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Divergence of alternative tourism in sustainable development of an emerging economy: The role of community-based tourism

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Abstract: The tourism sector is exponentially expanding across the globe. Despite different forms of tourism, community-based tourism has evolved with new dimensions of development. Assessing the sustainable development of the sector is a top priority in order to adopt the new forms. Therefore, in this study, the association between community-based tourism and its sustainable development was measured under the lens of collaborative theory and social exchange perspective. Non-probabilistic judgmental sampling techniques were applied, and 201 respondents were assessed. Data analysis was conducted using structural equation modeling (SEM). The study grounded with residents' perspectives and attested that community-based tourism directly enhanced residents' economic conditions with a better environment, and the relationship between residents and tourists enhanced the tourism industry's sustainable development. Stakeholders like government and local administrations play a significant role in exploring community-based tourism. This outcome of the research will be a substantial resource for local administrations, governments, researchers, policymakers and practitioners.

Keywords: alternative tourism; community-based tourism; sustainable tourism development; residents' perspective; Bangladesh

1. Introduction

Sustainable cities and communities are prime components of sustainable development goals. As a prime component, sustainable tourism encompasses ecological or ecosystem sustainability, community participation, equal opportunity, and prosperity as a whole. Mass tourism, in its traditional form, can adversely affect the environment and the stable success of the industry. That is why enormous attention was evident on sustainable tourism development in the competitive world of tourism (Garau-Vadell et al., 2018). Furthermore, mass tourism leads to environmental deterioration, the monetization of culture, and the unequal distribution of economic advantages (Archer et al., 2012). According to Alvarez-Sousa (2018), some factors that annoy residents due to mass tourism include impolite conduct, excessive drinking, noise pollution, defacement of property, large crowds, raucous parties, feelings of insecurity, and increased crime rates. Over-tourism has adverse impacts on the physical and social environment, such as traffic congestion, labor strikes, the displacement of residents due to gentrification, speculative real estate

development, and rising rental and housing costs (Garcia-López et al., 2019). Additionally, it leads to increased activism, explicitly targeting the tourism industry (Milano et al., 2019; Manning and Powers, 1984; Van der Borg et al., 1996). The proliferation of tourism has ignited heated debates on its growth, impacts, limitations, and welfare of residents (Gilda et al., 2021). The Valletta Principles (2011) criticized the tourism sector for its negative impact on cultural identity, the degradation of the unique characteristics of historic towns, and the transformation of these cities into just tourist destinations. Moreover, the detrimental effects of conventional mass tourism encompass coastal disturbances, overconsumption of water resources, environmental deterioration, traffic congestion, and unregulated proliferation of high-rise buildings (Takrima and Sayeda, 2017). Numerous tourist destinations worldwide are still fighting to recover from the negative impacts of the quick and uncontrolled growth of mass tourism and the short-term profit-oriented mindset, even though the fact that tourism can support high levels of employment and income in the economies of many regions (Dimitriou, 2017). Takrima and Sayeda (2017) attested that mass tourism also creates high demand, which results in unplanned urbanization and traffic cramming. Simultaneously, the desire for more sustainable development in tourism has arisen due to complaints from tourist sites regarding significant negative consequences on the environment, culture, society, and citizens' daily lives (Commission on Sustainable Development, 2012; Jahan and Amin, 2014). Giving up on customary means of subsistence and excessive emphasis on rural tourism may increase the community's vulnerability to political or economic shocks, cause socio-cultural issues, and lower tourism's long-term prospects (Yanan et al., 2024).

Community-based tourism (CBT) primarily underscored the engagement of community people, individuals or groups. It is a distinct approach to alternative tourism, unlike mass tourism. CBT produces multifaceted benefits. According to the United Nations (2023), CBT and overall community development substantially influence by eliminating the increasing obstacles of traditional tourism. CBT mitigates the detrimental impact of mass tourism by involving residents and communities in the tourism industry's management, organization, and decision-making processes. These results in achieving sustainable tourism development objectives while safeguarding cultural assets and natural resources (Del Chiappa et al., 2018).

The resident's perspective makes a clear image of how CBT is influencing to achieve sustainable development in tourism (Del Chiappa et al., 2018; Wang et al., 2021). According to Chang (2017), CBT can improve community growth management sustainability, help increase local revenue and excel in employment opportunities. Likewise, CBT aims to achieve long-term economic development, namely, posits quality of life for the local community, satisfies the needs of tourists, and protects the natural and cultural assets of a rural community (Patwary, 2019). The socioeconomic impact of CBT is also emphasized in many of the latest research. According to Hoque (2020), CBT has been found to boost poverty reduction efforts and the socioeconomic consequences of communities. The current body of research indicates that CBT includes various components, such as community involvement,

socio-cultural impacts, economic benefits, environmental sustainability, and governance frameworks. It is empirically evident that CBT has a positive impact on tourist destinations. CBT contributes to generating cash and scope of employment, standardizing infrastructure, and leveraging quality of life. Additionally, it facilitates cross-cultural contact, safeguards traditional wisdom, and rejuvenates indigenous cultures. Lee et al. (2019) attested that CBT places great importance on fostering community empowerment, preserving cultural authenticity, and promoting local engagement. Apart from encountering problems, CBT is widely known as an alternative to conventional mass tourism that offers potential benefits for local communities, growth and maintenance of tourism at a local level, ensuring the distribution of economies among the community members. Akhmad et al. (2014) claimed that it facilitates the attainment of more ambitious objectives with reduced reliance on external parties. In contrast, some authors contested that the essential prerequisite for success in the tourist and hospitality sector is the support and cooperation of the local community of a particular demographic region (Davis and Morais, 2004; Ko and Stewart, 2002).

Despite the adverse impact of the COVID-19 epidemic, the tourism industry has managed to rebound and exhibit consistent growth on a global scale. The CBT played a prime role. According to the United Nations World Tourism Organization (UNWTO), in 2023, international tourism accounts for around 3% of the global GDP despite the challenging circumstances of ongoing conflicts and restrictions. Relevantly, Bangladesh actively promotes tourism and aligns with global trends (Hassan, 2021).

