	**0.709**				
Community Costs	LCC_V1	**0.934**	0.981	0.983	0.899	0.984
	LCC_V2	**0.954**				
	LCC_V3	**0.949**				
	LCC_V4	**0.948**				
	LCC_V5	**0.955**				
	LCC_V6	**0.958**				
	LCC_V7	**0.940**				
CBT	CBTD_V1	**0.627**	0.812	0.821	0.518	0.865
	CBTD_V13	**0.760**				
	CBTD_V14	**0.688**				
	CBTD_V2	**0.682**				
	CBTD_V3	**0.813**				
	CBTD_V7	**0.733**				

Source: Survey data analysis

Table A20: First-order Constructs' Outer Variance Inflation Factor (VIF) Values

First-order of Environmental Factors

Political and Legal Factors	**VIF**
PLF_V1	1.47
PLF_V2	1.71
PLF_V3	1.62
PLF_V4	1.46
Role of Technological Forces	**VIF**
RTF_V1	1.49
RTF_V2	1.30
RTF_V3	1.36
RTF_V6	1.32
Socio-Cultural Factors	**VIF**
SCF_V1	1.34
SCF_V2	1.50
SCF_V5	1.38
Religious Factors	**VIF**
RF_V1	2.23
RF_V2	2.32
RF_V3	2.16
RF_V4	1.90
RF_V5	2.36
RF_V6	2.06
Infrastructural Development	**VIF**
ID_V3	1.66
ID_V4	1.52
ID_V5	1.54

First-order of Role of Institution

Role of Tourism Institutions	**VIF**
RTI_V1	1.63
RTI_V2	1.80
RTI_V3	2.06
RTI_V4	1.59
RTI_V5	1.56
RTI_V6	1.49
Role of Social Institutions	**VIF**
RSI_V1	1.57
RSI_V3	1.37
RSI_V4	1.40
RSI_V5	1.41
RSI_V6	1.46

Role of Local Government	**VIF**
RLG_V1	1.50
RLG_V2	1.78
RLG_V3	1.92
RLG_V4	1.59
RLG_V5	1.44
First-order of Community Engagement	
Community Interaction in Tourism Activities	**VIF**
CInt_V1	3.25
CInt_V2	3.26
CInt_V3	3.09
CInt_V4	2.03
CInt_V5	1.74
Community Leadership in Tourism Activities	**VIF**
CInv_V1	2.13
CInv_V2	1.64
CInv_V3	1.53
CInv_V4	1.59
CInv_V5	1.48
Community Involvement in Tourism Activities	**VIF**
CLTA_V1	1.79
CLTA_V2	2.03
CLTA_V3	1.83
CLTA_V4	1.60
CLTA_V5	1.54
CLTA_V6	1.75

Source: Survey data analysis

Table A21: Discriminant Validity (First Order Constructs)

First-order Constructs' Discriminant Validity: (Fornell and Larcker, 1981 Criterion)

			1	2	3	4	5	6	7	8	9	10	11
1	.	Infrastructural	**0.766**										
2	.	Interaction	0.072	**0.835**									
3	.	Involvement	0.256	0.568	**0.717**								
4	.	Leadership	0.422	0.318	0.548	**0.717**							
5	.	Local Government	0.520	0.029	0.311	0.447	**0.721**						
6	.	Political_Legal	0.459	-0.013	0.213	0.415	0.526	**0.780**					
7	.	Religious	0.443	0.045	0.238	0.324	0.508	0.670	**0.760**				
8	.	Social Institutions	0.448	0.271	0.468	0.491	0.561	0.370	0.384	**0.708**			
9	.	Socio-cultural	0.200	0.480	0.522	0.488	0.273	0.169	0.208	0.372	**0.733**		
10	.	Technological	0.396	0.348	0.441	0.509	0.399	0.421	0.290	0.418	0.274	**0.718**	
11	.	Tourism Institutions	0.508	0.083	0.291	0.475	0.517	0.644	0.609	0.434	0.228	0.494	**0.728**

The top diagonal values are the square root of AVE of the latent variables and indicate the higher values than cross item (in any row or Coolum) values.

Discriminant validity (Fornell–Larcker criterion): The AVE of each construct should be higher than the squared correlations with all other constructs (Fornell and Larcker, 1981)

Source: Survey data analysis

Table A22: Discriminant Validity (Second Order Constructs)

Discriminant Validity: (Fornell and Larcker, 1981 Criterion)

			1	2	3
1	.	Community Engagement	0.602		
2	.	Environmental Factors	0.503	0.728	
3	.	Social Institutions	0.504	0.555	0.708

The top diagonal values are the square root of AVE of the latent variables and indicate the higher values than cross item (in any row or column) values.
Discriminant validity (Fornell–Larcker criterion): The AVE of each construct should be higher than the squared correlations with all other constructs (Fornell and Larcker, 1981)

Source: Survey data analysis

Table A23: Discriminant Validity (All Constructs)

