# RESIDENTS SUPPORT TOWARDS CULTURAL HERITAGE TOURISM: THE RELEVANCE OF HERITAGE PROXIMITY AND TOURISM PERCEIVED IMPACTS

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**Abstract**
*For tourism to grow sustainably, it is crucial to comprehend communities' opinions regarding tourism's consequences, along with the degree with which they support the growth of tourism in their particular regions. Despite the numerous factors investigated as the predictors of locals' attitudes toward tourism, researchers have yet to confirm whether heritage proximity is applicable in predicting the different domains of tourism "economic, socio-cultural and environmental" impacts including support for developing cultural heritage tourism. The rationale behind undertaking this investigation was to explore the relevance of heritage proximity in affecting tourism impacts including locals' support towards cultural heritage tourism, by employing the "triple bottom line" approach. A survey questionnaire was completed by 485 residents living at selected cultural heritage destinations in Jammu and Kashmir, India. To investigate the data, SEM was carried out. The evidence demonstrates that heritage proximity positively associated with resident perceptions of different domains of tourism impacts. Moreover, findings demonstrate that local support towards CHT results from highly favourable evaluations of the "economic, socio-cultural and environmental" impacts. The current study thus contributes towards CHT literature by highlighting the significance of heritage proximity in explaining tourism impacts and support towards CHT including necessary implications for developing CHT in the region.*

**Key words**: *Tourism impacts, heritage proximity, residents' support towards CHT, cultural heritage tourism, spatial proximity.*

**JEL Classification:** *Z32; Q01; D10*

## I. INTRODUCTION

Travel with a specific emphasis on cultural heritage encompasses all facets of the resources that are associated with cultural tourism, which include archaeological places, historic landmarks, paleontological sites, museums, ruins, iconic structures and towns, art forms, sculpture, musical performances, and theatre performances (Richards, 1996). A broad term, cultural heritage tourism encompasses both tangible and intangible assets, including, historical and contemporary cultural practises, knowledge, collections and first-hand experiences. Museums, historic structures, places of worship, and often theme parks with a historical emphasis, are examples of tangible heritage, whereas collections, performances, and festivals are examples of intangible heritage (McKercher & du Cros, 2003). Due to their numerous unique characteristics, cultural heritage resources perform a significant contribution towards the expansion of travel business (Puczko and Ratz, 2007). Further cultural heritage-based tourism continues to function as the foundation for increasing tourism's attractiveness and the cultural supplies provided by the communities that are native (OECD, 2009). However, as travellers and tourism-related activities increase, conservation, management and cultural heritage sustainable growth becomes increasingly crucial from both the viewpoints of practitioners as well as academicians. Therefore, the success of tourism based on cultural heritage not merely reliant upon appealing cultural heritage resources or effective tourism policies, however also upon the willingness of locals for expanding tourism destinations.

Further, tourism is frequently considered as a way of fostering economic growth (Page et al., 2001; Walpole and Goodwin, 2000). It may help in increased revenue and creates job possibilities (Mason and Cheyne, 2000); increase the growth of both local and national economies (Alavi & Yasin, 2000; Edgell et al., 2008; Kozak, 2004). Also, tourist industry supports in the interest of preserving historical structures, improving public facilities, cultural exchange, and preservation of local culture, revitalization of regional artistic expression and crafts, the revitalization of indigenous customs, enhancement of community pride (Ap, 1992; Mason, 1995; Weaver & Lawson, 2001; Williams & Lawson 2001 ; Ap & Crompton, 1998; Gursoy & Rutherford, 2004; Easterling, 2004; Byrd, Bosley, & Dronberger, 2009; Sharma et al., 2008; Kuvan & Akan, 2012). On the other side, as cultural heritage places become more popular, a variety of undesirable consequences may

also emerge, involving traffic congestion, increased infrastructural demands, overpopulation, increased crime, and the commercialization of culture (Cros, 2008; Pearce & Chen, 2012; Sharpley, 2014; Lak et al., 2020). When cultural heritage tourism expands rapidly, consequently local communities have minimal influence over the type and pace of development, these issues typically became worse. As a result, it is critical to recognise that local communities have a crucial function to perform regarding the expansion of the travel and tourism sector. Therefore, understanding and measuring local's opinion toward tourism development is essential to the continued prosperity of the sector over the long run (William and Lawson, 2001; Tosun, 2002; Sirakaya et al., 2002).

Numerous positive as well as negative "economic, socio-cultural, and environmental" impacts are encountered thus as a result of the tourism sector's rapid expansion at different locations, and these impacts have an adverse affect on a growing number of hosting communities' everyday lives. Considering the potential consequences of tourism on hosting communities, scholars advised that planners and authorities aggressively seek out as well as thoroughly explore locals' perspectives in tourism planning phase (Nunkoo and Ramkissoon, 2012). Therefore, assessing the opinion of local residents considered crucial for the long-term sustainable growth and economic feasibility of tourism destinations (Tovar and Lockwood, 2008). Further it helps policymakers to reduce negative impacts while maximising its positive impacts, resulting in a community enhancement and enhanced tourism cooperation (Prayag et al., 2013). Numerous studies in this context explored multiple factors that have an effect on resident opinions of tourism impacts as well as their supports for tourism expansion (Ko & Stewart, 2002; Gursoy et al., 2010; Lee, 2013; Stylidis et al, 2014; Nunkoo and Ramkissoon, 2012). Considering the vast number of factors that have been investigated within recent past, the effect of proximity to heritage upon perceptions of "economic, socio-cultural, and environmental" effects and further support towards cultural heritage tourism has become under-examined. Interestingly, in previous studies, "proximity" was used as geographical/spatial proximity and therefore is considered the length from where people reside and the tourist places. Tourism researchers have discovered that people' opinions regarding tourism are influenced by how close they are from the attraction, explaining the importance of the concept of spatial proximity (Jurowski, Gursoy, 2004; Belsile, Hoy, 1980; Gu, Ryan, 2008; Sharma and Dyer, 2009). On the other hand, few studies (Lwoga, 2018; Lwoga, 2019; Wei et al. 2021) use the notion of proximity in heritage studies and define it as the perceived distance among communities and promoted heritage within a specific destination and measure its effect on resident attitude towards tourism impacts. However, for measuring the association among heritage proximity and resident tourism impact perceptions, these investigations make use of a prior classification of these tourism impacts as positive and negative, while inhabitants' evaluations of the intensity toward which they view those consequences either favourable or negative get little consideration. It is quite essential to remember that priori categorisation of these tourism impacts often evaluated by researchers rather than residents, and hence may not necessarily represent locals' residents' opinion. Hence, the present research represents the very first of this kind to measure the association among heritage proximity and "triple bottom line" strategy of inhabitants' perspectives about tourism "economic, socio-cultural and environmental" impacts that aid to a broader comprehension of how heritage proximity effect different domains of tourism impacts. Furthermore, the current study considers heritage proximity as one of the potential predictors of local' opinions of the effects of tourism, thereby contributing towards the debate over the relevance and significance of heritage proximity in developing resident perceptions in each domain of tourism "impacts" and further "support" towards cultural heritage tourism.

