THE PERCEIVED IMPACT OF CULTURAL HERITAGE TOURISM ON SUSTAINABLE COMMUNITY DEVELOPMENT: A MODERATED-MEDIATION ANALYSIS

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Abstract

Purpose – This paper investigates the impacts of cultural heritage tourism (CHT) dimensions on sustainable community development (SCD) in Bishnupur, India. It explores how cultural heritage tourism influences the quality of life (QL) and community involvement (CI) in local surroundings, thereby effecting sustainable development.

Methodology/Design/Approach – The research employed structured questionnaires for data collection from the community. Structural equation modelling and moderated mediation analysis were used to examine the hypotheses.

Findings –The study revealed that cultural heritage value (CHV) and perceived benefits (PB) significantly impact SCD, mediated by QL. Community involvement (CI) is found to moderate the mediating impact of QL on the connections among CHV, PB, and SCD.

Originality of the research – This research introduces a moderated-mediated model to measure the impact of CHT on SCD, which is novel in the context of Bishnupur. It uniquely combined the dimensions of CHV, PB, and DD (destination development) with QL and CI to understand their interplay in fostering sustainable community development.

Implications – These findings offer valuable insights for stakeholders in cultural heritage tourism, highlighting the importance of focusing on QL and CI to enhance SCD. The study indicates that local authorities and community members should work together to conserve and ensure cultural-heritage conservation and promote sustainable community development.

Keywords Cultural heritage tourism, sustainable community development, socio-cultural impacts, economic impacts, Bishnupur.

INTRODUCTION

Bishnupur, a town of historical significance, is located in the eastern region of India. Bishnupur, established in the seventh century AD, formerly functioned as a prominent Bengali stronghold for the Hindu Kingdom. It functioned as the capital of the previous Hindu Mallabhum monarchy. During the reign of Bir Hambir, the 49th king of Mallabhum, Bishnupur experienced a pinnacle of glory and magnificence. He lived during the same period as Akbar, the Emperor of the Mughal dynasty. Sri Nibas Acharya, a follower of Sri Chaitanya Mahaprabhu, the founder and leader of the Vaishnava movement in Bengal, exerted a notable influence on Bir Hambir (Bain, 2016). Consequently, he began to worship Vishnu. It is possible that Bishnupur derived its name from Lord Vishnu. Several temples of Vishnu were built by rulers in Bishnupur. Some of these include Radha Madhav, Radheshyam, Shyam Rai, and Jor Bangla.Bishnupur attracts a significant influx of tourists annually because of its abundance of architectural structures adorned with remarkable terracotta artwork, diverse temples, rich historical background, and captivating art forms. The temple towns own musical tradition is known as the 'Bishnupur Gharana of Singing' in popular culture (Bain, 2016).

The increasing public interest and economic benefits associated with cultural heritage have led to greater focus on this subject in recent times. Tourists increasingly demand a wide range of cultural experiences (Richards, 2018; Hesmondhalgh & Pratt, 2005; Silberberg, 1995). Ancient temples, historical architecture, and other manifestations of cultural heritage attract tourists to various destinations. In addition, the number of community events, such as festivals, plays, and handicraft shops, is increasing, which can attract tourists to the area. There are two prevalent methods that economists commonly utilize to decide the worth of cultural heritage: the economic value of diverse cultural aspects, such as an art museum or a monument, is initially assessed. These items lack market prices because of infrequent trading. Furthermore, economists examine the advantages of allocating resources to cultural heritage, such as organizing events, renovating historical structures, and establishing new museums, in relation to the local economy. This includes examining the impact on employment, economic activity, and revenue generation. We focus on assessing the possible economic advantages of investing in local cultural assets. Research indicates that cultural heritage has a beneficial impact on the local economy by creating employment opportunities and generating revenue (Bowitz & Ibenholt, 2006).

The essential component of the urban environment, cultural heritage, has remained a reflection of the town's history, even as population increases have caused constant changes to the city's physical characteristics (Vidhi et. al., 2022). Indeed, cultural heritage preservation and sustainable development as a source of identity are critical for preserving the connection between the past and future. It is vital to acknowledge that the preservation of cultural heritage and the necessity for urban development

have created challenges for historic urban environments. Specifically, new urban developments may pose a threat to heritage properties and their values, among other reasons brought on by the phenomenon of rapid urbanization (Ashrafi et al., 2021).

The absence of a well-developed empirical method to study tourist destinations and towns with rich cultural heritage, however, has made it difficult to assess how cultural heritage tourism affects locals in Bishnupur. This research aspires to study how CHT is regarded to influence socio-cultural aspects of Bishnupur's sustainable community development. This research investigated the perceptions of residents of the community about the economic effects of CHT. Planning and executing sustainable approaches to cultural heritage tourism with the least amount of pessimistic and higher optimistic effects on the residents require an awareness of the effects of CHT (Alhadad & Meparishvili, 2019). To achieve this, tests of both discriminant and convergent validity have been performed. After using confirmatory factor analysis (CFA) to evaluate substantial cross-loading on the latent concept, covariance-based structural equation modelling was used to investigate meaningful links among the theoretical constructs. The subsequent segments are divided into four parts. The first part investigates the significance of CHT and its impacts in the available literature. The next section explores the background of the chosen destination and provides descriptions of Bishnupur's cultural heritage. The third part briefly discussed the methodology. The fourth section explores how CHT affects the community's economic and socio-cultural conditions and discusses the consequences and restrictions of this study.

