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Residents' Responsibility Behaviour in Cultural Heritage Tourism: The Role of Cultural Intelligence and Tourism Impacts

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Abstract

Despite the fact that preserving cultural heritage is equally crucial as preserving the surrounding environment, the majority of tourism experts have concentrated their debates on sustainable development concerning natural environment. Although certain natural areas may recover from the consequences of urbanisation and rejuvenate naturally, cultural heritage is indeed a non-renewable treasure that, once damaged, is lost forever. Thus, the objective of the present investigation was to ascertain the cultural heritage conservation behaviour of residents and even the variables which may influence this crucial behaviour. Specifically, the research evaluated a model integrating local cultural intelligence, perceived Cultural Heritage tourism impact, and cultural heritage responsibility behaviour in the cultural heritage context. The model has been assessed via a two-stage CB-SEM, utilising data (N=450) obtained from the prominent cultural heritage locations throughout Jammu and Kashmir, India. The study findings suggest that locals with higher cultural intelligence are more likely to experience positive Cultural Heritage tourism "economic, socio-cultural, and environmental" impacts which ultimately stimulate them to engage in Cultural Heritage responsibility behaviour. This research offers novel insights concerning the cultural intelligence of locals and uncovers the influence that Cultural Heritage tourism consequences play in fostering cultural heritage conservation behavior. Finally, the research provides both theoretical and practical insights and implications which could be incorporated in long-term sustainable planning and expansion efforts for cultural heritage tourism.

Keywords: Local community, conservation, cultural intelligence, CH tourism impacts

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Introduction

The emergence of heritage and cultural travel is a reflection of the substantial transformations that have occurred in contemporary customers' expectations concerning quality, along with the greater attention to the importance of discovering markets (Xu et al., 2014). Given its significant historical, cultural, and environmental significance, Cultural heritage tourism has become a crucial component of the travel and tourism industry (du Cros, 2001; Ballantyne et al., 2014). The advents of the tourism sector and interactions between inhabitants and tourists have direct consequences on the neighbourhood's economy, society, and environment (Andereck et al., 2005; Stylidis et al., 2014; Almeida-García et al., 2016). Within the domain of tourism studies, or particularly in heritage tourism, it is recognised that the impacts, constraints, and management challenges of tourism differ from developed to developing countries. These differences are underlined principally by distinctions in administration, economy, management, involvement, conservation and preservation measures, colonization, social standards, socioeconomic inequalities, cultural vitality, modernisation and legislative participation etc (Britton, 1982; Huybers, 2007; Oppermann & Chon, 1997; Timothy, 1999). Nonetheless, improper and overly exploiting attitudes regarding these cultural and historical landmarks have posed a significant barrier towards the management of tourism and even the preservation of historical treasures. During past few decades, both academics and researchers have been devoting an increasing amount of attention to the management or even conservation of historical destinations (Wells et al., 2015). Although the role that locals serve in promoting culture and heritage tourism has been highlighted in recent years, specifically, local opinion regarding heritage tourism growth (e.g., Chen & Chen, 2010; Jaafar et al., 2015; Rasoolimanesh et al., 2017; Dar & Ahmed, 2023; Ahmed & Dar, 2023), Nonetheless, research examining attitudes of local residents towards the conservation of cultural heritage have been relatively underexplored. As a consequence of this, there remained a significant dearth of studies in the fields of tourism addressing the cultural heritage responsibility behaviours of local residents. In existing literature, researchers have mostly concentrated on the surroundings of eco-natural attractions and studied the driving forces behind visitors' environmentally responsible behavior (Sahabuddin et al., 2021; Choi & Kim 2021; chiu et al., 2014; Cheng and Wu, 2015). Nevertheless, only several studies have addressed residents ERB (e.g., Lee & Oh, 2018; Safshekan et al., 2020; Su et al., 2018; Xu & Hu, 2021), whereas paying lesser consideration to residents of cultural heritage areas. Although local communities tend to have higher extensive interaction with cultural heritage places than visitors, thus their actions have a significant influence on historical site surroundings (Cheng & Wu 2015; Su & Swanson, 2017). Hence, literature concerning the cultural/heritage responsibility behaviour of residents and even the variables which may influence this crucial behaviour remains scarce. Recently, tourism researchers have begun to develop an interest in residents' HRB (e.g., Gursoy et al., 2019; Fang et al., 2021). Social exchange theory has served as the conceptual foundation for the majority of studies examining resident attitudes (Gonçalves et al., 2020). According to SET citizens' attitudes and actions regarding environmental responsibility as well as heritage preservation are often benefit-oriented (Gursoy et al., 2019). However, none of the prior studies incorporated social exchange theory to provide insight into locals' cultural/heritage responsibility behaviour, suggesting a research gap in the existing literature. Furthermore, studies centred around social exchange theory investigated a number of variables influencing

