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Local Community Behavior Model in Participatory-Based Sustainable Tourism Development

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Abstract. Sustainable tourism development is one of the main agendas in many countries, including Indonesia. Tourism based on the principle of sustainability provides economic benefits, maintains environmental sustainability, and promotes local cultural values. One of the key factors for the success of sustainable tourism development is support from local communities. Local communities play an important role because they are subjects and objects in tourism development. The involvement of local communities in this process can increase a sense of ownership, active Participation, and compliance with sustainable tourism practices. However, not all local communities have the same behavior in supporting sustainable tourism development. This study aims to find a model of local community behavior in supporting participatory-based sustainable tourism development. The study identifies local community behavior, such as attitudes, social norms, knowledge, and perceptions of benefits in sustainable tourism development through active Participation. This study uses a quantitative approach with Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis techniques. Data were collected through questionnaires from 100 local community respondents in Ranupani Village, Senduro District, Lumajang Regency, East Java Province, Indonesia. The results showed that attitudes and perceptions of benefits had a positive and significant effect on active Participation, while social norms and knowledge did not have a significant effect. Furthermore, active Participation was proven to positively and significantly affect sustainable tourism development. Attitudes and perceptions of benefits also indirectly influenced sustainable tourism development through active Participation. These results indicate the importance of building positive attitudes and increasing perceptions of the benefits of sustainable tourism to encourage active community involvement. Conversely, the low influence of social norms and knowledge requires a more effective approach by strengthening social norms and providing relevant education to the community. This study contributes to developing community behavior theory in sustainable tourism development. Further research is suggested to explore other variables, such as policy or technology support, that can influence active community participation.

Keywords: Active Participation, Attitude, Knowledge, Perception of Benefits, Social norms, Sustainable Tourism Development.

1. INTRODUCTION

Sustainable tourism development has become one of the important strategies to maximize the economic, social, and cultural benefits of the tourism sector while minimizing its environmental impact (Hwang, D. & Stewart, 2017; Lee, T. H., & Jan 2019; Okazaki, 2008). This concept emphasizes the balance between the needs of visitors, the tourism industry, the environment, and local communities. One of the key elements of the success of sustainable tourism is the involvement of local communities, both in management and decision-making related to tourism (Gautam, 2023). Local communities are key stakeholders in sustainable tourism development; they can contribute directly through economic, cultural, and environmental conservation activities. Local community support is often influenced by the perception of benefits received from tourism, including economic benefits such as increased income and employment opportunities, social benefits in the form of infrastructure development, and cultural benefits such as the preservation of local traditions (Weaver et al., 2022). However, local community support is not always consistent. Various studies have shown that conflicts between tourism development interests and local community needs often occur, especially if the benefits obtained are not balanced or negative impacts, such as environmental degradation and cultural disintegration, are more dominant (Gautam, 2023; Hong & He, 2022; Huo et al., 2023; Riyanto et al., 2023; Thi Thanh Nguyen et al., 2024). Therefore, a participatory approach is needed in tourism management to ensure that the needs and aspirations of local communities can be properly accommodated.

Participatory-based approaches require that local communities are actively involved in all stages of tourism management, from planning to evaluation. This approach not only increases the community's sense of ownership of the tourist destination but also creates a sense of responsibility to maintain the sustainability of the destination (Maheshwari, 2021). Previous studies have shown that the success of this approach is highly dependent on the level of psychological ownership of the community towards the tourist destination and their perception of the positive impacts of tourism (Gautam, 2023). In Indonesia, Ranupani Village in Pasuruan Regency, East Java, has great potential in developing sustainable tourism. As the main gateway to Bromo Tengger Semeru National Park, this village has natural beauty, cultural traditions, and the local community's hospitality, which are tourist attractions. However, this potential has not been fully utilized due to limitations in management and local community involvement. Ranupani Village faces challenges ensuring that tourism development does not sacrifice ecological balance and social sustainability. As an ecologically sensitive area, tourism management requires special attention to prevent negative impacts such as environmental damage and disruption to local culture. Involving local communities through a participatory approach can be a solution to overcome this challenge.

