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Research article

The significance of community awareness in the theory of planned behaviour and the intention of locals to establish cultural tourism destinations in Tanzania southern tourist hub

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ABSTRACT
This study looks at how locals' intentions regarding cultural tourism activities are influenced by the predictors of the theory of planned behaviour (TPB), specifically attitude, subjective injunctive norms (SubIN), subjective descriptive norms (SubDN), and perceived behavioural control (PBControl), as well as three other community awareness-related constructs: cultural resources identification (CuRI), cultural resources management (CuRM), and cultural resources economic planning (CuREP). A sample of 392 respondents were randomly chosen to collect quantitative data, and the covariance-based structural equation modelling was used for analysis. The results indicate 57% of the variance in the intention to build cultural tourism destinations could be explained by the three TPB constructs plus two more community awareness constructs. At the 5% precision level, Attitude, SubIN, PBControl, CuRI, and CuRM, in particular, showed a positive and significant association with residents' intention. These findings imply that, with an emphasis on the important variables noted in the study, policymakers ought to give top priority to developing cultural tourism destinations that would increase locals' involvement in the tourism industry. To better understand the real behaviour of residents and other stakeholders in creating cultural tourism destinations within the southern tourist circuit, future behavioural research should take a longitudinal approach.

KEYWORDS
Cultural tourism; community awareness; TPB; Southern Tanzania

Introduction

Cultural tourism in sub-Saharan Africa helps to improve the welfare of locals and gives them a way to directly profit from tourism returns through generating extra revenue (Mbowe et al., 2021; Mgonja et al., 2015; Nkunzi, et al., 2025; Salazar, 2006; Quan-Baffour, 2020). As cultural heritages in sub-Saharan Africa are richly diverse, according to studies (Lwoga, 2016; Mbaiwa & Siphambe, 2023; Melubo, 2023; Stone et al., 2023; Quan-Baffour, 2020), researchers have noted political, legal, and socioeconomic barriers to sustainable cultural tourism projects and have suggested solutions (Bayno & Jani, 2016; Bushozi, 2014; Fouéré & Hughes, 2015; Giampiccoli & Mtapuri, 2020; Johansson, 2019; Lwoga, 2016; Mbaiwa, 2017; Mgonja et al., 2015; Moyo & Tichaawa, 2017; Salazar, 2012). Only a small number of researches, however, has employed the theory of planned behaviour (TPB) to investigate and record the behavioural factors influencing locals' support of cultural tourist businesses (Lwoga, 2016; Mtani et al., 2023). Furthermore, within the context of the TPB, there are currently few studies that examine locals' intentions to develop cultural tourism sites and how their awareness of cultural tourism influences those intentions. By investigating the relationship between residents' intention to create a cultural tourism destination and the

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predictors of the TPB, and the community awareness dimensional constructs, this study seeks to close this knowledge gap.

The Great Ruaha River, one of the world's largest sanctuaries and national parks, the Mwalimu Nyerere National Park (formerly, Selous Game Reserve), and Kitulo National Park, which is home to more than 350 different types of flowers are all located on the southern circuit (Johansson, 2019; Mkwizu, 2015). Lake Nyasa, mountain ranges like Kipengere and Udzungwa, and several historical sites including the Isimila Stone Age, Kalenga, Gangilonga, and Ligereke Rock Paintings are all included in the circuit (Johansson, 2019; Temu et al., 2020). Despite these abundant tourism resources, the circuit has few visitors and little residents' participation in cultural tourism activities (Johansson, 2019). Inadequate lodging options and underdeveloped infrastructure, such as the absence of all-weather accessible roads to parks and historical sites are among the issues that studies have shown to be responsible for this low visitors' influx (Johansson, 2019). Additionally, the southern circuit's tourism development has been hampered by a lack of media promotion and publicity (Johansson, 2019; Mkwizu, 2016). However, efforts are underway by the Tanzanian government to improve the infrastructures in the circuit (MNRT, 2020). It is anticipated that improving the infrastructure will draw funding from a range of tourist-related businesses, such as lodging facilities, tour companies, transportation providers, and cultural tourism businesses (Johansson, 2019). Notwithstanding these attempts, the willingness of the locals to engage in cultural tourist activities is still not well understood. Thus, this study makes the case that in order to investigate the underlying causes that lead to the establishment of cultural tourism sites in the southern tourist zone, an empirical behavioural study is required.

Literature review

A few studies in the southern tourist circuit have shown that some groups, like the Hehe, did not favour cultural tourism because heritage laws had disregarded their wish to promote their cultural values at the Kalenga Memorial Museum, which celebrates Chief Mkwawa's fight against German colonialization (Bushozi, 2014; Johansson, 2019). In an anthropological study of the Iringa region, Johansson (2019) emphasised that the Hehe group had a negative attitude towards cultural tourism because they had not been given the authority to oversee their cultural tourism initiatives. Additionally, Bushozi (2014) discovered that there was a lack of community spirit surrounding heritage tourism, that inhabitants did not support one another in participating in heritage tourism, and that the allocation of income and employment prospects among them was unclear. Furthermore, residents lacked confidence in starting and running their cultural tourism businesses, according to Johansson's ethnographic study (2019). Notwithstanding the paucity of research on tourism in the southern circuit, none of the studies that were published in Web of Science and Scopus journals used the TPB theoretical framework to investigate locals' perceptions of cultural heritage and cultural tourism in general. Furthermore, none have examined the locals' inclination to create a destination for cultural tourism in their communities. Likewise, no research has looked at how local involvement in creating cultural tourist destinations is influenced by two social norms: subjective descriptive norms (SubDN) and subjective injunctive norms (SubIN). Additionally, the internal and external resources that locals have or lack in relation to developing cultural tourism destinations have not been the subject of prior research. Moreover, TPB has not been used to study the three-dimensional constructs of community awareness: cultural resources identification (CuRI), cultural resources management (CuRM), and cultural resources economic planning (CuREP). In order to understand how the four predictor constructs of this study, in addition to the three-dimensional constructs of community awareness can predict locals' intentions to establish cultural tourism destinations in the southern tourist circuit, it is imperative to analyse how the conceptual model of this study enhances the literature on tourism.

