TOURISM DEVELOPMENT IMPACTS, CULTURAL INTELLIGENCE AND COMMUNITY SUPPORT FOR FUTURE DEVELOPMENT

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Abstract

Purpose – This study examines the dynamics of cultural intelligence (CQ) on the tripartite tourism development impacts (TDI) in the economic, social and environmental domains and how it influences residents' perceptions of tourism development.

Methodology/Design/Approach – Using a quantitative cross-sectional research design and random sampling, three hundred and forty-one (341) responses were analysed using partial least Square-Structural Equation Modelling (PLS-SEM).

Findings – The study confirms that the TDI dimensions (economic and social) have a positive influence on CQ, while environmental impact is an insignificant determinant. CQ also significantly mediates the relationship between TDI (economic and social impact) and SFTD. Similar to the insignificant direct effect, CQ does not mediate the relationship between environmental impact and SFTD.

Originality of the research – This finding suggests that cultural intelligence plays a crucial role in shaping community attitudes and receptivity to future tourism development projects. Furthermore, the result of this study emphasises the uniqueness of the influence of the different TDI dimensions on community support and the urgency of addressing economic and social concerns in tourism development.

Keywords Tourism development, impacts, cultural intelligence, support for future tourism development, sustainable destination

INTRODUCTION

The success of tourism development relies heavily on collaboration and networking activities between the myriad of destination stakeholders ranging from public, private and hybrid stakeholders (see Azinuddin et al., 2022a; Mior-Shariffuddin et al., 2020). Among the tourism stakeholders, local communities were deemed the primary actor in tourism development because their attitudes and behaviours shape the destination's success and sustainability (Li et al., 2022; Qin et al., 2021). Their support for future tourism development (SFTD) constitutes a plethora of factors. This includes community attachment (Eslami et al., 2019), place image (Stylidis, 2018), perceived value and impact (Tosun et al., 2021), cultural attitudes (Gannon et al., 2020), resident's identity, attitudes, and satisfaction (Ramkissoon & Nunkoo, 2011). Given the nature of the locals as primary beneficiaries of future tourism developments, their outlooks should form the main sustainable policies to maximise the potential benefits and minimise the negative impacts of tourism (Azwar et al., 2023; Zaman & Aktan, 2021).

It is important to note that understanding tourism development impacts (TDI) is a crucial component of sustainable development (Gunn & Var, 2002). In fact, it is commonly established in the literature that tourism produces economic, socio-cultural, and environmental impacts on the host destination and its communities (Azinuddin et al., 2022b; 2023; Khanna & Khajuria, 2016). However, the tourism literature mostly discounted the function of the community's cultural intelligence (CQ) (Frías-Jamilena et al., 2018a, 2018b; Li et al., 2022) despite its capability to significantly predict their supportive behaviour towards tourism development (see Zaman & Aktan, 2021). Notably, past studies asserted that commodification and tourist consumption shape the local's CQ since they experience tourism's economic, socio-cultural, and environmental impacts (see Erul et al., 2020; Seraphin et al., 2019; Zaman & Aktan, 2021). This postulation is made from the lens of tourism as a cultural industry where the components of the natural environment, built environment, icons, and destination attractions are considered unique tourism's cultural package (Craik, 1995).

Conditioned by the positive nature of TDI, we argued that this would induce locals' active support in the shape of CQ as the expected benefits will aid more than harm them. Subsequently, higher CQ levels will lead to the tourists' positive attitudes toward a destination's functional characteristics (Zaman & Aktan, 2021) and bring the locals the intended socio-economic benefits of tourism developments. Theoretically, Li et al. (2022) posited that CQ can be considered a potential mediator between TI and SFTD among the communities. This illustrates how the CQ can be considered an integral component that helps to model a process of the influence of TDI on the SFTD among the locals.

Considering the importance of CQ and the knowledge gap linked with the variable within the community context, this study's aim is twofold: First, this study proposed and tested a conceptual model that analyses the mediating role of CQ on the dynamics between TDI and SFTD. Second, the multi-dimensionality of TDI enables a further investigation on how CQ can differently mediate the impacts of social, economic, and environmental on the community's SFTD. Social Exchange Theory (SET) is integrated into the present study to underpin the interrelationship between the study variables to achieve this aim. The underpinning role of SET makes it one of the earliest empirical works that extend the theory through the analysis of CQ's mediating effects on TDI's tripartite dimensions of economy, social and environment, and SFTD among the local community. This approach extends SET and provides a more comprehensive understanding of the complex interrelationship between the variables. This study also highlights the importance of considering the multi-dimensionality of TDI on local communities satisfaction and the role of CQ in mediating such relationship.

1. LITERATURE REVIEW

1.1. Tourism Development Impacts (TDI) and Support for Tourism Development (SFTD)

Community reactions to the local development of tourism have been investigated in the literature since the initial works of Young (1973) and Doxey (1975). For this reason, tourism impact is considered one of the core areas of sustainable development that must be addressed (Gunn & Var, 2002). Prior research has determined that tourism development's impacts can be regarded as positive or negative. However, numerous studies found that the gap between positive and negative impact generates friction between host residents and tourists and indirectly endangers the local community's way of life.

