



PLANNING MALAYSIA:

Journal of the Malaysian Institute of Planners

VOLUME 21 ISSUE 1 (2023), Page 146 – 162

THE INFLUENCE OF SOCIO-CULTURAL AND ECONOMIC IMPACT ON TOURISM SUPPORT: A MEDIATING ROLE OF COMMUNITY VALUE

Nazirullah¹, Ahmad Puad Mat Som², Nur Shahirah Mior Shariffuddin³, Wan Mohd Adzim Wan Mohd Zain⁴, Amer Al Qassem⁵

^{1,2,3,4}*Faculty of Applied Social Sciences,*
UNIVERSITI SULTAN ZAINAL ABIDIN, MALAYSIA

⁵*School of Business*
SKYLINE UNIVERSITY COLLEGE,
UNITED ARAB EMIRATES

Abstract

This research aims to determine the influence of citizens' socio-cultural and economic impact on tourism support. In addition, the study also measured the mediating effect of community value between socio-cultural, economic impact and tourism support. The theoretical foundation of social exchange theory was applied in the form of cost and benefit analysis to predictively test the socio-cultural, economic impact, community value and tourism support model. The nature of the study was quantitative and correlational research design. Residents of Gilgit Baltistan answered a total of 454 survey questionnaires. The association between community value, socio-cultural and economic impact constructs and the locals' resident support for future tourism were examined using structural equation modelling (SEM) (AMOS Version-28). The findings show that socio-cultural, economic impact and community value have statistically significant and positive predictors for tourism support among residents. The suggestion was put forward to the policymakers that socio-cultural and economic implications improve community value, and all these factors could sustainably boost objective support for tourism.

Keywords: Socio-cultural, Economic Impact, Tourism Support, Community Value

¹ Postgraduate Researcher at University Sultan Zainal Abidin Email: nazirkhan730@gmail.com

INTRODUCTION

The study focuses on tourism support's socio-cultural and economic impact and its mediating role of community value. The socio-cultural and economic impact could play a considerable role in supporting the tourism industry. So far, the research on this topic focuses on the following aspects such as socio-cultural and economic impact, which is a positive drive to support tourism sustainably. The study explains the socio-cultural and economic impact and its effect on supporting tourism at the national level as well as in the broad sense for overall tourism development. To better understand tourism support and the role of socio-cultural and economic impact, this research needs to contribute to the tourism stakeholders with a practical simulative framework. This research could increase the demand for cultural activities and create more realistic opportunities to learn about other individuals' cultures. Although positive socio-cultural, economic impact and community value still need to be clarified in the tourism literature, and this research gap was filled by the empirical study. Social exchange theory (SET) testing is the theoretical contribution of this research which was tested and empirically justified in the advanced literature. Such as, Munanura et al. (2021) explained the community and environmental impact perception regarding support for tourism. Moreover, the current study applied the conceptual framework of Munanura et al. (2021, 2022) and derived the relationship between socio-cultural and economic impact regarding community value and tourism support. On the other hand, Munanura and Kline (2022) explained the relationship between ecocentric and commodity value orientation with the intervening effect of positive and negative impact attitudes toward satisfaction of life and support for tourism.

This problem has been largely studied and many viable solutions have been found. Comerio and Strozzi (2019) identified that tourism and socio-economic impact studies did not thoroughly conduct on the terrorism industry to support tourism, development, and its growth. It is widely acknowledged that local progress should strive towards environmental, economic, and socio-cultural sustainability, as emphasised by the United Nations Sustainable Development Goals 8 and 10 (SDGs) (United Nation, 2020). SDGs agenda worldwide focuses on achieving economic, social importance and the community value mindset which increases tourism sustainability for future generation (Giro, 2021; Higgins-Hall, 2019; Robinson et al., 2019; Desbiolles, 2018). The concept of sustainable tourism has long presented a challenge to those working in the business, policymakers, researchers, and governments. Due to the rapid growth of the tourism industry, it can be harmful to the environment and local communities because it is frequently regarded in economic development (Azinuddin et al., 2022a). Ultimately, the integrated values perceived and experienced by tourists are also contribute to the sustainable growth a of tourism destination (Azinuddin,

2022b). Since tourism support can have serious consequences, it is imperative to understand better the context of socio-cultural, economic impact and community value.