Therefore, for fulfilling the aforementioned gap with in existing literature, the present investigation employs the "triple bottom line" method of perceived tourism "economic, socio-cultural, and environmental" impacts and perceptual heritage proximity for gauging resident support. The current study examines the association among heritage proximity, perceived tourism "economic, socio-cultural, and environmental" impacts, and locals support towards cultural heritage tourism. Therefore, the model being outlined (Figure, 1) posits that heritage proximity influence resident perception of tourism "economic, socio-cultural, and environmental" impacts, which ultimately influence resident support towards cultural heritage tourism.

## II. LITERATURE REVIEW

### 2.1. Cultural heritage tourism

Cultural heritage tourism incorporates a vast range of components, both physical as well as intangible (Swarbrooke, 1994). Nevertheless, the most important assets promoting cultural heritage tourism include the tangible remnants from the past, which includes historic buildings, artefacts and places (Zeppel and Hall, 1991). Meanwhile, Richards, (1996) claims that "cultural heritage tourism include all facets of the cultural tourism resources, such as the arts, music, drama, and sculpting events, as well as historical, archaeological, and paleontological sites, museums, and architectural ruins". The key elements impacting cultural tourism includes "the rising

demand for cultural tourism, the level of competitiveness, the demand for authenticity, ethical consumerism and volunteerism, heritage economics, multi-culturism, and tourism impacts" (Ashworth & Tunbridge, 2000; Timothy & Boyd, 2003; Chhabra, 2008; Timothy, 2011). Presently, tourism that focuses on cultural heritage has emerged as a significant component of the tourist sector. This may be attributed to the considerable value that it provides in terms of historical, environmental as well as cultural dimensions (du Cros, 2001; Ballantyne, Hughes, Ding, and Liu, 2014). Within the realm of tourism research and specifically in heritage tourism, there is acknowledgment that the effects, limitations, as well as management issues of tourism vary across the developed to the underdeveloped nations. Such distinctions are highlighted primarily by the fact that there are differences in economy, governance, leadership, and empowerment; colonisation; preservation and conservation strategies; social norms; cultural vitality; socioeconomic differences; urbanisation; and legislative involvement etc, (Britton, 1982; Timothy, 1999; Huybers, 2007). These distinctions are particularly noticeable in the context of heritage tourism as well as its consequences (Bruner, 1996; Leung, 2001; Berger, 1996; Timothy and Boyd, 2003; Wager, 1995). Therefore, in addition to being a vehicle for inheriting and transmitting traditions, customs, and culture, CHT is highly considered within the local community as an opportunity that has the potential to both stimulate the regional economy and boost the employment opportunities (Poria et al., 2003). Nevertheless, inappropriate and excessively exploitative attitudes towards such cultural/heritage sites have presented a substantial challenge to relic preservation and tourism management. For instance, the presence of an excessively high number of visitors putting a lot of stress on environment of the area and contributes to the deterioration of historical relics (Poria et al., 2003). Therefore, to maximise potential of culturally significant resources and ensure their sustainability, tourism that focuses on cultural heritage should strive to maintain a balance between their growth and preservation.

## 2.2. Tourism impacts

There is growing evidence that expanding a region's tourism industry may help revitalise both rural as well as urban economies. A great number of nations, especially those still in the process of developing, were concerned mainly with the benefits that may be gained from tourism by inhabitants of the area, particularly the economic gains, while being unaware of or choosing to overlook the negative effects (Fernandes, 2013; Junaid & d'Hauteserre, 2017). Residents of a community may experience impacts in the domains of economics, social, as well as the environment as a direct outcome of activities pertaining to tourism. The tourism industry's expansion as well as the society's interactions with visitors has immediate impacts for the locals of the surrounding area in terms of the economy, social, as well as environment (Stylidis et al., 2014; Andereck et al., 2005; Almeida-García et al., 2016; Kim et al., 2013). In addition to this, it influences the beliefs, behavioural tendencies, lifestyles and standard of living of the individuals who reside in the community (Hall and Page, 2014). Furthermore, it was proposed that effective stakeholder participation should have been encouraged throughout the planning stage for CHT development particularly, the perspectives and desires of local communities that are inhabited near popular tourist attractions (Chen & Chen, 2010; Su & Wall, 2015; Rasoolimanesh et al., 2019). Hence, overall effectiveness of tourism expansion is heavily reliant upon the cooperation and support of the locals of the surrounding area. This is particularly crucial for ensuring the long-term viability of a location as a tourist destination (Yoon et al., 2001). Therefore, a comprehension of the perspectives held by local population with reference to the expansion of tourism as well as determining the elements that impact their perceptions is crucial in order to gain the support of inhabitants for the expansion of tourism (Yoon et al., 2001). Additionally, it has being proposed that a high level of local participation remains a crucial aspect in developing sustainable tourism (Okazaki, 2008). In this respect, several studies have emphasised the usefulness of anticipated tourism consequences as well as investigated the numerous aspects that influence locals' views of the consequences of tourism including their extent of tourism support (Nunkoo and Ramkissoon, 2012; Stylidis et al., 2014; Lee, 2013).

### 2.3.3. Heritage proximity

Numerous prior studies have examined the influence that proximity plays in determining how locals feel about the effects of tourism as well as their attitudes. The word "proximity" is derived from a Latin phrase proximus, which means "nearness" (Torre, Rallet, 2005). It is crucial to take into considerations that in prior studies, the term "proximity" was often divided across two distinct meanings. The first of these meanings is the idea of "spatial proximity," and the second is "organised proximity." The term "spatial proximity" was mainly utilised in the field of geographical and spatial studies (Torre and Rallet, 2005). Within the realm of studies dealing with tourism, "spatial proximity" refers to the relative distance between a community residence and notable tourist attractions (Jurowski & Gursoy, 2004). Employing the geographically-based idea of "spatial proximity," Researchers in the field of tourism have established that individual's attitudes regarding tourism are impacted by their proximity to an attraction zone (Jurowski, Gursoy, 2004; Gu, Ryan, 2008; Sharma

