

## LOCAL COMMUNITY PERCEPTION ABOUT TOURISM IMPACT AND COMMUNITY SUPPORT FOR FUTURE TOURISM DEVELOPMENT: A STUDY ON SYLHET, BANGLADESH

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**Abstract:** Tourism is a well-established industry and is known as an income-generating sector and it influences the social aspects for developed as well as countries those are developing. The aim of this paper is to assess the local community perception about tourism's impact and their support for future tourism development. To conduct this study, a conceptual framework was developed. Additionally, data were collected from 330 respondents, of which the valid response rate is 78.57%. The projected relationships were evaluated by using Partial Least Squares- Structural Equation Modeling technique (PLS-SEM). The findings show a positive relationship among social, economic, and environmental factors and it also influences the quality of life of the local community. This study also specifies the local community's positive perception towards the development of future's tourism. This study will make a significant theoretical and practical contribution to the development of community-based tourism in Bangladesh.

**Key words:** local community, community-based tourism, economic impact, quality of life, sustainable tourism, tourism development

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### INTRODUCTION

Tourism development is closely associated with community-based transformation and growth. However, the transformation induced by tourism is not limited to economy, instead it extends to socio-cultural and environmental factors in the society. As tourism is a multi-dimensional industry, multiple other small and large industries, directly and indirectly, act as a catalyst to change this booming industry. Tourism has an immense social, cultural, and economic impact on local communities both in positive and negative ways. Having holistic support from host communities is considered to be very crucial to make the destination development process successful. On the other hand, major tourism industries like food, transportation, entertainment, accommodation, and leisure bring opportunities for the locals. As a result, the tourism industry's expansion is critical for economic growth and related businesses' development in an area (Telfer, 2002). Moreover, various studies have shown that tourism has worked as a source of fresh job opportunities, social structure development, tax revenue, revenue generation, and foreign exchange earning sources. The tourism industry possesses the ability to attract foreign currency and reach the root level of the community generating income for local community (Hanafiah et al., 2010). If the tourism destination development goes unchecked, this growth may lead to the alteration of environmental elements, congestion, social disorder, price hike, unhealthy settlement and many other negative socio-economic impacts. This is the reason policymakers should treat local residents as primary stakeholders of any tourism development plan. Previous studies supported that in implementing any kind of tourism development policies, policymakers should consider the attitude and perception of the natives (Allen et al., 1988; Ap, 1992; Gursoy et al., 2002; Ritchie and Inkari, 2006) concerning with tourism development's impact on their locality from a socio-cultural, environmental and economic perspective.

Andriotis (2000) have identified three groups of people who are significant for the tourism development: local community, business person, and local authority as they are directly involved with the tourism development. That is why, their perception, attitude, and involvement are crucial for tourism. In recent years, numerous studies evaluated and analyzed the importance of tourism development and community participation. However, there has been insufficient research on residents' perceptions regarding expansion of upcoming tourism (Angelkova et al., 2012). Previous studies on local community perceptions of tourism development have primarily focused on the first world countries like New Zealand, Canada, Australia, the USA, and the UK, with only a few researches focusing on developing countries (Rasoolimanesh et

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al., 2015; Sharpley, 2014). Even though tourism has received significant attention from policymakers worldwide, the host community's perception has always been overlooked. Although scholars have studied the perception of host communities on current tourism development and support (Diedrich and García-Buades, 2009; Gursoy et al., 2017; Hunt and Stronza, 2014; Lundberg, 2015), detecting the shifting of perception is important. Thus, the host community will react positively to tourism development if tourism produces favorable outcomes (Ap, 1992; Gursoy et al., 2017). Nunkoo and Gursoy (2012) stated that if tourism development improves the living status in the area, the natives will respond positively. Previous researches have examined the advantages and pitfalls of tourism development regarding social, economic, and environmental aspects (Zhou and Ap, 2009; Cottrell et al., 2007; Styliadis et al., 2014). Hence, this study tries to shed some light on the view of the host community perception towards the future tourism development of Sylhet, one of the emerging tourism destinations of Bangladesh. This study has also investigated the host community's perception and support for future tourism development. As demonstrated, this study will inspect, exclusively, the perception of the host community about the influence of tourism on their quality of life as well as it will explore the viewpoint of the host community about their cooperation in the development of future tourism.

## LITERATURE REVIEW

Early in tourism research, nominal attention was given to the host community's perception of tourism development (Belisle and Hoy, 1980; King et al., 1993; Pizam, 1978) on the other hand, satisfaction of tourists was the prime subject of previous studies. However, in recent decades, the host community's opinion on the growth of tourism is becoming the focal point of many papers in various geographical framework (Andereck et al., 2005; Besculides et al., 2002; Rasoolimanesh et al., 2017; Sharma and Dyer, 2009; Tsai et al., 2016; Tsundoda and Mendlinger, 2009; Vareiro et al., 2013; Zaidan, 2016; Roy et al., 2021). The development of tourism cannot succeed if the locals' opinions are ignored and they do not engage in tourism (Pekershen and Kaplan, 2022). The influence of tourism on the locals have been widely studied and it is the most common phenomenon in tourism research (Moyle et al., 2010), yet despite the surfeit of studies on host community attitudes of tourism, the studies hold disputed conclusions and many studies provide contradicting results (Brida et al., 2011). The primary reason behind this depends on the uniqueness of all communities (Brida et al., 2011; Tosun, 2002), the socio-cultural difference of the community, and environmental issues of the community. However, community perceptions are not static, and these perceptions may change over time (Canavan, 2013), depending on the individual location, societal standards, rules and traditions (Wang and Mirehie, 2022). For that reason, community perception is always a key issue in tourism development due to the dynamism in the relationship between tourism and community people.