Development of hypotheses

According to the TPB, people's intentions and actual actions are shaped by their attitude, subjective norms, and PBControl, all of which are impacted by deeply held beliefs that have been created in the minds of the respondents (Ajzen, 1991; de Leeuw et al., 2015; Sniehotta et al., 2014). Perceived advantages and disadvantages that people connect with a specific behaviour are referred to as attitude (Ajzen, 1991; Balu et al., 2017; Hosen et al., 2021; Mtani et al., 2023). The idea that attitude is positively correlated with behavioural intentions and actual behaviours is supported by a large number of tourism studies (Erul et al., 2020; Hamid & Mohamad, 2019; Han & Kim, 2010; Han et al., 2010; Lwoga, 2016; Song et al., 2014). Nevertheless, some research has produced findings that contradict aspects of the theory's claims (Kim et al., 2013; Wu & Chen, 2016). The degree to which TPB predictors influence intentions and actual behaviours can vary depending on the histories of respondents and the study's setting, which could lead to different results, according to Ajzen (1991). In the current study environment, a positive attitude is expected to arise

if the growth of a tourism destination in the local area results in improved income and job prospects for less affluent residents. Accordingly, the authors anticipate that locals' perceptions of the advantages and disadvantages of tourism will be positively correlated with their desire to establish cultural tourist sites.

H1: The behavioural intention of locals to establish cultural tourism destinations is positively correlated with their opinions towards the perceived results of tourism operations.

Scholars have suggested that subjective injunctive norms and subjective descriptive norms should be used to investigate social impact on behaviours in order to improve the predictive ability of SN on behavioural intention (Fishbein & Ajzen, 2010; Rivis & Sheeran, 2003). Perceived opinions about important referrers who would support, oppose, or approve of a person engaging in a particular activity are reflected in subjective injunctive norms (SubIN) (de Leeuw et al., 2015; Kallgren et al., 2000; Mtani et al., 2023). According to a preliminary study done in the southern tourist circuit, residents' decisions to participate in events or projects that seek to establish cultural tourism destinations are likely to be influenced by their parents, local government representatives, cultural tourism entrepreneurs, friends, and neighbours (Mtani et al., 2023). Consequently, the theory on subjective injunctive norms is established.

H2: The behavioural intention of locals to establish cultural tourism sites is positively correlated with subjective injunctive norms.

Conversely, subjective descriptive norms (SubDN) describe what other members of a community typically do; this is made clear to the responders by the fact that significant referrers actually do the activity. People's perceptions of who would be prepared to work with an individual to routinely carry out a particular activity are reflected in the SubDN (de Leeuw et al., 2015; Kallgren et al., 2000; Mtani et al., 2023). SubDN was found to substantially predict pro-environmental behaviour in their study on pro-environmental behaviour (Bartels & Antonides, 2014, Heath & Gifford, 2002; Nigbur et al., 2010, as referenced in de Leeuw et al., 2015). Locals are likely to be affected by their considered important behavioural role models, such as parents, grandparents, and cultural tourism entrepreneurs, to build cultural tourist destinations, according to the pilot study done in the southern circuit (Mtani et al, 2023). This leads to the development of the notion of subjective descriptive norms.

H3: The behavioural intention of locals to establish cultural tourism sites is positively correlated with the subjective descriptive norm.

Perceptions of resources availability are referred to as perceived behavioural control (PBControl) (Ajzen, 1991; de Leeuw et al., 2025). According to Ajzen (1991), PBControl shows how confident and in control a person feels while they carry out a real behaviour. Research in the tourism industry has shown that deliberate behaviour and PBControl are positively correlated (Erul et al., 2020; Lwoga, 2016). However, some findings indicated no significant relationship between behavioural intentions and PBControl (Burkhalter et al., 2009; Wu et al., 2016). According to Fishbein & Ajzen (2010), there may be a harmonious, inconsistent, or conflicting link between PBControl, planned conduct, and actual behaviour in research, particularly when the socioeconomic background of the study participants differs. Given that the study's respondents reside in rural areas with limited employment opportunities and low incomes, the authors of the study think that when internal and external resources are made available, residents will feel more confident and inspired to use them to bring cultural tourism destinations to their community. As a result, the PBControl hypothesis is established.

H4: The behavioural intention of locals to develop cultural tourism destinations is favourably correlated with their perception of behavioural control.

Researchers in the literature on community-based development encourage the assessment of how much locals' behavioural intention is influenced by their awareness of cultural tourism (Byrd et al., 2008; Reid et al., 2000; Kamaruddin et al., 2016). This is because community awareness highlights the level of information and comprehension that the inhabitants have regarding any proposed project (Cárdenas, et al., 2015; Kamaruddin et al., 2016). The Cultural Tourism Guidelines for conducting cultural tourism activities in Tanzania are in line with the three-dimensional constructs of community awareness used in this study (MNRT, 2015). Awareness of cultural resource identification (CuRI) is the first dimension which relates to people' awareness of the cultural resources (both tangible and intangible) that are available and whether or not their availability can affect the attitude of citizens who wish to establish cultural tourism destinations.

