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# Sustainable Community-Based Tourism Adoption: The Role of Individual, Social, and Innovation Diffusion Factors

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**Abstract**

This research explores how psychological and social determinants shape both community involvement in tourism and the adoption of sustainable tourism practices. Employing SEM-PLS analysis on data from 1,126 respondents in tourism-focused regions, findings reveal that factors such as social norms, behavioral control, perceived financial burdens, compatibility, and active community participation play a pivotal role in influencing these outcomes. However, individual attitudes towards community participation and the perceived complexity of sustainable tourism adoption did not show significant effects. These findings highlight the importance of external factors, such as time and resource constraints, and the importance of clearly perceiving benefits in overcoming complexity. Practical implications include formulating policies that strengthen social norms, enhance perceived behavioral control through community empowerment, and minimize perceived costs and complexity through effective education and communication. This study contributes significantly to understanding the factors influencing community participation in tourism and provides valuable guidance for policymakers in designing effective interventions.

**Keywords:** Community participation, sustainable tourism, social norms, perceived behavioral control, perceived costs, compatibility, complexity

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## Introduction

Tourism has positioned itself as a strategic global industry that continues to grow. The World Travel & Tourism Council (WTTC) (2024) report predicts that global tourism and travel will reach a record $11.1 trillion in 2024, supporting 348 million jobs and nearly matching international and domestic visitor expenditures in 2019. The sector has shown resilience post-crisis, contributing $9.9 trillion to global GDP in 2023 with an addition of 27.4 million jobs; it is expected to reach $16 trillion and employ 449 million people by 2034. These data recognise tourism as a global phenomenon intertwining human life's social, cultural, economic, and environmental aspects (Alamineh et al., 2023; Pizam & Milman, 1986). The intricate nature of tourism development has led numerous nations to prioritise sustainable tourism principles. Over the last 20 years, Sustainable Tourism (ST) has gained prominence as a viable alternative to traditional tourism models. Various approaches, including Community-Based Tourism (CBT), rural tourism, and ecotourism, have been implemented to address the social, cultural, and environmental challenges posed by tourism activities (Fairuz Ramli & Badarulzaman, 2023; Sumarmi et al., 2023). Sustainable tourism not only enhances visitor experiences but also ensures the longevity of tourism as a viable economic driver, promoting fairer and more environmentally conscious industries (Mtapuri et al., 2022; Wani et al., 2023). Consequently, policymakers and stakeholders increasingly prioritise ethical tourism strategies to achieve long-term growth and sustainability in the tourism sector (Alamineh et al., 2023; Giampiccoli & Saayman, 2018). Community support is crucial in developing sustainable tourism, especially in addressing changing tourist behaviours and challenges such as over-tourism in urban areas and disparities in tourism development in rural regions. Local community investment in under-tourism areas underscores their urgent support for sustainable tourism, with a focus on community empowerment (Astuti et al., 2017). Furthermore, the importance of collaboration and community participation in tourism development, as emphasised by Eyisi et al. (2021), highlights the need for a deep understanding of the challenges and opportunities faced by various tourism stakeholders. Other studies, such as those conducted by Eladway et al. (2020) and Rahmi (2021), emphasise the role of social capital and community participation in enhancing support for the tourism sector, particularly in developing cultural heritage and local industries.

Community involvement and empowerment play pivotal roles in advancing sustainable tourism practices. Several studies indicate that enhancing community participation and empowerment positively impacts community support for sustainable tourism, particularly in rural and island regions (Demirović Bajrami et al., 2020; Hsu et al., 2019; Khalid et al., 2019; Setokoe & Ramukumba, 2019). Initiatives such as community participation and social innovation in advocating village tourism demonstrate their positive influence on community engagement and support for tourism (Suwandari, 2022). Additionally, the potential of the Cittaslow movement, which promotes sustainable lifestyles, is realised by strengthening local community empowerment to achieve sustainable tourism goals (Park & Kim, 2016). A literature review on community support for sustainable tourism identifies conceptual gaps in understanding the complex relationships among individual attachment, social dynamics, and innovation diffusion within communities. As acknowledged in tourism research, sustainable tourism in



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many development locations remains a novel concept that local communities have not fully embraced. Despite the recognised importance of community involvement in previous studies, there are opportunities for exploring individual, socio-cultural, and innovation diffusion aspects in shaping community support for sustainable tourism initiatives. Further research is needed to develop models that build on previous findings, exploring the various interrelationships among these aspects and ultimately providing deeper insights into the factors driving community support for sustainable tourism. Building on the identified conceptual gaps, this research proposes using several theories as foundational frameworks to understand community support for sustainable tourism. The Theory of Planned Behaviour (Ajzen, 1985) posits that community participation is crucial in determining individuals' intentions to support sustainable tourism practices. The Social Exchange Theory, Blau (1964), provides insight into how community groups make decisions based on the perceived benefits and costs they receive regarding an issue. On the other hand, the Theory of Diffusion of Innovations, Rogers (1962) suggests that the spread of new ideas and principles within communities can be adopted based on considerations of trialability, Complexity, and Compatibility. By integrating these theories, this study aims to provide a comprehensive understanding of the complex interactions among individual aspects, group consideration factors, innovation diffusion, and the mediating role of participation in fostering community adoption of sustainable tourism. This approach ensures a strong theoretical framework for analysing and addressing various factors influencing sustainable tourism practices within community contexts.

