Assessing the Influence of Community Involvement on Perceptions of Cultural Heritage Tourism Development

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Abstracts

The development of cultural heritage tourism (CHT) frequently encounters obstacles pertaining to community support, as the attitudes of the local populace typically dictate the outcome of tourism endeavors. The community's influence on these perceptions has been undervalued in traditional approaches, which has resulted in low levels of engagement and support for cultural preservation. This study aims to bridge this gap by investigating how different degrees of community involvement impact local perceptions of the advantages of tourism, the preservation of culture, and general satisfaction with the results. Data was gathered from 300 participants who were actively involved in many heritages sites' tourism planning. The connections between perceptions of the advantages of tourism and community involvement (CI) were evaluatedby utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM). The results demonstrated that the perceptions of economic benefits (PEB), perceptions of cultural preservation (PCP), and community satisfaction (CS) are all positively impacted by greater CI. The aforementioned results underscore the significance of adopting participatory methodologies, implying that cultivating community engagement is vital for the sustainable growth of CHT.

Keywords: Cultural Heritage Tourism (CHT), Community Involvement (CI), PLS-SEM, Confirmatory Factor Analysis.

Introduction

A community's value of its social, historical, or cultural dimensions is embodied through many forms of cultural capital, which are included in heritage. Certain qualities of heritage commodities are similar to those of other cultural goods, including their perceived value and uniqueness [4]. The material and cultural richness of the past is known as the cultural heritage (CH). Ancestors have passed down to succeeding thegeneration's examples of written literature,folklore,architecture, art, etc. The legacy of the ancestors would be coherent and closely linked to the people's history who left it behind; these individuals left behind material and cultural monuments, as well as literary and spiritual records, from antiquity to the present [12].CH is dynamic and fluid, existing beyond temporal and spatial boundaries. It can be perceived via diverse perspectives beyond the realm of conservation, such as that of a stakeholder-inclusive enabler of economic, social, or sustainable growth [6]. Diverse stakeholders, ranging from individuals to organizations, possess distinct interests and duties about CH. Cultural legacy can be quite complicated with regardto its substance, forms of representations and meanings, aside from the variations in demands or interests from users' viewpoints. A particular piece of CH's expressions, knowledge, practices, and abilities are typically ambiguous, isolated, unfinished, and occasionally contentious [16].

An important socioeconomic resource is CH. Artworks encourage social inclusion, job growth, and cultural identity when they are preserved and made accessible to the public. Sadly, relics are invariably subjected to recurrent degrading processes, regardless of their varied origin and content [3]. One major economic driver in the world, tourism contributes significantly to jobs in many nations. The tourism industry faces a number of challenges, including boosting off-peak travel, valuing people, ensuring accessibility and favorable travel conditions for all, growing the industry's offer to include all regions and seasons of the year, and encouraging entrepreneurship and innovation in the field [7]. Around the world, tourism centered on CH is becoming more popular. Product creation and marketing are the responsibility of the tourism sector, with CH management departments handling asset ownership and day-to-day management duties. However, CH might deteriorate as a result of inadequate management [5].Support from the community is necessary since local perspectives frequently determine the success of cultural heritage tourism. Conventional methods frequently undervalue the power of the community, which results in minimal participation and support for cultural preservation even in the face of community influence.The objective of this study will look at how various levels of community involvement affect local opinions about the benefits of tourism, cultural preservation, and overall satisfaction with the outcomes.

The rest of the study has been divided into the subsequent frameworks: The Related work is in Section 2, and the hypothesis development was in the Section 3. The methodology is in section 4. In section 5, the study's results and their discussion were covered. The study is concluded in section 6.