Discriminant Validity: (Fornell and Larcker, 1981 Criterion)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1. CBT	**0.720**																			
2. Community Benefits	0.472	**0.713**																		
3. Community Cost	-0.157	0.401	**0.948**																	
4. Community Satisfaction	0.375	0.519	0.158	**0.726**																
5. Community Engagement	0.512	0.595	0.307	0.598	**0.602**															
6. Environmental Factors	0.377	0.371	-0.138	0.409	0.503	**0.728**														
7. Financial Support	0.541	0.462	-0.153	0.463	0.584	0.591	**0.718**													
8. Infrastructural	0.225	0.241	-0.189	0.345	0.305	0.699	0.378	**0.766**												
9. Interaction	0.287	0.598	0.599	0.425	0.594	0.207	0.286	0.072	**0.835**											
10. Involvement	0.455	0.594	0.227	0.463	0.552	0.442	0.536	0.256	0.568	**0.717**										
11. Leadership	0.470	0.474	-0.116	0.545	0.562	0.581	0.587	0.422	0.318	0.548	**0.717**									
12. Local Government	0.314	0.194	-0.316	0.233	0.314	0.648	0.538	0.520	0.029	0.311	0.447	**0.721**								
13. Political_Legal	0.236	0.123	-0.297	0.185	0.250	0.221	0.429	0.459	-0.013	0.213	0.415	0.526	**0.780**							
14. Religious	0.293	0.130	-0.281	0.136	0.244	0.720	0.434	0.443	0.045	0.238	0.324	0.508	0.670	**0.760**						
15. Residence Characteristics	-0.125	-0.158	-0.107	-0.213	-0.146	-0.072	-0.107	-0.007	-0.091	-0.095	-0.141	0.037	0.020	-0.034	**0.740**					
16. Social Institutions	0.345	0.412	0.012	0.305	0.504	0.555	0.462	0.448	0.271	0.468	0.491	0.561	0.370	0.384	-0.026	**0.708**				
17. Socio-cultural	0.378	0.464	0.201	0.421	0.601	0.417	0.455	0.200	0.480	0.522	0.488	0.273	0.169	0.208	-0.089	0.372	**0.733**			
18. Support Institution	0.393	0.349	-0.186	0.351	0.482	0.504	0.520	0.569	0.164	0.435	0.565	0.535	0.543	0.524	-0.044	0.574	0.359	**0.579**		
19. Technological	0.262	0.491	0.245	0.501	0.536	0.656	0.406	0.396	0.348	0.441	0.509	0.399	0.421	0.290	-0.139	0.418	0.274	0.554	**0.718**	
20. Tourism Institutions	0.295	0.241	-0.170	0.285	0.348	0.735	0.498	0.508	0.083	0.291	0.475	0.517	0.644	0.609	-0.096	0.434	0.228	0.533	0.494	**0.728**

The top diagonal values are the square root of AVE of the latent variables and indicates the higherl values than cross item (in any row or colum) values.

Discriminant validity (Fornell–Larcker criterion): The AVE of each construct should be higher than the squared correlations with all other constructs (Fornell and Larcker, 1981)