Accordingly, the economic impacts of tourism development include positive elements such as new investment, easing the pressure of rural decline, employment opportunities, fostered regional economic growth, support for small businesses in the area, and higher tax revenue (Ibanescu et al., 2018; Kim et al., 2013. Meanwhile, the negative elements include increased cost of living, heavier taxation, currency inflation, and disparity in the distribution of resources (Nunkoo & Ramkissoon, 2012). The positive social impacts comprise traditional customs resumption and increased recreation for local people (Sen & Walter, 2020), while the negative features are increased crime rates, delinquency and vandalism, stress on local infrastructure, and lack of social services (Dyer et al., 2007; Harrison, 2021; Joo et al., 2019; Ribeiro et al., 2020). Finally, the negative environmental impacts comprise environmental pollution, congestion, destruction of vegetation, wildlife disruption, and litter (Azam et al., 2018; Chong, 2020). As for the positive environmental impacts, there is empirical evidence that tourism through sustainable and environmentally sensitive practices contributes to environmental quality (see Destek & Aydın, 2022). This occurs due to realising the importance of conserving a destination's environmental resources and quality, ultimately shaping the future of tourism (Holland et al., 2022).

Overall, local communities may perceive tourism development adversely (e.g., negatively affecting local culture, heritage, and environment). On the other hand, they may also consider it a catalyst for favourable implications (e.g., better job opportunities, additional tax receipts, foreign exchange earnings, creation of local business, and improved income). Given the long term's dynamic nature and spectrum of tourism impacts, the communities' support level can rapidly shift from early enthusiasm to anti-tourism throughout the tourism life-cycle (Hanafiah et al., 2013). This dynamic is captured through four destination life-cycle phases of Doxey's Irritation Index (Doxey, 1975).

In the initial phase, the community is open in their support of tourism development (Lundberg, 2015). However, irritation amongst the community starts to appear at a later stage as tourists are blamed for all personal and social issues when the tourism development is not well formulated (Seraphin et al., 2019). This negative view prevails in the phases of stagnation and decline in the life cycle of a tourist destination. According to García et al. (2015), support for tourism development will be reduced if residents negatively perceive the tourism impacts. While tourism impacts that are perceived positively will likely receive support from the residents. At this stage, consideration of the local people's apprehensions and constructing responses is crucial to ensure tourism can be supported by eliminating negative perceptions and transforming the positive economic value into a more abstract value (Woo et al., 2015). In this sense, feedback from various stakeholders, especially among the local community, is crucial regarding decision-making and implementation of tourism policies (see Dedeoğlu et al., 2023). Furthermore, their inclusion is deemed fundamental in designing power structures and processes within the realm of tourism governance (Bichler, 2021).

Based on this premise, understanding the local community's perceptions of tourism impact and gaining support for future tourism development (SFTD) are essential for tourism developers (Chow et al., 2019). Furthermore, stability in terms of politics, physiology, socio-culture, commercial, and economy can be established with their SFTD (Hanafiah et al., 2013). Through the identification of negative perceptions among the residents on tourism impacts, the management of this perception can be

implemented by relevant stakeholders if they understand the effect of the former on various activities, namely formulating optimal plans, policies, and strategies for tourism development (Dedeoğlu et al., 2023). Due to this, the dynamics between TDI and SFTD depend on the benefits that tourism could gain. This is illustrative of the Social Exchange Theory's (SET) main tenet, which is based on reciprocal relations.

Numerous studies have adopted SET to explore and articulate the residents' SFTD (Eslami et al., 2019). Conceptually, SET illustrates the individual tendency to opt for an alternative that offers the highest benefit (Gannon et al., 2020). Therefore, it is theorised that residents are likely to develop a supportive attitude and be involved in exchange relationships with the tourists if the potential benefits of tourism in terms of the economy, environment, and societal impacts are perceived to surpass the tourism costs (Zaman & Aktan, 2021). This reflects the importance of residents' reward-to-cost ratio element, as the opposite will occur if the deemed losses outweigh the benefits obtained from tourism, where the residents will be against the tourism development policies (Qin et al., 2021).

1.2. The Role of Cultural Intelligence (CQ) within the dynamics between Tourism Development Impacts (TDI) and Support for Tourism Development (SFTD)

According to Qin et al. (2021), the community's customs and culture are considered one of the destination attraction factors and serve as the fundamental elements of a destination's tourism development elements. Notably, the community's attitudes on tourism impacts through active support are crucial to successful and socially acceptable tourism development (Erul et al., 2020; Nunkoo & So, 2016). Hence, it is posited that such continuous and active support can be observed in how they display proactive behaviors in maintaining harmonious host-guest dynamics. In fact, intimacy can be cultivated through positive and beneficial relations between hosts and guests, founded on equal, cooperative, and friendly interactions between tourists and host communities (Fan et al., 2017). In this sense, the extent to which communities are hospitable or culturally accommodative to tourists is important since it significantly impacts destination image, tourists' experience, and tourist-host relationships (Li et al., 2022).