Research on community involvement in rural tourism development found that citizens' ignorance of a particular tourism development program had a detrimental effect on the growth of rural tourism (Reid et al., 2000). Reid et al. (2004) accurately identified community awareness as one of the fundamental factors to consider prior to developing a rural tourist development in their proposal for a community-based tourism development model. Scholars have also claimed that in order to guarantee the survival of the developed tourist location, it is imperative to teach locals how to recognise and develop their cultural riches, both intangible and tangible (Bushozi, 2014; Johannsson, 2019; Reid et al., 2004; Salazar, 2012). Locals will be more involved in developing a destination for cultural tourism if they understand that their traditional cultural activities from the past, present, and future may draw tourists. Furthermore, the residents' goal to develop cultural tourism destinations will be good if they understand that generating additional revenue and job possibilities will benefit them without compromising their traditional cultural lifestyle. Consequently, the following claim is made:

H5a: The behavioural intention of locals to establish cultural tourism destinations is favourably correlated with their awareness of the identification of cultural resources.

In order to operate and preserve the available cultural resources (tangible and intangible cultural heritage) for the present and future generations, it is important for locals to collaborate with other actors, such as local government leaders, cultural tourism entrepreneurs, cultural tourism appraisers, etc. The dimension known as awareness of cultural resources management (CuRM) refers to whether or not this understanding will eventually influence residents' behavioural intention to create cultural tourism destinations (Cárdenas et al., 2015). According to Cárdenas et al. (2015), locals' perceptions of tourism development were positively impacted by their awareness of resource protection, especially among women. Similarly, if people can collaborate with other stakeholders in a supportive manner, the creation of cultural tourism destinations can become apparent (Cárdenas et al., 2015). The National Cultural Tourism Guidelines give the industry a check-and-balance operationalisation to protect the interests of consumers (tourists), service providers (cultural tourism enterprises), and government regulators by outlining the specific roles of various stakeholders in starting, growing, and running cultural tourism businesses (MNRT, 2018). Consequently, the present research postulates that

H5b: The behavioural intention of locals to establish cultural tourist destinations is favourably correlated with their awareness of the management of cultural tourism resources.

Understanding cultural resources economic planning (CuREP) is the third dimension. According to Cárdenas et al. (2015), this shows that the locals understand that the planning of cultural tourism returns is intended to fairly benefit local members on a sociocultural and economic level. It also shows whether or not this understanding would affect the residents' behavioural intention to create cultural tourism destinations. Research has demonstrated that local community members who are aware of economic planning for tourism-related activities are more likely to be empowered to participate in local tourism decision-making and ultimately to support tourism (Bushozi, 2014; Cárdenas et al., 2015; Johannsson, 2019). Residents' involvement in promoting cultural tourism in their communities tends to rise when they are able to evaluate and plan the economics of cultural tourist destinations to guarantee that the benefits reach the people (Cárdenas et al., 2015). Consequently, the current study makes the following hypothesis:

H5c: The behavioural Intention of locals to establish cultural tourism destinations is favourably correlated with their knowledge of cultural resources and economic planning.

As such, the current study proposes the following conceptual model to investigate the established hypotheses.