and Dyer, 2009). Another notion is "organised proximity" suggested by Torre and Rallet, (2005) which is relational rather than geographical and define it as "belongingness or personal identification with belonging to a particular entity such as neighbourhood, organization, and other units including heritage objects as facilitated by culture, rules, norms, or routines" (Torre & Rallet, 2005). Applying the geographical concept of proximity as a basis, Uriely et al., (2002) proposed the notion of "heritage proximity" in the domain of heritage studies and described it as "perceptual distance between residents and heritage promotion in a particular destination". The theoretical frameworks of identity as well as material culture may very well help in providing insight on this critical concept. According to identity theory, identity is the outcome of both individuals as well as collective (societal) interactions in a person's understanding of self (Cinoglu & Arikan, 2012). It denotes as the collection of interpretations as well as social positioning that one has owns and internalised about oneself and it acts as a point of reference or even an information source that guides behaviour in various scenarios (Stets, Biga, 2003). Appadurai's, (1996) theory of material culture asserts that the pattern and way in which humans interpret physical objects offer them the information they need to comprehend key facets of their present culture. According to Jacobs & Malpas, (2013) the connotations which are associated to objects via their symbolic meanings indicate the highest apparent level during which self-externalization occurs. As a result, self-determination and self-identity are not restricted to a person's private internal existence (in solitary isolation) as well as social externality forms, but is closely linked to materiality forms, in this regard, historic heritage products have ontological value due to their symbolic as well as expressive features, the meanings of which are essential to identity and self-articulation (Jacobs & Malpas, 2013). For example, studies demonstrate that historically significant objects may stimulate people's senses of direction, identification, guidance, refinement, as well as stability (Hubbard, 1993; Lowenthal, 1985; Buckland, 2013) further create the points of reference for identity and self because they arouse complex feelings associated to death, ceremony, as well as a connection with one's ancestors via a genealogical chain (Ndoro; 2005; Masele, 2012). In the current investigation, the notion of "heritage proximity" has been utilised to assess the self's judgement of the perceived distance involving the inhabitants of a specified region and their cultural heritage. According to the findings of a handful of studies, an individual's perception on the effects of tourism may be influenced by heritage proximity. Uriely et al., (2002) found that residents whose heritage has been vigorously promoted for visitors were more likely to endorse the growth of the industry than those whom religious as well as cultural heritage has been ignored. Therefore, having a feeling of attachment with the product which is usually promoted can lead to positive sentiments regarding the expansion of tourism. The study by Lwoga, (2018) found that proximity to a heritage influences perceptions about the consequences of tourism, and this in turns affects support. Lwoga (2019), undertook a further inquiry focused on the Tanzanian site of the Kaole Ruins. The results showed that the perceptual proximity with locals' perceptions about tourism had a positive and significant relationship. Wei et al. (2021) recently discovered that heritage proximity effects opinions of positive advantages but has no effect on opinions of negative repercussions. According to the earlier theoretical debate concerning heritage proximity, it has been discovered that heritage proximity as well as the "triple bottom line" paradigm of locals' assessed tourism "economic, socio-cultural, and environmental" effects get very little consideration, hence following hypotheses are proposed:

H1: Heritage proximity positively associated with resident's perceived economic impacts.

H2: Heritage proximity positively associated with resident's perceived socio-cultural impacts.

H3: Heritage proximity positively associated with resident's perceived environmental impacts.

### 2.3.4. Locals' support towards tourism

Multiple studies have used "Social Exchange Theory" as the major theoretical foundation to understand community' views regarding tourism development (Yoon, Gursoy, & Chen, 2001; Gursoy and Rutherford, 2004; Ap, 1992; Stylidis et al., 2014; Stylidis, 2016; Hadinejad et al., 2019; Chen and Chen, 2010; Tam et al., 2022). Ap, (1992) asserts that citizens' attitudes about tourism are based on their assessment of tourism industry being a procedure of social exchanges, to put it another way, locals assess tourism "in context of predicted advantages or expenses acquired in exchange of the services people provide." Therefore, locals will participate in an interchange as far as they anticipate generating a "profit" or gaining more advantages than they anticipate "costs" as a consequence of tourism. As a result, it is argued that higher the overall observed positive prospective benefits, the greater the likelihood that inhabitants would favour tourism growth Utilising SET as a framework, a plethora of studies has demonstrated that locals perceptions of the tourism industry's impacts have a significant influence on the degree to which they are supportive of tourism growth (Ap, 1992; Chen & Hsu, 2001; Nunkoo & Ramkissoon, 2012; Jurowski & Gursoy, 2004; Stylidis et al., 2014; Wei et al., 2021). SET typically has three components in the domain of tourism: rewards, costs, as well as exchange

transaction. In multiple studies, (Ap & Crompton, 1998; Yoon et al., 2001; Stylidis et al., 2014; Andereck et al., 2005; Jurowski et al., 1997) the "economic," "socio cultural," as well as "environmental" are considered the three aspects of costs and rewards and discovered that each of categories has an impact on how supportive locals are of tourism growth. This is therefore consistent to the "triple bottom line" concept to assess impacts, which is often utilised throughout the literature on the sustainable tourism destinations development (Prayag et al., 2013; Anderson & Lundberg, 2013). Furthermore, it is widely recognized that the tourism trade may have both beneficial and harmful impacts affecting the surrounding population within each of aforementioned domains (Prayag et al., 2013). In particular, regarding the economic effects, tourism may enhance job opportunities, increase community revenue, raise living standards and infrastructure but may also raise costs of products and services, as well as those of property and housing (Upchurch & Teivane, 2000; Ko & Stewart, 2002; Dyer et al., 2007; Andereck & Nyaupane, 2011; Stylidis et al., 2014). The following are some of the ways in which tourism industry has a bearing on the regional socio-cultural context.: like facilitating opportunities for recreation, cultural exchange, and enhanced pride in the community but may cause a rise in levels of crime, traffic problems etc (Dyer et al., 2007; Byrd et al., 2009; McDowall and Choi, 2010; Wei et al., 2021). Lastly, tourism is often believed to contribute to environmental degradation like, increasing pollution, overcrowding and congestion, traffic issues etc (Nunkoo & Ramkissoon, 2010: Latkova and Vogt, 2012; Sharpley, 2014; Lwoga, 2018). In conclusion, researchers (McGehee and Andereck, 2004; Vargas-Sanchez et al., 2009; Nunkoo and Ramkissoon, 2012; Stylidis et al., 2014; Rasoolimanesh et al., 2015; Eusébio et al., 2018) has shown that the higher positively the local population recognises the advantages of tourism, the greater the support for tourism industry. In contrast to that, the lesser positive the impacts, the lesser supportive the residents will be of tourism development. Alternatively, the degree of support for increased tourism is proportional to how positively or negatively the effects of tourism being evaluated by the community that is directly influenced by tourism. In the present research, hypotheses were developed utilizing the social exchange theory not just this, but also the empirical data, and they were as follows:

H4: There exists a favourable relationship among economic impacts and locals' support towards tourism.
H5: There exists a favourable relationship among socio economic impacts and locals' support towards tourism.
H6: There exists a favourable relationship among environmental impacts and locals' support towards tourism.