locals' perceptions of tourism effects along with their behavioural intentions (Ko & Stewart, 2002; Gursoy et al., 2010; Lee, 2013; Nunkoo & Ramkissoon, 2012; Stylidis et al, 2014). Given the wide array of factors having been explored in recent years, the influence of cultural intelligence on local's perception of "economic, socio-cultural, and environmental" impacts and their cultural/heritage responsibility behaviour has therefore been unexplored. Hence, the purpose of the research was to make a valuable contribution to the existing and insufficient body of information regarding the cultural heritage responsibility behavior of local residents and also the variables that drive their behaviour within the context of cultural heritage tourism. This research constructed a model based on current literature as well as social exchange theory to analyse the effect of residents' cultural intelligence upon their attitude towards CH tourism, which in turn influences their cultural heritage responsibility behaviour.

Literature review and hypotheses development

Residents' cultural intelligence and perceived impacts

Tourism may be seen as a phenomenon of exchanges that occurs in many contexts, including those with different individuals, places, surroundings and cultures. The ability to interact and communicate successfully with individuals from different cultural origins is indeed a necessary skill for the tourism sector and is becoming increasingly significant in the context of a globalised world. As a result, both academics and professionals in the field are becoming more interested in gaining a deeper comprehension of the factors and consequences of resident's cultural intelligence. The cultural and social circumstances that a person encounters when he or she grows older may influence every key aspect of one´s lifestyle and impact their cognitive process as well as behaviour (Hofstede et al., 2010). Nonetheless, the majority of contemporary tourism literature has evaluated the cultural context of two key stakeholders, notably tourists and tourism specialists (Alshaibani & Bakir, 2017; Sanchez Canizares et al., 2016). The key conclusion from these studies demonstrate that culturally knowledgeable professionals generally expected to function more effectively in tourism sector because they may enhance visitors' perceptions of service efficiency as well as satisfaction (Alshaibani & Bakir 2017; Darvishmotevali et al., 2018). In addition, few studies demonstrate that cultural intelligence also serves as an important notion to consider when attempting to ascertain the behaviour of tourists. Therefore, it was shown that travellers possessing higher cultural intelligence put a greater value on places, resulting in more intentions to revisit and recommend (Frías-Jamilena et al., 2018a, 2018b), perceive places as being more amusing and delightful, positively evaluate the functional aspects of a destination, such as the facilities, quality of service, as well as affordability (Frías-Jamilena et al., 2018b). These results are therefore not surprising since culturally aware stakeholders can more effectively assess the dynamics of various cultures, beliefs, and practices. On the other hand, local residents put a lot more effort and employ distinct abilities than all other stakeholders in order to adjust and successfully interact with tourists whose cultural backgrounds vary. Additionally, for the growth of sustainable tourism, mutual cooperative partnership, information exchange, and appropriate cross-cultural dialogue among the locals and visitors are essential (Stylidis et al., 2015). In this process, CQ, which reflects the capacity to comprehend and adjust to a completely different cultural context, therefore becomes crucial. Furthermore, residents possessing greater cultural intelligence were more inclined to develop favourable perspectives towards visitors as a result of their comprehension of other cultures (Zaman & Aktan, 2021).