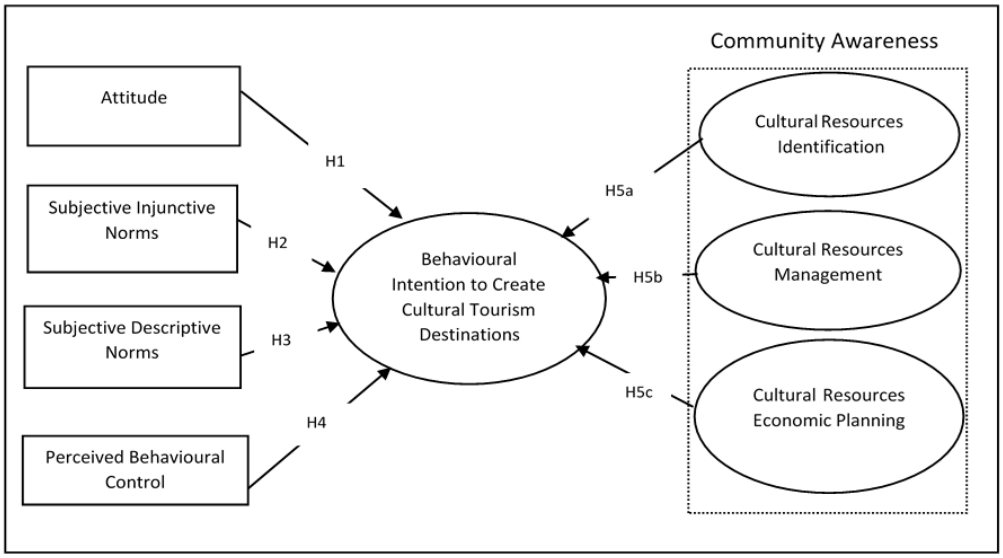

Figure 1: Proposed conceptual model
Source: Developed for current research

Methodology

A cross-sectional study approach was used in four areas of the southern tourism circuit: Ruvuma, Mbeya, Njombe, and Iringa (Creswell et al., 2003; Schoonenboom & Johnson, 2017). Although there is currently little cultural tourist activity in these areas, there is potential for growth in this field (Bushozi, 2014; Johansson, 2019). A total of 425 randomly chosen participants from a variety of backgrounds, including peasants, artisans, entrepreneurs, secondary school or college students, and employees in the public and private sectors, participated in a household survey to collect data (Steele et al., 2001). Since many residents do not engage in cultural tourist activities, this varied group was essentially selected to examine their behavioural goals to understand the obstacles that keep them from participating in cultural tourism (Bushozi, 2014; Johansson, 2019). To improve the validity and reliability of the variables' measuring items, a closed-ended questionnaire was created (Zikmund, 1991). Based on the results of an initial study carried out in the southern circuit (Mtani et al., 2023), the items evaluating the TPB constructs were adjusted. They were then further improved by consulting TPB studies to bring them into line with the current study's context. Three academicians knowledgeable in the TPB theoretical framework and two Tanzania Tourist Board experts were engaged in order to ensure a comprehensive assessment of the questionnaire item statements. Their recommendations were taken into consideration when necessary (Devellis, 2003). Nineteen items pertaining to the TPB structures made up the entire questionnaire. For example, "It is beneficial for me to create a cultural tourism destination in my village soon" is one of four items used to measure the attitude variable (Wang et al., 2013; Park et al., 2016). Three statements, such as "Most people whose opinion I value would approve that I create a cultural tourism destination in my village," were included for subjective injunctive norms (Han et al., 2010; Yadav & Pathak, 2016; Lapiski & Rimal, 2005). Three items that included statements such as "My grandparents will influence me to engage in creating a cultural tourism destination in my village soon" were used to evaluate the subjective descriptive norms (de Leeuw, et al., 2015; Smith, et al., 2012). Lastly, nine PBControl-related items were involved, including the statement, "I can get help from the local government to eventually establish a cultural tourism destination in my village" (Han et al., 2010; Wu & Chen, 2016; Yadav & Pathak, 2016).

In addition, 13 items that were modified from earlier research and tailored to the current study setting made up the construct of community awareness. These included three elements for identifying cultural resources, such as "I can create a cultural tourism destination in my village soon because I am aware that my cultural heritage needs to be restored" (Cárdenas et al., 2015; Yadav & Pathak, 2026); six items for managing cultural resources, such as "I am aware that the creation of a cultural tourism destination in my village will preserve my cultural heritage for future generations" (Cárdenas et al., 2025; Park, et al., 2016); and four items for cultural resources economic planning, such as "I am willing to create a cultural tourism destination in my village because I am aware that the income generated from tourists will be used to improve community social services, such as education, health services, and water projects in my village" (Cárdenas et al., 2025; Park, et al., 2016). Both a continuous rating scale with seven-point levels and a Likert scale were used to assess the questionnaire items. Whereas the continuous rating scale permitted a range of responses,

including extremely unlikely to extremely likely, very unimportant to very important, very uncertain to very certain, and very untrue to very true (Lange & Söderlund, 2004), the Likert scale offered options from agreement to disagreement (Vagias, 2006). By providing a large number of response alternatives, the seven-point scale was used to maximise the validity and reliability of the assessed items (Grigg, 1980; Preston & Colman, 2000). Additionally, this design helped respondents who might have had trouble expressing their psychological characteristics (Lange & Söderlund, 2004; Taherdoost, 2019). A proportional distribution of the questionnaire was used to account for the different population sizes in each location, given the rural population's geographic dispersion across the four regions. The village executive officers provided the current researchers with a sampling frame. To meet the official minimum working age at the household level (URT, 2013), literate people aged 15 and up were the objective of a straightforward random selection procedure (Hair et al., 2010). To increase the response rate and reduce missing replies, a drop-off or pick-up data collection strategy was used (Steele et al., 2001) to personally deliver the questionnaire to chosen individuals in each household. Of the 425 questionnaires distributed, 72 (17%) were specified to households in the Iringa region's Kalenga and Ibangamoyo villages, 55 (13%) were given to households in the Njombe region's Matamba and Magoye villages, 187 (44%) were provided to households in the Mbeya region's Matema and Ikombe villages, and 111 (26%) were given to households in the Ruvuma region's Liuli and Puulu villages.

Male participation was 46.1%, while female participation was 53.1%. The gender count distribution in this study is comparable to the percentages of men and women in the population count from the 2012 and 2022 National Censuses, which were approximately 48.7% and 51.3%, respectively (URT, 2022). Additionally, because women were more likely to be at home than males, who were more inclined to spend their time outdoors, the number of women exceeded that of men in the household survey used to collect data (Schlindwein et al., 2020). The majority of responders (55.1%) were in the 15–35 age range. The study's age distribution is consistent with the findings of two national censuses, which showed that, on average, mainland Tanzania's population is made up of young people, with a low percentage of senior people (3.9%) (URT, 2022). The majority of those surveyed had only completed elementary school (44.9%) and high school (39.5%). Because there are few career possibilities in their area or because they cannot afford the costs of tertiary education, rural inhabitants may not perceive the necessity to obtain higher education credentials. Furthermore, as agriculture is Tanzania's main economic sector, 44.6% of the respondents who live in rural areas are peasants. Teachers and village executive officers made up the majority of those with college or university degrees. Additionally, just 19.6% of respondents from the rural population are small business owners who offer the locals essential goods and services.

