

Rural Tourism as a Catalyst for Inclusive Community Development: A Structural Equation Model of Socio-Cultural, Economic and Quality-of-Life Outcomes

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Abstract:

Rural tourism is increasingly recognised as a potential pathway for improving rural livelihoods, preserving socio-cultural resources and enhancing community quality of life. This study empirically examines the influence of economic factors, socio-cultural factors, and community support for future tourism development on quality of life in rural tourism communities. A quantitative, cross-sectional research design was adopted, and primary data were collected from 400 respondents using a structured five-point Likert-scale questionnaire. The proposed relationships were examined using Structural Equation Modelling (SEM). The measurement model demonstrated satisfactory internal consistency, with Cronbach's alpha values ranging from 0.721 to 0.828 for the individual constructs and 0.892 for the overall instrument. The structural model showed an acceptable overall fit ($\chi^2 = 316.719$, $df = 87$, $\chi^2/df = 3.640$, $GFI = 0.915$, $IFI = 0.917$, $CFI = 0.916$, $RMSEA = 0.081$). The results indicate that economic factors do not have a statistically significant direct effect on quality of life ($\beta = 0.121$, $p = 0.193$). In contrast, socio-cultural factors have a significant positive effect on quality of life ($\beta = 0.595$, $p < 0.001$), while community support for future tourism development also has a significant positive effect ($\beta = 0.237$, $p < 0.001$). These findings suggest that the contribution of rural tourism to inclusive community development extends beyond direct economic benefits and is strongly associated with socio-cultural integration and community support. The study highlights the importance of participatory tourism planning, cultural preservation, effective local governance, infrastructure development and sustainable resource management in strengthening rural quality of life. The study contributes to the rural tourism literature by empirically integrating economic, socio-cultural and community-support dimensions within a quality-of-life framework.

Keywords: Rural Tourism; Inclusive Community Development; Economic Factors; Socio-Cultural Factors; Community Support; Quality of Life; Sustainable Tourism; Structural Equation Modelling.

1. Introduction

Rural tourism has emerged as an important approach to connecting tourism development with rural livelihoods, local entrepreneurship, cultural heritage, natural resources, and community well-being. Unlike conventional mass tourism, rural tourism is embedded in the distinctive socio-economic, cultural, and environmental characteristics of rural destinations, where agriculture, traditional occupations, local knowledge, cultural practices, landscapes, and community interactions constitute important tourism resources. Lane (1994) conceptualised rural tourism as a distinct form of tourism shaped by the characteristics of rural environments and the nature and intensity of tourism activities. Subsequently, rural tourism has received increasing scholarly attention because of its potential to support rural economic restructuring, livelihood diversification, sustainability, and community development (Sharpley & Roberts, 2004). UN Tourism (2023) has also recognised rural tourism as a potential mechanism for promoting local economic growth, employment, entrepreneurship, infrastructure development, local value chains,

and conservation of cultural and natural heritage. Thus, rural tourism is increasingly viewed not merely as a tourism activity but as a potential instrument for broader rural development.

The economic contribution of rural tourism extends beyond direct tourism expenditure. Tourism activities can generate employment and entrepreneurial opportunities for farmers, artisans, homestay operators, food producers, transport providers, guides, retailers, and other local enterprises. Such linkages can contribute to household income, livelihood diversification, local business development, and improved access to markets. However, tourism growth does not automatically ensure inclusive economic development. The distribution of tourism benefits depends on the extent to which local residents participate in tourism activities, obtain employment, operate tourism enterprises, access markets, and influence tourism-related decisions. Consequently, assessing rural tourism only through tourist arrivals or tourism revenue provides an incomplete understanding of its developmental contribution. Attention must also be given to whether tourism creates accessible and fairly distributed economic opportunities for different sections of the rural community.

The socio-cultural dimension of rural tourism is equally important. Rural destinations often possess distinctive traditions, festivals, handicrafts, cuisine, folklore, architecture, indigenous knowledge, and community practices that form important tourism resources. Tourism can create incentives for preserving and promoting these cultural assets while facilitating interaction between visitors and host communities. It can strengthen local identity, encourage cultural exchange, and provide economic recognition to traditional skills and practices. In India, rural tourism is associated with the promotion of rural life, art, culture, and heritage while generating social and economic benefits for local communities. Sustainable tourism perspectives similarly emphasise respect for socio-cultural authenticity, conservation of cultural heritage and traditional values, and equitable benefits for host communities.

Nevertheless, the relationship between tourism and local communities is complex. Tourism development may generate employment, income, improved facilities, cultural revitalisation, and greater social interaction, but it may also contribute to cultural commodification, changes in traditional lifestyles, unequal distribution of benefits, competition for local resources, and social tensions. Perdue, Long, and Allen (1987) highlighted the importance of residents' perceptions in understanding tourism development, while subsequent studies have demonstrated that community attitudes towards tourism are influenced by perceived economic, social, cultural, and environmental consequences. Therefore, tourism development should be assessed not only from the perspective of visitors and tourism enterprises but also from the experiences and perceptions of host communities.

The concept of inclusive community development provides a broader framework for understanding these outcomes. Inclusive development emphasises participation, equity, empowerment, access to opportunities, and distribution of development benefits. In the context of rural tourism, local residents should not remain passive recipients of tourism benefits but should have opportunities to participate in tourism planning, decision-making, entrepreneurship, employment, cultural-resource management, and benefit-sharing. Community participation is therefore important for ensuring that tourism development reflects local priorities and contributes to community well-being. Recent rural tourism research has increasingly shifted from tourism growth towards community empowerment, residents' quality of life, benefit-sharing, social inclusion, and local governance.

Empirical evidence supports the importance of examining tourism impacts from a community perspective. Research on rural communities in Sikkim has indicated that perceived economic, socio-cultural, and environmental impacts of community-based tourism are associated with residents' quality of life and their support for tourism development. This demonstrates that tourism outcomes cannot be understood solely through economic indicators. Similarly, recent research has emphasised the role of benefit-sharing, community participation, local governance, and access to tourism-related opportunities in determining residents' well-being. Cordova-Buiza, Medina-Viruel, and Pérez-Gálvez (2025), through a systematic mapping of community-based rural tourism research, identified growing scholarly interest in the social and economic consequences of rural tourism and its implications for local populations.

Despite this growing literature, an important research gap remains. Existing studies have frequently examined individual dimensions of tourism impacts, including economic benefits, residents' attitudes, cultural preservation,

quality of life, or community participation. Relatively fewer empirical studies integrate economic and socio-cultural impacts within a unified framework of inclusive community development. Moreover, the existence of tourism-related economic activity does not necessarily demonstrate that development is inclusive, since opportunities and benefits may remain concentrated among particular groups. An integrated assessment is therefore required to examine employment, income, entrepreneurship, livelihood diversification, cultural preservation, social cohesion, community participation, local identity, and perceived community well-being simultaneously.

The issue is particularly relevant to rural areas of developing economies such as India, where considerable cultural, historical, agricultural, and natural tourism resources coexist with challenges relating to employment, livelihood diversification, infrastructure, market access, and migration. Rural tourism can connect these resources with new economic opportunities and strengthen local enterprises; however, its developmental contribution depends upon effective community participation, equitable benefit distribution, institutional support, skills, infrastructure, connectivity, and protection of local socio-cultural values. Thus, understanding the actual experiences of rural residents is essential for determining whether tourism contributes to broad-based and sustainable community development.

Against this background, the present study, titled “Rural Tourism and Inclusive Community Development: An Empirical Assessment of Socio-Cultural and Economic Impacts,” empirically examines the contribution of rural tourism to inclusive community development by integrating its economic and socio-cultural dimensions. The study focuses on economic opportunities, livelihood improvement, entrepreneurship, cultural preservation, community participation, social cohesion, and community well-being. By examining these dimensions collectively, the study seeks to provide empirical evidence on whether and how rural tourism contributes to inclusive development and whether tourism benefits are experienced broadly by local communities. The study thereby contributes to the emerging literature on rural tourism, sustainable development, and community-based tourism by providing an integrated perspective on the economic and socio-cultural pathways through which tourism can influence rural communities.

2. Review of Literature

The literature on rural tourism has increasingly shifted from viewing tourism as an instrument of visitor attraction towards examining its contribution to rural livelihoods, community participation, socio-cultural preservation, economic inclusion, well-being, and sustainable community development. The following review synthesises 50 relevant studies published between 2010 and 2026, with particular emphasis on the economic and socio-cultural dimensions of rural tourism.