In conclusion, only a few studies among the limited body of literature that have been undertaken on the issue of heritage proximity, have investigated the influence that proximity has on tourism observed impacts. The results of these limited investigations have not yet provided a complete comprehension of the structural linkages that exist across heritage proximity and “triple bottom line” approach of communities' assessment of tourism “economic, socio-cultural and environmental” impacts and support. Specifically, one that takes into account the direct influence that heritage proximity has on a variety of numerous types of tourism impacts. Not only that, but previous research has relied on a constrained heritage proximity framework, as one of the potential predictors of tourism impacts, thereby contributing to the discussion over the role and significance of heritage proximity in developing resident perceptions in each domain of impacts and further support for cultural heritage tourism. To overcome existing deficiencies, the suggested model (Figure, 1) demonstrates that heritage proximity influences local’s perception of the “economic, socio-cultural and environmental” impacts of tourism, which ultimately influence the degree to which they are willing to support CHT. This research therefore offers a more thorough assessment of heritage proximity with numerous different tourism-related impacts as well as support.

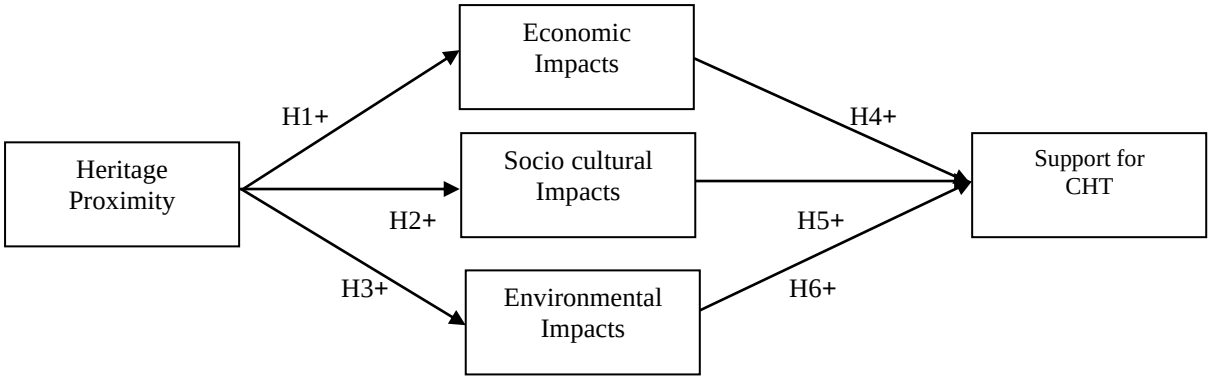


**Figure 1. Proposed framework**

## III. MATERIALS AND METHODS

### 3.1 The Research Area

The region of Jammu and Kashmir in India served as the research setting that was carried out. Jammu and Kashmir an Indian union territory that comprises the southern part of the wider region of Kashmir that has being an issue of a conflict among India and Pakistan from 1947 as well as among India and China from 1962. Jammu and Kashmir is situated in Northern Indian subcontinent, centred on the plains surrounding Jammu to the south and also the Kashmir Valley to the north. Jammu and Kashmir has an eastern border with Ladakh, an Indian union territory, Himachal Pradesh and Punjab, two states of India, border it on the south, Pakistan is to the south-west, and the Pakistani-administered region of Kashmir towards the northwest. Jammu & Kashmir possesses an unrivalled culture and heritage treasure. The physical as well as intangible cultural heritage richness of Jammu and Kashmir is immense, and both divisions were recognized for their distinctive cultural treasures. Due to the region's religious diversity, it is renowned for its dynamic cultural richness. It brings together individuals of Hinduism, Sikhism, Muslims, and Buddhism, all of whom contribute to making Jammu and Kashmir a truly beautiful place by embracing their respective culture and thereby bringing about numerous improvements in their way of life. The area has both physical and intangible aspects of cultural heritage that dates back to the fourth millennium BC. Tangible cultural treasure includes monuments, historic places, artifacts etc, whereas the intangible cultural resources are characterised by people's beliefs, morals, and ways of living. To put it another way, Jammu and Kashmir's cultural heritage may be viewed in many different ways, among which are palaces, buildings, historical sites, forts, performance, cuisine, attire, events, beliefs, way of life, handicrafts, etc. This blend of physical and intangible assets functions together to create an atmosphere that is suitable for cultural heritage tourism. The area's wealth of cultural and historical treasures draws visitors from all over the globe.

### 3.2 Questionnaire design

The current study uses a quantitative methodology, making use of a self-administered survey, to gather data from local residents of chosen cultural heritage locations across Jammu and Kashmir. The survey was segmented into three primary sections. The preliminary section was designed to assess heritage proximity and includes items that assess residents' affiliation with their culture and heritage. After a thorough investigation of the appropriate research literature, valid and appropriate measurement variables were generated with the intention of assessing the notion of heritage proximity. A collection of statements will be provided to the participants, where they will be invited to rate how closely they identify with their cultural heritage. In order to assess Heritage proximity, four statements were adopted from prior investigations (Lwoga, 2018; Lwoga, 2019; Wei et al., 2021). Finally, In order to assess the concept of heritage proximity, a 5- point likert scale was adopted, with (1) signifying strongly disagrees while (5) signifying strongly agrees. The survey's subsequent section was intended to acquire responses from locals regarding their perspectives on tourism's three distinct impact domains. Five items adapted from prior studies were used to assess perceived economic impacts (Belisle & Hoy, 1980; Lwoga, 2018; Andriotis & Vaughan, 2003; Lee et al., 2007; Bestard and Nadal, 2007; Das and Sharma, 2009; Nunkoo and Ramkissoon, 2010; Stylidis et al., 2014; Lwoga, 2019; Wei et al. 2021). Five statements were employed in this research as a means of evaluating the underlying notion of locals' views of the area's socio-cultural impacts. These statements primarily derived from prior impact studies (Lankford & Howard, 1994; Dyer et al., 2007; Long et al., 1990; Andriotis and Vaughan, 2003; Andereck et al., 2005;