Related work

The "cognition-affection-behavior" hypothesis is used in [9] to explain how locals' perceptions of tourist development and feelings of emotional solidarity impact their participation in value co-creation in intangible CHT. The Meizhou Island in China's Fujian Province is examined through the application of a structural equation model. The findings indicate that while citizens' unfavorable opinions of development expenditures have a considerable impact. In two historic Iranian cities, such as Kashan and Tabriz [8] was examined how locals' perceptions of the impacts of the tourism mediated the improvement of values related to the environment, CI, and economic benefit. The findings indicate that while cultural involvement and attitudes do not directly affect support for tourist development, PEB of tourism have a substantial impact on these relationships.An assessment system was created in [10] to gauge community involvement in CH management. It created a framework with four criteria and twenty-three indicators using a review of the literature. The framework was evaluated using the management procedures of thirty-six Chinese cultural properties.An overview of the role that community engagement plays in global heritage management was provided by a content analysis report on the state of heritage management practice in China.

In Yogyakarta, Indonesia, a well-known tourist destination, [1] examined the impacts of perceived tourism advantages on community life satisfaction and support. Purposive sampling was utilized, which included 250 local respondents. The result indicated that life happiness and support with the community were greatly impacted by the perception of the economic and cultural benefits of tourism. A potential heritage tourist site in Jugra, Kuala Langat, was assessed for its cultural and ecological heritage value by [13]. A cross-tabulation analysis software was used to evaluate the data from a survey that was completed by 392 residents. According to the findings, respondents' willingness to embrace and fund Jugra's tourism development was positively influenced by its distinctive heritage features. The engagement of regional tourism stakeholders in Iran's development of sustainable tourism was evaluated by [14]. Questionnaires and covariance-based structural equation modeling (SEM) techniques were employed in the study. The findings demonstrated a favorable correlation between perceived environmental consequences and the involvement of local stakeholders, as well as a beneficial influence of non-generative empowerment on these effects. A local tourist stakeholder could be encouraged to connect in the sustainable tourism development through the appropriate use of empowerment elements. It is crucial for local stakeholder authority to promote sustainable tourism growth.

According to [15], tourists' happiness with Manavgat, Turkey's tourism development is influenced by sociocultural, economic, and environmental factors. The employed 384 surveys discovered that tourist development satisfaction is influenced by both perceived good tourism effects and negative environmental effects. There was also an assessment ofthe mediating effect of the demographic variables as well. For the data collection from the local people, the route analysiswas usedin slope difference test, besides Exploratory Factor analysis (EFA), and confirmatory Factor analysis (CFA). Relatively, employing Port Wine Cellars [2] was examined in the perception of wine tourism in Spain. Primary data on the industrial wine tourism and its sustainability from local people are collected through quantitative techniques. The findings also reveal the positive attitude for which Gaia’s wine tourism is cherished among the locals and

might catapult the city to fame as well as the economy. A number of the social exchange theories were carried out during the 12 communities around GunungCiremai National park of Indonesia, where considered the community-based tourism development and the social support from the communities [11]. The result also shows that the elements that were key in the determination of support were perceived CI, perceived economic reward of tourism and the administrators should apportion the benefits of the tourists while avoiding the disturbance of the neighbor most.

Hypothesis Development

To examine the proposed relations between CI, perceptions of environmental benefits (PEB), Community Satisfaction (CS), and perceptions of cultural preservation (PCP) hypothesis formulation is fundamental while developing CHT. It offers a systematic approach to the analysis of outcomes of CI and its impact on peoples' perceptions towards tourism related projects in a given society. The hypothesis formulation was guided by gathered data, which assisted in the identification of the key variables thatwould facilitate an assessment on the impact of community participation on cultural and environmental appreciation of tourism. The following are the steps that depict the five categories of hypotheses that are involved in hypothesis development in this investigation.

Projects based in tourism are more likely to be associated with the inhabitants that take part in the planning processes with a sense of ownership and support. When local interests and values are better reflected in the tourism industry, a collaborative environment is fostered.

H1: Increased community involvement (CI) directly enhances community satisfaction (CS) by fostering a sense of ownership and support for the tourism initiatives.

Engaged communities acknowledge and encourage the positive economic influences of tourism, including the expansion of local businesses and the creation of jobs. A deeper comprehension and appreciation of these financial advantages might result from their active involvement.