Chuang (2010) examined rural residents’ attitudes towards tourism through Social Exchange Theory and found that economic dependence on tourism and the quality of resident–tourist interaction influenced residents’ attitudes. Sebele (2010) demonstrated that community-based tourism could contribute to quality of life and resource conservation, although effective leadership and active participation were essential. Choi and Murray (2010) emphasised the importance of involving residents in tourism planning, implementation, and monitoring. Ruiz-Ballesteros (2011) highlighted social-ecological resilience and adaptive community strategies in rural tourism. Zapata et al. (2011) found that local management and supportive government policies were important for poverty reduction and tourism micro-enterprise development. McAreavey and McDonagh (2011) similarly linked tourism with rural development while highlighting the importance of local institutional conditions. Stone and Stone (2011) identified stakeholder cooperation as an important condition for sustainable community tourism, whereas Salazar (2012) emphasised the role of local guides in cultural heritage interpretation and community identity. Spenceley and Meyer (2012) further demonstrated the importance of collaboration and innovative approaches in strengthening community-based tourism.

During the following period, research increasingly examined residents, community participation, and the distribution of tourism benefits. Martínez-Gutierrez (2013) showed that local residents constitute an important component of rural tourism destinations and that their attitudes influence tourism experiences. Kim et al. (2013) argued that residents’ well-being should be incorporated into assessments of tourism development. Sánchez-

Cañizares et al. (2014) examined the relationship between tourism development and environmental and community outcomes, highlighting the need to balance economic opportunities with potential negative effects. Ozturk et al. (2015) investigated local perceptions and demonstrated the importance of residents' views in understanding tourism development. Bimonte and Faralla (2016) further contributed to the understanding of the relationship between tourism and local communities. Research by Liu and Ma (2017) identified the importance of understanding local stakeholders and the structure of rural tourism supply. Muñoz (2017) emphasised coordination among tourism stakeholders, while Teodoro et al. (2017) regarded rural tourism as a rural development strategy capable of producing multiple community-level effects. Villanueva et al. (2017) highlighted the trade-off between economic benefits and environmental consequences, indicating that rural tourism development requires balanced management.

Research published from 2018 onwards increasingly connected rural tourism with sustainability, cultural preservation, entrepreneurship, and community empowerment. Ibanescu et al. (2018) found that tourism could contribute to sustainable rural growth when local resources were appropriately integrated into tourism development. Guo et al. (2018) emphasised that communities possess local resources, history, and culture and therefore should play an active role in tourism management. Harun et al. (2018) demonstrated that residents' perceptions and attitudes are important for successful rural tourism development. Dodds et al. (2018) identified local knowledge, resource management, and community capacity as important factors for community-based tourism. Álvarez et al. (2018) highlighted the increasing integration of sustainable tourism, community participation, and rural development. Guaita et al. (2019) examined the relationship between tourism development and sustainability, emphasising the need to manage environmental and socio-economic trade-offs. Lee and Jan (2019) found that residents' perceptions vary according to the stage of tourism development, suggesting that destination-specific strategies are necessary. Brankov et al. (2019) examined residents' perceptions of rural tourism impacts, while Soldić-Frleta and Đurkin-Badurina (2019) highlighted the importance of positive tourism impacts in strengthening community support. Hadinejad et al. (2019) argued that residents' well-being requires broader theoretical consideration beyond Social Exchange Theory. Babalola et al. (2019) further established community participation as an essential component of sustainable rural tourism development.

The literature of 2020 marked a stronger conceptual shift towards empowerment, governance, inclusion, and sustainability. Zielinski et al. (2020), based on a review of 103 location-specific case studies, found that rural tourism and community-based tourism share several socio-economic, cultural, governance, land-ownership, and community-cohesion challenges across developed and developing countries. Wondirad et al. (2020) highlighted stakeholder collaboration as an important mechanism for sustainable tourism development. Vital et al. (2020) showed that tourism can supplement rather than replace traditional rural occupations by creating additional service-sector opportunities. Vallejo et al. (2020) demonstrated how rural tourism can encourage communities to develop sustainable activities based on local territorial resources. Vaishar and Štátná (2020) examined rural tourism during the COVID-19 period and highlighted the vulnerability and adaptive capacity of rural destinations. Joo et al. (2020) linked community-based tourism with employment, traditional occupations, local identity, and social value. Research on rural tourism experiences also indicated that place-based experiences can strengthen emotional connections and place attachment.

Studies published during 2021–2023 provided stronger empirical evidence regarding community well-being and inclusive development. Rosalina et al. (2021) emphasised the role of community-based tourism in sustainable rural development. Nopiyani and Wirawan (2021) highlighted the significance of residents' perceptions and community involvement in rural tourism. Quevedo et al. (2021) examined the relationship between tourism development, environmental conditions, and economic benefits. He et al. (2021) empirically demonstrated that sustainable rural tourism has a positive and significant relationship with rural community development in both the short and long term, with infrastructure, ecological conditions, human capital, technological progress, and fiscal support also influencing community development. Research on benefit-sharing by He and related scholars (2021) showed that combinations of facility, cultural, environmental, and development benefits can contribute to residents' subjective well-being. Studies of residents' happiness also found that community participation can significantly influence residents' happiness and that happiness is associated with support for tourism development.

Gabriel-Campos et al. (2021) further stressed community participation and empowerment in community-based tourism. Kunjuraman et al. (2022) examined community-based rural tourism as a mechanism for improving rural quality of life while also recognising potential internal community conflicts. Díaz and Zielinski (2022) highlighted the contribution of tourism to development while noting challenges relating to distribution and institutional management.

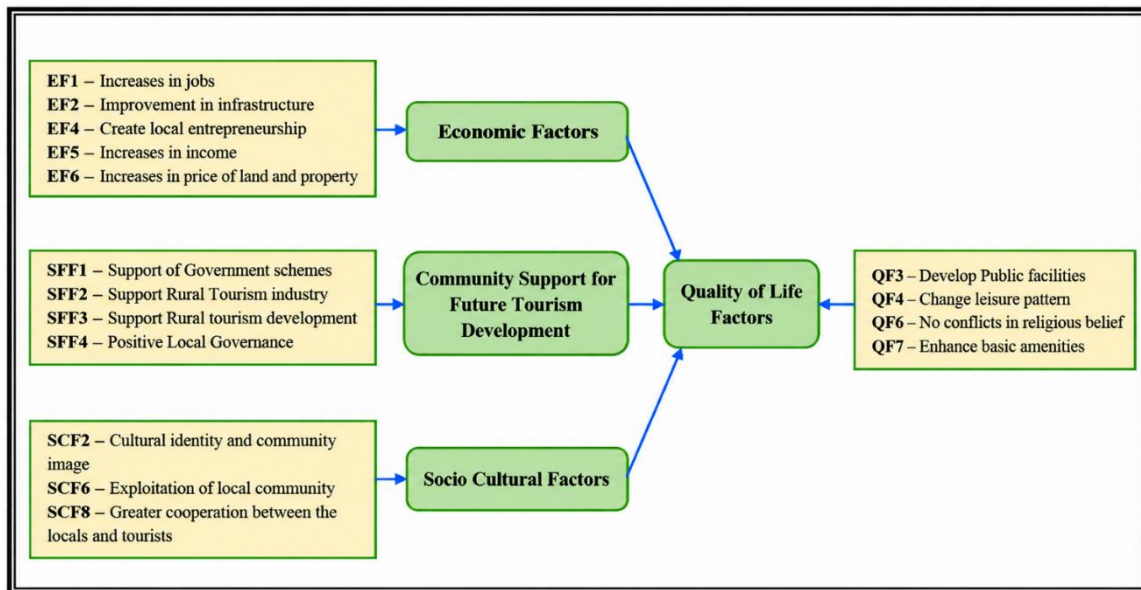
Recent research has increasingly focused on life satisfaction, governance, participation, and inclusive community outcomes. Jia et al. (2023) empirically examined rural tourism development, community involvement, perceived tourism impacts, trust in government, and residents' life satisfaction using structural equation modelling. Their findings showed that community involvement directly influenced life satisfaction and also operated through perceived benefits and government trust, while place attachment moderated these relationships. Marcillo et al. (2023) and Font et al. (2023) highlighted the coexistence of economic opportunities and potential social and environmental pressures. A systematic review by Yanan et al. (2024), covering 92 studies from Web of Science and Scopus, classified rural-tourism impacts on traditional villages into spatial, economic, socio-cultural, and holistic dimensions and emphasised community participation and preservation of community values. Research on rural tourism governance in 2024 further demonstrated a movement from hierarchical towards more collaborative and horizontal governance structures, with community stakeholders becoming increasingly important in coordinating tourism development.