### 1. Social Impact of Tourism

Tourism development influences the social aspects in both positive and negative ways; Travis (1984) identified several social factors including social change of local community, cultural diversification, modernization of local culture, improvement of public service and social amenities, image development of host community, and conservation. However, social impact is acknowledged as a supportive instrument which helped to bloom the tourism within the locals and is an elementary prerequisite for the development of a long-term tourism sector (Ap and Crompton, 1998; Andriotis and Vaughan, 2003; Gursoy et al., 2002; Jurowski and Gursoy, 2004; Nyaupane and Thapa, 2006; Zhang et al., 2006).

Tourism activities may create adverse consequences for the host community like, imbalanced dissemination of revenue earned from tourism (Alam and Paramati, 2016), the increased expense of living (Lee and Back, 2006), unskilled and less-paying employ work (Davidson and Sahli, 2015), deterioration of cultural and natural resources (Bowers, 2016) and increased crime rate (Ap, 1992; Lee and Back, 2006). A variety of side effects, such as higher living expenses, uncertain employment, and disputes over public space, make it difficult for urban inhabitants and younger groups to see the benefits of tourism, all of which casts doubt on the commonly held belief that urban tourism generally enhances the lives of city dwellers (Bornioli et al., 2022). The host community might witness some other consequences as- periodic population oscillations, excessive corporate influence over community matters regarding the selection of decisions, and growing societal, environmental, and economic inconvenience pertaining to safety, contamination, road congestion, deflation, and purchase of undeveloped land. Tourism has tremendous effects on residents' lifestyles, especially on the youth, influenced mainly by tourists' costumes, food habit, and attitude (Bello et al., 2017). Pramanik and Ingkadijaya (2018) identified that the improved tourism environments reinforce the local community's attitudes to welcome the cultural diversities and convert the perception of them to respect other's customs, which as a result assure them a better life. Another study (Zhuang et al., 2019) revealed, as tourism is still in its development, local inhabitants tend to prevent strangers from intervening in their matters; they believe their personal interest will be ruined by excessive tourism development. Some communities felt infrastructures and public facilities are primarily developed from tourist requirements and necessities, tourists hold more influence in community development, and residents' interests are ignored significantly (Franzidis and Yau, 2018). Nonetheless, residents will be satisfied with community welfare if their attitudes toward tourism are optimistic (Kim et al., 2013).

**H1:** There is a significant relationship between the social impact of tourism and the quality of life of the host community

### 2. Economic Impact of Tourism

Tourism's economic impact is repeatedly assessed to identify its role in economic progress and development (Comerio and Strozzi, 2019). Around the world, many tourism-based communities and countries are relying upon tourism as an economic instrument to stimulate income, develop infrastructure, to generate employment and public revenue (Franzidis and Yau, 2018). In some communities, tourism is an effective and powerful means of decreasing poverty (Croes, 2014) as

tourism creates opportunities to sell local products to outsiders and creates employment opportunities (Lee, 2013; Lepp, 2007). Haralambopoulos and Pizma (1996) discovered that locals who were directly or indirectly reliant on tourism for their means of living were more welcoming than those who did not depend on it. For that reason, residents prioritize tourism development as it links to economic importance (Akis et al., 1996; Husband, 1989; Ritchie, 1988). Among youth, women and people with lower educational qualifications primarily support tourism as they are dependent on tourism regarding their income and employment; on the contrary, people with higher educational qualifications as well as older people are concerned about tourism growth because they care for the actual development without any link to personal gain (Nguyen, 2022). Generally, one of the major reasons for developing tourism industry is to bring macroeconomics benefits for a country or a community (Chase and Alon, 2002). However, it depends on the volume of residents involved in the tourism activities.

Local economies are impacted, both, by the direct and indirect effects of travelers' expenditures (Baiburiev et al., 2018). Tourism improves the local residents' earnings, increases their living standards, and generates new job opportunities (Choi and Sirakaya, 2006; Tosun, 2002). Tourism increases employment opportunities at the regional level as well, especially in the lodging and foodservice industries, and a large portion of them is unskilled labour; hence, educational institutions of tourism have the responsibility to create a qualified workforce to meet the industry requirement (Kronenberg and Fuchs, 2021).

Simultaneously, the development of tourism substantially declines the portion of vulnerable employment, which designates an improved scenario of their socio-economic life by increasing employment opportunities and by generating income (Scarlett, 2021). The local community believes that the development of tourism boosts the regional economy as they are generating different job openings and increasing their income (Bello et al., 2017). The growth of tourism in a community would result in an improvement to the infrastructure as a whole and would remove some obstacles to the launch of new small businesses (Acha-Anyi and Ndolose, 2022). The incoming flow of tourists may have a negative impact if tourism is considered an economic growth tactic and overlooked the tourists' incoming discharge, which in turn result in the boom of mass tourism, which is not eco-friendly (Castilho et al., 2021). In a study (Hrubcova et al., 2016), the economic impact of tourism in Bangladesh was found high among the 35 least developed countries in 2014. Though, local landowners and local businesspeople benefit from tourism development, whereas the local community suffers from increasing expenses in daily life.

