

UNLOCKING COMMUNITY INVOLVEMENT IN TOURISM: HOW SOCIO-ECONOMIC BENEFITS AND ETHICAL TOURIST BEHAVIOUR DRIVE SATISFACTION AND POSITIVE WORD-OF-MOUTH

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Abstract

This research aims to examine how residents' perceived socio-economic benefits influence community satisfaction, which in turn is expected to predict community involvement and positive word of mouth (WOM) about tourism. Drawing on Social Exchange Theory, this study also investigates tourist ethical behavior as a moderating factor. To empirically test the proposed model, a survey was conducted, and data were collected from 341 residents of Gilgit-Baltistan, the most visited tourist destination in Pakistan. The findings suggest that perceived socio-economic benefits positively impact community satisfaction, which subsequently leads to increased community involvement and positive WOM about tourism. Furthermore, tourist ethical behavior was also found to influence residents' involvement and WOM intentions. Present research provides the completely understanding of the pivotal role community satisfaction plays in fostering community engagement and the promotion of tourist destinations. It underscores the importance of place-based and resident-informed policymaking for sustainable tourism development.

Keywords: *socio-economic benefits; community involvement; word-of mouth; community satisfaction; tourist ethical behavior*

1.0 Contextual Foundation Problem Statement and Research Gaps

Tourism, a global phenomenon with deep roots in human history has evolved into a multifaceted industry that shapes economies, cultures, and landscapes. At its core, tourism involves the movement of individuals known as tourists to destinations out of their normal environment for purposes such as business, leisure, education, or other activities (Camilleri

and Camilleri 2018). The history of tourism reflects the evolving motivations behind human travel, ranging from ancient pilgrimages to modern-day explorations. By the report of UNWTO, the coming of global tourists in 2019 reached round about 1.4 billion, which explain the reputation of tourism as a worldwide change force (UNWTO 2020).

Tourism is a major driver of economic development and contributes significantly to the GDP of many countries (Pedak 2018). The tourism industry generates income through various channels, including accommodation, transportation, food and beverage services, and entertainment. This financial arrival is capable of eliminating poverty, foster entrepreneurship, and stimulate infrastructure development (Pjanić and Mitrašević 2020). In the context of modern world, tourism is the consider as a big entertaining industry in the world. The coming of global tourists in 2019 reached round about 1.4 billion (UNWTO 2020). This global mobility not only fuels economic growth but also promotes cultural exchange and cross-border understanding. Nevertheless, widespread tourism brings about problems related to environmental decline, cultural fragmentation, and sustainable tourism development (Jamal and Higham 2021).

In Pakistan, there is enormous value for tourism economics and culture exchange because of its unique ecological and geographical fascination, cultural breadth and richness, and historical value (Arshad, Iqbal et al. 2018). Tourist attractions span a wide spectrum, from the Hmalayan (Baloch and Rehman 2015) and Karakoram (Baloch and Rehman 2015) to the ancient archaeological site of Mohenjo-Daro (Tasneem, Khawar et al. 2022)

However, the tourism sector of Pakistan has faced deterrence, whether they were safety, infrastructure, or marketing (Baloch and Rehman 2015). The COVID-19 pandemic (2019) changed the outlook of global travel (Lala, Farukh et al. 2020). Travel restrictions, lockdowns, and COVID health concerns halted international tourism entirely, and when industry activity resumed, the effects were immense including decrease in tourist numbers, hospitality closure, and interruptions to entire tourism supply chains, both locally and internationally (Sun, Sarfraz et al. 2022). The pandemic revealed the weaknesses of tourism from external shocks and underscored the necessity of recovery strategies (Lala, Farukh et al. 2020).

Pakistan's local tourism has experienced challenges and opportunities as a consequence of the COVID pandemic. The deceleration of tourism started in the early pandemic due to health and safety considerations, but tourism destinations have begun to recover as they instructions cope with new challenges (Akhtar, Khan et al. 2021). Pakistani government established tourism department and those departments has taken steps to promote internal tourism, improve tourism infrastructure, and address perceptions regarding security to revive and sustain the tourism sector (Ali, Ahmed et al. 2021). The future of tourism in Pakistan continues to be uncertain as the world steadily recovers from pandemic-related closures, but it is evident that it rests upon adaptive strategies, sustainable practices, and effective marketing. Managing post-pandemic tourism involves a collaborative effort among government, community, and private-sector stakeholders, who must work together to create a resilient tourism sector (Sun, Sarfraz et al. 2022).

Tourism sector contributes its part as an vital part as a driver of regionally focused socio-economic development. Over the past decades, tourism research in the normative fields of economics, sociology, and marketing has increased tremendously. Within the tourism literature, the socio-economic benefits perceived by local stakeholders have begun to attract scholarly attention, as they are shown to influence stakeholder engagement with tourism. An important feature of community response to tourism is community participation in tourism

(Ndivo and Cantoni 2016). CIT can manifest in diverse forms, including participation in cultural events, engagement in cultural exchange, and contributions to tourism enterprises. Prior research highlights the importance of CIT as a crucial decision of eco-friendly tourism development and as a contributor to residents' quality of life (Simpson 2001, Shani and Pizam 2011, Safari, Gowelee et al. 2015, Chami 2018).

In parallel, positive word-of-mouth (WOM) has emerged as a crucial indicator of the success and long-term sustainability of tourism destinations. Good experiences of tourists and positive remarks not only enhance the value and image of destination, but they also influence on intentions of other peoples about tourism, when others hear this positive word of mouth, they too start planning to visit those tourist spots (Lai, Hitchcock et al. 2018). By positive word of mouth is meant that these are those words which in one way give recommendations for doing something, and those are the words which people share with people from their good experiences so that others' thoughts also become positive for doing that work. In tourism, positive word of mouth can be said that people narrate their tourism to others and the listeners, after listening, create an image of that place in their mind (Wibowo and Roostika 2019). All those factors which create positive word of mouth, those all factors are excellent for tourism managers, tour guides, marketers, destination organizers because these factors further strengthen the image of destinations and spread information about those destinations everywhere and make it further competitive. The present study is on the examination of all those factors which prove better for both Community Involvement and Positive Word of Mouth and will have an effect on them. This study used Perceived Socio-Economic Benefits as a independent variable and choose from the tourism activities. PSEB is meant those factors which are beneficial for the economy related to tourism and for the surrounding society, and these tell how employment can be increased and how opportunities of income can be provided and how the culture of that place can be enriched (Perić 2018).