## Literature review

### *Attitudes and community participation in tourism*

The way individuals perceive and support tourism development is significantly influenced by their personal beliefs, values, and past experiences (Cheng et al., 2019; Lin et al., 2017; Rasoolimanesh et al., 2017). Research highlights that residents' perspectives on sustainable tourism, coupled with their perceived advantages and willingness to offer direct support, play a critical role in shaping their participation in tourism-related activities (Khalid et al., 2019; López et al., 2018; Héctor San Martín et al., 2018). Furthermore, residents' attitudes towards tourists, the impacts of tourism, and community participation are interrelated, affecting their behavioural support for tourism in host communities (Héctor San Martín et al., 2018). The adoption of sustainability in destination development often depends on how residents perceive tourism and the extent to which they are involved in its planning (Szromek et al., 2019). Residents' involvement, perceptions of tourism, and individual attitudes toward participation are key drivers of community involvement in tourism planning (Dragouni & Fouseki, 2018). Personal attitudes, community loyalty, and perceived benefits are critical motivators influencing local community engagement in tourism-related activities (Uslu et al., 2020). Similarly, previous studies underline that attitudes toward tourism development form the foundation for active participation and long-term involvement in community-based tourism planning (Hsu et al., 2019; Kim et al., 2021; H San Martín et al., 2021). Moreover, residents' attitudes play a pivotal role in determining their support for sustainable tourism initiatives and their connections to environmental preservation, community attachment, and active participation (Đurkin & Perić, 2017; Huong & Lee, 2017; Nian et al., 2022; Orgaz-Agüera et al., 2022; Yılmaz & Anasori, 2022). The interplay between place identity, perceived benefits, and available resources highlights the importance of individual attitudes in fostering community participation (Unurlu, 2021). Positive perceptions toward community-based tourism further strengthen resident engagement and alignment with the principles of sustainable tourism (A. A. & C. O., 2018). Based on these insights, it is hypothesised that:

H1: Individual attitudes exert a significant influence on community participation in tourism.

### *Subjective norms and community participation in tourism*

Subjective norms, defined as the perceived societal pressures to engage in particular actions, play a pivotal role in encouraging community involvement in tourism activities. Studies have highlighted their importance in shaping the attitudes and behaviours of residents toward tourism development (Ibnou-laaroussi et al., 2020; John & De'Villiers, 2020; Pei Diao, 2023). These social expectations often guide individuals in aligning their decisions with what is deemed acceptable or supported by their immediate social environment, influencing their participation in tourism-related activities (Pei Diao, 2023). Furthermore, subjective norms have been shown to enhance trust in organisational systems, demonstrating their impact on the decision-making processes of individuals (John & De'Villiers, 2020). Community engagement in tourism is further shaped by stakeholder trust, robust social networks, and established local norms that motivate individuals to contribute both materially and non-materially. Such contributions include supporting initiatives and participating in discussions to foster tourism development (Arizkha et al., 2023). Moreover, the interplay between subjective norms, intentions, and perceived behavioural control has been found to influence individual decisions to partake in tourism-related activities significantly (Du & Yang, 2023). These norms also correlate strongly with residents' perceptions of tourism impacts, their level of involvement, and their support for development initiatives, emphasising their role in fostering community participation (Dewi et al., 2019). The influence of subjective norms extends to shaping residents' attitudes, behavioural patterns, and decision-making processes concerning tourism initiatives. By setting social expectations and exerting pressure within communities, these norms encourage individuals to contribute to tourism activities actively, thereby promoting sustainable tourism development. Consequently, the hypothesis is proposed:

H2: Subjective norms influence community participation in tourism.

***Perceived behavioural control and community participation in tourism***

Perceived behavioural control, which represents an individual's confidence in their capacity to perform specific actions, is a critical determinant influencing both intentions and actual behaviours in the context of tourism. In the tourism domain, this concept refers to how individuals evaluate their ability to engage in tourism-related initiatives actively (Cao et al., 2022). Previous studies emphasise that perceived behavioural control, when combined with subjective norms and personal attitudes, significantly impacts the formation of intentions toward activities such as rural tourism development (Du & Yang, 2023; C. Wang & Luo, 2017). Additionally, perceived behavioural control directly correlates with residents' levels of involvement in tourism projects and their readiness to engage in related actions (Jiang et al., 2023; Yang et al., 2020). A strong sense of behavioural control fosters confidence in individuals, enabling them to take decisive actions and align their intentions with participation in tourism-related initiatives. This finding highlights the pivotal role of perceived behavioural control in enhancing community participation and ensuring more inclusive engagement in tourism development (W. Jiang et al., 2023; Xu & Hu, 2021). As a key driver, addressing perceptions of behavioural control through capacity-building programs, accessibility improvements, and awareness campaigns—can significantly boost active community involvement and contribute to the adoption of sustainable tourism practices.

