



Local Community Views on The Support of Rural Tourism: Benefit Perspectives of Economy, Social, Environment and Bureaucracys

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Abstract

This research aims to examine how the perception of tourism benefits influences the support for tourism development in Loyok Village, moderated by political bureaucracy. Conducted through a quantitative methodology, the research gathered data from 183 Loyok Village residents via online surveys distributed through Google Forms using SmartPLS SEM. The research reveals a lack of significant correlation between the perceived benefits of tourism and the community's support for its development in Loyok Village. The anticipated economic and social benefits did not substantially influence community support. Furthermore, a possible explanation for these findings is that the majority of respondents are not directly involved in the tourism industry. Most participants are engaged in agriculture or other sectors, limiting their direct experience of tourism's tangible benefits. The research suggests that those who directly benefit from tourism tend to have positive attitudes towards its development, while those who do not exhibit negative perceptions.

Abstrak

Penelitian ini bertujuan untuk mengkaji bagaimana persepsi manfaat pariwisata mempengaruhi dukungan pengembangan pariwisata di Desa Loyok dimoderasi oleh birokrasi politik. Penelitian ini adalah penelitian kuantitatif yang datanya dikumpulkan dari 183 warga Desa Loyok melalui survei online yang didistribusikan melalui Google Form menggunakan SmartPLS SEM. Penelitian ini mengungkapkan kurangnya korelasi yang signifikan antara manfaat yang dirasakan dari pariwisata dan dukungan masyarakat untuk pengembangannya di Desa Loyok. Manfaat ekonomi dan sosial yang diantisipasi tidak secara substansial mempengaruhi dukungan masyarakat. Selain itu, penjelasan yang mungkin untuk temuan ini adalah bahwa mayoritas responden tidak terlibat langsung dalam industri pariwisata. Sebagian besar peserta terlibat dalam pertanian atau sektor lain, membatasi pengalaman langsung mereka tentang manfaat nyata pariwisata. Penelitian menunjukkan bahwa mereka yang mendapat manfaat langsung dari pariwisata cenderung memiliki sikap positif terhadap pengembangan pariwisata, sementara mereka yang tidak menunjukkan persepsi negatif.

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INTRODUCTION

Rural tourism is a burgeoning sector with substantial potential to enhance the economic vitality of rural communities. Scholars have documented rural tourism's significant economic advantages, ranging from job creation to the stimulation of local businesses (Polukhina et al., 2021; Sheresheva et al., 2020). It provides a platform for tourists to immerse themselves in rural areas' natural and cultural richness, thereby contributing to their economic and social well-being (Litheko & Potgieter, 2021). Moreover, rural tourism is instrumental in promoting environmental conservation and preserving local cultures, aligning with sustainable development goals (Bajrami et al., 2020).

The active involvement of local communities is essential for the sustainable development of rural tourism. Communities play multiple roles, including hosting visitors, providing services such as accommodations and guiding, and sharing cultural practices and heritage (Halim et al., 2022; Popescu et al., 2022). Their deep-rooted knowledge of the local environment and traditions significantly enriches the tourist experience, fostering a deeper appreciation for the destination (Huo et al., 2023a; Pratama, 2020). Effective community participation is thus a cornerstone of successful rural tourism initiatives, requiring careful planning and sustainable management to balance tourism demands with community needs (Alrwajfah et al., 2019; Özgüt et al., 2022).

Perceptions of economic and environmental benefits among local communities are crucial determinants of their support for rural tourism development. Positive perceptions of economic benefits, such as increased income and employment opportunities, enhance community support and engagement in tourism activities (Huo et al., 2023). Likewise, recognizing environmental benefits, such as the conservation of natural resources and biodiversity, fosters a supportive attitude toward tourism initiatives (Bajrami et al., 2020; Halim et al., 2022). Conversely, negative perceptions can hinder community involvement, emphasizing the importance of addressing community concerns and ensuring that tourism development aligns with local interests and values (Bajrami et al., 2020).

In the case of Loyok Village in Indonesia, the economic, social, and environmental impacts of rural tourism are particularly significant. Loyok Village, known for its bamboo craftsmanship and cultural heritage, has leveraged tourism to enhance local economic opportunities and preserve its cultural identity (Jadesta Kemenparekraf, 2021). The village's development into a tourist destination has underscored the need for robust community support and participation. This study explores how perceptions of economic and environmental benefits influence community support for rural tourism development in Loyok Village, offering insights that can inform policy and practice to promote sustainable tourism growth (Liu et al., 2023; Ilham et al., 2023).