The existing literature on CBT reveals several critical gaps and limitations, emphasizing the need for more comprehensive research. These research gaps cover various critical dimensions from community, tourist and management perspectives. There needs to be more clarity regarding policy recommendations and influential factors. Furthermore, the long-term sustainability and community implications that can help the tourism industry and residents should have been prioritized in CBT. The residents' perspectives on CBT and its sustainability still need to be discovered, necessitating a more in-depth examination of the factors influencing CBT. Socioeconomic factors, community-based challenges, cultural diversity, management and government intervention, and political influence enhance the need for further research. Overall, the research gaps and limitations identified provide a strong justification for conducting additional research on CBT in the context of Bangladesh for creating sustainable tourism development. Thus, our research has endeavored to underscore a few exciting issues. Firstly, the literature on CBT differs quite a bit from that of traditional mass tourism. Secondly, sustainable tourism is the prime component of sustainable development of a state that will be addressed. Thirdly, the study focused on emerging economies like Bangladesh, where CBT creates an entrepreneurial attitude. Finally, the paper applied the latest techniques and theoretical approaches to meet the following research objectives: to measure the association between CBT and sustainable tourism development and to assess the impact of CBT on sustainable tourism development.

2. Review of literature

2.1. Growth of community-based tourism in Bangladesh

Tourism is one of the essential foundations for tourism-based countries, generating 5.8% of the international GDP (5.8 billion US\$) in 2021 (UNWTO, 2022), also producing 5.4% of all jobs (289 million) globally. Though COVID-19 has dented the tourism industry, it is expected that there will be a full recovery by 2024 (UNWTO, 2022). According to Cárdenas-García et al. (2024) and Dey et al. (2021), tourism highly affects economic development in less developed countries while focusing investment on various characteristics like infrastructure, community, health, safety, etc. The uncontrolled rise in tourism businesses is damaging traditional cultures, which is encouraging decision-makers to get involved in community-based tourism; otherwise, the situation is going to worsen. (Boustead and Bhatta, 2021). Following that, current learning by the authors (Suriyankietkaew et al., 2022; Thananusak and Suriyankietkaew, 2023) assures that CBT is a substitute self-reliant, self-contained, and sustainable business model for STD. The research on CBT has broadly increased across 98 countries across all continents (Krittayaruangroj et al., 2023). In the view of Kurniawan et al. (2024), there is less awareness of CBT among locals because it is a relatively new concept in Bangladesh. Though Bangladesh is facing challenges in implementing CBT (Akter et al., 2023; Bhuiyan, 2023; Mia et al., 2024), there is an increased number of community-based tourism activities in the Sundarbans (Dey et al., 2020; Islam et al., 2013), Maheshkhali (Suchana et al., 2020), Chattogram hill tracks (Hafsa et al., 2020), Boga Lake (Islam et al., 2023) etc. These indicate the potentiality and the growth of CBT practices in Bangladesh, which can be effective in maintaining the sustainable development of the emerging economy. The people of the Sundarbans living under CBT at Munshi Ganj, Satkhira, will benefit by preserving their local cultures, undertaking wilderness ventures, developing individual progress, and teaming up new ways to sustain themselves in the destination (Dey et al., 2020). With the assistance of policymakers considering the lasting effect of CBT, residents can reserve their culture and guarantee economic expansion (Suchana et al., 2020). Chattogram Hill Tracks has a variety of ethnic groups consisting of cultural diversity. According to Hafsa et al. (2020), CBT will make the locals self-sufficient and lead a life with authority, developing the community with their involvement in tourism planning decisions. The study also found that the community of Boga Lake considered captivating vital choices as a matter of pride, which leads to healthier local awareness towards the tourism industry (Islam et al., 2021). Halim et al. (2022) discovered a strong correlation between the locals' high quality of life and the community's support through CBT.

2.2. CBT as alternative tourism

Despite alternative tourism being a well-established academic concept, there are no universally agreed definitions. When defining alternative tourism, numerous elements might be considered/ According to Novelli (2010), alternative tourism promotes equitable travel among individuals from different groups. The primary objective of the initiatives is to foster equality, solidarity, and understanding among

its participants (Holden, 1984). These forms of tourism promote community inclusivity and sustainability in the travel sector by improving communication between hosts and guests, resulting in meaningful and positive encounters and shared experiences (Eadington and Smith, 1992; Pearce, 1992).

From the viewpoint of Isaac (2010), a critical aspect of alternative tourism is “community-based tourism”. Although CBT has many definitions, community development, empowerment, environmental and cultural preservation, and community control management are among its essential traits (Okazaki, 2008). CBT is a distinct kind of tourism that differs from mass tourism in that it broadly incorporates sustainable tourism development (Azwar et al., 2023). CBT has evolved into a type of tourism with the primary goal of fostering economic welfare and sustainable tourism (Phuong et al., 2020). Moreover, Seweryn et al. (2020) classified family-owned and autonomous rural businesses as CBT projects. The idea is predicated on traveler’s demands for unique experiences, which is especially pertinent to the industry of culturally and historically significant travel (Rockett and Ramsey, 2017). Finally, a community project, program, or collective action by a group of people who have jointly decided to develop a small- to medium-sized local tourist industry is known as a CBT effort (Anna Spenceley et al., 2012). Community ownership/management and community benefit are two essential characteristics of CBT (Goodwin and Santilli, 2009). Numerous studies have demonstrated the potential of CBT to boost regional economies, and countless nations have implemented it (Lee et al., 2019).