The latest literature strengthens the argument for examining rural tourism through an inclusive community-development framework. Cordova-Buiza, Medina-Viruel, and Pérez-Gálvez (2025) mapped 292 publications on community-based rural tourism and found rapid growth in research, particularly after 2017, with community empowerment, sustainable tourism, community development, and socio-economic impacts emerging as major themes. The authors also identified a continuing need for more robust empirical research examining the comprehensive effects of community-based rural tourism on local well-being. A 2026 systematic review identified five major research clusters: integrated rural tourism, institutionalisation of rural tourism development, rural tourism sustainability, prospects and challenges, and rural tourism leadership and impacts, further confirming the movement towards stakeholder engagement, community participation, sustainable practices, and comprehensive impact measurement. Bai and Li (2026) found that rural tourism development contributes to economic stability, cultural heritage preservation, infrastructure development, conservation, and social inclusion, with environmental awareness and community involvement acting as important mechanisms. Recent empirical evidence from China also indicates that rural tourism can improve residents' material and psychological well-being, although the effects vary across dimensions and governance conditions. Similarly, Yang and Fan (2026) integrate well-being, quality of life, and Social Exchange Theory to explain residents' support for rural tourism. Evidence from the Nilgiris, India, further highlights community-based tourism as a mechanism for economic empowerment, social inclusion, cultural preservation, and participation among marginalised communities.

3. Research Gap

The reviewed literature demonstrates that rural tourism can generate employment, entrepreneurship, livelihood diversification, cultural preservation, social interaction, community participation, and improvements in well-being. However, three important gaps remain. First, many studies examine economic, socio-cultural, environmental, or well-being outcomes separately rather than integrating them into a unified framework. Second, although community participation and benefit-sharing are increasingly recognised, empirical evidence on whether tourism benefits are distributed inclusively across rural communities remains comparatively limited. Third, recent systematic reviews identify the need for stronger empirical approaches that simultaneously examine the economic and socio-cultural pathways linking rural tourism with inclusive community development. Accordingly, the present study addresses this gap by empirically assessing the socio-cultural and economic impacts of rural tourism and their contribution to inclusive community development. It moves beyond measuring tourism growth to examine whether tourism creates meaningful economic opportunities, strengthens local participation and cultural identity, improves community well-being, and supports broader and more equitable rural development.

Figure No. 1: Showing conceptual model of the study



(Source: Prepared by the researcher)

4. Research Objectives

The present study aims to empirically examine how rural tourism contributes to the quality of life of host communities by considering its economic, socio-cultural, and community-support dimensions. Specifically, the study seeks to:

1. To examine the perceived economic impacts of rural tourism on the quality of life of local residents.
2. To assess the influence of socio-cultural factors associated with rural tourism on residents' quality of life.
3. To examine the relationship between community support for future tourism development and residents' quality of life.
4. To assess the perceived contribution of rural tourism to community quality of life in terms of public facilities, leisure opportunities, social harmony, and basic amenities.
5. To empirically validate the proposed structural model explaining the relationship among economic factors, socio-cultural factors, community support for future tourism development, and quality of life.

5. Hypotheses of the Study

The hypotheses are derived directly from the proposed conceptual framework and are intended to test the structural relationships among the study constructs.

H1: Economic Factors → Quality of Life

H01: Economic factors associated with rural tourism have no significant influence on the quality of life of local residents.

H11: Economic factors associated with rural tourism have a significant influence on the quality of life of local residents.

H2: Socio-Cultural Factors → Quality of Life

H02: Socio-cultural factors associated with rural tourism have no significant influence on the quality of life of local residents.

H12: Socio-cultural factors associated with rural tourism have a significant influence on the quality of life of local residents.

H3: Community Support → Quality of Life

H03: Community support for future tourism development has no significant influence on the quality of life of local residents.

H13: Community support for future tourism development has a significant influence on the quality of life of local residents.

6. Research Methodology

6.1 Research Design

The study adopts a quantitative, cross-sectional and explanatory research design to examine the relationship between rural tourism and residents' quality of life. A quantitative approach is appropriate because the study measures economic factors, socio-cultural factors, community support for future tourism development, and quality of life through structured indicators. The explanatory design enables the study to empirically test the proposed relationships among these constructs and assess their contribution to residents perceived quality of life.

6.2 Population and Unit of Analysis

The unit of analysis is the individual adult resident living in the selected rural tourism communities. The target population comprises residents who have adequate exposure to or familiarity with tourism activities in their locality. Residents were selected because they directly experience tourism-related changes in employment, income, infrastructure, cultural practices, community relationships, public facilities, leisure opportunities, and basic amenities.

6.3 Sample Size and Sampling Procedure

A total of 400 valid responses were obtained for the study. The sample was selected from residents of the identified rural tourism destinations using a structured field-survey approach. A multi-stage sampling procedure was adopted to facilitate the selection of relevant rural tourism locations, communities, and individual respondents. In the first stage, rural tourism destinations relevant to the objectives of the study were identified. In the subsequent stage, selected rural communities were identified, followed by the selection of eligible adult residents.

The sample size of 400 respondents provides an adequate empirical basis for examining the proposed relationships among multiple latent constructs and is appropriate for the application of multivariate techniques, particularly Structural Equation Modelling (SEM). The final analysis was based on 400 usable questionnaires after screening the collected responses for completeness and consistency.

6.4 Data Collection

The study primarily relies on primary data collected through a structured questionnaire administered to 400 residents of the selected rural tourism communities. The questionnaire was developed based on the conceptual framework and relevant literature on rural tourism impacts, community participation, and quality of life. Before the final survey, the questionnaire was reviewed to ensure the clarity, relevance, and contextual appropriateness of the measurement items.

Data were collected through direct interaction with respondents in the selected communities. Respondents were informed about the academic purpose of the research and the voluntary nature of their participation. Confidentiality and anonymity of responses were maintained throughout the data-collection process.

6.5 Measurement of Variables

The study employed a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Four principal constructs were incorporated into the empirical model.

Economic Factors (EF) were measured through indicators relating to employment generation, infrastructure improvement, local entrepreneurship, income enhancement, and changes in land and property prices.

Socio-Cultural Factors (SCF) were assessed through indicators relating to cultural identity and community image, perceived effects on the local community, and cooperation between local residents and tourists.

Community Support for Future Tourism Development (SFF) was measured through residents' perceptions regarding government schemes, support for the rural tourism industry, support for future rural tourism development, and local governance.

Quality of Life (QF) was assessed through indicators relating to development of public facilities, changes in leisure opportunities, social harmony, and enhancement of basic amenities.

6.6 Data Analysis

The data obtained from the 400 respondents were analysed using appropriate statistical techniques. Descriptive statistics were initially employed to summarise the respondents' characteristics and response patterns. The reliability of the measurement scales was assessed using Cronbach's alpha and Composite Reliability. The suitability of the data for factor analysis was examined using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity.

Confirmatory Factor Analysis (CFA) was subsequently employed to evaluate the measurement model and establish the reliability and validity of the constructs. Convergent validity was assessed through factor loadings, Composite Reliability, and Average Variance Extracted, while discriminant validity was examined using an appropriate discriminant-validity criterion.

Finally, Structural Equation Modelling (SEM) was employed to test the hypothesised relationships among Economic Factors, Socio-Cultural Factors, Community Support for Future Tourism Development, and Quality of Life. Standardised path coefficients, significance levels, confidence intervals, and explained variance were considered in evaluating the structural model. Model fit was assessed using appropriate indices, including χ^2/df , CFI, TLI, RMSEA, and SRMR.

7. Data analysis and discussion

Demographic statistics

Of the 400 respondents, 218 (54.5%) were male and 182 (45.5%) were female, indicating a relatively balanced gender representation. With respect to age, 126 (31.5%) respondents belonged to the 31–40 years category, followed by 108 (27.0%) in the 21–30 years category. In terms of educational qualification, 154 (38.5%) respondents were graduates, while 96 (24.0%) had postgraduate qualifications. Regarding occupation, 132 (33.0%) were engaged in business/self-employment. The income distribution showed that 148 (37.0%) respondents reported monthly household income within the specified middle-income category. Overall, the demographic profile indicates adequate representation of different respondent groups, providing a diverse basis for assessing community perceptions of rural tourism and quality of life.