LITERATURE REVIEW

The debate on socio-economic impact is related to more than just supporting tourism, and its local economic planning to achieve SDGs agenda in general (Choe & Lugosi, 2022). Robinson et al. (2019) concluded that SDGs are embedded in national policy guidelines that still focus on sociological development with the help of socio-economic growth. These activities collectively preserve and reinforce geographical freedom to improve community value and capital accumulation for rural and urban livelihood (Bengtsson et al., 2018; Fuchs et al., 2021; Söderbaum, 2019). Söderbaum (2019) drew attention to the widespread socio-cultural impact on community value and tourism support, which can easily promote SDGs 8 and 10 at national levels.

According to Boluk et al. (2019), government and local citizens should emphasise sustainable tourism development and growth-oriented paradigms to support tourism. Social equality, good working conditions, and community quality of life are strong indicators of achieving long-term regional tourism support goals (Söderbaum, 2014, 2017; Lee & Chang, 2008). However, community value and tourism support planning need neoclassical methodologies, which can easily generate a sustainable economy for developing countries (Gretzel et al., 2020), even though many individuals try to boost community value to support tourism in society (Bramwell et al., 2017; Ioannides & Zampoukos, 2018). The numerous unsustainable tourist destination crises are due to the lack of planning of governmental and institutional tourism actions, which do not primarily focus on the socio-economic impact and its future development for rural and urban communities (Bengtsson et al., 2018). In light of this, our study emphasises on the significance of rural and urban citizens socio-cultural and economic impact on tourism support and community value for improving the country's overall tourism industry. From the above scientific literature review, this study hypothesised that socio-economic and cultural impacts are associated with tourism support among urban and rural tourism communities.

Advanced benefit approaches and maximum community value sustainability are the broader agenda of this tourism-based research study. Grandcourt (2020) revealed that traditional approaches do not need to counter the significance of socio-economic impact regarding tourism support at the global level (Grandcourt, 2020). As a result, both macro-and meso-level socio-economic views can contribute to the empirical literature regarding supporting tourism (Holland et al., 2022). Likewise, socio-economic generates revenue to the people of local income, and indirectly community value could improve. The results

concluded that socio-economic conditions influence tourism support and income (Dredge & Gyimóthy, 2015). The negative socio-economic impacts are already present in tourism literature, but positive socio-economic impact perception can sustainably push tourism support. According to Mahadevan and Suardi (2019), tourist expansion has little impact on reducing poverty and income, but the socio-economic impact can boost community value and regional tourist areas. Alam and Paramati (2016) found that socio-economic impact can affect tourism and add value to community people's life.

Shahbaz et al. (2020) revealed that socio-cultural impact influences tourism support, indirectly affecting community values. Adnyana and Nurwulandari's (2020) study observes that socio-economic status and the degree of tourism motivation are important factors for local community value improvement. The findings indicate that the tourist industry needs to pay greater attention to the local socio-economic condition. Similarly, Baum and Hai (2019) differentiated between poor and non-poor families regarding tourism support and urban and rural households' perspectives regarding tourism support. Their results suggested that the income of local families was improved due to the tourism industry. Nguyen (2022) tested the relationship between SET and the perception of tourism's impact on tourism development. Based on the above discussion, it can be hypothesised that social and economic impact perception influences community value and tourism support among local urban and rural citizens. However, as discussed in the literature, it was derived that socio-cultural and economic impact positively influences community value and tourism support. The below framework depicts a linear relationship between socio-cultural and economic impact, community value and tourism support (see Figure 1).