Sustainability is a vital attribute of the tourism business. It is essential to prioritize the safety and well-being of both tourists and the local workforce to ensure the sustainability of tourism activities in a specific location, as emphasized by Havadi Nagy and Espinosa Segui (2020). According to Seweryn et al. (2020), the primary goal of CBT, which is ideal for the economic revitalization of outlying rural areas, is to provide income to communities residing in places with little chance for the growth of economic activity. CBT has become increasingly popular in rural areas of developing countries to achieve sustainable tourism development (Truong Van Tuyen et al., 2023). Researchers contend that in the later stages, even individuals from socioeconomically disadvantaged origins generally see improved availability of resources and infrastructure (Giampiccoli et al., 2015). The research further attested that social, economic, and environmental sustainability were all impacted differently by CBT. Researchers contend that effective management systems for the growth of the tourism industry depend on public sector intervention and regulation (Yanes et al., 2019). The absence of policy guidance endorsing local tourism has been noted as a constraint aimed at CBT locations worldwide, including Tanzania (Nelson, 2004), Kenya, and Indonesia (Akhmad et al., 2014). According to Coria and Calfucura (2012), communities can engage in CBT even if they do not own property, but this is contingent upon other favorable circumstances; in actuality, communities are discouraged from investing due to a lack of community control. Numerous case studies discussed the territorial dispute in the context of tourism. With careful planning and administration, CBT could raise people’s standard of living, foster a more profound respect for their communities’ customs, and preserve biodiversity

(Gurung and Seeland, 2008; Lepp, 2007; Sebastian et al., 2008). In certain developing nations, academics and non-governmental organizations educate locals on sustainable tourism practices, empowering them to safeguard the region's natural and cultural resources (Sebastian et al., 2008). According to Choi and Sirakaya (2006), CBT improves the community's social cohesion by giving inhabitants the chance to strengthen their social or cultural identity. Residents should have access to life satisfaction sustainability domains, including physical well-being, social well-being, psychological well-being, and security and health, to guarantee the sustainable growth of CBT (Woo et al., 2015). In addition, Lee's (2013) study found that locals' endorsement of sustainable tourism development is adversely affected by their perception of the social and cultural costs associated with it, while their support is positively influenced by their perception of economic, social, and cultural benefits.

2.3. Sustainable tourism development (STD)

STDs have arisen due to concerns regarding environmental degradation and heritage erosion caused by tourism's growth (Bramwell and Lane, 1993). Sustainable tourism is described from two perspectives: firstly, as a range of economic endeavors, and secondly, as a constituent of STD on a broader scale and secondly, encompasses ecological or ecosystem sustainability, community participation, equal opportunity, and prosperity (Prayitno et al., 2024). STD is a holistic approach, encompassing an environmental system that safeguards living resources, a social system that aims for fairness, and an economic system that strives to enhance resource utilization efficiency (An and Alarcón, 2020). As a blended perspective, STD seeks to optimize the beneficial impacts and minimize the detrimental consequences of tourism on local populations (Bulatović and Rajović, 2016; Chiosova, 2015; Ramos and Prideaux, 2014). Furthermore, Tolkach and King (2015) argued that the local destination stands to gain in numerous ways from well-planned STDs, including increased employment opportunities, stronger local economies, more vital community bonds, preservation of traditional values, and protection of the environment.

Researchers have recorded how sustainable tourism can assist in reducing poverty, generating employment, and promoting economic variety in tourist destinations (Duc and Nghi, 2023). In addition, implementing sustainable tourism practices contributes to the conservation of natural habitats, the reduction of pollution, and the preservation of biodiversity (Fennell and de Grosbois, 2023). Moreover, sustainable tourism projects foster the appreciation of local cultures, the conservation of heritage, and the empowerment of communities (Adebayo and Butcher, 2023). Although STD has the potential to bring about positive outcomes, it encounters various obstacles and limitations, namely conflict between pursuing economic expansion and preserving the environment (Ethan, 2024). The rapid growth of tourism frequently destroys habitats, pollution, and resource depletion, which threatens ecosystems and local communities' livelihoods (Hall, 2008). In response to these difficulties, experts and professionals have suggested a range of tactics for advancing sustainable tourism, such as destination management planning,

ecotourism certification programs, community-based tourism projects, and collaborations between public and private sectors (Ahmad and Balisany, 2023).

3. Hypothesis development

3.1. Socio-culture and sustainable tourism development

One of the objectives of sustainable tourism is to retain the socio-cultural authenticity of the areas where tourist attractions are situated (McCool, 2016). Moreover, it plays a pivotal role in promoting the sustainable growth of tourism and community-engaged tourism (Dema et al., 2023). Lee et al. (2019) found that socio-cultural and economic factors impact various stages of developing CBT. The rate at which people contribute to CBT can also be influenced by socio-cultural factors (Park et al., 2018). CBT affects socio-cultural aspects by increasing income, enhancing the standard of living, and improving community well-being, which are essential prerequisites for sustainable tourism growth (Seweryn et al., 2020). Prior studies exclusively examined the influence of cultural factors on sustainable tourist growth. This research will address the gap in the influence of socio-cultural elements through CBT on sustainable development in tourism. The study presents the subsequent hypothesis in light of the information provided above.

H1. Socio-culture has a positive association with sustainable tourism development.

3.2. Economics and sustainable tourism development

Sustainable tourism and economy encompass reducing poverty, enhancing social well-being in host communities, and ensuring stable employment and worker opportunities (Rudiany et al., 2023). Tourism activities contribute to a community's economic growth and charity (Dangi et al., 2016; Park et al., 2018; Seok et al., 2020). The economy plays a crucial role in ensuring sustainable growth in tourism by improving currency exchange rates, employment opportunities, and other factors (Hsu et al., 2020). Economic feasibility, financial leakage, economic prospects, and employment quality are essential for CBT (Fang, 2020; McCool, 2016; Seok et al., 2020). According to the UNWTO (2005), in order for tourism to be sustainable, it is essential to provide economic prosperity for all segments of society and carefully evaluate the financial effectiveness of all economic endeavors (Islam et al., 2023). Essentially, it refers to the capacity of businesses to endeavor to be sustained and maintained over an extended period. Several research studies have shown the capacity of CBT to enhance regional economies (Lee et al., 2019). These works did not specify how CBT helps STD through the growth of the nation's economic conditions. This study aims to fill a research vacuum by connecting economic benefits to STDs through the implementation of CBT.

H2. Economics has a positive association with sustainable tourism development.

3.3. Environment and sustainable tourism development

Communities engage in the preservation and utilization of their surroundings, and while tourism provides them with possibilities, they must ensure the long-term

viability of their environment. Preserving the environment and natural resources and ensuring their safety for future generations is paramount for promoting safe and sustainable tourism (Boley and Green, 2016; Koren-Lowrence et al., 2020; Tseng et al., 2018). Sustainable tourism environments uphold crucial biological processes and aid in conserving biodiversity and the natural heritage. It suggests that tourism should be environmentally responsible to ensure sustainable tourism development (Ethan, 2024). Baloch et al. (2023) indicated that a significant percentage of individuals recognize socioeconomic advantages, such as employment opportunities, infrastructure enhancement, and overall growth resulting from tourism development. Nonetheless, the condition of the natural and environmental capital was observed to be progressively deteriorating (Baloch et al., 2023). As a result, it is necessary to test whether CBT has a positive impact on the environment and STD.

