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Research article

The relationship between residents' sense of community, attitude, and support for sustainable tourism development

Valsaraj Payini [1], Giridhar B Kamath* [2], Vasanth V.P. Kamath [3], Rajesh R Pai [2] and Jyothi Mallya [1]

[1] Welcomgroup Graduate School of Hotel Administration, Manipal Academy of Higher Education, Manipal, India
[2] Manipal Institute of Technology, Manipal Academy of Higher Education, Manipal, India.
[3] T A Pai Management Institute, Manipal Academy of Higher Education, Manipal, India

ABSTRACT
While the relationship between sense of community and sustainable development was well documented in the literature, there are limited or no studies on how the sense of community interacts with residents' attitudes and their support for sustainable tourism development. Therefore, this study aims to investigate the role of sense of community as a predictor to residents' attitude, and their support for sustainable development. For this purpose, the data from 502 residents were collected from the coastal tourism belt in India. The proposed hypotheses were tested using the Partial Least Squares Structural Equation Modeling technique. The findings of the study suggest that the residents' sense of community is a significant predictor of their attitude and support for sustainable tourism development. The study provides empirical evidence for the role of sense of community in shaping residents' attitudes and support for sustainable tourism development.

KEYWORDS
Sustainability; sense of community; SDG8; SDG12; SDG14; support for tourism; residents; attitude

Introduction

Sustainable tourism is defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (United Nations, 2018). Thus, it is evident that the sustainable tourism development not only focuses on generating economic benefits, but it also aims to provide support for the local communities. Tourism activities of any kind can have both positive and negative impacts on the community; they can be a driving force for overall development, while for others, they are a cause for adverse consequences (Mtapuri et al., 2024). While making optimal use of resources, tourism activities should also respect the socio-cultural aspects of communities. Tourism authorities should conserve local cultural heritage and traditional values of the destination. In other words, the community and its well-being should become the central focus for sustainable tourism development. Because, the success of sustainable tourism development majorly depends on community leadership, support, participation, and involvement (Agboola & Yotsumoto, 2024; Ayad & Dwedar, 2025; Bulatovic et al., 2025; Kelkar et al., 2025; Mokabe et al., 2024). According to Woosnam & Ribeiro (2023), the developmental stage of tourism impact research can be classified into five distinct stages. While, the first stage includes definition, typologies, and concept model development, the second stage comprises empirical studies, based on case studies. In the third stage, studies were focused on scale development and testing. The fourth stage witnessed further development and refinement of the scale and theoretical applications. During fourth stage, there was a shift in focus towards the social impact considerations of tourism within the context of sustainability. For example, the creation and development of the Sustainable Tourism Attitude Scale (SUS-TAS) (Choi & Sirakaya, 2005) and the Emotional Solidarity

CORRESPONDING AUTHOR'S CONTACT: Giridhar Kamath giridhar.kamath@manipal.edu
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Scale (ESS) (Woosnam & Norman, 2010). The fifth stage includes further development of the theoretical model, such as Social Exchange Theory (SET) as a significant theoretical foundation for investigating the tourist-host relationship (Alsaloum et al., 2024; Phuong et al., 2025; Truong et al., 2025). The focus of SET is to examine how the host community assesses the costs and benefits of tourism resources for community use, the economic benefits they would receive, and social values and environmental attitudes (Çelik & Rasoolimanesh, 2021). It contend that if residents perceive the benefits of tourism to outweigh its costs, they are more likely to engage in interactions and exchanges with tourists (Ap, 1992; Jurowski et al., 1997). Though this theory was used extensively by the researchers in the context of tourists-host relationship, it also draws many criticisms.

