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Community Attachment, Tourist Contact, and Resident Attitudes Toward Tourism Development of Kashmir Valley

Abstract

This research study aims to comprehend residents' views towards tourism development in Kashmir Valley, involving the constructs of community attachment and tourist contact. The research instrument, consisting of 31 items and six variables, was developed using a literature review of prior research studies. A mixed-methods survey approach was used to elicit residents' sentiments towards tourism development in Kashmir Valley. Using SPSS, reliability analysis and exploratory factor analysis were performed on 520 helpful responses. The research findings reveal that the residents are well-versed in the tourism development process. Considering the economic, social, and cultural developments of tourism, findings further indicate that residents of Kashmir Valley have a strong sense of community, and interactions with tourists are seen as crucial to the growth and promotion of the Valley's tourist hotspots. The research study also considers the necessity of involving residents in developing the tourism industry so that they might benefit from the industry. The social implications of this research study are crucial for the growth of tourism. It is recommended that a community-based approach to tourism be used and that residents' attitudes be considered when developing and promoting tourism.

Keywords: community attachment, tourist contact, residents, attitudes, Kashmir Valley

1. Introduction

Tourism has proven its significance as a vital engine of economic progress as it has grown as a rapidly expanding worldwide company (United Nations Conference on Trade and Development., 2007). According to the World Travel and Tourism Council (WTTC, 2019), in 2019, the travel and tourism sector contributed 10.3% to the global Gross Domestic Product. As Shiji (2016) aptly suggests, it is the world's largest nonsmoking industry. Tourism relies on communication between hosts and tourists to reach its full potential. Tourism is viewed as a source of local income by many communities in developing countries (Hanafiah et al., 2013). As tourism grows, regional disparity decreases considerably.

Furthermore, it may reduce local, national, and global political tensions (Fritz, 1982). However, tourism has some very negative unintended consequences. The expansion of tourism adds to the destruction of natural habitats, a rise in rubbish, and congestion in one location. Residents, tourists, and the government are the

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key participants in the tourism industry (Gursoy et al., 2019; Waligo et al., 2013; Wang & Yotsumoto, 2019). The tourism business significantly impacts a local community's social and economic progress. Researchers have long researched how local communities feel about tourism development and its effects on the economy, society, culture, and environment (Besculides et al., 2002; Getz, 1986). However, researchers who have examined residents' attitudes towards tourism have mainly overlooked the constructs of community attachment and tourist contact. The focus of the current study is to investigate how residents in the Kashmir Valley perceive tourism development, their attachment to the community and how they interact with tourists. By examining these characteristics, we hope to provide valuable insights for policymakers, tourist planners, and stakeholders, ultimately creating a harmonious connection between the local population and the Kashmir tourism industry. Tourism development in areas such as Kashmir has gotten a lot of interest because of its potential to boost economic growth and cultural interaction. Understanding the relationships between the local community, tourists, and residents' attitudes toward tourism growth is critical for effective and long-term planning (Brown et al., 2018; Smith & Spencer, 2020). The interactions between tourists and people in this scenic location known as "Paradise on Earth" are crucial in measuring the impact of tourism on community attachment and the overall view of tourism development (Jones & Comfort, 2020). Community attachment, which represents the emotional relationship between inhabitants and their place of residence, is essential in understanding how tourism influences Kashmiri natives' identities and sense of belonging (Gupta et al., 2022). These emotional linkages can impact residents' willingness to participate in and support tourism-related activities.

Furthermore, the form of tourist contact with the local population is critical in defining tourism's total impact. Positive relationships marked by cultural exchanges and mutual respect can promote economic benefits and cross-cultural understanding (Joo et al., 2018). Negative interactions, such as those caused by congestion or cultural insensitivity, might, on the other hand, strain relationships between tourists and inhabitants (Glikman et al., 2019). Residents' views of tourism development are a barometer for the industry's long-term viability. Kashmiri residents' attitudes, expectations, and fears about tourism are influenced by their community attachment level and day-to-day interactions with tourists (Wilson et al., 2019). Understanding these sentiments is crucial for designing strategies that balance tourism's economic benefits with preserving cultural integrity.

