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Community Support Toward Village-Based Tourism Development in Indonesia

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ABSTRACT

Practitioners have shown interest in village-based tourism. Nevertheless, it has only been subject to a restricted amount of scholarly examination, especially in Indonesia. In order to gain a deeper comprehension of and provide effective assistance to village-based tourism, it is imperative to examine the extent of community endorsement/support for the advancement of tourism. This study sought to investigate the intermediary function of tourism's influence on the economy, culture, and environment in the connection between community attachment and community support for the development of village-based tourism. The focus of the study was on residents of Pariaman City, located in West Sumatra, Indonesia. A survey was conducted to collect data, resulting in a final sample size of 54 respondents. The subsequent data analysis utilized the structural model equation (SEM), specifically Smart-PLS. The findings demonstrated that the economic impact of tourism effectively acted as a mediator in the connection between community attachment and community support for the development of tourism destinations in the village. These findings had significant ramifications both in terms of practical application and theoretical understanding. In theory, this research made a contribution to the social exchange theory. In practice, it highlighted the significance of residents recognizing the economic advantages of promoting village-based tourism in order to cultivate a favourable attitude towards these endeavours.

1.0 INTRODUCTION

The issues of tourism governance have garnered significant interest in addressing a range of difficulties pertaining to the tourism industry (Wesley & Pforr, 2010). Nevertheless, the concept of governance is rarely discussed in tourism literature, as it is typically linked to subjects like politics, destination administration, and planning (Hall, 2008). Furthermore, the concept of governance was originally popularized in business research and was introduced by Berle and Means (1932). The etymology of this particular term can be traced back to the Old French word "governance," derived from the word "governor" (Monks and Minow, 2004).

Monks and Minow (2004) further defined governance as a state of good order and control. This particular term needs to be used within the context of rules and control (Lukviarman, 2016), as it concerns the system of rule and societal management (Stoker, 1998). The existence of effective governance was pivotal in the accomplishment of sustainability tourism (Bramwell and Lane, 2011). The findings also highlighted that sustainable tourism requires an effective governance process. In their 2003 study, Graham et al. (2003) contended that good governance comprised five key components: fairness, accountability, voice, direction, and legitimacy. Furthermore, the research indicated that two types of governance principles were consensus orientation and public participation.

Village-based tourism has gained popularity among international and national visitors due to the abundance of natural and cultural resources (Moswete et al., 2009). Moswete et al. (2009) also discovered that village tourism exhibits likeness to cultural tourism, as it enables tourists to participate in local customs and activities. Village tourism can be advantageous for the development of undeveloped regions (Gao and Wu, 2017). Prior studies have frequently utilized the terms village-based tourism and rural tourism interchangeably when investigating the tourist idea in village settings (Ahmad, 2013; Bălan and Burghelea, 2015; Ghaderi and Henderson, 2012; Kastenholz et al., 2012; Vitasurya, 2016; Zaitul et al., 2022). However, Irvine and Anderson (2004) argued that village tourism is a distinct subset of rural tourism. The increasing demand for leisure and tourism among urban communities has led the residents to select village areas as their primary destinations (Shen et al., 2019).

Although there is an increasing interest in the development of tourism, there is still a lack of research on the support for the development of tourism in villages. Prior studies on tourist support primarily concentrated on alternative forms of tourism development, such as heritage tourism (Chen and Chen, 2010), the comparison between rural and urban tourism (Rasoolimanesh et al., 2017), and rural tourism (Boley et al., 2018; Lee, 2013; Perdue et al., 1990; Stylidis et al., 2014). Nevertheless, there exists a restricted quantity of assessments that especially examine the community support for the development of tourism in village-based settings. Furthermore, the involvement and backing of the local population are crucial factors in the achievement of tourism development. Residents' attitudes towards tourism development are shaped by factors such as their perceptions, community attachment, engagement, and perceived rewards. By addressing the existing knowledge gaps on these aspects, it is possible to design tourist programs that are sustainable and supported by the community. Furthermore, comprehending the perspectives of residents regarding the development of tourism is essential for formulating efficient approaches for community advancement and obtaining increased backing from local populations (Yu et al., 2018). The existing literature lacks research on the connection between community attachment and support for tourism development (Meimand et al., 2017). Further investigation is needed to understand the level of support from residents for sustainable tourism growth in the face of challenges like the COVID-19 pandemic (Vinerean et al., 2021).

This study attempts to enhance the current body of knowledge on community or local support for developing tourism destinations by investigating village-based tourism as a novel destination. Thus, it examines the influence of community attachment on tourism impact and explores the correlation between the impact of tourism and the support of the community for the growth of village-based tourism. This study examines the function of positive tourist impact as a mediator between community attachment and community support for the development of village-based tourism. The analysis is structured into three sections. The first portion provides the background information. The second section covers the theoretical framework. The third section discusses the research area and methodologies. The fourth component of the paper provides an overview of the findings and facilitates a discussion, whereas the final section encompasses the conclusion and offers recommendations.