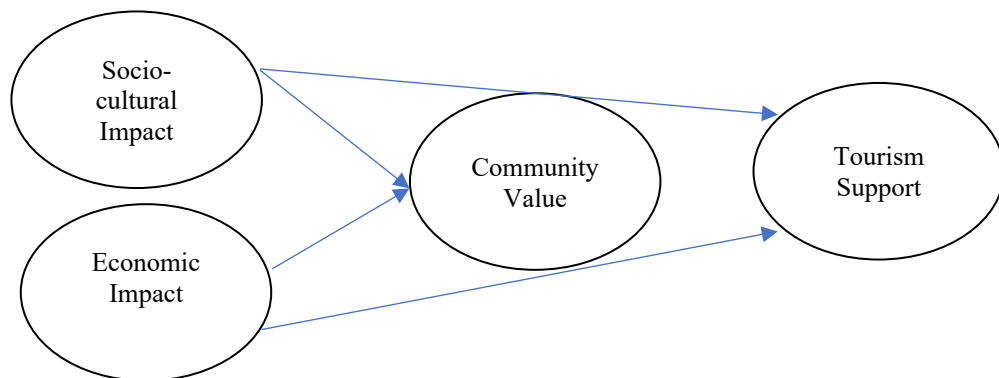


Figure 1: Framework of the study

RESEARCH DESIGN

The main objective of the study is to highlight the socio-cultural and economic impact that influences community value and tourism support. Considering the ethical considerations, the consent form was initially filled, and respondents were informed that data could be used only for research purposes. The present study applying a quantitative research design to know the predictive relationship between study constructs and test the social exchange theory lens. Similarly, the quantitative research deals with objective reality (Tashakkori & Creswell, 2007). The study used positivistic research methods associated with the quantitative research process. Similarly, population of the study was rural and urban community people of Gilgit Baltistan, Pakistan. The unit of the analysis for the study was both rural and urban areas community member (household leader). However, sixty-five (65) participants were selected for pilot study, and these responses were not included in the study total sample size. Simple random sampling (SRS) method were applied, and sample size was chosen through G*Power analysis software. According to Faul et al. (2007) that G*Power analysis can produce sample size for the actual generalization. Respondents filled the questionnaire face to face and current study calculated the sample size with four (4) number of predictors. Furthermore, power analysis calculated noncentrality parameter ($\lambda = 22.700$). Like, "Critical F" for sample size is (2.391) with numerator df (4). Denominator df was measured 449 during sample size calculation. The value of effect size of f square was 0.05. Furthermore, the cut-off point was measured with power ($1-\beta$ err prob= 0.98), actual power 0.980. Moreover, the (err prob= α = 0.05) value was 0.05. As a result, the sample size of (n=454) was statistically calculated with the above-mentioned mandatory conditions to generalize the quantitative research to the whole communities.

Tools and Survey Instrument

According to Mason (2017), the data collection tools, and the survey instrument is essential for quantitative research. The researchers employ a close-ended questionnaire to measure the forecasting effect of the latent constructs. Furthermore, Dixon et al. (2016) defined that a questionnaire collects quantitative data. The questionnaire scale was a 5-point Likert scale and data was collected from research respondents. Like this research was quasi-experimental survey-based design, which statistically confirmed the results.

DATA ANALYSIS

Using SPSS and SEM, the researcher employed descriptive and inferential statistics to examine the data (AMOS Version-28). Therefore, descriptive statistics were utilized to grasp the mean, standard deviation, and responses to the empirical questions posed for command of the phenomena. Mediation analysis

was used to understand the socio-cultural and economic impact directly influencing tourism support and the overall indirect influence on community value and tourism support. Equal to this, every study has a population parameter, and this study used a survey-like design to collect primary data through previously adaptive constructs. Such as socio-cultural impact on a 10-item scale and economic impact 7-items by Ap and Crompton (1998), tourism support 8-item scale by Munanura et al. (2021) and Munanura and Kline (2022), community value 9-item scale was adapted from the study of Burroughs and Rindfleisch (2002). SEM (AMOS) software depicts ubiquitous statistical results, and it could measure detailed instruments more validly and reliably to predict the future directional variation (Awang et al., 2016; Awang et al., 2017; Byrne, 2001). The role of reliability and validity of constructs are essential, and researchers also use SPSS and SEM (AMOS) to check measurement and structural model (Babbie et al., 2007; Byrne, 2001; Hair et al., 2014). Researchers measured simulation of exogenous and endogenous effect with an intervening construct for future prediction.