H3: Perceived behavioural control influences community participation.

***Social factors and community participation in tourism***

The perception of benefits plays a crucial role in shaping community participation in tourism development. Social Exchange Theory, as introduced by (Blau, 1964), highlights how power dynamics within communities influence their capacity to gain benefits from tourism activities and their willingness to support its growth (Khalid et al., 2019). This theory provides insights into community attitudes toward tourism, suggesting that individuals and groups engage in tourism initiatives when they perceive tangible or intangible benefits from their participation (Yavana Rani, 2017). Furthermore, by addressing economic, environmental, and socio-cultural factors, Social Exchange Theory serves as a valuable framework to predict how communities might respond to upcoming tourism projects (Látková & Vogt, 2012). Support for tourism development generally strengthens when residents believe that the benefits outweigh the associated costs. This concept offers a systematic approach to analyzing how residents perceive and respond to tourism (Nunkoo & So, 2016). Previous studies (Bhat & Majumdar, 2021; Kumar et al., 2021; Nian et al., 2022) have consistently demonstrated that communities with higher perceived benefits are more likely to support tourism initiatives. Conversely, heightened awareness of potential costs tends to dampen such support, reinforcing the principles outlined in Social Exchange Theory. Similarly, research by (Meimand et al., 2017; Ngoc Chau Ngan et al., 2022) confirms that residents' views on economic and environmental impacts significantly shape their attitudes toward tourism activities. This finding aligns with the conclusions by (F. Wang & Luan, 2021), who identified a direct link between perceived benefits and active community involvement in tourism development.

H4: Perceived benefits influence community participation.
H5: Cost perceptions influence community participation.

***Diffusion of innovation and adoption of sustainable tourism principles***

The Diffusion of Innovations Theory, as proposed by Rogers (Rogers, 1962), offers a structured framework to explain the processes through which new ideas and technologies are introduced, accepted, and propagated within a society or organisational system. This theory has been widely acknowledged as a valuable tool for analysing the factors that drive the integration of sustainable practices within the tourism industry (Dibra, 2015). It supports the exploration of innovative approaches, including the use of marketing channels and social networks, to promote sustainable tourism development (Sulistyo et al., 2022). Social innovations in sustainable tourism emerge as solutions tailored to local needs, fostering creativity and generating social benefits within destinations (Partanen & Sarkki, 2021). Technological advancements introduced by tourism industry stakeholders play a significant role in reducing adverse impacts and ensuring the ecological, socio-cultural, and economic sustainability of tourism operations (Ilieva & Todorova, 2023). By adopting innovative practices, tourism enterprises can effectively integrate traditional values with modern advancements, ensuring their sustainability over time (Saleh & Alyaseen, 2021). Strategic innovations are essential to manage and lead sustainable tourism initiatives, aligning them with long-term development objectives (Mihalic, 2024). Moreover, innovative business models in tourism provide solutions to sustainability challenges while addressing the evolving demands of environmentally conscious tourists (Presenza et al., 2019). The Diffusion of Innovations Theory also sheds light on the shifts in the tourism industry post-pandemic, serving as a guide for future research (Chissom, 2024). According to this theory, the adoption of new principles is strongly influenced by three factors: trialability, complexity, and compatibility. Trialability enables stakeholders to experiment with sustainable practices before committing fully, thereby increasing confidence and encouraging adoption (Wong et al., 2021). Reducing the perceived complexity of initiatives, such as renewable energy integration or waste management systems, is vital for their successful implementation (Ejigu & Yeshitela, 2024). Simplified processes and adequate stakeholder support can further enhance the adoption of sustainable practices across the tourism sector.

H6: Trialability influences the adoption of sustainable tourism.
H7: Complexity influences the adoption of sustainable tourism.

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H8: Compatibility influences the adoption of sustainable tourism.

***Community participation in tourism and adoption of sustainable tourism***

Community participation often stems from a desire to fulfil basic needs and align with collective community aspirations, making significant contributions to the sustainability of tourism across political, social, economic, cultural, and environmental dimensions (Rahman & Baddam, 2021; Tekalign et al., 2018). As an approach, Community-Based Tourism (CBT) is widely acknowledged as a sustainable tourism model that prioritises socioeconomic and environmental stability by actively involving residents (Hubner et al., 2023). Resident participation is vital in driving sustainability initiatives while simultaneously improving the quality of life within the community (Kayat, 2014). Efforts to empower communities within CBT frameworks have been shown to foster positive outcomes, particularly in advancing sustainable practices in rural settings (Sriyani, 2022). The overarching goal of sustainable tourism is to achieve economic prosperity, fortify social bonds, and deliver enriching experiences to both tourists and local communities (Janita Dewi et al., 2022). Engaging local communities in critical stages of tourism planning, implementation, and management ensures equitable distribution of benefits, mitigates adverse environmental effects and safeguards cultural heritage. These inclusive practices contribute to building more resilient and sustainable tourism systems. Consequently, the following hypothesis is proposed:

H9: Community participation influences the adoption of sustainable tourism.