2.0 LITERATURE REVIEW

The community's support or advocacy for the development of tourism in villages was founded on the idea of supporting the development of tourism, which was characterized by its dynamic and intricate nature (Cole, 2006). Emerson's (1976) social exchange theory can be applied to elucidate and forecast attitudes towards tourism growth. Based on this idea, the expectation of positive results promotes a favourable attitude towards the growth of tourism, which can lead to advantages in terms of economy, society, or the environment. According to Lindberg and Johnson (1997), local populations were more inclined to support tourist destination development when the benefits gained from tourism activities were greater than the perceived drawbacks. Thus, the importance of community support in attaining sustainable tourism development was widely acknowledged by scholars such as Cole (2006) and Nicholas et al. (2009). While the term 'community' refers to the residents residing in the vicinity of tourism development (Rasoolimanesh et al., 2017), communities were directly influenced by the development of the tourism industry (Sharpley, 2000), which could have economic, social, and environmental impacts on host residents (Chen and Chen, 2010; Gursoy and Rutherford, 2004; Lee, 2013; Perdue et al., 1990; Rasoolimanesh et al., 2017).

The economic impact of tourism can be realized through multiple channels, including the generation of job possibilities and the attraction of investments and commercial endeavours for local communities (Chen & Rahman, 2018; Ko & Stewart, 2002). According to Chen and Chen (2010), the economic effects of tourism might encompass beneficial aspects such as tax revenue, increased employment, and greater income. When the community recognized that tourist development had the potential to improve economic activity, they were more inclined to display favourable behaviour and endorse tourism development. Overall, there was a clear correlation between the favourable economic effects of tourism and the endorsement of tourism expansion. Prior studies have investigated the correlation between the economic impact of tourism and the level of endorsement for tourism expansion (Chen and Chen, 2010; Papastathopoulos et al., 2019; Rasoolimanesh et al., 2017; Stylidis et al., 2014; Wongso et al., 2019). These reviews found that tourism's economic impact positively influenced the support or promotion of tourism development. However, the impact of economic tourism in supporting village-based tourism development was limited. There was also a prediction of a positive association between economic tourism impact and support for village-based tourism development.

The second tourism impact encompassed social and cultural aspects. Tourism development could enhance the range of leisure and entertainment options in host communities (Tovar & Lockwood, 2008). Fredline et al. (2003) suggested that social impact refers to changes in the daily lives of the community due to tourism development, resulting in altered behaviour, routines, and habits. Furthermore, tourism has a tangible cultural impact, such as changes in local crafts, arts, and customs (Gursoy et al., 2002). The cultural impact could also be intangible, including changes in local community beliefs (Brida et al., 2011). Chen and Chen (2010) further suggested that tourism development's social and cultural impacts encompassed positive elements such as increased intercultural communication, understanding, and the revival of traditional crafts and ceremonies. Most of these changes ultimately contributed to economic impact. For instance, the revival of traditional crafts stimulated economic activity, leading to increased community income. Therefore, residents tended to exhibit positive attitudes toward tourism destination development, supporting further tourism development. Several studies also extensively examined the effects of social and cultural tourism impacts on support for promoting tourism development (Brida et al., 2011; Chen & Chen, 2010; Wongso et al., 2019).

The third tourism impact pertains to the environmental aspect. Andereck et al. (2005) categorized the environmental tourism impact as positive, such as the protection of wildlife and parks, as well as negative, including noise and air pollution, vandalism, and wildlife destruction (Andereck et al., 2005). Rasoolimanesh et al. (2017) argued that the impact of environmental tourism might also involve the depletion of natural resources and increased waste and litter. Other research also examined the effects of environmental tourism impact on support for tourism development (Chen and Chen, 2010; Rasoolimanesh et al., 2017; Wongso et al., 2019), concluding that environmental tourism impact was a significant determinant of support for tourism development. Chen and Chen (2010) further investigated the factors influencing tourism impact, including economic, social, cultural, and environmental impacts, community attachment, and economic reliance on tourism. The research concluded that community attachment had a positive effect on positive tourism impact. Based on existing theories and previous reviews, the following hypotheses were developed as shown in the research framework below:

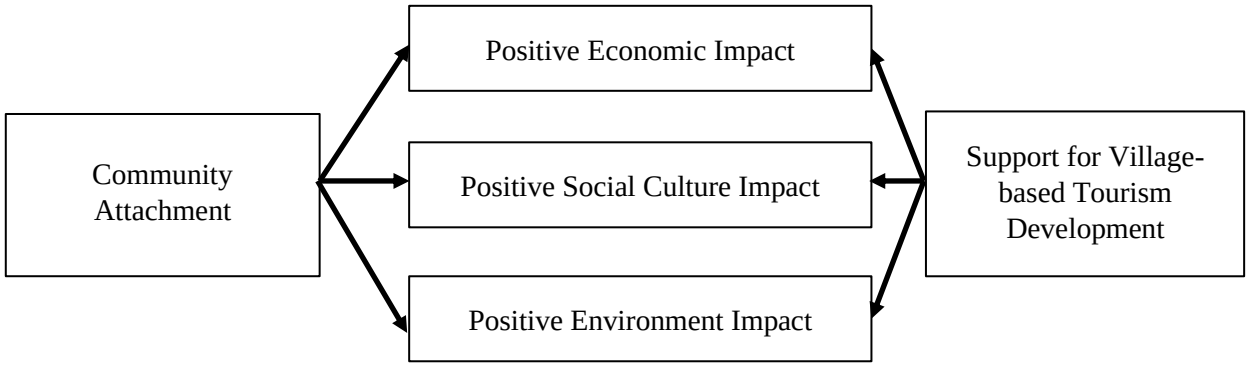

Figure 1. Research Framework

3.0 METHODOLOGY

Community for the development of village-based tourism, focusing on a village located in Pariaman City, West Sumatra, Indonesia. Pariaman, a coastal city with a composition of 39% sea area and 61% land area, covering a total area of 355.92 km^2, comprised four regions, six islands, and 71 villages. In the year 2020, Pariaman hosted nine tourism events aimed at attracting tourists to visit the city, with one of the most popular attractions being Tabuik. Tabuik, a cultural heritage that has been celebrated for over two centuries, was initially referred to as a ceremonial event commemorating the death of Hussein. Over time, it has evolved into a unique cultural attraction, incorporating elements of both Pariaman and Minang Kabau culture. Tabuik now holds great significance as a cultural attraction for the youth of Pariaman and was included in the tourism calendar of Indonesia.

The local government of the city has been actively developing several village-based tourism initiatives, resulting in a steady increase in the number of tourist visits over the years. Domestic tourist arrivals have risen from 1.2 million in 2014 to 3.3 million in 2018, while international tourist arrivals have grown from 73 tourists in 2014 to 1,735 tourists in 2018. There are several village-based tourism destinations in Pariaman City. One of the most popular tourist destinations was Gondariah Beach, located in the city center. The name 'Gondariah' was derived from a love story between Anggun Nan Tongga and Putri Gondariah in Pariaman. Another notable tourist destination is Kata Beach, situated in Taluak Village, which offers easy access to and from the international airport (Minang Kabau International Airport).

The final sample consisted of 54 respondents, and primary data were collected through surveys to achieve the research objective. The previous study suggested that the minimal sample for study using the structural equation model is 50 to 100 (Iacobucci, 2010). In fact, a study in the field of construction management used 52 samples/respondents with four latent variables and fifteen observed variables (Islam & Faniran, 2005). In addition, Wong & Cheung (2005) used 51 with six latent variables and nineteen observed variables. Therefore, this sample size (54) is adequate.

This research encompassed three types of variables, including a latent dependent variable (support for village-based tourism development), three latent mediating variables (positive economic impact, positive social-cultural impact, and positive environmental impact), as well as a latent independent variable (community attachment). Support for village-based tourism development was assessed using two items developed by Ko and Stewart (2002), with an example of the item being "Overall, I support the development of village-based tourism in Pariaman City." Furthermore, the assessment of tourism impact used instruments developed by Ko and Stewart (2002), focussing solely on positive impacts. The positive economic impact consisted of six items, with an example of the item being "Village-based tourism has increased job opportunities for the local community." The positive social-culture impact consisted of five items, with a sample item stating "Village-based tourism has encouraged community participation in cultural activities." The positive environmental impact was measured using four items, one of which was, "Village-based tourism has improved local recreational facilities and resources." Lastly, community attachment was assessed using three items developed in previous research (Kasarda and Janowitz, 1974; Ko and Stewart, 2002). A five-point Likert scale was employed to measure each variable (Likert, 1931).

This research employed structural equation modelling (SEM) to examine the mediating effect of tourism impact on the relationship between community attachment and community support for village-based tourism development. Partial Least Squares (PLS) analysis was used to analyze the primary data due to its advantages over multiple regression techniques. Specifically, Smart-PLS was recommended as it allowed for more thorough estimations of both the structural model and the measurement model (Bagozzi and Yi, 1988). PLS was also chosen as the preferred method over covariance-based SEM, such as AMOS and Lisrel, due to its ability to handle the small sample size used in this research (Fornell and Bookstein, 1982). Although previous reviews in the field of tourism that applied PLS for data analysis were limited (Li et al., 2019; Rasoolimanesh et al., 2017), it was deemed appropriate for this research. When employing SmartPLS for data analysis, two assessments were conducted, including a measurement model and a structural model (Hair et al., 2017).