However, the relevance of local residents' cultural backgrounds on tourism perceptions remains unexplored (Aman et al., 2019). Tourism essentially promotes direct interaction and cultural interaction between locals and visitors, additionally tourists introduce their respective culture and values, presumptions, and ideas to the local community. Such cross-cultural engagement improves locals' tolerance and comprehension of other cultures, which in turn eventually lead to a more favourable opinion towards tourism (Ward & Berno, 2011). Further, the perspectives of native communities about tourism often influenced by the traits of local people that are shared by everybody, like nostalgia for previous era, open-mindedness, native pride, etc. (McKercher & Ho, 2012; Yen & Kerstetter, 2008). Similarly, the favourable impression of tourism is influenced by individuals' openness to different cultures and visitors as well as their understanding about overall economic potential benefits associated with tourism (Boley et al., 2014). In accordance with this, Janusz et al. (2017) study's conclusions demonstrated that locals' openness to various cultures favourably influences both tourism and visitor perceptions. Additionally, Sanchez Canizares et al. (2016) investigated stakeholders' opinions towards tourism industry in Cape Verde and reported that individuals who are proficient in international languages possess more friendly views towards tourism, whereas individuals that are only moderately proficient in foreign languages exhibit the most unfavourable views towards tourism. As a result, culturally knowledgeable individuals who understand many languages seem to possess more favourable views concerning tourism. Moreover, earlier literature has shown that culturally intelligent stakeholders of tourism (i.e., locals, visitors, and tourism experts) often exhibit favourable attitudes throughout their cross-cultural interaction (Darvishmotevali et al., 2018; Janusz et al., 2017; Frías-Jamilena et al., 2018a; Ward & Berno, 2011; Sanchez Canizares et al., 2016; Zaman & Aktan, 2021). The underlying hypothesis has been put forward after considering the evidence mentioned above:

H1. Residents' cultural intelligence has a positive effect on CHT economic impacts
H2. Residents' cultural intelligence has a positive effect on CHT socio-cultural impacts
H3. Residents' cultural intelligence has a positive effect on CHT environmental impacts

Perceived tourism impacts and cultural heritage responsibility behaviour

The consequences of tourism have long been a key issue for discussion throughout tourism literature owing to the necessity for comprehending and controlling these consequences towards the sustainability of tourism attractions (Sharma et al., 2019). Overall, tourism often have "economic, environmental, and socio-cultural" impacts and each of these impacts are often

favourable, unfavourable, or sometimes both (Nunkoo & Gursoy, 2012; Gursoy et al., 2019; Dar & Ahmed, 2023; Ahmed & Dar, 2023). It has been widely acknowledged that tourism growth often has either favourable or adverse effects on the local communities across all aforementioned categories (Ahmed & Dar, 2023; Prayag et al., 2013; Dar & Ahmed, 2023). Social exchange theory has been employed throughout tourism literature in providing a theoretical lens for determining tourism effects and to additionally support the assumption that local resident behavior relies on their opinions of the advantages and disadvantages of tourism expansion (Andereck et al., 2005; Nunkoo & Ramkissoon, 2011). According to SET, how individuals assess both the benefits and disadvantages of an exchange determines both their attitudes as well as their behaviour (Ap, 1992; Rasoolimanesh et al., 2015; Rasoolimanesh, et al., 2017). Several tourism experts have drawn upon the notion of tourism impacts in their studies of stakeholders "environmentally responsible behaviour". For example, Xu & Hu (2021) discovered that resident's experienced adverse environmental impacts had a negative association with ERB within an ecotourism context. Further, Han et al. (2016) discovered that inhabitants of the world heritage premise who earned benefits as well as whose livelihood relied on regional tourism were keen to engage in conservation initiatives and act in an environmentally responsible manner. Consistent with this, Su et al. (2018) discovered that locals' ERB was significantly impacted by their opinions of positive impact while adversely affected by locals' opinions of negative impact. In addition, Lee & Oh (2018) discovered a significant and positive association among perceived tourism potential benefits and ERB. Moreover, according to SET, locals' perspectives and behaviours are often benefit-oriented when it comes to protecting the environment and rich heritage (Gursoy et al., 2019). Therefore, the current study in accordance with SET assumes that when locals in their communities become more aware of the benefits that result from CH tourism, they will develop more responsible attitudes and behaviours regarding local sites of cultural heritage in order to sustain their exchange. On the other side, when locals become more aware of the negative consequences of tourism affecting their community, they may become less inclined to engage in behaviours that are responsible towards their cultural heritage attraction. Hence, following previous findings as well as social exchange theory, it can be argued that positive CH tourism effects may enhance locals' CHRB, but negative CH tourism impacts may restrain locals' CHRB. Thus, the subsequent hypotheses are proposed:

H3: CHT economic impacts have positive effect on cultural heritage responsibility behaviour
H4: CHT socio-cultural impacts have positive effect on cultural heritage responsibility behaviour
H5: CHT environmental impacts have positive effect on cultural heritage responsibility behaviour

Using the outcomes from the previous studies and also the research gaps that have been discovered, this study developed a framework by combining SET with two variables relating to destination residents: "cultural intelligence and cultural heritage responsibility behavior". The goal was to figure out how cultural intelligence and CHT impacts empower locals shape their opinions and behaviours. More notably, the recommended model (Figure, 1) depicts that cultural intelligence shapes locals' assessments of the "economic, socio-cultural, and environmental" impacts of CHT, which then in turn determines cultural heritage responsibility behaviours. As a result, this study broadens and expands the application of SET by integrating humans (residents) with the cultural context (cultural heritage).

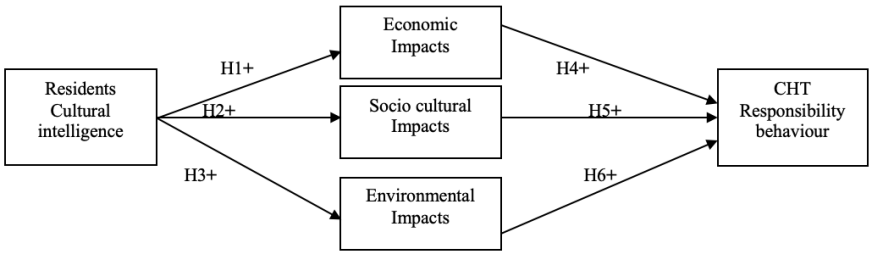

Figure 1. Proposed framework

Methods

Research setting

The study was carried out in the Indian province of Jammu and Kashmir. The region is situated in the northern portion of the Indian subcontinent, centred on the plains surrounding Jammu to the south and also the Kashmir Valley to the north. The region has a considerable variety of rich cultural heritage, and it has been praised for its exceptional cultural heritage resources. The cultural legacy of Jammu and Kashmir can be observed in a variety of forms, including palaces, monuments, heritage landmarks, forts, handicrafts, gastronomy, music, rituals, traditions, customs, lifestyles, etc. To continue making this segment more appealing, authorities must promote all such resources in the most appealing manner while also promoting sustainable growth. Moreover, to accomplish the sustainable growth of tourism centred on cultural heritage, regulatory authorities should collaborate effectively with local communities. As a result, numerous concerns and challenges throughout the area must be resolved at the local level with regard to cultural heritage promotion and protection. The reason is that the host communities have an in-depth knowledge of the tourist attraction and the capacity to settle any conflicts that may arise (Su & Li, 2012).

Measurement instrument

A survey was administered to assess cultural intelligence, perceived "economic, socio-cultural, and environmental" impacts, and CH responsibility behavior. The questionnaire was evaluated using a 5-point Likert scale. The cultural intelligence was observed using six questions borrowed from (Thomas et al., 2015; Zaman & Aktan, 2021). The next component "economic impacts" were estimated using five different items taken from (Nunkoo & Ramkissoon 2010; Stylidis et al., 2014; Stylidis & Quintero, 2022; Dar & Ahmed, 2023). "Socio-cultural impacts" were estimated using six different items taken from (Stylidis et al., 2014; Stylidis & Quintero, 2022; Dar & Ahmed, 2023). To quantify "environmental impacts", four different items are adopted from various sources (Stylidis et al., 2014; Wei et al. 2021; Stylidis & Quintero, 2022; Dar & Ahmed, 2023). The residents "responsible behaviour" was estimated using four different items adopted from (Gursoy et al., 2019). In reference to the focus of this investigation, these questions were improved to better evaluate residents' "cultural heritage responsible behavior". In the concluding section, the participants' demographic traits were covered. A regional expert was appointed to verify the research instruments in order to ascertain their content as well as face validity. After the satisfactory accomplishment of the initial inspection process, a preliminary study featuring (80) conveniently selected residents was accomplished. After comprehensively reviewing and analysing the replies, the investigator-initiated the necessary revisions to the instrument drawn from the result obtained from the pilot survey, as well as the constructs' Cronbach's alpha scores are indeed above the minimum of 0.70. (Hair et al., 1998), confirming that the instrument appeared reliable.