A research model is offered by constructing all the hypotheses, as presented in Figure 1

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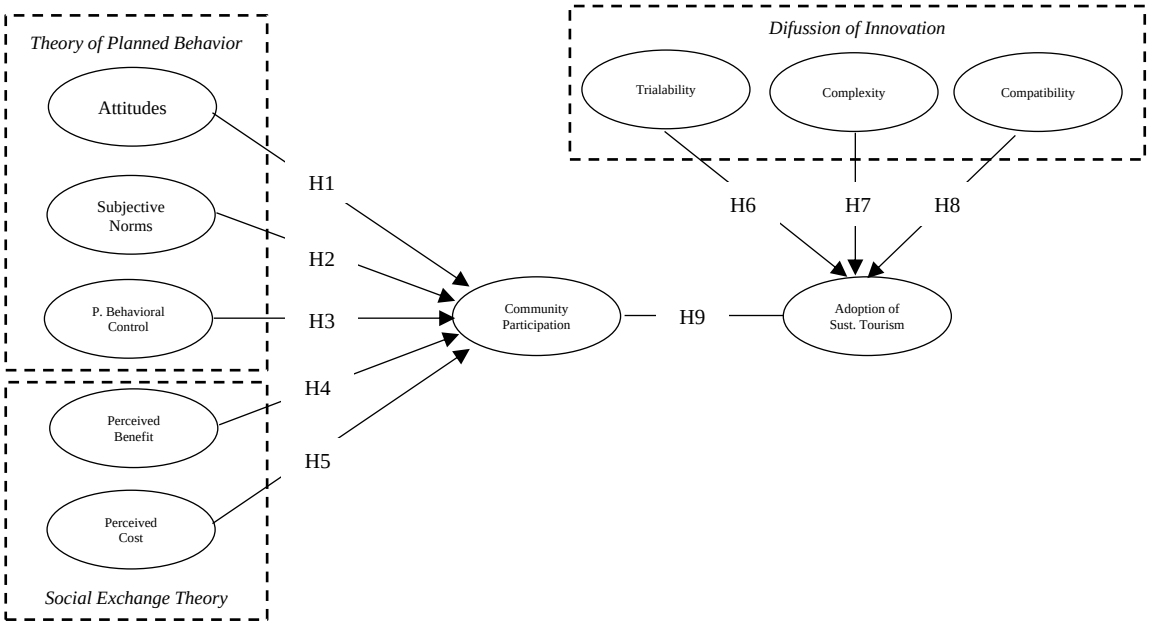


**Figure 1. Proposed models**

## Methodology

The research employed a quantitative descriptive approach (Creswell & Creswell, 2018) to examine the impact of individual and social factors on community participation in tourism, as well as their combined influence on the adoption of sustainable tourism practices, incorporating variables from the diffusion of innovation framework. Measurement items were carefully adapted from prior studies to align with the proposed model, illustrated in Figure 1. The instrument consisted of 38 items distributed across 10 variables. Three variables were derived from the Theory of Planned Behaviour (Fishbein & Ajzen, 1977): attitudes (3 items), subjective norms (3 items), and perceived behavioural control (3 items). Two additional variables, perceived benefits (4 items) and perceived costs (4 items), were based on the Social Exchange Theory (Blau, 1964). Finally, three variables—trialability (3 items), complexity (4 items), and compatibility (4 items)—were constructed following the Diffusion of Innovation Theory (Rogers, 1962). The endogenous variables in the study included community participation, measured using five items, and sustainable tourism adoption, measured with four items. Respondents rated their responses using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Data were analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM) (Hair et al., 2019), a method selected for its ability to address several critical analytical challenges. PLS-SEM is particularly advantageous for analysing models with non-normal data distributions, small or medium sample sizes, and multiple latent variables and indicators, making it suitable for the present study. Additionally, this method allows for the evaluation of complex relationships within theoretical frameworks. Descriptive statistics were also employed to provide insights into the demographic profile of the respondents.

An informed consent statement was presented to all potential participants before they engaged in the study. This step was integrated into the initial stage of the questionnaire distribution process. Only individuals who electronically agreed to the

consent terms were permitted to participate. The statement placed at the beginning of the questionnaire clarified that the data collected would be exclusively utilized for research purposes. Participants were given the option to either proceed with the survey by expressing their consent or opt out if unwilling to participate. The questionnaire was divided into three main sections to ensure comprehensive data collection. The first section consisted of screening questions designed to identify eligible participants. Eligibility was determined based on involvement in community-based tourism, either as part of tourism villages, destinations, higher education institutions focusing on tourism, or government tourism agencies. This eligibility criterion also served as the foundation for constructing the study's sample frame. The second section, which focused on demographic data, gathered respondent profiles such as age, educational background, and the duration of residence near tourism development zones. The third and final section contained 38 items rated on a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," to measure the key constructs.