Descriptive Statistics of Variables

Table No. 1: Showing the Descriptive Statistics of Economic Factors

Statements	Mean	Std. Dev	Skewness		Kurtosis	
	Stat		Stat	SE	Stat	SE
Increases in jobs	2.5825	1.03240	.244	.122	-.388	.243
Improvement in infrastructure	2.9500	1.10705	-.046	.122	-.608	.243
Growth in rural tourism	2.8700	1.04922	-.091	.122	-.639	.243

Demand for local products, handicrafts & agricultural products	3.1125	1.18675	-.156	.122	-1.04	.243
Increases in income	3.2900	1.16804	-.182	.122	-.986	.243
Increases in price of land and property	3.0900	1.20438	-.139	.122	-.860	.243
Inflation of daily useable items and commodities	3.1350	1.11799	-.269	.122	-.789	.243
Create local entrepreneurship	3.0650	1.07175	.140	.122	-.573	.243
Preservation and development of rural tourism initiatives	3.0025	1.05369	.137	.122	-.698	.243

(Source: Field survey)

Table No. 2 Showing the Descriptive Statistics of Socio-Cultural Impacts

Statements	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
			Statistic	Std. Error	Statistic	Std. Error
Cultural enrichment and interaction	2.7300	1.11589	.265	.122	-.528	.243
Cultural identity and community image	2.9900	1.05246	.085	.122	-.984	.243
Protecting culture	3.0100	1.07134	-.032	.122	-.770	.243
Protect archaeological and religious sites	3.1075	1.16806	-.153	.122	-1.020	.243
Participation of women	3.1975	1.08000	-.340	.122	-.349	.243
Exploitation of local community	2.8900	1.17318	.149	.122	-.841	.243
Creates Social glitches	2.9725	1.09533	.043	.122	-.754	.243
Greater cooperation between the locals and tourists	3.1500	1.08186	-.075	.122	-.766	.243
Respect religious belief	3.3175	1.04615	-.281	.122	-.527	.243
Cultural damage	3.1350	1.11124	-.170	.122	-.533	.243

(Source: Field survey)

Table No. 3 Showing the Descriptive Statistics of Quality of Life

Statements	Mean Stat	Std. Devi	Skewness		Kurtosis	
			Stat	Std. Error	Stat	Std. Error
Positive change in lifestyle	3.0600	1.12230	-.033	.122	-.955	.243
Better well-being	3.0600	1.11333	-.042	.122	-.759	.243
Develop Public facilities	2.9775	1.07465	.361	.122	-.788	.243
Change leisure pattern	2.6800	1.19002	.549	.122	-.580	.243

Enhance basic amenities	3.2000	1.05963	-.152	.122	-.542	.243
No conflicts in religious belief	3.0700	1.13062	.123	.122	-.841	.243
Enhance basic amenities	3.1500	1.02964	.056	.122	-.415	.243
Environmental quality	2.8625	1.17774	.158	.122	-.798	.243

(Source: Field survey)

Table No. 4 Showing the Descriptive Statistics of Community Support for Future Rural Tourism Development

Statements	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
			Statistic	Std. Error	Statistic	Std. Error
Support of Government schemes	3.0500	1.13168	-.203	.122	-.864	.243
Support Rural Tourism industry	2.9825	1.14694	.074	.122	-.977	.243
Supporting Rural tourism development	2.9200	1.09159	.043	.122	-.767	.243
Positive Local Governance	3.1300	1.14515	-.297	.122	-.796	.243
Proper waste management and sewage management	3.0450	1.15165	.199	.122	-.960	.243
Support from local community in decision making of Rural Tourism initiatives.	3.0925	1.11222	-.041	.122	-.968	.243
Local community engagement in tourism	3.0650	1.14632	-.148	.122	-.642	.243
Infrastructural development	2.9700	1.09182	-.115	.122	-.533	.243
Positive impact of tourism	3.0800	1.15409	-.088	.122	-.661	.243
Preservation of natural resources	3.0350	1.21138	-.008	.122	-1.101	.243
Tourism Development plan	3.0875	1.18463	-.216	.122	-1.009	.243
Promotes local fairs and festivals to attract tourists.	3.2000	1.18892	-.347	.122	-.800	.243

(Source: Field survey)

Discussion of Descriptive Statistics

Table 1 indicates a moderate overall perception of the economic effects of rural tourism, with mean scores ranging from 2.5825 to 3.2900. The highest mean was recorded for increases in income ($M = 3.2900$, $SD = 1.1680$), followed by inflation of daily-use commodities ($M = 3.1350$), demand for local products, handicrafts and agricultural products ($M = 3.1125$), and increases in land and property prices ($M = 3.0900$). In contrast, increases in jobs recorded the lowest mean ($M = 2.5825$, $SD = 1.0324$), suggesting that employment generation is perceived less strongly than other economic effects. The standard deviations indicate moderate variation in respondents' perceptions. Skewness values range from -0.269 to 0.244 and kurtosis from -1.040 to -0.573 , indicating no substantial departure from normality. Overall, respondents perceive rural tourism as contributing to income, local-

market demand, entrepreneurship, and infrastructure, although its employment-generation effect appears comparatively limited.

Table 2 shows that respondents reported moderate socio-cultural impacts of rural tourism, with mean values ranging from 2.7300 to 3.3175. Respect for religious beliefs received the highest mean ($M = 3.3175$, $SD = 1.0462$), followed by participation of women ($M = 3.1975$), cooperation between locals and tourists ($M = 3.1500$), and cultural damage ($M = 3.1350$). The relatively high score for cultural damage alongside positive cultural indicators suggests that tourism is perceived as having both beneficial and potentially adverse socio-cultural consequences. Cultural enrichment and interaction recorded the lowest mean ($M = 2.7300$), while exploitation of the local community recorded $M = 2.8900$. Skewness values range from -0.340 to 0.265 and kurtosis from -1.020 to -0.349 , indicating acceptable distributional characteristics. Overall, the findings suggest that rural tourism supports cultural interaction, religious respect, women's participation, and local-tourist cooperation, while concerns regarding cultural damage and community exploitation remain relevant.

Table 3 demonstrates a moderate perceived improvement in quality of life associated with rural tourism, with mean scores ranging from 2.6800 to 3.2000. The highest mean was observed for enhancement of basic amenities ($M = 3.2000$, $SD = 1.0596$), followed by the second basic-amenities indicator ($M = 3.1500$), absence of conflicts in religious beliefs ($M = 3.0700$), and positive change in lifestyle and better well-being (both $M = 3.0600$). Change in leisure pattern recorded the lowest mean ($M = 2.6800$, $SD = 1.1900$), indicating comparatively weaker perceived improvement in this dimension. Environmental quality also recorded a relatively moderate score ($M = 2.8625$). The skewness values range from -0.152 to 0.549 and kurtosis from -0.955 to -0.415 , suggesting acceptable distributional characteristics. Overall, the results indicate that respondents associate rural tourism more strongly with improvements in basic amenities and general well-being than with changes in leisure patterns and environmental quality.

Table 4 indicates a moderately positive level of community support for future rural tourism development, with mean values ranging from 2.9200 to 3.2000. The highest mean was recorded for promotion of local fairs and festivals to attract tourists ($M = 3.2000$, $SD = 1.1889$), followed by positive local governance ($M = 3.1300$), tourism development planning ($M = 3.0875$), and the perceived positive impact of tourism ($M = 3.0800$). Support for rural tourism development itself recorded a comparatively lower mean ($M = 2.9200$), suggesting some reservation regarding further expansion. Support for government schemes ($M = 3.0500$), community participation in decision-making ($M = 3.0925$), and local community engagement ($M = 3.0650$) indicate moderate institutional and participatory support. Skewness values range from -0.347 to 0.199 and kurtosis from -1.101 to -0.533 , indicating acceptable distributional properties. Overall, the findings suggest that residents generally recognise the cultural, governance, and developmental value of rural tourism, while their support for further tourism expansion remains relatively cautious.

- **Factor Analysis of Variables:**

Table No. 5 showing Reliability

Particulars	Threshold Limit	Result
Economic Impact	0.70	0.851
Socio Culture Impact	0.70	0.826
Quality of Life	0.70	0.826
Community Support	0.70	0.886

(Source: Field survey)

- **Assessing the Factorability of Data:**

Table No 6 Showing the KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.857
Bartlett's Test of Sphericity	Approx. Chi-Square	2788.928
	Df	120
	Sig.	.000

(Source: Field survey)

- **Factor Extraction: Principal Component Analysis:**

Table No. 7 Showing the Initial Eigen values and Rotation Sums of Squared Loadings

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% Variance	Cumulative %	Total	% Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.193	38.706	38.706	6.193	38.706	38.706	3.130	19.565	19.565
2	1.599	9.994	48.700	1.599	9.994	48.700	2.680	16.750	36.315
3	1.373	8.584	57.284	1.373	8.584	57.284	2.490	15.563	51.878
4	1.149	7.180	64.465	1.149	7.180	64.465	2.014	12.586	64.465
5	.792	4.947	69.412						
6	.730	4.565	73.977						
7	.641	4.009	77.986						
8	.577	3.603	81.590						
9	.532	3.324	84.914						
10	.472	2.950	87.864						
11	.426	2.660	90.524						
12	.397	2.480	93.005						
13	.328	2.049	95.054						
14	.318	1.986	97.040						
15	.249	1.559	98.599						
16	.224	1.401	100.000						
Extraction Method: Principal Component Analysis.									