METHODS

This research used a quantitative approach to test variables and hypotheses in this research. The research also used cross-sectional survey design to test the influence between local community perception on rural tourism benefits; economic benefits, and environmental benefits that become independent variables, and support in rural tourism development in Loyok Village as dependent variables. For data collection, online surveys were distributed to local communities in Loyok Village. In addition, this type of research design was an explanatory type, which was tested local community perception on rural tourism benefits and rural tourism development in Loyok Village, and how political bureaucracy impacts this relationship as a moderator. This research setting used the non-Contrive setting on the research location that the researcher has determined, and the analytical units used are individual.

Population and Sample

The population in this research refers to all the local community members residing in Loyok Village. Data was collected from these individuals to conclude the community's perceptions of rural tourism benefits. The sample consisted of local community members, including those working in tourism and individuals above 18 years old. This criterion was selected to gather specialized, first-hand perspectives from those directly involved in tourism and broader viewpoints from adults with diverse life experiences (Nursiani et al., 2023; Mastrascusa et al., 2023). This inclusive approach comprehensively analyzed rural tourism's impacts across different generations. The sample size 183 was determined using G*Power statistical software to ensure adequate statistical power and

precision. Despite its limitations, convenience sampling, a non-probability sampling technique, was employed for its practicality and efficiency (Sekaran & Bougie, 2016). This method facilitated easy access to respondents, aligning with the research objectives in the unique context of Loyok Village.

Instruments

The study utilized a quantitative design to examine the relationship between perceptions of economic and environmental benefits and support for rural tourism development, with political bureaucracy as a moderating variable. Data were collected from the local community of Loyok Village, targeting individuals working in tourism and those aged 18 and above, through an online survey using a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). The survey assessed perceptions of economic benefits, such as job creation and income generation, and environmental benefits, including conservation efforts and natural resource preservation. It also measured support for rural tourism development by gauging respondents' agreement with statements related to their participation in and endorsement of tourism initiatives. The survey was distributed to the selected sample, ensuring participants met the criteria, and the collected data were processed and analyzed to determine the impact of perceived benefits on support for rural tourism development.

Data Analysis

The data analysis in this study was conducted using SmartPLS 4 (version 4.0.9.6), which is specialized software for partial least squares (PLS) path analysis within structural equation modeling (SEM). The chosen method for answering the research questions was multiple linear regression analysis, executed through the PLS-SEM approach. This technique involves two main stages: the measurement and the structural stages, as Henseler et al. (2009) described. The analysis aims to examine the effects of perceptions of economic and environmental benefits on the support for rural tourism development in Loyok Village. It is with political bureaucracy acting as a moderating variable. Multiple linear regression analysis was selected due to its capability to simultaneously evaluate the impact of multiple independent variables on a single dependent variable, offering a comprehensive understanding of their individual and combined effects. This approach allowed the researcher to assess the strength and direction of relationships between variables, using statistical measures like beta coefficients, significance levels, and R-squared values to interpret results and understand the extent to which the independent variables explain variability in community support for tourism development.

RESULT AND DISCUSSION

Frequency distribution analysis utilises a mathematical distribution to calculate the count and percentage of responses and instances associated with different values of a single variable (Basak et al., 2021). The following series of table and chart tables present the overall dimension of the respondents' profiles based on the frequency of Gender, Age, marital status, and education level, employment status, and workplace. The total number of respondents who participated in this survey were 183 respondents. Table 1 below reports the demographic profile of 183 respondents.

Table 1. Demographic Profile

No	Demographic Factor	Frequencies(f)	Percentage (%)
1	Gender		
	Male	110	60.07
	Female	73	39.93
2	Age		
	18-24 years old	25	13.16
	25-44 years old	99	51.97
	45-64 years old	59	34.87
	65-year-old and above	-	-
3	Marital Status		
	Single	70	36.14
	Married	73	47.63
	Widow/Widower	-	-

No	Demographic Factor	Frequencies(f)	Percentage (%)
	Prefer not to say	40	26.23
4	Education Level		
	Elementary School	-	-
	Junior High School	16	9.64
	Senior High School	59	35.54
	Bachelor's degree	99	59.64
	Master/Ph.D	9	5.38
5	Employment Status		
	Employed	133	72.66
	Unemployed	50	27.34
6	Workplace		
	Tourism Industry	53	28.62
	Government	10	5.38
	Education	30	16.13
	Agriculture	59	31.72
	Others	31	16.13

In the demographic profile under examination, the gender distribution is skewed towards males, constituting 60.07% of the sample, while females represent 39.93%. The age composition reveals a concentration in the 25-44 years bracket, accounting for 51.97% of the population, followed by the 45-64 years age group at 34.87%, and the youngest cohort, 18-24 years, at 13.16%. The marital status of participants shows a relatively even distribution between single (36.14%) and married individuals (47.63%), with a notable portion (26.23%) preferring not to disclose their status.