Data collection occurred over three months, from May 2024 to July 2024. The questionnaire was disseminated online using social media platforms and communication networks associated with tourism communities, professional tourism associations, students in tourism programs, and local governmental entities. A total of 1,126 respondents completed all questionnaire sections, exceeding the sample size threshold recommended by (Hair et al., 2019) for SEM-PLS analysis. The analysis was conducted in several phases. First, a theoretical model was established to guide the study. This was followed by the collection of data using a validated questionnaire to measure the constructs. The structural equation model was then tested using Partial Least Squares (PLS-SEM) and bootstrapping techniques to evaluate the significance of hypothesised relationships. To ensure the integrity and reliability of the findings, several strategies were implemented to minimise potential biases. The questionnaire was carefully designed to reduce leading questions, and anonymity was ensured for all participants to encourage honest responses. Statistical approaches, such as Harman's single-factor test and the marker variable technique, were applied to detect and address potential common method biases. These combined measures provided a robust methodological foundation, enhancing the accuracy and reliability of the study's conclusions.

## Results

### *Respondent profile*

The demographic characteristics of respondents reveal considerable diversity, which may impact the interpretation and generalizability of the study's findings. In terms of gender distribution, the sample is relatively balanced, with 54% male and 46% female participants. This balance enables a more comprehensive analysis of gender-related perspectives within the study's scope. Regarding age, a substantial proportion of respondents fall within the younger demographic, with 48.7% aged between 18 and 20 years. This could shape how they perceive and respond to the questionnaire items. Additionally, a significant portion (39%) is in the 20–40 years age bracket, while older age groups are underrepresented, with 10.3% aged 40–60 years and only 2% over 60 years. In terms of occupation, the majority of participants are students (67.6%), which could influence their views and priorities concerning the research topic. Educational attainment also exhibits variation, with most respondents holding a Diploma or Bachelor's degree (58.3%). A smaller proportion has completed advanced studies, such as Master's degrees (4.7%) or professional qualifications (2.3%). Length of residence in tourism development areas also varies, with 52.2% having lived in such areas for 15–30 years, potentially shaping their understanding and insights on tourism-related issues. This diverse demographic composition underscores the importance of careful data analysis to ensure balanced representation and meaningful generalizations. By accounting for these variations, the research findings can more accurately capture the breadth of experiences and perspectives across the respondent pool.

### *Measurement model*

Table 1 and Table 2 show the results that validate the robustness of the measurement model used. In this research, Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilised to analyse the intricate relationships among key variables, including attitudes, subjective norms, perceived behavioural control, perceived benefits, perceived costs, trialability, complexity, compatibility, community participation, and the adoption of sustainable tourism. The analytical process began with the evaluation of the measurement model, where factor loadings for each construct were calculated. These loadings were thoroughly assessed for reliability and validity using established benchmarks: Cronbach's Alpha (>0.7) and Composite Reliability (>0.7), as recommended by (Hair et al., 2019). Furthermore, Average Variance Extracted (AVE) values were examined against a minimum threshold of 0.5, following the guidelines of (Fornell, C., & Larcker, 1981) to confirm adequate convergent validity and discriminant validity. The analysis revealed that all factor loadings surpassed the required threshold of >0.7 for both Cronbach's Alpha and Composite Reliability, confirming the internal consistency and reliability of the measurement indicators. Additionally, AVE values met or exceeded the threshold of 0.5, demonstrating satisfactory discriminant validity across constructs. These tables provide a transparent depiction of the statistical evaluations, ensuring clarity in the assessment of reliability and validity.