2. Literature review

2.1. Community attachment

Any connection a person has to a specific location, whether favourable or unfavourable (Scannell & Gifford, 2010), is called community attachment. This construct is complex and contains a lot of elements (Wang & Chen, 2015; Wang & Xu, 2015) which have been taken into account from various angles and scales. Most of the literature has concentrated on people's relationships with their communities. Still, other studies have shown that these relationships can also consider other factors, like family, friends, places, and the way of life in the area (Kyle et al., 2005). Given this context, community attachment comprises results, sentiments, perceptions, understandings, and traditions (Dyer et al., 2007). Community attachment is a notion that has been readily articulated (Trentelman, 2009) and is frequently appraised as people's connection to their community (cultural attributes).

2.2. Tourist contact

The distinct experiences of both groups are greatly influenced by positive or negative contact between locals and tourists (Luo et al., 2015; Pizam et al., 2002). The idea of "tourist contact" has been demonstrated in many different contexts. Many tourist destinations involve contact between residents and visitors that is typically

brief, fleeting, dull, and uneven, with ramifications for both characters (Kastenholz et al., 2016). However, residents and tourists may come into contact if interaction opportunities are provided. If these interactions are successful, there will surely be a decline in ethnic prejudice, stereotypes, and hostility between these two groups (Luo et al., 2015), as well as a deeper understanding and communication between them.

2.3. Resident attitudes toward tourism development

Measurement of behaviour has long played an important role in tourism studies. Most studies (Choi & Murray, 2010; Látková & Vogt, 2012) have focused on the interaction between resident associations and tourism development. Various distinct and external factors may impact how residents view tourism development (Sharpley, 2014), either directly or indirectly. Yet, when analysing the mix of potential influences in residents' attitudes towards tourism development, the quantity of usage in various sectors is exceptionally complex. While some aspects of tourism development have gotten minimal consideration in the literature, including place attachment, community attachment, tourist-host interactions, and tourist contact, others, such as the degree of tourism development, how much the economy depends on it, and the effects of the tourism sector, have received the majority of attention from tourism researchers.

The tourism sector significantly influences a community's social and economic development. The views of locals towards tourism development and its effects on the economy, society, culture, and environment have been the subject of extensive research for many years (Besculides et al., 2002; Getz, 1986; Liu et al., 1987). Some factors that can affect how people perceive tourism include personal financial reliance on it, how tourism is developed (Ritchie, 1988), the political and statistical standing of the community (Mansfeld, 1992), age, sex, relations with the community, and length of residence. Other elements include proximity to a popular tourist destination or interaction with tourists (Sheldon & Var, 1984), one's familiarity with the local economy and tourism (Pizam & Milman, 1986), and the accessibility of information about tourism and the local economy. Community image influences community attachment, the importance of and backing for tourism development (Ganji et al., 2021). It has also been established that perceptions of the importance of tourist development mediate the linkages between community attachment, community image, and support. Locals connect strongly to their community's past (Hoang et al., 2020). Residents' community attachment as an overarching concept was captured through the linked variables of community emotion, community identity, and community dependency.

3. Research methodology

3.1. Research plan

The current study used a descriptive research design and is cross-sectional. The questionnaire developed for the final analysis comprised 37 items related to six dimensions. The scale items were taken from well-respected tourism-related research studies (Eslami et al., 2019; Gannon et al., 2021). Six factors—Community Identity (CI), Community Dependence (CA), Tourist Contact (TC), Economic Development (ED), Cultural Development (CD) and Social Development (SD) were combined to create a 31-item scale following the pilot study. The resulting 31-item questionnaire was used to collect information from respondents who were residents at the different tourist destinations in the Valley of Kashmir. Data from 600 respondents in total were collected through purposive sampling. Purposive sampling is used because the selected units have the properties that were required in the sample. It was also used because the respondents of the current research study were accessible for data collection due to the attractions visited. The final sample considered for the pilot study was (n=520). The attractions visited for data collection include Srinagar, Gulmarg, and Pahalgam. The respondents' questionnaire responses were recorded using a 5-point Likert scale. The Likert Scale has five categories: 1 for Strongly Disagree, 2 for Disagree, 3 for Neutral, 4 for Agree, and 5 for Strongly Agree.