Since tourism is one of the most important global service industries, intercultural face-to-face interaction is a reality that cannot be avoided. To bridge the cultural gap, the host community needs to understand cultural differences and adapt accordingly (Zaman & Aktan, 2021). Such commitment from the community appears to depend on their assessment of the ratio between the expected benefits or costs of related services derived from the social exchange in tourism (Qin et al., 2021). Consistent with the principles of SET, the exchange will be viewed positively if the transaction is personally advantageous to the community and leads to their SFTD. In this case, it is inferred that the communities will be willing to be culturally adaptable and engage with the tourists if the impacts of tourism are positively perceived. This overall premise reflects how SET can be further extended by integrating cultural perspectives in explaining the dynamics between TDI and SFTD. Furthermore, such a perspective also illustrates the concept of cultural intelligence (CQ), which refers to the capacity to successfully adapt to a new intercultural situation (Li et al., 2022).

Considered a step forward in cross-cultural research, CQ is a concept that was developed after many years of empirical work in various disciplines on the importance of cultural competency (Han et al., 2020. Basically, CQ is defined as the individual's ability to assimilate, reason, and act on cultural cues appropriately in situations characterised by cultural diversity (Thomas et al., 2015; Frías-Jamilena et al., 2018a). It reflects the capability which increases an individual's ability to communicate with individuals or groups beyond their culture. In addition, it is centered on the set of skills and attributes which enable an individual to effectively communicate in unfamiliar cultural contexts (Ang & Dyne, 2008; MacNab & Worthley, 2012). A study conducted by Jyoti and Kour (2017) emphasised that CQ provides insight into cross-cultural communication and adaptation. This subsequently improves the individuals' ability to perform effectively in different cultures.

Only recently CQ has been getting attention from tourism researchers (Li et al., 2022). Most of the available studies employed CQ through tourists' perspectives and explored how the concept shapes their perceived value, and intentions to return and recommend (Frías-Jamilena et al., 2018a; 2018b). However, there is a scarcity of tourism studies that address CQ through the lens of host communities despite the importance of the concept to assist them in interacting with tourists in their capacity as hosts (Li et al., 2022; Zaman & Aktan, 2021). Past studies argue that culturally intelligent communities are more well-off in tourism due to their understanding of varied cultures during service encounters (Afsar et al., 2021; Darvishmotevali et al., 2018). A culturally intelligent host community is expected to execute their job better as they can adapt to a new cultural situation (Ramalu et al., 2012). Furthermore, they can vary their behavior, which helps them adapt to culturally different environments and fit in a particular situation (Ang et al., 2006). For this reason, communities with a higher level of CQ are more willing to disclose personal information to others, engage in helping behavior, and form emotional bonds with visitors (Li et al., 2022; Puyod & Charoensukmongkol, 2019).

The willingness of individuals to bridge cultural gaps during social interactions depends on their adaptability and the nature of the TDI (Li et al., 2022). It has been established that a community's active support for tourism is based on the TDI's ratio of expected benefits or costs. Therefore, it is posited that CQ plays a crucial role in mediating the relationship between TDI and SFTD. In this sense, the presence of CQ can indicate the community's receptiveness to different cultures and their willingness to engage in tourism cross-cultural environment, provided that the TDI's benefits outweigh any potential harm, leading to positive outcomes for SFTD.

2. STUDY HYPOTHESES

According to Canavan (2016), tourism impacts dynamics include economic, social, and environmental landscapes (infrastructure, facilities, services, attractions, and forms of natural and cultural landscapes). Within this process, the residents will adjust to accommodate the tourists and inevitably evolve with tourism development along with the local facilities, infrastructure, and natural and cultural landscapes (Canavan, 2013). However, cultural differences and sensitivity can be significant barriers to successful tourism development, and this is where CQ becomes crucial. For this reason, it is argued that the most substantial barrier to tourism can be CQ, where the issues of economic, environmental, and political could be positioned within the broader cultural context of tourism (Craik, 1995).

In this sense, the influence of society's culture is vital, given the assumption that it shapes any individual's core behavioural aspects (De Mooij & Hofstede, 2011). This means that people who grow up in different countries with different cultural norms develop different ways of thinking and behaving (Hofstede et al., 2010). Since residents' customs, culture, hospitality, and behavior are considered attraction factors in a tourism destination, the importance of the cross-communication or interaction between residents and tourists at a destination cannot be understated (Li et al., 2022; Qin et al., 2021). Due to the unprecedented interconnectedness of today's world, where more people from different regions travel, cultural differences may either hamper or enhance residents' communication and relationships with tourists (Azinuddin et al., 2022b; Li et al., 2022). This reflects tourism's power to establish residents' willingness to present their cultural adaptability to tourists.
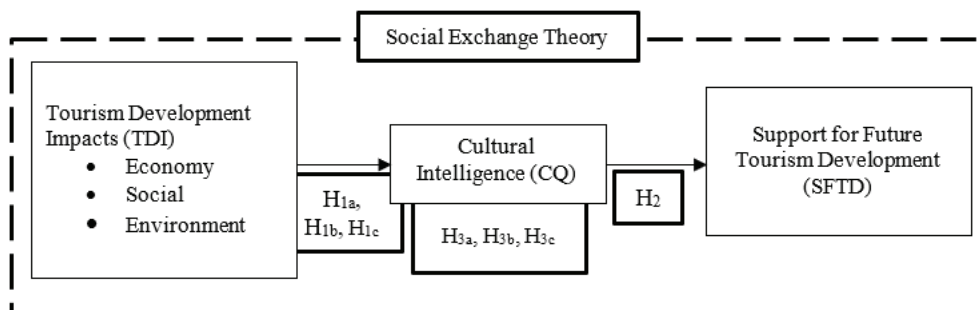
Depending on the nature of tourism impacts, positive cultural outcomes can possibly be generated from residents' exposure to tourism. These cultural outcomes include tolerance, understanding, increased identification, support, togetherness, and pride in their communities (Blešić et al., 2022). These positive cultural outcomes can contribute to the sustainable development of tourism and enhance the well-being of the local communities. Therefore, destination managers and policymakers must understand the potential positive and negative impacts of tourism on local communities and develop sustainable tourism practices that can promote positive cultural outcomes while minimising the negative impacts. This can help ensure the long-term viability of the tourism industry and the preservation of the local culture and community identity.