Local community behavior is a very important factor in participatory tourism development. The Theory of Planned Behavior can be used to analyze factors that influence community behavior, including attitudes toward

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tourism, social norms, and perceived behavioral control (Savari & Khaleghi, 2023). By understanding these factors, management strategies can be designed to increase local community participation and support for sustainable tourism. In addition, previous studies have shown that community perceptions of tourism impacts affect their level of support. If the community perceives significant economic, social, and cultural benefits, their support for tourism development will increase (Hong & He, 2022). Conversely, their support will decrease if they perceive greater negative impacts, such as environmental damage and loss of cultural identity (Thi Thanh Nguyen et al., 2024). This study aims to develop a model of local community behavior in supporting participatory sustainable tourism development. This study will focus on identifying factors influencing community support, such as attitudes, social norms, knowledge, and perceptions of benefits, towards sustainable tourism development through active participation. Thus, this study is expected to provide practical recommendations for more effective sustainable tourism. With a participatory approach supported by a deep understanding of local community behavior, tourism development in Ranupani Village can be used as a model for other areas. It will show how local community involvement can improve the sustainability and success of a tourist destination.

2. METHODOLOGY

2.1. Area Study

The research location was conducted in Ranupani Village, Senduro District, Lumajang Regency, East Java Province, Indonesia, with a population of 1,477 people covering an area of approximately 3,578.75 Ha consisting of 318.40 Ha of land owned by residents and 3,260.35 Ha of forest area of Bromo Tengger Semeru National Park (TNBTS) with a conservation function. Ranupani Village has the potential for sustainable tourism development; as a village that is the gateway to the TNBTS Area, it has unique natural beauty and local culture. This potential can be maximized through the involvement of local communities in participatory tourism management.



Figure 1: Location of the Study Area.

2.2. Research Design

This study uses a data collection method with a purposive sampling technique. Respondents were selected based on the criteria of local people with a Resident Identity Card (KTP) of Ranupani Village. Primary data was obtained through a questionnaire, while secondary data was collected through a literature study. The research implementation time is from October to November 2024. Determination of sample size is carried out using the Slovin formula :$n = \frac{N}{1+N\,(e)^2}$

Information :
n = number of samples
N = population size
e = error rate

Based on the Slovin formula, the sample is $n = \frac{1477}{1+1477\,(10\%)^2}$, A minimum sample of 94 respondents was obtained to increase representativeness, and the number of samples was enlarged to 100 respondents. The error rate of 10% was chosen by considering the budget, time, and research resources limitations.

2.3. Procedure

Structural Equation Modeling (SEM) analysis with *Smart Partial Least Square* (PLS) version 4.0 . The structural equation model tested is:

$$Z = \gamma_1 X1 + \gamma_2 X2 + \gamma_3 X3 + \gamma_4 X4 + \zeta$$

$$Y = \gamma_5 X1 + \gamma_6 X2 + \gamma_7 X3 + \gamma_8 X4 + \beta_1 Z + \zeta$$

γ (Gamma)	:	The coefficient of influence of independent variables on dependent variables
β (Beta)	:	Coefficient of influence of the dependent variable on the latent variable
ζ (Zeta)	:	model error
X1	:	Attitude
X2	:	Social Norms
X3	:	Knowledge
X4	:	Perception of Benefits
Z	:	Active Participation
Y	:	Sustainable Tourism Development

Stages carried out using Smart Partial Least Square (PLS), namely:

1. Measurement Model Test: Convergent validity that is measuring the relationship between item scores (components) score) with construct score, Which Then produces the Loading factor value. The loading factor value is considered tall if the component or indicator correlates more than 0.70 with the construct That is to be measured. However, For studying the early stages of development, a loading factor of 0.5 to 0.6 is considered Enough. Construct reliability is measured using Cronbach's alpha and composite reliability. Item measurement is reliable if it has a greater alpha coefficient value of 0.6 (Ghozali & Latan, 2015).
2. Structural Model Test: R- The square model measures how much influence there is between variables in the model. Path Coefficient Test is analyzed by procedure bootstrapping with a mark considered significant If the mark t statistics is bigger than 1.96 (significance level 5%) or bigger than 1.65 (significance level 10%) for each path relationship (Ghozali & Latan, 2015).
3. Sobel Test: Mediation testing can be done with a procedure developed by Sobel (1982), known as the Sobel test. The Sobel test measures the strength of the indirect influence of X to Y through Z. The indirect influence of X to Y through Z is calculated by multiplying the path X → M (a) by the path Z → Y (b) or ab. To test the significance of indirect influence, it is necessary to calculate the t value of the ab coefficient with the formula t = ab/Sab, and then the results of the calculated t value can be compared with the t table value. If the calculated t value is greater than the t table value, it can be concluded that there is a mediation effect.

These steps are designed to ensure that the research model is valid, reliable, and able to provide statistically significant analysis results. Thus, they support the scientific contribution of finding local community behavior models for participatory-based sustainable tourism development.