(Source: SPSS AMOS)

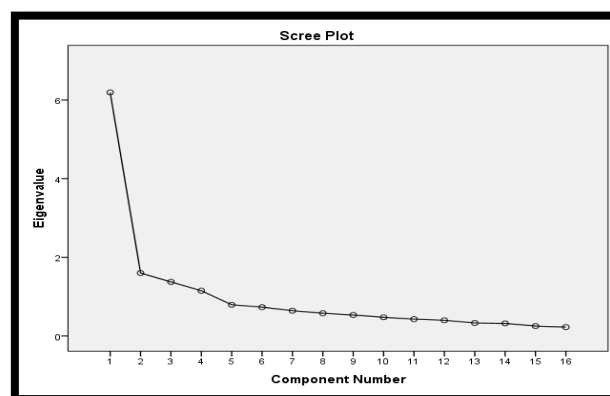
- **Determining the Number of Factors to Extract:**

Table No 8 Showing results of Varimax Rotation

Rotated Component Matrix				
	Components			
	1	2	3	4
EF1	.749			
EF2	.728			
EF6	.720			
EF8	.689			
EF5	.685			
SFF1		.739		
SFF2		.739		
SFF4		.696		
SFF3		.631		
QF7			.748	
QF3			.732	
QF4			.687	
QF6			.653	
SCF8				.767
SCF6				.644
SCF2				.638
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in seven iterations.				

(Source: Field survey)

Scree Plot



The Scree plot shows significance of two factors with Eigen values greater than one as seen in the above graph.

8. Structural Equation Modeling

A sample of 400 respondents was selected to provide adequate statistical precision and strengthen the reliability of the empirical analysis. Given the multidimensional nature of the proposed framework, Structural Equation Modelling (SEM) was employed to examine the relationships among the latent constructs. SEM is particularly appropriate for testing theoretically specified models involving multiple interrelated variables and for assessing the extent to which the proposed conceptual model is consistent with the observed data (Bentler, 1983; Byrne, 2001). It also enables simultaneous assessment of the measurement and structural components of the model, thereby providing a comprehensive basis for evaluating relationships among latent constructs (Hair et al., 1998).

- **Confirmatory Factor Analysis:**

Table No. 9 showing the endogenous and exogenous variables.

Observed, endogenous variables	Unobserved, exogenous variables
EF6	EF
EF5	e1
EF4	e2
EF2	e3
EF1	e4
SFF4	e5
SFF3	SFF
SFF2	e6
SFF1	e7
SCF8	e8
SCF6	e9
SCF2	SCF
QF3	e10
QF4	e11

(Source: Field survey)

- **Reliability and Validity Analysis:**

- a. **Reliability Test**

Table No. 10 Showing the Reliability Test

Particulars	Threshold Limit	Result
Economic Factors	0.70	0.828
Community Support for Future Tourism Development	0.70	0.765
Quality of life	0.70	0.790
Socio cultural Factors	0.70	0.721
Overall Cronbach's alpha	0.70	0.892

(Source: Field survey)

Table No. 11 Showing the Results of Reliability and validity.

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Economic Impact	.828	13.19	0.510
Socio Cultural Impact	.721	4.79	0.570
Community Support	.765	8.32	0.593
Quality of Life	.790	8.41	0.598

(Source: Field Survey)

Discussion:

The above table shows the result of measurement model it included the Cronbach's alpha, AVE, and CR of every of the factors are also displayed in above table. The value of Cronbach's alpha of this studied construct ranges from 0.721 to 0.828. That indicates values of Cronbach's alpha of all constructs are greater than 0.7 which represent a strong relationship and internal reliability and consistency of all constructs. Though, the AVE essentials to be greater than 0.5 to achieve convergent validity. The result of this study shows that the AVE is 0.510 to 0.598

Table No. 12 Showing the Results of Discriminant Validity

	AVE	EF	SFF	QF	SCF
EF	0.510	0.714			
SFF	0.570	.494**	0.702		
QF	0.593	.527**	.516**	0.705	
SCF	0.598	.497**	.445**	.536**	0.685

(Source: Field Survey)

Discussion:

Discriminant validity is the level to which every latent variable is discrete from other constructs in the proposed model of this study (Chin, 2010). The square root of the AVE for every construct must be bigger than all the associations among the construct, in addition to the other constructs in the model of this study (Chin, 2010; Hair et al., 2011). Table 5.16 shows the square root of the AVE for each construct alongside the diagonal and the correlations between the constructs, representing that the model presents satisfactory Discriminant validity.

Table No. 13 Showing the Latent Construct Correlations

	QF 7	QF 6	QF 4	QF 3	SC F8	SC F6	SC F2	SF F1	SF F2	SF F3	SF F4	EF 1	EF 2	EF 5	EF 6	EF 8
QF 7	1.000															
QF 6	0.501	1.000														
QF 4	0.507	0.310	1.000													
QF 3	0.626	0.437	0.529	1.000												

SC F8	0.3 88	0.1 87	0.1 86	0.3 11	1.00 0											
SC F6	0.4 37	0.2 42	0.2 88	0.3 38	0.36 4	1.0 00										
SC F2	0.5 19	0.2 85	0.3 99	0.4 91	0.47 0	0.5 67	1.0 00									
SF F1	0.2 93	0.3 08	0.3 74	0.2 96	0.09 9	0.3 86	0.2 85	1.0 00								
SF F2	0.3 59	0.1 42	0.2 74	0.3 57	0.24 2	0.4 17	0.4 50	0.5 58	1.0 00							
SF F3	0.2 78	0.2 57	0.3 43	0.3 02	- 0.02 0	0.2 46	0.2 93	0.3 72	0.3 71	1.0 00						
SF F4	0.4 16	0.2 80	0.3 46	0.3 24	0.13 3	0.4 48	0.3 79	0.4 58	0.5 00	0.4 56	1.0 00					
EF 1	0.2 84	0.3 85	0.2 28	0.4 50	0.38 3	0.2 79	0.3 63	0.1 96	0.2 13	0.2 43	0.2 72	1.0 00				
EF 2	0.2 15	0.2 75	0.2 58	0.2 75	0.24 9	0.2 55	0.3 91	0.3 55	0.3 45	0.3 19	0.2 61	0.5 47	1.0 00			
EF 5	0.3 59	0.3 89	0.2 17	0.3 88	0.41 5	0.3 02	0.4 16	0.4 07	0.2 98	0.1 91	0.3 35	0.5 53	0.4 73	1.0 00		
EF 6	0.2 97	0.3 70	0.2 86	0.3 37	0.32 6	0.1 68	0.3 99	0.2 14	0.3 07	0.3 12	0.2 69	0.5 36	0.5 10	0.5 02	1.0 00	
EF 8	0.2 75	0.4 07	0.2 12	0.4 64	0.21 7	0.1 42	0.2 75	0.3 62	0.3 70	0.3 88	0.1 97	0.4 34	0.4 71	0.4 82	0.4 26	1.0 00
Condition number = 27.629																
Eigen values																
1.599 1.373 1.149 .792 .730 .641 .577 .532 .472 .426 .397 .328 .318 .249 .224																

Source: SPSS AMOS

Discussion:

Correlation default model value should be less than the square of average value. And AVE value should be less than 0.50 then it can be concluded on construct validity is reliable and excellent for analysis.