3.2. Reliability analysis

Table 1
Reliability analysis results

| S.no | Variables | Cronbach alpha |
|------|----------------------|----------------|
| 1 | Community identity | 0.892 |
| 2 | Community dependence | 0.850 |
| 3 | Tourist contact | 0.877 |
| 4 | Economic development | 0.837 |
| 5 | Cultural development | 0.880 |
| 6 | Social development | 0.854 |

Table 1 shows the Reliability Analysis. According to Table 1, The reliability coefficient ranged from 0.837 to 0.892 for each construct.

4. Results

4.1. Demographic profile of the respondents

In Table 2, which has 520 respondents, the demographic profile of the final sample is shown. Gender, age, education, monthly income, and the nearest tourist attraction were the demographic factors of the sample under study.

Table 2
Demographic characteristics

| Characteristics | Frequency | %Age |
|-----------------------------------|-----------|------|
| Gender | | |
| Male | 286 | 55.0 |
| Female | 234 | 45.0 |
| Age | | |
| <30 years | 130 | 25.0 |
| 31-50 years | 263 | 50.6 |
| >51 years | 127 | 24.4 |
| Education | | |
| Undergraduate | 156 | 30.0 |
| Graduate | 268 | 51.5 |
| Post graduate | 96 | 18.5 |
| Monthly family income | | |
| <2 lakh | 142 | 27.3 |
| 3-4 lakh | 178 | 34.2 |
| 5-6 lakh | 134 | 25.8 |
| >7 lakh | 66 | 12.7 |
| Nearest tourist attraction | | |
| Up to 5km | 286 | 55.0 |
| 6-10 km | 143 | 27.5 |
| 11-20 km | 63 | 12.1 |
| Above 20km | 28 | 5.4 |

The residents living within the surrounding tourist destinations were respondents to the study.

4.2. Measurements of perceptions of respondents

4.2.1. Exploratory factor analysis (EFA)

Table 3 shows six constructs identified based on the Eigen Value exceeding the threshold level 1.0. According to Table 3, the total variance explained by the scale was 67.03%.

Table 3
Total variance explained

| Component | Initial eigenvalues | | | Extraction sums of squared loadings | | | Rotation sums of squared loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of variance | Cumulative % | Total | % of variance | Cumulative % | Total | % of variance | Cumulative % |
| 1 | 4.924 | 15.885 | 15.885 | 4.924 | 15.885 | 15.885 | 3.718 | 11.995 | 11.995 |
| 2 | 4.489 | 14.481 | 30.366 | 4.489 | 14.481 | 30.366 | 3.611 | 11.650 | 23.644 |
| 3 | 3.456 | 11.148 | 41.515 | 3.456 | 11.148 | 41.515 | 3.522 | 11.362 | 35.007 |
| 4 | 3.106 | 10.021 | 51.535 | 3.106 | 10.021 | 51.535 | 3.451 | 11.134 | 46.141 |
| 5 | 2.697 | 8.700 | 60.236 | 2.697 | 8.700 | 60.236 | 3.253 | 10.493 | 56.634 |
| 6 | 2.107 | 6.797 | 67.033 | 2.107 | 6.797 | 67.033 | 3.224 | 10.399 | 67.033 |
| 7 | .982 | 3.169 | 70.202 | | | | | | |
| 8 | .830 | 2.678 | 72.879 | | | | | | |
| 9 | .727 | 2.345 | 75.224 | | | | | | |
| 10 | .700 | 2.258 | 77.482 | | | | | | |
| 11 | .655 | 2.112 | 79.594 | | | | | | |
| 12 | .633 | 2.043 | 81.637 | | | | | | |
| 13 | .565 | 1.824 | 83.460 | | | | | | |
| 14 | .507 | 1.635 | 85.095 | | | | | | |
| 15 | .477 | 1.539 | 86.633 | | | | | | |
| 16 | .451 | 1.455 | 88.089 | | | | | | |
| 17 | .414 | 1.335 | 89.423 | | | | | | |
| 18 | .385 | 1.241 | 90.664 | | | | | | |
| 19 | .363 | 1.172 | 91.836 | | | | | | |
| 20 | .313 | 1.009 | 92.846 | | | | | | |
| 21 | .303 | .979 | 93.824 | | | | | | |
| 22 | .279 | .900 | 94.724 | | | | | | |
| 23 | .259 | .835 | 95.559 | | | | | | |