H3. The environment has a positive association with sustainable tourism development.

3.4. Ownership and sustainable tourism development

When managing tourism-related activities or businesses, ownership of the companies is crucial in figuring out where the profits are going (Goodwin and Santilli, 2009). Private, government and community ownership are critical types of ownership influencing tourism. In community-based tourism, ownership plays a vital role; it might also affect tourism's sustainable growth (Ramsay, 2017). Community residents' behavior and destination psychological ownership impact sustainable tourism development in a particular area (Gautam, 2023). With proper ownership legislation, maximizing shared intellectual property's financial potential and ownership will be challenging, mainly to promote local tourism growth (Zulkifli et al., 2023). CBT significantly impacts local leadership, municipal governance, and social enterprises (Thananusak and Suriyankietkaew, 2023). This study did not address how ownership of specific destinations can foster sustainability and how local proprietors will profit from such sustainable tourist growth. Therefore, the research may propose the following hypothesis.

H4. Ownership has a positive association with sustainable tourism development.

3.5. Culture and sustainable tourism development

Sustainable tourism development has become more critical in safeguarding natural, cultural, and human resources, as non-sustainable tourism development has degraded tourism resources (Reham et al., 2020). The study further contested that cultural heritage, customs, and mutual understanding must be preserved through sustainable tourism. Gubaye Assaye et al. (2023) established the interplay between culture and tourism and claimed the detrimental effects of one another (Gubaye Assaye et al., 2023). The culture of the societal setup is a complex integrated factor that determines a community's future motilities. Reversely, the differences between tourists and residents may enable more tourism visits on short notice, influence CBT, and sustain the future of tourism (Azwar et al., 2023). The study further advocated that the difference may provoke future investment in cultural development and embracing new opportunities. The role of local communities was underscored, and it

was attested that local communities are the custodians of culture that comprise tourist activities. Thus, local community engagement in tourism development initiatives must be considered carefully (Ismanto et al., 2023). Various writers have researched culture and STDs; however, there is a lack of studies examining how CBT impacts local cultures and the development of tourism. In light of the above debate, the study may put up the following hypothesis.

H5. Culture is positively associated with sustainable tourism development.

3.6. Relationship and sustainable tourism development

Empirical press of thoughts argued the significant role of locals, cultural exchanges and cultural diversity in the development phases of CBT (Lee et al., 2019). This relationship promotes association between individuals and businesspersons that ultimately connect tourism's sustainable growth (Goodwin and Santilli, 2009). According to Andrea Giampiccoli et al. (2022), host and guest relationships are one of the significant drivers of CBT that helps to develop better tourism in residents' locality. Similarly, the interaction between the host, guest, and official is crucial in influencing the sustainable growth of tourism in a specific location (Arif et al., 2019). Moreover, Janjua et al. (2023) discovered that community-based homestays will positively influence sustainable tourism marketing and brand equity. Consequently, it is essential to ascertain how CBT affects the positive relationships among visitors, residents, local government, and tourism enterprises such as hotels and restaurants. A fundamental element of alternative tourism, encompassing CBT, is the interaction between tourists and the local populace (Weaver, 2006), which leads to the formulation of the subsequent hypothesis.

H6. The relationship is positively associated with sustainable tourism development.

4. Theoretical framework

CBT postulates collaborations with the stakeholders. The key stakeholders are primarily community people who are allies as partners. Grey (1989) formulated the collaboration theory, which outlines a systematic approach to collective decision-making among influential individuals involved in a particular problem area on the future direction of that area. According to his description, collaboration attested to the principles of joint work, which is the sharing of vision and values in the form of a partnership. According to Murphy (1985), the destination of CBT is designed by adopting an integrated approach between the individual visitors and community people, such as hosts, services, and other non-living entities. In this collaborative setting, decisions are made using a common consensus and participatory approach (Wood and Gray, 1991). Likewise, the collaboration enables the parties in a win-win position to make business ventures and partnership investments and control the local environment of tourism spots.

In other contexts, the residents' perceptions of CBT prevailed on a crucial footing (Balbuena-Vázquez and CortésMacias, 2016). Previous literature attested that the extent of positive perception navigates the degree of CBT development. This impact can be underlined with social exchange theory (SET), which outlays the

exchange between residents' perceptions and the expansion (Lee, 2013). In a similar line of thought, previous research is evident that demographic components like age, gender, academic profile and a period of resident-ship impact residents' perception. Moreover, social components like community attachment, tourism planning and environmental sustainability, and local economic conditions are highly influencers in the exchange process (Azad et al., 2023; Choi and Murray, 2010; Hunt and Stronza, 2014). In this research, we employed collaboration theory to establish the association between community, tourism and the social exchange among the components. Thus, researchers propose the model in the following **Figure 1**:

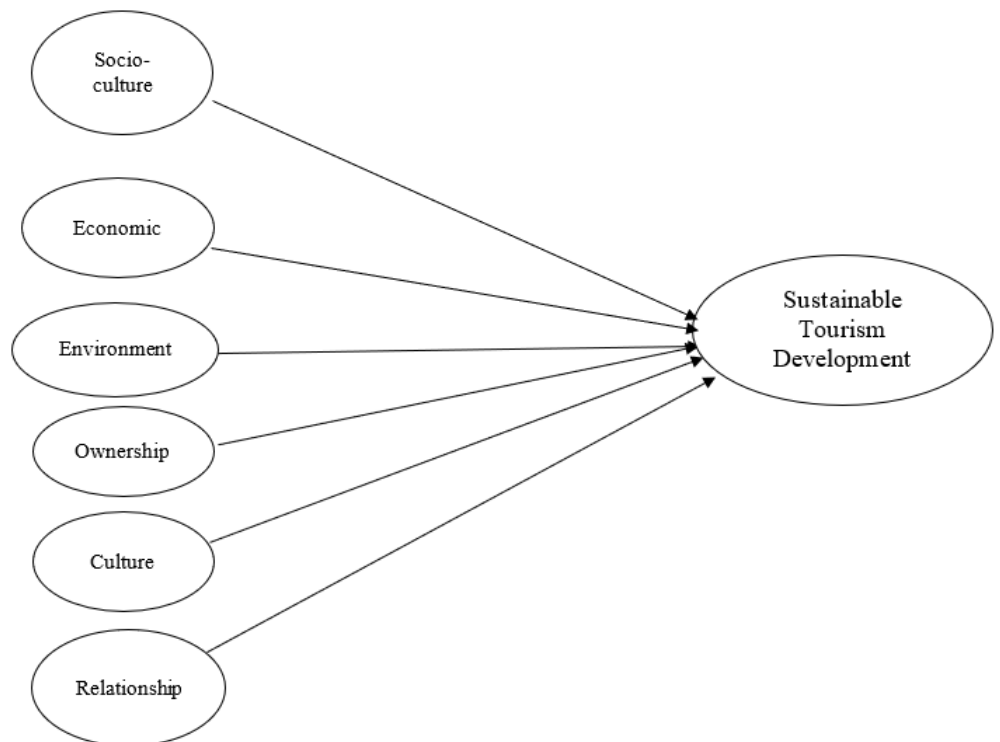


Figure 1. The relationship between CBT variables and sustainable tourism development.

5. Research methodology

Community-based tourism puts a significant amount of mark on developing sustainable tourism. The study employed a quantitative research approach to ascertain the precise role of CBT in Sustainable Tourism Development in response to the residents' perceptions.

5.1. Research design

A quantitative study approach has been used to evaluate residents' perceptions regarding CBT's contribution to sustainable tourism development. The researchers employed the non-probability sampling method called judgmental sampling to understand and express CBT's impact on Sustainable Tourism Development through an analysis of residents' perceptions.

5.2. Population, sample frame, and sample size

The research population consists of residents of various tourism-dependent areas such as Sreemangal district, Chittagong, Sonargaon upazila, Moulovibazar district, and Cox's Bazar, among others. There is no official record of residents in selected geographic areas who are involved in tourism activities. Samples can be obtained from published documents like directories, geographical lists, associations, bodies, or official printed or online sources. In the present research, the authors applied non-probabilistic judgmental purposive sampling (JPS) methods. Previous scholars suggested that the JPS is more relevant to use if the format list of populations is not available (Malhotra and Dash, 2015). Similarly, JPS produce authentic results in the stage where the researcher searches for the most capable and experienced informant (Sekaran and Bougie, 2016). Additionally, scholars of similar studies contested that JPS techniques can be performed within a minimum budget, with quick and smooth access, reliable output, and wide acceptability (Hulland et al., 2017). Likewise, the method employed inclusion criteria where the targeted respondents are in a position to provide unbiased and authentic responses.

The sample size exhibits a valid representative of the targeted populations. In every case, an acceptable sample size warrants the minimum possible but statistically acceptable. Previous press of thoughts prescribed that in order to employ partial least square-structure equation modelling, the respondent must be a 1) minimum of 10 times higher than the number of formative indicators used for each construct or 2) a minimum of 10 times the most significant number of structural paths directed at a particular construct (Hair et al. 2017). The indicators are not formative, so there will be a minimum of six structural paths. Accordingly, the lowest sample size required for this study will be 60 (6×10). Similar research has employed a 200-plus sample size (Okazaki, 2008). Therefore, due to the inherent unpredictability and uncertainty of the entire population, judgmental sampling procedures were utilized as the sampling method. The whole sample comprised a total of 201 people.

5.3. Data collection

Most of the data was gathered from primary sources. A structured questionnaire was employed to collect primary data. This survey included 26 questions considering six independent variables: Social Culture, Economy, Environment, Culture, Ownership, and Relationship and one dependent variable, 'Sustainable Tourism Development'. The survey was provided using a hybrid method.

5.4. Data analysis technique and measurement of reliability and validity

The utilization of PLS-SEM helped identify the drivers of CBT for the sustainable growth of tourism from the local perspective. Validity tests evaluate the degree to which the measuring scales used in a study accurately measure the underlying variable being studied (Zikmund et al., 2012). A pilot survey was conducted to evaluate the questionnaire's validity. The data's internal consistency was assessed according to Cronbach's alpha. Items with an alpha value of more than 0.70 are thought to have better internal consistency (Guilford, 1950; Nunnally, 1978).

5.5. Research instrument and questionnaire

The instruments were the items employed to assess the construction. In this study, our main target was primary data. For this purpose, the structured questionnaire approach was applied to collect data through a structured questionnaire. The items were developed from available extant literature and adopted from empirical studies in similar fields. The structured questionnaire comprises two sections. Five questions comprise the first section, and the respondents' demographic makeup is discussed. The second section contains 26 questions that focus on specific topics such as socio-culture, economy, environment, culture, ownership, relationship, and Sustainable Tourism Development. Consequently, there are five identical elements to elucidate for socio-culture, economic, and environmental. Culture has three identical elements: relationship, ownership, and Sustainable Tourism Development. A pilot study was conducted to evaluate the primary suitability of questionnaires from respondents, university professors not less than PhD. Based on the pilot survey, we modified the questionnaire before finalization. In this research, we employed a cross-sectional survey to avoid common method bias. A minimum of three items of each dimension were adopted to define adequately. As adopted from the scale, the questionnaire was anchored on five-point scales such as 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral (neither agree nor disagree), 4 = Agree, and 5 = Strongly Agree.