Joo et al. (2021) and Maruyama et al. (2019) argue that SET depicts the relationship between tourists and the host community as a mere financial exchange overlooking the social impacts of this relationship. Furthermore, it is found that SET alone does not provide a testable model and is frequently used in conjunction with other theoretical frameworks (Ward & Berno, 2011), as observed in some studies (Chang, 2021). Additionally, beyond SET, studies have successfully incorporated several other predictor variables from the community psychology literature, such as community attachment (Eslami et al., 2019), empowerment (Joo et al., 2020), place attachment (Lee et al., 2020), community involvement (Septyandi et al., 2025)and sense of community (Aref, 2011; Ward & Berno, 2011), to explain residents' perceptions of the social impacts of tourism. In his seminal book, Sarason (1974), a psychologist, proposed that the Sense of Community (SOC) becomes the conceptual center for community psychology. Later, this theoretical concept was applied to academic disciplines as part of "communities for all" initiatives (Moisseron-baudé et al., 2022; Nguyen et al., 2022; Toubøl et al., 2022). However, despite the presence of empirical evidence supporting the relationship between SOC and other psycho-social factors, SOC has been sparingly used by sustainable tourism researchers. Since sustainable tourism development is more community-centric, it is logical and wise to incorporate SOC as a predictor of residents' attitudes and SSTD. By incorporating SOC as a predictor of residents' attitudes and their SSTD, this study aims to examine the validity of the theory of SOC in the context of sustainable tourism development in a real-life setting. Thus, the primary aim of this study is to explore the relationship between residents' SOC, attitude, and their SSTD in the context of coastal tourism, and to provide a more comprehensive understanding of the theoretical and practical implications.
Theoretically, this study contributes to the literature by integrating SOC as an antecedent to residents' attitude and SSTD. Practically, the study's findings will be helpful to policymakers and tourism industry administrators at the local, state, and central government levels. By understanding the role of SOC as a predictor of residents' attitude and their support for sustainable tourism development, policymakers can make informed decisions to developmental plans that promote the sense of community of the residents.

Theoretical frameworks and hypotheses development

Sarason (1974) developed the theory of sense of community, describing it as "the feeling that one is part of a readily available, supportive, and dependable structure" (p. 157). While attempts have been made to define and measure SOC operationally, McMillan & Chavis (1986) provided the most accepted model that encompassed many of the associated political and sociological ideals. McMillan defined SOC as "a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to being together" (McMillan & Chavis, 1986). Since its inception, SOC has been found as a conceptual foundation for community psychology interventions and practice (Prati et al., 2021). It plays a crucial role in building community support and enhancing long-term sustainability in tourism development (Hall & Richards, 2002). Since the success of any sustainable tourism development relies primarily on community support, this study adopts SOC as a theoretical underpinning to better understand the role of SOC and its impact on residents' SSTD.

Relationship between SOC and SSTD

SOC is considered an ideal and desired state, serving as a conceptual foundation for community psychology interventions and practice (Prati et al., 2021) and is often considered a key variable in studies exploring diverse aspects of community life. The relationship between SOC and a range of variables has been analyzed. For example, it was studied to understand the level of participation in tourism activities (Aref, 2011; Jeong et al., 2018), sustainable community development (Lardier et al., 2021; Lin et al., 2021).The study findings showed that SOC is positively associated with participation and environmental activities (Omoto & Packard, 2016). Community attachment enhances these perceptions, leading to stronger support for tourism (López et al., 2020). Residents who feel a strong connection to their community and are actively involved in community activities are more likely to support sustainable tourism initiatives (Cañero Morales et al., 2017;

Lee, 2013; Orgaz-Agüera et al., 2022). Therefore, based on the above-mentioned literature and theoretical framework, the following hypothesis is postulated:

H1: SOC has a positive impact on residents' SSTD

Relationship between SOC and sustainable tourism attitude

Winkle et al. (2014) investigated the relationship between SOC and festivals' social impact and found a significant positive relationship between needs fulfilment and social benefits. However, needs fulfilment was negatively related to social costs. This research supports a four-dimensional conceptualization of SOC and highlights the importance of examining the relationship between psycho-social variables and perceptions of impact. Furthermore, Sirianni & Sabbagh (2020) found that the local community's SOC had a significant positive impact on both individual and community benefits in the context of festivals. To sum up, a sense of community, a feeling of belongingness, and interaction between people and environment, has been studied in different research disciplines, tourism (Hahm et al., 2016), support for sustainability community development (Lin et al., 2021), sustainable cities (Macke et al., 2019), and sustainable neighbourhood (Tsai, 2014). It is considered a critical theoretical construct in person-place relationships, human behavior, community psychology (Coulombe & Krzesni, 2019), and attitude towards the environment (Kutay Karacor & Akcam, 2021). Thus, it can be anticipated that the higher SOC would be related to a more favourable perception of sustainable tourism attitude and SSTD. Meanwhile, based on SET, the effort to understand the impact of tourism on host communities has led to the development of scales to measure the attitudes of the host community (Choi & Sirakaya, 2005). To address this, Choi & Sirakaya (2005) developed and tested the Sustainable Tourism Attitude Scale (SUS-TAS) as a subjective indicator of a community's cognitions, beliefs, and behavioral intentions regarding tourism development, grounded in the sustainability paradigm. The main purpose of SUS-TAS is to measure residents' attitude toward sustainable tourism development by explicitly integrating seven sustainability criteria, They are economic benefits, the socio-cultural impact of tourism, community-based benefits, visitor satisfaction, long-term planning, environmental sustainability, and community participation. Therefore, based on the above argument, this study incorporates SOC as a predictor variable to explain the residents' attitude towards and proposes the following hypotheses.

H2: SOC has a positive impact on the residents' attitude toward PEB of tourism
H3: SOC has a positive impact on the residents' attitude PES) of tourism
H4: SOC has a negative impact on the residents' attitude toward the PSC of tourism
H5: SOC has a positive impact on the residents' attitude toward the CCE of tourism
H6: SOC has a positive impact on the residents' attitude toward LTP of tourism activities
H7: SOC has a positive impact on the residents' attitude toward EVS
H8: SOC has a positive impact on the residents' attitude toward MCP in tourism activities

Relationship between sustainable tourism attitude and SSTD

Understanding the host community's attitude toward sustainable tourism development enables policymakers to formulate appropriate strategies (Obradović et al., 2021). In the past, studies have investigated the relationship between residents' attitudes and their impact on sustainable tourism development (Chamarro et al., 2021; Obradović et al., 2021; Obradović & Stojanović, 2021; Yusuf, 2020). For example, research conducted in an island context, using 362 residents, reveals that the community participation dimension was crucial for residents' SSTD (Hsu et al., 2019). Further, the perceived economic benefit dimension exhibited a positive relationship with support for STD (Hsu et al., 2020). A study investigating residents' attitudes towards tourism development in Yogyakarta City, Indonesia, revealed that perceived social costs and community participation had the lowest impact on tourism development (Yusuf, 2020). Rathnayake & Darshi (2009) based their study in coastal Sri Lanka and found that the respondents had a positive attitude towards sustainable tourism development. The respondents also acknowledged the economic benefits of tourism. Their findings indicate that visitors' satisfaction had a positive impact on sustainable tourism development. Meanwhile, an India study on world heritage site selection explored the benefits of sustainable tourism development and conservation measures. The findings of this study reveals that engaging the local community is a critical criterion for the successful implementation of sustainable tourism development (Reddy, 2009). Later, Dhiman & Dubey (2011) investigated the stakeholders' perception of sustainable tourism development and found a significant difference among tourism stakeholders in terms of perceived sustainable tourism development dimensions in India. The dimensions measured in this study were institutional, economic, social, and environmental. However, this study did not measure the negative impacts of sustainable tourism development, for instance, social costs. It also failed to capture the residents' perception of visitors' satisfaction, whereas both social costs and visitor satisfaction are critical dimensions

of sustainable tourism development. Thus, considering these gaps in literature, our study proposes the following hypotheses.