The current study posited that CQ could help to explain residents' sentiment toward tourism impacts, considering that the explosion of modern tourism activities heightened the need for their supportive behaviors (see Li et al., 2022; Zaman & Aktan, 2021). They would likely culminate in support as they are inclined to exhibit cooperative behaviours, knowledge sharing, and effective cross-cultural communication in the shape of CQ with the tourists (Ribeiro et al., 2020; Zaman & Aktan, 2021). Perhaps, residents are more willing to be culturally adaptable if they perceive tourism development impacts are personally advantageous to them (Qin et al., 2021; Ryser et al., 2016). Based on this premise, it is hypothesised as follows:

H_{1a}: Economic impacts positively associate with CQ among the residents.
H_{1b}: Social impacts positively associate with CQ among the residents.
H_{1c}: Environmental impacts positively associate with CQ among the residents.
H_2: CQ positively associates with SFTD among the residents.
H_{3a}: CQ significantly mediates the relationship between economic impacts and SFTD among the residents.
H_{3b}: CQ significantly mediates the relationship between social impacts and SFTD among the residents.
H_{3c}: CQ significantly mediates the relationship between environmental impacts and SFTD among the residents.

Based on the abovementioned hypotheses, Figure 1 illustrates the research framework. It analyses the mediating role of CQ in the relationship between TDI and SFTD among the residents.

Figure 1: **Research Framework**

Source: Authors

Based on the abovementioned hypotheses, Figure 2 illustrates the research framework. It analyses the mediating role of CQ in the relationship between TDI and SFTD among the residents.

3. METHODOLOGY

3.1. Study Setting

Perlis is located north of Malaysia, with an area of 821km^2 and is dominated by agriculture, forestry, and fishery economic activities (Ching et al., 2014). It has seen its tourism sector expand rapidly in recent decades as it records tourist arrivals of almost two million in 2019 compared to 927,000 in 2010 (CEIC, 2021). Perlis is a relevant setting for studying tourism impacts because of its recent rapid expansion in the tourism sector. This rapid expansion in tourism suggests that Perlis may be experiencing both positive and negative impacts of tourism on the local community, which warrant such studies. As the Perlis government actively invests in enhancing tourism infrastructure to meet the escalating demand (Ramli, 2022; The Star, 2022), studying this setting can shed light on how tourism development influences the socio-economic and cultural fabric of the local community. They also actively engaged their community participation through active bottom-up collaboration besides capitalising on its strategic border location and ecotourism potential (Ramli, 2022). Besides, it can be observed that past empirical evidence in Malaysia shows that those communities in both rural and urban areas generally support tourism development (see Moghavvemi et al., 2021; Rasoolimanesh et al., 2017). This context provides a compelling backdrop to understand how the unique characteristics of Perlis contribute to the overall pattern of community attitudes towards tourism development in Malaysia.

3.2. Research Design

This study explores the inter-relationship between TDI, CQ, and SFTD amongst the local community in Perlis, Malaysia. This study adopts quantitative and cross-sectional approaches through questionnaire distribution to collect the data. The study population comprises the Perlis community. Each household was represented by its head or caretaker aged 18 years or older and resided for more than five years. These criteria are established to ensure the eligibility of the respondents through purposive sampling to collect the data. As such, the minimum sample size was calculated through the GPower software, which suggests 95 respondents.

The questionnaire has four sections (see **Appendix 1**). Section A observes the respondents' demographic profile: gender, age, nationality, ethnicity, highest educational attainment, marital status, occupation, monthly income, and residency period to validate the respondents. Next, Section B measures the community's perception of TDI. The survey items for the tripartite dimensions of TDI are adapted from Costa et al. (2020) and Gannon et al. (2020) and modified to fit the contextual attributes of Perlis. Meanwhile, Section C assessed CQ (Zaman & Aktan, 2021), and Section D analysed the SFTD (Gannon et al., 2020).