The description of the measurement instruments given in the following **Table 1**:

Table 1. Factors/dimensions of community-based tourism.

| Serial | IVs | Serial | Items | Source |
|--------|----------------|--------|-------------------------|---|
| 1 | Social Culture | i. | Community Welfare | Dangi et al. (2016); Park et al. (2018); Mtapuri and Giampiccoli (2019) |
| | | ii. | Build-up Infrastructure | Andrades and Dimanche (2017); Koster and Main (2019); Pawson et al. (2018); Irazábal (2018) |
| | | iii. | Community Participation | Dangi and Jamal (2016); Jaafar et al (2020) |
| | | iv. | Living Quality | Dangi and Jamal (2016); Lee et al. (2019); Burgos and Mertens (2017); Dodds et al. (2018) |
| | | v. | Local Control | Ruiz-Ballesteros and Del Campo Tejedo (2020); Dangi and Jamal (2016) |
| 2 | Economic | i. | Economic Feasibility | Roda et al (2017); Kurniawan et al. (2019) McCool (2016) |
| | | ii. | Capital outflows | Seok et al., 2020); Alzboun et al (2016); Ambelu et al. (2018) |
| | | iii. | Economic Opportunity | Fang (2020); López et al. (2018); (Loperena, 2017); Hsu et al. (2020); Weber (2019) |
| | | iv. | Employment Quality | Tseng et al. (2018) |
| | | v. | Economic Capacity | Tseng et al. (2018) |

Table 1. (Continued).

| Serial | IVs | Serial | Items | Source |
|--------|---------------------------------|--------|---|---|
| 3 | Environmental | i. | Resources in Nature | Cetin et al. (2018) |
| | | ii. | Healthy Natural Ecosystems | Gan et al. (2019); Blancas et al. (2016) |
| | | iii. | Structural Soundness | Koren-Lawrence et al., (2020); Tseng et al. (2018); Tshipala et al. (2019); Parga Dans and Alonso González (2019) |
| | | iv. | Environment Policy | Buijtendijk and Eijgelaar (2022) |
| | | v. | Environment Legislation | Chandra and Verma (2018) |
| 4 | Relationship | i. | Contract | Goodwin and Santilli (2009) |
| | | ii. | Better Communication between host and tourist | Goodwin and Santilli (2009) |
| | | iii. | Management System | Lee et al. (2019) |
| 5 | Ownership | i. | Government ownership | Goodwin and Santilli (2009); Rockett and Ramsey (2017); |
| | | ii. | Private ownership | |
| | | iii. | Community ownership | |
| 6 | Culture | i. | Differences | Azwar et al. (2023) |
| | | ii. | Cultural Exchanges | |
| | | iii. | Investment in local culture development | |
| 7 | Sustainable Tourism Development | i. | Sustainability | Jahan and Amin (2014); Streimikiene et al. (2021) |
| | | ii. | Performance | |
| | | iii. | Empowerment of communities | Adebayo and Butcher (2023) |

The researchers in this study distributed 250 questionnaires from where 212 returned; among these 201 responses found appropriate, correct, and valid. As a result, the final response rate in this study was 80.4% which was acceptable. Because previously Karim, Amin, et al. (2023) achieved 79% response rate, Shahneaz et al. (2020) 77.9%, Hosain et al. (2024) 75 %, Islam et al. (2024) 60.6 %, Amin et al. (2024) 52.25%, Mahmud et al (2023) 47.2%, Amin and Oláh (2024) 41.8%, Qing et al. (2023) 41.8%, Rahman et al. (2024) 41.5%, Karim, Nordin, et al. (2023) achieved 35.7% response rate in context of Bangladesh.

6. Result

6.1. Demographic profile of respondents

Details of participating respondents are shown below **Table 2**:

Table 2. Demographic profile of respondents ($n = 201$).

| Characteristics | | Per cent |
|-----------------|--------|----------|
| Gender | Male | 56.22% |
| | Female | 43.78% |

Table 2. (Continued).

| Characteristics | | Per cent |
|-----------------|-------------------|----------|
| Age | 18–24 | 64.18% |
| | 25–30 | 32.33% |
| | 31–35 | 3.00% |
| | 36–40 | 0.50% |
| | Greater than 40 | 0% |
| Occupation | Students | 90% |
| | Govt. Job holders | 4.48% |
| | Businessman | 1.49% |
| | Housewife | 1.00% |
| | Private Job | 1.99% |
| | Others | 1.94% |

6.2. Common method bias

According to Podsakoff et al. (2003), the measurement process is not substantially affected by CMB if a single component does not account for more than 50 percent of the covariance among the measures and variables. Based on the results in Appendix **Table A1** of this investigation suggest that the un-rotated single latent component accounts for less than 50% of the observed variance, specifically 32.8%. Therefore, it can be claimed that the CMB is not a problem within the framework of our study.

Subsequently, Kock (2015) proposed that Variance Inflation Factor (VIF) values obtained from an extensive collinearity test might indicate pathological collinearity and a potential intrusion of a model by common method bias. If all the VIF values derived from SEM analysis in the inner model are less than or equal to 3.3, it indicates that the model does not possess any common method bias (Kock, 2015). Thus, based on the VIF values in Appendix **Table A2**, this study is not affected by common method bias.

6.3. Output of the measurement model

Confirmatory factor analysis is utilized to assess the dependability and validity. The findings of the convergent validity study are displayed in **Table 3**. We measured the composite reliability and the extracted average variance (AVE). According to Chin (2010), the loading indicators of the research construct surpass a threshold of 0.60. Four indicators, namely EN1 (0.560), EN2 (0.538), EC2 (0.556) and RL1 (0.117), were excluded because their values were below the acceptable threshold of less than 0.60. Chin (2010) asserts that the statistical study of AVE and CR yields a significant result. Hence, the constructed model has convergent validity. The following **Table 3** represents the summary of the measurement model and **Table 4** results from discriminant validity test:

Table 3. Summary of the measurement model.