Source: Survey data analysis

Table A24: Indicator Items Cross Loadings

Items	CBT	Community Benefits	Community Cost	Community Satisfaction	Financial Support	Infrastructural	Interaction	Involvement	Leadership	Local Government	Political Legal	Religious	Residence Characteristics	Social Institutions	Socio-cultural	Technological	Tourism Institutions
CBTD_V1	**0.627**	0.187	-0.372	0.128	0.383	0.277	-0.02	0.24	0.359	0.451	0.284	0.259	0.013	0.348	0.179	0.212	0.26
CBTD_V13	**0.76**	0.408	-0.052	0.338	0.456	0.213	0.342	0.396	0.397	0.261	0.302	0.325	-0.114	0.308	0.342	0.25	0.321
CBTD_V14	**0.688**	0.228	-0.21	0.206	0.36	0.159	0.043	0.25	0.328	0.214	0.229	0.273	-0.123	0.205	0.263	0.127	0.229
CBTD_V2	**0.682**	0.319	0.008	0.177	0.331	0.114	0.32	0.273	0.199	0.168	0.104	0.234	-0.004	0.189	0.212	0.099	0.115
CBTD_V3	**0.813**	0.474	0.007	0.369	0.371	0.117	0.296	0.377	0.331	0.108	0.007	0.062	-0.134	0.219	0.309	0.207	0.118
CBTD_V7	**0.733**	0.38	-0.068	0.347	0.422	0.088	0.246	0.394	0.38	0.161	0.104	0.146	-0.147	0.208	0.301	0.202	0.217
CInt_V1	0.218	0.548	0.593	0.376	0.265	0.062	**0.903**	0.524	0.302	0.031	0.028	0.052	-0.093	0.242	0.44	0.366	0.113
CInt_V2	0.239	0.517	0.447	0.422	0.287	0.14	**0.895**	0.492	0.349	0.102	0.088	0.137	-0.076	0.274	0.457	0.363	0.146
CInt_V3	0.291	0.488	0.405	0.428	0.314	0.141	**0.871**	0.471	0.356	0.084	0.082	0.151	-0.103	0.246	0.451	0.315	0.157
CInt_V4	0.192	0.45	0.585	0.25	0.124	-0.05	**0.782**	0.415	0.103	-0.054	-0.125	-0.098	-0.036	0.198	0.346	0.16	-0.058
CInt_V5	0.26	0.496	0.506	0.265	0.169	-0.038	**0.71**	0.47	0.162	-0.081	-0.195	-0.12	-0.062	0.157	0.281	0.209	-0.072
CInv_V1	0.26	0.525	0.375	0.394	0.305	0.131	0.576	**0.769**	0.401	0.149	0.039	0.023	-0.1	0.308	0.43	0.403	0.11
CInv_V2	0.337	0.405	0.131	0.364	0.422	0.141	0.362	**0.743**	0.331	0.199	0.137	0.216	-0.063	0.262	0.337	0.243	0.182
CInv_V3	0.387	0.293	-0.121	0.213	0.417	0.264	0.246	**0.664**	0.425	0.351	0.281	0.335	-0.017	0.416	0.275	0.233	0.329
CInv_V4	0.351	0.411	0.124	0.304	0.45	0.199	0.389	**0.724**	0.421	0.245	0.236	0.249	-0.068	0.365	0.38	0.337	0.26
CInv_V5	0.318	0.466	0.236	0.364	0.349	0.204	0.421	**0.681**	0.392	0.201	0.106	0.08	-0.083	0.344	0.433	0.343	0.197
CLTA_V1	0.252	0.318	-0.119	0.364	0.45	0.359	0.193	0.404	**0.732**	0.443	0.417	0.332	-0.058	0.405	0.378	0.451	0.41
CLTA_V2	0.371	0.435	0.058	0.45	0.44	0.259	0.402	0.511	**0.79**	0.228	0.252	0.247	-0.109	0.296	0.405	0.395	0.33
CLTA_V3	0.262	0.291	-0.141	0.324	0.386	0.336	0.17	0.348	**0.743**	0.336	0.38	0.289	-0.124	0.358	0.336	0.405	0.411
CLTA_V4	0.271	0.27	-0.155	0.312	0.361	0.322	0.135	0.326	**0.675**	0.351	0.317	0.287	-0.084	0.385	0.259	0.335	0.33
CLTA_V5	0.387	0.299	-0.167	0.371	0.446	0.265	0.165	0.366	**0.658**	0.352	0.212	0.108	-0.043	0.345	0.309	0.297	0.25
CLTA_V6	0.468	0.39	-0.045	0.498	0.441	0.299	0.232	0.364	**0.693**	0.26	0.23	0.134	-0.179	0.357	0.388	0.304	0.32
CLTA_V7	0.466	0.399	0.047	0.388	0.457	0.235	0.298	0.427	**0.505**	0.213	0.238	0.179	-0.189	0.319	0.363	0.324	0.297
Education	-0.056	-0.163	-0.206	-0.169	-0.052	0.036	-0.132	-0.089	-0.083	0.109	0.111	0.061	**0.893**	0.013	-0.071	-0.12	0.007
Income	-0.17	-0.045	0.148	-0.156	-0.14	-0.081	0.044	-0.046	-0.156	-0.121	-0.164	-0.189	**0.546**	-0.082	-0.065	-0.083	-0.224
D_V1	0.334	0.312	-0.115	0.37	0.42	**0.516**	0.114	0.373	0.407	0.377	0.277	0.211	-0.075	0.31	0.367	0.243	0.31
ID_V2	0.193	0.265	0.01	0.206	0.319	**0.589**	0.147	0.31	0.345	0.338	0.245	0.304	-0.083	0.297	0.273	0.337	0.292
ID_V3	0.206	0.159	-0.243	0.203	0.299	**0.807**	0.042	0.203	0.361	0.453	0.411	0.41	0.003	0.369	0.22	0.259	0.414
ID_V4	0.145	0.108	-0.213	0.161	0.263	**0.788**	-0.016	0.115	0.267	0.409	0.36	0.373	0.036	0.321	0.09	0.264	0.41
ID_V5	0.162	0.3	0.049	0.454	0.308	**0.7**	0.149	0.279	0.342	0.325	0.275	0.22	-0.061	0.34	0.142	0.404	0.341
LCC_V1	-0.086	0.415	**0.934**	0.157	-0.1	-0.134	0.605	0.264	-0.094	-0.246	-0.266	-0.207	-0.097	0.064	0.245	0.255	-0.141
LCC_V2	-0.143	0.367	**0.954**	0.115	-0.178	-0.209	0.555	0.194	-0.152	-0.322	-0.304	-0.268	-0.084	-0.004	0.178	0.201	-0.178
LCC_V3	-0.148	0.403	**0.949**	0.186	-0.111	-0.153	0.593	0.238	-0.074	-0.261	-0.254	-0.262	-0.119	0.056	0.235	0.25	-0.131
LCC_V4	-0.166	0.378	**0.948**	0.163	-0.135	-0.193	0.579	0.222	-0.096	-0.293	-0.257	-0.258	-0.098	0.003	0.199	0.257	-0.149
LCC_V5	-0.16	0.382	**0.955**	0.143	-0.165	-0.197	0.554	0.205	-0.111	-0.316	-0.298	-0.291	-0.093	0.004	0.171	0.219	-0.164
LCC_V6	-0.186	0.35	**0.958**	0.127	-0.189	-0.195	0.544	0.181	-0.147	-0.361	-0.325	-0.295	-0.112	-0.037	0.152	0.204	-0.198
LCC_V7	-0.155	0.362	**0.94**	0.15	-0.153	-0.176	0.535	0.193	-0.108	-0.31	-0.275	-0.29	-0.105	-0.017	0.141	0.227	-0.172
LCPB_V1	0.373	**0.784**	0.298	0.539	0.41	0.188	0.491	0.492	0.454	0.157	0.053	0.01	-0.16	0.321	0.456	0.43	0.17
LCPB_V3	0.328	**0.669**	0.212	0.292	0.33	0.201	0.397	0.397	0.329	0.258	0.18	0.25	-0.12	0.361	0.291	0.379	0.217