Data analysis

To examine the population representatives' comprehension of the items' intended measures for each variable and the interconnectedness of their underlying dimensions, a pilot research was carried out (Cárdenas et al. 2015; Straub, 1989). For exploratory factor analysis (EFA), a random sample of sixty respondents was used (Sapnas & Zeller, 2002). Twenty-three men (38.3%) and 37 women (61.7%) from the regions targeted for the primary study made up the chosen sample. In order to examine the data's symmetrical distribution, descriptive statistics were performed using IBM-SPSS version 21 (Watkins, 2018). The findings showed a kurtosis of -1.276 to.017 and a skewness of -1.171 to.002. Skewness and kurtosis ranges of -2 to +2 and -7 to +7, respectively, have been suggested by scholars (Byrne, 2010; Hair et al., 2010). The skewness and kurtosis were within the range for the pilot study's sample size (n=60). Because the gathered data were within the usual range, the Maximum Likelihood (ML) and Promax methods were utilised to extract components and rotate the process, respectively (Hair et al., 2010). According to research, when EFA is conducted, the p-value of the Bartlett's test of sphericity results should be significant at < 0.001 and the Kaiser-Meyer's Olkin (KMO) measure of sample adequacy value should be larger than 0.60 (Hair et al., 2014; Yong & Pearce, 2013). The EFA results showed that the sample size of 60 respondents was sufficient for factor analysis, with a p value of < 0.001 and a value of 0.849 over the threshold of 0.6 for (KMO) (Yong & Pearce, 2013). Similarly, out of the 13 items analysed, the three-dimensional constructs accounted for 67.47% of the variation, exceeding the acceptable criterion of 60% of variance (Hair et al., 2010). Additionally, the three-dimensional constructs' components loaded above the 0.5 threshold (Field, 2013; Li et al., 2020), suggesting the best outcomes for high composite reliability scores. Of the 425 issued questionnaires, 392 were usable in the main survey for the structural analysis. This was greater than the optimal goal sample size suggested for the study, accounting for 96.8% of the total replies. Confirmatory factor analysis (CFA) was performed to validate the data for structural analysis following the completion of all descriptive statistics (Hair et al., 2010; Kline, 2011). To evaluate their associations in the measurement model, all of the latent constructs—Atti, SubIN, SubDN, PBControl, CuRI, CuRM, CuREP, and BIntention—were examined (Byrne, 2010;

Hair et al., 2014). 532 degrees of freedom remained after the model's 630 different moments were analysed, of which 98 were parameters that needed to be estimated. This suggested that all of the model's parameters could be accurately estimated because the model was over-identified (Kenny et al., 1998). To make sure the model fits the data properly, five goodness-of-fit indicators were assessed. As long as the values of each index fell within the permitted ranges, the findings showed that the measurement model reasonably suited the data well (χ2/df=.000, RMSEA=.031, CIF=.980, TLI=.977, and Chi-square/df=1.374) (Hair et al., 2014; Byrne, 2010). Additionally, each individual item had to have an appropriate loading above the threshold of 0.7 in order to guarantee that all observed items in their respective latent variable met the unidimensionality condition (Hair et al., 2010; Kline, 2011).

Convergent validity was investigated to determine whether each construct has an average extracted variance value (AVE) greater than 0.6, and composite reliability (CR) was used to estimate whether the observable items measuring their respective latent constructs have internal consistency (Kline, 2011). To determine whether the value of each square root of AVE in each construct is greater than the correlation scores of other constructs, discriminant validity was evaluated (Hair et al., 2010). Since each construct's CR score exceeded the 0.7 threshold, ranging from 0.858 to 0.930, the results showed that all eight constructs possessed internal consistency (Hair et al., 2010). Furthermore, the AVE for each construct was higher than the 0.6 cut-off point (Kline, 2011), suggesting that all of the observable items in each construct had a high degree of correlation and could reliably assess their respective constructions. Furthermore, discriminant validity was attained since each square root of AVE's value, denoted by an asterisk *, was greater than the correlation scores of the corresponding variable and others. This suggests that each latent concept was distinct from the others since they were independent (Kline, 2011) (see Table 1). To make sure the results of the discriminant validity analysis were consistent, the heterotrait-monotrait (HTMT) ratio of correlations was also examined. According to scholars, if the variables are properly comparable, the threshold value between descriptors or conceptions should be less than 0.90 (Henseler et al., 2015). The findings demonstrated that all constructs achieved discriminant validity, with the HTMT ratios across the eight latent variables being independent and less than 0.90 (see Table 2).

Table 1: Composite Reliability, Convergent and Discriminant Validity Results of the Latent Constructs

Constructs	CR	AVE	MSV	Atti	SubIN	SubDN	PBControl	CuRI	CuRM	CuREP	Intention
Atti	0.894	0.679	0.609	0.824*							
SubIN	0.877	0.705	0.473	0.621	0.840*						
SubDN	0.864	0.680	0.286	0.535	0.454	0.825*					
PBControl	0.929	0.621	0.461	0.679	0.581	0.442	0.788*				
CuRI	0.858	0.669	0.609	0.781	0.607	0.471	0.616	0.818*			
CuRM	0.930	0.689	0.561	0.578	0.533	0.337	0.549	0.578	0.830*		
CuREP	0.896	0.684	0.499	0.707	0.537	0.421	0.582	0.678	0.589	0.827*	
Intention	0.882	0.714	0.561	0.722	0.688	0.426	0.684	0.721	0.749	0.665	0.845*

Note: CR=composite reliability; AVE=average value extracted; MSV=maximum shared variance

Table 2: Results of Heterotrait-Monotrait (HTMT) Ratio

	Attitude	SubIN	SubDN	PBControl	CuRI	CuRM	CuREP	Intention
Attitude								
SubIN	0.621							
SubDN	0.536	0.455						
PBControl	0.658	0.559	0.429					
CuRI	0.781	0.607	0.470	0.597				
CuRM	0.575	0.553	0.336	0.528	0.576			
CuREP	0.482	0.537	0.421	0.568	0.678	0.588		
Intention	0.503	0.688	0.426	0.443	0.729	0.751	0.665	

The hypothetical structural model was analysed to see whether it fits the data well enough to validate the results before the pathways were analysed to test the hypotheses (MacCallum et al., 1996; Shek & Yu, 2014). The hypothetical model's compliance with the recommended acceptable fit indices was verified using the same fit indices as in the measurement model analysis. The findings showed that four fit indices were unable to reach the threshold values: χ2/df=.000, RMSEA=.054, CIF=.876, and TLI=.864. The model was adjusted in accordance with theoretical justifications, the proposed routes, covariances modification indices (MI), and their anticipated parameter change value (EPCV) as supplied by AMOS output (Byrne, 2010; Hair et al., 2010; Kline, 2011; Shek & Yu, 2014). A new hypothetical structural model with enhanced model fit indices (RMSEA=.045, CIF=.914, TLI=.906, and Chi-squire/df=1.779) was created after the regression routes and covariances supplied by AMOS output were freed. A path analysis was then performed to evaluate the assumptions, as illustrated in Figure 2 below.