3. RESULTS

3.1. Respondent Characteristics Results

The results of the respondents' characteristics analysis provide an important picture of the demographics of the community participating in sustainable tourism development in Ranupani Village. Respondents comprised 31% men (31 people) and 69% women (69). This proportion reflects the dominance of women in tourism activities, such as providing accommodation services, tour guides, handicrafts, and local cuisine. This is in line with research (Maheshwari, 2021)showing that women contribute to supporting sustainable tourism through household-based economic activities.

Respondent characteristics are based on an age range of 17 to over 40 years. The majority of respondents are in the age range of 36-40 years at 38% (38 people). The age range of 31-35 years is the second largest group (23%, 23 people), followed by the age of 26-30 years (13%, 13 people). Respondents aged over 40 years (12%, 12 people) and 21-25 years (11%, 11 people) also contributed, while the youngest group of 17-20 years only amounted to 3% (3 people). The age group of 36-40 years is in a productive phase with experience and responsibility that allows them to participate actively. Emotional maturity, life experience, and economic stability support involvement in sustainable tourism development (Panić et al., 2024; Seraphin, 2024).

Most respondents had an elementary school/Islamic elementary school education background (39%, 39 people). Respondents who did not graduate from school reached 28% (28 people). In comparison, 18% (18 people) had junior high school/Islamic junior high school education, 12% (12 people) had senior high school/Islamic senior high school/vocational high school education, and 3% (3 people) had undergraduate education. The high proportion of elementary school/Islamic elementary school graduates and some who did not graduate was due to the distance of access to junior high schools and high schools and the public transportation network to reach these schools. The low level of education among most of the Ranupani Village community can affect their involvement in sustainable tourism development. Low education can limit people's understanding of sustainable tourism concepts, such as wise natural resource management, cultural preservation, and participation in strategic planning. Research by Safari and Khaleghi (2023) states that education plays an important role in shaping people's behavior toward sustainability.

Most of the residents of Ranupani Village have their main job as farmers. The average monthly income ranges from IDR 1 million to IDR 2 million (57%, 57 people), while incomes less than IDR 1 million are 21% (21 people). Respondents with IDR 2 million and IDR 3 million reached 12% (12 people), while IDR 3 million and IDR 4 million were 7% (7 people). The group with income of IDR 4 million–IDR 5 million was 2% (2 people), while more than IDR 5 million was only 1% (1 person). Respondents with middle income (IDR 1 million–IDR 2 million) showed the potential to be actively involved in tourism activities because they were more open to opportunities that could improve economic welfare through small businesses or jobs related to tourism (Hariyadi et al., 2024; Jing et al., 2024; Suyatna et al., 2024). In addition, they are incentivized to seek alternative income that does not depend only on agricultural products. Overall, the profile of respondent characteristics shows that the group participating in tourism activities in Ranupani Village is dominated by women in the productive age group with low educational backgrounds and middle-income levels. Ranupani Village has great potential to develop sustainable tourism based on participatory activities dominated by women, support from productive age groups, and enthusiasm to improve economic welfare through tourism.

3.2. Measurement Model Results

Measurement Model analysis aims to ensure that the instruments used in this study are valid and reliable. Validation is carried out through convergent and discriminant validity tests and reliability using composite reliability and Cronbach's alpha values. The results of the measurement model analysis are processed using Smart PLS 4.0. The following table shows the outer loading values for each indicator in the research construct:

Table 1: Initial Outer Loading.

Construction	Code	Item	Loading
Attitude	A1	Awareness of environmental and cultural preservation	0.888
	A2	Awareness of economic and social benefits	0.826
	A3	Awareness of contribution in tourism management and development	0.739
Social Norms	SN1	Family support for involvement in tourism	0.794
	SN2	Community support for involvement in tourism	0.845
	SN3	Support for local cultural traditions	0.725
Knowledge	K1	Have knowledge of local tourism potential	0.748
	K2	Have knowledge of tourism management	0.849
	K3	Have knowledge of sustainable tourism principles	0.775
Perception of Benefits	PB1	Perception of increased employment opportunities and income	0.761
	PB2	Perception of improved infrastructure and public facilities	0.807
	PB3	Perception of increased cooperation and access to funding	0.792
Active Participation	PA1	Participation in tourism planning	0.632
	PA2	Participation in tourism management and utilization	0.854
	PA3	Participation in tourism marketing and promotion	0.855
	PA4	Participation in tourism evaluation and monitoring	0.621
Sustainable Tourism Development	STD1	Environmental conservation	0.698
	STD2	Cultural preservation	0.727
	STD3	Economic welfare	0.788
	STD4	Social welfare	0.800

All indicators show a loading factor value of ≥ 0.50, which indicates that the indicators are valid in measuring the construct (Hair et al., 2019). Overall, these results provide evidence that the measurement model used in this study is valid and reliable for analyzing community behavior in the development of participatory-based sustainable tourism in Ranupani Village.