In terms of CQ's measurement, the four-dimensional structure of CQ which consists of motivational, metacognitive, cognitive, and behavioral has been employed in many studies (Li et al., 2022). Metacognitive refers to the individual cognition level of novel culture in an intercultural environment. While cognitive centers on knowledge and experiences of another culture that were captured by an individual (Han et al., 2019). As for motivation revolves around the individual's degree of interest and effort to learn another culture (Li et al., 2022). Regarding behavioral, it refers to how an individual illustrates verbal and non-verbal behaviors during cross-cultural interactions (Han et al., 2019). Given this study is one of the earliest to explore CQ from the perspective of the community in tourism, it is considered appropriate to build from the work of Zaman and Aktan (2021) since they are the first scholars to do so. They exclude motivation and operationalise CQ as a unidimensional construct as the dimension does not necessarily lead to effective communication unless it is supported by an individual's cognitive knowledge and capacity to explore other cultures. Based on this premise, we also employ a similar approach in operationalising CQ as a unidimensional construct.

The questionnaire was measured using a five-point Likert scale ranging from one (strongly disagree) to five (strongly agree). The questionnaires were translated back and forth into bilingual English and Malay, and two tourism management scholars were approached to validate the adapted instruments. Both processes led to minimal rewording and slight alteration of the items to ensure clarity. Then, the pilot study (n=30) confirmed the reliability of the questionnaire as the Cronbach's Alpha values results are well above the minimum threshold of 0.70. Researchers should aim for a sample size of at least 30 when conducting a pilot test (Perneger et al., 2015). While a pilot test cannot ensure the success of a larger study, it serves several critical purposes and can provide valuable insights to future researchers, helping them build a strong foundation for evidence-based research (Drummond, 2017; Van Teijlingen & Hundley, 2002). The finalised surveys were distributed face-to-face to the study population from January 2022 to April 2022. The qualification of respondents was ensured to confirm their validity in this study, where the respondents were advised to spend ten to fifteen minutes completing the questionnaire given. Prior to that, the respondents were asked to read the opening instructions, understand the study description, and answer the survey questions carefully.

Table 1 illustrates the demographic profile of the study's respondents. Participants in the study were 341 respondents, of whom 59.8% were female and 40.2% were male. Most are young (33.4% were between 18 and 24) or middle-aged (46.3% were between 24 and 38). In terms of their education, most of them had a diploma, degree or above (48.3%) followed by the ones with secondary school education (45.2%). As for their occupation and residency period, many have worked in the private sector (52.8%) and lived in Perlis for over a decade (83.3%).

Table 1: **Respondents' demographic profile.**

	Frequency	%		Frequency	%
Gender			*Occupation*		
Male	137	40.2	Public Sector	70	20.5
Female	204	59.8	Private Sector	180	52.8
			Retired	11	3.2
			Others	63	23.5
Age	114		*Period of Residency*		
18-24	158	33.4	2-10 years	57	16.7
24-38	54	46.3	11-20 years	95	27.9
39-52	15	15.8	21-30 years	98	28.7
≥ 53		4.4	≥ 31 years	91	26.7
Education					
Primary	6	1.8			
Secondary	154	45.2			
Diploma/Degree above	165	48.3			
Others	16	4.7			

N= 341

The collected data were coded, cleaned, and analysed using the SPSS version 20.0 software. The Partial-least Square - Structural Equation Modeling (PLS-SEM) through the Smart PLS 3.1.1 software was used to assess the study hypotheses. Utilised to evaluate the relationships among numerous latent constructs, PLS-SEM is considered appropriate for theoretical, causal model verification, and predictive ability (Hair et al., 2017). Furthermore, PLS-SEM has been well-established within the realm of tourism and hospitality management studies (Ali et al., 2018).

4. ANALYSIS AND FINDINGS

4.1. Measurement Model

The study framework entails a reflective measurement and structural assessment. The first stage evaluates the measurement model's reliability and validity. The next stage centered on analysing the structural relations between the constructs. Based on this premise, reliability, convergence, and discriminative validity of the constructs for the measurement model need to be evaluated. The research constructs' reliability was tested using factor loadings, composite reliability (CR), Cronbach's alpha and average variance extraction (AVE). Table 2 illustrates the results.

Table 2: **Reflective measurement model**

Constructs	Loadings	Cronbach's alpha	Composite reliability	AVE
Economic impacts		0.886	0.892	0.557
ECO1	0.713			
ECO2	0.636			
ECO3	0.738			
ECO4	0.801			
ECO5	0.787			
ECO6	0.786			
ECO7	0.772			
ECO8	0.725			
Environmental impacts		0.753	0.869	0.537
ENV1	0.794			
ENV2	0.828			
ENV3	0.699			
ENV4	0.584			

Constructs	Loadings	Cronbach's alpha	Composite reliability	AVE
Social impacts		0.821	0.833	0.529
SC1	0.680			
SC2	0.612			
SC4	0.764			
SC5	0.754			
SC6	0.802			
SC7	0.734			
Cultural Intelligence		0.811	0.816	0.518
CQ1	0.640			
CQ2	0.686			
CQ3	0.789			
CQ4	0.761			
CQ5	0.806			
CQ6	0.615			
Support for future tourism development		0.873	0.879	0.663
SFTD1	0.851			
SFTD2	0.795			
SFTD3	0.835			
SFTD4	0.826			
SFTD5	0.761			

Note: Item SC3, ENV5, ENV6, ENV7, were removed because the low loading values (<.70) and AVE (<.50)

To establish the reliability and convergent validity of the constructs in the measurement model, the values of outer loadings and CR should be higher than 0.70, and AVE higher than 0.50 (Hanafiah, 2020). Although CR values exceeded the minimum threshold (>0.70), there are outer loadings and AVE for certain items below the required minimum threshold. To ensure that the measurement model assessment produces reliable and valid results, it is necessary to remove certain items of social and environmental impacts. This resulted in all AVEs exceeding the minimum value of 0.50 despite some outer loadings being lower than 0.70.