| Variables | Items | Loading score | CR | AVE | Cronbach's Alpha |
|----------------|-------|---------------|-------|-------|------------------|
| Social Culture | SC1 | 0.769 | 0.845 | 0.522 | 0.777 |

| | | | | | |
|---------------------------------|------|-------|-------|-------|-------|
| | SC2 | 0.747 | | | |
| | SC3 | 0.649 | | | |
| | SC4 | 0.746 | | | |
| | SC5 | 0.696 | | | |
| Environment | EN3 | 0.794 | | | |
| | EN4 | 0.853 | 0.843 | 0.642 | 0.723 |
| | EN5 | 0.755 | | | |
| Economy | EC1 | 0.853 | | | |
| | EC3 | 0.729 | | | |
| | EC4 | 0.780 | 0.855 | 0.597 | 0.783 |
| | EC5 | 0.721 | | | |
| Culture | CL1 | 0.767 | | | |
| | CL2 | 0.840 | 0.850 | 0.655 | 0.737 |
| | CL3 | 0.819 | | | |
| Relationship | RL2 | 0.859 | | | |
| | RL3 | 0.823 | 0.829 | 0.708 | 0.713 |
| Ownership | ON1 | 0.822 | | | |
| | ON2 | 0.873 | 0.867 | 0.685 | 0.771 |
| | ON3 | 0.786 | | | |
| Sustainable Tourism Development | STD1 | 0.892 | | | |
| | STD2 | 0.868 | 0.873 | 0.775 | 0.710 |

Table 4. Output of discriminant validity.

| | Culture | Economy | Environment | Ownership | Relationship | Social Culture |
|---------------------------------|---------|---------|-------------|-----------|--------------|----------------|
| Culture | | | | | | |
| Economy | 0.625 | | | | | |
| Environment | 0.442 | 0.784 | | | | |
| Ownership | 0.505 | 0.704 | 0.664 | | | |
| Relationship | 0.093 | 0.178 | 0.085 | 0.119 | | |
| Social Culture | 0.572 | 0.750 | 0.556 | 0.590 | 0.119 | |
| Sustainable Tourism Development | 0.533 | 0.753 | 0.649 | 0.554 | 0.375 | 0.461 |

However, the output of the measurement model through PLS software is shown below in the **Figure 2**:

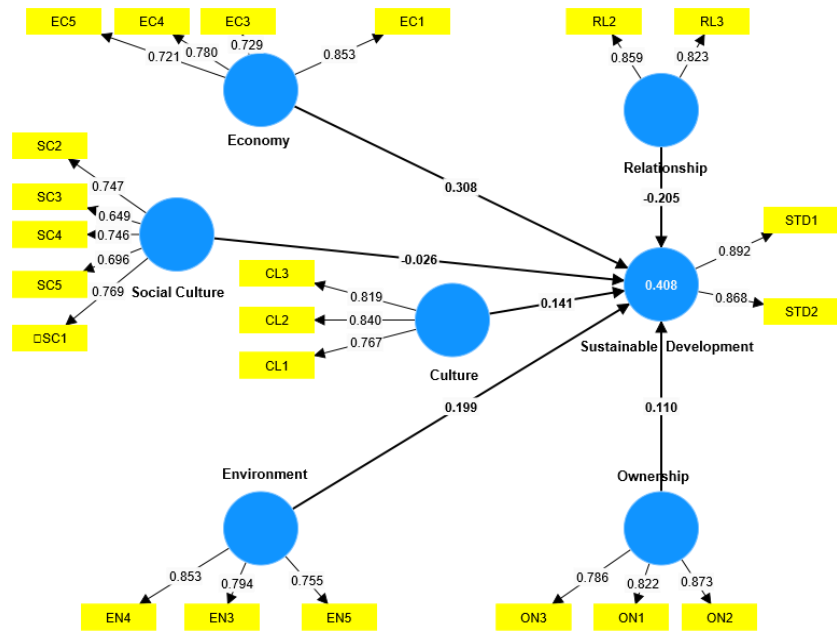


Figure 2. The output of the measurement model.

The discriminant validity was calculated in **Table 4**. The Fornell-Larcker criterion was employed to measure this validity. Therefore, the off-diagonal correlations between the latent components must be more significant than the square root of AVE. As a result, the value of each item was identical and met the required requirement. The following **Table 5** represents summary of the path model:

Table 5. Summary of path model.

| Paths | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ((O/STDEV)) | P values | Decision |
|----------------------|---------------------|-----------------|----------------------------|--------------------------|----------|---------------|
| Culture > STD | 0.141 | 0.139 | 0.096 | 1.471 | 0.141 | Insignificant |
| Economy > STD | 0.308 | 0.299 | 0.090 | 3.407 | 0.001 | Significant |
| Environment > STD | 0.199 | 0.197 | 0.090 | 2.208 | 0.027 | Significant |
| Ownership > STD | 0.110 | 0.112 | 0.076 | 1.452 | 0.147 | Insignificant |
| Relationship > STD | -0.205 | -0.208 | 0.057 | 3.571 | 0.000 | Significant |
| Social Culture > STD | -0.026 | -0.005 | 0.077 | 0.345 | 0.730 | Insignificant |

The residents’ perspective of community-based tourism is multidimensional and an exogenous construct. On the other hand, sustainable tourism development is a single-dimensional construct that is considered endogenous. In the investigation, it was found that residents perceptual variables such as culture ($\beta = 1.471$ $p > 0.05$), social culture ($\beta = 0.345$, $p > 0.05$) and ownership ($\beta = 1.452$, $p > 0.05$) do not possess a substantial impact on the sustainable development of local tourism. Conversely, there is a significant correlation between the economy and the long-term growth of the travel industry ($\beta = 3.407$, $p < 0.05$) and the environment associated with the sustainable development of tourism ($\beta = 2.208$, $p < 0.05$). The interaction between hosts and visitors also affects the tourist industry’s sustainability ($\beta = 3.571$, $p < 0.05$). Calculating the variance inflation factor (VIF) and comparing it to the threshold range of 1.47–3.00 was the method that was utilized to evaluate the

collinearity statistics. The R² value obtained from Sustainable Tourism Development is 0.408, which is acceptable for enhancing the analysis (Hair et al., 2014).

7. Discussions on findings

In the emerging economy, multiple business avenues are expanding. Community-based tourism attracts interest. This study tested how community-based tourism affects locals' viewpoints and the long-term viability of the tourism industry. The results revealed strong positive correlations between three variables, namely economy, environment, and relationship, which are actively engaged in improving the sustainable growth of the tourism industry. It may have signified that in an emerging economy, the emergence of new businesses warrants financial stability, environmental support and association between the community and its stakeholders. The absence of three pillars may disrupt the stable future of the industry. In a similar line of thought, mass tourism can benefit the economy, but in the long run, community-based tourism provides better sustainability. Communities' contribution to tourism helps them achieve financial and economic stability. Moreover, the environment and its growth are not considered in other kinds of tourism, while CBT enhances the environment and maintains it for future generations. CBT contributes to the economy, the environment and the relationship between host and guest, maintaining a sustainable tourism scenario. So, collaboration is a prime parameter. Thus, the result produces significant contributions that support the conclusions of the previous study.