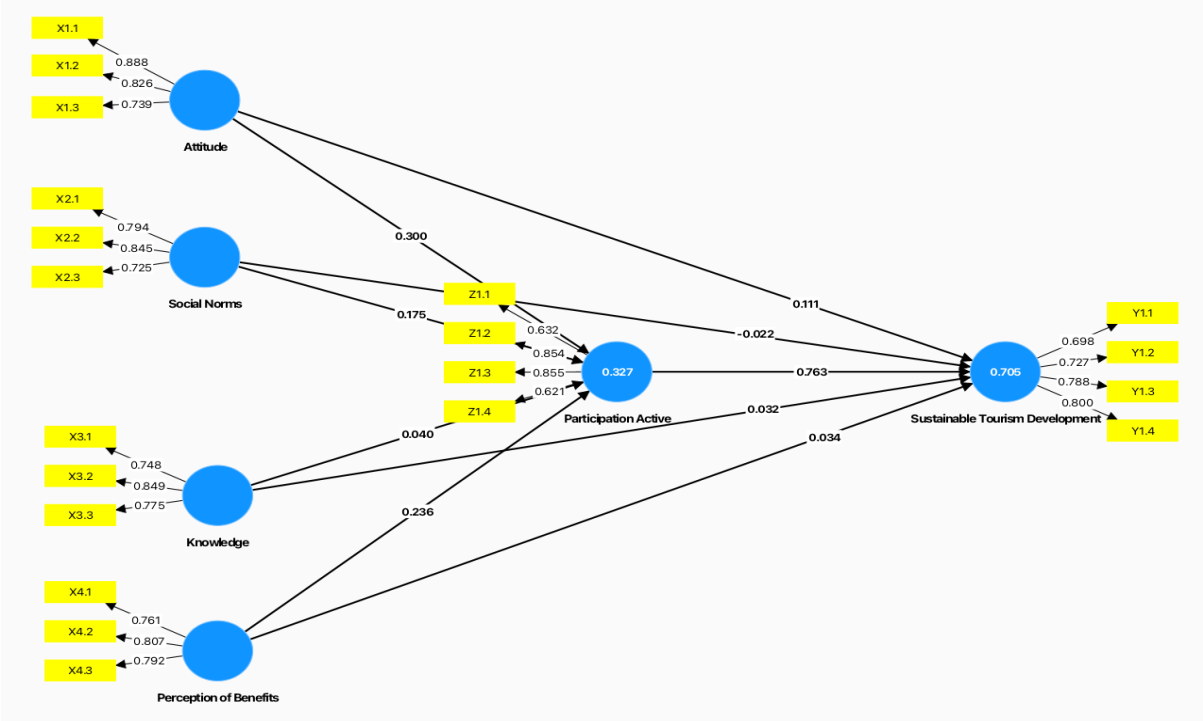


Figure 2: Graphic Model.

All constructs have composite reliability values ≥ 0.70 and Cronbach's alpha ≥ 0.70, indicating reliability (Hair et al., 2019). The AVE (Average Variance Extracted) value for all constructs is ≥ 0.50, which means that each construct can explain more than 50% of the variance of its indicators. Discriminant validity is tested by comparing the square root of AVE with the correlation between constructs. A higher AVE square root value than the correlation between constructs indicates good discriminant validity. These results support that the measured construct has clear discrimination from other constructs.

Table 2: Construct Reliability and Validity.

Construction	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.753	0.766	0.859	0.672
Social Norms	0.701	0.728	0.832	0.623
Knowledge	0.707	0.734	0.834	0.627
Perception of Benefits	0.702	0.717	0.830	0.619
Active Participation	0.727	0.742	0.833	0.561
Sustainable Tourism Development	0.750	0.765	0.840	0.569

Based on the analysis results, the measurement model used meets the criteria of validity and reliability. All indicators are valid with loading factor values above 0.50. The construct is reliable with composite reliability and Cronbach's alpha values above 0.70. AVE shows adequate convergent validity for all constructs. Discriminant validity is confirmed by comparing the square roots of AVE. These results indicate that the research instrument has met the criteria for use in further analysis, especially in testing the structural model.