Sampling and data collection

Residents across Jammu and Kashmir (Indian) territory were surveyed to collect relevant data by implementing a multiple-stage random sampling approach. Initially, an estimation of the total number of districts including cultural heritage locations was determined. Furthermore, assembly constituencies as well as polling places were chosen randomly to even further subdivide districts into smaller, homogeneous units. Lastly, to select the required sample of people across each assembly constituency and polling place, a simple random sampling procedure directed by electoral rolls is used. According to Wolf et al. (2013), a representative sample size using SEM need to be between, 30 to 460. As a consequence, 600 face-to-face surveys were delivered among individuals older than 18 years of age, while 460 usable surveys were filled and recovered, yielding a 76.6% response ratio. The period between June 15th to August 30th (2023) was chosen for the surveys because they represent the period during which the area experiences the highest number of tourists.

Data analysis

A data cleaning procedure was initiated before the actual analysis of the data to eliminate responses that were either missing or unengaged as well as to determine the normality of the data. Overall, ten of the questions contained key aspects that either were left blank or were filled in improperly; all such answers were excluded from the sample data prior to further assessment, enabling 450 surveys to be used. Furthermore, an inspection of kurtosis, as well as skewness results, demonstrated that none of the replies in any of the factors involved exceeded the specified threshold for normality (Hair et al. 2018). Afterwards, a two-stage CBSEM was performed using SPSS version 26 as well as AMOS version 23. The measuring model's validity was initially examined using confirmatory factor analysis (CFA), then CB-SEM for assessing the postulated hypothesised associations across the variables.

Results

The demographic information for the targeted respondents is summarised in (Table, 1), which reveals that there were more male participants (61.3%) than female (38.7%) in the sample.

Table 1: Demographic profile (N=450)

Demographic	Frequency	%	Demographic	Frequency	%
Age			**Employment**		
18-24	32	7.1	Private sector employee	59	13.1
25-34	49	10.9	Public sector employee	149	33.1
35-44	163	36.2	Self employed	185	41.1
45-54	95	21.1	Housewife	57	12.7
55-64	94	20.9			
65 above	17	3.8			
Gender			**Income**		
Male	276	61.3	Less than 9999	26	5.8
Female	174	38.7	Rs. 10, 000 - Rs. 49, 999	138	30.7
Education level			Rs. 50,000 – Rs. 89999	153	34.0
Primary school or below	39	8.7	Rs. 90000- Rs. 129999	103	22.9
High school	62	13.8	Rs. 130000 - Rs. 169000	30	6.7
College degree	157	34.9			
Advanced degree	130	28.9			
Technical degree	62	13.8			

Further, participants were between the ages of 35 and 44 (36.2%), 45 and 54 (21.1%), and just 3.8% were above 65 years old. In terms of their occupation, the majority of the survey participants (41.1%) were self-employed, followed by those working in the public sector (33.1%). In terms of monthly family income, the majority of the survey respondents (34%) reported earnings

around Rs. 50,000 - Rs. 89999, whereas 30.7% stated earnings around Rs. 10000 - Rs. 49000, followed by (22.9%) people earning around Rs.90000 - Rs. 129999.