Measurement of Reliability, Validity and Correlation

The study revealed that socio-cultural has a relationship with economic impact, community value and tourism support. As a result, the socio-cultural impact has a higher positive significant relationship with tourism support, and the correlation coefficient was ($r = .229$) (see Table .1). Similarly, composite reliability and Cronbach alpha values met the threshold in the research study. Furthermore, the value of average variance extracted (AVE) met the research criteria and also factor loading of each construct (see Figure 2), such as there was no higher item error explanation than a variance. Likewise, the data normality was measured based on the mean and standard deviation for all the study variables.

Table 1: Continuous Constructs Association for Tourism Support (N=454)

Variables	AVE	C.R.	1	2	3	4	
1. Socio-cultural Impact	0.53	0.74	(.82)				
2. Economic Impact	0.56	0.72		(.80)			
3. Community Value	0.59	0.78	.262**	.252**	(.85)		
4. Tourism Support	0.55	0.71	.235**	.120*	.172**	(.83)	
Mean			.229**	2.951	3.293	3.047	2.901
S.D.			0.960	1.124	1.058	0.825	
Skewness			0.025	-0.261	-0.179	0.346	
Kurtosis			-0.709	-1.097	-0.882	0.109	

Cumulative %	65.004	64.312	70.283	59.962
KMO	.900	.891	.904	.893
Alpha Level	.879	.909	.896	.902

Note: *p<.05, **p<.01, ***p<.001. “Discriminant validity is shown in bracket parallel to correlation value”

Data Analysis Using Structural Equation Modeling

Consequently, the study used highly constructive simulation statistical model with the help of “F test with linear multiple regression: fixed model, R² deviation from zero”, and followed Covid-19 standard operating procedures (SOPs) during research data collection. The model fit for the conclusion was measured using SEM (AMOS). The final model was evaluated in this empirical study to project tourism support with factors of socio-cultural and economic impact. For instance, the final model has four (4) indicators, and their values of RMSEA and SRMR met the criteria of cutoff points such as .103 and .080 which is considered significant for model fit, whereas the GFI, CFI, NNFI values were .932, .928, and .915 which were also met the cutoff point of model fitness. The current model measured the value of $\chi^2/df = 2.556$ and $\chi^2/df = 3.875$, which met cutoff point. As a result, the model does not need modification method which is suggested by SEM output results. Like, causal and theoretical relationship have showed predictive simulation regarding community value and tourism support. According to the modeling phase, data pre-processing activities are necessary to counter inaccurate, blaring, superfluous and repetitive information in data and it were removed during confirmatory factor analysis to bring asymmetrical results. The study found that model was saturated best fit, and the P-value was smaller than (p<.05= 0.05) (see Figure 3). Equation .1 describes the “sum of squared differences” between the line and the actual data point minimization, and it is called least means squares in the multiple regressions and with the path of multiple predictors to know the actual statistical results.

Equation 1

$$Outcome\ i = (model) + error\ i$$

$$Y = (b_0 + b_1 X_{i1} + b_2 X_{i2} + \dots + b_n X_n) + \epsilon_i$$

The SEM examines the extent of dependence in the linear equation model and ultimately contributes to structural modeling in applied statistics. The SEM fundamental formula is written down in the below Equation .2 which were applied to the current research.

Equation 2

$$C(\alpha, \alpha) = [N - r] \left[\sum_{g=1}^G \frac{(N)^g f(\mu^g, \Sigma g, x^{(g)}, S^{(g)})}{N} \right] = [N - r] F(\alpha, \alpha)$$

$$fkl(\mu^g \Sigma^{(g)} x^{(g)} S^{(g)}) = \log \left[\sum g \right] + tr(S^{(g)} \Sigma^{(g-1)} + (x^{(g)} - \mu^g) \Sigma^{(g-1)} (x^{(g)} - \mu^g)).$$