**H2:** There is a significant relationship between the economic impact of tourism and the quality of life of the host community

### 3. Environmental Impact of Tourism

Swarbrooke (1999) defined the environment aspect in tourism as the physical environment of the destination area, wildlife, infrastructures, and natural resources. Among all other indicators, the environmental factors are the critical determinants of the negative perception of tourism among the local inhabitants, where they perceive that the tourist activities can damage the inherited attributes of the environment (Afthanorhan et al., 2017). Tourism firms and its functions may cause or exacerbate environmental problems through modernization, urbanization, land misuse, technological advancement, and sudden growth of visitors' actions (Çelik Uğuz et al., 2022). The tourism industry, the most booming sector until 2019, has faced devastating challenges due to COVID-19 (Deb and Nafi, 2020a; 2020b). It is forecasted by Yong, (2021) that the development of tourism, which is an evolving flourishing sector in many nations, will move downward by the end of this era because of human development progress and also because the environmental preservation is ignored significantly by the developing countries to achieve economic growth. But according to the EKC theory (Environmental Kuznets Curve), environmental damage climbs up during economic growth and finally shrinks (Stern, 2018). On the other hand, environmental costs and its benefits should also be considered for better tourism development. Tourism may motivate to protect the natural area and environmentally critical area. Therefore, according to Choi and Sirakaya (2005), the advantages of tourism are made upon a number of pillars, and the development of tourism must preserve countries histories and heritages, it should increase social and personal prosperity, and prevent environmental degradation.

**H3:** There is a significant relationship between the environmental impact of tourism and the quality of life of the host community

### 4. Quality of Life and Local Resident Perception about Support for Future Tourism

Residents of destination communities are vital actors in tourism for two reasons: firstly, because they serve the tourists, and secondly, tourists use the host community resources to visit a particular destination. However, Franzidis and Yau (2018) stated that tourists and residents are co-dependent companions; they are crucial participants in the understanding of the goods and services offered to the tourist; on the other hand, residents depend on the tourists for their livelihood, especially where the destination has inadequate industry. The perception of the local community about tourism impact is crucial to ensure their participation, involvement as well as their assistance for future tourism development (Almeida-Garcia et al., 2016; Nafi and Ahmed, 2017; Gu and Wong, 2006), which will affect their quality of living (Rojulai et al., 2018). Many destinations witnessed that, local people are not involved in the decision making and management process of tourism activity (Nagy and Segui, 2020). But, Blackstock (2005); Juma and Vidr (2019) stated that local community are inevitable to be authorized for guaranteeing sustainable tourism in the territories they belong to and achieving a better quality of life as quality of living influences and reshapes people's thinking about tourism and its development. Giving host communities more power will encourage them to lend a hand specially festivals and festivals development since giving locals more power is a good way to get them involved (Eluwole et al., 2022). The tourism industry may change the living standards of the inhabitants, either positive or negative. Still, it is believed that they will vote for tourism development if they get benefits from it (Afthanorhan et al., 2017; González-García et al., 2022). The resident wishes to be involved in tourism activities, and their support is considered essential to be successful in developing tourism attractions (Putra et al., 2021). Moreover, the residents will aid tourism development if they are well notified about the social rewards of tourism as the favorable social impact of tourism is a

significant factor in determining their happiness (Kim et al., 2013). Tourism ameliorates health and longevity, the number of educated people, conduce economic development by swelling living standards, and enhancing the quality of living is imperative; nevertheless, this requires transcending health and education (Sarpong et al., 2020; Deb et al., 2022). Tourism generates employment opportunities, increases residents' earnings, and raises vehicular traffic and hospitality of the host communities while improving their living standards (Uysal et al., 2012; Wang and Mirehie, 2022). Conversely, the negative impact of tourism may damage the economy, culture, environment, and social structure. Mathieson and Wall (1982); Milman and Pizam (1998, 191) supported that communities may have to experience some of the adverse consequences of tourism on citizens' liveability. However, Jeon et al. (2016); Manohar (2016); Ma and Kaplanidou (2017) discussed that the living standard of the residents will be improved if the tourism development demonstrates affirmative outcomes.

**H4:** There is a significant relationship between the quality of life of the host community and community support for future tourism development.

**5. Theoretical Background**

Community perception about tourism’s impact and development is a significant issue that has gained considerable attention in tourism studies (Almeida-García, 2016; Nunkoo and Gursoy, 2012; Lee and Jan, 2019). In developing countries, community-based tourism has been offered as an alternative to sustainable tourism development (Lo and Janta, 2020). This study was conducted in Chiang Mai, Thailand: it analyzed the local people involved in tourism, their perception of tourism impacts, and overall sustainability. Nagy and Segui (2020) mentioned the innovative approaches for managing community-based tourism where strong leadership quality is required to maximize the social, cultural, and economic viability. However, it's been observed that, while researching on community-based tourism most people focused on the sustainable tourism dimensions. Thus, community people's perceptions about tourism's economic, social and environmental impacts are identified in previous studies (Lee and Jan, 2019; Lee and Hsieh, 2016; Woo et al., 2015). Additionally, Brunt and Courtney (1999); Lee and Jan (2019) expressed that community-based tourism increases facilities, such as roads, amenities, recreational facilities, cultural facilities for local people that develop their quality of life. Community-based tourism should encourage local economic development, protect the local environment, and respect the local culture and social values that improve the quality of life of local people (Lee, 2013; Kim et al., 2013; Ohe and Kurihara, 2013). Thus, a positive relationship of tourism impact and quality of life of the local people will help in the development of future tourism. If, tourism helps to increase the overall quality of life of a resident, it will also help to extend the community support for future tourism development. Bringing this idea, the present study will be conducted to measure the effect of tourism impact on the quality of life of the local people and their support for future tourism development (Figure 1).