According to Hair et al. (2017), loadings as low as 0.4 are acceptable if the CR and AVE meet the minimum threshold (>0.50). Therefore, the convergence validity for the measurement model is established. As for Cronbach's Alpha, the results yielded values more than 0.70, thus establishing the reliability of the measurement model as per Hanafiah (2020). With regards to the discriminant validity, it was examined by inspecting their heterotrait-monotrait (HTMT) values (see Table 3). All the HTMT values are below 0.90, confirming the scales' discriminant validity, as Ringle et al. (2015) suggested.

Table 3: **Heterotrait–Monotrait ratio (HTMT)**

	Cultural intelligence	Economic impact	Environmental impact	Social impact	Support for future tourism development
Cultural intelligence					
Economic impacts	0.598				
Environmental impacts	0.271	0.249			
Sociocultural impacts	0.776	0.705	0.364		
Support for future tourism development	0.744	0.684	0.263	0.796	

4.2 Structural Model Assessment

The path coefficient, beta (β), confidence interval (bias-corrected), R^2, Q^2, and f^2 were reported in Table 4.

Table 4: **Structural estimates**

Path Analysis	Beta (β)	Confidence Interval (Bias Corrected)		f^2	R^2	Q^2
		2.5%	97.5%			
Economic impacts→CQ	0.195 **	0.546	0.698	0.041	0.438	0.220
Social impacts→CQ	0.513 ***	-0.054	0.119	0.279		
Environmental impacts→CQ	0.049	0.397	0.620	0.003		
CQ→SFTD	0.637 ***	0.397	0.620	0.671	0.401	0.259

Note: ***(p < 0.001), **(p < 0.01).

The TDI elements (economic, social, and environmental impacts) can explain the CQ variance of 43.8 percent (R^2 = 0.438). From this, only economic (β = 0.195, p < 0.01) and social impacts (β = 0.513, p < 0.001) have a significant influence on CQ. This means that $H1_a$ and $H1_b$ is supported. While the insignificant influence of environmental impacts on CQ means H_{1c} is not supported. Subsequently, CQ can significantly explain 40.1% (R^2 = 0.401) of SFTD, which can be considered a substantial predictive accuracy per Cohen (1988). Therefore, it can be concluded that H_2 is supported. The effect size (f^2) interpretations are made based on Cohen's (1988) recommendation. In terms of the f^2, the results illustrate a small effect size (f^2 > 0.02) for economic impacts and CQ, while social impacts towards the latter are reported to have a medium effect size (f^2 > 0.15). As for CQ and SFTD, the effect size is medium (f^2 > 0.15). Regarding the prediction relevance (Q^2), all the structural model estimations are above zero. The Q^2 value between TDI elements (economic, social, and environmental) and CQ is 0.220, and 0.259 for the CQ and SFTD. The predictive relevance scores reflect both model estimations as a substantial predictive model, as Henseler et al. (2012) suggested.

Table 5: **Mediation effects testing (indirect path analysis)**

Path Analysis	Beta (β)	*p* Value	Confidence Interval (Bias Corrected)		Result
			2.5%	97.5%	
Economic impacts→CQ→SFTD	0.125**	0.006	0.037	0.208	Significant
Social impacts→CQ→SFTD	0.327***	0.000	0.242	0.408	Significant
Environmental impacts→CQ→SFTD	0.031	0.371	-0.035	0.076	Not Significant

Note: ***(*p* < 0.001), **(*p* < 0.01).

The indirect path mediation analysis verified that CQ is significant in mediating the relationship between social impacts and SFTD (p < 0.001) as compared to the mediation effect on the relationship between economic impacts and the latter (p < 0.01) (see Table 5). These results mean that H_{3a} and H_{3b} are not rejected. While H_{3b} is not supported, given the insignificant mediating influence of CQ on environmental impacts and SFTD.

5. DISCUSSION AND CONCLUSION

Resident's support is crucial for inclusive planning and strategy in economic development and tourism development. Past studies on support for tourism development have significantly emphasised residents' perception of tourism impacts (Joo et al., 2019). However, the literature has highlighted the lack of studies on the substantial role of residents' CQ in supporting tourism development (Frías-Jamilena et al., 2018a; Zaman & Aktan, 2021). Recognising the modicum nature of tourism empirical evidence on residents' CQ (Frías-Jamilena et al., 2018a, 2018b), the present study has verified some significant relationships not confirmed in tourism literature before. Hence, this research investigates the communities' support in the future development of tourism destinations by constructing a research model that contemplates TDI, CQ, and SFTD among the Perlis community. It analyses how CQ mediates the relationship between TDI and SFTD as it revolves around the theoretical adoption of SET. This research offers new perspectives on the community's SFTD in tourism literature despite the findings of many studies on the community's perception of tourism impacts and support for tourism development (Afthanorhan et al., 2017; Joo et al., 2019). Compared with past research, the current study confirms mediation models by underlining the crucial role of residents' CQ as a function of TDI (social and economic impacts) in extending the community's SFTD. This highlights the importance of CQ as a critical factor in extending the community's SFTD. Besides, by demonstrating the mediation models, the study provides new insights into the mechanisms underlying the impact of tourism development on the community's SFTD.