The purpose of this study is to research those factors which have an effect on PSEB, CIT, and PWOM, and to research all the benefits from which tourists, and all those people who can take advantage from tourism, to research benefits for them. This study has introduced perceived community satisfaction as a mediator, that for this the study will clarify all those mechanisms which affect PSEB, CIT, and PWOM. PCS refers to the satisfaction level of the tourist community, that due to which factors the tourist became satisfied. This is extremely positive for tourism involvement because when the tourists tells another person about their satisfaction regarding that place, then the listeners will create a good image (Du, Jiang et al. 2023). Thus, PCS has been taken as such a concept in the mediating role that will explain the process which converts PSEB into behavioral outcomes such as community involvement and PWOM. Furthermore, this study has taken Tourist Ethical Behaviour as a moderator which will strengthen the relationship of PSEB and PCS. And it plays a major role for the formation of tourists' impressions (Barnett and Vaicys 2000).

This study seeks to contribute to the body of tourism research by examining the relationships among PSEB, CIT, PWOM, PCS, and TEB. Ultimately, the goal is to articulate the dynamics that communities can leverage to enhance stakeholder destination management practices, improve community quality of life, and promote the sustainable development of tourism destinations. A critical issue in tourism studies arises from the lack of depth and detail regarding the nuanced factors that influence Perceived Socio-Economic Benefits (PSEB) in local communities. Although there is some recognition of the importance of understanding PSEB as a phenomenon, limited rigor and clarity exist concerning the specific factors that shape both Community Involvement in Tourism (CIT) and Positive Word-of-Mouth

(PWOM) (Shirazi and Som 2010). More specifically, little is known about the independent and interactive influences of different types of CIT, as well as the factors that may lead tourists to share PWOM (Blasco López, Virto et al. 2020). Furthermore, a research gap exists in understanding the mediating role of Perceived Community Satisfaction (PCS) and the specific processes through which it influences the relationship between PSEB, CIT, and PWOM. Tourist Ethical Behaviour (TEB) is also an understudied area, particularly with regard to whether it moderates the link between “perceived benefits” and satisfaction of community. In addition, there is limited understanding of the mechanisms of PCS and how these operate in shaping the links between PSEB, CIT, and PWOM.

1.1 Research Questions

RQ1. Is there a relationship between Perceived Socio-Economic Benefits (PSEB) and Community Involvement in Tourism (CIT)?

RQ2. Is there a relationship between Perceived Socio-Economic Benefits (PSEB) and Positive Word-of-Mouth (PWOM) for tourism?

RQ3. Is there a relationship between Perceived Socio-Economic Benefits (PSEB) and Perceived Community Satisfaction (PCS)?

RQ4. Is there a relationship between Perceived Community Satisfaction (PCS) and Community Involvement in Tourism (CIT)?

RQ5. Is there a relationship between Perceived Community Satisfaction (PCS) and Positive Word-of-Mouth (PWOM) for tourism?

RQ6. How does Perceived Community Satisfaction (PCS) mediate the relationship between Perceived Socio-Economic Benefits (PSEB) and Community Involvement in Tourism (CIT)?

RQ7. How does Perceived Community Satisfaction (PCS) mediate the relationship between Perceived Socio-Economic Benefits (PSEB) and Positive Word-of-Mouth (PWOM) for tourism?

RQ8. How does Tourist Ethical Behavior (TEB) moderate the relationship between Perceived Socio-Economic Benefits (PSEB) and Perceived Community Satisfaction (PCS)?

2.0 Theory and Hypotheses Development

2.1 Community Involvement in Tourism

Community Involvement in Tourism (CIT) is a pivotal construct within the tourism literature, representing the active involvement of local societies in several activities that related to tourism. Scholars have extensively examined the significance of CIT in fostering sustainable tourism development and enhancing community well-being. Studies such as those by Ndivo and Cantoni (2016); Goodwin (2002); Fallon and Kriwoken (2003); Li and Hunter (2015), emphasize the positive impacts of community involvement, highlighting its potential to strengthen social bonds, preserve cultural heritage, and contribute to the entire success of tourism destinations. According to Fong and Lo (2015), CIT clarifies the whole process from cooperation of tourism authorities to cultural events, in addition, it further clarifies the diversities of the community. Global discourse, along with community involvement, emphasizes the point of balancing the protection of local traditions and cultures so that the benefits of tourism may be properly distributed and play their role for sustainable development. In view of Pakistan’s full culture and natural resources, there is a huge possibility for the contribution of several societies in tourism sector. Though, some experimental investigations have exposed the nature of the CIT in the Pakistani context (Khalid, Ahmad et al. 2019).

2.2 Positive Word-of-Mouth for Tourism

Positive word of mouth represents such a mechanism that gives shape to all tourists' positive impressions and is helpful in selecting the tourist spot or destination. PWOM plays a major role for tourism marketing, because when people will hear good experiences about tourist spots then automatically there will be marketing of that place. The present study explains how through PWOM the destination manager can increase the value of the destination, can enhance the reputation, and in what way it promotes sustainable visitation Wibowo and Roostika (2019). Wu (2017) and others research indicates the multi-dimensional nature of PWOM, noting which it is can be created through quality of tourist services, cultural genuineness, and entire experimental destination's value. In addition to its important role in the marketing of the destination, the PWOM also contributes to the pride of strengthening the identity of the community and the team spirit in the tourism development. Pakistan's tourism culture is so rich that here there is diversity in landscapes, hospitable people, and ancient mausoleums and natural heritage. All these helps in increasing PWOM, and PWOM plays a major role in increasing tourism. However, despite all these things, investigations on tourism in Pakistan are still few, there is much gap in the Pakistani tourism industry, that is why scholars nowadays are giving much attention on this topic that how through positive word of mouth tourism can be increased.