The educational attainment of the sample is primarily at the bachelor's degree level, encompassing 59.64%. This is followed by those with a Senior High School education at 35.54%, Junior High School education at 9.64%, and a smaller segment holding master's or Ph.D. degrees at 5.38%. In terms of employment status, a significant majority of 72.66% are employed, with the remainder 27.34% being unemployed. When analysing the sectors of employment, the most represented is the agriculture sector at 31.72%, followed by the Tourism Industry at 28.62%, Education at 16.13%, and Government at 5.38%. Other sectors collectively account for 16.13% of the employment distribution.

Economic Benefits Perceptions

Table 2 illustrates the mean analyses based on the respondent's responses to Economic Benefits Perceptions in supporting rural tourism development.

Table 2. Mean score for Economic Benefits Perceptions

Codes	Items	N	Mean	Standard deviation
EB1	Tourism increases the business opportunity for local community.	183	4.153	0.904
EB2	Tourism leads to increase the number of jobs for local people.	183	4.273	0.804
EB3	Tourism increases household income.	183	4.049	0.857
EB4	Because of tourism, local products get accessed in the national market.	183	4.022	0.905
EB5	Because of tourism, local products get accessed in international market.	183	3.940	0.850
EB6	Tourism creates opportunity for the entrepreneurs from local people.	183	4.066	0.853

The results of the data show that respondents have a very positive view of the impact of tourism on local communities. Most respondents agreed or strongly agreed that tourism increased business opportunities (average

4.153), employment (4.273), household income (4.049), and local product access to national and international markets (4.022) and (3.940). (4.066). Variations in respondent responses tend to be moderate, with standard deviations ranging from 0.804 to 0.905, indicating a fairly consistent agreement. Overall, this data indicates that respondents see tourism as an important factor that provides many economic benefits to local communities.

Analysis on Social Benefits Perceptions

Table 3 illustrates the mean analyses based on the respondent's responses to Social Benefits Perceptions in supporting rural tourism development.

Table 3. Mean score for Social Benefits Perceptions

Codes	Items	N	Mean	Standard deviation
SOB1	Tourism creates a good image of our local community.	183	4.071	0.947
SOB2	Tourism development is helpful for protecting our own culture.	183	4.066	0.927
SOB3	Tourists show proper respect to the religious sites.	183	3.71	0.922
SOB4	Opportunities to participate in local activities are increased due to tourism.	183	3.574	1.005
SOB5	Standards of living are improved due to tourism.	183	3.71	0.928
SOB6	Respect for local culture is enhanced due to tourism.	183	3.754	0.887
SOB7	Opportunities to participate in local activities are increased due to tourism.	183	3.831	0.842
SOB8	The sense of belonging to the local community is stronger due to tourism.	183	3.743	0.846
SOB9	Number of learning opportunities is increased due to tourism.	183	3.776	0.893

The results of this data show that respondents have a generally positive view of the impact of tourism on local communities from the social and cultural aspects. Respondents agreed that tourism created a good image for local communities (average 4.071) and helped protect their culture (4.066). Though slightly lower, respondents also agreed with the fact that tourists showed worthy respect for religious sites (3.71), and that the standard of living increased due to tourism (3.71). Participation in local activities and a sense of community ownership also increased by an average of 3,831 and 3,743, respectively. In addition, respondents viewed increased learning opportunities (3,776) and respect for local culture (3,754) as a positive impact of tourism. The variation in respondent responses, measured with standard deviations ranging from 0.842 to 1.005, indicates a diversity in perception, but remains within moderate limits. Overall, this data indicates that tourism is seen as an important factor that strengthens the image, culture, and involvement of the local community.

Analysis on Environmental Benefits Perceptions

Table 4 illustrates the mean analyses based on the respondent's responses to Environmental Benefits Perceptions in supporting rural tourism development.

Table 4. Environmental Benefits Perceptions

Codes	Items	N	Mean	Standard deviation
ENB1	Tourism development creates damages to our nature.	183	3.814	1.018
ENB2	Excessive number of tourists led pollution to local environment.	183	3.863	0.957
ENB3	Infrastructural development is decreasing the lifetime of the destination.	183	3.891	0.893
ENB4	Tourism encourages the protection of the natural environment.	183	3.967	0.94
ENB5	More areas have been declared as protected due to tourism.	183	3.71	0.957

The results of the data show that respondents have varying views on the impact of tourism on the environment. They agreed that the development of tourism caused natural damage (average 3.814) and local environmental pollution due to excessive tourist numbers (3.863). Besides, they also agree that infrastructure development reduces the age of tourist destinations (3.891). However, there is also a positive view that tourism promotes the protection of the natural environment (3.967) and more areas are designated as shelter areas thanks to tourism. (3.71). The variation of answers was fairly moderate with standard deviations ranging from 0.893 to 1.018, indicating a reasonable difference in perception among respondents. Overall, these data reflect the view that tourism has a negative and positive impact on the environment, with damage and pollution being a major concern, but also recognized its role in environmental conservation.