**Table 1. Reflective measurement model**

| Construct (CA, CR, and AVE) | Loadings |
|---|---|
| **Attitudes (CA= 0.840; CR= 0.902; AVE= 0.755)** | |
| 1. Support tourism development in the area where you live. | 0.871 |
| 2. Tourism helps preserve the environment and natural beauty. | 0.873 |
| 3. Tourism will strengthen cultural identity and regional pride. | 0.862 |
| **Subjective Norms (CA=0.826; CR=0.896; AVE=0.743)** | |
| 1. My family supports tourism development in our region. | 0.894 |
| 2. My colleagues think that tourism is beneficial for our region. | 0.894 |
| 3. The information I receive from the media about the benefits of tourism influences my attitude towards it. | 0.794 |
| **Perceived Behavioral Control (CA=0.826; CR=0.896; AVE=0.743)** | |
| 1. I find it easy to access tourist attractions in my area. | 0.779 |
| 2. I have sufficient knowledge and skills to enjoy and contribute to tourism in my region. | 0.898 |
| 3. I feel there are no obstacles to actively participating in tourism activities in my community. | 0.881 |
| **Perceived Benefit (CA=0.835; CR=0.889; AVE=0.668)** | |
| 1. Tourism significantly contributes to the economic growth of communities in my region. | 0.794 |
| 2. Tourism helps promote and preserve cultural heritage and traditions in my community. | 0.807 |
| 3. Tourism contributes to maintaining cleanliness and environmental sustainability in tourist areas. | 0.808 |
| 4. Tourism helps increase public knowledge and awareness of important global issues. | 0.859 |
| **Perceived Cost (CA=0.905; CR=0.933; AVE=0.778)** | |
| 1. I am not worried about the environmental impact of the tourism industry's growth in my area. | 0.847 |
| 2. I do not feel that tourism causes congestion and population density, affecting my area's comfort. | 0.888 |
| 3. Not concerned about our community's possible social and cultural changes due to tourism growth. | 0.907 |
| 4. I do not feel that tourism has reduced my area's quality of life and security because of new problems. | 0.885 |
| **Trialability (CA=0.863; CR=0.907; AVE=0.710)** | |
| 1. It is easy to get information about sustainable tourism practices. | 0.809 |
| 2. I have tried to engage in sustainable tourism practices. | 0.825 |
| 3. Sustainable tourism practices can be easily adapted and expanded to other regions or places. | 0.863 |
| 4. I feel I have enough resources to try sustainable tourism practices. | 0.871 |
| **Complexity (CA=0.853; CR=0.900; AVE=0.693)** | |
| 1. I do not find obtaining information about implementing sustainable tourism practices difficult. | 0.811 |
| 2. The technology required for sustainable tourism practices is not complex. | 0.810 |
| 3. The costs of adopting sustainable tourism practices are not high to manage. | 0.865 |
| 4. The administrative and regulatory processes associated with implementing sustainable tourism practices are not complicated. | 0.843 |
| **Compatibility (CA=0.902; CR=0.932; AVE=0.773)** | |
| 1. Sustainable tourism practices follow the cultural values and traditions local communities uphold. | 0.870 |
| 2. Sustainable tourism practices align with the tourism development vision set by the regional government. | 0.871 |
| 3. Sustainable tourism practices can meet the expectations and preferences of tourists visiting the destination. | 0.893 |
| 4. Sustainable tourism is following applicable regulations and policies at the local, regional or national level. | 0.882 |
| **Community Participation (CA=0.897; CR=0.924; AVE=0.708)** | |
| 1. I actively participate in tourism development in my community. | 0.848 |
| 2. I support the tourism development initiated in our region and strive to contribute positively. | 0.794 |
| 3. I participate in local tourism promotion activities and educational programs to support tourism. | 0.891 |
| 4. I actively maintain and preserve cultural and environmental aspects important for tourism destinations in my area. | 0.844 |
| 5. I monitor and evaluate tourism impacts to ensure sustainability and equitable benefits for all. | 0.829 |
| **Sustainable Tourism Adoption (CA=0.924; CR=0.946; AVE=0.814)** | |
| 1. I am willing to apply the principles of sustainable tourism. | 0.894 |
| 2. I am willing to mobilize resources to contribute to environmentally friendly tourism. | 0.913 |
| 3. I am willing to recommend sustainable tourism principles to my colleagues. | 0.905 |
| 4. I am willing to adopt sustainable tourism practices for better development. | 0.896 |

**Table 2. Discriminant validity**

| | AST | ATT | CP | COM | COX | PBC | PB | PC | SN | TRI |
|---|---|---|---|---|---|---|---|---|---|---|
| **AST** | 0.902 | | | | | | | | | |
| **ATT** | 0.468 | 0.869 | | | | | | | | |
| **CP** | 0.712 | 0.419 | 0.842 | | | | | | | |
| **COX** | 0.684 | 0.498 | 0.663 | 0.879 | | | | | | |
| **COM** | 0.547 | 0.336 | 0.669 | 0.620 | 0.833 | | | | | |
| **PBC** | 0.578 | 0.478 | 0.636 | 0.606 | 0.575 | 0.854 | | | | |
| **PB** | 0.597 | 0.649 | 0.582 | 0.646 | 0.501 | 0.626 | 0.817 | | | |
| **PC** | 0.448 | 0.324 | 0.588 | 0.533 | 0.649 | 0.522 | 0.495 | 0.882 | | |
| **SN** | 0.566 | 0.730 | 0.527 | 0.586 | 0.429 | 0.594 | 0.716 | 0.408 | 0.862 | |
| **TRI** | 0.664 | 0.410 | 0.749 | 0.682 | 0.754 | 0.660 | 0.587 | 0.634 | 0.508 | 0.842 |

Note: AST (Adoption of Sustainable Tourism); ATT (Attitude); CP (Community Participation); COX (Complexity); COM (Compatibility); PBC (Perceived Behavioral Control); PB (Perceived Benefit); PC (Perceived Cost); SN (Social Norms); TRI (Trialability)