H9: PEB has a positive impact on residents' SSTD
H10: PES has a positive effect on residents' SSTD
H11: PSC has a negative impact on residents' SSTD
H12: CCE has a positive effect on residents' SSTD
H13: LTP has a positive impact on residents' SSTD
H14: EVS has a positive effect on the residents' SSTD
H15: MCP has a positive impact on the residents' SSTD

The final conceptual framework of the study is proposed and depicted in Figure 1

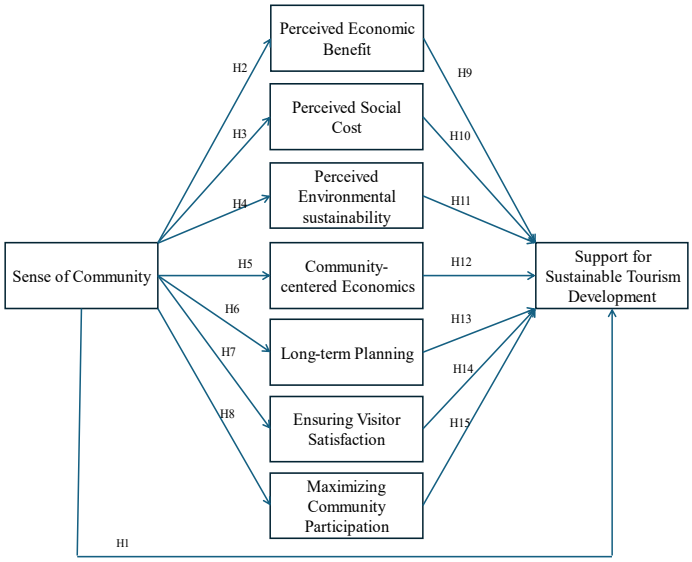

Figure 1: Conceptual framework

Materials and methods

This study is conducted in one of India's prominent coastal tourism belts, namely Udupi, comprising of 14 beaches spanning approximately 100 kilometres. It attracts both domestic and international visitors. It offers beach-based recreation, water sports, and community-driven tourism initiatives. Its diverse coastal ecosystem and vibrant local communities make it an ideal setting to explore the interplay between residents' sense of community and their support for tourism development at the destination. The target respondents for this study are residents of the coastal tourism belt, aged 18 years and above. A multi-item measurement scale was designed to measure the constructs included in the study. The measuring instrument had four sections. The first section measured the residents' SOC using the Brief Sense of Community Scale (BSCS) (Peterson et al., 2008). It had eight items. The second section examined residents' attitudes towards sustainable tourism development. To measure this residents' attitude, the study adopts 38-item SUS-TAS scale (H. S. C. Choi & Sirakaya, 2005) from the previous literature. This scale had seven sub-dimensions, namely, Perceived Economic Benefits (PEB), Perceived Social Cost (PSC), Community-Centric Economy (CCE), Long-Term Planning (LTP), Ensuring Visitor Satisfaction (EVS), and Maximizing Community Participation (MCP). The third section captured the residents' SSTD, a 6-item scale (Bajrami et al., 2020). All these items were measured using a 5-point Likert scale. The fourth section captured the demographic variables of residents, such as age, gender, education, and occupation. The study uses convenience sampling method. Totally, 545 responses were collected. Received. Of 545 responses, only 502 were considered for the data analysis. The reason for the non-inclusion is incomplete data in the offline survey. The data analysis was conducted using SPSS and SmartPLS. The data analysis was divided into three stages: 1) descriptive, 2) confirmatory factor analysis, and 3) structural equation modeling.

Results

Descriptive data

Regarding the gender distribution, the sample had a slightly more female representation (51.59%) than male (44.21%). While the minimum age of the respondents was 18, the maximum age was 73. The average age of respondents was 37. Regarding the educational background of the residents, it is found that nearly half of

the respondents (48%) have an undergraduate degree, while 22% have post-graduation or higher qualifications. Regarding the nature of residence, it is found that most of the residents were permanent residents (79.72%). The rest were tenants or part-time residents (16.67%).

Assessment of the measurement model

The Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to evaluate the measurement model. This assessment includes reliability indicators, internal consistency, and convergent and discriminant validity. The outer loading values were between 0.543 and 0.859. All these values were above the recommended value of 0.5 (Hair et al., 2014). Further, the Cronbach's alpha and composite reliability (CR) were calculated. The results revealed that all the constructs demonstrated acceptable reliability, with α and CR values above 0.70 (Table 1) (Nunnally, 1975). The AVE values for all constructs were above 0.50, suggesting that the convergent validity (Fornell & Larcker, 1981). Furthermore, discriminant validity was assessed using the Fornell–Larcker criterion. The square root of AVE for each construct was greater than its correlations with other constructs (Table 2). All these findings suggest that the measurement model was reliable for further analysis.