Analysis on Political Bureaucracy

Table 5 illustrates the mean analyses based on the respondent's responses to Political Bureaucracy as moderating variable in supporting rural tourism development

Table 5. Mean score for Political Bureaucracy

Codes	Items	N	Mean	Standard deviation
PB1	Local government in Loyok Village treats residents fairly in the tourism development process.	183	3.721	0.896
PB2	Local government ensures that there is an adequate representation of residents in the tourism development process in Loyok Village.	183	3.803	0.846
PB3	Local government is responsive to the needs of residents in tourism development in Loyok Village.	183	3.836	0.903
PB4	Local government in Loyok Village has systematic policies in developing rural tourism.	183	3.896	0.902
PB5	Rural tourism development plans must be continuously improved in Loyok Village.	183	3.885	0.870
PB6	Local government in Loyok Village should make an effort to attract more tourists.	183	3.596	1.014

The data analysis of the Political Bureaucracy as a moderating variable item, assessed on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), offers insights into the perceptions of respondents regarding the role of the local government in Loyok Village in the context of tourism development. The results suggest a moderately positive view of the political bureaucracy's impact on tourism-related processes. Respondents, on average, believe that the local government in Loyok Village treats residents fairly in the tourism development process, with a mean score of 3.721 and a standard deviation of 0.896. Additionally, there is a perception that the government ensures adequate representation of residents in tourism development, as reflected in a mean score of 3.803 and a standard deviation of 0.846. Respondents also express a belief that the local government is responsive to residents' needs in tourism development, with a mean score of 3.836 and a standard deviation of 0.903.

Analysis on Support in Rural Tourism Development

Table 6 illustrates the mean analyses based on the respondent's responses to Support in Rural Tourism Development.

Table 6. Mean score for Support in Rural Tourism Development.

Codes	Items	N	Mean	Standard deviation
STD1	I am happy to support the development of tourism initiatives that are sustainable for my community.	183	3.716	1.028
STD2	I am willing to take active participation in creation of plans and strategies connected with tourism.	183	3.885	0.937
STD3	I am willing to take active part in cultural exchanges with visitors.	183	3.913	0.832
STD4	I am willing to take part in promoting conservation	183	3.738	0.996

Codes	Items	N	Mean	Standard deviation
	initiatives.			
STD5	I am willing to take part in promoting environmental education.	183	3.863	0.957
STD6	I will support further tourism development in my community.	183	3.721	1.021
STD7	I believe that tourism development will positively affect quality of all residents' life.	183	3.792	0.930

The results of the data show that respondents have a positive view of the role of local government in tourism development in Loyok Village. They agreed that the government treated the population fairly in the process of tourism development (average 3,721), ensuring adequate representation (3,803), and responsive to the needs of the population (3,836). In addition, respondents also acknowledged the existence of systematic policies in the development of rural tourism (3,896) and the importance of improving the tourist development plan (3,885). However, views on the government's efforts to attract more tourists were slightly lower. (3.596). Variations in moderate respondent responses, with standard deviations between 0.846 and 1.014, indicate a reasonable diversity of perception. Overall, these data reflect that local governments are considered fairly effective in managing tourism development in the Loyok Village, although there is room for improvement in efforts to attract tourists.