H2: Higher community engagement (CI) leads to more positive perceptions of economic benefits (PEB) from the CHT, as engaged communities recognize the associated economic advantages.

Communities that participate in the CHT decision making are more inclined to the value and support preservation. This proactive participation ensures that the historical preservation is in line with the demands of the community and its cultural value.

H3: Active participation of community members (CI) improves their appreciation of cultural preservation efforts (PCP) by aligning the tourism strategies with the local cultural values.

As a result of their involvement in shaping and promoting cultural experiences, communities that engage in tourist projects frequently view culture as having worth. Deeper ties and the enhancement of the local CHT would result from this involvement.

H4: Positive perceptions of cultural preservation (PCP) increase community satisfaction (CS) by enhancing the perceived value and the impact of CHT.

Involvement in the community could affect how satisfaction with the tourist results is correlated with the perceptions of CHT. The degree of the engagement can determine how much these perceptions impact overall satisfaction and how much of an impact they have.

H5: Community involvement (CI) moderates the effect of perceptions of cultural preservation (PCP) on community satisfaction (CS), weakening orstrengtheningsatisfaction based on the level of involvement.

Methodology

To assess the impact of CI on level of perception of CHT, this study useda descriptive cross sectional research design usinga mixed approach. The following are the procedures that are explained below: data collection, participant research design and analysis. The conceptual model as represented in the Fig 1, PEB and CS is an independent variable (IV) that influences the local support for CHT. Dependent variables (DV) like PCP, it affects participation related to the CHT development. CI also acts as moderating variable (MV). It also takes into account the changes in perception of the economy and support for tourism, cultural importance as well as satisfaction with the outcomes of tourism based on the participation of community in planning and decision making.

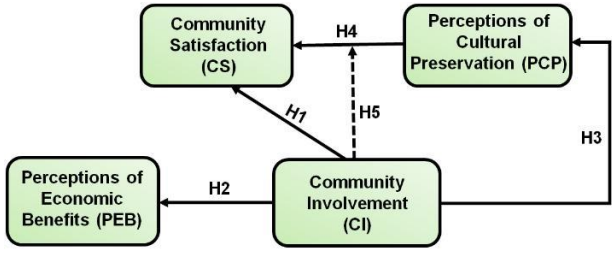

Fig 1 Conceptual Framework

I. Research Design

This research work adopted the quantitative research type and supplemented that work with the PLS-SEM to examine the effect of CI on the perception of the CHT. The methodology also allows an analysis of generalized PCP, CS, PEB and CI interconnections.

II. Data Collection

The quantitative based research used a systematic questionnaire to collect the data from 300 participants involved in the tourism planning process at the CH sites. The issue of having a representant sample was ensured by adopting a stratified random sampling technique. While seeking the qualitative insights, the questionnaires were used in the CI, PEB, PCP and CS factors.

Fig 2 shows the role of marketing society in tourism planning and the demographic characteristics of the peoples was depicted in Table I.

Table I Demographic Characteristics

Characteristic	Category	N = 300	Percentage (%)
Age	18-34 years	135	45.0
	35-54 years	125	41.7
	55+ years	40	13.3
Education Level	High School	60	20.0
	Associate Degree	90	30.0
	Bachelor's Degree	100	33.3
	Master's Degree or Higher	50	16.7
Gender	Female	150	50.0
	Male	150	50.0
Role in Tourism Planning	Planner/Coordinator	100	33.3
	Local Government Official	80	26.7
	Community Representative	70	23.3
	Other	50	16.7
Length of Involvement in Tourism Planning	Less than 1 year	70	23.3
	1-3 years	120	40.0
	4-6 years	70	23.3
	More than 6 years	40	13.3

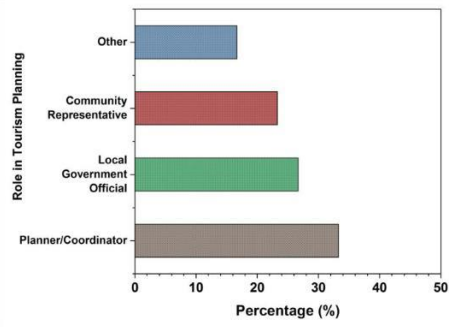

Fig 2 Role in Tourism Planning

III. Questionnaires

The questionnaire was created to record the different aspects of CI and how it affects the people's view related to the CH. The primary objective is to present an all-encompassing evaluation of the important factors reported. The questionnaire is an essential tool for assessing how CI affects opinions about the growth of CHT. Table II presents the questions pertaining to the impact of community involvement on perceptions of CHT.