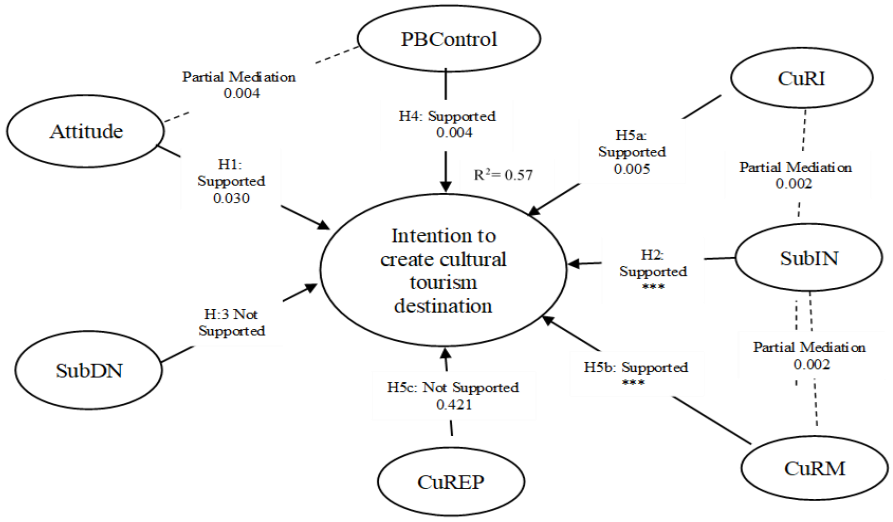

Figure 2: The hypothetical model's structural linkages

Findings and discussions

As illustrated in Figure 2, 57% (R^2=0.57) of the variance in behavioural intention can be explained by the independent predictor variables of Attitude, SubIN, PBControl, CuRI, and CuRM. This illustrates how the TPB model and the two additional dimensional constructs of community awareness may be used to explain how cultural tourism destinations could be developed in southern Tanzania. Other research on heritage tourism in Tanzania and the UK, respectively, by Lwoga (2016) and Alonso et al. (2015), also demonstrated similar outcomes. Since the current model accurately depicts how local inhabitants decide what cultural tourism activities to engage in, it points out areas that policymakers should improve in order to make cultural tourism planning among the locals in the southern tourist circuit a reality.

The impact of residents' attitudes on their intentions to act (H1)

Supporting evidence for H1 indicates a positive relationship between behavioural intention and attitude (β=0.139, $p < 0.05$). The outcome is in line with the findings of research by Lwoga (2016) and Alonso et al. (2015). In general, locals' perceived positive attitude towards the development of a cultural tourism destination in their community is greatly influenced by the direct benefits they identify with the creation of cultural tourism destinations. Policymakers and cultural tourism professionals can learn from this positive relationship that locals are only highly motivated to engage in cultural tourism activities when they believe that the direct benefits—such as better rural social services, including community schools and health centres, improved rural infrastructure, job opportunities, and revenue generation—are becoming more evident in their day-to-day lives. Therefore, the goal of intervention programs should be to inform the local population about the immediate advantages that cultural tourist activities are expected to bring.

Subjective injunctive norm's effect on residents' intentional behaviour (H2)

SubIN and behavioural intention have a substantial positive significant association, according to the support of H2 (β=0.183, $p < 0.001$). This demonstrates that important referrers are the most powerful group of people that locals can trust and are prepared to follow their advice on creating cultural tourism sites in the southern tourist circuit. The Tanzanian civilisations' ethos of collectivism may be the reason for the beneficial relationship. The everyday narratives provided by those deemed significant by society have a significant impact on altering the general perceptions of individual members in collectivism cultural practices (Hofstede, 1997). Stated differently, the inclusion of cultural tourism narratives provided by important community members is likely to have a major impact on all community members. Furthermore, if the referrers are people the respondents trust, the subjective norm has a positive link with intentional behaviour, per Armitage & Conner's (2001) meta-analysis study. The exploratory investigation in this study was the initial step in determining who the referrers were and which referrers were most important (Mtani et al., 2023). The main study next assessed the prediction power generated by the key referrers. This finding runs counter to research that found SubIN and deliberate behaviour had a poor correlation (de Leeuw et al., 2015). The outcome, however, is in line with another TPB study conducted by Malcolm et al. (2021), which

demonstrated that SubIN was the most powerful predictor of desire to adopt individualised prevention programs among patients who get yearly wellness visits.

Subjective descriptive norm's effect on residents' intentional behaviour (H3)

In contrast to SubIN's findings, Figure 2's results reveal that either H3 is not supported or the association between SubDN and residents' behavioural intention is not significant (β=0.002, p=0.972). Put differently, at a precision level of 0.05, SubDN has no relationship to the ambition of locals to develop cultural tourism destinations. The current study's findings contradict that of de Leeuw et al. (2015) which found a positive correlation between students' pro-environmental behavioural intention and SubDN. The respondents' demographic profile may be the cause of the opposite outcome. The young respondents in the de Leeuw et al. (2015) study were different from the respondents in the current study in terms of their characteristics. According to de Leeuw et al. (2015), young people are more likely to follow the example of celebrities than to follow the advice of their elderly people. The referrers' uneven influence may have contributed to the SubDN's non-significant impact on behavioural intention in the current study. In contrast to small local cultural tourism entrepreneurs, particularly those involved in supply chain businesses that support cultural tourism activities, referrers like parents and grandparents likely do not see the value of regularly working on cultural tourism projects. Recommendations on how to make the SubDN impact a reality for policy makers and tourism practitioners are limited because the present researchers lack high trust in the direct influence the SubDN creates on people' behavioural intentions.