Table1: Reliability and validity measures

Constructs	Cronbach's alpha	CR (rho_a)	CR (rho_c)	AVE
CCE	0.8	0.81	0.88	0.72
MCP	0.78	0.79	0.86	0.61
PEB	0.88	0.89	0.91	0.59
PES	0.91	0.91	0.93	0.61
LTP	0.8	0.8	0.87	0.63
EVS	0.79	0.79	0.88	0.7
PSC	0.87	0.95	0.89	0.52
SOC	0.86	0.87	0.89	0.51
SSTD	0.84	0.85	0.89	0.56

Table 2: Fornell-Larcker criterion

Constructs	CCE	COM	ECO	ENV	LON	SAT	SCO	SOC	SUP
CCE	0.847								
MCP	0.485	0.780							
PEB	0.498	0.693	0.769						
PES	0.456	0.601	0.666	0.779					
LTP	0.540	0.681	0.732	0.682	0.792				
SAT	0.490	0.611	0.705	0.598	0.717	0.838			
PSC	0.151	0.134	0.083	0.020	0.060	0.124	0.719		
SOC	0.655	0.698	0.693	0.559	0.692	0.649	0.202	0.711	
SSTD	0.483	0.656	0.666	0.572	0.689	0.637	0.075	0.706	0.751

Assessment structural model

The structural equation model was tested using SmartPLS software to test the proposed hypotheses. The strength and significance of the relationship was determined by the path coefficient (β) and t-values (Table 4). The results revealed that except for H11 and H12, all other hypotheses were accepted**.**

Table 4: Results of hypothesis testing

Hypothesis	Path Analysis	β	T statistics	P values	Results
H1	SOC -> SSTD	0.23	4.34	0.001	Supported
H2	SOC -> PEB	0.67	24.88	0.001	Supported
H3	SOC -> PES	0.61	19.53	0.001	Supported
H4	SOC -> PSC	0.21	2.83	0.001	Supported
H5	SOC -> CCE	0.62	22.8	0.001	Supported
H6	SOC -> LTP	0.66	28.94	0.001	Supported
H7	SOC -> EVS	0.65	25.78	0.001	Supported
H8	SOC -> MCP	0.66	25.99	0.001	Supported
H9	PEB -> SSTD	0.12	2.31	0.020	Supported
H10	PES -> SSTD	0.12	2.33	0.020	Supported
H11	PSC -> SSTD	-0.02	0.55	0.580	Not Supported
H12	CCE -> SSTD	0.06	1.4	0.160	Not supported
H13	LTP -> SSTD	0.22	3.94	0.001	Supported
H14	ENV -> SSTD	0.10	2.06	0.040	Supported
H15	MCP -> SSTD	0.10	2.15	0.030	Supported

Discussion

The idea of SOC and sustainable tourism development are interlinked in many ways, particularly through the involvement and participation of residents in tourism planning and development. While sustainable tourism development aims to balance economic, social, and environmental objectives, a SOC can enhance the effectiveness and acceptance of sustainable tourism initiatives at the destination. Keeping this in mind, this study proposes the SOC as a predictor of residents' attitudes and their SSTD. Accordingly, based on the psychological theory of SOC and SET, this study proposes several hypotheses. The SOC is a multifaceted concept that encompasses feelings of belonging, interdependence, and mutual commitment among community members, and it is measured through sub-dimensions, including membership status, integration, satisfaction of needs, influence, and shared emotional connections (Cunha et al., 2018, 2019). Hypothesis 1 demonstrates that the strength of the relationship between SOC and SSTD is found to be positively

significant (β = 0.23, t = 4.34, p < .001), indicating that residents' SOC has a significant positive impact on their SSTD in the context of coastal tourism development. This finding implies that residents who feel a strong sense of belonging and connection with their community are more likely to support sustainable tourism initiatives that benefit their region. These findings are in line with previous studies that have consistently highlighted SOC as a key determinant of community engagement (Prati et al., 2021), participation in tourism activities (Aref, 2011; Jeong et al., 2018), and sustainable community development (Lardier et al., 2022; Lin et al., 2021). In the context of sustainable tourism development, it is found that residents who feel a strong sense of belonging and emotional connection to their community are more likely to support its development (Chen et al., 2025).