$$c = (N^1 - 1)F^{(1)} = (N - 1)F.$$

$$C = \sum_{g=1}^{(G)} N^{(g)} F^{(g)} = FN.$$

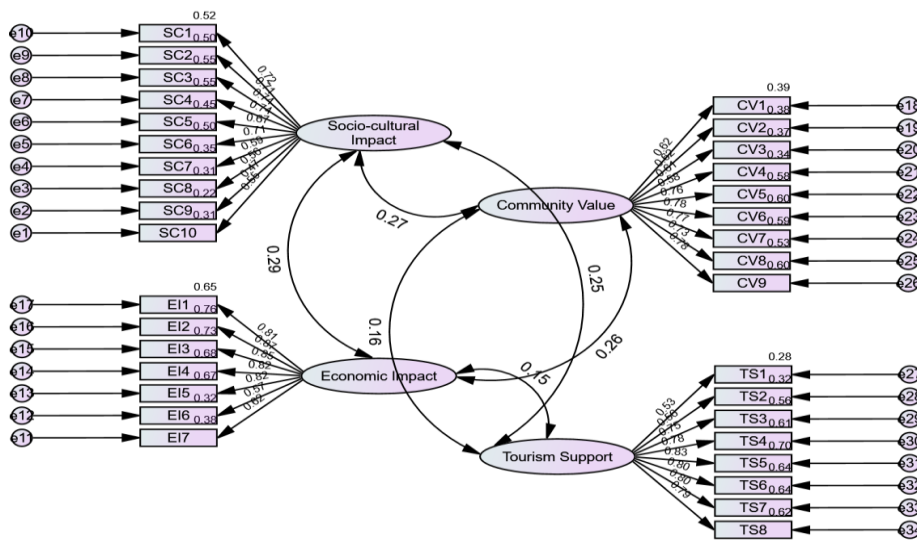
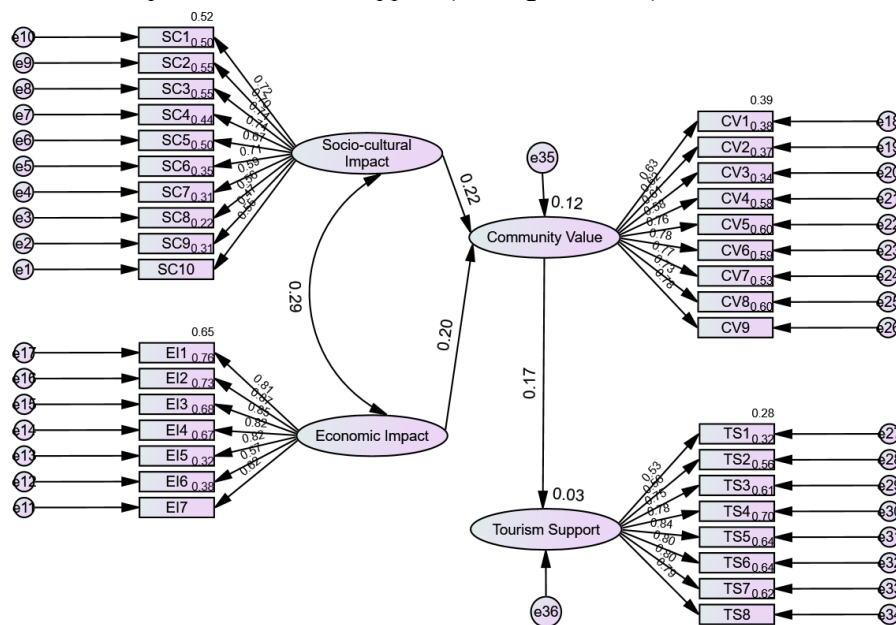


Figure 2: Construct Confirmatory Measurement Model (N=454)