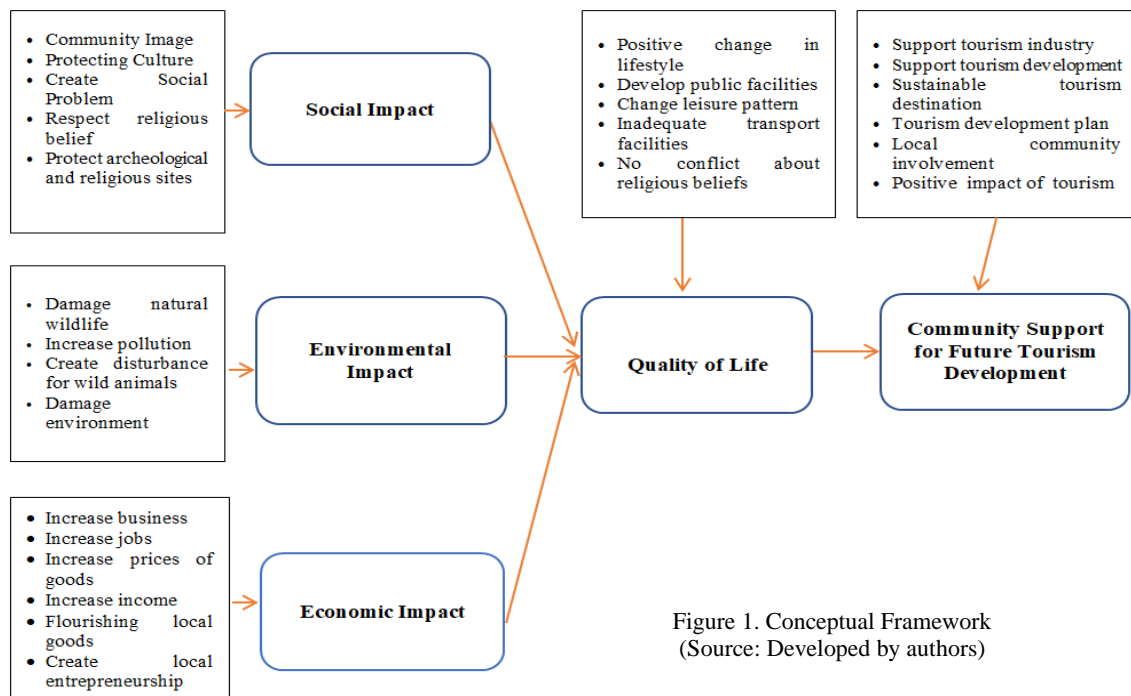


Figure 1. Conceptual Framework (Source: Developed by authors)

**RESEARCH METHOD**

This study conducted a quantitative survey among local residents staying at Sylhet, Bangladesh. The questionnaire of this study was developed based on the previous studies related to community based tourism (Eshliki and Kaboudi, 2012; Lee and Jan, 2019; Muresan et al., 2016; Rasoolimanesh et al., 2017; Rojulai et al., 2018; Vareiro et al., 2013; Zaidan, 2016), and table 1 shows the list of variables of this study. The questionnaire was divided into three parts: the profile of the respondents, their perception about tourism impact, and community support for future tourism development. Questions are given in the second part and the third part of the questionnaire were responded on 5 points Likert scale ranging from 1 (*strongly disagree*)

to 5 (*strongly agree*). Respondents of the study were sampled from the different villages of Malini Chora tea garden, Ratargul, Bichanakandi, Sylhet City area, Lakatura tea garden, Jaflong and Lalakhal. The questionnaire was organized and developed in English, and then it was translated into Bengali for the understanding of the respondents.

Table 1. List of variables

Variables	Items	Author
<b>Social Impact of Tourism</b>	Community Image, Protecting Culture, Create Social Problem, Respect religious belief, Protect archeological and religious sites	Travis (1984); Alam and Paramati (2016); Bowers (2016); Lee and Back (2006); Franzidis and Yau (2018)
<b>Economic Impact of Tourism</b>	Increase business, Increase jobs, Increase prices of goods, Increase income, Flourishing local goods, Create local entrepreneurship	Choi and Sirakaya (2006); Tosun (2002); Franzidis and Yau (2018); Comerio and Strozzi (2019); Scarlett (2021)
<b>Environmental Impact of Tourism</b>	Damage natural wildlife, Increase pollution, Create disturbance for wild animals, Damage environment	Swarbrooke (1999); Choi and Sirakaya (2005); Afthanorhan et al. (2017)
<b>Quality of Life</b>	Positive change in lifestyle, Develop public facilities, Change leisure pattern, Inadequate transport facilities, No conflict about religious beliefs	Uysal et al. (2012); Almeida-Garcia et al. (2016); Ma and Kaplanidou (2017); Franzidis and Yau (2018); Rojulai et al., 2018
<b>Community Support for Future Tourism Development</b>	Support tourism industry, Support tourism development, Sustainable tourism destination, Tourism development plan, Local community involvement, Positive impact of tourism	Blackstock (2005); Uysal et al. (2012); Jeon et al. (2016); Manohar (2016); Juma and Vidr (2019)