The measurement model assessment involved four validations, such as convergence validity and discriminant validity. Convergent validity was assessed based on four properties, including outer loading, composite reliability, Cronbach alpha, and average variance extracted (AVE) (Vinzi et al., 2010). The outer loading value needed to exceed 0.700 (Hulland, 1999), while composite reliability and Cronbach alpha values should also be above 0.700 (Bagozzi and Yi, 1988). Additionally, AVE had to meet a cut-off value of 0.50 (Bagozzi and Yi, 1988). Discriminant validity was assessed based on two criteria, including the Fornell-Lacker criterion (Fornell & Larcker, 1981) and cross-loading (Jörg Henseler et al., 2015). The structural model assessment focused on predictive relevance (Q2) and predictive power (R2). A well-fitting structural model exhibited significant predictive power (Hair et al., 2013) and high predictive relevance (Henseler et al., 2009). The significant impact of independent latent factors on the latent dependent variable was evaluated by contrasting with the p-value. However, the direction of the relationship was determined using the original sample or path coefficients. The research flowchart is provided below.

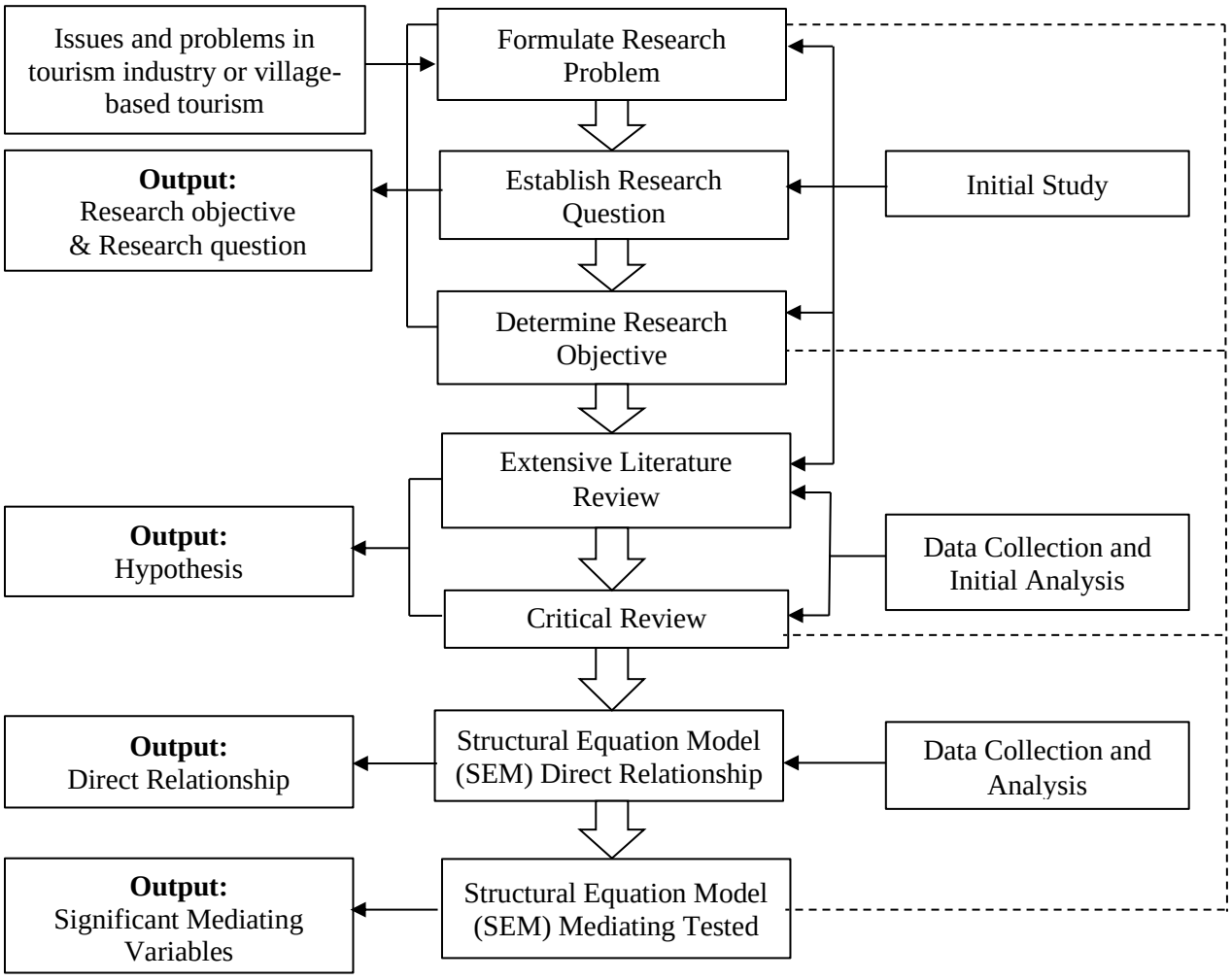

Figure 2. Research Flowchart

4.0 FINDINGS

The final sample consisted of 54 respondents. Table 1 presents the collected demographic profile data, encompassing gender, age, education, occupation, and income. The gender distribution showed that the majority of the respondents were female (74.10%), while the remaining were male (25.90%). In terms of age distribution, residents over 50 years of age accounted for 12.96% of the sample, with the remaining respondents falling in the following age brackets: 19 to 30 years (27.38%), 31 to 40 years (25.93%), and 41 to 50 years (33.33%). The education level was categorized into five groups, including Senior High School (13%), diploma (7.40%), bachelor's degree (70.40%), master's degree (7.40%), and others (1.90%). In terms of occupation, the majority of the residents were government servants (74.10%), while a small percentage were students (5.60%), and the remaining respondents had other occupations (20.40%). The respondents were further categorized based on their income, which consisted of less than Rp. 3 million (20.40%), Rp. 3.1 to Rp. 6 million (55.60%), Rp. 6.1 to Rp. 9 million (22.20), and higher than Rp. 9 million (1.90%).