3.3. Structural Model Results

Structural model testing is conducted to evaluate the relationship between constructs, significance values, and the R-square of the research model. The R-square value is used to assess the contribution of independent variables to the dependent variable, thus providing an overview of the model's strength in explaining data variability.

Table 3: R-square value.

	R-Square	R- Square Adjusted
Active Participation	0.327	0.299
Sustainable Tourism Development	0.705	0.689

Based on the table, it is known that the R-square value for the active participation variable is 0.327, which can be interpreted that the magnitude of the influence of the variables of attitude, social norms, knowledge, and perception of benefits on active participation is 32.7% while other variables outside the model explain the remaining 67.3%. The R-square value for the sustainable tourism development variable is 0.705, meaning that 70.5% of the variables of attitude, social norms, knowledge, and perception of benefits through active

participation have a major influence on sustainable tourism development. In comparison, other factors outside the model influence the remaining 29.5%.

Path relationships in the structural model obtained with procedure bootstrapping are considered significant if mark t statistics are bigger than 1.96 (significance level 5%) or 1.65 (significance level 10%) for each path relationship. The hypothesis can be accepted if the t statistic value > t table or p-value < 0.05(Ghozali & Latan, 2015; Hair et al., 2019).

Table 4: Direct Effect Hypothesis Test.

Code	Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Information
H1	Attitude → Active Participation	0.300	0.299	0.081	3,697	0,000	Significant
H2	Attitude → Sustainable Tourism Development	0.111	0.112	0.062	1,792	0.073	Not Significant
H3	Social Norms → Active Participation	0.175	0.177	0.110	1,581	0.114	Not Significant
H4	Social Norms → Sustainable Tourism Development	-0.022	-0.025	0.074	0.301	0.764	Not Significant
H5	Knowledge → Active Participation	0.040	0.048	0.113	0.354	0.723	Not Significant
H6	Knowledge → Sustainable Tourism Development	0.032	0.035	0.082	0.389	0.697	Not Significant
H7	Perceived Benefits → Active Participation	0.236	0.239	0.114	2,078	0.038	Significant
H8	Perception of Benefits → Sustainable Tourism Development	0.034	0.037	0.089	0.380	0.704	Not Significant
H9	Sustainable Tourism Development	0.763	0.762	0.066	11,549	0,000	Significant

Direct Effect hypothesis analysis, namely:

H_1 Attitude towards Active Participation has t statistics of 3.697 > 1.96 and a p-value of 0.000 < 0.05, indicating that attitude has a positive and significant effect on active participation. The original sample of 0.300 indicates that attitude will increase active participation in tourism development.

H_2 Attitude towards Sustainable Tourism Development has t statistics of 1.792 <1.96 and a p-value of 0.073> 0.05, indicating that attitude has no significant influence on sustainable tourism development. The original sample of 0.111 indicates that attitude does not directly contribute to sustainable tourism development.

H_3 Social Norms on Active Participation have t statistics of 1.581 < 1.96 and a p-value of 0.114 > 0.05, indicating that social norms do not significantly influence active participation. The original sample of 0.175 indicates that social norms have not become a major factor in encouraging active participation.

H_4 Social Norms on Sustainable Tourism Development have t statistics of 0.301 <1.96 and a p-value of 0.764> 0.05, indicating that social norms do not significantly influence sustainable tourism development. The original sample of -0.022 even shows a very weak negative relationship.

H_5 Knowledge on Active Participation has t statistics of 0.354 < 1.96 and a p-value of 0.723 > 0.05, indicating that knowledge has no significant influence on active participation. The original sample of 0.040 indicates a weak relationship between knowledge and active participation.

H_6 Knowledge of Sustainable Tourism Development has t statistics of 0.389 <1.96 and a p-value of 0.697> 0.05, indicating that knowledge has no significant influence on sustainable tourism development. The original sample of 0.032 indicates a very weak relationship.

H_7 The Perception of Benefits of Active Participation has a t statistic of 2.078 > 1.96 and a p-value of 0.038 < 0.05, indicating that the perception of benefits has a positive and significant effect on active participation. The original sample of 0.236 indicates that increasing the perception of benefits will increase active community participation in tourism development.

H_8 The Perception of Benefits to Sustainable Tourism Development has t statistics of 0.380 <1.96 and a p-value of 0.704> 0.05, indicating that the perception of benefits does not significantly influence sustainable tourism development. The original sample of 0.034 indicates a weak relationship.