Items	CBT	Community Benefits	Community Cost	Community Satisfaction	Financial Support	Infrastructural	Interaction	Involvement	Leadership	Local Government	Political Legal	Religious	Residence Characteristics	Social Institutions	Socio-cultural	Technological	Tourism Institutions
LCPB_V4	0.135	**0.684**	0.54	0.318	0.226	0.124	0.504	0.382	0.172	0.029	-0.007	0.019	-0.099	0.202	0.265	0.336	0.141
LCPB_V5	0.45	**0.709**	0.169	0.296	0.317	0.164	0.335	0.408	0.34	0.089	0.112	0.099	-0.065	0.274	0.278	0.251	0.159
LCPS_V1	0.358	0.486	0.171	**0.808**	0.408	0.304	0.388	0.415	0.465	0.212	0.144	0.091	-0.17	0.281	0.423	0.412	0.26
LCPS_V2	0.171	0.412	0.335	**0.692**	0.256	0.178	0.411	0.341	0.319	0.001	0.002	0.019	-0.19	0.165	0.312	0.362	0.113
LCPS_V6	0.293	0.323	-0.028	**0.685**	0.28	0.212	0.201	0.265	0.35	0.183	0.136	0.106	-0.079	0.173	0.233	0.292	0.138
LCPS_V7	0.246	0.255	-0.048	**0.714**	0.384	0.298	0.208	0.302	0.436	0.276	0.26	0.189	-0.176	0.249	0.216	0.381	0.303
PLF_V1	0.159	0.185	-0.217	0.219	0.383	0.419	0.019	0.248	0.437	0.503	**0.777**	0.53	-0.011	0.353	0.168	0.459	0.572
PLF_V2	0.167	0.1	-0.194	0.126	0.336	0.334	0.029	0.161	0.28	0.402	**0.814**	0.536	0.006	0.246	0.136	0.327	0.48
PLF_V3	0.2	0.025	-0.29	0.13	0.287	0.336	-0.099	0.131	0.34	0.373	**0.786**	0.494	0.001	0.264	0.115	0.278	0.501
PLF_V4	0.217	0.059	-0.23	0.09	0.324	0.336	0.003	0.113	0.22	0.349	**0.741**	0.529	0.072	0.285	0.1	0.227	0.447
RFI_V1	0.426	0.366	-0.213	0.406	**0.772**	0.365	0.218	0.438	0.564	0.469	0.37	0.35	-0.124	0.442	0.387	0.31	0.422
RFI_V2	0.317	0.388	0.041	0.263	**0.685**	0.276	0.314	0.423	0.365	0.396	0.315	0.283	-0.051	0.307	0.379	0.348	0.339
RFI_V4	0.376	0.289	-0.085	0.273	**0.686**	0.214	0.13	0.338	0.314	0.35	0.204	0.207	-0.053	0.336	0.27	0.214	0.246
RFI_V5	0.447	0.284	-0.199	0.379	**0.747**	0.263	0.135	0.343	0.43	0.404	0.288	0.352	-0.065	0.296	0.268	0.305	0.344
RFI_V6	0.383	0.306	-0.093	0.327	**0.695**	0.203	0.194	0.354	0.391	0.288	0.329	0.348	-0.081	0.253	0.297	0.258	0.407
RF_V1	0.214	0.129	-0.301	0.186	0.366	0.478	-0.038	0.229	0.351	0.532	0.55	**0.69**	-0.05	0.381	0.182	0.304	0.534
RF_V2	0.204	0.116	-0.24	0.159	0.385	0.358	-0.007	0.202	0.26	0.427	0.54	**0.813**	-0.019	0.325	0.117	0.29	0.498
RF_V3	0.254	0.084	-0.209	0.078	0.32	0.289	0.069	0.136	0.157	0.35	0.487	**0.78**	-0.012	0.248	0.08	0.198	0.403
RF_V4	0.141	0.021	-0.139	0.015	0.215	0.253	0.033	0.111	0.186	0.299	0.465	**0.74**	0	0.225	0.187	0.171	0.417
RF_V5	0.245	0.115	-0.204	0.085	0.33	0.332	0.074	0.181	0.261	0.368	0.544	**0.809**	-0.056	0.308	0.209	0.19	0.486
RF_V6	0.277	0.117	-0.164	0.073	0.342	0.275	0.091	0.215	0.238	0.305	0.446	**0.721**	-0.011	0.236	0.175	0.14	0.414
RLG_V1	0.159	0.227	-0.063	0.117	0.387	0.287	0.168	0.262	0.288	**0.649**	0.308	0.327	0.011	0.436	0.255	0.276	0.298
RLG_V2	0.308	0.091	-0.418	0.194	0.466	0.431	-0.07	0.218	0.391	**0.749**	0.459	0.41	0.032	0.377	0.208	0.25	0.402
RLG_V3	0.266	0.086	-0.384	0.148	0.438	0.425	-0.076	0.214	0.356	**0.794**	0.464	0.441	0.041	0.377	0.207	0.249	0.419
RLG_V4	0.26	0.183	-0.162	0.187	0.349	0.381	0.088	0.258	0.306	**0.749**	0.341	0.378	0.038	0.445	0.179	0.307	0.37
RLG_V5	0.123	0.121	-0.081	0.194	0.294	0.341	0.011	0.168	0.263	**0.654**	0.315	0.264	0.008	0.393	0.137	0.366	0.369
RSI_V1	0.29	0.353	0.093	0.299	0.381	0.335	0.353	0.421	0.401	0.447	0.322	0.359	0.001	**0.705**	0.411	0.347	0.375
RSI_V3	0.247	0.364	0.205	0.354	0.308	0.151	0.341	0.337	0.365	0.18	0.165	0.152	-0.072	**0.423**	0.322	0.397	0.241
RSI_V4	0.2	0.277	0.023	0.098	0.284	0.33	0.158	0.245	0.296	0.386	0.259	0.266	0.036	**0.725**	0.192	0.265	0.283
RSI_V5	0.206	0.303	0.062	0.221	0.316	0.251	0.204	0.33	0.285	0.332	0.137	0.197	-0.056	**0.701**	0.215	0.249	0.216
RSI_V6	0.271	0.23	-0.142	0.234	0.32	0.343	0.04	0.319	0.394	0.41	0.308	0.248	-0.059	**0.701**	0.213	0.31	0.336
RTF_V1	0.093	0.432	0.323	0.48	0.268	0.251	0.329	0.376	0.398	0.23	0.144	-0.025	-0.126	0.276	0.21	**0.717**	0.241
RTF_V2	0.299	0.359	0.172	0.337	0.34	0.266	0.328	0.314	0.327	0.284	0.349	0.345	-0.095	0.27	0.204	**0.733**	0.392
RTF_V3	0.183	0.381	0.213	0.291	0.248	0.274	0.265	0.309	0.302	0.238	0.256	0.256	-0.082	0.292	0.196	**0.735**	0.332
RTF_V4	-0.084	0.346	0.449	0.311	0.117	0.2	0.3	0.205	0.154	0.087	-0.006	-0.156	-0.083	0.252	0.163	**0.481**	0.116
RTF_V5	-0.005	0.396	0.529	0.383	0.123	0.141	0.342	0.269	0.167	0.041	-0.006	-0.134	-0.164	0.184	0.112	**0.532**	0.119
RTF_V6	0.14	0.263	0.044	0.368	0.299	0.337	0.099	0.286	0.444	0.374	0.404	0.177	-0.104	0.355	0.181	**0.686**	0.413
RTI_V1	0.238	0.155	-0.278	0.188	0.457	0.42	-0.023	0.275	0.433	0.537	0.565	0.516	-0.067	0.382	0.185	0.372	**0.749**
RTI_V2	0.222	0.117	-0.235	0.178	0.353	0.438	-0.053	0.162	0.252	0.444	0.506	0.488	-0.037	0.32	0.09	0.364	**0.783**
RTI_V3	0.137	0.066	-0.222	0.181	0.365	0.423	-0.041	0.138	0.365	0.451	0.525	0.433	-0.005	0.295	0.106	0.369	**0.794**
RTI_V4	0.112	0.171	-0.019	0.113	0.268	0.362	0.122	0.164	0.287	0.34	0.436	0.426	-0.079	0.315	0.167	0.313	**0.722**