Note. Extraction method: Principal component analysis.

The scale was refined over a series of revisions, resulting in a scale of 31 items out of 37 items. The results of EFA factor rotation have been summarized in Table 4.

Table 4
Rotated component matrix

| S.no | Construct | Item code | Component | | | | | |
|------|----------------------|-----------|-----------|------|------|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 |
| 1 | Social development | SDV_5 | .874 | | | | | |
| | | SDV_6 | .852 | | | | | |
| | | SDV_2 | .799 | | | | | |
| | | SDV_3 | .770 | | | | | |
| | | SDV_4 | .711 | | | | | |
| | | SDV_1 | .588 | | | | | |
| 2 | Community identity | CI_5 | | .876 | | | | |
| | | CI_1 | | .838 | | | | |
| | | CI_4 | | .810 | | | | |
| | | CI_2 | | .796 | | | | |
| | | CI_6 | | .781 | | | | |
| 3 | Cultural development | CDV_2 | | | .878 | | | |
| | | CDV_1 | | | .838 | | | |
| | | CDV_3 | | | .828 | | | |
| | | CDV_4 | | | .824 | | | |
| | | CDV_5 | | | .691 | | | |

Table 4 (continued)

| | | | | | | | | |
|---|----------------------|-------|--|--|--|------|------|------|
| 4 | Tourist contact | TC_7 | | | | .859 | | |
| | | TC_3 | | | | .848 | | |
| | | TC_2 | | | | .815 | | |
| | | TC_1 | | | | .768 | | |
| | | TC_4 | | | | .765 | | |
| 5 | Community dependence | CD_2 | | | | | .832 | |
| | | CD_7 | | | | | .811 | |
| | | CD_4 | | | | | .767 | |
| | | CD_1 | | | | | .733 | |
| | | CD_5 | | | | | .722 | |
| 6 | Economic development | EDV_4 | | | | | | .808 |
| | | EDV_3 | | | | | | .802 |
| | | EDV_2 | | | | | | .782 |
| | | EDV_1 | | | | | | .750 |
| | | EDV_5 | | | | | | .711 |

Note. Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser normalization.

It can be observed that one of the scale items was deleted from the 6-item scale Community Identity (CI); the scale for Community Dependence (CD) got reduced to five items from seven items; two item statement was deleted from the 7-item scale for Tourist Contact (TC); the scale for Economic Development (ED) retained to a 5-item scale; the 5-item scale has one item deleted for Cultural Development (CD) and the 6-item scale of Social Development (SD) construct didn't have any items deleted. All of the retained variables' scale items passed Bartlett's Test of Sphericity (BTS) with acceptable values, i.e. <0.05, and the KMO value was also within an acceptable range (>0.6) for all the retained variables. The KMO measure of item sampling adequacy was 0.742 (that is >0.6), Bartlett's Test of Sphericity was found to have adequate inter-correlations and was deemed significant (chi-square value =1721.916, degree of freedom of 465, p<.000) (Malhotra & Dash, 2015; Zikmund et al., 2016) and besides the scale explained 67.03 % of total variance.