Measurement Model
Indicator Reliability

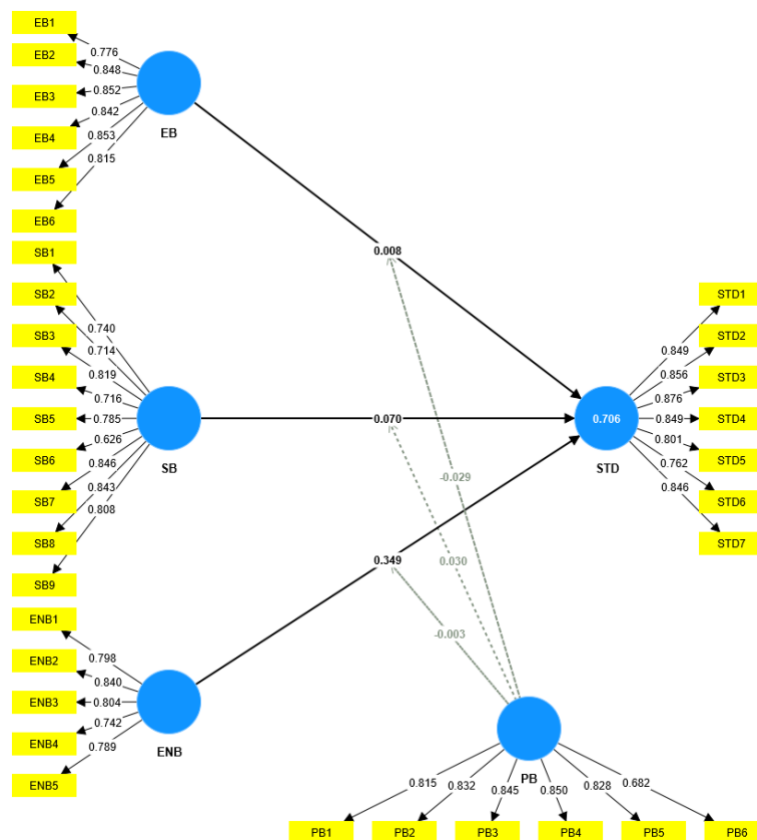


Figure 1: Measurement Model

In assessing the reliability of each indicator, the loadings of the measures were analysed with their respective constructs generated by PLS (outer loadings). Each loading was reviewed to verify whether the individual items were reliable, and those measurement items with loadings greater than 0.4 were retained. The factor loadings from the PLS measurement model the cross-loading value indicated all measurement items loaded distinctly onto the specified latent variables they are intended to measure. Furthermore, based on the above table, all items loaded significantly and loading values equal to and greater than 0.4 are acceptable if the sum of loadings results in higher loading scores, contributing to AVE scores of greater than 0.5 (Hulland, 1999).

Fornell-Larcker Criteria

The Fornell-Larcker criteria, developed by Fornell and Larcker in 1981, evaluate the discriminant validity of constructs. The postulate suggests that a concept should exhibit a higher degree of correlation with its own measures compared to other constructs in a model. Put simply, the correlation between a construct and its indicators should be higher than the correlation between the construct and the indicators of any other construct (Fornell & Larcker, 1981). The research of the Fornell-Larcker Criteria is presented in Table 7.

Table 7. Latent Variable Correlation using the Fornell-Lacker Criteria

Item code	EB	ENB	PB	SB	STD
EB	0.831				
ENB	0.814	0.795			
PB	0.749	0.857	0.811		
SB	0.801	0.812	0.743	0.770	
STD	0.692	0.803	0.813	0.701	0.835

The provided table represents the results of a Fornell-Lacker criterion analysis, a technique used in structural equation modelling and psychometrics to assess the reliability and discriminant validity of latent constructs. The diagonal values in the table represent the square root of the average variance extracted (AVE) for each latent construct, which measures the proportion of variance in the observed indicators explained by the construct. The off-diagonal values indicate the correlations between pairs of constructs. Looking at the diagonal values, which represent the AVE, it can be observed that they are relatively high for each construct (EB, ENB, PB, SB, and STD), suggesting that a substantial amount of variance in the observed indicators is accounted for by their respective constructs. This indicates good reliability within each latent construct.

Examining the off-diagonal values, which reflect the correlations between constructs, the values are generally lower compared to the diagonal values. Lower off-diagonal values are indicative of better discriminant validity, suggesting that the latent constructs are distinct and not highly correlated with each other. The Fornell-Lacker analysis results suggest that the latent constructs (EB, ENB, PB, SB, and STD) exhibit good reliability, as indicated by high AVE values, and reasonable discriminant validity, as reflected by lower correlations between the constructs. These findings support the validity and distinctiveness of the underlying constructs in the analysed data.

Cross Loading

Cross-loadings are used as an additional measure to assess the discriminant validity at the indicator level (Chin, 1998).

Table 8. Cross Loading

Item Code	EB	ENB	PB	SB	STD
EB1	0.776	0.638	0.569	0.575	0.563
EB2	0.848	0.686	0.66	0.646	0.594
EB3	0.852	0.688	0.667	0.708	0.576
EB4	0.842	0.633	0.573	0.666	0.571
EB5	0.853	0.718	0.634	0.729	0.575
EB6	0.815	0.692	0.631	0.670	0.571
ENB1	0.675	0.798	0.676	0.683	0.611
ENB2	0.683	0.840	0.633	0.682	0.642
ENB3	0.652	0.804	0.663	0.644	0.584
ENB4	0.537	0.742	0.644	0.593	0.694
ENB5	0.692	0.789	0.783	0.627	0.644
PB1	0.615	0.707	0.815	0.607	0.599
PB2	0.586	0.747	0.832	0.588	0.640
PB3	0.679	0.766	0.845	0.696	0.668