Measurement model

Following the two-step approach recommended by Anderson & Gerbing (1988), CFA is first undertaken on the measurement model with (AMOS, 23) prior to the examination of hypotheses. The measurement model has been observed to be satisfactory and valid (Table, 4) based on relevant fit indices (Chi-square = 479.100, DF = 242, CMIN/DF = 1.980, GFI = 0.920, TLI = 0.977, CFI = 0.979, SRMR = 0.24, and RMSEA = 0.047), which were assessed in accordance with the suggestions of previous researchers (Byrne et al., 1989; Hair et al., 2010). When the measuring model was achieved, the validity as well as reliability including the resultant variables was verified. The composite reliability as well as average variance extracted (table, 2) were both exceeding the specified cut-off figures of 0.70 and 0.50, accordingly (Hair et al., 2010; Fornell & Larcker, 1981), whereas overall factor loadings (Table, 2) are indeed greater than 0.50 (Hair et al., 2010). Additionally, the AVE square root values for all components surpassed correlations across constructs (Table, 3), indicating that every construct within the model appeared to possess discriminant validity (Fornell & Larcker, 1981). Given these results, it becomes apparent that the measuring model had sufficient levels of reliability as well as validity. Additionally "Harman's single factor test" was performed using SPSS to exclude the potential of "common method bias" (variation within data mostly ascribed to a single variable). The overall variance accounted by the single factor remained 21%, which was much lower than the acceptable threshold of < 50% (Podsakoff et al., 2012).

Table 2: Measurement model results

Items	loadings	CR	AVE
Residents' cultural intelligence		**0.96**	**0.82**
I know the ways in which cultures around the world are different.	.910		
I can change my behavior to suit different cultural situations and people.	.915		
I have the ability to accurately understand the feelings of people from their cultures.	.944		
I think a lot about the influence that culture has on my behavior and that of others who are culturally different.	.882		
I am aware of the cultural knowledge I use when interacting with someone from another culture.	.936		
I am aware that I need to plan my course of action when in different cultural situations and people.	.869		
Environmental Impacts		**0.92**	**0.74**
Environmental pollution	.876		
Crowding	.846		
Noise level	.859		
Traffic congestions	.880		
Economic Impacts		**0.95**	**0.79**
Job opportunities	.922		
Infrastructure	.892		
Revenue generation	.914		
Prices of land and housing	.904		
Standard of living	.822		
Socio cultural Impacts		**0.94**	**0.76**
Possibility of meeting people from diverse cultures	.900		
The spirit of community	.903		
Cultural activities/ entertainment	.866		
Crime level	.852		
Availability of recreational facilities	.857		
Cultural heritage responsibility behaviour		**0.93**	**0.78**
I will stop people from destroying CH resources	.873		
I will try to convince people to protect the CH treasures in the locality	.901		
I am willing to take part in CH protection activities In my locality	.878		
I am committed to organise people to safeguard the historic buildings.	.897		

Table 3: Discriminant validity

Constructs	RCI	ECO	SOC	ENV	CHRB
RCI	**0.910**				
ECO	0.652***	**0.892**			
SOC	0.691***	0.607***	**0.876**		
ENV	0.492***	0.398***	0.479***	**0.866**	
CHRB	0.616***	0.633***	0.597***	0.435***	**0.887**

Structural model

The structural equation model was applied to verify and assess the hypotheses once the measurement model revealed overall satisfactory fit. The SEM observations (table, 4) confirmed a satisfactory model fit: ($\chi 2$) = 537.879, CMIN/DF = 2.187, CFI = 0.975, GFI = 0.910, RMSEA = 0.051, TLI = 0.972 and SRMR = 0.056 (Hair et al., 2018).

Table 4: Model fit metrics (measurement and structural model)

Fit indices	X^2	df	X^2/df	p	GFI	CFI	TLI	SRMR	RMSEA
Measurement Model	479.100	242	1.980	0.000	0.920	0.979	0.977	0.024	0.047