Ryan & Gu, 2009; McGehee & Andereck, 2004; Dyer et al., 2007; Yang et al., 2013; Stylidis et al., 2014; Lwoga, 2018; Lwoga, 2019; Wei et al., 2021). Four statements derived from prior studies were used to assess the underpinning construct local perception of tourism's environmental impacts (Pizam, 1978; Liu & Var; 1986; Var et al., 1985; Liu et al., 1987; Ap & Crompton, 1998; Yoon et al., 2001; Gu and Ryan, 2008; Byrd et al., 2009; Stylidis et al., 2014; Wei et al. 2021). In accordance with the non-forced technique, perceived impacts items were formulated in a position of neutrality by using a bipolar scale in which (1) represents a very strong negative, (5) represents a very strong positive, while (3) representing no change, in order to provide respondents the opportunity to freely specify the degree with which locals perceived such impacts as either positive or negative (Andereck et al., 2005; Jurowski et al., 1997; Ap & Crompton, 1998; Stylidis et al., 2014). In the third and final section, inhabitants' support was assessed across five statements using a Likert scale (wherein (1) signifies strong disagreement whereas (5) signify strong agreement). These items were derived from multiple prior studies (Perdue et al., 1990; Andereck & Vogt, 2000; Latkova & Vogt, 2012; Choi, 2013; Stylidis et al., 2014; Lwoga, 2019; McGehee & Andereck, 2004).

To evaluate the questionnaire's content and face validity, a bunch of prominent experts was recruited, comprising academic professionals, industry leaders, as well as academic researchers, who were all Jammu and Kashmir inhabitants, to examine the questionnaire, specifically sentence structuring, grammatical errors, phrasing, and vocabulary, and to calculate how long it will take to complete the survey. Participants were requested to remark on the items' applicability and clarity as well as provide suggestions for any crucial elements that may be overlooked. The expert group confirmed that the items were appropriate, and their suggestions for correcting any inaccuracies were also included. Once the initial evaluation was successfully completed, a pilot study involving (60) Jammu and Kashmir locals was undertaken. After carefully examining and analysing the responses gathered, the researcher made the required adjustments to the instrument in light of the findings of the pilot testing and the constructs' Cronbach's alpha ratios were more than the minimal of 0.70. (Hair et al., 1998) indicating the instrument's reliability was significant.

### 3.3 Data collection and sampling

This study's targeted population consisted of local residents who resided in specific cultural heritage places of Jammu and Kashmir, India. The Indian (union territory) of Jammu and Kashmir is made up of twenty distinct districts and therefore is divided into two divisions: the Srinagar division as well as the Jammu division. The samples for the research were obtained from the chosen cultural heritage sites across both Jammu and Kashmir provinces. In this research, a multistage sampling strategy was used. The first step in the process is dividing the twenty districts of Jammu and Kashmir into two distinct strata or divisions (stratified sampling), namely Jammu division which included (Jammu, Kathua, Samba, Rajouri, Kishtwar, Poonch, Udhampur, Ramban, Doda and Reasi) districts, whilst Kashmir division included (Srinagar, Anantnag, Pulwama, Ganderbal, Shopian, Kupwara, Bandipora, Kulgam, Baramulla and Budgam) districts. Then, two districts were picked from each stratum using the flat criterion, and then two sites were selected from each of those districts through a chit-bowl method (Random Sampling), amongst those that are included on the lists of Monuments of "National Importance and State Protected Monuments" in the region by Archaeological Survey of India (ASI). As a result, eight sites were selected, and participants were then selected from these specific areas using a systematic sampling approach. By adopting a systematic sampling method with a random initial point at these sites, the investigator was positioned, prepared to interrupt every third individual who passed by. This is in line with the procedure of data collecting that was employed by (Woosnam and Aleshinloye, 2013; Ouyang et al., 2017; Ribeiro et al., 2018; Megeirhi et al., 2020; Wang et al., 2021; Tam et al., 2022). After being briefed about the study's purpose and guaranteed their responses would be remained confidential, eligible respondents were encouraged to take part and handed a self-administered questionnaire. In the course of the data collecting period that lasted for three months, a total of 650 locals were reached and requested to participate. Of those, 500 made an agreement to engage and filled out the survey, which resulted in a 76.9% respond rate. However, fifteen of the questions had crucial elements that had been either left empty or incorrectly completed; such questions were removed from the dataset before further analysis could be performed, leaving a total of 485 questionnaires to be utilised. This is in accordance with SEM's minimal sample size requirements (Hair et al., 2014).

### 3.4 Data analysis

The researchers used a series of software to analyse the data that were collected, such as the "statistical package for the social sciences" (SPSS 26) as well as an "analysis of moment structures" (AMOS 23). A technique consisting of two stages of structural modelling was used while carrying out the analysis for current research (Anderson & Gerbing, 1988). In the beginning, a measurement model was developed (using CFA, which stands for confirmatory factor analysis) to be able to validate the factor patterns of each of the hypothesized model's constructs, in addition to examining the estimations of reliability as

well as validity. After this was completed, a structural path model was produced in order to examine every one of the hypotheses that had been proposed. Before the commencement of the data processing a screening, procedure was undertaken on the data in order to detect responses that were either missing or unengaged as well as to evaluate the normality. The kurtosis as well as skewness values were evaluated, and the results showed that the values for all factors did not deviate from the normal distribution and fell within the parameters of the specified criterion (Hair et al. 2018).

## IV. RESULTS AND ANALYSIS

### 4.1 Demographic data

Participants' demographic details are shown in the (Table, 1). Due to socio cultural constraints, more men (72.2%) than women (27.8%) participated in the survey. Participants' ages ranged between 35 and 44 years of age (38%), within the age range of 45-54 (23.7%), between the ages of 55 to 64 years old (23.3%), and 25 to 34 years old (10.5%), whereas only 4.1% of participants were beyond 65 years old. In terms of participants' educational backgrounds, 42.1% having a bachelor's degree, 30.1% held advanced degrees, 14.8% had technical degrees, and 13.0% had finished high school. Furthermore, 36.3% of respondents are public sector employees, 31.5% operate their own businesses, 19.4% are private sector employees, and 12.8% are 'housewives'. Regarding the monthly household income, most participants (69.9%) reported incomes among Rs. 10,000 and Rs. 89999, while 30.1% claimed income among Rs. 90000 and Rs. 169000.