1. BACKGROUND

The eastern part of India, the state of West Bengal, contains the town of Bishnupur in its Bankura district. The town's rich architecture, music, and handicrafts, such as weaving and ceramics, are testaments of its illustrious past. It was at its height in the late 17th and early 18th centuries. Under the Malla dynasty of Hindu Rajas, Bishnupur developed its distinct architectural style and produced some of the most elaborate and magnificent ceramic artworks in Eastern India. Stories from Ramayana and Mahabharata are portrayed on the terracotta tiles. The Shyam Ray Temple, twin shrines of Jorbangla and Rasmancha, and other temples are examples of magnificent architecture and sculpture. Apart from its past, Bishnupur is also well known for its hand-woven Baluchuri sarees that are still stitched by hand in traditional methods. Pottery, terracotta jewelry, and other products were highly sought-after in Bishnupur. Bishnupur is well known for the School of Hindustani Music and the Bishnupur School of Painting, both of which thrived under royal patronage. Local music schools continue to preserve this music genre. The history of Bishnupur began in 694 AD, when King Raghunath founded the Malla dynasty. The location was not named Bishnupur until much later, in 994 AD. Bishnupur saw a time of peace and prosperity under King Raghunath Singh Dev II, who had cordial relations with the Mughal emperor. During this time, the already flourishing arts and music reached their zenith. The Jorbangla Temple was built during this time (Das Chatterjee, 2014).

Figure 1: **Location of the research area; Source: Census of India, 2011**
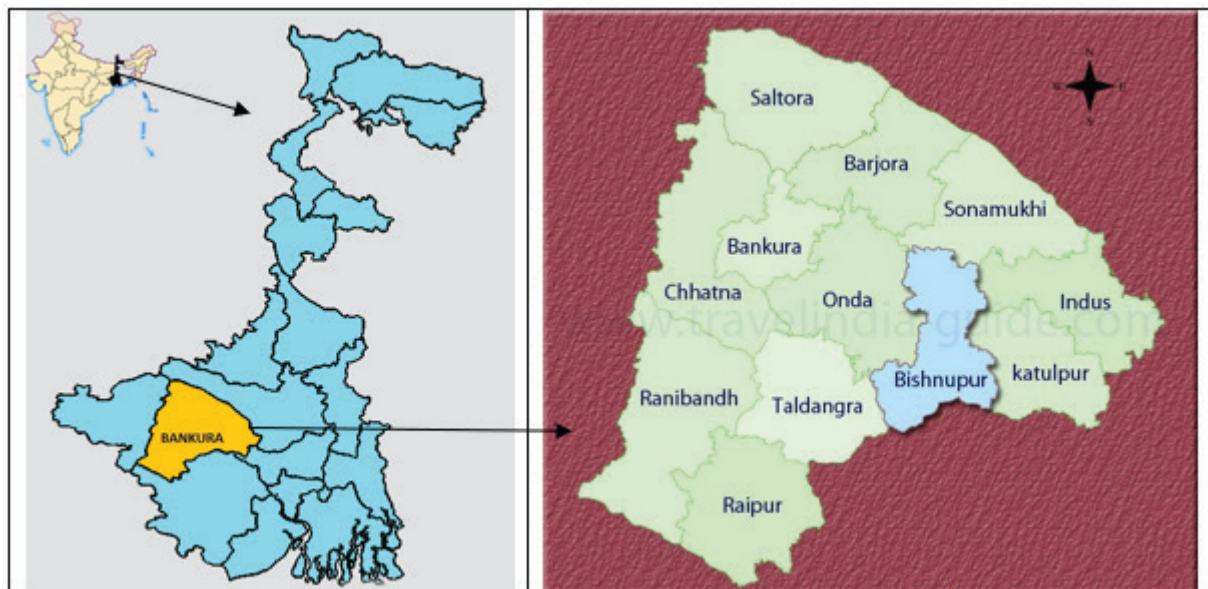
2. REVIEW OF LITERATURE

2.1 Cultural Heritage Tourism (CHT)

The CHT is a significant form of the traditional tourism sector that focuses on a particular region's history, art, architecture, religious legacy, socio-cultural interactions, culinary customs, and way of life (Ashworth & Larkham, 1994). Tourists are increasingly interested in cultural heritage tourism as they look for unique experiences throughout their travel (Ghosh &

Sofique, 2012; Smith & Robinson, 2006). Globally, travel destinations began to priorities cultural heritage tourism (Song et al., 2024). Among the most significant benefits and elements of the Indian tourism business are CHT (Richards, 1996).

Cultural heritage is the appearance of lifestyles created by society and transmitted from one generation to the next (Nyaupane, 2019). Cultural heritage includes both material and immaterial relics from the past. A collection of morals, skills, religious practices, values, attitudes, and perceptions constitute intangible cultural legacies. They also include beliefs, practices, habits, and conventions. Like the intangible form of cultural heritage, the tangible form of cultural heritage relates to factors that support human life, such as art, paintings, museums, monuments, heritage buildings, forts, and old towns. Within a community, these traditions are passed on from one generation to the next. Heritage serves as a benchmark that exemplifies the philosophy and veracity of the past (Nyaupane, 2019; Smith & Robinson, 2006). Heritage is the identity and emblem of a specific neighborhood that has evolved over time within a specific civilization.