• Assessment of Normality:

Table No. 14 showing the results of Normality Test

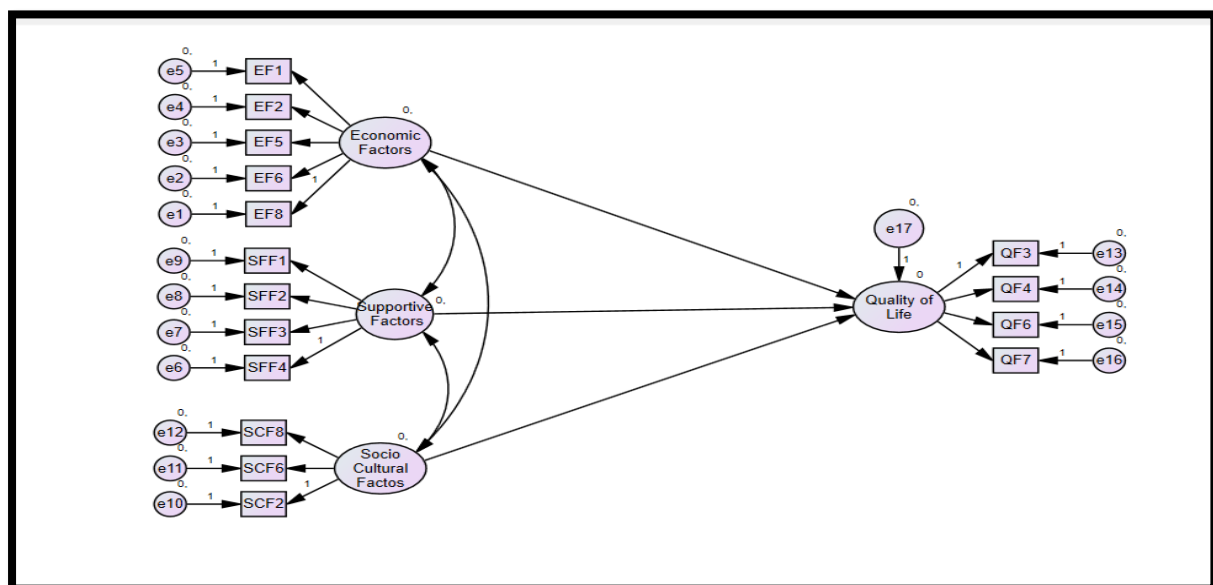
Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
QF7	1.000	5.000	.043	.351	-.760	-3.102
QF6	1.000	5.000	.043	.351	-.772	-3.153
QF4	1.000	5.000	-.202	-1.650	-.868	-3.544

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
QF3	1.000	5.000	-.114	-.932	-.542	-2.212
SCF2	1.000	5.000	.360	2.940	-.793	-3.237
SCF6	1.000	5.000	.137	1.115	-.704	-2.875
SCF8	1.000	5.000	-.182	-1.483	-.988	-4.035
SFF1	1.000	5.000	.243	1.988	-.398	-1.626
SFF2	1.000	5.000	-.045	-.371	-.615	-2.511
SFF3	1.000	5.000	-.155	-1.265	-1.046	-4.269
SFF4	1.000	5.000	-.139	-1.132	-.864	-3.528
EF1	1.000	5.000	.056	.456	-.424	-1.733
EF2	1.000	5.000	-.074	-.607	-.771	-3.148
EF4	1.000	5.000	.198	1.617	-.963	-3.933
EF5	1.000	5.000	.547	4.469	-.588	-2.401
EF6	1.000	5.000	-.215	-1.753	-1.011	-4.127
Multivariate					54.504	22.710

(Source: SPSS AMOS)

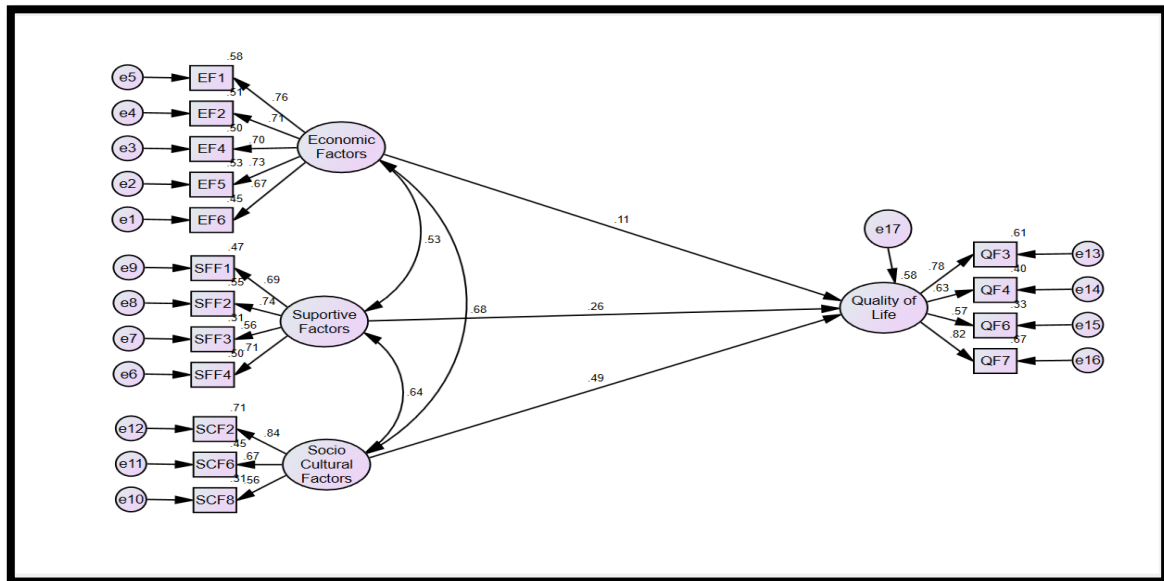
• **Conformity Factor Analysis Results:**

Figure No 2 showing AMOS output of the measurement model or CFA – Unstandardized



(Source: SPSS AMOS)

Figure No 3 Showing AMOS output of the measurement model or CFA - Standardized



(Source: SPSS AMOS)

- Analysis of Structural Model: Consolidated SEM Model-Fit Results**

Table No 15: Summary of Structural Equation Model Fit Indices

Fit Index	Default Model	Interpretation / Accepted Guideline	Assessment
CMIN (χ^2)	316.719	Lower values are desirable; significance is affected by sample size	Significant
DF	87	—	—
p-value	< .001	p > .05 is traditionally desirable, but χ^2 is sensitive to sample size	Expected sensitivity
CMIN/DF	3.640	< 5.00 acceptable; < 3.00 preferred	Acceptable
RMR	0.056	< 0.08 acceptable	Good
GFI	0.915	≥ 0.90	Good
AGFI	0.866	≥ 0.80 acceptable; ≥ 0.90 preferred	Acceptable
PGFI	0.585	Higher values indicate greater parsimony	Acceptable
NFI	0.889	≥ 0.90 generally preferred	Marginal/near acceptable
RFI	0.847	≥ 0.80 acceptable; ≥ 0.90 preferred	Acceptable
IFI	0.917	≥ 0.90	Good
TLI	0.884	≥ 0.90 generally preferred	Marginal/near acceptable
CFI	0.916	≥ 0.90	Good
RMSEA	0.081	≤ 0.08 desirable; ≤ 0.10 acceptable	Acceptable/close fit

RMSEA LO 90	0.072	—	—
RMSEA HI 90	0.091	—	—
PCLOSE	< .001	> .05 indicates close fit	Not close-fit
FMIN	0.794	Lower values desirable	—
F0	0.576	Lower values desirable	—
F0 LO 90	0.449	—	—
F0 HI 90	0.722	—	—
AIC	414.719	Lower value preferred when comparing competing models	—
BCC	419.080	Lower value preferred	—
BIC	610.301	Lower value preferred	—
CAIC	659.301	Lower value preferred	—
ECVI	1.039	Lower value preferred	—
ECVI LO 90	0.913	—	—
ECVI HI 90	1.185	—	—
MECVI	1.050	Lower value preferred	—
Hoelter .05	139	≥ 200 often considered desirable	Below preferred level
Hoelter .01	152	≥ 200 often considered desirable	Below preferred level

Source: Field Survey.