Items	CBT	Community Benefits	Community Cost	Community Satisfaction	Financial Support	Infrastructural	Interaction	Involvement	Leadership	Local Government	Political Legal	Religious	Residence Characteristics	Social Institutions	Socio-cultural	Technological	Tourism Institutions
RTI_V5	0.282	0.294	0.073	0.343	0.334	0.293	0.262	0.261	0.359	0.205	0.346	0.356	-0.116	0.282	0.249	0.338	**0.664**
RTI_V6	0.338	0.315	0.039	0.287	0.395	0.247	0.181	0.303	0.39	0.201	0.397	0.426	-0.147	0.296	0.236	0.417	**0.645**
SCF_V1	0.237	0.244	-0.009	0.171	0.35	0.198	0.241	0.321	0.348	0.357	0.199	0.239	-0.03	0.318	**0.746**	0.15	0.228
SCF_V2	0.314	0.413	0.291	0.395	0.316	0.063	0.471	0.471	0.41	0.061	0.038	0.051	-0.183	0.206	**0.718**	0.253	0.106
SCF_V5	0.296	0.396	0.217	0.403	0.331	0.154	0.388	0.388	0.329	0.128	0.104	0.134	-0.015	0.274	**0.734**	0.221	0.144

Discriminant validity (Cross-loadings): The loading of each indicator is expected to be greater than all of its cross-loadings (Chin, 1998b)