H_9 Active Participation in Sustainable Tourism Development has t statistics of 11.549 > 1.96 and a p-value of 0.000 < 0.05, indicating that active participation has a positive and significant effect on sustainable tourism development. The original sample of 0.763 indicates that increasing active participation will significantly encourage sustainable tourism development.

Table 5: Indirect Effect Hypothesis Test.

Code	Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Information
H10	Attitude → Active Participation → Sustainable Tourism Development	0.229	0.227	0.063	3,622	0,000	Significant

Code	Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Information
H11	Social Norms → Active Participation → Sustainable Tourism Development	0.133	0.136	0.087	1,537	0.124	Not Significant
H12	Knowledge → Active Participation → Sustainable Tourism Development	0.031	0.038	0.087	0.351	0.725	Not Significant
H13	Perception of Benefits → Active Participation → Sustainable Tourism Development	0.180	0.179	0.081	2,214	0.027	Significant

Indirect Effect hypothesis analysis, namely:

H_{10} Attitude towards Active Participation that impacts Sustainable Tourism Development has t statistics of 3.622 > 1.96 and a p-value of 0.000 < 0.05, indicating that this path of influence is significant. The original sample of 0.229 indicates that a positive attitude can increase active community participation, encouraging sustainable tourism development.

H_{11} Social Norms on Active Participation that Impacts Sustainable Tourism Development has t statistics of 1.537 <1.96 and a p-value of 0.124> 0.05, indicating that this path of influence is not significant. The original sample of 0.133 indicates that social norms have a weak contribution in encouraging active participation in sustainable tourism development.

H_{12} Knowledge of Active Participation that impacts Sustainable Tourism Development has t statistics of 0.351 <1.96 and a p-value of 0.725> 0.05, indicating that this influence path is insignificant. The original sample of 0.031 indicates that knowledge has not become an important factor in encouraging active participation to support sustainable tourism development.

H_{13} The Perception of Benefits towards Active Participation that impacts Sustainable Tourism Development has t statistics of 2.214 > 1.96 and a p-value of 0.027 < 0.05, indicating that this influence path is significant. The original sample of 0.180 indicates that increasing the perception of community benefits can increase active participation, ultimately supporting sustainable tourism development.

The results of the hypothesis analysis provide findings that there is a direct influence on attitudes and perceptions of benefits significantly towards active participation, while active participation has a significant influence on the development of sustainable tourism . In addition, there is an indirect influence on attitudes and perceptions of benefits positively towards the development of sustainable tourism through active participation . While the norm social and knowledge do not show any significant influence either directly or indirectly on active participation or sustainable tourism development.

4. DISCUSSION

An in-depth discussion of research findings on local community behavior models in participatory sustainable tourism development.

4.1. The Influence of Attitudes on Active Participation

Attitude has a positive and significant influence on active participation. The attitude of people who have a high awareness of environmental and cultural preservation tend to be more motivated to maintain sustainable tourism. They are more actively involved in activities such as maintaining the cleanliness of the tourist destination environment or preserving local cultural traditions. According to research (Neto, 2003), environmental and cultural preservation is the core of sustainable tourism. The attitude of people who are aware of the economic benefits of tourism, such as increased income, and social benefits, such as strengthening community ties, tend to be more active in participating in tourism development. Other studies support that the perception of economic benefits is one of the main factors motivating community tourism involvement (Gursoy et al., 2002). Individual tourism management and development awareness influence active participation, especially in marketing and promotion. This attitude creates a sense of ownership of the success of the tourism program so that the community is involved in promoting local destinations through various platforms, including social media. This is also supported by previous research which shows that awareness of collective benefits can increase community involvement in community projects (Lee, T. H., & Jan, 2019; Mason, 2020). Therefore, educational programs and campaigns that foster positive attitudes towards sustainable tourism will be strategic steps to increase active community participation.

4.2. The Influence of Social Norms on Active Participation

Social norms do not have a significant effect on active participation. Family support is often an important factor in shaping individual behavior. However, the study results showed that family support in Ranupani Village was not strong enough to encourage active participation. Community support, which can usually create a collective drive to participate, still needs to be improved. The lack of a sense of togetherness in developing tourism can be a barrier. Local cultural traditions supporting tourism involvement may not have been fully integrated with sustainable tourism development initiatives in Ranupani Village. In line with findings by (Fennell, 2014), which states that although families provide support, their influence on participation in

sustainable tourism can vary depending on local social and cultural dynamics. Research Tosun (2000), also shows that inconsistencies between community members can hinder their participation in tourism development projects, especially in contexts that require cooperation. Therefore, educational programs are needed that emphasize the importance of family support, community togetherness, and the integration of cultural traditions in sustainable tourism development to help build stronger social norms. Further research is also needed to explore other local factors that can strengthen social norms and encourage people to participate more actively in sustainable tourism development.