The impact of residents' perceived behavioural control on their intention to act (H4)

Additionally, the results indicate a substantial positive link (β=0.164, p=<0.01) between citizens' PBControl and their intention to build cultural tourism sites. A study by Lwoga (2016) that looked at whether respondents' intentions to conserve built heritage were positively significant is in line with H4's support. Residents of the southern tourist circuit are confident in their internal capacity (i.e., personal skills in creating cultural products, having adequate knowledge of local history, being skilled in cooking traditional foods, and receiving cooperative support from other members of the local community) to manage cultural tourism activities, according to the result between PBControl and intention. According to TPB literature, the predictive power of the PBControl in influencing people's intentions and behaviours to act tends to be enhanced by both internal capacity (such as skills, time, money, and knowledge) and external support (such as technical, political, and financial supports, etc.) (Fishbein & Ajzen, 2010; de Leeuw et al., 2015; Huang et al., 2021). Nonetheless, Armitage & Conner (2001) noted that people's responses on PBControl differ based on the circumstances surrounding the analysis of an expected conduct. Therefore, it is stated in the framework of this study that the people who live in the southern tourist circuit have come to believe that they are capable of engaging in cultural tourism activities even in the lack of outside assistance. Therefore, in order to develop cultural tourism activities in the southern tourist circuit, future behavioural intervention programs should make use of and enhance the residents' internal capacity or self-efficacy in managing the activities. They should also provide the required external support to increase the residents' behavioural intention.

The impact of identifying cultural resources on residents' intentions to act (H5a)

Residents' behavioural intention and the CuRI have a substantial positive connection (β=0.197, p=<0.01), supporting H5a. As a result, the current study demonstrates that the respondents are willing to contribute and introduce their own distinctive cultural resources to tourists in order to build a program for cultural tourism. The outcome is consistent with other related research. For example, Huang et al. (2021) found that subjective environment knowledge affected citizens' participating intention and behaviour in their study to investigate citizens' participatory behaviour in urban green space governance. In a similar vein, several community tourism researches have demonstrated that locals' understanding of cultural tourism tends to influence their intention to promote local tourism (Reid et al., 2000; Reid et al., 2004). The current finding offers policymakers suggested options for implementing educational programs that raise residents of the southern tourism circuit's awareness of cultural resource identification. The goal of developing a destination for cultural tourism will be achieved if such activities are widely disseminated to a sizable portion of the community.

The impact of cultural resource management on the intentions of residents to act (H5b)

As with the confirmation finding for H5a, H5b is also supported, meaning that residents' behavioural intention and the CuRM are significantly positive (β=0.333, p=<0.001). Developing cultural tourism requires effective management of cultural resources. According to studies, residents are more likely to support and grow cultural tourism initiatives when they are aware of how cultural resources are handled (Cárdenas et al.,

2015). The findings imply that people' desire to establish cultural tourism destinations would rise if policymakers and tourism professionals could effectively involve them in managing cultural resources. In order to manage cultural tourism resources in cooperation with other stakeholders, policymakers must make sure that communities are informed and participate in future planning. Residents' behavioural intention to venture into developing cultural tourism destinations becomes clear if they believe that their cultural resources will be adequately handled within the framework of cultural tourism activities.

The impact of economic planning for cultural resources on residents' intentional behaviour (H5c)

H5c is not supported, or the CuREP does not statistically link to intention to build a cultural tourist destination ($\beta = 0.047$, $p = 0.421$), in contrast to the confirmation of H5a (relates to CuRI) and H5b (relates to CuRM). The lack of support for H5a contradicts the findings of a few studies that show a favourable relationship between citizens' attitudes and their actual participation in tourism activities and their understanding of cultural resources economic planning (Cárdenas et al., 2015; Reid et al., 2000). However, the confirmation of the lack of support for H5c results is in line with a study conducted in Kenya, which discovered an inconsistent relationship between the attitude of local people and their intention to support the development of community-based programs. This is because the majority of respondents had a negative reaction because just a small number of local members were willing to devote their time and money to make the projects a reality (Kariuki & Mbwisa 2014). Recommendations on how to make the CuREP effect tangible for policymakers and tourism practitioners are limited because the present researchers lack sufficient confidence in the direct influence the CuREP creates on behavioural intention.

The impact of mediation on intentional behaviour

The current investigation discovered additional information on the mediation effects among the variables in addition to the known hypotheses. A bootstrapping approach was used to create a hypothesis test for the mediations revealed in the new hypothetical structural model to see if they produced findings that were comparable to direct effects in order to ascertain the mediation effect among these variables (Tsamardinos et al., 2018). As a result, 1000 samples with a 95% confidence interval were chosen for the bootstrapping resampling (Tsamardinos et al., 2018).