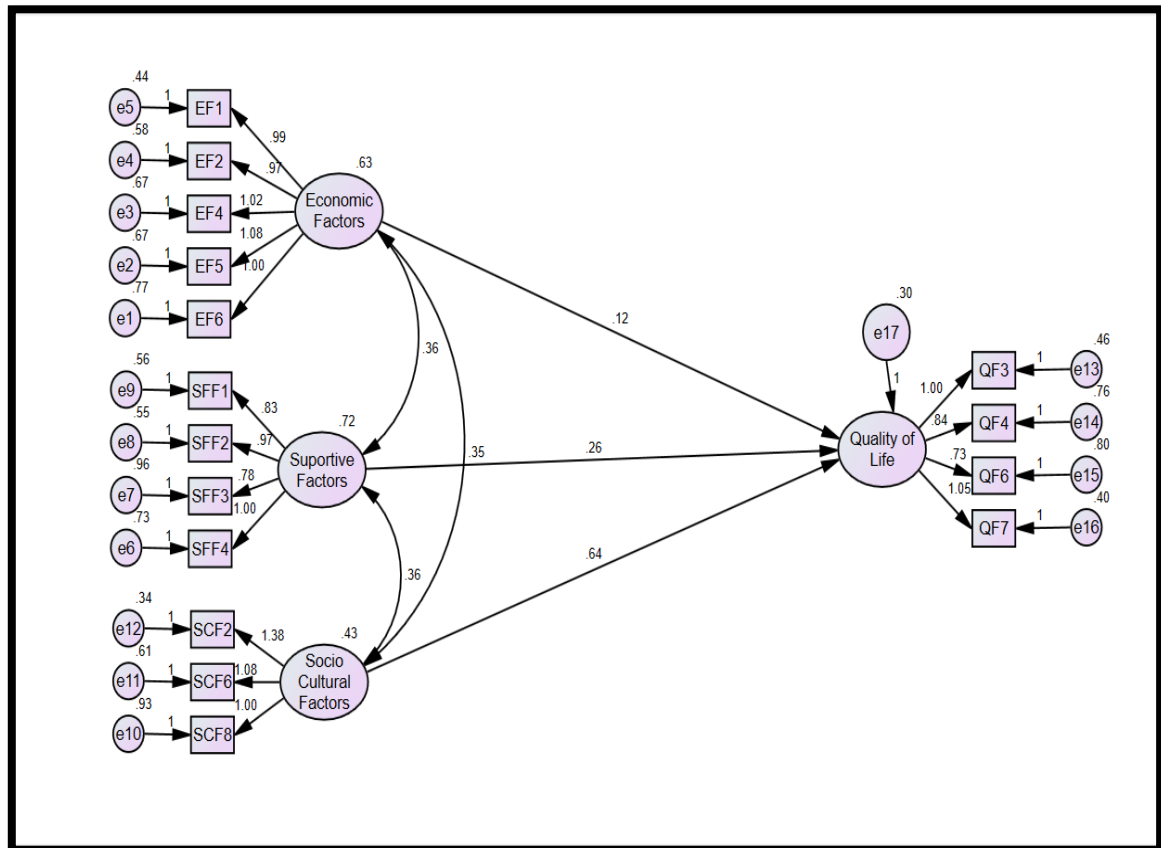
Discussion:

The SEM results indicate that the proposed model demonstrates an overall acceptable level of fit with the observed data. The CMIN/DF value of 3.640 falls within the commonly accepted range, while GFI (0.915), IFI (0.917), and CFI (0.916) exceed the 0.90 benchmark. The RMR of 0.056 also indicates an acceptable residual level. The RMSEA of 0.081 suggests an acceptable, although not close, approximation of the model to the population covariance structure, with a 90% confidence interval of 0.072–0.091. AGFI (0.866), NFI (0.889), RFI (0.847), and TLI (0.884) are somewhat below the conventional 0.90 threshold but remain within ranges that can be regarded as reasonably acceptable when considered alongside the other fit measures. The significant chi-square ($\chi^2 = 316.719$, $df = 87$, $p < .001$) should be interpreted cautiously because chi-square is sensitive to sample size. The AIC, BCC, BIC, CAIC, ECVI and MECVI values are primarily useful for comparing competing models; therefore, they should not be interpreted as absolute goodness-of-fit measures in isolation. Overall, the combination of fit indices provides reasonable empirical support for the proposed SEM model, although the model represents an acceptable rather than an exceptionally close fit.

The Measurement Model-CFA

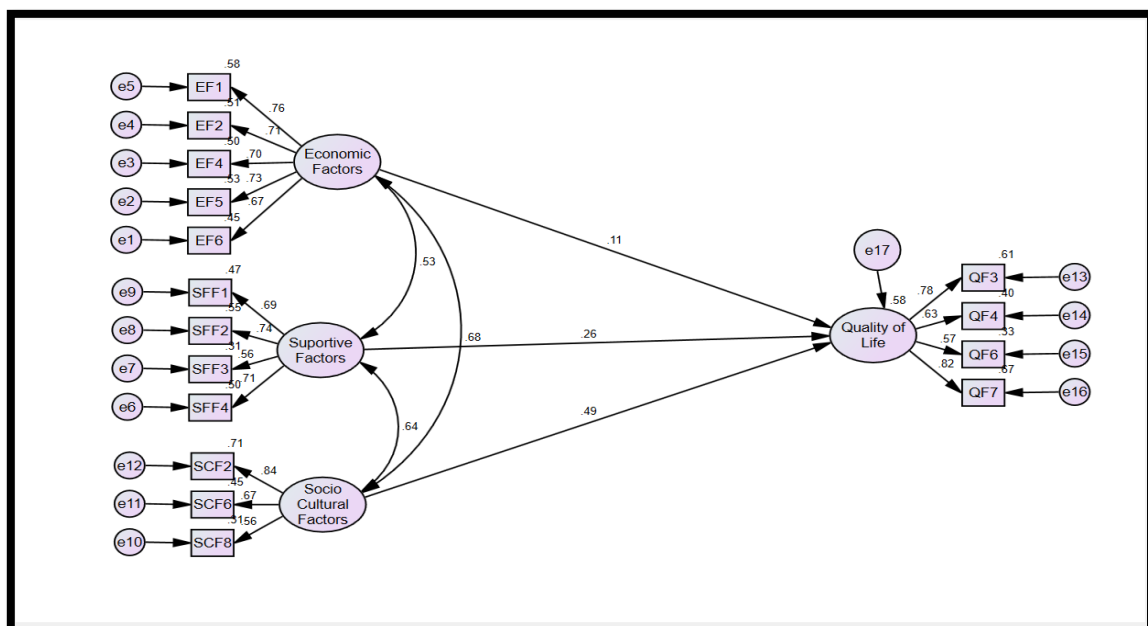
AMOS output of the measurement model or CFA is shown in the graphical form as given. The double headed arrow between two latent variables indicates their covariance relationship. The values can range from -1 to 1 and the value closer to 1 indicates that there is a higher level of covariance/correlation between the constructs. The single headed arrow from the latent variable to the indicator represents the factor loading i.e. the contribution of indicator to the latent variable. The value closer to 1 indicates that the contribution is higher.

Figure No. 4 AMOS Output of the measurement model or CFA – Unstandardized



(Source: SPSS AMOS)

Figure No. 5 AMOS output of the Measurement Model or CFA - Standardized



(Source: SPSS AMOS)

• **The Measurement Model-CFA Output**

The Output of AMOS is shown in the tabulated form as given below:

Table No. 16 Showing the AMOS output: Standardized Factor loading.

Constructs and their respective items	Standardized Factor Loadings
Economic Factors	
EF1--- Increases in jobs	.58
EF2--- Improvement in infrastructure	.51
EF4--- Create local entrepreneurship	.50
EF5--- Increases in income	.53
EF6--- Increases in price of land and property	.45
Community Support for Future Tourism Development	
SFF1--- Support of Government schemes	.47
SFF2--- Support Rural Tourism industry	.55
SFF3--- Support Rural tourism development	.51
SFF4--- Positive Local Governance	.50
Quality of life	
QF3--- Develop Public facilities	.61
QF4--- Change leisure pattern	.40
QF6--- No conflicts in religious belief	.33
QF7--- Enhance basic amenities	.67
Socio cultural Factors	
SCF2--- Cultural identity and community image	.71
SCF6--- Exploitation of local community	.45
SCF8--- Greater cooperation between the locals and tourists	.51

(Source: Field Survey)

Table No. 17 Showing AMOS CFA output: Unstandardized Regression Weights

Variables	Path	Constructs	Estimate	S.E.	C.R.	P
QL	<---	EF	.121	.093	1.302	.193
QL	<---	SFF	.237	.071	3.320	***
QL	<---	SCF	.595	.126	4.736	***
EF6	<---	EF	1.000			
EF5	<---	EF	1.043	.080	12.990	***
EF4	<---	EF	.955	.078	12.254	***
EF2	<---	EF	.937	.073	12.780	***

EF1	<---	EF	.951	.070	13.527	***
SFF4	<---	SFF	1.000			
SFF3	<---	SFF	.780	.077	10.135	***
SFF2	<---	SFF	.939	.074	12.631	***
SFF1	<---	SFF	.814	.067	12.076	***
SCF8	<---	SCF	1.000			
SCF6	<---	SCF	.987	.101	9.780	***
SCF2	<---	SCF	1.223	.105	11.659	***
QF3	<---	QL	1.000			
QF4	<---	QL	.843	.070	11.984	***
QF6	<---	QL	.724	.069	10.561	***
QF7	<---	QL	1.097	.071	15.533	***

(Source: Field Survey)

Discussion:

The table displays the Unstandardized estimate, its standard error (abbreviated S.E.), and the estimate divided by the standard error (abbreviated C.R. for Critical Ratio). The probability value associated with the null hypothesis that the test is zero is displayed under the P column. All the regression coefficients in this model are significantly different from zero beyond the .01 level except QL to EF. Through the analysis it's found that economic factors, supportive factors, and socio-cultural factors are impacting on the quality of life.