4.3. The Influence of Knowledge on Active Participation

Knowledge has no significant influence on active participation. Community knowledge about the tourism potential in Ranupani Village, such as natural beauty and cultural richness, is not enough to encourage them to participate actively without other support, such as economic. Although important, technical knowledge about how to manage tourism has not been internalized as the main motivation for the community to get involved. It indicates the need for more practical training. Although some communities know the importance of sustainable tourism, this is not enough to encourage active participation because the community has not seen the direct benefits of this concept. This finding is in line with research by(Angessa et al., 2022), which revealed that although community knowledge of tourism potential and its impact on the local economy is quite high, the lack of technical knowledge and the lack of integration between theoretical knowledge and real practice are inhibiting factors in encouraging active community involvement. Hai & Ngan, 2022 also show that communities tend not to be maximally involved in tourism development activities without practical training and direct application of this knowledge. Hong & He, 2022 show that communities may know the importance of tourism sustainability but cannot see the direct benefits they gain from sustainable management. Therefore, education and training that connects knowledge with practical benefits is essential to increase active participation.

4.4. The Influence of Perceived Benefits on Active Participation

Perception of benefits has a positive and significant effect on active participation. Perceptions of increased employment opportunities and income increase active community participation in tourism activities. In line with the findings in the study, Gautam, 2023, states that community perceptions of the long-term benefits of tourism, such as increased employment opportunities and income, are key factors in motivating them to become more involved in sustainable tourism management and development. According to Hui et al., 2020, increased employment opportunities resulting from tourism development can provide significant economic incentives for local communities, increasing their participation in tourism activities. In the context of Ranupani Village, communities aware that the tourism sector can create jobs and increase their income tend to be more enthusiastic about being actively involved in tourism-related activities, such as providing services, managing destinations, or collaborating with external parties. The view that tourism development can improve infrastructure, such as roads and other public facilities, is an additional motivation for communities to participate. Research Hwang, D. & Stewart, (2017), shows that when communities see that tourism development can bring about infrastructure improvements that will improve their quality of life, they become more proactive in supporting such initiatives. Better infrastructure not only improves accessibility to tourist destinations but also improves the community's daily quality of life, making them more motivated to participate in tourism management. Awareness of opportunities for collaboration with external parties and access to funding for tourism activities encourages communities to be more proactive in supporting tourism development. According to (Lee, T. H., and Jan 2019), awareness of the potential for cooperation with the government or the private sector can open access to funding and resources needed for tourism development. Overall, the results of this study indicate that the perception of benefits, including economic opportunities, infrastructure improvements, and potential for external cooperation, are the main driving factors that increase active community participation in tourism development.

4.5. The Influence of Active Participation on Sustainable Tourism Development

Active participation has a significant impact on sustainable tourism development. Community involvement in planning ensures that tourism programs align with local needs and are more easily accepted. Hui et al., (2020), explains that when communities are involved in planning, they better understand the potential and challenges of a tourism destination, which helps create programs that are more relevant and acceptable to local communities. Communities that are directly involved in managing a tourism destination contribute to the sustainability of tourism through monitoring and wise use. Active participation in promoting a tourism destination, such as through social media or local events, helps increase the destination's attractiveness and supports economic sustainability. Communities involved in evaluating tourism projects help maintain the quality and sustainability of tourism initiatives. Sustainable tourism development supported by active participation positively impacts environmental and cultural preservation. Communities have become more concerned about environmental conservation through waste management and the reforestation of tourist areas. According to (Hwang, D., & Stewart, 2017), actively involved communities can prevent the exploitation of natural resources and introduce environmentally friendly management practices, which are essential for the sustainability of a destination. Local

traditions are maintained and even developed as tourist attractions, increasing the younger generation's awareness of cultural values. Savari & Khaleghi, (2023), communities involved in managing tourism destinations tend to be more aware of the importance of nature and environmental conservation and take concrete actions to support it. Sustainable tourism development supported by active participation positively impacts economic and social welfare. Increased income and direct employment opportunities from the tourism sector drive local economic growth. Tourism that involves local communities increases a sense of togetherness and strengthens social ties between residents. Riyanto et al., (2023), showed that communities involved in tourism development have a greater sense of mutual support, which strengthens the community's social structure and improves relationships between residents. These findings underline the importance of active community participation in creating sustainable tourism. Through involvement in the planning, management, promotion, and evaluation of tourist destinations, communities not only support economic and social sustainability but also help preserve the environment and culture that are the main attractions of tourist destinations.