Table II Questionnaires

S.No	Questionnaires
1	How involved in the development and the planning of the tourism at local CH sites?
2	To what extent do believe that increased community involvement enhances the economic benefits of CHT?
3	How important is community involvement in preserving local CH as part of tourism development?
4	How satisfied with the outcomes of CHT initiatives in community?
5	To what extent do think community engagement influences local perceptions of the benefits of CHT?
6	How often participate in activities related to the planning or management of CHT?
7	How would rate the quality of community involvement in current CHT projects in area?
8	How does the level of community involvement affect overall perception of the success and sustainability of CHT in area?

IV. Statistical Analysis

The PLS-SEM (partial least squares structural equation modeling)was employed to explore the intricate relationship between the views regarding the expansion of the CHT and CI.PLS-SEM assessed the correlation between the varying levels of community engagement and the viewpoints regarding to the benefits of tourism, cultural conservation and overall well-being. CFA was utilized to ensure appropriate factor representation and confirm the measurement model fit. The Cronbach's alpha (α)were to evaluate the internal consistency: values higher than 0.7 suggested reliability. These methods highlight the importance of the participatory methods and provide a solid foundation for understanding how CI impacts the CHT outcomes.

Result and Discussion

I. Evaluation of the Measuring Model

CFA is a statistical method that is employed to assess whether a set of observed variables accurately reflects a hypothesized latent structure. AVE quantifies the amount of variation acquired by the component to measurement error, whereas α and CR evaluates the internal consistency and reliability of the components. The degree of correlation between each observed variable and its latent component is measured using factor loading (FL). Table III depicts the outcomes of the investigation of the CFA.

Table III Confirmatory Factor Analysis

Factor	Item	FL	α	CR	AVE
CS	CS1	0.82	0.85	0.88	0.65
	CS2	0.79			
	CS3	0.81			
PCP	PCP1	0.84	0.80	0.83	0.60
	PCP2	0.77			
	PCP3	0.80			
PEB	PEB1	0.78	0.82	0.85	0.62
	PEB2	0.81			
	PEB3	0.79			
CI	CI1	0.83	0.87	0.90	0.68
	CI2	0.85			
	CI3	0.80			

The outcomes of the CFA in Table III shows that the factors such as PEB, CS, PEB and CI are all have the outstanding validity and reliability. All the items have the factor loading (FL) more than 0.77 and their α values surpass the acceptable level of 0.7, indicating internal consistency. The roughness of the factors is further supported by the AVE and CR values, which shows that the measures are dependable and efficiently capture a significant amount of the variance.

II. Result of Measurement Model Fit

This model evaluates the degree to which the observed data on CI and attitudes toward CHT match the theoretical model. Greater degrees of freedom (df) and a lower chi-square (χ^2) value between the observed and expected data imply a better match. Root Mean Square Error (RMSE), Tucker-Lewis Index (TLI), Standardized Root Mean Square Residual (SRMR), and Comparative Fit Index (CFI) are important fit metrics. A well-fitting model has a χ^2/df ratio that is near to 2, higher CFI and TLI, and lower RMSE and SRMR. The findings of the measurement model fit for the research are shown in Table IV.