The proliferation of STDs has caused the widespread use of CBT, revolutionizing how individuals and businesses handle travelling and tourism. This debate examines the research findings that provide insight into the unexpected positive correlation between residents' perspectives towards CBT and sustainable tourism development. The better environmental and economic factors are handled, the better the sustainability can be achieved using CBT. As communities are more aware of involving themselves in tourism and arranging a better tourism environment, the industry will be more sustainable than ever, eventually bringing better outcomes for future generations. The acknowledgement of communities motivates ongoing advancements in CBT. Different organizations, people, residents, and travelers are trying to involve the local people to develop their surroundings through tourism and achieve a sustainable future. Recognizing and resolving economic and environmental factors are essential for establishing confidence in the sustainable growth of the tourism industry. Finally, in this study, socio-cultural, cultural, and ownership are insignificant factors in achieving STD, which reaffirmed the previous studies (Nocca, 2017). As different factors work as intermediaries, residents are concerned about the economy, their environment, and the relationship between the hosts and guests to achieve sustainability. The earlier outcome was established in relevant research (Rheede and Dekker, 2016).

8. Implication of the research

The outcome of the study will produce multiple benefits for stakeholders at different levels. Firstly, this research underscores the necessity for policy frameworks that promote the implementation of Community-Based tourism (CBT) as a feasible alternative to mass tourists. Governments in emerging economies can utilize CBT to diversify their tourism sectors and mitigate the adverse social and environmental effects linked to mass tourism. Policies that promote community ownership, sustainable resource management, and equitable sharing of benefits are essential for cultivating a sustainable tourist model. Likewise, the outcome may guide policymakers in developing policies and revising existing policies to encourage and strengthen community-based tourism in Bangladesh.

Secondly, the outcome will enable the identification of existing challenges in Bangladesh and how to regain the weakness in the existing system between the association of entrepreneurs and tourists. Notably, the outcome may aid in catering to the present position on community participation, collaboration and power redistribution. Thirdly, the stakeholders can benefit by developing the scope of CBT, investing in making the place truly attractive, and being involved in tourism development in the community of concern. In an emerging economy like Bangladesh, the niche business needs social and entrepreneurial support. The owner's rights should be protected. Therefore, the discussion on the factors may be a thought for the government to provide financial assistance, loans and other subsidies. It may broaden the scope of the CBT.

9. Conclusion and future directions

Overall, CBT effects on sustainable tourism in Bangladesh, as seen from the standpoint of residents, are substantial and revolutionary. Bangladesh's tourism sector is going through a challenging situation because of mass tourism and its negative impact. CBT, however, can reduce these negative impacts and make Bangladesh's tourism industry one of the best. In addition, CBT has a tailoring impact on STD and plays numerous roles. In the absence of Bangladesh's population to get access to other economic opportunities, CBT has emerged as a lifesaver for employing more opportunities and achieving a better lifestyle. People from rural communities can significantly affect the economy through CBT. Most importantly, CBT is non-destructive as mass tourism can destroy or harm the overall scenario of the tourist area with a better sustainable future. Therefore, CBT can be very effective in sustainable tourism development and improving Bangladesh's travel and tourism sector.

One of the most crucial elements that have helped to implement CBT successfully in Bangladesh is the relationship between the host, guests, and businesspersons in the tourist area, which enables a better sustainable tourism sector. However, the people and administration of the related fields need to improve the economic and socio-cultural situation. As CBT, with the improved economy and environment of the area, directly helps to increase the chance of sustainability, it is

also necessary to focus on cultural exchange and the ownership of the residents through CBT, which will help to attain better sustainability in the future.

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Appendix

Table A1. Result from Harman’s single-factor test.

| Total Variance Explained | | | | | | |
|--------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 8.529 | 32.804 | 32.804 | 8.529 | 32.804 | 32.804 |
| 2 | 2.009 | 7.725 | 40.530 | | | |
| 3 | 1.609 | 6.187 | 46.717 | | | |
| 4 | 1.365 | 5.251 | 51.968 | | | |
| 5 | 1.244 | 4.785 | 56.754 | | | |
| 6 | 1.059 | 4.074 | 60.827 | | | |
| 7 | 0.956 | 3.676 | 64.504 | | | |
| 8 | 0.846 | 3.254 | 67.757 | | | |
| 9 | 0.809 | 3.112 | 70.870 | | | |
| 10 | 0.785 | 3.021 | 73.891 | | | |
| 11 | 0.751 | 2.888 | 76.779 | | | |
| 12 | 0.647 | 2.487 | 79.265 | | | |
| 13 | 0.570 | 2.192 | 81.458 | | | |
| 14 | 0.529 | 2.033 | 83.491 | | | |
| 15 | 0.497 | 1.912 | 85.403 | | | |
| 16 | 0.480 | 1.847 | 87.250 | | | |
| 17 | 0.437 | 1.681 | 88.931 | | | |
| 18 | 0.414 | 1.593 | 90.524 | | | |
| 19 | 0.386 | 1.483 | 92.007 | | | |
| 20 | 0.365 | 1.402 | 93.409 | | | |
| 21 | 0.335 | 1.288 | 94.697 | | | |
| 22 | 0.310 | 1.191 | 95.889 | | | |
| 23 | 0.300 | 1.156 | 97.044 | | | |
| 24 | 0.276 | 1.060 | 98.104 | | | |
| 25 | 0.253 | 0.974 | 99.077 | | | |
| 26 | 0.240 | 0.923 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

Table A2. VIF values of this study.

| CL | EC | EN | ON | RL | SC | STD |
|-----|----|----|----|----|----|-------|
| CL | | | | | | 1.447 |
| EC | | | | | | 2.502 |
| EN | | | | | | 1.866 |
| ON | | | | | | 1.659 |
| RL | | | | | | 1.641 |
| SC | | | | | | 1.866 |
| STD | | | | | | |