Table 1. Demographic data.

Demographic	Category	Frequency	%
Gender	Male	14	25.90
	Female	40	74.10
Age	19 to 30 years old	15	27.78
	31 to 40 years old	14	25.93
	41 to 50 years old	18	33.33
	> 50 years old	7	12.96
Education	Senior high school	7	13.00
	Diploma	4	7.40
	Bachelor	38	70.40
	Master	4	7.40
	Others	1	1.90
Occupation	Government servant	40	74.10
	Students	3	5.60
	Others	11	20.40
Income	< Rp. 3 million	11	20.40
	Rp 3.1 to Rp. 6 million	30	55.60
	Rp. 6.1 to Rp. 9 million	12	22.20
	> Rp. 9 million	1	1.90

Following the methodology outlined in the previous section, the measurement model assessment was conducted to obtain a well-fitting measurement model. The model was examined for each construct to ensure scale reliability and validity (Anderson & Gerbing, 1988). This process involved establishing the posited relationship between observed variables and latent factors by extracting the common variance. To measure the internal scale consistency, composite reliability, and Cronbach alpha were employed. Table 2 presented the outer loading factor of all constructs, which exceeded the recommended cut-off of 0.70 (Hulland, 1999). Composite reliability, used to assess construct reliability, should ideally be higher than 0.70 to establish internal consistency (Chin, 2010; Hair et al., 2017). All constructs displayed Cronbach alpha values above the recommended threshold of 0.700, indicating high internal consistency (Bagozzi & Yi, 1988). Additionally, the average variance extracted (AVE) for all constructs exceeded the cut-off value of 0.500, indicating satisfactory convergent validity (Bagozzi & Yi, 1988; W. Chin, 2010). This showed the measurement model successfully established convergent validity. The second assessment of the measurement model focused on discriminant validity.

Table 2. Measurement model assessment Convergent validity.

Construct	Items	Outer Loading	CA	CR	AVE
Community attachment	ca1	0.821	0.780	0.872	0.695
	ca2	0.868			
	ca3	0.811			
Positive economic impact	pei1	0.852	0.862	0.906	0.708
	pei3	0.834			
	pei5	0.814			
	pei6	0.863			
Positive social culture impact	psci1	0.760	0.834	0.888	0.664
	psci3	0.874			
	psci4	0.805			
	psci5	0.817			
Positive environmental impact	peni5	1	1	1	1
Support for village-based tourism development	sup1	0.945	0.898	0.951	0.907
	sup2	0.959			

Discriminant validity refers to the degree to which each construct was distinct from other latent variables in the model (Chin, 2010; Hair et al., 2017). Several tests were commonly used to assess discriminant validity, including the Fornell-Lacker (FL) criterion, cross-loading (CL), and Heteotrait-Monotrait (HTMT) ratio. In this study, two types of tests, FL and CL, were employed (Chin, 1998; Fornell & Larcker, 1981). According to the Fornell-Lacker criterion, discriminant validity was achieved when the squared AVE of a construct or latent variable exceeded the squared correlations between the construct and all other constructs (Chin, 2010; W. W. Chin, 1998; Fornell & Larcker, 1981). The result of the Fornell-Lacker criterion test is presented in Table 3. For instance, the squared AVE of community attachment (0.834) surpassed the correlation between community attachment and positive economic impact (0.533). Therefore, this condition satisfied the Fornell-Lacker criterion. The subsequent assessment for discriminant validity focused on cross-loading.

Table 3. Measurement model assessment discriminant validity: Fornell-Lacker Criterion.

Construct	CA	PEI	PSCI	PENI	SUP
Community attachment	0.834				
Positive economic impact	0.553	0.841			
Positive social culture impact	0.554	0.399	1		
Positive environmental impact	0.628	0.651	0.473	0.815	
Support for village-based tourism development	0.387	0.699	0.262	0.577	0.953

Cross-loading occurs when the loadings of an indicator on its assigned construct or latent variable are higher than its loadings on all other latent variables. When the loadings of an indicator were lower than the ones on other latent variables, it signified a lack of discriminant validity, rendering this criterion ineffective for empirical research (Hair et al., 2017; Henseler et al., 2015). The result of discriminant validity using cross-loading was presented in Table 4, displaying only the highest loading for each indicator. For instance, indicators ca1, ca2, and ca3 exhibited higher loadings on the community attachment construct compared to other constructs. Similar patterns were observed for indicators related to positive economic impact, positive social-culture impact, and positive environmental impact. The measurement model is indicated in Figure 3.

Table 4. Measurement model assessment Discriminant Validity-Cross Loading.