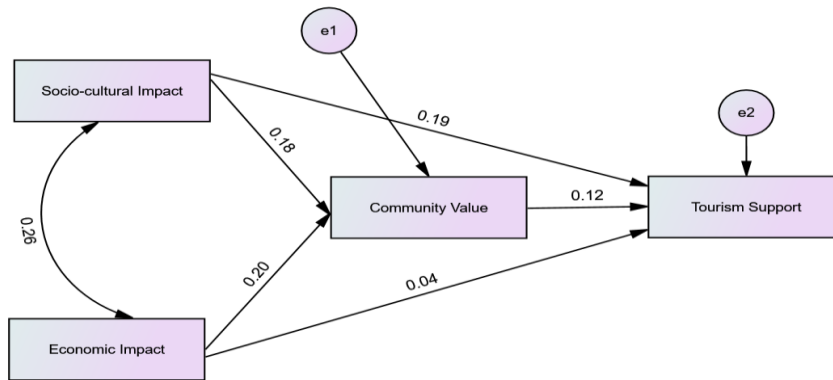
The saturated model was depicted in Figure 3 and the model paths such as socio-cultural and economic impact have predictive association between community value and tourism support. The inferential data concluded that socio-cultural and economic impact were a strong coefficient for community value when applied to the model of tourism support. Similarly, the R^2 variance was $100 \times .056 = 5\%$. It means 5 percent variance or change would occur in tourism support when socio-cultural and economic impact applied to the theoretical model, which is further linked with community value intervening effect. Equally, R^2 was measure for socio-cultural, economic impact and community value to measure the variance or change of $100 \times .069 = 6\%$. The R^2 predicted 6 percent change in the tourism support if socio-cultural, economic impact and community value added to the whole model. The proposed hypotheses were statistically

justified that community value mediate the relationship between socio-cultural, economic impact and tourism support (see Figure 3 & 4).



Note: "A complex multivariate measurement model of three exogenous constructs and one endogenous indicator. Completely standardized maximum likelihood parameter estimate for tourism support".

Figure 3: Complex Multivariate Measurement Model Fit Standardized Regression Coefficient (N=454)



Note: "A complex multivariate structural model for hypothesis testing with completely standardized maximum likelihood parameter estimate for tourism support".

Figure 4: Complex Multivariate Structural Model Fit Standardized Regression Hypotheses (N=454)

The study used bootstrapping technique to assess the direct and indirect effects and better understand the simulation estimation of the model fit. Socio-cultural, economic impact and community value were, directly and indirectly, affected tourism support at community level. Such as, Valeri and Vander Weele (2013) defined that individual model need condition of 5000-bootstrapped sample for reliable and valid SEM based linear multiple simulation association between constructs (see Figure 4).

Table 2: Standardized Estimates of Direct and Indirect Effects for the Paths of Tourism Support (N=454)

Variables	Community Value		Tourism Support	
	β	S.E	β	S.E
Socio-cultural Impact	.200***	.051	.164***	.041
Economic Impact	.192***	.044	.030	.035
Community Value	-	-	.091***	.037
Model 1: R ²	0.056			
Model 2: R ²	0.069			

NOTE: *P<.05, **P<.01, ***P<.001

The current paper hypothesized that socio-cultural and economic impact directly and indirectly influence tourism support with intervening effect of community value. Likewise, the results of direct effects revealed that socio-cultural has a strong positive predictor for tourism support with beta ($\beta=.164$ and $\beta=.030$). At the same time, socio-cultural and economic impact have significant positive influence on community value ($\beta=.200$ and $\beta=.192$). The results showed that community value has positive association regarding tourism support ($\beta=.091$). The whole model depicted that socio-cultural, economic impact and community value significantly increase tourism support (see Table .2).

Table 3: Hypothetical Paths and Significant Level of Approval for Tourism Support (N=454)

Hypotheses	Paths	Construct	Estimate (β)	S.E.	C.R.	P	Label
Community Value	<---	Socio-cultural Impact	0.200	0.051	3.915	***	Sig
Community Value	<---	Economic Impact	0.192	0.044	4.412	***	Sig
Tourism Support	<---	Socio-cultural Impact	0.164	0.041	3.999	***	Sig
Tourism Support	<---	Economic Impact	0.03	0.035	0.849	0.396	Insig
Tourism Support	<---	Community Value	0.091	0.037	2.462	0.014	Sig

Note: * $p<.05$, ** $p<.01$, *** $p<.001$,

The projection of model fit showed that four hypotheses were accepted, and the theoretical and projective model can bring changes in tourism support. Alike, the prediction of hiding and observed hypotheses have a significant positive relationship with the outcome construct. Finally, the results of the paths concluded that one path was insignificant, such as individual economic impact does not directly affect tourism support (see Table .3). Moreover, the study measured the intervening effect of community value between socio-cultural, economic impact and tourism support. On the other hand, four significant hypotheses proved that these three independent constructs were projecting tourism support.