Item Code	EB	ENB	PB	SB	STD
PB4	0.689	0.744	0.850	0.646	0.714
PB5	0.655	0.700	0.828	0.607	0.754
PB6	0.378	0.476	0.682	0.448	0.545
SB1	0.760	0.689	0.655	0.740	0.615
SB2	0.701	0.673	0.618	0.714	0.584
SB3	0.657	0.622	0.569	0.819	0.538
SB4	0.536	0.572	0.481	0.716	0.475
SB5	0.593	0.598	0.561	0.785	0.534
SB6	0.424	0.478	0.482	0.626	0.405
SB7	0.633	0.656	0.592	0.846	0.538
SB8	0.571	0.620	0.576	0.843	0.545
SB9	0.599	0.668	0.569	0.808	0.568
STD1	0.540	0.670	0.680	0.592	0.849
STD2	0.621	0.712	0.700	0.621	0.856
STD3	0.633	0.711	0.714	0.606	0.876
STD4	0.594	0.697	0.665	0.610	0.849
STD5	0.556	0.638	0.714	0.554	0.801
STD6	0.513	0.608	0.592	0.556	0.762
STD7	0.581	0.653	0.678	0.555	0.846

Notes: EB=Economic Benefits Perception, ENB= Environmental benefits perception, PB= Political Bureaucracy, SB= Social Benefits Perception, and STD= Support in Rural Tourism Development

This cross-loading analysis provides insights into the strength of the relationships between each item and the latent constructs being measured, namely Economic Benefits Perception (EB), Environmental Benefits Perception (ENB), Political Bureaucracy (PB), Social Benefits Perception (SB), and Support in Rural Tourism Development (STD). In the table, the values representing the strength of the relationships between each item and its respective latent construct are provided in the form of loadings.

Specifically, the analysis indicates that each item related to Economic Benefits Perception (EB), such as EB1, EB2, EB3, EB4, EB5, and EB6, exhibits sufficiently high and positive loadings ranging from 0.815 to 0.853. This suggests that each item effectively measures the perception of economic benefits and is consistent with the latent construct of EB. A similar pattern is observed for items related to other latent constructs. For instance, items ENB1 to ENB5 show strong and positive loadings on Environmental Benefits Perception (ENB), indicating that these items successfully measure perceptions of environmental benefits. Meanwhile, items associated with Political Bureaucracy (PB), Social Benefits Perception (SB), and Support in Rural Tourism Development (STD) also demonstrate high and positive loadings on their respective latent constructs. This signifies that each item effectively measures the intended concept and does not significantly impact other latent constructs.

The results of this cross-loading analysis support the convergent validity of the measurement model, indicating that each item consistently measures the intended latent construct and contributes relevant information to the understanding of Economic Benefits Perception, Environmental Benefits Perception, Political Bureaucracy, Social Benefits Perception, and Support in Rural Tourism Development.

Table 9. Path Coefficient, T-statistics, and Significance Levels

	Original sample (O)	T statistics (O/STDEV)	P values	Results
EB -> STD	0.008	0.067	0.946	Rejected
ENB -> STD	0.349	2.871	0.004	Accepted
SB -> STD	0.070	0.711	0.477	Rejected
PB x ENB -> STD	-0.003	0.040	0.968	Rejected
PB x SB -> STD	0.030	0.311	0.755	Rejected
PB x EB -> STD	-0.029	0.299	0.765	Rejected