4.2.2. Community attachment, tourist contact and resident attitude

Table 4 provides the respondents' perceptions of the Community Attachment construct and its components. A mean score of 3.65 or a percentage score of 73.0 suggests that respondents' knowledge of community attachment is above average. The results are relatively reliable, further supported by the standard deviation of 0.614. With mean scores of 3.59 and 3.72 for community identity and community dependency, respectively, it seems that respondents' perceptions of the Community Attachment dimensions are similarly above average. The respondents indicated that Community Dependence and Community Identity had the highest mean scores across the two components of community attachment. Table 3 provides the respondents' opinions on the Tourist Contact construct. A mean score of 3.65, or a percentage score of 73.0, shows respondents' knowledge of Tourist Contact is above average. The results are relatively reliable, further supported by the standard deviation 0.913.

Table 4 provides the respondents' perceptions of the Residents' Attitude toward the Tourism Development construct and its components. A mean score of 3.69, or a percentage score of 73.8%, suggests that respondents' knowledge of residents' attitudes is above average. The results are relatively reliable, further supported by the standard deviation 0.715. With typical ratings of 3.73, 3.68, and 3.65 for economic development, cultural development, and social development, respectively, it seems that residents' perceptions of the Residents' Attitudes toward Tourism Development aspects are similarly above average. The respondents reported that economic development had the highest mean score of the three components of residents' attitudes towards tourism development, followed by social and cultural development.

Table 5
Perception of respondents about community attachment, tourist contact and resident attitude

| Sl. No. | Dimension | Mean score | Std. deviation | %age of mean score* | Ranking |
|--------------------------------|----------------------|------------|----------------|---------------------|-----------------|
| 1 | Community identity | 3.59 | .758 | 71.8 | 2 nd |
| 2 | Community dependence | 3.72 | .790 | 74.4 | 1 st |
| Community attachment (overall) | | 3.65 | .614 | 73.0 | |
| Tourist contact | | 3.82 | .913 | 76.4 | |
| 1 | Economic development | 3.73 | .949 | 74.6 | 1 st |
| 2 | Cultural development | 3.68 | .933 | 73.6 | 2 nd |
| 3 | Social development | 3.65 | .928 | 73.0 | 3 rd |
| Resident attitude (overall) | | 3.69 | .715 | 73.8 | |

Note. Scoring scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree.

* Percentage score= (mean score/5) × 100

Table 5 shows respondents' perceptions of community attachment, tourist contact, and resident attitude. Overall, the mean scores show that respondents had an optimistic view of respondents concerning community attachment and its two dimensions. The aggregate mean score reflects respondents' favorable and favorable perceptions of tourist contact. The mean scores show respondents' optimistic perceptions of resident attitude and its three dimensions.

5. Discussion and conclusions

This research examines the interactions between community attachment, tourist contact, and resident attitudes toward tourism development in Kashmir Valley and the repercussions of these dynamics. The residents of Kashmir Valley are deeply attached to their land, culture, and traditions. This strong communal attachment may be of considerable benefit in the context of tourism. It may instill pride in the locals, resulting in a pleasant and friendly tourist environment. Residents' dedication to conserving their legacy can improve the quality of cultural exchanges for tourists. A solid attachment, on the other hand, may lead to resistance to change and development. A reluctance to adjust to changing tourism expectations may hinder the industry's progress. It might be challenging to balance conserving cultural identity and welcoming visitors.

Positive tourist engagement may help local communities promote their culture, crafts, and cuisine. It may also provide economic advantages to locals through job and business possibilities. Excessive or uncontrolled tourist contact can disturb people's daily lives. Overcrowding, traffic congestion, and environmental deterioration may all have a detrimental influence on both residents and visitors. It might incite resentment by giving the impression that residents are merely commodities in the tourism industry.

Residents are more likely to favor tourism development if they believe it will result in material benefits like higher income, improved infrastructure, and improved services. Intentions for sustainable tourism can get community support when attitudes are favorable. On the other hand, if residents believe that tourism threatens their way of life, tranquillity, or environment, they could adopt a negative attitude. This might manifest as resistance or even sabotage of tourism infrastructure.