2.3 Role of Tourism in Pakistan

Pakistan's tourism sector is a unique sector and a powerful sector which nowadays is playing a role in increasing Pakistan's GDP, and it is also protecting the country's economy, culture, and heritage. Pakistan's archaeological sites and mountain ranges and diverse landscapes and ancient cultures, architecture give it a value all over the world and become the reason for the arrival of international tourists. Khalil, Kakar et al. (2007), tourism serves as a provocative for the economy development, transportation, hospitality, and revenue through local business via promotion in tourism. Tourism not only increases the country's economy but also provides employment opportunities for the societies around the tourist spot (Ullah, Naveed et al. 2021). Due to the day-by-day increase in tourism, Pakistan's GDP is also increasing, and Pakistan, because of its beautiful places, heritage, culture, hospitality, natural resources, and having every type of climate, is attracting tourists from all over the world.

2.4 Perceived Socio-Economic Benefits and Community Involvement in Tourism

The social-economic benefits of tourism (PSEB) refer to positive economic and social consequences of social results, which are commonly linked to the local community-tourist and tourist products or services. In these benefits, all those factors can be included through which employment increases, income increases, and all those products and services related to tourism are provided (Gursoy and Rutherford 2004). The tourism sector is seen as such a sector which has a good effect on the country's economy and communities. Through PSEB, local people can take maximum benefit because of the arrival of tourists, income can be increased (Andereck, Valentine et al. 2005). For example, the engagement of tourists in activities from small shopping to cultural events can have social impacts, which contribute to the concept of the community about socio-economic benefits.

The present study states that because of PSEB there is a positive effect on CIT, similarly some earlier research has also shed light on this point that PSEB in reality has a positive effect on CIT (Choi and Sirakaya 2006). When communities realize that through PSEB they can take full benefit, then they take full part in all those activities which are for the protection of culture and tourism and they collaborate the business for increase economy. Gursoy and Rutherford (2004), concluded that the positive effects of PSEB have an influence on

community involvement and reinforces the concept that the economic benefits taken as the main stimulus of community involvement in tourism measures. According to one research of Choi and Sirakaya (2006) the result came out that there is a positive relationship between PSEB and CIT. They highlight the interaction between economic concepts and community participation in tourism. After prior reconsideration, this study has developed a hypothesis:

H1: Perceived Socio-Economic Benefits have a positive impact on Community Involvement in Tourism.

2.5 Perceived Socio-Economic Benefits and Positive WOM for Tourism

From the perspective of tourism, PSEB refers to that the assessment of social outcomes and positive economics are attributed to the presence and activities of tourists (Liu, Vogt et al. 2012). All these impacts can be seen in this way that these factors provide opportunities of employment, increase the chances of rise in income, and take the socio-economic conditions further toward improvement for local societies, which becomes the reason for increase in the entire tourism (Paris 2002).

Tourism not only contributes to local communities but its scope is also in contribution to socio-culture, and it plays its important role. PSEB gives importance to all those activities and promotes them which are for the welfare of local communities (Aliyeva, Chen et al. 2019). Together with the local community, the tourist's experiences and interactions contribute to the development of socio-economics and promote positive words which support positive word of mouth (Wang, Tran et al. 2017).

Literature shows that PSEB has a positive impact on PWOM and when the tourist realizes that from socio-economic benefits he can gain much advantage, then he promotes that place and recommends that place to other people (Jalilvand 2017). PSEB can be defined in this way that when tourists get benefits at the destination, then these experiences come out of their mouth as positive words. According to Litvin, Goldsmith et al. (2008) and Kamruzzaman (2020) PWOM often happens when a tourist returns with a good experience from the destination and tells people about it; similarly, PSEB is a specific factor or you may say a component which plays a major role in the creation of these experiences.

When tourists perceive that their visits generate meaningful benefits for host communities, their likelihood of sharing favorable recommendations increases significantly. Moreover, they highlight the ripple effect of PSEB on PWOM: the positive experiences and perceived benefits create a domino effect, shaping tourists' narratives and recommendations, which ultimately support destination marketing and attract more visitors.

According to preceding discussion, the following hypothesis is proposed:

H2: Perceived Socio-Economic Benefits have a positive impact on Positive Word-of-Mouth for Tourism.

2.6 Mediating Role of Perceived Community Satisfaction

Perceived Community Satisfaction (PCS) refers to the subjective assessment and evaluation by individuals particularly residents or community members of their overall contentment, fulfilment, and well-being derived from the socio-economic and cultural impacts of various activities, including but not limited to tourism, within their local community (Kanwal, Rasheed et al. 2020). PCS reflects residents' perceptions of the positive outcomes and benefits arising from community-related initiatives, focusing on the extent to which these experiences contribute to their overall satisfaction with the community's socio-economic and cultural environment (Matarrita-Cascante 2010). As a mediator, PCS goes beyond simple correlations; it incorporates the emotional, social, and economic aspects of the community experience, as highlighted by Gursoy and Rutherford (2004). PCS is a psychological

construct that embodies the total satisfaction and well-being of community members, thereby offering an understanding of tourism's impacts. It plays a tremendous role which converts the positive effects and experiences of tourists into people's involvement, and by creating a positive image about the tourist place and promoting participation, it plays the role of a change. the PCS acts as an important mediator, which helps to explain how the benefits of tourism are integrated into the community process and how it affects the positive promotion of the destination.