**Table 1. Respondents' Demographic Characteristics**

| Demographic | Frequency | % | Demographic | Frequency | % |
|---|---|---|---|---|---|
| **Age (n=485)** | | | **Employment (n=485)** | | |
| 25-34 | 51 | 10.5 | Private sector employee | 94 | 19.4 |
| 35-44 | 186 | 38.4 | Public sector employee | 176 | 36.3 |
| 45-54 | 115 | 23.7 | Self employed | 153 | 31.5 |
| 55-64 | 113 | 23.3 | Housewife | 62 | 12.8 |
| 65 above | 20 | 4.1 | | | |
| **Gender (n=485)** | | | **Income* (n=485)** | | |
| Male | 350 | 72.2 | Rs. 10, 000 - Rs. 49, 999 | 150 | 30.9 |
| Female | 135 | 27.8 | Rs. 50,000 – Rs. 89999 | 189 | 39.0 |
| **Education level (n=485)** | | | Rs. 90000- Rs. 129999 | 124 | 25.6 |
| High school | | | Rs. 130000 - Rs. 169000 | 22 | 4.5 |
| College degree | 63 | 13.0 | | | |
| Advanced degree | 204 | 42.1 | | | |
| Technical degree | 146 | 30.1 | | | |
| | 72 | 14.8 | | | |

### 4.2. Measurement Model

According to the two-step technique suggested by Anderson and Gerbing (1988), prior to confirming the hypothesis, CFA was carried out in the measurement model via the use of AMOS 23.0, employing a maximum likelihood estimate to determine how well the model fits the data altogether and to verify the constructs' validity and reliability. The existing model fit was evaluated through indices of model fit like (CMIN/df, GFI, SRMR, CFI, TLI, and RMSEA), and the findings

(Table, 2) indicate a decent model fit: Chi-square ($\chi 2$) = 411.097, Df = 220 GFI = 0.932, CMIN/DF = 1.869, TLI = 0.982, CFI = 0.985, SRMR = 0.24 and RMSEA = 0.042 (Byrne et al., 1989; Hair et al., 2010; Kline, 2005; Hu and Bentler, 1998; Bentler, 1990; Schumacker and Lomax, 2004).

After evaluating and validating the model's overall fit, the confirmation of construct validity and reliability followed next. As is apparent through (Table, 2), composite reliability values were more than that of the permitted value of 0.70 that was proposed by Hair et al., (2010), thereby providing evidence to support the argument that the measurements are reliable. According to Newman (2003), the convergent as well as discriminant validities need to be achieved in order to establish construct validity. For the purpose of evaluating the convergent validity of the data, standardised factor loadings in addition to the Average Variance Extracted (AVE) have been used. As may be evident from (Table, 2), all of the standardised factor loadings exceeded the minimal requirements of 0.5 that was suggested by Hair et al. (2010), and also the AVE values were all higher than 0.5 (Fornell & Larcker, 1981; Hair et al., 2010). Furthermore, (Table, 3) displays the discriminant validity outcomes, which demonstrates that for each component, the square root of AVE exceeds their correlation coefficient values, indicating that the instrument has discriminant validity (Fornell, & Larcker, 1981).

**Table 2. Findings of the measurement model**

| Constructs/Items | Item loadings | CR | AVE |
|---|---|---|---|
| **Heritage proximity** | | **0.93** | **0.78** |
| Cultural heritage means a lot to me | .876 | | |
| Cultural heritage of my area reminds me of regional history | .889 | | |
| I feel cultural heritage are part of me | .875 | | |
| I identify strongly with the cultural heritage of my area | .908 | | |
| **Environmental Impacts** | | **0.93** | **0.77** |
| Environmental pollution | .899 | | |
| Crowding | .886 | | |
| Noise level | .849 | | |
| Traffic congestions | .888 | | |
| **Economic Impacts** | | **0.95** | **0.79** |
| Job opportunities for the local people | .906 | | |
| Infrastructure | .929 | | |
| Prices of land and housing | .892 | | |
| Revenue generates in the economy | .830 | | |
| Standard of living | .904 | | |
| **Socio cultural Impacts** | | **0.94** | **0.76** |
| Possibility of meeting people from diverse cultures | .853 | | |
| The spirit of community | .904 | | |
| Cultural activities/ entertainment | .856 | | |
| Crime level | .896 | | |
| Availability of recreational facilities | .871 | | |
| **Support** | | **0.96** | **0.83** |
| I support current cultural heritage tourism developments | .919 | | |
| Government financing for CHT promotion | .921 | | |
| A rise in the volume of people | .914 | | |
| It is critical to create plans to regulate historical site Conservation and the expansion of CHT | .887 | | |
| Cultural heritage tourism should be further developed | .935 | | |

**Table 3. Discriminant validity outcomes**

| Constructs | ECIM | SUP | SOCIM | ENVIM | Heritage |
|---|---|---|---|---|---|
| **ECIM** | **0.893** | | | | |
| **SUP** | 0.722*** | **0.915** | | | |
| **SOCIM** | 0.680*** | 0.807*** | **0.876** | | |
| **ENVIM** | 0.567*** | 0.676*** | 0.706*** | **0.881** | |
| **Heritage** | 0.759*** | 0.745*** | 0.693*** | 0.640*** | **0.887** |

Note: Estimates in bold on the diagonal reflect the AVE's square root, while estimates off the diagonal are the correlation coefficient.

### 4.3 Structural Model

After it was demonstrated that the measurement model had a satisfactory model fit, the structural equation model (SEM) was analyzed using the maximum likelihood technique in order to test and verify a total of six hypotheses. Different fit indices were utilised to evaluate the validity of the structural model. Results for the Structural model's goodness-of-fit indices, derived using AMOS, are shown in (Table, 4) and overall outcomes were satisfactory. More specifically, $X^2$ = 548.366, DF = 224, CMIN/DF = 2.448, p-value = .000, RMSEA .055, SRMR. 066. GFI, CFI and TLI values were exceptionally high at .909, .974, and .971. Thus, the hypothesised model provided a satisfactory justification for provided data.

**Table 4. Measurement and structure Model-fit indices**

| Fit indices | $X^2$ | df | $X^2$/df | p | GFI | CFI | TLI | SRMR | RMSEA |
|---|---|---|---|---|---|---|---|---|---|
| Measurement Model | 411.097 | 220 | 1.869 | 0.000 | 0.93 | 0.98 | 0.982 | 0.024 | 0.042 |
| Structural model | 548.366 | 224 | 2.448 | 0.000 | 0.90 | 0.97 | 0.971 | 0.066 | 0.055 |

Note: "CFI: Comparative fit index; TLI: Tucker-Lewis index; RMSEA: Root mean square error of approximation; GFI: Goodness of Fit-Index; SRMR: standardised root mean square residual".