Table No. 18 showing AMOS CFA output: Covariance

Variables	Path	Constructs	Estimate	S.E.	C.R.	P	Label
Economic Factors	<-->	Supportive Factors	.343	.049	7.006	***	par_16
Socio-Cultural Factors	<-->	Economic Factors	.385	.050	7.741	***	par_17
Socio-Cultural Factors	<-->	Supportive Factors	.490	.062	7.946	***	par_18

(Source: SPSS AMOS)

Discussion: The above table shows the covariance' of selected variables analysis it is found that among the selected variables all variables show the significant relationship and p-value of all variables are less than 0.000. Hence, researchers have concluded that there is an insignificant relation.

Table No. 19 showing the AMOS CFA output: Correlations

Variables	Path	Constructs	Estimate
Economic Factors	<-->	Supportive_Factors	.596
Socio_Cultural_Factors	<-->	Economic Factors	.622

Variables	Path	Constructs	Estimate
Socio_Cultural_Factors	<-->	Supportive_Factors	.642

(Source: SPSS AMOS)

Discussion:

The above table shows the results of AMOS CFA output correlations. Through the analysis it's found that economic factors and supportive factors estimate 0.596. Socio Cultural factors and economic factors estimates indicated 0.622. Further socio-cultural factors and supportive factors estimate indicated 0.642.

Table No. 20 Showing AMOS CFA output: Variances

	Estimate	S.E.	C.R.	P
EF	.735	.094	7.852	***
SFF	.775	.100	7.712	***
SCF	.488	.080	6.094	***
e17	.301	.044	6.797	***
e1	.669	.059	11.289	***
e2	.723	.058	12.542	***
e3	.559	.052	10.653	***
e4	.574	.046	12.407	***
e5	.482	.040	12.108	***
e6	.687	.065	10.655	***
e7	.945	.075	12.610	***
e8	.584	.055	10.689	***
e9	.575	.050	11.510	***
e10	.869	.070	12.486	***
e11	.659	.055	11.969	***
e12	.347	.049	7.090	***
e13	.472	.047	10.146	***
e14	.751	.061	12.418	***
e15	.822	.063	12.962	***
e16	.388	.044	8.855	***

(Source: Field Survey)

Discussion:

The above table shows the variance result the economic factors critical value indicated the 7.852. And significance value 0.000. Further supportive factor indicated the critical value 7.712 with significant value 0.000. Socio cultural factors indicated 6.094 with significant value of 0.000.

- Hypothesis Testing:

Table No. 21 Showing Hypothesis Testing Results

Hypothesized relationship	Standardized Estimates	t-value	p-value	Decisions
EF > QL	0.121	1.302	0.193	Accepted
SCF>QL	0.237	3.320	0.000	Rejected
SFF>QL	0.595	4.736	0.000	Rejected
R-Square	59%			
Model fit				
CMIN/df= 3.640 (GFI)= .915, TLI=.884, RMSEA=0.081,				

(Source: SPSS AMOS)

Discussion:

A Structure equation model generated through AMOS was used to assess relationships. A good fitting model is accepted if the value of CMIN/df is <5, the goodness of fit (GFI) indices (Hair et al., 2010); the Tucker and Lewis (1973) index (TLI); the conformity fit Index (CFI) (Bentler, 1990) is > 0.90 (Hair et al., 2010). In addition, an adequate-fitting model was accepted if the AMOS computed value of the standardized root mean square residual (RMR) <0.05, and the root mean square error approximate (RMSEA) is between 0.05 and 0.08 (Hair et al., 2010). The fit indices for the model shows in table 1 fell within the acceptable range; CMIN/df=3.640 the goodness-of fit (GFI) =.915, TLI=.884, CFI=.916, and RMSEA=.081.

The squared multiple correlation was .591 for quality of life this shows that 59 % variance in quality of life is accounted by economic factors, Socio cultural factors and community supportive factors. The study assessed the impact of economic factors, Socio cultural factors and community supportive factors on quality life. The impact of economic factors on quality life of tourists was positive and insignificant ($b=0.121$, $t=1.302$, $P=0.193$) not supporting. H_0 the impact of socio-cultural factors on quality of life was positive and significant ($b=0.595$, $t=4.736$, $P=0.000$), the impact of community supportive factors on quality of life was positive and significant ($b=0.237$, $t=3.320$ $P=0.00$),

9. Managerial Implications and Conclusion

The findings have important implications for tourism managers, local authorities, community organisations and other stakeholders involved in rural tourism development. The study indicates that rural tourism planning should extend beyond the generation of economic benefits and incorporate community participation, socio-cultural sustainability and improvements in residents' quality of life. Since socio-cultural factors and community support demonstrate significant relationships with quality of life, tourism initiatives should be designed around the active involvement of local residents in planning, implementation and monitoring.

Tourism authorities should strengthen community participation by providing local residents with opportunities to contribute to decisions concerning tourism infrastructure, cultural activities, resource management and future tourism initiatives. Local governance institutions should establish participatory mechanisms through which community concerns and priorities can be incorporated into tourism planning. Greater community involvement can also strengthen local ownership and facilitate cooperation between residents and tourism stakeholders.

The findings further emphasise the need to integrate cultural heritage and local traditions into rural tourism development. Tourism managers should encourage respectful interaction between visitors and residents while protecting religious sites, archaeological resources, traditional practices and community identity. Particular attention should be given to preventing cultural exploitation and undesirable social consequences. Women and

other community members should also be provided with opportunities to participate in tourism-related enterprises and decision-making processes.

Tourism development should simultaneously contribute to local infrastructure and basic amenities. Investment in public facilities, sanitation, waste and sewage management, transportation and other essential services should be planned in ways that benefit both visitors and resident communities. Rural tourism enterprises can also be linked with local handicrafts, agricultural products, homestays, cultural activities and other community-based businesses so that tourism-related opportunities are retained within the local economy. Such initiatives can strengthen local entrepreneurship while promoting broader community participation.

The study also suggests the importance of continuous assessment of residents' perceptions of tourism outcomes. Tourism authorities should periodically evaluate economic, socio-cultural, environmental and quality-of-life consequences and use the findings to modify tourism strategies. Community-based monitoring can help identify emerging concerns and ensure that tourism development remains responsive to local needs. Environmental protection, preservation of natural resources and effective waste management should therefore remain integral components of destination management.

The present study examined rural tourism within the broader framework of inclusive community development and quality of life by considering economic factors, socio-cultural factors and community support for future tourism development. Based on responses from 400 respondents, the measurement model demonstrated satisfactory reliability and validity, while the structural model showed an acceptable overall fit with the observed data.

The structural results provide an important distinction among the three dimensions examined. Economic factors did not demonstrate a statistically significant direct effect on quality of life ($\beta = 0.121$, $p = 0.193$), whereas socio-cultural factors showed a statistically significant positive effect ($\beta = 0.237$, $p < .001$). Community support for future tourism development also demonstrated a statistically significant positive effect on quality of life ($\beta = 0.595$, $p < .001$).

The findings therefore indicate that the contribution of rural tourism to community development cannot be understood exclusively in terms of economic outcomes. Socio-cultural integration and community support emerge as important dimensions associated with residents' quality of life. The results highlight the relevance of cultural identity, community interaction, participatory governance and local involvement in shaping tourism-related quality-of-life outcomes. The structural model provides empirical support for examining rural tourism as a multidimensional community-development phenomenon rather than merely as an economic activity.

Overall, the study indicates that sustainable rural tourism development requires an integrated approach that combines economic opportunities with socio-cultural preservation, community participation, effective local governance, infrastructure development and environmental responsibility. A community-centred approach can provide a broader foundation for ensuring that rural tourism contributes to improvements in residents' quality of life while preserving the cultural and environmental resources on which rural destinations depend.

10. Limitations and future research scope

The study is subject to certain limitations. First, the study is based on a cross-sectional survey of 400 respondents; therefore, the findings represent perceptions at a particular point in time and cannot fully capture changes in rural tourism impacts over time. Second, the study relies primarily on respondents' perceptions and self-reported responses, which may be influenced by individual experiences and subjective assessments. Third, the study focuses on selected dimensions—economic factors, socio-cultural factors, community support and quality of life—and therefore may not capture all dimensions of rural tourism development, particularly detailed environmental, institutional and destination-management aspects.

Future research can address these limitations through longitudinal studies that examine how the impacts of rural tourism evolve over time. Comparative studies across different rural tourism destinations, districts and regions could provide broader evidence on variations in community experiences. Future researchers may also incorporate

additional dimensions such as environmental sustainability, governance quality, digital tourism adoption, gender inclusion, livelihood diversification and residents' participation in tourism decision-making. Mixed-method and qualitative approaches could further complement the quantitative SEM framework by providing deeper insights into community experiences and the mechanisms through which rural tourism influences quality of life.

11. References

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