In this study, PCS is working as a mediator which creates the mediating relation between PSEB and CIT. Hannscoff (2016) in one of his research said that when local societies benefit from socio-economics then their satisfaction level increases. And because of this satisfaction, more people also participate in these activities. Gursoy and Jurowski (2002) in their research suggested that immigrants experience changes in the community; similarly they understand the social benefits from tourism. PCS plays a role in converting these benefits into more and more participation in the community. The benefits reflect the holistic impact tourism has on individuals and the well-being of the community.

According to Litvin, Goldsmith et al. (2008), in addition to economic benefits, when community members express satisfaction through their narratives, it provides an emotionally grounded understanding, as individuals translate economic benefits into positive stories. The relationship between Perceived Community Satisfaction (PCS) and Community Involvement in Tourism is characterized by a dynamic interplay of positive experiences and communal engagement. As residents perceive higher levels of satisfaction with the socio-economic and cultural impacts of tourism and related activities within their community, they become more inclined to actively participate in various tourism initiatives.

Based on the above literature, the following hypotheses have been developed:

H3: *Perceived Socio-Economic Benefits have a positive impact on Perceived Community Satisfaction.*

H4: *Perceived Community Satisfaction has a positive impact on Community Involvement in Tourism.*

H5: *Perceived Community Satisfaction has a positive impact on Positive WOM for Tourism.*

H6: *Perceived Community Satisfaction positively mediates the relationship between Perceived Socio-Economic Benefits and Community Involvement in Tourism.*

H7: *Perceived Community Satisfaction positively mediates the relationship between Perceived Socio-Economic Benefits and Positive WOM for Tourism.*

2.7 Moderating Role of Tourist Ethical Behavior

Tourist Ethical Behaviour encompasses a broad set of moral considerations and responsible actions exhibited by tourists during their interactions with the destination environment, local communities, and cultural resources. This multi-dimensional construction includes right decision-making, minimize the dangerous outcome of the destination's social, engagement with local customs, and environmental and cultural fabric (Hoxter and Lester 1988).

In this study, TED plays the role of strengthening the relation between PSEB and PCS. The moral behavior among tourists acts as a change force, which is capable of increasing the positive socio-economic benefits of the local societies, thus increasing the entire satisfaction of the local community. Fan, Wu et al. (2020) underscore importance of moral behavior in tourism, noting that tourists who prefer moral reservations significantly reinforce the overall experience of the destination (Alsiehemly 2023). the moral attitude of the overall tourists exclusively shapes how the socio-economic advantages of the society affect the entire satisfaction of the local community (Jacobs Ast 1993).

In addition, the moderate role of TEB in the link between PSEB and PCS is in accordance with Gössling, Scott et al. (2020), which stated that moral reservations can change the effects of tourism industry. Whenever global or local tourists involved in moral behaviour, they serve as catalysts that beneficial perceptions of community, eventually establishment satisfaction of the local community.

Moreover, according to (Weaver 2007) it reduces the impact of the damage that falls on the environment and local culture and cooperates in tourists' behavior. Sustainable tourists involved in exertion that enhance the cultural defense and environmental defense, thus maximizing the positive socio-economic benefits of the local community. Supporting this perspective, Gössling, Peeters et al. (2012), elaborate on how responsible tourist behaviour, grounded in ethical considerations, can lead to positive socio-cultural and environmental outcomes. This reinforces the link between Tourist Ethical Behaviour, Perceived Socio-Economic Benefits, and ultimately, Perceived Community Satisfaction.

In summary, the moderating impact of Tourist Ethical Behaviour on the relationship between PSEB and PCS demonstrates the transformative role of ethical considerations in strengthening the influence of socio-economic benefits on the community. This dynamic interaction fosters a more positive, sustainable, and mutually beneficial destination experience. Based on the preceding literature, the following hypothesis is proposed:

H8: Tourist Ethical Behavior positively moderates the relationship between Perceived Socio-Economic Benefits and Perceived Community Satisfaction.

2.8 Conceptual Model with underpinning (Social Exchange Theory (SET))

Social Exchange Theory (SET), invented by Blau (1964), contribute perception into the association within the conceptual model. SET posits that social interactions are guided by the anticipation of reciprocal benefits. Hospitality sector, intended socio-economic benefits (PSEB) represent key resources that affect community involvement and positives. Within this framework, communities engage in tourism with the expectation of socio-economic gains, while tourists reciprocate by sharing positive recommendations when they perceive significant benefits.

SET also aligns with Perceived Community Satisfaction (PCS) as a mediator, emphasizing satisfaction's role in facilitating social exchange. PCS serves as the mechanism through which PSEB influences both community involvement and positive word-of-mouth. Although SET does not explicitly account for moderators, its principles can be extended to explain the moderating role of Tourist Ethical Behavior (TEB). In essence, SET provides a robust theoretical foundation, highlighting reciprocity and mutual benefit as pivotal drivers in tourism interactions.