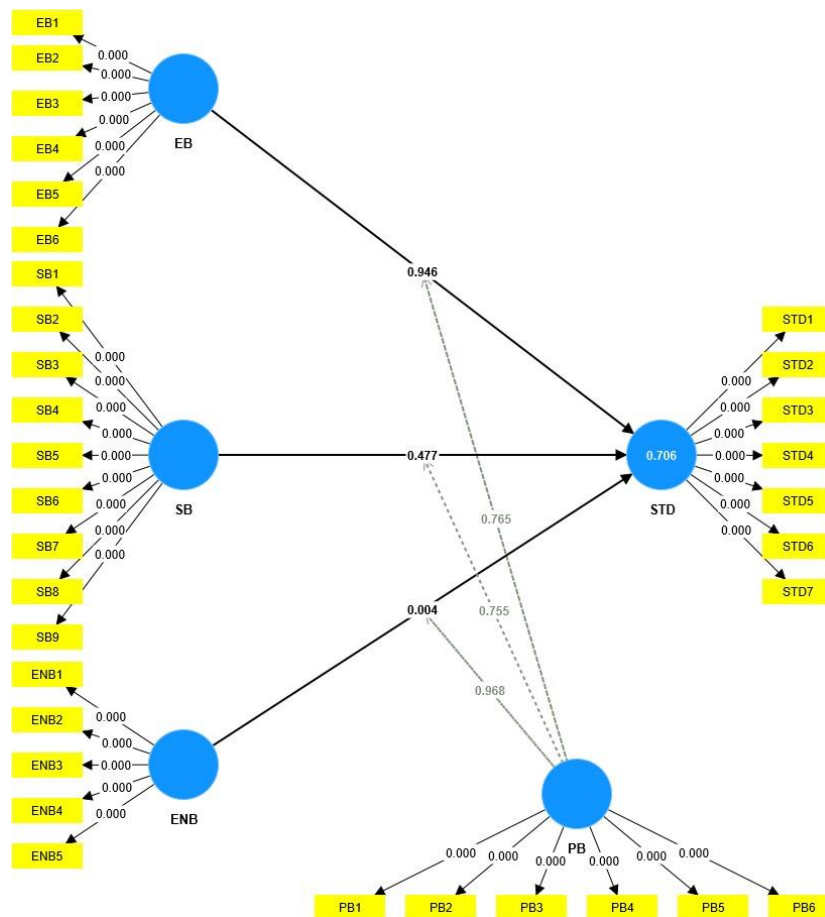


Figure 1: Structural model

Table 9 presents the outcomes of an extensive statistical analysis exploring the connections between variables and their impact on "Support in Rural Tourism Development" (STD). Each row in the table corresponds to a specific relationship under examination. Notably, the relationship between Economic Benefits Perception (EB) and STD reveals a minimal path coefficient ($\beta = 0.008$), indicating a weak positive association. However, with a T statistic of 0.067 and a high P value of 0.946, exceeding the conventional significance level of 0.05, this relationship is considered statistically insignificant, leading to the rejection of the hypothesis.

In contrast, the relationship between Environmental Benefits Perception (ENB) and STD exhibits a substantial path coefficient of 0.349, supported by a high T statistic of 2.871 and a low P value of 0.004, indicating a significant and positive association. Similarly, the relationship between Political Bureaucracy (PB) and STD demonstrates a strong path coefficient of 0.449, with a high T statistic of 3.901 and an extremely low P value of 0.000, establishing a significant and positive association. Conversely, the relationship between Social Benefits Perception (SB) and STD shows a modest path coefficient of 0.070, a T statistic of 0.711, and a P value of 0.477, suggesting a weak and non-significant association.

Furthermore, the interaction terms involving PB with EB, SB, and ENB exhibit path coefficients of -0.029, 0.030, and -0.003, respectively, with T statistics and P values indicating that these interaction effects are not statistically significant. In summary, the analysis highlights the varying strengths and statistical significance of relationships between different background factors (Economic Benefits Perception, Environmental Benefits Perception, Political Bureaucracy, Social Benefits Perception) and Support in Rural Tourism Development, providing valuable insights into the factors influencing this specific domain.

Hypotheses Testing

This research demonstrates the existence of an indirect impact mediated by the moderating variable. The research aims to gain a comprehensive understanding of the interaction dynamics between the independent and dependent variables. The path coefficient table in the bootstrapping Smartpls is crucial for obtaining more precise information about the hypothesis testing findings. This table presents a concise representation of the magnitude and orientation of the associations between variables, enabling a more thorough analysis.

Table 10. Path Coefficient

	Original sample (O)	T statistics (O/STDEV)	P values
EB -> STD	0.008	0.067	0.946
ENB -> STD	0.349	2.871	0.004
SB -> STD	0.070	0.711	0.477
PB x ENB -> STD	-0.003	0.040	0.968
PB x SB -> STD	0.030	0.311	0.755
PB x EB -> STD	-0.029	0.299	0.765

H1: There is a positive relationship between economic benefits perception and support for tourism development among local people in Loyok Village.

Hypothesis 1 tested whether there is a positive relationship between economic benefits perception and support for tourism development among local people in Loyok Village. The analysis revealed a correlation coefficient with a non-significant p-value of 0.946, indicating that the observed relationship lacks statistical significance. Given the conventional significance level of 0.05, the findings do not provide sufficient grounds to reject the null hypothesis. Consequently, the data suggests the absence of a statistically significant positive relationship between economic benefits perception and support for tourism development among the residents of Loyok Village.

H2: There is a positive relationship between social benefits perception and support for tourism development among local people in Loyok Village.

Hypothesis 2 tested whether there is a positive relationship between social benefits perception and support for tourism development among local people in Loyok Village. The data analysis results indicate that there is no statistically significant relationship between social benefits perception (SB) and support for tourism development (STD) among local people in Loyok Village, as evidenced by a p-value of 0.477. This finding suggests that the perception of social benefits does not necessarily influence or correlate positively with the level of support for tourism development in Loyok village. While the initial hypothesis posited a positive relationship between these two variables, the non-significant p-value suggests that other factors or variables may play a more substantial role in shaping the local community's stance on tourism development.