CuRI and behavioural intention mediating relationship via SubIN

The path analysis showed that, under the bootstrapping regression estimates, there was a positively significant direct relationship between CuRI and residents' behavioural intention (estimate=0.197 with a p value of 0.013) and an indirect relationship between CuRI and behavioural intention through SubIN (estimate=0.058 with a p value of 0.002). Because the direct regression estimate was higher than the indirect regression estimate, the results indicated a partial mediation effect (Zhao et al., 2010). Additionally, both the direct and indirect estimates had p values less than 0.05 and less than 0.01 respectively, indicating that they were favourably significant. According to this, when important referrers like parents, local government officials, cultural tourism entrepreneurs, and friends or neighbours encourage the locals to do so through everyday cultural tourism narratives, the residents' willingness to share their tangible and intangible cultural practices with tourists increases because they are aware of their available cultural resources.

CuRM and behavioural intention mediating relationship via SubIN

The findings also show that, according to bootstrapping regression estimates, there is a positively significant direct relationship between CuRM and residents' behavioural intention (estimate=0.335 with a p value of 0.002) and an indirect relationship between CuRM and behavioural intention through SubIN (estimate=0.053 with a p value of 0.002). The mediation is partial because the direct regression estimate is higher than the indirect regression estimate (Zhao et al., 2010), but it is positively significant at a precision threshold of 0.05. The findings indicate that local communities are more inclined to engage in the development of cultural tourism activities if they are aware of the need of properly managing cultural resources. Furthermore, when important referrers like parents, local government officials, cultural tourism entrepreneurs, and friends or neighbours can reassure the locals that their available cultural resources will be properly managed and advantageous for future generations, the residents' deliberate behaviour becomes more intense.

The role of attitude in mediating the relationship between behavioural intention and PBControl

The findings show that, according to bootstrapping regression estimates, there is a positively significant direct relationship between PBControl and behavioural intention (estimate=0.164 with a p value of 0.019) and an indirect relationship between PBControl and behavioural intention through attitude (estimate=0.037 with a p value of 0.004). A partial mediation effect is created when the results show that the direct regression estimate is higher than the indirect regression estimate (Zhao et al., 2010). Furthermore, with p values of less

than 0.05 and less than 0.01 for the direct and indirect estimates, respectively, they are both favourably significant. This suggests that local residents are more inclined to develop their communities into cultural tourism destinations when they have faith in their own abilities and external assistance from governmental and non-governmental groups. Furthermore, when a positive attitude towards the growth of a cultural tourism destination has already been established, their deliberate behaviour becomes more intense.

Conclusion

This study explained the socio-psychological characteristics that hinder or influence locals in the southern tourist circuit to build cultural tourism destinations using the TPB framework with the additional three-dimensional construct of community awareness. The results showed that Attitude, SubIN, PBControl, CuRI, and CuRM had a positive significant relationship with behavioural intention to construct cultural tourist destinations, accounting for 57% of the variance in behavioural intention. Three mediation effects were also found in the TPB hypothetical structural model by this investigation. The first is that CuRI and residents' behavioural intention through SubIN have a somewhat beneficial, considerable indirect effect. Additionally, through SubIN, there is a large and partial beneficial indirect relationship between residents' behavioural intention and CuRM. Through attitude, the final partial indirect relationship between the construct PBControl and behavioural intention is discovered. The significance and impact of the constructs, SubIN and Attitude, in explaining locals' behavioural intention to establish cultural tourism attractions in their communities have been demonstrated by the mediation effects. In terms of implications for policy and suggestions, the sociopsychological characteristics of the residents in their course to create cultural tourism destinations utilising the TPB framework with the additional three-dimensional constructs of community awareness of cultural tourism have been demonstrated by the study's findings. Section 5.3 of the National Tourism Policy, 1999, highlights policy initiatives for the development of cultural tourism; however, no specific strategy is aimed at offering educational training to cultural tourism stakeholders, particularly the local population. The findings therefore have the following ramifications for practitioners of cultural tourism and policymakers. First, the policy should prioritise the stakeholders, such as locals, who are the primary guardians of cultural tourist activities. It is necessary to offer specific training and educational initiatives aimed at improving the attitudes of the people. For example, certain television or radio shows/broadcasts that illustrate or describe the advantages of cultural tourism in other places can improve locals' perceptions of cultural tourism in their communities and ultimately encourage them to create their own cultural tourism destinations. Similar to this, in order to improve societal norms, daily stories on the advantages of cultural tourism that involve important individuals deemed prominent in society should be broadcast on television, community radio, and social media. In this situation, policymakers and cultural tourism program practitioners should capitalise on the collectivism culture among the locals, wherein community members share opinions, sentiments, or attitudes regarding cultural tourist activities. Additionally, to demonstrate support for their abilities, residents' internal capacities—such as their ability to produce cuisines, cultural items, and other related souvenirs—should be promoted, inspired, and supported. Their trust in their capacity to engage in cultural tourism activities will increase as a result. Accordingly, it is important to arrange external assistance from local governments and other stakeholders so that locals can have faith in the expected support for cultural tourism initiatives.

This study has certain limitations even though it has made important additions to the corpus of information regarding cultural tourism and TPB. First, the study was unable to accept the TPB model's actual behaviour. The rationale is that since most locals haven't ventured into cultural tourism activities, the same events in the southern tourist circuit are expected to become entrenched. In order to determine the residents' willingness to engage in the actual behaviour, it was thought necessary to first look at the proximal antecedent of actual behaviour, or behavioural intention. As a result, future research ought to think about incorporating real behaviour into the TPB framework. Furthermore, this study gathered cross-sectional data on the assumption that the participants would not experience any changes in their behaviour or meet any external or internal variables that would influence their intention to develop cultural tourist destinations in the near future. Since other factors may have a positive or negative impact on respondents' intentions or behaviours, Ajzen (1991) suggested that the time between analysing respondents' intentions and actual behaviour shouldn't be too long. As a result, longitudinal data can be collected in future research to see how respondents' behavioural intention and actual behaviour change over time.

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