Structural model	537.879	246	2.187	0.000	0.910	0.975	0.972	0.056	0.051

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

Furthermore, the suggested hypotheses being tested, and their outcomes are displayed in (table, 5), indicating that all submitted hypotheses appeared significant in the predicted direction. To be more specific, the data supports the hypothesis H1, that there is a positive relation among cultural intelligence and CH economic impacts (t=15.906, β =.620, p=.000), H2, among cultural intelligence and CH socio-cultural impacts (t=17.215, β =.667, p.000), and H3, among cultural intelligence and CH environmental impacts (t=10.861, β =.462, p=.000). Hence, there appears to be a significant and positive relationship between cultural intelligence and locals' perceptions of the impacts of CH tourism. In addition, H4 indicates that economic impacts of CH positively influence CH responsibility behavior (t=9.056, β =.397, p=.000), H5 indicates that socio-cultural impacts of CH positively influence CH responsibility behavior (t=6.556, β =.282, p=.000), and the path value of the coefficient (t=3.418, β =.141, p=.000) indicates that environmental impacts of CH significantly and positively influence CH responsibility behavior. Based on the outcomes of the investigation, perceived CHT impacts had a statistically significant positive effect on residents' CH responsible behavior. In general, cultural intelligence as well as perceived CH tourism effects accounted for 46% of observed variance for CH responsible behavior.

Table 5: Hypothesis results

(H)	Hypothesized Relation	Standardised Estimate	S.E	C.R	P	Results
H1	Cultural intelligence → Economic impacts	.620	.039	15.906	***	Supported
H2	Cultural intelligence → Social-Cultural impacts	.667	.039	17.215	***	Supported
H3	Cultural intelligence → Environmental impacts	.462	.043	10.861	***	Supported
H4	Economic impacts → Responsibility behavior	.397	.044	9.056	***	Supported
H5	Social-Cultural impacts → Responsibility behavior	.282	.043	6.556	***	Supported
H6	Environmental impacts → Responsibility behavior	.141	.041	3.418	***	Supported

*** P < 0.001.

Discussion and conclusions

The objective of this investigation was to assess the influence of cultural intelligence in shaping locals' perspectives concerning the "economic, socio-cultural, and environmental" impacts of CH tourism, which were predicted to determine their responsible behavior in the context of CHT. The evidence suggests that locals' cultural intelligence positively affects their evaluations of CH tourism effects (supporting H_1, H_2, and H3). The study links the insights of previous studies which have explicitly emphasized the relevance of cultural intelligence affecting tourism (Ward & Berno, 2011; Janusz et al., 2017; Sanchez Canizares et al., 2016). Moreover, this research adds to our understanding of these correlations by demonstrating the effect of cultural intelligence upon anticipated "economic, socio-cultural, and environmental" impacts, which has largely been overlooked in existing literature. As a consequence, the current findings suggest that locals with increased cultural intelligence (i.e. metacognition, capability, and understanding) are often more capable of recognising the positive "economic, socio-cultural, and environmental" benefits of CH tourism. Interestingly, the current research has discovered several important links that have been previously unexplored in tourism empirical studies. These findings are in agreement with the inferences from prior research highlighting that culturally intelligent destination stakeholders (i.e. locals, visitors, and industry professionals) exhibit mostly positive perspectives and behaviours through their cross-cultural encounters (Darvishmotevali et al., 2018; Janusz et al., 2017; Frías-Jamilena et al., 2018a; Ward & Berno, 2011; Sanchez Canizares et al., 2016; Zaman & Aktan, 2021). The study also argued a favourable relation between observed (sociocultural, environmental, and economic) effects and CH responsible behavior. According to the study results, the perceptions of the consequences of CH tourism held by locals appear to have a positive influence on their responsible behaviour (supporting H_4, H_5, and H_6). As demonstrated by prior research, perceived tourism effects have been recognised as an important predictor of ERB (Xu & Hu, 2021; Han et al., 2016; Su et al., 2018; Lee & Oh, 2018; Gursoy et al., 2019). This research reveals that more favourably inhabitants assess CH tourism's consequences; the more probable they will engage in responsible behavior with regard to CH.