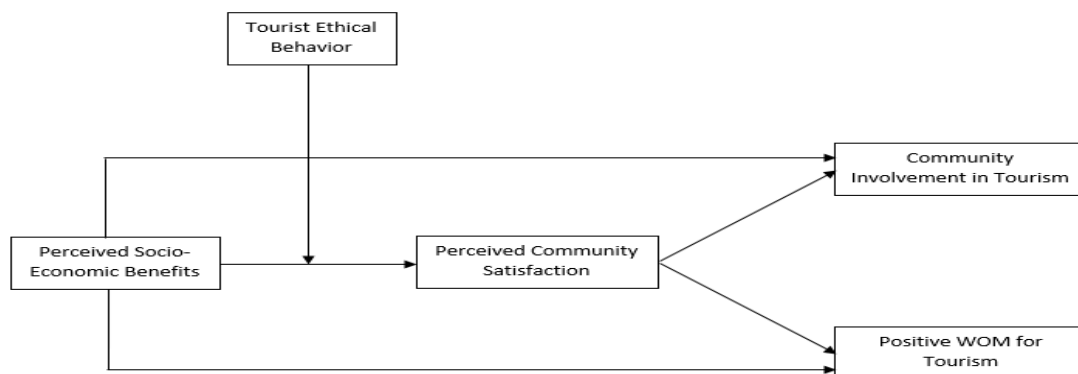


Figure: 2.1 *Conceptual Frameworks*

3.0 Methodology

This study adopted an explanatory research purpose to examine the relationships between Perceived Socio-Economic Benefits (PSB), Perceived Community Satisfaction (PCS), and Community Involvement in Tourism (CIT), Tourist Ethical Behavior (TEB), and Positive Word-of-Mouth in Tourism (PWOMT) within the hotel industry of Pakistan. A correlational research design has been used for present study. The target population was the residents of most popular tourist destination of Pakistan. To determine the sample size, the researcher followed the rule of thumb suggested by Hair Jr, Sarstedt et al. (2014) which recommends multiplying the total number of questionnaire items by 10. Based on this guideline, the acceptable sample size was calculated as 360. For data analysis and to assess completeness and accuracy, SmartPLS 3 and SPSS v26 software were used. SPSS was employed for descriptive analysis, while SmartPLS 3 was used to evaluate the relationships among constructs and to assess the structural model.

3.1 Measures

In this study researcher adapted validated scales from previous studies and operationalized on five-point Likert scale. An eight-item scale for measuring perceived socio-economic benefits was adapted from (Gursoy and Rutherford 2004). An eleven-item scale for measuring community involvement was adapted from (Rasoolimanesh, Jaafar et al. 2018). Positive word-of-mouth has 4 items and adapted from (Abubakar and Mavondo 2014). A five-item scale for measuring tourist ethical behaviour was adopted from (Majeed, Zhou et al. 2020). Community satisfaction has been used 8 items and was adapted from (Allen, Long et al. 1991).

4.0 Data Analysis and Results

Questionnaires distributed to according to sample size to 360 tourist and hotel staff and only 341 were received in accurate form. According to this the ratio of respondents was 94.7%. In this study 75.5% were male respondents while remaining respondents were female. Most of respondent's age was above 35 years. Table no. 4.1 below shows the results of age, and gender.

Table: 4.1 *Demographics*

Demographic	Category	No.	Percentage
Gender	Male	257	75.5%
	Female	84	24.5%
Age Groups	20-25	78	22.9%
	26-30	51	14.9%
	31-35	93	27.3%
	Above 30	119	34.9%

4.2 Measurement Model

4.2.1 Construct Reliability and Convergent Validity

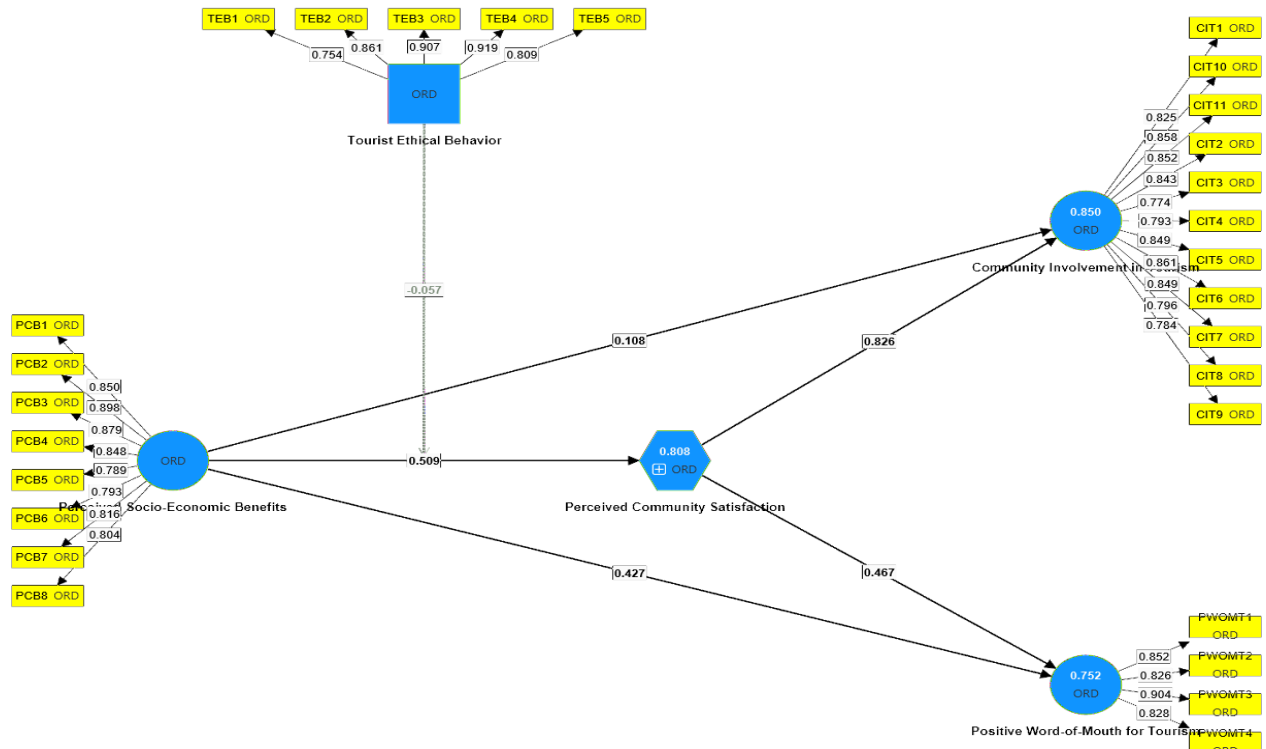
A factor (or outer loading) indicates the degree to that single item in the matrix of correlation is engaged with a special main component (Pett, Lackey et al. 2003). In this study, no item had a loading less than the acceptable loading score of 0.50 (Hult, Hair Jr et al. 2018). Therefore, no items were dropped because of low factor loadings. The values of *Cronbach's Alpha (CA)* were ranged from 0.875 to 0.953, whereas the values of *Composite Reliability*

(CR) were from 0.914 to 0.959. The CA and CR values were both greater than the acceptable value of 0.70 (Hair, Ringle et al. 2011), Indicating the items had strong levels of internal consistency and reliability. Furthermore, the *Average Variance Extracted (AVE)* was ≥ 0.50 for all constructs, thus establishing the requirement for convergent validity as stipulated by (Fornell and Larcker 1981). The factor loadings and results for *convergent validity* can be seen in Table 4.2.