This study has undertaken a face-to-face interview technique for data assembling. Researchers have travelled in different places in Sylhet and delivered the questionnaires to the local people. Respondents have gotten adequate time for completing the questionnaire. A total of 420 questionnaires were distributed following simple random sampling technique. The response rate was 92% (386 questionnaires), and 330 questionnaires were validated for analysis that means the valid response rate is 78.57%. The projected relationships were verified and tested by using partial least squares- structural equation modeling technique (PLS-SEM). This technique is well known in research and used to measure the connection between all the variables in a conceptual model. SEM-PLS is well-known as a renowned method whereas correlation among variables were measured (Chatterjee and Kar, 2020). However, in this study SmartPLS version 4.0 was used to achieve the PLS-SEM analysis.

### 1. Data Analysis

Most of the respondents in this research were male (73%), belongs to the age group between 41 to 50 (33%), and had a higher educational degree (45%). In terms of income, 40% respondents earn BDT 30,001 to 40,000 taka monthly. Most of the respondents expressed that they are involved with tourism (78%) (Table 2).

### 2. Model Assessment by using PLS-SEM

The assessment and calculation of the model, by applying smart PLS, are accompanied two (2) step procedures known as measurement model and structural model (Chin, 2010; Hair et al., 2011). The measurement model is a prerequisite for the study to inspect the reliability and validity of the association between latent variables. Chin (2010) and Hair et al. (2011) stated that the structural model measures co-relation between the constructs. The quality and appropriateness of the measurement model were confirmed by directing confirmatory factor analysis (CFA) to assure constructs' reliability, discriminant validity and convergent validity of this study. The contemplative measurement model assessed reliability and validity, as dignified by Composite Reliability (CR) and Average Variance Extracted (AVE) (Chin, 2010; Hair et al., 2011). In evaluating the indicator reliability, the loading of every indicator on its related latent construct should be greater than 0.7 (Hair et al., 2011). A loading between 0.4 to 0.7 can be contemplated if the AVE and R of the connected construct are higher than the threshold (Hair et al., 2011).

Table 2. Socio Demographic Profile of the Respondents

	Frequency	Percent
<b>Gender</b>		
Female	89	27
Male	241	73
Total	330	100.0
<b>Age</b>		
less than 20	26	08.0
20-30	83	25.0
31-40	89	27.0
41-50	109	33.0
Above 50	23	07.0
Total	330	100.0
<b>Educational status</b>		
Primary	7	2.0
High School	43	13.0
Higher secondary	132	40.0
Graduation	148	45.0
Total	330	100.0
<b>What is your monthly income (BDT)?</b>		
Below 10,000	85	26.0
10,001-20,000	20	6.0
20,001-30,000	73	22.0
30,001-40,000	132	40.0
Above 40,000	20	06.0
Total	330	100.0
<b>Involvement with the Tourism</b>		
Yes	257	78.0
No	73	22.0
Total	330	100.0

Table 3. Measurement items and their reliability

Constructs and their respective items	Factor Loading
<b>Social Impact of Tourism</b>	
<b>SOCIO1-</b> Tourism creates a good image of our local community.	<b>0.835</b>
<b>SOCIO2-</b> Tourism development is helpful for protecting our own culture.	<b>0.880</b>
<b>SOCIO3-</b> Tourism creates social problems like crime, drug, and prostitution	(dropped)
<b>SOCIO4-</b> Tourists show proper respect to the religious sites.	<b>0.768</b>
<b>SOCIO5-</b> Tourism preserves and protects local archeological and religious sites.	<b>0.863</b>
<b>Economic Impact of Tourism</b>	
<b>ECO1-</b> Tourism increases the business opportunity for local community.	<b>0.835</b>
<b>ECO2-</b> Tourism leads to increase the number of jobs for local people	<b>0.813</b>

ECO3- Tourism increases the prices of local goods.	(dropped)
ECO4- Tourism increases household income.	<b>0.753</b>
ECO5- Because of tourism, local products get accessed in national and international market	<b>0.860</b>
ECO6- Tourism creates opportunity for the entrepreneurs from local people	<b>0.825</b>
<b>Environmental Impact of Tourism</b>	
ENV1- Tourism development creates damages to our natural wildlife.	<b>0.793</b>
ENV2- Excessive number of tourists led pollution to local environment.	<b>0.783</b>
ENV3- Tourism development hampered the wild animals from free-movement.	<b>0.853</b>
ENV4- Infrastructural development is decreasing the lifetime of the destination.	<b>0.662</b>
<b>Quality of Life</b>	
QOL1- The characteristics of the local people have positively changed because of tourism.	<b>0.785</b>
QOL2- Local community gets all public facilities like electricity, gas, security because of tourism.	<b>0.850</b>
QOL3- Tourism changes the pattern of spending leisure time of the local community.	(dropped)
QOL4- High flow of tourists in seasonal time leads to inadequate transport facilities for the local people.	<b>0.747</b>
QOL5- There is no contradiction between tourism and religious beliefs.	<b>0.856</b>
<b>Community Support for Future Tourism Development</b>	
CSFT1- I support tourism industry and tourism industry should be actively developed in my community.	<b>0.858</b>
CSFT2- I will support new tourism attraction and facility development that will attract more tourists in my community.	<b>0.743</b>
CSFT3- I think, the future of Sylhet as a tourism destination is sustainable.	<b>0.673</b>
CSFT4- It is essential to develop plans to manage the growth of tourism for long term benefits.	<b>0.845</b>
CSFT5- I think designated authorities will involve the local community in future tourism planning.	(dropped)
CSFT6- I believe that future tourism will positively impact on the local community life.	<b>0.824</b>