2.2 Sustainable Community Development (SCD)

A resilient and healthy community, from an economic, environmental, and social standpoint, is considered sustainable. Sustainable communities address challenges through integrated solutions rather than contemptible ways to achieve one of these goals at the expense of others. Sustainable societies use resources to meet present needs and ensure that resources are available to the next generation (Chan & Bhatta, 2013). We strive for a better life for all residents, while maintaining environmental performance over time by reducing waste, preventing pollution, promoting well-being, and revitalizing local economies through the development of local resources. Sustainable community decisions are based on civic life and information sharing among community members. A sustainable society is a living system in which people, the environment, and the economy coexist and are strong with each other. There are potentially significant employment opportunities in line with sustainable development models in many economic sectors as well as through CHT (Aguino et al., 2018).

3. THEORETICAL BASIS AND FORMULATION OF HYPOTHESIS

3.1 Sustainable Development Theory (SDT)

Following the industrial revolution, population expansion and production have surged, resulting in heightened waste and pollution. These alterations present a significant hazard to human existence (Shi et al., 2019; Srivarathan, 2020). The concept of sustainable development originated in the 1950s and 1960s. It initially proposed a targeted development model based on the environmental pressures resulting from economic growth, urbanisation, demographic changes, and resource usage (Shi et al., 2019; Abdallah, 2022). In 1978, the United Nations Environment Programme (UNEP) asserted in its environmental impact assessment that "representatives of local communities must be informed of the adverse effects of development and construction on their living environment and quality," highlighting the imperative of public and resident involvement to address this concern. The execution of a sustainable development strategy has emerged as a joint responsibility and objective for society at large and for each social entity. Resident engagement in sustainable development can ensure significant participation from the government and social organisations in community development. In the ideology of sustainable development, resident participation is the crucial catalyst for enhancing community sustainability and holistic tourism development.

3.2 Social Exchange Theory (SET)

SET establishes that human relationships are motivated by the perceived costs and benefits exchanged among individuals and groups. Social exchange theory (SET) provides a framework for understanding the dynamics between local communities and cultural heritage tourism. It emphasizes the reciprocal nature of interactions, where residents weigh the costs and benefits of tourism. Studies show that positive perceptions of cultural heritage, can enhance community support for tourism development (Allaberganov & Catterall, 2023). Within the realm of tourism, namely Cultural Heritage Tourism (CHT), SET can elucidate the impact of community involvement (CI) and perceived benefits (PB) on sustainable community development. CI signifies the community's involvement in safeguarding and advancing cultural heritage, frequently examined via the perspective of social interactions. Residents participate in tourism activities when they believe the advantages, such as economic rewards, enhanced quality of life, or social acknowledgement, surpass the possible drawbacks (e.g., overpopulation or cultural degradation). Consequently, SET elucidates how communities negotiate their participation by weighing perceived benefits against contributions, fostering a symbiotic relationship between tourism growth and community welfare. In the framework of sustainable development, resident perceived cost and benefits are essential catalyst for improving community sustainability and comprehensive tourist advancement.

3.3 Cultural Capital Theory

Cultural Capital Theory, initially theorised by sociologist Pierre Bourdieu, pertains to the non-monetary social assets that individuals and groups hold, including education, cultural knowledge, and artefacts, which can facilitate social mobility and

economic advantages. This theory is particularly pertinent to Cultural Heritage Value (CHV) since it elucidates how heritage places, traditions, and cultural practices serve not only as identity markers but also as significant assets that enhance the socio-economic growth of a community (Lee, 2022). Cultural heritage tourism frequently exploits these resources, enabling communities to utilise their distinctive cultural capital to draw visitors, generate income, and create employment possibilities. Furthermore, cultural capital can augment the community's pride and identity, facilitating increased engagement in the preservation and promotion of local customs. According to cultural capital theory, the involvement of local citizens is the crucial stimulus for improving community cultural sustainability and overall tourism growth.

3.4 Perceived Impact of Cultural Heritage Tourism (CHT) on SCD

As discussed in the review of literature and based on above mentioned theories, CHT may lead to sustainable community development, as explained in this section. Articles can define destination development (DD), cultural heritage value (CHV), and perceived benefits (PB) as dimensions of CHT (Chan & Bhatta, 2013). The first dimension of CHT is DD.

Destination development is the strategic planning and development of a defined area to support the development of destinations that travelers need by focusing only on tourism and providing dynamic experiences, high-quality infrastructure, and excellent services that can encourage tourism. Through tourism development, we envision Bishnupur as a world-class tourism destination that offers amazing products and experiences that exceed expectations based on visitor demand. Working with a wide range of partners, this strategy drives the long-term growth of tourism experiences and revenue in the state. CHT brings development to these areas in several ways. Development is directly related to the enhancement of a destination in various ways, such as tourism activities, tourism destinations, tourism resources, host communities, and other tourism sectors. Furthermore, CHT can economically benefit to towns and enhance their image. Cultural heritage includes the traditions, customs, sites, artefacts, and artistic expressions created by cultures and transmitted between generations collectively (Kumar, 2017).

    H1. Destination development (DD) of cultural heritage tourism (CHT) positively influences sustainable community development (SCD).