Table: 4.2 Construct Reliability and Convergent Validity

Construct	Items	Loadings	CA	CR	AVE
Community Involvement in Tourism	CIIT1	0.825	0.953	0.959	0.683
	CIIT2	0.858			
	CIIT3	0.852			
	CIIT4	0.843			
	CIIT5	0.774			
	CIIT6	0.793			
	CIIT7	0.849			
	CIIT8	0.861			
	CIIT9	0.849			
	CIIT10	0.796			
	CIIT11	0.784			
Perceived Community Satisfaction	CS1	0.824	0.939	0.950	0.703
	CS2	0.852			
	CS3	0.877			
	CS4	0.774			
	CS5	0.842			
	CS6	0.814			
	CS7	0.873			
	CS8	0.848			
Perceived Socio-Economic Benefits	PCEB1	0.850	0.938	0.949	0.698
	PCEB2	0.898			
	PCEB3	0.879			
	PCEB4	0.848			
	PCEB5	0.789			
	PCEB6	0.793			
	PCEB7	0.816			
	PCEB8	0.804			
Positive Word-of-Mouth for Tourism	PWOMT1	0.852	0.875	0.914	0.728
	PWOMT2	0.826			
	PWOMT3	0.904			
	PWOMT4	0.828			
Tourist's Ethical Behavior	TEB1	0.754	0.904	0.929	0.726
	TEB2	0.861			
	TEB3	0.907			
	TEB4	0.919			
	TEB5	0.809			

Figure 4.1 Factor Loading



4.2.3 Divergent Validity (Fornell and Larcker Criterion)

Divergent (discriminant) validity is deemed successful based on the evaluation criteria designed by *Fornell and Larcker (1981)*, if the relationships of that construct with other variable are less than the $\sqrt{\text{AVE}}$ of the *Average Variance Extracted (AVE)*. In this study, the square root of the AVE for all constructs was greater than its associations with other variables. Thus the results reported in Table 4.3 provided strong empirical evidence for the establishment of divergent validity.

Table: 4.3 Divergent Validity

	CIT	PCS	PCB	PWOMT	TEB
Community Involvement in Tourism	0.926				
Perceived Community Satisfaction	0.921	0.898			
Perceived Socio-Economic Benefits	0.834	0.879	0.905		
Positive Word-of-Mouth for Tourism	0.792	0.843	0.838	0.913	
Tourist Ethical Behaviour	0.815	0.864	0.896	0.896	0.852

4.3 Structural Model

4.3.1 Structural Model Results

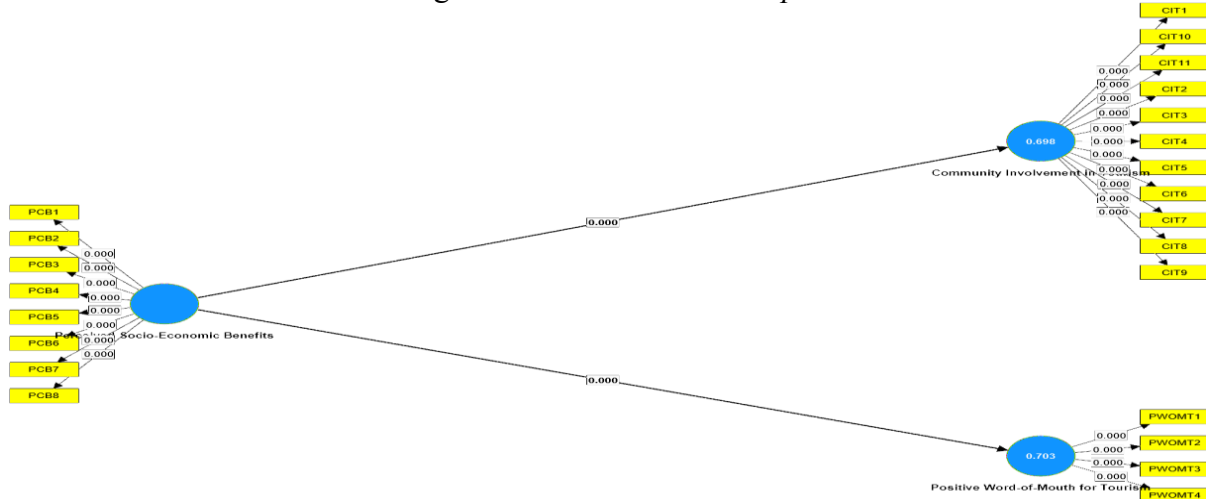
Table 4.4 shows the results of the direct hypotheses. The results show that H1, suggesting Perceived Socio-Economic Benefits have a direct effect on Community Involvement in Tourism is supported ($\beta = 0.835$, $t = 32.484$, $p = 0.001$). H2 (Perceived Socio-Economic Benefits will have a direct influence on Positive Word-of-Mouth for Tourism) was also supported. ($\beta = 0.021$, $t = 40.615$, $p = 0.000$).