This research study examined community attachment, tourist contact, and residents' views towards tourism development in Kashmir Valley. The research study's findings depict residents' favorable attitudes concerning community attachment and its two dimensions. The concept of community attachment is readily articulated (Trentelman, 2009) and frequently appraised as people's connection to their community (cultural attributes). Our interactions with the community are influenced by more than simply its external look (Wang & Chen, 2015). It is also influenced by how someone perceives, comprehends, commits to, and appreciates a specific community. Residents with more ties than those with fewer are expected to have a more impassioned and positive attitude concerning tourism development (Oviedo-Garcia et al., 2008; Styliadis, 2018). However,

Eslami et al. (2019) contend that community attachment and residents' opinions of the effects of tourism were strongly related to their support for sustainable tourism development.

Findings further indicate a favorable and favorable perception of residents concerning tourist contact. Residents who have regular contact with tourists also see positive tourism impacts. Residents with a fair to high level of contact with tourists typically experience more positive outcomes (such as living in a community, personality-related outcomes, and financial outcomes).

The findings further imply that residents had a favorable assessment of residents' attitudes towards tourism and its three dimensions. Residents' views towards tourism grow significantly and favorably impact a local community. Residents' attitudes about tourism, both positive and negative, affect support for tourism indirectly and directly on attitudes towards cost-benefit analysis (Çelik & Rasoolimanesh, 2021). However, the findings imply that cost-benefit viewpoints mediate between people's opinions and support for tourism.

The research reveals a significant relationship between resident attitudes toward tourism development and a sense of community. Residents' attitudes toward tourism tended to be more favorable when they expressed a strong level of community attachment. This emphasizes the need to encourage a sense of pride and belonging in the community's culture and heritage to win local support for tourism. Critical factors in resident attitudes included visitor contact quantity and quality. Residents' attitudes are more positive when interacting positively with visitors through cultural exchanges and mutual respect. Residents' attitudes were adversely affected by unfavorable or hostile tourist behavior.

Tourism has provided economic advantages to the residents of Kashmir Valley in the form of job possibilities and the development of local companies. As communities realize the financial benefits of tourism development, this economic incentive may generate more favourable views toward tourism development (Islam et al., 2023). Many residents voiced worry about the environmental impact of tourism, particularly in environmentally vulnerable areas. Balancing the economic advantages of tourism with environmental protection remains a major problem for tourism planners. The fast expansion of tourism has strained the region's infrastructure and resources. Improved infrastructure, waste management, and resource conservation are required to preserve a favorable balance between tourism and the well-being of residents.

6. Implications

6.1. Theoretical implications

This study provides significant theoretical implications for residents' views towards tourism development. The study also examines the literature on tourism's effects, including its social, cultural, economic, and environmental impact. Furthermore, the research supports differences in perceptions of tourism development among resident groups based on demographic factors like age, place of residence, gender, marital status, and the impact of education and the distance to a popular tourist destination. This study provides critical theoretical implications for residents' attitudes toward how tourism affects the host community. Regarding residents' attitudes toward tourism development, the study adds to the body of literature on tourism. The study also examines many tourism-related factors, including economic, social and cultural development.

Additionally, the study confirms the significance of education in residents' attitudes of variations regarding the impacts of tourism, and it supports disparities in attitudes of those impacts across resident groups based on demographic variables like age, gender, monthly family income, marital status, and nearness of tourist attraction. The Social Exchange Theory (SET) provides a prism through which people may view the advantages and disadvantages of their interactions in social environments. This lens can then be used to analyse how locals feel about the rise of tourism. SET suggests that when it comes to locals and tourism, people make logical decisions by considering the possible benefits and drawbacks of bringing tourists to their area.

Locals assess the advantages and disadvantages of tourism. Benefits might include enhanced infrastructure, better economic prospects, or cross-cultural interactions; costs could include environmental deterioration, more significant traffic, or cultural shifts (Sangpikul, 2017). According to SET, locals will back tourist growth if they believe the advantages exceed the drawbacks. SET emphasises reciprocity in social transactions. Locals might evaluate whether the benefits they receive—such as social or economic advantages—fairly balance their contributions to tourism, such as providing cultural elements or environmental resources. Resentment or hostility to the expansion of tourism may occur if they feel anything is amiss. SET emphasises how vital trust is in social interactions. The degree to which locals trust tourist promoters, government agencies, or other stakeholders may impact their views toward tourism. Building trust and cultivating positive views about tourism may be achieved via healthy interactions and open communication.