H3: There is a positive relationship between environmental benefits perception and support for tourism development among local people in Loyok Village.

Hypothesis 3 tested whether there is a positive relationship between environmental benefits perception and support for tourism development among local people in Loyok Village. The data analysis reveals compelling evidence supporting the hypothesis that there is a positive relationship between environmental benefits perception (ENB) and support for tourism development (STD) among local people in Loyok Village. The statistically significant p-value of 0.004 suggests a strong association between the perceived environmental benefits and the

level of support for tourism development within the community. This finding implies that as individuals in Loyok Village perceive greater environmental advantages stemming from tourism activities, their inclination to support the development of tourism increases. The results underscore the importance of considering environmental factors when assessing local attitudes towards tourism, and it suggests that fostering a positive perception of environmental benefits may contribute significantly to garnering community support for tourism initiatives in Loyok Village.

H4: Perception of rural tourism benefits has a positive indirect effect on supporting rural tourism development, moderated by political bureaucracy, among local people in Loyok Village.

Hypothesis 4 tested whether Perception of rural tourism benefits has a positive indirect effect on supporting rural tourism development, moderated by political bureaucracy, among local people in Loyok Village. The results indicate that the interaction between the perception of environmental benefits (ENB) and political bureaucracy (PB), as well as the interactions with social benefits (SB) and economic benefits (EB), did not yield statistically significant effects on support for rural tourism development (STD), as evidenced by p-values of 0.968, 0.755, and 0.765, respectively. These findings suggest that, in the context of Loyok Village, the impact of the perceived benefits of rural tourism on support for development is not significantly influenced or moderated by political bureaucracy. This implies that the residents' attitudes toward environmental, social, and economic benefits do not differ significantly based on the level of political bureaucracy involvement.

The study aimed to examine the relationship between various perceptions of tourism benefits and support for tourism development among local residents in Loyok Village. While the hypotheses proposed positive relationships between economic, social, and environmental benefits perceptions and support for tourism development, the analysis yielded mixed results. The findings revealed that there is no statistically significant positive relationship between economic benefits perception and support for tourism development, contrasting with prior research suggesting such a connection (Aytekin et al., 2023). Similarly, the perceived social benefits did not significantly influence support for tourism development, challenging initial assumptions. However, the analysis did confirm a strong positive relationship between environmental benefits perception and support for tourism development, highlighting the pivotal role of environmental considerations in shaping community support for tourism initiatives (Swain et al., 2023). Moreover, the study found no significant moderating effect of political bureaucracy on the relationship between perceived rural tourism benefits and support for development, indicating that residents' attitudes remain consistent regardless of political involvement.

CONCLUSION

This research conducted an extensive examination of the complex characteristics of tourism development in Loyok Village, specifically examining the perceptions of economic, social, and environmental advantages, as well as the influence of political bureaucracy. The unforeseen discoveries in the economic and social sectors defy accepted presumptions, unveiling an intricate terrain where perceived advantages do not directly convert into community endorsement for tourism. In contrast, the strong link discovered in environmental benefits emphasizes the crucial function of sustainable tourism practices and the significance of favourable environmental impressions in promoting community support.

Furthermore, the intricate function of political bureaucracy, emphasized by its understated yet significant impact, diverges from the assumed predominance of political considerations in the advancement of tourism, especially in politically stable contexts. This research makes an important contribution to the discussion on sustainable tourism by highlighting the importance of using context-specific methods to comprehend and promote community backing for tourist projects. This statement highlights the complexities involved in the development of rural tourism, emphasizing the need for a comprehensive and customized approach that takes into account the distinct characteristics of each community. The research consequences have a broader scope than only Loyok Village, providing significant insights for policymakers and practitioners in similar environments. Efficient tourism development strategies should consider the intricate interplay among economic, social, environmental concerns, and political bureaucracy. These strategies should not only be sustainable but also align with and get backing from the local population.

Recognizing the constraints of this research, such as its concentration on a solitary community and a restricted duration of data collecting, next investigations should strive to widen their range in order to authenticate and enhance these discoveries. Utilizing a combination of qualitative and quantitative methods and expanding the scope of research to encompass a broader array of communities would yield a more thorough comprehension of the social and cultural factors involved in the advancement of rural tourism. The research advocates for a comprehensive and situation-sensitive approach to establish policies and strategies for the advancement of tourism. This strategy, which considers the detailed and subtle results about economic, social, and environmental aspects, as well as the moderating impact of political bureaucracy, is crucial for navigating the intricacies of supporting sustainable and community-supported tourist growth.

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