Table 3 presents that among the 26 items, the value represents 0.673 or more for most of the indicator loadings and four items were dropped as they do not fulfill the threshold. The CFA model shows in Table 3 that the right column indicates the standardized factor loadings and demonstrates that all values are statistically significant, representing the items replicate their original latent construct. According to Anderson and Gerbing (1998), this approves the convergent validity of the measurement model. However, Figure 2 also shows that all the values of the studied constructs' factor loadings are from 0.673 to 0.880.

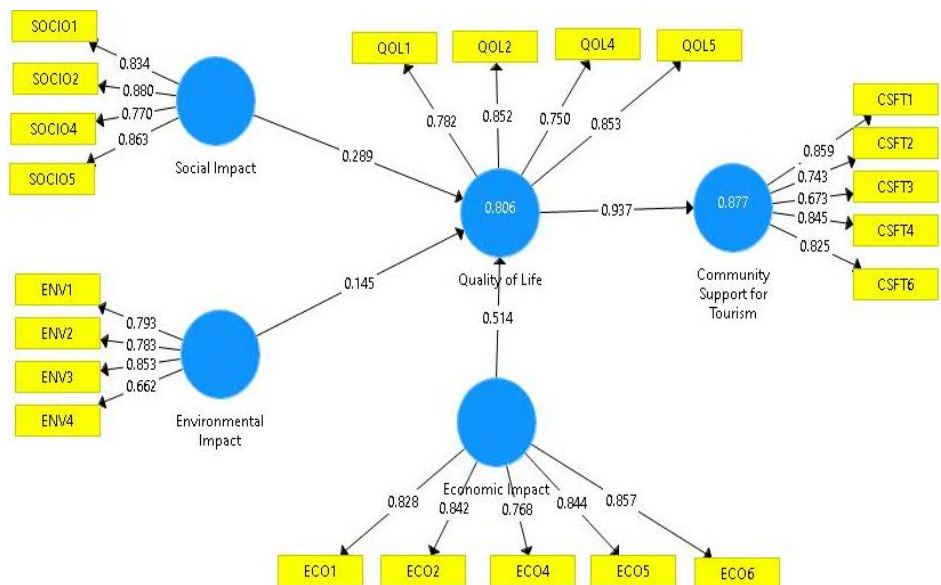


Figure 2. Diagram of the Measurement Model of the study

However, Cronbach's alpha,

AVE and CR of every of the factors are also displayed in Table 4. The value of Cronbach's alpha of this studied constructs ranges from 0.777 to 0.886. That indicates values of Cronbach's alpha of all constructs are greater than 0.7 which represent a strong relationship and internal reliability and consistency of all constructs. Though, the AVE essentials to be greater than 0.5 to achieve convergent validity. The result of this study shows that the AVE are between 0.602 to 0.702.

Table 4. Result of a Measurement Model for the study

Construct Reliability and Validity	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Community Support for Tourism	<b>0.848</b>	<b>0.852</b>	<b>0.893</b>	<b>0.627</b>
Economic Impact	<b>0.886</b>	<b>0.890</b>	<b>0.916</b>	<b>0.686</b>
Environmental Impact	<b>0.777</b>	<b>0.794</b>	<b>0.857</b>	<b>0.602</b>
Quality of Life	<b>0.826</b>	<b>0.833</b>	<b>0.884</b>	<b>0.657</b>
Social Impact	<b>0.858</b>	<b>0.861</b>	<b>0.904</b>	<b>0.702</b>

Table 5. Discriminant Validity

Discriminant Validity	(AVE)	Community Support for Tourism	Economic Impact	Environmental Impact	Quality of Life	Social Impact
Community Support for Tourism	<b>0.627</b>	<b>0.792</b>				
Economic Impact	<b>0.686</b>	0.728	<b>0.829</b>			
Environmental Impact	<b>0.602</b>	0.609	0.633	<b>0.776</b>		
Quality of Life	<b>0.657</b>	0.537	0.565	0.435	<b>0.811</b>	
Social Impact	<b>0.702</b>	0.305	0.499	0.307	0.531	<b>0.838</b>



Discriminant validity is the level to which every latent variable is discrete from other constructs in the proposed model of this study (Chin, 2010). The square root of the AVE for every construct has to be bigger than all of the associations among the construct, in addition to the other constructs in the model of this study (Chin, 2010; Hair et al., 2011). Table 5 shows the square root of the AVE for each construct alongside the diagonal and the correlations between the constructs, representing that the model presents satisfactory discriminant validity.