The next dimension of CHT is cultural heritage value (CHV). The term CHV alludes to the significance of the past, present, and future for science, culture, society, and religion. The CHV of a historical complex can be appreciated through its materials, appearance, location, spatial management, use, and cultural and traditional connections that define its character. Furthermore, the conservation of cultural heritage provides essential tools for achieving sustainable development through tourism (Misni & Basir, 2022). Respect for the CHV and the definition of conservation concepts are fundamental in promoting sustainable cultural tourism (Liu & Shu, 2020).

    H2. Cultural heritage value of cultural heritage tourism (CHT) positively influences sustainable community development (SCD).

The subsequent dimension CHT is perceived benefits (PB). Recent studies indicate that perceived benefits from heritage tourism, such as economic gains and improved quality of life, significantly influence residents' support for CHT initiatives (Cheng et al., 2023, Satrya et al., 2024). Furthermore, when local communities engage with CHT, they experience enhanced social interactions and an increased sense of pride in their cultural assets, leading to a more sustainable approach to development that balances visitor satisfaction with the preservation of local traditions (Wei et. al., 2024). Additionally, CHT promotes economic growth (Oh, 2005), strengthens local economies (Lankford, 1994), reduces poverty (Zhao et al., 2007), and enhances the standard of living in nearby areas (Uysal et al., 2016).

    H3. The perceived benefits of cultural heritage tourism (CHT) positively influence sustainable community development (SCD).

3.5 Mediating effect of Quality of life (QL) in the destinations of CHT

Numerous studies have documented how tourism affects the standard of living of the community in tourism destination (Alamineh et al., 2023; Nopiyani et al., 2021; Eslami et al., 2019). Community perceptions of springs were impacted by tourists. In the past, economic metrics were frequently used to gauge quality of life, as they had an impact on community members' quality of life (Andereck & Jurowski, 2006). However, when the costs of economic expansion outweigh the benefits and lower living standards, their usefulness is sometimes questioned. Tourist-driven economic expansion has no beneficial effect on quality of life of the community. In addition to the loss of historical resources and cultural identity, other negative effects of tourism on quality of life of community include environmental degradation, crowding, noise, waste, traffic, water pollution, higher living expenses, increased friction, and increased crime. Changes in the lifestyles of community, as well as between residents and visitors, may occur. It has recently been described as the inhabitants' subjective and objectively assessed sense of contentment and well-being in relation to several aspects of human existence, including social, cultural, environmental, health, and the economy (Uysal, 2012).

    H4. QL mediates the association of (a) DD, (b) CHV, (c) PB, and SCD with CHT.

3.6 Moderating impact of community involvement (CI) in cultural heritage tourism (CHT) destination

Because CHT depends on numerous external constructs, the involvement of the community, characterized by building relationships and working with many stakeholders, is important for sustainable development (Jamal & Getz, 1995). The reach of local communities is broadly acknowledged as a condition for evaluating the sustainability of tourism. According to Li and Hunter (2015), community involvement improves the sharing of benefits and costs to equity and, most significantly, helps modify the development procedure and the distribution of the person's understanding. Community participation in the context of sustainable CHT involves the development of systems that allow all community stakeholders to take part in joint administrative activities and share responsibility and benefits (Li & Hunter, 2015).

     H5. The mediation effects of QL on the association amid (a) DD, (b) CHV and (c) PB and SCD are more powerful on a high level of CI in CHT destination compared to a low level of CI.

3.7 The projected model

Based on above mentioned theories and literature review, a conceptual model was created for this project, as shown in Figure 2, and the hypothesized relationships are presented above.

Figure 2: **Conceptual model; Source: Authors' creation**
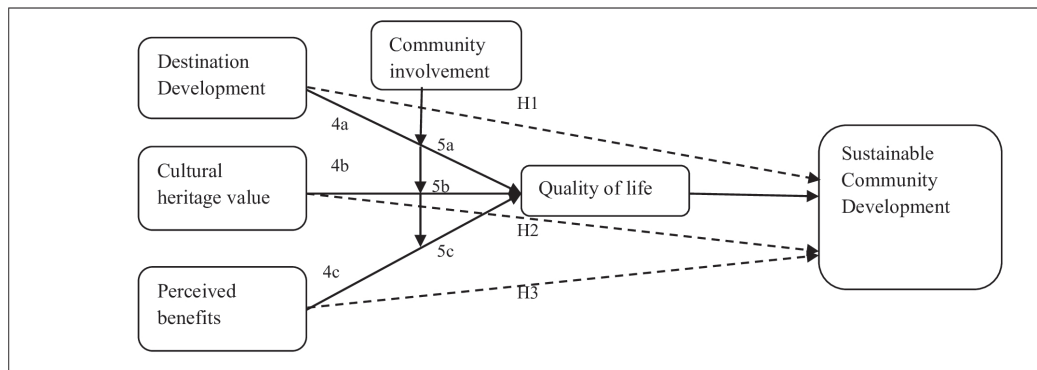
4. RESEARCH PROCESS

4.1 Administration of Surveys and Samples

A system of structured questionnaires was used to gather data using systematic sampling from the community of Bishnupur, West Bengal, in October and November 2023. Surveys were conducted offline. A total of 434 people answered 500 offline questionnaires. After removing invalid questionnaires, 350 valid responses were included in the study. The respondent of this research includes students, employees, and self-employed persons. Table 1 displays the demographic characteristics of respondents.