Source: Survey data analysis

Table A25: Discriminant Validity– Heterotrait-Monotrait Ratio (HTMT) Criterion

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1.	CBT																				
2.	Community Benefits	0.614																			
3.	Community Cost	0.193	0.521																		
4.	Community Satisfaction	0.482	0.715	0.240																	
5.	Community Engagement	0.616	0.875	0.449	0.748																
6.	Environmental Factors	0.478	0.572	0.443	0.586	0.684															
7.	Financial Support	0.684	0.611	0.203	0.617	0.712	0.701														
8.	Infrastructural	0.307	0.366	0.276	0.521	0.465	0.897	0.524													
9.	Interaction	0.350	0.779	0.650	0.516	0.854	0.396	0.325	0.173												
10.	Involvement	0.577	0.804	0.317	0.614	0.936	0.596	0.698	0.377	0.675											
11.	Leadership	0.567	0.600	0.180	0.709	0.921	0.702	0.728	0.590	0.342	0.688										
12.	Local Government	0.396	0.309	0.357	0.334	0.464	0.760	0.691	0.731	0.162	0.418	0.580									
13.	Political-Legal	0.314	0.191	0.342	0.269	0.399	0.906	0.537	0.635	0.159	0.290	0.521	0.670								
14.	Religious	0.364	0.209	0.303	0.180	0.344	0.914	0.525	0.577	0.141	0.313	0.385	0.616	0.813							
15.	Residence Characteristics	0.425	0.405	0.536	0.575	0.397	0.519	0.319	0.304	0.280	0.225	0.397	0.389	0.465	0.406						
16.	Social Institutions	0.459	0.598	0.143	0.429	0.667	0.717	0.630	0.674	0.343	0.654	0.669	0.779	0.495	0.491	0.232					
17.	Socio-cultural	0.551	0.740	0.329	0.666	0.882	0.660	0.663	0.303	0.688	0.795	0.709	0.375	0.244	0.277	0.318	0.567				
18.	Support Institution	0.473	0.485	0.297	0.465	0.631	0.896	0.750	0.792	0.292	0.556	0.713	0.967	0.767	0.712	0.452	0.917	0.501			
19.	Technological	0.364	0.723	0.316	0.730	0.696	0.903	0.541	0.597	0.442	0.604	0.682	0.542	0.538	0.409	0.374	0.602	0.401	0.715		
20.	Tourism Institutions	0.369	0.341	0.222	0.382	0.487	0.816	0.616	0.684	0.211	0.389	0.587	0.628	0.787	0.718	0.479	0.573	0.342	0.983	0.639	

HTMT can be used to assess discriminant validity in two ways: (1) as a criterion or (2) as a statistical test. In the first option, HTMT value should be compared to a predefined threshold. The HTMT value should be lower than one of the thresholds proposed: 0.85 (Clark and Watson 1995; Kline, 2011) and 0.9 (Gold et al., 2001; Teo et al., 2008). According to liberal test approach, the HTMT ratio must be less than 1.00 (Henseler, Ringle, & Sarstedt, 2015).
In the second option, the confidence interval for the HTMT is constructed using a bootstrapping procedure. A confidence interval containing the value 1 indicates a lack of discriminant validity (Shaffer, 1995).

Source: Survey data analysis

Table A26: Discriminant Validity– Confidence Intervals Bias Corrected Criterion

Confidence Intervals Bias Corrected		
	Class Intervals	
	5.00%	95.00%
Community Benefits -> CBT	0.533	0.675
Community Cost -> CBT	0.144	0.228
Community Cost -> Community Benefits	0.444	0.587
Community Satisfaction -> CBT	0.364	0.556
Community Satisfaction -> Community Benefits	0.64	0.787
Community Satisfaction -> Community Cost	0.182	0.274
Community Engagement -> CBT	0.552	0.664
Community Engagement -> Community Benefits	0.819	0.929
Community Engagement -> Community Cost	0.398	0.482
Community Engagement -> Community Satisfaction	0.678	0.815
Environmental Factors -> CBT	0.436	0.526
Environmental Factors -> Community Benefits	0.517	0.613
Environmental Factors -> Community Cost	0.393	0.491
Environmental Factors -> Community Satisfaction	0.515	0.649
Environmental Factors -> Community Engagement	0.636	0.725
Financial Support -> CBT	0.604	0.759
Financial Support -> Community Benefits	0.527	0.686
Financial Support -> Community Cost	0.14	0.268
Financial Support -> Community Satisfaction	0.518	0.69
Financial Support -> Community Engagement	0.659	0.761
Financial Support -> Environmental Factors	0.637	0.766
Infrastructural Factor -> CBT	0.236	0.42
Infrastructural Factor -> Community Benefits	0.271	0.449
Infrastructural Factor -> Community Cost	0.213	0.329
Infrastructural Factor -> Community Satisfaction	0.424	0.654
Infrastructural Factor -> Community Engagement	0.383	0.532
Infrastructural Factor -> Environmental Factors	0.844	0.947
Infrastructural Factor -> Financial Support	0.402	0.626
Interaction -> CBT	0.259	0.409
Interaction -> Community Benefits	0.713	0.847
Interaction -> Community Cost	0.586	0.693
Interaction -> Community Satisfaction	0.423	0.582
Interaction -> Community Engagement	0.816	0.876
Interaction -> Environmental Factors	0.342	0.436
Interaction -> Financial Support	0.228	0.399
Interaction -> Infrastructural Factor	0.082	0.211
Involvement -> CBT	0.496	0.651
Involvement -> Community Benefits	0.723	0.885
Involvement -> Community Cost	0.255	0.378
Involvement -> Community Satisfaction	0.529	0.692
Involvement -> Community Engagement	0.905	0.935
Involvement -> Environmental Factors	0.534	0.655
Involvement -> Financial Support	0.612	0.783
Involvement -> Infrastructural Factor	0.271	0.472
Involvement -> Interaction	0.594	0.734
Leadership -> CBT	0.487	0.629
Leadership -> Community Benefits	0.541	0.659