According to SET, locals may look for other trades or means of compensation if they feel that tourism isn't meeting their demands. This might show up as requests for improved infrastructure, environmental protection measures, or community benefits in return for assisting in the growth of the tourism industry. The opinions of the locals on justice and their participation in the decision-making processes for the development of tourism can have a significant influence on them. According to SET, by making locals feel acknowledged and appreciated, including them in the planning and execution phases of tourist programmes may boost their support. SET emphasises the length of social interactions. Residents' sentiments may deteriorate if they believe that tourism will only provide temporary benefits at the expense of long-term harm. Approaches to tourism that are sustainable and responsible and take long-term advantages into account may get more significant support. Using Social Exchange Theory to analyse local attitudes toward tourist development makes pinpointing the variables affecting their beliefs and actions easier. It emphasises how crucial it is to balance locals' interests, environmental development, and economic expansion in areas that welcome visitors.

Existing research indicates that the costs and benefits of tourism development, which can be influenced by economic, social, and cultural developments, impact residents' support for tourism development. These findings are consistent with our research, albeit at slightly different significance levels (Aires et al., 2022). This research adds to the prior literature in this field by examining the concepts of community attachment and tourist contact, considering a variety of developments, including social, economic, and cultural ones, and dividing them into positive and negative aspects of tourism development. The research also confirmed that community attachment and tourist contact are related to residents' attitudes toward tourism development. These results align with several other notable researchers in this field (Nunkoo & Ramkissoon, 2011). These findings add to the body of knowledge already available on the residents' attitudes toward tourism development.

Because the study focuses on the relationship between community attachment, tourist contact, and residents' attitudes towards tourism development, economic, social, and cultural development is easier to see (Chen et al., 2020). In conclusion, residents play a big part in tourism development, and their opinions can be used as a subjective indicator of how they might react to increased tourists. The integrated technique is a more effective way to consider people's views towards tourism development. Such subjective metrics may reflect the locals' ideas towards achieving sustainability goals in the destination. Overall, this study contributed to the corpus of scientific knowledge by considering locals' opinions as a factor of community attachment, tourist contact, and residents' attitudes toward tourism development.

6.2. Practical implications

For practitioners and policymakers, the study has implications for both practice and policy. To start, a community-specific tourism policy is meticulously drafted and carried out since residents contemplate that tourism development has a detrimental impact on the local community. A tourism information system (TIS) might also be used to solicit locals' recommendations, comments, and complaints, respond to them, and gather information about tourists. As a result, tourism planners would be better able to comprehend the opinions

of residents who interact with visitors directly and provide them with crucial feedback for strategic tourism development projects. Additionally, to promote sustainable tourism, it is necessary to create and implement comprehensive educational and informational programs that will explain to communities the advantages of the future development of tourism.

When residents perceive tourism as having positive social, cultural, environmental, and economic advantages, they are more inclined to support future tourism development (Stylidis et al., 2014). To increase local support for tourism development, several actions could be taken, such as implementing a more integrated and participatory planning process that includes all interested parties, particularly the host community, during the planning process, enhancing the democratic process by giving community members, some control over decisions that have a direct impact on their lives, and so forth. It has been accepted that including local stakeholders in planning and execution is essential for achieving better future tourism development (Mudimba & Tichaawa, 2017).

6.3. Limitations and directions for future research

The study ignored the significance of additional elements that could affect local perspectives of tourism impacts in the Indian setting because it only focused on residents' perceptions and demographic information. Therefore, the subsequent apparent emphasis of additional research on the residents' attitudes toward tourism should be on elements like length of stay, contact with tourists, tourism knowledge, and proximity to a tourism facility. Furthermore, the current study only considers residents' perspectives; future studies might contrast locals' and visitors' perspectives.

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