Table 1: **Demographic characteristics of the respondents**

Variables	No. of Respondents (n)	Percentage (%)
Gender		
Male	196	56.00
Female	154	44.00
Total	350	100.0
Age (in years)		
Below 31	145	41.43
31 - 45	134	38.29
46 above	71	20.28
Total	350	100.0

Variables	No. of Respondents (n)	Percentage (%)
Education Qualification		
Undergraduate	72	20.57
Graduate	171	48.86
Postgraduate	26	7.43
Any other	81	23.14
Total	350	100.0
Occupation		
Student	62	17.72
Employee	123	35.14
Self Employed	109	31.14
Any other	56	16.00
Total	350	100.0

Note: n = 350

4.2 Process and Mechanism Development

The survey questionnaire comprised three parts. The first paragraph presents the screening questions. The items pertaining to the study constructs are presented in the next section. The third component of the survey asked participants to provide demographic data. The scales from which the items measuring the study constructs were derived had already been validated. Where necessary, these scales were altered to fit the context of cultural heritage tourism. Destination development was operationalized using three items taken from Nair and Babu (2022). Three items were used to operationalize the cultural heritage value, the first two of which were drawn from Azzopardi et al. (2022) and remaining from Hoang (2021). Three items were used to perceived benefits in which the first two were obtained from Kushwah and Chaturvedi (2019) and remaining from Eslami et al. (2019). Sustainable community development was operationalized using three items and were taken from Choi & Murray (2010); Rogers and Ryan (2001). Three items were used to operationalize the quality of life in which the first two were taken from Eslami et al. (2019) and the remaining from Lasso and Dahles (2018). Three attributes were used to operationalize community involvement; the first two were obtained from Li and Hunter (2015); Nair and Babu (2022). The operational items for each construct were scored on a five-point scale that ranges from - 2 to + 2. SCD through CHT motivation is influenced by community demographics, such as age, gender, and educational attainment. These were intended to be research control variables; however, they were not considered when developing the hypotheses. Additionally, information on these control variables was gathered using a survey instrument.

A group of specialists, including professors with knowledge of tourism, particularly CHT, examined the survey mechanism to verify the content validity. The original English version of the questionnaire has been translated into Bengali. A second bilingual researcher translated part of the study questionnaire back into English and conducted a cross-examination to guarantee the validity and reliability of the translation. Depending on their level of Bengali or English proficiency, the respondents had the choice of answer to the survey in either language.

5. RESULTS

5.1 Model of measurement

The reliability, dimensionality, and validity of the components were assessed using confirmatory factor analysis (CFA) in AMOS (ver. 20). The CFA's conclusions are displayed in Table 2. The results demonstrated that all constructs had factor loadings more than the lowest threshold value of 0.7 and important (p<0.001). Each construct had an average variance extracted (AVE) value of more than 0.5 and a reliability (CR) value of more than 0.7. According to Hair and Anderson (2010), every one of these criteria showed that the items that measure constructs are convergent and confirmed. In compliance with Fornell and Larcker (1981) recommendations, this study evaluated constructs' discriminant validity. Every factor's square root of AVE values had top diagonal values in Table 3 that were higher than the construct's correlations with the other constructs. The goodness-of-fit index presented in Table 2 indicates a satisfactory model fit (CMIN/DF = 2.764; p< 0.001; CFI = 0.959; GFI = 0.907; AGFI = 0.867; NFI = 0.938; TLI = 0.948; RMSEA = 0.071), confirming that the dimensional model is one-dimensional (Hair & Anderson, 2010). Table 3 presents the correlation coefficients between the constructs. Based on correlation regression analysis, the results show that Most of the constructs exhibit significant cross-correlations, ranging from 0.061 to 0.387. There is no multicollinearity amongst these structures, though, as none of the correlations are greater than 0.9 (Bowal & Ghosh, 2023; Tabachnick & Fidell, 2012).

Table 2: **The summary of the measurement model**

Constructs	Statements	FL
Destination Development AVE (0.832), CR (0.936), α = 0.936	I believe cultural heritage tourism (CHT) promotes awareness on the destination.	0.879
	I believe CHT bring additional investment in economy of the community.	0.955
	I believe CHT increases property value.	0.901
Cultural heritage value AVE (0.79), CR (0.918), α = 0.930	I believe cultural heritage tourism that contributes directly to well-being.	0.858
	I believe that, strengthens a person's feeling of place and cultural identities by fostering customs, concepts of local distinction, and both physical and intangible history.	0.942
	I believe CHT takes on a life of its own.	0.865
Perceived benefits AVE (0.819), CR (0.931), α = 0.919	I believe CHT brings vital economic gains to the community.	0.928
	Diversity of CHT is esteemed and confined in my community.	0.933
	CHT in my society is developed in harmony with the natural atmosphere and cultural heritage property.	0.853
Quality of life AVE (0.746), CR (0.898), α = 0.896	I am happy where I live in my neighborhood.	0.919
	I'm happy with how tidy my neighborhood is.	0.832
	I am not afraid about crimes in my neighbourhood.	0.838
Community involvement AVE (0.802), CR (0.924), α = 0.923	I know about what is going on in my community	0.875
	We get opportunity to participate in decision-making	0.948
	We involve in inter-stakeholder group collaboration	0.862
Sustainable Community Development AVE (0.79), CR (0.918), α = 0.918	I believe people are empowered by CHT through equitable opportunity, shared accountability etc.	0.841
	I believe CHT make use of nature's capacity to meet human needs without endangering its long-term viability.	0.920
	I believe Community well-being is ensured by CHT via providing and promoting safety, creativity, and involvement.	0.905

Comments: Fit indices CMIN/DF= 2.764 (p<0.001), CFI= 0.959; GFI= 0.907; AGFI= 0.867; NFI= 0.938; TLI= 0.948; RMSEA= 0.071.