Confidence Intervals Bias Corrected		
	Class Intervals	
Leadership -> Community Cost	0.134	0.216
Leadership -> Community Satisfaction	0.625	0.767
Leadership -> Community Engagement	0.898	0.939
Leadership -> Environmental Factors	0.644	0.758
Leadership -> Financial Support	0.665	0.779
Leadership -> Infrastructural Factor	0.512	0.686
Leadership -> Interaction	0.265	0.4
Leadership -> Involvement	0.604	0.747
Local Government -> CBT	0.322	0.488
Local Government -> Community Benefits	0.225	0.383
Local Government -> Community Cost	0.298	0.413
Local Government -> Community Satisfaction	0.23	0.428
Local Government -> Community Engagement	0.388	0.53
Local Government -> Environmental Factors	0.705	0.806
Local Government -> Financial Support	0.616	0.78
Local Government -> Infrastructural Factor	0.638	0.809
Local Government -> Interaction	0.114	0.182
Local Government -> Involvement	0.315	0.519
Local Government -> Leadership	0.502	0.657
Political-Legal -> CBT	0.253	0.396
Political-Legal -> Community Benefits	0.135	0.231
Political-Legal -> Community Cost	0.276	0.407
Political-Legal -> Community Satisfaction	0.18	0.368
Political-Legal -> Community Engagement	0.328	0.472
Political-Legal -> Environmental Factors	0.881	0.931
Political-Legal -> Financial Support	0.441	0.63
Political-Legal -> Infrastructural Factor	0.55	0.731
Political-Legal -> Interaction	0.111	0.195
Political-Legal -> Involvement	0.215	0.356
Political-Legal -> Leadership	0.43	0.604
Political-Legal -> Local Government	0.576	0.746
Religious -> CBT	0.292	0.443
Religious -> Community Benefits	0.165	0.24
Religious -> Community Cost	0.225	0.365
Religious -> Community Satisfaction	0.115	0.23
Religious -> Community Engagement	0.283	0.397
Religious -> Environmental Factors	0.892	0.933
Religious -> Financial Support	0.433	0.596
Religious -> Infrastructural Factor	0.501	0.665
Religious -> Interaction	0.115	0.193
Religious -> Involvement	0.237	0.373
Religious -> Leadership	0.313	0.45
Religious -> Local Government	0.541	0.688
Religious -> Political-Legal	0.764	0.855
Residence Characteristics -> CBT	0.251	0.558
Residence Characteristics -> Community Benefits	0.205	0.615
Residence Characteristics -> Community Cost	0.324	1.007
Residence Characteristics -> Community Satisfaction	0.373	0.792
Residence Characteristics -> Community Engagement	0.256	0.56
Residence Characteristics -> Environmental Factors	0.341	0.737

Confidence Intervals Bias Corrected		
	Class Intervals	
Residence Characteristics -> Financial Support	0.164	0.423
Residence Characteristics -> Infrastructural Factor	0.161	0.449
Residence Characteristics -> Interaction	0.109	0.484
Residence Characteristics -> Involvement	0.071	0.319
Residence Characteristics -> Leadership	0.254	0.546
Residence Characteristics -> Local Government	0.204	0.626
Residence Characteristics -> Political-Legal	0.276	0.75
Residence Characteristics -> Religious	0.234	0.637
Social Institutions -> CBT	0.371	0.549
Social Institutions -> Community Benefits	0.517	0.674
Social Institutions -> Community Cost	0.095	0.181
Social Institutions -> Community Satisfaction	0.32	0.516
Social Institutions -> Community Engagement	0.6	0.744
Social Institutions -> Environmental Factors	0.65	0.78
Social Institutions -> Financial Support	0.524	0.723
Social Institutions -> Infrastructural Factor	0.567	0.776
Social Institutions -> Interaction	0.258	0.422
Social Institutions -> Involvement	0.562	0.744
Social Institutions -> Leadership	0.598	0.737
Social Institutions -> Local Government	0.678	0.862
Social Institutions -> Political-Legal	0.41	0.576
Social Institutions -> Religious	0.396	0.575
Social Institutions -> Residence Characteristics	0.136	0.28
Socio-Cultural -> CBT	0.427	0.648
Socio-Cultural -> Community Benefits	0.637	0.828
Socio-Cultural -> Community Cost	0.247	0.404
Socio-Cultural -> Community Satisfaction	0.555	0.771
Socio-Cultural -> Community Engagement	0.796	0.964
Socio-Cultural -> Environmental Factors	0.592	0.72
Socio-Cultural -> Financial Support	0.555	0.752
Socio-Cultural -> Infrastructural Factor	0.199	0.386
Socio-Cultural -> Interaction	0.578	0.773
Socio-Cultural -> Involvement	0.676	0.885
Socio-Cultural -> Leadership	0.595	0.784
Socio-Cultural -> Local Government	0.288	0.466
Socio-Cultural -> Political-Legal	0.151	0.32
Socio-Cultural -> Religious	0.192	0.352
Socio-Cultural -> Residence Characteristics	0.164	0.387
Socio-Cultural -> Social Institutions	0.466	0.669
Support Institution -> CBT	0.418	0.536
Support Institution -> Community Benefits	0.422	0.554
Support Institution -> Community Cost	0.255	0.322
Support Institution -> Community Satisfaction	0.38	0.539
Support Institution -> Community Engagement	0.573	0.676
Support Institution -> Environmental Factors	0.86	0.925
Support Institution -> Financial Support	0.699	0.804
Support Institution -> Infrastructural Factor	0.706	0.862
Support Institution -> Interaction	0.239	0.321
Support Institution -> Involvement	0.485	0.636
Support Institution -> Leadership	0.658	0.763