This can be seen in how the environmental impacts do not significantly affect the CQ and SFTD. Given the recentness of Perlis focus on tourism development, it is inferred that the research setting may contribute to this dynamic. Therefore, the environmental impacts of tourism are not as severe as compared to other developed and mature destinations. Besides, the study was conducted during the post-pandemic period when the tourism industry was recovering. Thus, the timeframe of the study and its setting may explain the immediate insensitivity of communities' CQ to lesser environmental changes brought by tourism.

On the other hand, the result may illustrate the dominant role of other non-environment-based factors in shaping the CQ among the communities since TDI is a complex and multifaceted phenomenon. The findings reflect that only social and economic impacts significantly influence the community's CQ. Importantly, CQ mediates the relationship between TDI and SFTD, where the social impacts play a significant role within this dynamic. This result is generally consistent with the previous literature (see Gursoy et al., 2002; Liu & Cheung, 2016; Nunkoo & Ramkissoon, 2011) in the sense that SFTD will increase if the perceived benefits or real positive returns of social and economic impacts surpass the incurred costs.

From a positive social perspective, tourism can cultivate cultural exchange, understanding, and tolerance between the host communities and tourists (Li et al., 2022). This can develop from the deeper appreciation of host communities for their own culture and gaining exposure to other cultures through the intercultural environment in tourism. The willingness and commitment of the communities to engage in such a process is facilitated by the economic returns in the shape of income generations, the creation of employment opportunities, and the stimulation of local markets. Therefore, community CQ can be enhanced through economic sustainability and better living standards.

The findings between CQ and SFTD are comparable to the studies of Frías-Jamilena et al. (2018a) and Kim et al. (2020) by stating that communities with high CQ consequently display greater SFTD in their region. This is due to the CQ level that can mitigate or amplify the community's positive perceptions about tourism. In the same vein, the willingness of the community in this study to support future tourism development indicates positive exchanges that exemplify their openness to the host culture to change and, thus, remain hospitable to tourists (see Canavan, 2016). Therefore, the result reflects the nuanced and conditioned of the host community and tourist interactions that illustrate the constant cultural transformation to a certain degree, where the process is dependent on the perceived social and economic benefits derived from tourism.

Taken altogether, this study is crucial given the nature of the research model and its capabilities to capture a more dynamic and comprehensive insight for global tourism planners and national tourism authorities. The replication of this study would offer a better and more holistic understanding of the importance of resident support for successful tourism development through the lens of the broader cultural context of tourism. At this stage, scholars have emphasised the importance of the tourism industry resetting and restarting towards sustainable development (Higgins-Desbiolles, 2020; Mizutori, 2020). This research has provided a fundamental start-up platform for the academic body to further study the novel perspective on communities' decision behavior within the cultural landscapes by scrutinising the interrelationship between the abovementioned constructs.

Similar to other studies, this research has a few limitations that need to be considered in formulating the direction for future empirical works in this field. The removal of several items especially from the negatively formulated measurements of social and environmental impacts heightens the need for more studies to operationalise the construct on communities in other settings. This issue potentially highlights the potential limitation on the design of the questionnaire given majority of the items are based on positively formulated measurements. In this sense, it is suggested that future investigations should delineate the differences between positive and negative TDI and measure their distinctive impacts accordingly on CQ and SFTD. This is important since tourism development is a highly relevant factor within the realm of tourism sustainability.

Furthermore, future studies should build from this finding by integrating motivation into CQ's measurement. This will help further solidify CQ measurement in the community context and improve the validity and reliability of the findings given the dearth of its operationalisation in the tourism body of knowledge. On the other hand, this research employed purposive sampling, where the analysed data cannot be generalised beyond the community in this study. For this reason, the findings generated from this analysis need to be treated wisely. Despite this, a perfectly good data model can still ensure confidence in the results and interpretations (Field, 2009). Therefore, the significant interrelationship between TDI, CQ and SFTD can be further tested and verified in different tourism contexts, such as the island's community or indigenous people, to name a few.

Future empirical investigations should also consider the different phases of tourism development. The current study cannot achieve this as it uses a cross-sectional approach to collect the data. Therefore, it is suggested that future empirical endeavors adopt the longitudinal approach, where the purpose is to comprehensively evaluate the dynamics between the tourism impacts and CQ. On the other hand, further additions of constructs to the existing TDI, CQ, and SFTD model are beneficial. Constructs such as tourism knowledge, community concern, or perceived value can be considered since their conceptual predisposition is closer to the line of sustainable cognitive and behavioral elements. Integrating such constructs could provide richer insights into the dynamics between TDI, CQ, and SFTD, ultimately leading to improved tourism-related policy formulation and implementation from the public, private, and hybrid stakeholders.