Theoretical and managerial implications

This study contributes to the theoretical knowledge about the management of sustainable CH tourism by proposing a framework for assessing inhabitants' CH responsible behavior. The outcomes of the study offer academic directions for further studies by elaborating the interlinkages concerning resident's "cultural intelligence" and "tourism's impacts" towards enhancing their CH responsibility behavior. Most notably, the current research provides the first attempt to empirically evaluate whether locals cultural intelligence (Frías-Jamilena et al., 2018a) influence tourism effects (Stylidis et al., 2014) that, in return, were anticipated to predict their CH responsible behaviour (Gursoy et al., 2019). It is essential to point out that, based upon the current body of literature, studies concerning the cultural/heritage responsibility behaviour of residents and even the variables which may influence this crucial behaviour remains scarce. More interestingly, none of the prior studies incorporated social exchange theory to provide insight into locals' cultural/heritage responsibility behaviour, suggesting a research gap in the existing literature. Additionally, studies cantered around social exchange theory investigated a number of variables influencing locals' perceptions of tourism effects along with their behavioural intentions (Nunkoo & Ramkissoon, 2012; Stylidis et al., 2014), however, the influence of cultural intelligence on local's perception of "economic, socio-cultural, and environmental" impacts and their cultural/heritage responsibility behaviour has therefore been unexplored. As a result, this research constructed a model based on current literature as well as social exchange theory to analyse the effect of residents' cultural intelligence upon their attitude towards CH tourism, which in turn influences their cultural heritage responsibility behaviour.

This study produces valuable information which could be incorporated into long-term sustainable planning and expansion efforts for tourism cantered around cultural heritage in Jammu and Kashmir. It is evident from research findings that locals' perceptions of CH tourism's positive "economic, socio-cultural, and environmental" impacts can stimulate people to engage in CH responsible behaviours. In contrast, the opinion of adverse "economic, socio-cultural, and environmental" consequences of CH tourism corresponds to decrease in their behaviours for CH protection. While locals in the region observe favourable economic, socio-cultural, and even relatively unfavourable environmental consequences, thus, authorities must pay particular attention to the adverse repercussions, such as environmental issues, that are claimed to grow around peak seasons and exert a detrimental influence on surrounding populations. Furthermore, authorities should carry out an EIA before commencing major infrastructure projects since this can be helpful in detecting associated environmental challenges (Zhang et al., 2020) and further might assist in mitigating some of the region's possible negative environmental repercussions. In addition, the officials in charge of the attractions should establish an efficient mechanism for benefit sharing in order to guarantee that the vast majority of locals will be able to benefit from the expansion of CH tourism. This will strengthen the notion of CH tourism's positive consequences, resulting in increased CH-responsible behavior among local residents. The current findings also suggest that locals exhibiting higher cultural intelligence are more likely to experience positive CH tourism "economic, socio-cultural, and environmental" impacts. It is vital to note that tourism may be seen as phenomena of interactions that occur in a variety of settings: with several other people, locations, civilisations, and ecosystems. As a result, inhabitants should learn to accommodate to every category of visitor that visited the location. To achieve this goal, local administrators should encourage community members to consider how to adjust to the standards of various cultures. This may be accomplished via cross-cultural programmes, seminars, chances to pursue studies or employment in overseas nations, special events, as well as other similar activities. In this sense, it is critical for policymakers to comprehend how much the CQ notion may aid in exploring community expectations and incorporating measures effectively, as well as reducing the possibility of misunderstandings due to cultural diversity. In addition, authorities need to collaborate with educational institutions to help educate young locals at the higher educational levels concerning diverse cultures, motivate them to acquire different languages, and offer additional learning possibilities. The more intelligent the locals are about cultural ethos, the more favourably they evaluate CH tourism further encouraging them to act responsibly for protecting cultural assets.

Limitations and future research directions

Despite significant contributions offered by this research, its conclusions nonetheless have some limitations that could be addressed in future studies. First, the proposed model was investigated empirically across local inhabitants of Jammu and Kashmir; nonetheless, a replication research, or a comparative assessment among similar destinations, may strengthen the generalizability of these results. Second, since correlations produced by SEM are primarily quantitative and not causal in essence, qualitative approaches like focus group discussions and in-depth interviews seem to be beneficial in comprehending the causal relationships between locals' cultural intelligence, the perceived effect of tourism, and CH responsibility behavior. Lastly, as an opportunity for future academic discourse, research may further explore other possible antecedents of CH responsible behavior (e.g., community participation, community attachment, heritage proximity, etc.) in order to get a broader and more comprehensive comprehension of locals' responsible behavior.

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