Our study findings suggest that the path coefficient for SOC and PEB (H2) is significant (β = 0.67, t = 24.88, p < .001), indicating that residents' SOC has a significant positive impact on their attitude towards the economic benefits of tourism. This result suggests that residents with a higher sense of community are more likely to perceive tourism activities as economically beneficial. This finding is in accordance with the previous study (Elvas & Moniz, 2010) conducted in residential neighbourhoods, where a strong SOC positively correlates with higher participation and satisfaction, which in turn translates to economic advantages. In the context of tourism, a higher SOC can enhance the PEB. For example, it has been found that community-led rural tourism initiatives that foster a sense of ownership and empowerment among residents lead to economic growth and job creation (Cvijanović et al., 2025). The results of hypothesis testing also reveal that the path coefficient between SOC and PES (H3) is significant (β = 0.61, t = 19.53, p < .001). This finding indicates that residents' SOC has a significant positive impact on their attitude towards PES. In other words, residents with a higher SOC care more about protecting the environment and supporting tourism activities at the destination. Aligned with this result, the findings of previous studies suggest that community participation in tourism activities positively influences residents' support for sustainable practices and ecotourism development (Trejo et al., 2025). H4 states that SOC has a negative impact on PSC. The path coefficient (β = 0.23, t = 2.83, p = .001) is significant and suggests that residents' SOC has a significant impact on their attitude towards perceived social cost. Put simply, residents with a higher SOC are deeply concerned about the negative influence of tourism activities, such as cultural disruption, overcrowding, and lifestyle changes. A study conducted in the context of a festival reveals that sub-dimensions, such as need fulfillment and influence, are negatively related to perceived social costs (Van Winkle & Woosnam, 2014).

The path coefficient for SOC and CCE is significant (β = 0.62, t = 22.8, p < .001), indicating that residents' SOC has a significant impact on their attitude toward CCE (H5). To be more precise, residents with higher SOC are likely to acknowledge the community-centered benefits of tourism, such as the support of local businesses and job creation. This finding aligns with the findings of a previous study by Gaonkar & Sukthankar (2025), which confirms that community attachment is directly related to participation in local economic opportunities. The H6 states that the SOC has a positive impact on the LTP of sustainable tourism development. Our results found that the path coefficient between SCO and LTP is significant (β = 0.66, t = 28.94, p < .001), indicating that residents' SOC has a substantial impact on their attitude towards long-term tourism planning. Previous studies have confirmed that community attachment significantly influences residents' attitudes toward long-term strategies, as they perceive such planning as a means to safeguard cultural heritage, economic stability, and environmental integrity (Gannon et al., 2021). The path coefficient for SOC and EVS is significant (β = 0.66, t = 25.78, p < .001), indicating that residents with a higher SOC are likely to ensure visitor satisfaction (H7). A recent study conducted among Muslim tourists reveals that SOC significantly shapes tourists' holistic experiences, satisfaction, and intentions (Suhartanto et al., 2025). The study results illustrate that the path coefficient between SOC and MCP is significant (β = 0.66, t = 25.99, p < .001) (H8). This result suggests that residents with higher SOC are more likely to support tourism developments that actively involve local people in decision-making, operations, and benefit-sharing. This finding aligns with a previous study conducted in Shiraz, Iran. According to the study findings, the SOC can act as a catalyst for the development of the tourism industry by enhancing local participation (Aref, 2011).