### 3. Structural Model

This study, SMART PLS 3.0 software was used to assessment of path investigation through approximating path coefficients consequences. Table 6 displays the summary of the hypothesis testing with t-value and p-value. It indicates the overall goodness-of-fit indices with hypothesized structural model. The first three hypotheses relate to the relationship between tourism impact on the local community and the quality of life. H1, H2 and H3 are supported, proposing positive relationship among social impact, economic impact, environmental impact, and quality of life. Also, H4 is supported that means higher perception about quality of life of respondents have positively impact on the community people support for future tourism development. Above the consequences specify in the figure 3 that local people residents' perception about the tourism impact and their support for future tourism development.

### DISCUSSION

Jurowski et al. (1997) stated that when community transfers as a tourist attraction, the community's lifestyle and living standard, for better or worse way, are influenced by tourism. Hence, satisfaction and dissatisfaction of the local community have been affected by the tourism impact. The study reveals the significant relationship of tourism economic, environmental and social impact with residents' quality of life and their support for tourism development. Based on table 6, the respondents believe that the economic, environmental, and social influence of tourism increases the living status of communities, which in return shows their support for tourism. The findings stated the highest significant relationship between the quality of life of natives and community support for future

tourism growth and development. This significance is demonstrated in the relations highest statistical load exhibited in H4= Quality of Life -> Community Support for Tourism (T-Statistics=79.252, P=0.000). Hence, at a conceptual level, the resident's quality of life improvement mainly affects the community perception regarding their support for future tourism

Table 6. Summary of the Hypothesis Testing

Hypothesis	T Statistics	P Values	Remarks
H1: Social Impact -> Quality of Life	4.363	0.000	Supported
H2: Economic Impact -> Quality of Life	8.538	0.000	Supported
H3: Environmental Impact -> Quality of Life	2.247	0.013	Supported
H4: Quality of Life -> Community Support for Tourism	79.252	0.000	Supported

Table 7. Path Coefficient Analysis

	T Statistics	P Values	Remarks
Economic Impact -> Community Support for Tourism	8.298	0.000	Supported
Economic Impact -> Quality of Life	8.538	0.000	Supported
Environmental Impact -> Community Support for Tourism	2.255	0.012	Supported
Environmental Impact -> Quality of Life	2.247	0.013	Supported
Social Impact -> Community Support for Tourism	4.366	0.000	Supported
Social Impact -> Quality of Life	4.363	0.000	Supported
Quality of Life -> Community Support for Tourism	79.252	0.000	Supported
CSFT1 <- Community Support for Tourism	39.695	0.000	Supported
CSFT2 <- Community Support for Tourism	20.826	0.000	Supported
CSFT3 <- Community Support for Tourism	13.977	0.000	Supported
CSFT4 <- Community Support for Tourism	31.771	0.000	Supported
CSFT6 <- Community Support for Tourism	35.148	0.000	Supported
ECO1 <- Economic Impact	32.465	0.000	Supported
ECO2 <- Economic Impact	27.654	0.000	Supported
ECO4 <- Economic Impact	24.261	0.000	Supported
ECO5 <- Economic Impact	31.206	0.000	Supported
ECO6 <- Economic Impact	29.517	0.000	Supported
ENV1 <- Environmental Impact	29.481	0.000	Supported
ENV2 <- Environmental Impact	21.617	0.000	Supported
ENV3 <- Environmental Impact	37.352	0.000	Supported
ENV4 <- Environmental Impact	13.220	0.000 </td <td>Supported</td>	Supported
QOL1 <- Quality of Life	20.230	0.000	Supported
QOL2 <- Quality of Life	34.829	0.000	Supported
QOL4 <- Quality of Life	23.658	0.000	Supported
QOL5 <- Quality of Life	28.924	0.000	Supported
SOCIO1 <- Social Impact	30.197	0.000	Supported
SOCIO2 <- Social Impact	44.262	0.000	Supported
SOCIO4 <- Social Impact	27.018	0.000	Supported
SOCIO5 <- Social Impact	43.850	0.000	Supported