Table: 4.4 Direct Relationship

	Beta Coefficient	Standard deviation	T Values	P values
PCB -> CIT	0.835	0.026	32.484	0.000

PCB -> PWOMT	0.938	0.021	40.615	0.000
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Figure:4.2 Direct Relationships



4.4 Mediating Analysis

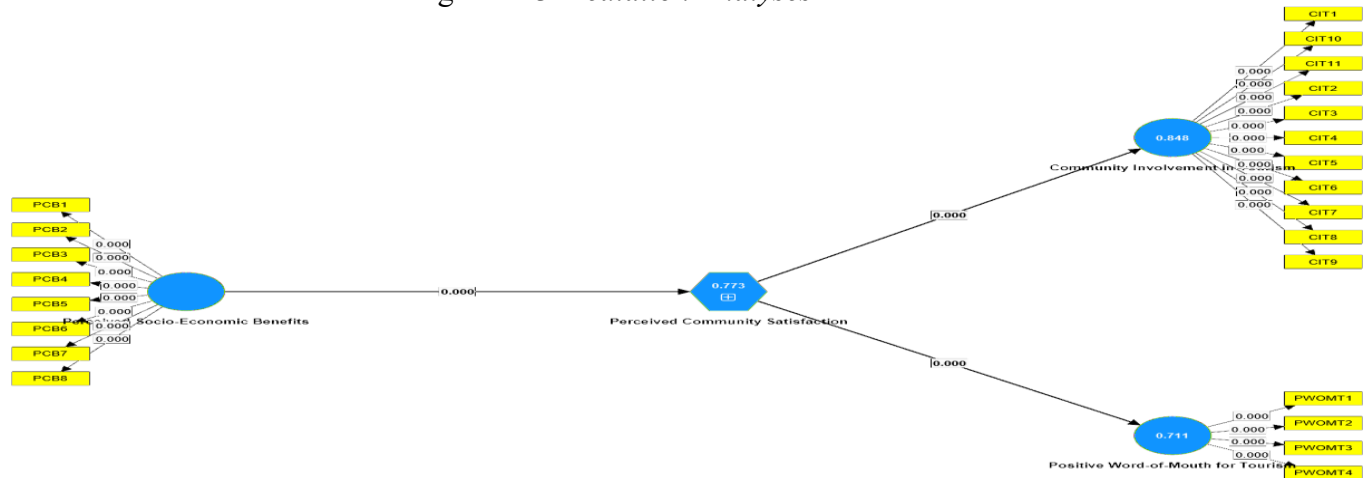
Mediation analysis results have been summarized in Table 4.5. That H3, Perceived Socio-Economic Benefits had a significant and positive impact on Perceived Community Satisfaction ($\beta = 0.879$, $t = 51.427$, $p = 0.000$). Hence, H3 is supported. H4 Perceived Community Satisfaction had a significant and positive impact on Community Involvement in Tourism ($\beta = 0.921$, $t = 84.120$, $p = 0.000$). Hence, H4 is supported. H5 Perceived Community Satisfaction had a significant impact on Positive Word-of-Mouth for Tourism ($\beta = 0.843$, $t = 39.225$, $p = 0.000$). Hence, H5 is supported.

The findings represented that Perceived Community Satisfaction significantly mediate on the association between Perceived Socio-Economic Benefits and Community Involvement in Tourism, as well as on Perceived Socio-Economic Benefits and Positive Word-of-Mouth for Tourism. Mediation analysis results have been summarized in Table 4.5.

Table: 4.5 Mediation Analyses

	Beta Coefficient	Standard deviation	T Values	P values
PCB -> CS	0.879	0.017	51.427	0.000
CS -> CIT	0.920	0.011	84.120	0.000
CS -> PWOMT	0.843	0.021	39.226	0.000
PCB -> CS -> CIT	0.810	0.022	37.134	0.000
PCB -> CS -> PWOMT	0.741	0.030	24.865	0.000

Figure: 4.3 Mediation Analyses



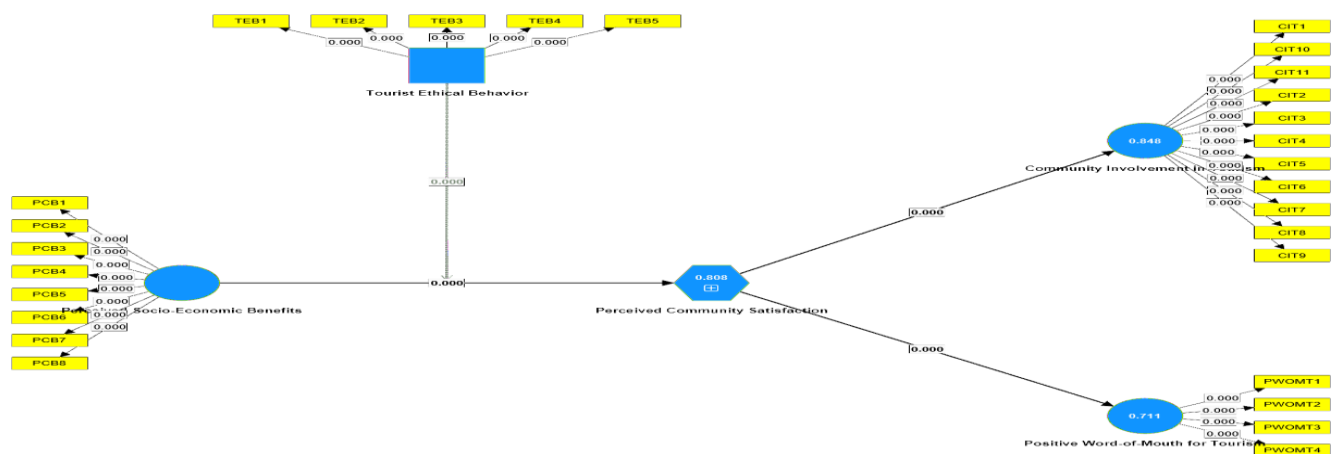
4.5 Moderating Analysis

The findings represented that Tourist's Ethical Behavior significantly moderates on the association between Perceived Socio-Economic Benefits and Perceived Community Satisfaction ($\beta = 0.056$, $t = 3.981$, $p = 0.000$). Results of Moderating Hypotheses are summarized in Table 4.6.