DISCUSSION

The researchers discovered that this sophisticated strategy and scale measurement is satisfactory for other academic researchers and governmental organizations to work on socio-cultural and economic impact in the context of community value and tourism support. Generalising the results to the tourism industry regarding local community support should be done for tourism development. Due to the

study's limitations, the conclusions may broadly apply to other rural and urban tourism-dependent communities. To promote tourism support, policymakers should work with a conscious measure of positive socio-cultural, economic impact and community value. Likewise, the study of Castro et al. (2023) suggested that socio-cultural impact influence tourism in a positive way and residents should play a positive role in tourism support, especially in film tourism. The result of the current study is linked with the above-mentioned projective findings, such as socio-cultural impact having a strong positive association with tourism support among residents. This finding is consistent with the results of a study conducted at Langkawi Island by Jaafar et al. (2017), which either identifies the interest of locals engaging in tourism improvement activities, regardless of how they perceive these activities can affect their personal lives in the community or not. Moreover, the current study tested the fundamental assumption of the social exchange theory concerning tourism support via socio-cultural and economic impact. In a similar vein, Castro et al. (2023) found that the study findings support the lens of social exchange theory cost and benefit analysis.

The present study hypothesised that socio-cultural and economic impact relates to community value and support for tourism. Apak and Gürbüz (2023) also revealed the economic and socio-cultural effects of sustainable tourism support. The study results show that perceived community value and beneficial tourism effects influence tourism support among local residents (Qin et al., 2021). In addition, the socio-cultural and economic impact is associated with the community perceived value among rural and urban residents and presents good theoretical factors for tourism. The local governments in rural and urban tourism places may benefit from this scientific model in future researches (Rasoolimanesh et al., 2017). Several authors suggested that perceived positive socio-cultural and economic outcomes support tourism, and its effect brings development in the tourism industry. Furthermore, it has been demonstrated that local residents' attitudes toward community value influence support for tourism. The study recommends to policymakers that official institutions, tourist industry experts, and non-governmental groups should improve community value and understand the attitudes and behaviours of the local population for tourism support (Aman et al., 2019; Erkilic, 2019; Uslu et al., 2020). This includes maintaining a destination's competitive edge in terms of its rare, unique, or irreplaceable resources is essential for destination management (Mior Shariffuddin et al., 2020). The current study result confirms that socio-cultural and economic impact directly and indirectly influence tourism support with the intervening effect of community value. The total effect of the model depicted that socio-cultural, economic impact and community value increase tourism support.

CONCLUSION

The main conclusion of this work is to explain the socio-cultural and economic impact on community value and tourism support. Understanding how socio-cultural and economic impact increases tourism support and community value in this paper. Socio-cultural and economic impact assessments often follow the macro-micro sociological viewpoint to overlook the Meso-level perspective in tourism development, and this study measured it for future prediction. From the social exchange theory lens, it is discussed that cost and benefits analysis sustains the model of tourism support and community value. The study connected socio-cultural and economic impact with community value and tourism support. In conclusion, findings showed that socio-cultural and economic impact increase tourism support, which is a big challenge for the tourism industry in developing countries. This process creates more and more social exchange processes for community value at the national level. In order to bring development in tourism, the socio-cultural institutional change and the economic impact could boost tourism support in the future. Findings indicate that the proportion of tourism support needs objective sustainability measures for future generations, and the lens of socio-cultural, economic impact and community value coefficient relatively increased tourism support at the local community level.

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Received: 28th Feb 2023. Accepted: 31st March 2023