6. STUDY IMPLICATIONS

There are two central theoretical contributions that can be underscored in this study. First, the employment of SET to frame the interrelationship between the research constructs provides meaningful knowledge in assessing how the cultural capacity in the shape of CQ can serve as part of the process of conceptualising and explaining the influence of TDI on SFTD. Second, empirical evidence generated from this study aims to address the gap in the literature on tourism cultural context, where scarcity leads to insufficient knowledge to be synthesised by policymakers, scholars, and other stakeholders. However, it should be noted that using mostly positive TDI measurements and removing all negatively worded items may limit the ability to investigate how the adverse developmental aspects of the industry affect cultural dynamics within the community. Despite this limitation, it is equally vital that the nature of the findings reflects the varying importance placed on the tripartite dimensions of TDI in shaping the CQ and SFTD among the Perlis community. Not receiving sufficient scholarly attention, the demonstration of how the current study utilises the multi-dimensionality of TDI in generating significant values that shape individuals to function effectively in a culturally diverse setting is asserted to be a significant premise for future studies to build upon. Furthermore, a clear delineation of positive and negative TDI in future empirical endeavors may provide valuable insights from this area of study.

In terms of the managerial implications, the results can assist the policymakers in heightening the importance of culture in realising the community's SFTD. In the same vein, the study results also offer a novel outlook on how the policymakers approach tourism project planning and formulating tourism policies. The importance of cultural capacity in how the community adapts to the presence of tourists cannot be understated. This is because the speed and scale of development without the consideration of such adaptability might denude and displace the local culture. As Zhuang et al. (2019) point out, the changes brought upon to the socio-culture by tourism come in stages as it is dependent on the degree of development. This can be seen in how environmental impacts do not affect the community's CQ given the scale of development at the beginning stage. It is asserted that the early stages may see how socio-culture shapes tourism development progress. This is where the traditional values and lifestyles upheld by the community need to 'search' for a point of development's equilibrium where economic returns are enhanced, and a new socio-culture will emerge as tourism reaches the maturity phase.

Therefore, fluid and adaptive capacity are crucial in managing the potential crises or conflicts derived from the clashes of old and new socio-culture, and dynamics of potential environmental degradation and economic returns that may occur across different phases of tourism development. In this context, alternative conflict resolution through mediation and negotiation, emphasising their cultural adaptability, is a crucial policy for the public stakeholders. This is to ensure sustainable cooperation from the community in pace with the increasing tourism development and number of tourists. However, this needs to be supported with community involvement in tourism governance, especially in the formulation of strategies, policies, and directions of the destination. In this sense, tourism authorities can achieve this by curating and offering more training, educational programs, or cross-cultural experiences to the host communities, which in turn, enhances their SFTD. This is because such initiatives induced more opportunities for communities to learn about other cultural practices and norms as well as other tourism incentives, and subsequently shape their willingness and commitment to create a sustainable future tourism development.

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APPENDIX 1: ITEMS

Code	Items
Economic Impacts	
ECO1	Tourism development attracts more investments to my community
ECO2	Our standard of living has increased considerably because of tourism activity.
ECO3	Tourism development provides more infrastructure and public facilities (e.g., roads, shopping malls, etc.)
ECO4	Tourism brings significant economic benefits to community
ECO5	Tourism creates many job opportunities for community
ECO6	Tourism helps to improve the economic condition of community
ECO7	Local businesses benefit from tourists
ECO8	Tourism generates tax revenues for local governments
Social Impacts	
SC1	Tourism development preserves the cultural identity of host community
SC2	Tourism development promotes cultural exchange
SC3	Tourism leads to overload of social spaces for community
SC4	Meeting international tourists from all over the world is definitely an enriching life experience
SC5	Cultural exchange exists between community and tourists
SC6	Tourism has increased the pride of community in their local culture
SC7	Tourism promotes variety of cultural activities for community
Environmental Impacts	
ENV1	Tourism development helps to preserve the natural environment
ENV2	Tourism development improves the area's appearance
ENV3	Tourism development has improved the community's surrounding environment in many ways
ENV3	Tourism does not negatively affect the vegetation, the loss of meadows and green spaces
ENV4	Tourism leads to traffic congestions
ENV5	The waste caused by tourists destroys the beauty of the landscape
ENV6	Tourism produces noise disruptions to the community
Cultural Intelligence	
CQ1	I am aware the ways in which cultures around the world are different
CQ2	I have the ability to accurately understand the feelings of people from other cultures
CQ3	I can change my behaviour to suit different cultural situations
CQ4	I am aware of the different type of cultural knowledge
CQ5	I think a lot about the influence of other culture has on my behavior
CQ6	I am aware that I need to plan my course of action when in different cultural situations
Support for Future Tourism Development	
SFTD1	The community participated actively in tourism development programmes
SFTD2	Tourism development is actively encouraged in my community
SFTD3	I like to see tourism become an important part of my community
SFTD4	The community works together with local authorities in the promotion of tourism
SFTD5	I am looking forward on the conservation of tourist destinations and growth of tourism in my area