Item	CA	PEI	PSCI	PENI	SUP
ca1	0.808				
ca2	0.870				
ca3	0.821				
pei1		0.852			
pei3		0.834			
pei5		0.814			
pei6		0.863			
psci1			0.760		
psci3			0.874		
psci4			0.805		
psci5			0.816		
peni4				1.000	

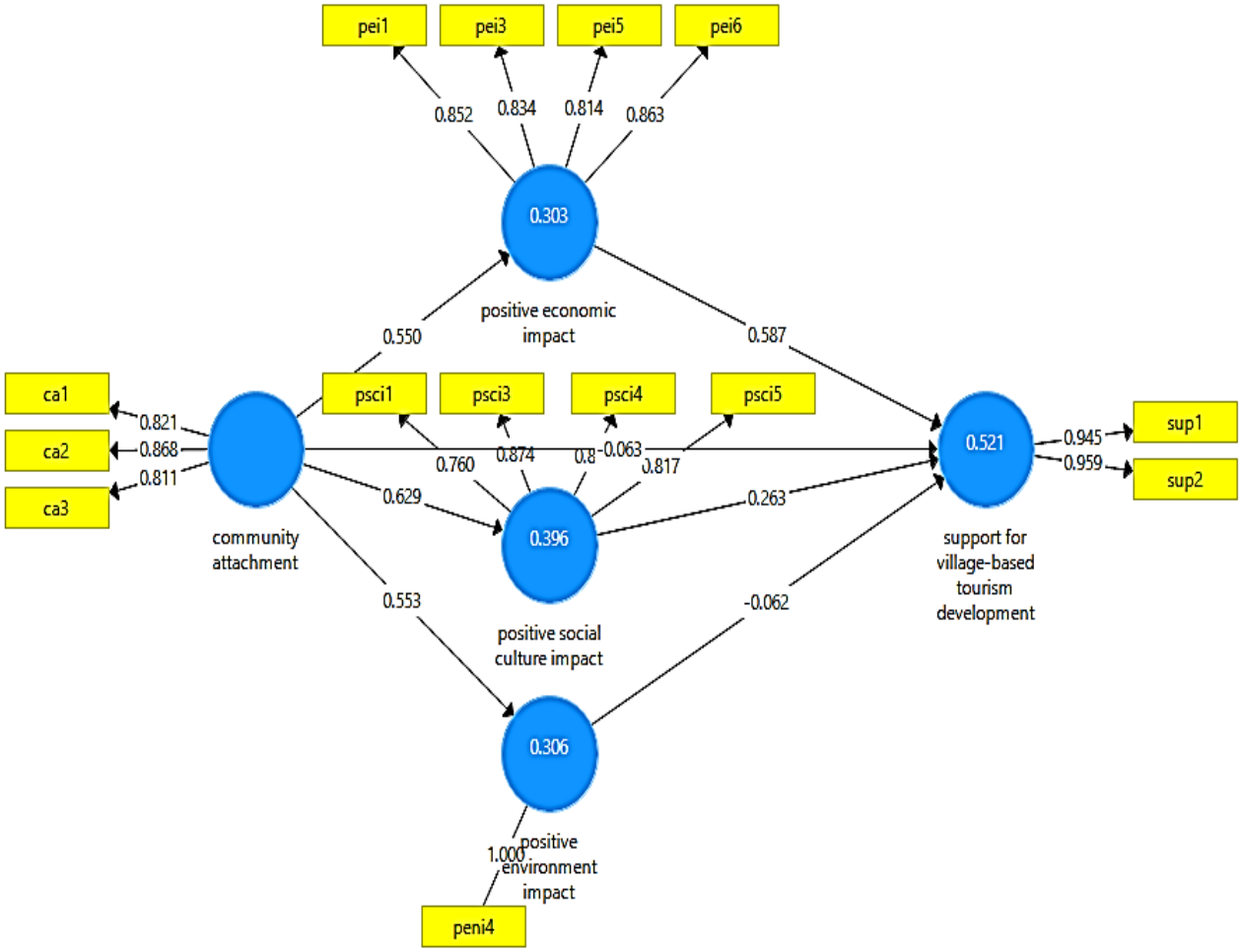

Figure 3. Measurement model

After the measurement model, the focus of discussion now shifted to the evaluation of the structural model, which examined the relationship between latent variables and served as the basis for hypothesis testing. This evaluation employed the bootstrapping technique, a resampling method that generated multiple subsamples from the original data and estimated models for each subsample. The purpose of this test was to determine the significance of the relationship, indicating whether it was statistically different from zero. Two statistical properties were utilized, including the original sample and the t statistic, or p-value, to accept or reject hypotheses. The fit of the structural model also needed to be assessed, considering the properties of predictive

relevance (Q^2) and predictive power (R^2). In the context of SEM-PLS, the objective was to maximize the R^2 of endogenous variables in the path model. PLS requires a measure of predictive capability or relevance for predictive purposes. In this research, the blindfolding technique was employed to generate Q^2 as an indicator of predictive relevance. A Q^2 value greater than 0 indicated that the exogenous variables have predictive relevance for the considered endogenous construct. Table 5 presents the results of the structural model fit and hypotheses testing. The predictive power of the models was assessed using R^2, and all models exhibited weak predictive power, except for the'support for village-based tourism development,' which showed a moderate level of predictive power (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). Furthermore, the predictive relevance for all models was considered medium, except for the 'support for village-based tourism development,' which indicated a large level of predictive relevance. The subsequent analysis focused on exploring the relationships between latent independent variables and the dependent variable.