### *Structural model*

The structural model in this study was assessed through two primary dimensions: the significance of path coefficients and the explanatory power represented by $R^2$ values (Hair et al., 2019). $R^2$ values categorise the explanatory capacity of endogenous constructs, where 0.75 represents substantial explanatory power, 0.50 is considered moderate, and 0.25 indicates a weak level of explanation. The findings reveal that the construct of Community Participation (CP) has an $R^2$ value of 0.52, while the Adoption of Sustainable Tourism (AST) construct holds an $R^2$ value of 0.598, placing both within the moderate range. These results indicate that approximately 52% of the variance in CP is explained by Attitudes (ATT), Subjective Norms (SN), Perceived Behavioural Control (PBC), Perceived Benefits (PB), and Perceived Costs (PC). Meanwhile, 59% of the variance in AST is accounted for by the combined effects of ATT, SN, PBC, PB, PC, CP, Complexity, Compatibility, and Trialability. These findings demonstrate that the proposed model adequately captures the relationships among the examined variables. The model's predictive capacity was further evaluated using $Q^2$ values, which assess predictive relevance. $Q^2$ scores of 0.369 for Community Participation and 0.483 for Adoption of Sustainable Tourism suggest that the model possesses substantial predictive accuracy for both constructs. Additionally, direct relationships between variables were examined using bootstrapping techniques to estimate path coefficients. The results of these direct effects are presented in Table 3, providing detailed insights into the magnitude and significance of these relationships. The analysis confirmed that most path coefficients were statistically significant, supporting hypotheses H2, H3, H5, H6, H7, H8, and H9. However, two hypotheses did not receive statistical support: H1, which posits the influence of individual attitudes on community participation, and H4, which explores the effect of complexity on the Adoption of Sustainable Tourism. Both yielded negative values. The interplay between variables, along with corresponding $R^2$ and $Q^2$ values, is illustrated in Figure 2, offering a comprehensive visualisation of the model's structural dynamics.

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**Table 3. Hypothesis testing**

| Path | β | T-Statistics | P-Values | Decision |
|---|---|---|---|---|
| H1: Attitude → Community Participation | -0.019 | 0.565 | 0.572 | Rejected |
| H2: Social Norms → Community Participation | 0.109 | 2.780 | 0.005 | Accepted |
| H3: Perceived Behavioral Control → Community Participation | 0.319 | 9.398 | 0.000 | Accepted |
| H4: Perceived Benefit → Community Participation | 0.168 | 4.041 | 0.000 | Accepted |
| H5: Perceived Cost → Community Participation | 0.300 | 10.692 | 0.000 | Accepted |
| H6: Trialability → Adoption of Sustainable Tourism | 0.195 | 4.532 | 0.000 | Accepted |
| H7: Complexity → Adoption of Sustainable Tourism | -0.069 | 1.888 | 0.059 | Rejected |
| H8: Compatibility → Adoption of Sustainable Tourism | 0.336 | 10.430 | 0.000 | Accepted |
| H9: Community Participation → Adoption of Sustainable Tourism | 0.390 | 10.306 | 0.000 | Accepted |