Table IV Measurement Model Fit for Community Involvement and CHT

Factor	χ^2	df	RMSE	CFI	SRMR	χ^2/df	TLI
CS	22.50	14	0.06	0.92	0.05	1.61	0.90
PCP	24.30	16	0.05	0.94	0.04	1.52	0.92
PEB	20.20	12	0.07	0.90	0.06	1.68	0.88
CI	26.10	15	0.04	0.96	0.03	1.74	0.94

Table IV displays the measuring model fit for determining how community involvement affects opinions about the growth of CHT. For every factor (CS, PCP, PEB, and CI), it provides factor loadings, χ^2 values, df, RMSE, CFI, SRMR, χ^2/df ratio, and TLI. The model fit indices indicate a good fit with χ^2/df ratios are almost close to 2, RMSA values below 0.07, and CFI and TLI values over 0.90. The model appears to have captured the associations between the variables, as indicated by the acceptable SRMR values.

III. Pathway Estimation of the hypothesis

The pathway estimation of the hypothesis employed in this study is shown in Table V and Fig3. Beta (β) denotes the direction and intensity of the association between the variables, while Standard Error (SE) quantifies the accuracy of the β estimate. Statistical significance is commonly defined as a p-value of less than 0.05. The test statistict is employed to assess the importance of β. The chance of getting the observed results under the null hypothesis is represented by the p-value.

Table V Pathway Estimation of the Hypothesis

Hypothesis	Pathway	β	SE	t	p – value	Support/Not Support
H1	CI → CS	0.35	0.08	4.38	0.0001	Support
H2	CI → PEB	0.42	0.09	4.67	0.00001	Support
H3	CI → PCP	0.28	0.10	2.80	0.005	Support
H4	PCP → CS	0.30	0.11	2.73	0.007	Support
H5	CI→ PCP → CS	0.40	0.08	5.00	0.00001	Support

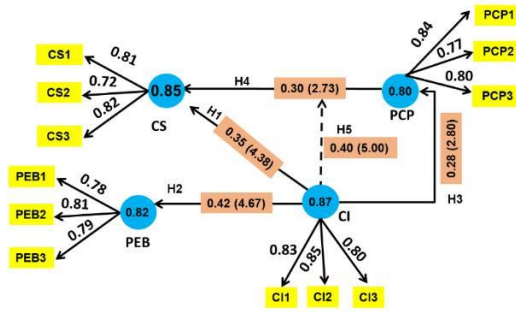

Fig 3 Result of Pathway Estimation of the Hypothesis

To support each of the suggested paths as shown in the Table V. H1 showed that CI has a substantial effect on CS, with a $p-$value of 0.0001 and β of 0.35. CI positively affects PEB, as demonstrated by β of 0.42 and $p-$value of 0.00001 in H2. H3 discovered that PCP is impacted by CI, with $p-$value of 0.005 and β of 0.28. H4 showed that PCP has a favorable effect on CS, with $p-$value of 0.007 and β of 0.30. Finally, H5 demonstrated that PCP affects CS and that CI moderates the effect, with a p-value of 0.00001 and β of 0.40. Every hypothesis is validated, underscoring the critical function of community engagement in augmenting attitudes and contentment about CHT.

Conclusion

Using PLS-SEM, this study evaluated the impact of community involvement on opinions regarding CHT. For the constructs of CS, PCP, PEB, and CI, the CFA confirmed their validity and reliability. The measurement model was shown to be in good alignment with the theoretical framework by high factor loadings and excellent fit indices. According to pathway analysis, perceptions of overall satisfaction, cultural preservation, and economic rewards are all markedly improved by increased CI. To be precise, CI had a beneficial effect on PCP and PEB, while PCP also affected CS. According to these findings, CI is essential for enhancing perceptions and levels of satisfaction regarding tourism related to CH. To promote greater CI and ensure the sustainable development of the cultural resources, the results suggest the adoption of participatory approaches. The emphasis on a specific geographic area, which restricts generalizability, and this study's dependence on self-reported data, which can introduce bias, are important limitations. Subsequent studies ought to investigate heterogeneous settings and integrate longitudinal methodologies to evaluate the enduring effects of community engagement on CH travel. To further enhance comprehension of the fundamental elements impacting perceptions, qualitative insights can be incorporated.

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