Table 3: **Discriminant Validity**

	Destination Development	Cultural heritage value	Perceived benefits	Sustainable Community Development	Quality of life	Community involvement
Destination Development	**0.912**					
Cultural heritage value	0.061	**0.888**				
Perceived benefits	0.174	0.387	**0.904**			
Sustainable Community Development	0.113	0.341	0.333	**0.888**		
Quality of life	0.162	0.255	0.267	0.372	**0.863**	
Community involvement	0.108	0.318	0.33	0.337	0.272	**0.895**

Comments: ** p <0.01, * p < 0.05.

5.2 Bias in common methods

Given that data for the controlled and response constructs were gathered from the same respondents, it could be feasible to anticipate the association among the controlled and response variables, which could effect in common method bias (CMB) (Shankar & Jebarajakirthy, 2019). Numerous techniques have been applied to search for CMB. Items in the questionnaire assessed a marker variable that did not seem to be related to any other factor (Malhotra et al., 2006). Although there was very little association

between the indicator variable and the other research components, there was statistical importance in the relationship between it and the other factors once the CMB was controlled for. As a result, the CMB could not account for the data. The Harman's one-factor test was also used to look at this possible problem (Podsakoff & Organ, 1986). Factor one accounted for 14.86 percent of the variation, while the six-factor solution explained 86.95 percent of the variance overall. The factor analysis included seven focal constructs. The CMB is unlikely to be a problem in this dataset, as no single element was found and factor one could not account for the greater part of the variation. Moreover, it is unlikely that responders conceptualize such links using cognitive maps. As a result, the research suggests a complex moderated mediation strategy that reduces CMB (Podsakoff & Organ, 1986).

5.3 Hypothesis testing

Three phases of hypothesis analysis were conducted: H1–H3 focused on direct effects, H4a–H4c on mediation effects, and H5a–H5c on moderated mediation effects. An analysis of direct effects (H1 - H3) and mediation effects (H4a – H4c) was conducted by means of a structural equation model with AMOS (ver. 20). Table 4 displays the model fit statistics. The findings indicate that cultural heritage value ($\beta = 0.175^{**}$) and perceived benefits ($\beta = 0.150^*$), which are the driving forces behind dark tourism, have a beneficial effect on sustainable community development (SCD) at cultural heritage tourism destinations. Consequently, H2 and H3 were confirmed. Destination development ($\beta = 0.021^{ns}$) did not affect SCD in comparison with CHT destinations. H1 was therefore rejected.

The effects of the mediation were then investigated. Every CHT component was shown to have a substantial effect on quality of life (QL) when its direct influence was examined. Specifically, destination development ($\beta = 0.114^*$), cultural heritage value ($\beta = 0.145^*$), and perceived benefits ($\beta = 0.141^*$) had a significant impact on QL. QL had an important effect ($\beta = 0.244^{***}$) on SCD.

Table 4: **The structural model's outcomes**

Projected hypothesis / path associations	(β)	SE
Direct effects		
Destination development (DD) → SCD	0.021^{ns}	.037
Cultural heritage value (CHV) → SCD	0.175^{**}	.047
Perceived benefits (PB) → SCD	0.150^*	.046
Quality of life (QL) → SCD	0.244^{***}	.050
DD → QL		
CHV → QL	0.114^*	0.045
PB → QL	0.145^*	0.057
	0.141^*	0.055
Indirect effect		
DD → QL → SCD		
CHV → QL → SCD	0.033^{***}	0.017
PB → QL → SCD	0.054^{***}	0.015
	0.061^{***}	0.018

Comments: Robust index CMIN/DF= 3.118 (p<0.001); CFI=0.950; GFI=0.894; AGFI=0.853; NFI=0.929; TLI=0.938; RMSEA=0.078. ns= not significant; *p<0.05; **p<0.01; ***p<0.001; SCD = Sustainable Community Development; QL = Quality of life.

We used the bootstrap technique to evaluate mediation effects and looked at the statistical significance of indirect impacts, adhering to Byrne's (2009) standards. An analysis of 5,000 repetitions with a 95% confidence interval using a bias-corrected bootstrap was conducted to determine the indirect impact on visitors' desire to revisit. The AMOS bootstrap procedure was applied for this test. The test results are listed in Table 4. When the direct and indirect effects both are important then it is assumed partial mediation; full or complete mediation is assumed when the indirect effects are the only ones that are important (Cheung & Lau, 2008). Table 5's bootstrapping results showed that when it comes to SCD to CHT destination, QL somewhat mediates the impacts of perceived advantages (direct effect $\beta = 0.150^*$; indirect effect $\beta = 0.061^{***}$) and cultural heritage value (direct effect $\beta = 0.175^{**}$). However, the impact of QL (direct effect $\beta = 0.021^{ns}$, indirect effect $\beta = 0.033^{***}$) entirely mediated the link between destination development and SCD. Thus, H4a, H4b, and H4c were approved. A summary of the effects of mediation is given in Table 5.