In spite of the fact that there appears a valid and acceptable model fit, that may not necessarily guarantee that the proposed hypothesis is accurate. Consequently, a model has to go through further verification to see whether or not the stated hypotheses are in the expected direction and whether or not they are non-trivial (Hair et al., 2010). Thus, the structural framework was analysed in order to assess the suggested hypothesis for this particular research using its five variables, which included "heritage proximity, economic impacts, social impacts, environmental impacts, as well as support towards cultural heritage tourism". In the current investigation, the crucial values, together with predicted path magnitudes and p-value, were used to possibly approve or reject the hypotheses. (Table, 5) exhibits the standardised estimates, critical value, as well as p-values for each hypothesis, suggesting that they are all accepted in the desired direction.

**Table 5. Hypothesis testing**

| (H) | Hypothesized Relation | Standardised estimate | S. E | C.R | P | Results |
|---|---|---|---|---|---|---|
| H1 | Heritage proximity → Economic | .834 | .041 | 20.453 | *** | Supported |
| H2 | Heritage proximity → Social | .742 | .041 | 17.946 | *** | Supported |
| H3 | Heritage proximity → Environmental | .705 | .044 | 15.932 | *** | Supported |
| H4 | Economic → Support | .294 | .036 | 8.250 | *** | Supported |
| H5 | Social → Support | .508 | .039 | 13.039 | *** | Supported |
| H6 | Environmental → Support | .178 | .034 | 5.221 | *** | Supported |

*** P < 0.001.

Hence (Table, 2) confirms that the hypothesis ($H_1$) suggesting a positive association exists among heritage proximity with economic impacts (t=20.453, β =.834, p=.000) is supported by the data. Furthermore, the relationship between heritage proximity and social and cultural impacts (H2) is positive and statistically significant (t=17.946, β =.742, p.000). The path coefficient value for (H3) is significant (t = 15.932, β =.705, p=.000), suggesting a positive relationship among heritage proximity and inhabitants' perceptions of environmental impacts. Thus, there exists a direct and strong positive association among heritage proximity and inhabitants' perceived impacts. In terms of the association between the perceived impacts that resident's encounter and their support, according to the findings of the research, perceived impacts exerted a direct favourable effect on support. To be more specific, (H4) locals' perceptions of the economic impacts have a (substantial), and (positive affect) on support for the sector (t=8.250, p=.000, β =.294, p=.000). Similarly, there exists a positive significant relation (H5) among citizens' perceptions of socio-cultural impacts and their support (t=13.039, β =.502, p=.000). In terms of (H6), path coefficient value (t=5.221, β =.178, p=.000) suggests that locals' opinions of the environmental effects are positively related to their support towards the industry.

## V. CONCLUSION

This investigation was undertaken to explore locals' support towards cultural heritage tourism using the "triple bottom line" method as well as a non-forced method for evaluating locals' assessments of tourism's anticipated impacts. As a result, this research investigates the influence of heritage proximity in affecting people perspectives regarding

tourism's "economic, socio cultural and environmental" consequences, which then were anticipated to demonstrate their support towards CHT. This inquiry contributes new insights to the prevailing literature on tourism planning via broadening the scope of SET paradigm by investigating heritage proximity and how it influences community reactions to tourism. Our results, which are consistent with those of (Lwoga, 2018 and Wei et al., 2021), demonstrate that Heritage proximity positively influences people' perceptions of the effects of tourism (supporting H1, H2, H3). Additionally, this study enhances our knowledge among these associations by confirming the influence of heritage proximity on perceived "economic, socio-cultural, environmental" impacts, by applying "triple bottom line" method which has mainly been neglected in earlier investigations. Especially, the present results indicate that the more favourably locals associated with the culture and heritage that is promoted for visitors, the more favourably they recognise the "economic, socio-cultural, environmental" consequences of tourism. These outcomes indicate that heritage proximity is indeed the "lens" by which locals assess the effects of tourism. Consequently, a higher positive identification with the cultural heritage results in a softer, more favourable assessment of the benefits of tourism (and higher support), while a lesser positive affiliation results in a harsher assessment (and hence lesser support). It is important to emphasize, though, that the comparative magnitude of the associations across heritage proximity and the various perceived impacts might change based upon local context. For instance, in the context of Jammu and Kashmir, heritage proximity exerts a stronger effect on socio cultural and economic effects than it does on environmental effects. More specifically, heritage proximity exhibited a significant direct favourable influence on inhabitants' perspectives of economic impacts. This means that people who feel strongly about their cultural heritage viewed the economic effects favourably and anticipated that future tourism growth would raise living standards, increase job opportunities, significantly raise the living standards, and further generate income for the community. Likewise, there was a significant and favourable influence of heritage proximity on inhabitants' perceptions of socio-cultural effects, demonstrating that locals also highly value the socio-cultural contributions of the industry (cultural events, and entertainment/recreational opportunities) in the area. Ultimately, residence image showed a favourable effect on locals' environmental views of tourism.

Furthermore, this research proposed that there exist a positive association across perceived (socio cultural, environmental, as well as economic) effects and inhabitants' support (H4, H5, and H6). The observations demonstrate that locals' assessments of the effects of tourism exert a favourable influence on people's support. Consequently, the present results support the notion of SET and earlier studies (Yoon et al., 2001; Jurowski et al., 1997; Gursoy et al., 2010; Gursoy and Rutherford, 2004; Woo et al., 2015; Prayag et al., 2013; Stylidis et al., 2014; Gnji et al., 2017; Almeida-García et al., 2016; McGehee & Andereck, 2004; Stylidis & Quintero, 2022), according to which peoples are more probably endorse tourism growth if they anticipate that the advantages of the development will exceed the possible adverse effects on the community. Therefore, the study results have revealed positive substantial associations among all three aspects of perceived impacts with locals' support. The hypothesis (H4) was accepted, indicating that a higher positive perception of economic effects leads to stronger support for CHT. This is a reflection of the widely held belief that tourism can serve as an engine for the region's economic improvements (Prayag et al., 2013). Similarly, it was shown that locals are more inclined to support CHT when they have a more favourable perspective of socio-cultural effects (H5). In Jammu and Kashmir, cultural heritage tourism generally viewed as a vehicle which, besides contributing towards the regional economy, has the potential to increase the living standards through social and cultural facets of their life. The validation of (H4) and (H5) is in accordance to the observations of Stylidis et al., (2014), who employed a non-forced technique in measuring the effects of tourism, in addition to their support. Hypothesis (H6) were also accepted, demonstrating that the greater (or lesser) positively locals assess the environmental consequences of tourism, the higher (or lesser) support they exhibit towards development. This is in accordance to the observations of Stylidis et al. (2014), who found a positive although insignificant influence of perceived environmental consequences on support. However, within the current investigation, the influence of "economic and socio-cultural impacts" outweighs the magnitude of "environmental impacts" affecting local support. One possible explanation is that CHT is currently in its initial phases of expansion; therefore "economic and socio-cultural" advantages potentially have a more positive influence on local residents than environmental concerns. The environmental problems may become more severe and visible to inhabitants over long run as the industry grows (Dyer et al., 2007).