Table 5. Assessment of Structural Model

Endogenous construct	**Q square**	**Decision**	**R square**	**Decision**
Positive economic impact	0.195	Medium	0.292	Weak
Positive social culture impact	0.231	Medium	0.383	Weak
Positive environmental impact	0.288	Medium	0.294	Weak
Support for village-based tourism development	0.385	Large	0.490	Moderate
Relationship	path coef.	t statistic	p-value	decision
Community attachment -> positive economic impact	0.550	5.846	0.000	supported
Community attachment -> positive social-cultural impact	0.629	7.073	0.000	supported
Community attachment -> positive environmental impact	0.553	5.280	0.000	supported
Community attachment -> support for village-based tourism development	-0.063	0.317	0.751	Not supported
Positive economic impact -> support for village-based tourism development	0.587	4.528	0.000	supported
Positive social culture impact -> support for village-based tourism development	0.263	1.344	0.179	Not supported
Positive environmental impact -> support for village-based tourism development	-0.062	0.499	0.618	Not supported

The relationships among the constructs, including seven direct relationships, are presented in Table 5. Firstly, this research showed a positive relationship between community attachment and positive economic impact (β=0.550, p-value=0.000). Secondly, there was a positive effect of community attachment on positive social and cultural impact (β=0.629, p-value=0.000). Thirdly, the results indicated a positive association between community attachment and positive environmental impact (β=0.553, p-value=0.000). Finally, this research documented a positive effect of positive economic impact on support for village-based tourism. The remaining relationships were not statistically significant, as their p-values exceeded the predetermined alpha threshold of 5%.