Table 5: **Outline of the effects of mediation**

Hypothesis	Direct effects	Indirect effects	Results
Destination development (DD) → QL → SCD	0.021^{ns}	0.033^{***}	Full Mediation
Cultural heritage value (CHV) → QL → SCD	0.175^{**}	0.054^{***}	Partial Mediation
Perceived benefits (PB) → QL → SCD	0.150^*	0.061^{***}	Partial Mediation

Notes: SCD = Sustainable Community Development; QL = Quality of life.

5.4 Moderated mediation

Regression bootstrap was used to run moderated mediation analysis in the PROCESS macro in order to evaluate the results of moderated mediation (Model 7), as stated by Hayes (2013). Before assessing moderated mediation, two conditions were examined (Shankar & Jebarajakirthy, 2019): (a) significant interactions between the moderator and the independent constructs on the mediating variable and (b) notable mediator-moderator interactions on the outcome variable. To evaluate these circumstances, two regression analyses were performed: the first used QL as the dependent variable, while the second used SCD. The outcomes of the regression analysis, as shown in Table 6, indicate that the interaction among perceived benefits and CI ($\beta = 0.191^{***}$) and cultural heritage value and CI ($\beta = 0.212^{***}$) was significant in producing QL. The last destination development and its confidence interval ($\beta = 0.004^{ns}$) were not statistically significant. The results showed that for perceived benefits (PB) and cultural heritage value (CHV), the first clause for moderated mediation was retained for PB and CHV. Furthermore, significant relationships between CI and QL in SCD were found ($\beta = 0.179^{*}$), supporting the second requirement.

Table 6: **Effects of community involvement (CI) in moderation**

	Dependent variable: Quality of life (QL)	Dependent variable: Sustainable Community Development (SCD)
Direct effect variables		
Destination Development (DD)	0.114*	
Cultural heritage value (CHV)	0.145*	
Perceived benefits (PB)	0.141*	
Community involvement (CI)	0.176**	0.176**
Quality of life (QL)		0.244***
Interactions		
DD x CI	0.004 ns	
CHV x CI	0.212***	
PB x CI	0.191***	0.179*
QL x CI		

Comments: $^{***}p < 0.001$, $^{**}p < 0.01$, $^{*}p < 0.05$, ns = not significant.

After evaluating these conditions, Hayes (2013) moderated mediation analysis was employed to investigate if the mediation effects differed among low and high levels of community participation (CI). Therefore, we used the regression bootstrapping approach (Model 7) in the PROCESS module to conduct moderated mediation tests in line with Hayes (2013) advice. The test's outcomes are listed in Table 7.

The cultural heritage value has a significant and beneficial indirect result ($\beta = 0.0105$ for low CI and $\beta = 0.0877$ for high CI) on QL and SCD for both lower and higher levels of CI. The perceived benefits in SCD through QL ($\beta = 0.0989$ for high CI and 0.0303 for low CI) are significant and positive for both lower and higher CI levels. The above indirect effects are significant at both low and high degrees of CI as they never go beyond zero. The total moderated mediation index (0.0581) strongly mediated the connection between SCD through QL and cultural heritage value, with confidence interval ranges between LLCI = 0.0342 and ULCI = 0.0865. Additionally, the moderated mediation index (0.0517) effectively mediated the association between SCD through QL and perceived advantages using confidence intervals ranging from LLCI = 0.0279 to ULCI = 0.0770. This implies that when the indirect impact (meditation effect) fluctuates greatly, the degree of CI increases from low to high. H5b and H5c were therefore approved.

Table 7: **Findings for the Conditional Indirect Effects of Community Involvement (CI) at Higher and Lower Levels**

Paths	CI	β	SE	Bootstrap 95% CIs	
				Lower	Upper
Cultural heritage value → QL → SCD	Low	0.0105	0.0138	0.0181	0.0366
	High	0.0877	0.0212	0.0496	0.1324
Perceived benefits → QL → SCD	Low	0.0303	0.0152	0.0037	0.0632
	High	0.0989	0.0248	0.0552	0.1520

Notes: SCD = Sustainable Community Development; CI = Community involvement

Nevertheless, because it varied between low and high CI, the indirect influence of destination development ($\beta = 0.0265$ for low CI and $\beta = 0.0286$ for high CI) on SCD through QL was not significant. At both low and high levels of CI, the indirect impact was not significant since the confidence intervals for both ranges beyond zero. For some indirect effects, including destination development (using confidence intervals that range from LLCI = - 0.0536 to ULCI = 0.0364), the whole moderated mediation index was not significant. This shows that when the degree of CI went from low to high, these mediation effects (also known as indirect effects) did not significantly decrease. H5a was therefore disregarded.

In conclusion, the results showed that the only factors that significantly affected SCD to a CHT destination were perceived advantages and the importance of cultural heritage. QL acted as a partial mediating factor in the relationships between perceived advantages and SCD and cultural heritage value and SCD. Furthermore, it completely mediates the connection between SCD and destination development. QL had a link between cultural heritage value and SCD, and perceived advantages and SCD increased significantly when CI increased from low to high levels. Conversely, there were no appreciable shifts in the mediation impact of QL in destination development on SCD.