Note: p significant at 0.05

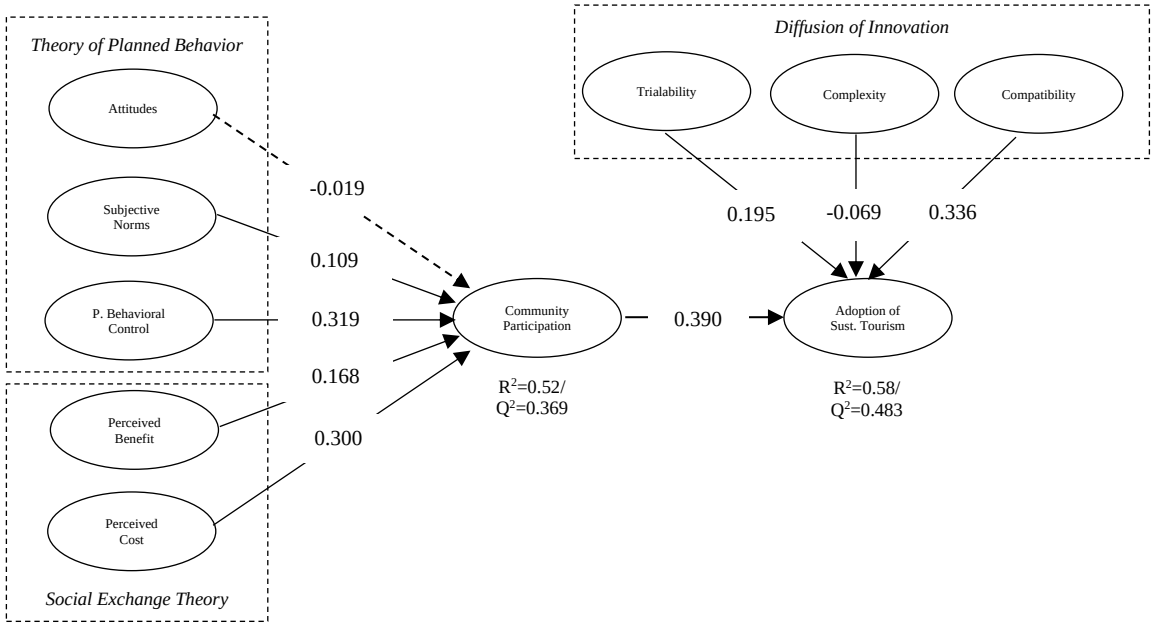


**Figure 2. Result of the proposed framework**

## Discussion

The results of this study provide valuable insights into the factors that influence community participation in tourism and the adoption of sustainable tourism practices. Path analysis revealed that subjective norms, perceived behavioural control, perceived costs, compatibility, and community participation play significant roles in shaping these outcomes. These findings align with the Theory of Planned Behaviour (Ajzen, 1991), which highlights the critical influence of subjective norms and perceived behavioural control on individual intentions and behaviours. Social expectations and pressures from influential individuals emerged as key drivers of community engagement. This is consistent with prior studies demonstrating that strong social norms positively impact participation in tourism-related activities (Dung et al., 2022; Hwang & Stewart, 2017). Perceived behavioural control, defined as individuals' confidence in their ability to perform specific actions, also showed a significant positive influence. Supporting existing literature, individuals with higher perceived control are more likely to participate in tourism activities (Bandura, 1989) actively. Similarly, perceived costs, which encompass individuals' evaluations of the resources required for participation, were found to have a notable effect. Lower perceived costs were associated with higher levels of community participation, reinforcing earlier findings that minimising barriers encourages engagement (Lan et al., 2021; Zhang et al., 2020). Compatibility, which assesses the alignment of sustainable tourism practices with community values, needs, and cultural norms, significantly influenced the adoption of sustainable tourism. This finding supports prior research underscoring the importance of aligning tourism initiatives with local priorities to ensure successful implementation (Guo et al., 2019; Laksmi & Wisnumurti, 2019).

In contrast, individual attitudes toward community participation did not exert the anticipated level of influence. While positive attitudes towards tourism were observed, they did not directly translate into active participation. This discrepancy may be attributed to external barriers such as limited time, insufficient resources, or inadequate community support systems (Philips et al., 2019). These findings suggest that favourable attitudes alone are insufficient to drive behaviour without contextual enablers. Similarly, complexity did not significantly affect the adoption of sustainable tourism. Although sustainable tourism is perceived as challenging, its complexity does not act as a major deterrent when the perceived benefits are compelling. This result is consistent with previous research indicating that perceived advantages can mitigate the impact of complexity on decision-making (Peng et al., 2019). These results emphasise the importance of integrating social, psychological, and perceptual considerations when designing strategies to improve community participation and the adoption of sustainable tourism practices. From a practical perspective, the study highlights several actionable recommendations. Policies should focus on fostering social

norms that encourage participation, empowering communities to enhance perceived behavioural control, and addressing perceived costs and complexity through targeted education and effective communication strategies. Implementing these measures can significantly strengthen community engagement and facilitate the broader success of sustainable tourism initiatives.

## Conclusions

This study sought to assess the impact of various factors on community participation in tourism and the adoption of sustainable tourism practices. The results demonstrate that subjective norms, perceived behavioural control, perceived costs, compatibility, and community participation are significant determinants influencing both outcomes. These findings highlight the pivotal role of social and psychological factors in fostering community involvement in tourism-related activities. Moreover, the moderate predictive values observed for community participation and sustainable tourism adoption confirm that the proposed model effectively captures the variability in these constructs. Conversely, individual attitudes toward community participation and the perceived complexity of sustainable tourism did not exhibit statistically significant effects. While individuals may hold favourable attitudes toward tourism, these attitudes alone are insufficient to drive active participation. External factors, such as limited time, inadequate resources, or a lack of community support, may act as barriers. Similarly, although sustainable tourism is often viewed as complex, this complexity does not deter adoption if the perceived benefits outweigh the potential challenges. From a practical perspective, these findings underline the necessity of targeted policies aimed at strengthening social norms that encourage participation, enhancing perceived behavioural control through community capacity-building initiatives, and addressing perceived costs and complexity through well-designed education and communication strategies. By implementing these measures, policymakers and practitioners can enhance community engagement and facilitate the successful implementation of sustainable tourism on a broader scale. This research contributes to the growing body of knowledge on the factors influencing community participation and sustainable tourism adoption, offering valuable insights for policymakers and practitioners in designing impactful interventions. Future studies should consider exploring additional variables and unique contextual factors that may shape these outcomes. Employing longitudinal research methods could further uncover the evolving dynamics of community participation and sustainable tourism adoption over time, providing a more comprehensive understanding of these processes.

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