Confidence Intervals Bias Corrected		
	Class Intervals	
Support Institution -> Local Government	0.979	1.036
Support Institution -> Political-Legal	0.715	0.812
Support Institution -> Religious	0.661	0.763
Support Institution -> Residence Characteristics	0.259	0.58
Support Institution -> Social Institutions	0.98	1.06
Support Institution -> Socio-Cultural	0.425	0.569
Technological Factor -> CBT	0.293	0.423
Technological Factor -> Community Benefits	0.642	0.794
Technological Factor -> Community Cost	0.235	0.376
Technological Factor -> Community Satisfaction	0.647	0.804
Technological Factor -> Community Engagement	0.621	0.757
Technological Factor -> Environmental Factors	0.856	0.946
Technological Factor -> Financial Support	0.421	0.627
Technological Factor -> Infrastructural Factor	0.498	0.693
Technological Factor -> Interaction	0.378	0.515
Technological Factor -> Involvement	0.511	0.686
Technological Factor -> Leadership	0.584	0.754
Technological Factor -> Local Government	0.448	0.621
Technological Factor -> Political-Legal	0.455	0.603
Technological Factor -> Religious	0.348	0.463
Technological Factor -> Residence Characteristics	0.204	0.619
Technological Factor -> Social Institutions	0.495	0.696
Technological Factor -> Socio-Cultural	0.338	0.542
Technological Factor -> Support Institution	0.646	0.772
Tourism Institutions -> CBT	0.307	0.445
Tourism Institutions -> Community Benefits	0.278	0.415
Tourism Institutions -> Community Cost	0.175	0.253
Tourism Institutions -> Community Satisfaction	0.298	0.462
Tourism Institutions -> Community Engagement	0.422	0.537
Tourism Institutions -> Environmental Factors	0.771	0.853
Tourism Institutions -> Financial Support	0.521	0.694
Tourism Institutions -> Infrastructural Factor	0.594	0.758
Tourism Institutions -> Interaction	0.155	0.241
Tourism Institutions -> Involvement	0.31	0.475
Tourism Institutions -> Leadership	0.506	0.665
Tourism Institutions -> Local Government	0.556	0.695
Tourism Institutions -> Political-Legal	0.736	0.84
Tourism Institutions -> Religious	0.657	0.768
Tourism Institutions -> Residence Characteristics	0.285	0.646
Tourism Institutions -> Social Institutions	0.486	0.649
Tourism Institutions -> Socio-Cultural	0.255	0.411
Tourism Institutions -> Support Institution	0.954	1.008
Tourism Institutions -> Technological Factor	0.557	0.709
A confidence interval containing the value 1 indicates a lack of discriminant validity (Shaffer, 1995).		

Source: Survey data analysis

Table A27: Variance Inflationary Factors

VIF for Assessing Common Method Bias

	CBT	Community Benefits	Community Cost	Community Satisfaction	Community Engagement	Environmental Factors	Financial Support	Infrastructural Factor	Interaction	Involvement	Leadership	Local Government	Political-Legal	Religious	Residence Characteristics	Social Institutions	Socio-Cultural	Support Institution	Technological Factor	Tourism Institutions
Community Engagement		1.00	1.00	1.00					1.00	1.00	1.00									
Environmental Factors					2.95			1.00					1.00	1.00			1.00		1.00	
Financial Support					1.70															
Residence Characteristics					1.01															
Support Institution					3.12							1.00				1.00				1.00

VIFs resulting from a full collinearity test are lower than 3.3, so the model can be considered as free of Common Method Bias. (Kock 2015, p- 7)

Source: Survey data analysis

Table A28: Univariate and Multivariate Normality

Sample size: 526
Number of variables: 19
Univariate skewness and kurtosis

	Skewness	SE_skew	Kurtosis	SE_kurt
Case.ID	0.0000000	0.1064999	-1.20000000	0.2126014
CBT	-0.7452488	0.1064999	0.71295991	0.2126014
Community Benefits	-0.1569092	0.1064999	-0.04347931	0.2126014
Community Cost	-0.3271232	0.1064999	-1.38380643	0.2126014
Community Satisfaction	-1.1497655	0.1064999	2.14653288	0.2126014
Community Involvement	-0.7193933	0.1064999	0.56216557	0.2126014
Environmental Factors	-1.0985246	0.1064999	0.81105861	0.2126014
Financial Institution	-0.9132639	0.1064999	1.39206697	0.2126014
Infrastructural	-1.3957331	0.1064999	3.43912632	0.2126014

	Skewness	SE_skew	Kurtosis	SE_kurt
Interaction	-0.1183776	0.1064999	-0.70095875	0.2126014
Involvement	-0.7156357	0.1064999	0.78562434	0.2126014
Leadership	-1.3345975	0.1064999	1.96626412	0.2126014
Local Government	-0.9892051	0.1064999	1.25756169	0.2126014
Political-Legal	-0.7761402	0.1064999	0.54425123	0.2126014
Religious	-0.4718244	0.1064999	-0.62903016	0.2126014
Residence Characteristics	3.4114953	0.1064999	14.41702444	0.2126014
Social Institutions	-0.8535079	0.1064999	1.52852605	0.2126014
Socio cultural	-0.9737167	0.1064999	1.59442020	0.2126014
Support Institution	-0.9358359	0.1064999	0.49418785	0.2126014

Mardia's multivariate skewness and kurtosis

	b	z	p-value
Skewness	71.96786	6309.18261	0
Kurtosis	523.77922	50.65283	0

[N.B. Cut off: Univariate Skewness ±1; Kurtosis ±7; Cut off: Mardia Multivariate — Skewness ± 1; Kurtosis ± 20]

Source: Survey data analysis

Link for Multivariate Normality test is <https://webpower.psychstat.org/models/kurtosis/>