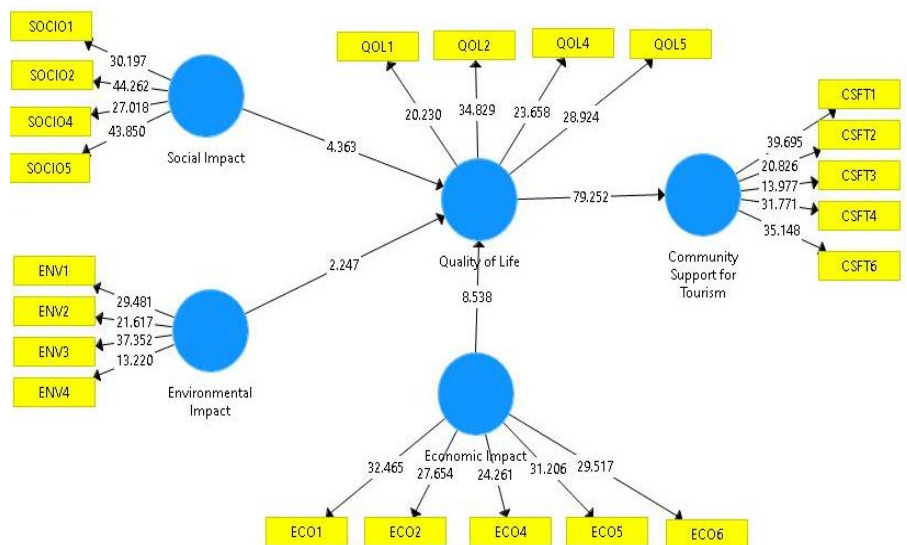


Figure 3. Diagram for the structural model of the study

activities and development. The fact is, locals will support tourism if business enterprises, government (all levels) actively involve them in developing community, ensure their sustainable benefits and assure them to bring positive outcomes to their life. Alim et al., (2021) also stated community engagement, in managing tourism activities, motivate rural people to support tourism development by reducing misunderstandings and disputes, especially in developing nations.

Similarly, H2 = Economic Impact -> Quality of Life (T-Statistics=8.538, P=0.000) is substantial as well. The economic rewards of tourism, directly and indirectly, improve the life standard by offering business opportunities for communities and households. Tourism is supposed to upsurge community inhabitants' living standards, create job opportunities, and enhance profits for local trades (e.g., Backman and Backman, 1997; Gursoy et al., 2002; Jurowski et al., 2006). In contrast, the authority should adopt policies to control the increasing prices of local goods and develop new attractions and facilities to attract tourists to increase employment availability for all seasons, especially for the host community. Likewise, a similar pattern is observed in H1 between Social Impact -> Quality of Life, where tourism commits to developing a good image of the local community and preserving archeological and religious sites for tourism, which positively affects the residents' quality of life. However, concerning factors need to be considered to protect residents' culture from being damaged and mitigate the social crime, use of drugs, and normalizing prostitution among host communities. Backman and Backman (1997) and Var and Kim (1989) expressed that the communities acknowledged that business premises like shopping malls are developed for tourists also facilitate the locals, since facilities of all sorts supplied to tourists deliver community members as well, and thus tourism provides the drive for community infrastructure improvement and development. However, the model's relationship between Environmental Impact and Quality of Life is the lowest significant in H3 = (T-Statistics=2.247, P=0.013). Although tourism creates awareness among local communities to preserve the environment and natural life, it also endangers the natural wildlife, prevents them from free movement, and leads to pollution to the local environment. In several research, it has been stated that tourism generates broader consciousness and appreciates the necessity to protect the natural habitat and conserve its pristine exquisiteness for tourists (Var and Kim, 1989). For this reason, Bubolz et al. (1980) noted, the livelihood of the community depends on the environment.

### **Implication of the study**

This study explored the influence of factors effecting the local communities' perception about the outcome of tourism and their contribution in the development of tomorrow's tourism. Thus, a conceptual framework has been developed and a conceptualized relationship has been showed among social impacts, economic impacts, environmental impacts, quality of life and community support for tourism development. Moreover, most previous studies on residents' attitude and perception about tourism development have been encompassed in the first world countries' perspectives (Rasoolimanesh et al., 2015; Sharpley, 2014) while this study shows significantly different results than developed countries. For example, this study shows that local residents' have positive perception about tourism and cultural development, archeological and heritage preservation, increasing business opportunities, increasing income which are different from previous studies (Alam and Paramati, 2016; Bowers, 2016; Bello et al., 2017). In this regard, this study will contribute meaningful theoretical contribution to the future research in community perception and tourism development literature. Practically, the discoveries of this study are significant to the development of tourism in locals. The architects of tourism sector need to emphasize the long-term planning perspectives with developing the quality of life of the respondents. Environmental issues should be considered actively to reduce the dissatisfaction of local people. The present study shows the host community perception about tourism impacts and how it influences on the quality of life. Tourism planners should incorporate these relationships in the development strategies to ensure a higher satisfaction level and continuous aid for tourism development. This study will also contribute the future studies conducted on community-based tourism.

### **CONCLUSION**

Local residents' attitudes are not always static and may be modified in time-to-time basis (Franzidis and Yau, 2018). However, changes are always different and unique for every destination. Therefore, it is crucial to trace the local residents' perception of tourism development, which will benefit both tourists and local people. Tourism's economic, social and environmental impacts affect residents' quality of life, which alters the community's perception and support for tourism development. Findings reveal that tourism's economic and social rewards ameliorate the residents' living standards rather than environmental. Most likely the residents do not receive adequate benefits from environmental resources which is one of the major causes of their indifference towards preservation. Government officials and concerned persons should emphasis on environmental factors and the conservation of natural settings and wildlife should be given priority. Tourist movement should be restricted in some areas for the comportment of local people or an adequate awareness campaign must be adopted to educate tourists before allowing them to enter community areas.

In order to assist in the growth of the tourist industry in the country, Bangladesh government has been carrying out a number of different development initiatives via the Bangladesh Parjatan Corporation (BPC), the country's leading tourism body. In this study, the local community has expressed a positive opinion for future tourism development and expects that tourism will positively impact community life. So, the policymakers need to focus on the community's well-being to ensure the proper expected outcome from the development projects. Community-based tourism development can be an effective tool to maximize residents' benefits and growth of tourism at the same pace. The result of this study will help the researchers evaluate the community perception of the tourism development at the same destination in the future.

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