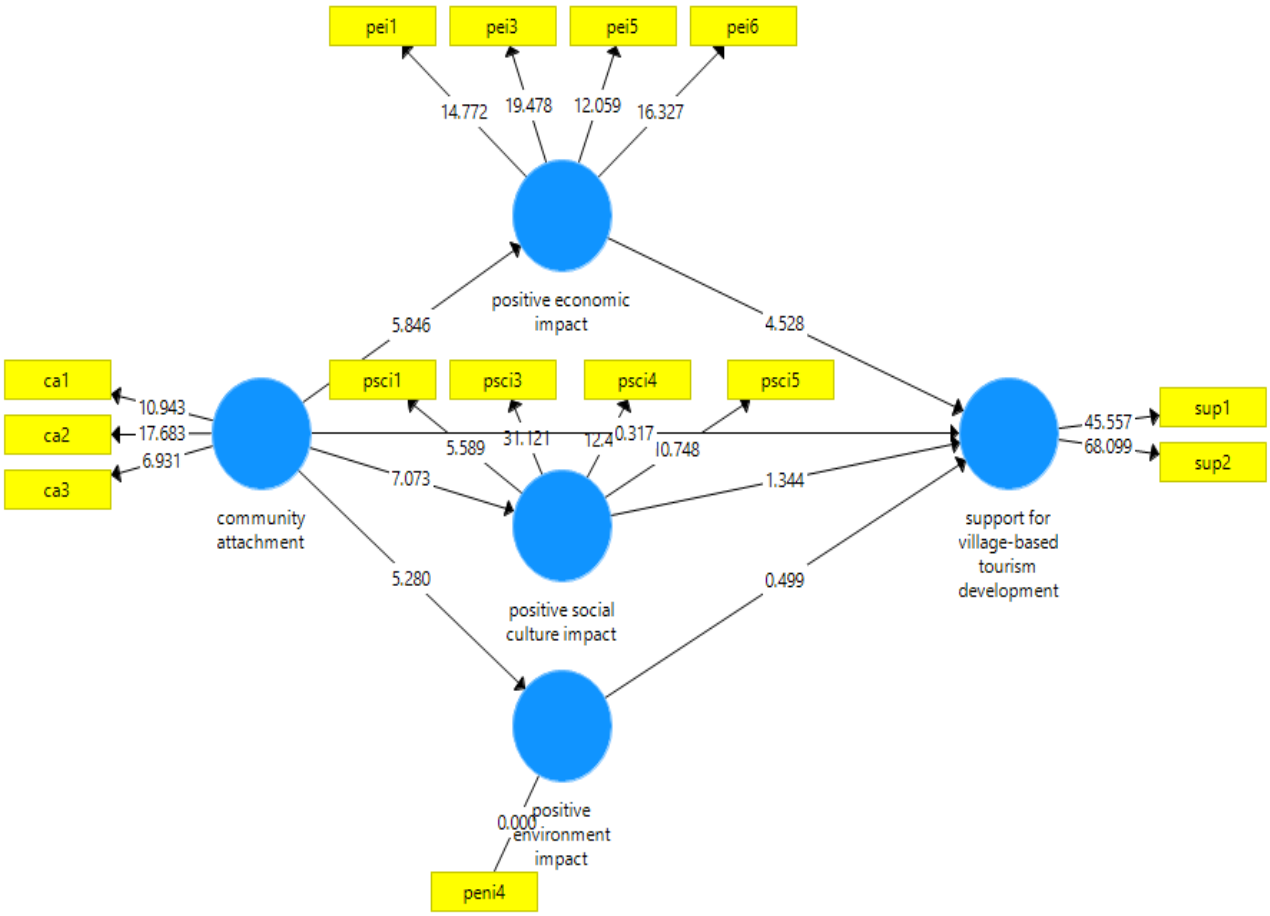

Figure 4. Structural model.

This research examines the role of tourism impact as a mediating variable between community attachment and support for village-based tourism development, following the procedure proposed by Zhao et al. (2010). According to Zhao et al. (2010), establishing mediation requires only one condition, particularly, the indirect effect (a x b) needs to be significant. There are two types of partial mediation, including complementary and competitive (Zhao et al., 2010). In this research, three mediation roles were examined, and only positive economic impact successfully mediated the relationship between community attachment and support for village-based tourism development. The p-value of the indirect effect is 0.001 (< 0.01), indicating a significant effect. However, the direct effect is not significant, as evidenced by its higher p-value (0.751). Positive social-cultural and environmental impacts do not serve as mediating variables between community attachment and support for village-based tourism development. The details of the mediation effect assessment are presented in Table 6.

Table 6. Assessment of Mediation Effect

Relationship	P-Value of an Indirect Effect	P-Value of Direct Effect	Direction	Conclusion
Community attachment -> positive economic impact -> support for village-based tourism development	0.001	0.751	Opposite	Full mediation
Community attachment -> positive social cultural impact -> support for village-based tourism development	0.199	0.751	-	No-effect non-mediation
Community attachment -> positive environmental impact -> support for village-based tourism development	0.650	0.751	-	No-effect non-mediation

5.0 DISCUSSION

One relevant reference is the study by Hadinejad et al. (2019), which discusses the evolution of frameworks used to explore residents' attitudes towards tourism. The study highlights the emergence of new theories such as institutional theory and bottom-up spillover theory, indicating a shift in understanding residents' perceptions of tourism. By referencing this work, researchers can align their findings with the evolving theoretical perspectives in the field of tourism studies. Furthermore, Khalid et al. (2019) explore the relationship between community empowerment and sustainable tourism development, emphasizing the mediating role of community support for tourism. This reference underscores the significance of community empowerment in fostering successful sustainable tourism initiatives. By incorporating these findings into the discussion, researchers can emphasize the importance of community support as a catalyst for sustainable tourism development in village settings.

On the other hand, Dangi & Jamal (2016) provide insights into sustainable community-based tourism practices, highlighting common themes such as economic gain, leadership, empowerment, and employment. Referencing this study can help researchers contextualize their results within the broader framework of sustainable tourism practices and community engagement. By aligning their findings with the common themes identified in this reference, researchers can underscore the relevance of their study in the context of sustainable tourism development. In addition, Meimand et al. (2017) offer a sociocultural perspective on residents' attitudes toward tourism development, emphasizing the role of socio-cultural benefits and costs perceived by the local community. By integrating these findings into the discussion, researchers can highlight the multifaceted nature of residents' attitudes and the socio-cultural factors that influence community support for tourism development. This reference can provide a nuanced understanding of the current socio-cultural dynamics in village tourism settings.

6.0 CONCLUSION

In conclusion, community support played a vital role in ensuring the sustainability of tourism development, covering various forms such as rural, urban, and heritage tourism. While several reviews have explored factors influencing community support for tourism development, there remained a gap regarding community support for village-based tourism development, particularly in the context of Indonesia. This research sought to address this gap by examining the effect of community attachment on tourism impact and investigating the relationship between tourism impact and community support for village-based tourism development. Additionally, it examined the mediating role of tourism impact in the relationship between community attachment and community support. The results of this research showed a positive relationship between community attachment and various dimensions of tourism impact, including economic, social, cultural, and environmental aspects. The analysis also indicated a positive impact of tourism’s economic impact on community support for village-based tourism development, suggesting the economic impact highly mediates the relationship between community attachment and community support.

Community support is fundamental for the successful development of village-based tourism initiatives. By actively involving local residents in the planning, execution, and management of tourism activities, communities can benefit economically and experience empowerment, cultural preservation, and social welfare improvements. Community attachment, economic incentives, social cohesion, and environmental awareness play vital roles in garnering support for tourism village development. Emphasizing community empowerment, sustainability, and inclusivity in tourism village projects can lead to long-term success and positive outcomes for both the community and the tourism industry.

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