### 5.1 Theoretical implications

This research advances theoretic understanding of tourism by providing a method to ascertain how locals feel about and support cultural heritage tourism. This study takes into account the proximity of heritage sites as a possible indicator of locals' opinions in terms of the impacts that tourism has on the community, contributing to the ongoing debate regarding the relevance and importance of heritage

proximity in forming local perspectives on tourism's effects. It's noteworthy to highlight that in previous investigation, the term "proximity" was used to refer to a location's geographical/ spatial proximity that was understood to indicate how close or far away residents and tourist destinations were from each other. However, few researchers (Lwoga, 2018; Lwoga, 2019; Wei et al. 2021) apply the concept of proximity within heritage related studies and describe "perceptual distance among locals and those promoting the area's heritage at a particular place" and assess its influence on community attitude regarding tourism effects. Nevertheless, in attempting to evaluate the relationship between heritage proximity with local views regarding tourism impacts, such investigations utilise a prior category of impacts either as positive or negative, thereby neglecting residents' own evaluations of such impacts. The current research therefore constitutes the first of its kind to analyse the association across heritage proximity with inhabitants' perspectives of "socio-cultural, environmental, as well as economic impacts" from tourism using the triple-bottom-line technique, that contribute to a more thorough understanding of the ways in which the heritage proximity affects various tourism domains impacts. The findings show that heritage proximity has a favourable impact on inhabitant's perceptions of tourism "economic, sociocultural, environmental" impacts. Consequently, the evidences indicate that the greater the perceptual proximity of community residents towards their culture and heritage that has been commercialised to stimulate tourist expansion, the more likely they are to recognise the beneficial effects of the sector as well as support its expansion.

Additionally, methodological aspects in the assessment of heritage proximity and tourism impacts were also addressed. The results, which make use of a non-forced as well as the "triple bottom line" framework, show the validity of the residents' support model. Moreover, this research adds to theoretical development within the domain of CHT by offering empirical support for social exchange theory. This theory argues that when locals assume that the advantage of additional tourism outweigh any possible costs, it is quite expected that they will favour the tourism business. According to the findings of the study, inhabitants are more likely to express their endorsement for the proposed development of the CHT in Jammu and Kashmir, if they exhibit a positive impression of the impacts of the industry. Last but not least, the present research was carried out within the context of cultural heritage of a developing nation that is currently in the early stages of developing its cultural heritage tourism industry. The significance of concentrating on such underdeveloped tourist hotspots was emphasised by Vargas-Sanchez et al., (2009).

**5.2 Practical implications**

The current study provides beneficial information that can be utilised in long term marketing as well as growth strategies for cultural heritage tourism in Jammu and Kashmir. In accordance with the study's results, the proximity of cultural heritage exhibits a direct effect on how residents see the effects of tourism, whereas an indirect effect on CHT support. This shows that if residents do not have a deep affinity with their culture and heritage, then it is possible that the mechanisms established by cultural heritage planning authorities to stimulate residents' perception of positive benefits and support towards the expansion of CHT may be ineffective. Consequently, authorities should pay a high priority on communities' proximity to their heritage while formulating plans for and developing tourism based on cultural heritage. This may be accomplished by promoting tourism that utilizes local cultural assets in a manner that enhances rather than diminishes community members' attachment to these assets. Therefore, local tourism destination development authorities must emphasize on communities' affiliation towards their cultural legacy.

The monitoring of the changes that are brought about by increased growth is an essential aspect in the planning process for tourism. For tourism policy and planning to be effective, it is necessary to address the changes which will occur in local communities and their environments, particularly with regards to preserving traditional ways of life, cultural traditions, and overall community standard of living in the region. According to the results of this research, inhabitants are likely to respond differently to the effects of tourism depending on how strongly they identify with their cultural heritage. As a result, planners should mitigate the adverse effects of development by taking into account the nature of communities' links towards their historic heritage. Further, authorities should perform an assessment of stakeholders in order to comprehend the residents' patterns of heritage proximity. In addition, a detailed inventory of the locations throughout the region that residents value the most should be prepared, and zoning as well as other measures to safeguard these locations should be implemented. One of these measures is to strengthen the local cultural as well as spiritual beliefs in order to strengthen their ties to their respective cultural legacies. These regional initiatives may help residents develop a favourable opinion of the tourism sector and obtain their support, while also facilitating in the identification of locations that need to be protected from future development. In practice, such initiatives can only succeed through the cooperation and involvement of the residents living in the surrounding communities.

In addition, the findings demonstrate a positive association among tourism's effects and locals'

support towards the expansion of CHT. To be more specific, the findings indicate that local residents perceive the expansion of CHT as having positive benefits not only on the economic domain but also on the socio-cultural fabric in their areas. Furthermore, it was shown that significant support from the communities on a local level for the expansion of CHT is heavily influenced by locals' assessments of these impacts. As a consequence, officials should pay careful attention towards the unfavourable perceived effects, like environmental concerns, which intensify during peak tourist seasons. Therefore, measures for addressing and minimising these adverse impacts must be adopted by the organizations in charge of CHT development. If these concerns are not rectified, it is possible that residents in the region might, in the future, start to oppose the growth of the industry.

### 5.3 Research limitations and suggestions

This study has few limitations, which pave the way for further studies. This research examined local support towards cultural heritage tourism in Jammu and Kashmir, India, which is currently in its early stages. Accordingly, the key limitation of this investigation is that it was undertaken in a particular location. There is a need for further testing of the framework in different regions, considering destinations are distinct in terms of their historical affiliation, level of tourism growth, as well as impacts. Second, the suggested model focuses mainly on heritage proximity being a predictor of perceived tourism effects and support. There are numerous additional factors that affect locals' opinions as well as support; hence future studies may include the necessary factors (including residence image, local community involvement, as well as some moderating factors, like employment in the tourism industry, socioeconomic and demographic factors, etc.) that could help to further describe this relationship. Third, since the study was conducted over a specified time period, it carries major limitations in terms of longitudinal characteristics. As a result, if the present model were to be verified in longitudinal research, it is possible that the findings would be different. This is mostly because locals' perceptions of the effects of tourism are dynamic and may alter at various stages of a destination's life(cycles).

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