6. DISCUSSION

This study focused on the SCD, as it studied linkages between the community and the growth of CHT in Bishnupur, a mediaeval town known for its stunning terracotta temples. A moderated-mediated model for identifying SCD based on CHT aspects was proposed in this study. Three distinct series of hypothesis were put forth. The earliest set of hypotheses examined the direct relationship between CHT dimensions and SCD. The results showed that SCD was significantly impacted by both CHV and PB. Contrary to what we had assumed, DD had no appreciable impact on SCD. The results obtained here are consistent with the findings of previous studies (Moric et al., 2021). The influence of QL on the connection between CHT dimensions and SCD is the subject of the next set of hypotheses. The results showed that whereas QL fully mediates the link between DD and SCD, it only partially mediates the correlation between CHV and SCD and the relationship with PB and SCD. Overall, our SCD mediation results show that the suggested CHT dimensions - DD, CHV, and PB - have produced QL, which in turn produces the SCD. These results align with the findings documented in the literature (Goryunova & Wei, 2021). The final set of hypotheses looked at how CI moderated the mediation impact of QL regarding the CHT and SCD dimensions. This data shows that the community is very active in CHT destination, which validates our claims in the literature study. The results also indicate that the community is more engaged in CHV and PB regarding the location than DD's effect.

CHV positively impacts SCD, reflecting the importance of cultural preservation in tourism-driven sustainable development. This can be attributed to the increased visitor interest in heritage, enhancing community pride and involvement. PB significantly influences SCD, suggesting that tangible advantages like economic gains and social opportunities boost community support for tourism development. Interestingly, DD did not show a significant impact on SCD. This could be due to an overemphasis on infrastructure that overlooks cultural and environmental concerns, leading to limited local engagement. QL mediates the relationships between DD, CHV, PB, and SCD. The community's well-being seems to bridge the gap between tourism and sustainable outcomes, emphasizing the role of residents' QL in the success of tourism development.

The study successfully incorporates different dimensions from various theories like SDT, SET and CCT and also extends them in the realm of cultural heritage tourism. The results are quite pertinent and in line with the context of the study and the body of research. As previously mentioned, Bishnupur has a rich history of more than 300 years. The dimensions of CHT are deeply connected with the historical sites of Bishnupur. Tourists find it pleasing to know these details and actively seek information and satisfaction. Communities serve as a mechanism for safeguarding their traditions and beliefs through indigenous art and artistry, which find their roots in religion. The community of residents and the administration of temples should collectively prioritize these aspects to minimize negative effects and maximize positive outcomes in their planning and implementation. According to the study, community involvement (CI) in CHT raises QL and facilitates SCD.

7. IMPLICATION

This study has advanced several scholarly research theories like sustainable development theory, social exchange theory and cultural capital theory in the area of cultural heritage tourism. There has not been much research conducted on the moderated-mediated approach in the cultural heritage tourism literature. This research significantly contributes to theory by integrating sustainable development theory, social exchange theory, and cultural capital theory, while examining the mediating function of Quality of Life (QL) in the relationship between community heritage values (CHV) and sustainable community development (SCD). This investigation is essential for elucidating the impact of cultural integration and community involvement, encompassing individuals from diverse social groups and backgrounds, on the development of sustainable communities. The outcomes of this study provide excellent support for the notion that the effects of CHT on SCD, which are further induced by CI and mediated by QL, are well supported. In general, the results are interesting and provide important input to the area of CHT studies, especially when considering the effects of the CHT component in different urban settings. Scholars seeking to further their knowledge of CHT in urban settings will discover that this work is incredibly beneficial, insightful, and useful as a resource.

Furthermore, by utilizing the results from CHT dimensions on SCD in urbanscape to increase QL and CHT, this research has important practical implications for a range of stakeholders. In contrast to earlier research, this discovery supports destination management and CHT marketing (Osmanoglu, 2018). Moreover, the community of CHT destinations will benefit from this research. Stakeholders might create and maintain new cultural heritage tourism offerings that align with travelers' fundamental goals, based on empirical facts. These offerings could be historical reenactments, themed excursions, or multimedia experiences catered to the preferences of certain traveller demographics. To ensure accurate portrayal and preservation of cultural heritage sites, visitors and the community can work together with local government agencies, historical societies, and other pertinent

parties. It is recommended that tourism stakeholders prioritize strengthening the advantages of the community, as QL is recognized as a mediator in the interaction between the dimensions of CHT and SCD. Working together with other CHT destinations might help improve knowledge sharing and the uptake of best practices.

8. LIMITATION AND FUTURE SCOPE

This study has a few limitations, several of which might be expanded upon in more research. To further assess the dimensions of the urbanscapes of CHT destinations, more studies should be conducted in a number of those locations. Additionally, this effort opens several new avenues for future investigation, such as the prospect of developing a structured moderated mediation model for CHT which this study presents. Additional conceptual models could impact how the CHT and SCD aspects relate to one another in CHT destinations. Using this literature, future researchers will be able to investigate new study facets and identify the mediator and moderator. As well future researchers may use metaverse platform for preserving and promoting intangible CHT (Innocente et al., 2024).

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