Table: 4.6 Moderation Analysis

	Beta Coefficient	Standard deviation	T Values	P values
TEB*PCB -> CS	0.056	0.014	3.981	0.000

Figure 4.4 Moderation Analysis



5.0 DISCUSSION & CONCLUSION

Tourism in Pakistan plays a multifaceted and transformative role, contributing significantly to the nation's economic, cultural, and social dimensions. The country's diverse landscapes, including soaring mountain ranges, ancient archaeological sites, and vibrant cultural heritage, make it a compelling destination for both domestic and international tourists. As highlighted by Khalil, Kakar et al. (2007), tourism serves as a catalyst for economic development, generating revenue through various channels such as hospitality, transportation, and local businesses. Tourism also plays a vital role in community development and empowerment. Local communities near tourist attractions benefit from increased economic opportunities, employment, and infrastructural development, as outlined in the work of (Ullah, Naveed et al. 2021). Impact of tourism on Pakistan's GDP remained a significant factor in the country's

economic landscape. Pakistan, with its vast landscapes, historic landmarks, and culture, has continued to lure tourists as an agent of economic advancement.

The potential of tourism in Pakistan is immense as a force for economic development and cultural exchange. Pakistan has varied landscapes, extensive historical landmarks, and incredible cultures (Arshad, Iqbal et al. 2018). Tourists are attracted to sites ranging from the peaks of the Himalayas (Baloch and Rehman 2015) and Karakoram (Baloch and Rehman 2015) and the ruins of Mohenjo Daro (Tasneem, Khawar et al. 2022). However, not limited to potential, tourism will also face challenges or constraints, including security issues, infrastructural problems, and marketing (Baloch and Rehman 2015). In this regard, in the present study we have investigated the perceived socio-economic benefits and community involvement in tourism that is almost always significant and positive. As Gursoy and Rutherford (2004), showed their positive disposition of socio-economic benefits as a key driver for community involvement that suggested, perceived economic benefits are considerable in developing the level of community involvement in tourism.

In the current study Simple positive word-of-mouth is a normal expression of tourists' satisfaction with socio-economic benefits made apparent from their experiences, Litvin, Goldsmith et al. (2008),), point out that unique positive experiences often lead to positive word-of-mouth, and the socio-economic benefits perceived by tourists adds another layer of positive experience. Additionally, (Kamruzzaman 2020) emphasize the cascading, ripple effect of Perceived Socio-Economic Benefits upon Positive Word-of-Mouth. According to the literature in tourism, many studies emphasizes that PCS encompasses the residents' subjective perceptions of the positive outcomes and benefits arising from community-related initiatives, with a focus on the extent to which these experiences contribute to their overall satisfaction with the community's socio-economic and cultural environment (Matarrita-Cascante 2010). The role of Perceived Community Satisfaction (PCS) as a mediator extends beyond statistical linkage, encapsulating the emotional, social, and economic dimensions of the community experience, as indicated by (Gursoy and Rutherford 2004). According to HannsScott (2016), when local communities perceive positive socio-economic outcomes from tourism, PCS acts as a psychological conduit, capturing the overall contentment and well-being of community members. Results revealed from previous studies (Gursoy and Jurowski 2002, Gursoy and Rutherford 2004, Litvin, Goldsmith et al. 2008, Matarrita-Cascante 2010, HannsScott 2016). The findings represented that Tourist's Ethical Behavior moderates positively and significantly on the relationship between PSB and PSC. Outcomes of this study consistent with the conclusions of (Gössling, Scott et al. 2020).

5.1 Conclusion

This study's major goal was to comprehend and objectively investigate the drivers (i.e., perceived socio-economic benefits, perceived community satisfaction, community involvement in tourism, positive word-of-mouth for tourism, and tourist's ethical behaviour. Research conducted in tourism of Pakistan. In this study it is founded that Perceived Socio-Economic Benefits has positive and significant impact on Community Involvement in Tourism as ($\beta = 0.835$, $t = 32.484$, $p = 0.000$). It is identified in my study that Perceived Socio-Economic Benefits has significant and positive impact on Positive Word-of-Mouth for tourism with the values, as ($\beta = 0.938$, $t = 40.615$, $p = 0.000$). In this study it is found that Perceived Socio-Economic Benefits has a positive impact on Perceived Community Satisfaction with values ($\beta = 0.879$, $t = 51.427$, $p = 0.000$). In this study it is found that Perceived Community Satisfaction has a positive impact on Community Involvement in Tourism with values ($\beta = 0.920$, $t = 84.128$, $p = 0.000$). In this study it is found that Perceived

Community Satisfaction has a positive impact on Positive Word-of-Mouth for Tourism with values ($\beta = 0.843$, $t = 39.226$, $p = 0.000$). In this study it is found that Perceived Community Satisfaction positively mediate the relationship between *Perceived Socio-Economic Benefits and Community Involvement* in Tourism with results ($\beta = 0.810$, $t = 37.134$, $p = 0.000$). In this study it is found that Perceived Community Satisfaction positively mediate the relationship between Perceived Socio-Economic Benefits and Positive Word-of-Mouth for Tourism with results ($\beta = 0.741$, $t = 24.865$, $p = 0.000$). Furthermore, it is identified in this study that Tourist's Ethical Behavior moderates the relationship between Perceived Socio-Economic Benefits and Perceived Community Satisfaction with given results ($\beta = -0.056$, $t = 3.981$, $p = 0.000$). In This chapter examined limitations of the study and suggestions for future research. Furthermore, it needs to be more research on the tourism because there are limited studies found on Tourist's Ethical Behavior as a moderator and Perceived Community Satisfaction as a mediator.

5.2 Limitations and Future Recommendation

The present study focused on factors like *Perceived Socio-Economic Benefits, Perceived Community Satisfaction, Tourist's Ethical Behaviour, Community Involvement in Tourism, and Positive Word-of-Mouth for Tourism*. More studies should include other factors such as innovation, the usage of technology, perceived justice, social responsibility, environmental motivation, Enterprise Performance and other external factors. Present investigation has been done in the tourism sector, while future research can be done in health care, agriculture, educational, transportation & logistics. The frame of sampling for the current research was limited to just workers who worked in hotels. Thus, future study can be conduct on other industry sectors and other region or country.

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