Our H9 states that PEBs have a significant impact on residents' SSTD. The path coefficient for PEB and SSTD is significant (β= 0.12, t=2.31, p=.001). Multiple studies have indicated that PEB has a direct positive impact on residents' support for tourism development (Hashemi et al., 2022; Wu et al., 2023). This finding suggests that when residents perceive tangible benefits, such as economic benefits, they are more likely to support sustainable tourism development at their destination. Our analysis also revealed that PES has a significant positive impact on residents' SSTD (H10) (β = 0.13, t = 2.33, p = .001). This finding demonstrates that residents who believe tourism development prioritizes environmental issues, such as conservation of the environment, pollution, and eco-friendly practices, support tourism activities in their region. There is evidence of a positive relationship between these two variables in the literature (Hsu et al., 2019; Quang, 2025). Our H11 stated that there is a negative relationship between PSC and SSTD. However, our analysis did not find any support for this hypothesis (β = -0.01, t = 0.55, p = .58). These results indicate

that tourism's social cost does not have a meaningful impact on residents' SSTD. These findings align with previous studies, which found that PSC did not influence residents' support for tourism development (Dousin & Aralas, 2024; Trejo et al., 2025). Similarly, H12, which states that CCE has a positive impact on residents' SSTD, is also not supported ($\beta = 0.06$, $t = 1.4$, $p = .16$). The possible reason for this non-significant relationship could be that residents may not perceive tourism-related economic benefits as truly community-centered or equitably distributed. The H13 states that tourism's LTP has a positive impact on its SSTD. Our analysis supports this hypothesis ($\beta = 0.22$, $t = 3.94$, $p < .001$). This result reveals that when residents perceive tourism development as incorporating long-term planning, such as resource conservation and infrastructure preservation, they are more likely to support tourism initiatives or growth in their destination. This finding aligns with previous studies that highlight the critical role of LTP in tourism development (Choi & Murray, 2010; Stojanović et al., 2014). Similarly, H14 and H15 are also supported. The H14 stated that EVS has a positive relationship with SSTD ($\beta = 0.1$, $t = 2.06$, $p = .04$). This suggests that when residents believe tourism enhances visitors' experiences, they are more likely to support sustainable tourism initiatives. H15 stated that MCP and SSTD are positively correlated. Our analysis supports this hypothesis ($\beta = 0.1$, $t = 2.15$, $p = .03$). This means that when residents are involved in important decision-making in tourism-related activities, they are more likely to support tourism-related development at their destination.

Implications

Theoretically, this study has several implications. For example, this study integrates community psychology theory to traditional theory, such as SET. This study empirically tests and validates the role of SOC as a significant predictor of residents' SSTD. The findings also confirms that residents' attitude mediates the relationship between their SOC and SSTD. This highlights that residents' positive attitude is crucial for sustainable tourism development at destinations. By focussing on coastal tourism in India, the study adds contextual depth to sustainability research, suggesting sense of belongingness is essential for long-term tourism success. This suggests that sustainability is not only centered on economic benefits, but also a social phenomenon. The study also has some managerial implications for the tourism practitioners. For example, based on the findings of the study, it is recommended that tourism planners and local tourism authorities should actively foster a SOC among residents. This can be achieved through participatory decision-making, and community reforms. Building social bonding can enhance the residents' positive attitude and ultimately their SSTD. The recommends inclusive policy development. The tourism policies should be designed to reflect community values, and identity. This ensures residents feel their cultural heritage and social fabrics are preserved. This approach can reduce the negative attitude, such as social cost, and increase long-term support for tourism activities at the destination.

Conclusion

The main purpose of this study is to examine the relationship between residents SOC, attitude and their SSTD in coastal region in India. The findings of the study reveal that residents' SOC is a strong predictor of attitude and support. Furthermore, residents' attitudes found to have a positive influence on their SSTD. By integrating the community psychology theory, such as SOC, this study contributes to theoretical understanding of the community psychology in tourism planning and development. The results demonstrates that tourism development is not solely an economic or environmental concern, but also a social imperative rooted in community cohesion and identity. For tourism stakeholders, the study findings provide valuable insights.

Use of Gen AI

Generative AI tools, such as Copilot, Scopus AI, were utilized solely for drafting and language refinement in the preparation of this manuscript. All data analysis and interpretation were performed independently by the authors without the aid of AI. The authors have thoroughly reviewed the Gen AI content and take full responsibility for the accuracy of the final manuscript.

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