4.6. The Influence of Attitudes on Sustainable Tourism Development through Active Participation

Attitude has a positive and significant influence on tourism development sustainable tourism through active participation. It confirms that a positive attitude towards sustainable tourism can encourage community involvement in activities that support tourism sustainability. Some aspects of attitudes that influence this relationship include awareness of environmental and cultural preservation, awareness of economic and social benefits, and awareness of contributions to tourism management. Communities that care about nature conservation and the preservation of local traditions have a strong incentive to participate in activities such as reforestation, waste management, and protection of cultural sites (Ali et al., 2022; Khanh & Phong, 2020; Tosun, 2006; Yılmaz & Anasori, 2022). Communities are more likely to allocate time and resources to conservation efforts that support sustainable tourism goals. Communities with positive attitudes towards environmental and cultural preservation tend to be more actively involved in activities supporting sustainability goals. Positive attitudes towards tourism's economic and social benefits encourage communities to participate in tourism activities.(Jawabreh, 2021; Thi Thanh Nguyen et al., 2024) Emphasizes that communities aware that tourism can increase income, create jobs, and improve local infrastructure are more likely to engage in activities that support the development of the tourism sector, such as destination promotion or participation in tourism training.(Fakhry Perdana Koara, 2021; Fong & Lo, 2015) States that communities that feel empowered in destination management will be more proactive in making decisions and implementing initiatives that focus on sustainability. This creates a more supportive environment for sustainable tourism development, as local communities feel involved. And responsible for the success of tourism in their area. This active participation is vital in ensuring that tourism development has sustainable economic and social impacts. Positive attitudes towards their contribution to tourism management motivate communities to play an active role. When communities are involved in tourism planning, management, or evaluation, this creates an environment more supportive of tourism sustainability. Thus, positive attitudes towards sustainable tourism management strengthen the impact of active participation, directly supporting sustainable tourism development's success.

4.7. The Influence of Perceived Benefits on Sustainable Tourism Development through Active Participation

Perceived benefits also positively and significantly affect sustainable tourism development through active participation. When people feel they will directly benefit from tourism, they are more motivated to engage in activities supporting sustainability goals. Some aspects of perceived benefits that influence this relationship include perceptions of increased employment and income opportunities, perceptions of improved infrastructure and public facilities, and perceptions of increased cooperation and access to funding. People who believe that tourism will increase their employment and income opportunities tend to participate more actively in tourism programs. This active participation supports sustainable development. When people see that tourism can improve local infrastructure and facilities, they are more motivated to support tourism development. Active participation in activities such as constructing tourism support facilities helps create a more sustainable tourism system. Awareness of opportunities for cooperation with the government or industry players and access to funding for tourism projects makes people more enthusiastic about contributing. This involvement directly supports the sustainability of tourism programs. With active participation mediated by perceived benefits, people not only contribute to the short-term success of tourism programs but also ensure sustainable tourism development in the long term (Budhiasa et al., 2017; Fong & Lo, 2015; Jawabreh, 2021), explains that involvement in skills training, small business management, and local trade activities related to tourism directly benefits the community, supporting sustainable tourism development. Active participation in these tourism programs creates more stable economic opportunities for local communities. Gursoy et al., 2002; Lawelai et al., 2024; Pachaury, (2024) Shows that infrastructure improvements related to the tourism sector often improve accessibility and the quality of life of local communities, which influences their increased active participation in tourism projects. Developing collaboration between government, industry players, and local communities can create greater funding opportunities for sustainable tourism projects, which in turn encourages communities to be more active in

supporting and implementing tourism initiatives (Mamirkulova et al., 2020; Pachaury, 2024; Riyanto et al., 2023; Stacey, 2024; Yanes et al., 2019).

5. CONCLUSIONS

This study revealed that the behavior of local communities greatly influences sustainable tourism development based on factors such as attitude, perception of benefits, social norms, knowledge, and active participation. Positive community attitudes towards environmental and cultural preservation, awareness of economic and social benefits, and contributions to tourism management have influenced active participation significantly. This attitude reflects a high level of awareness among the community of the importance of maintaining environmental and cultural sustainability through good tourism management. Community perceptions of the benefits of tourism, such as increased income, improved infrastructure, and opportunities for cooperation, have been shown to encourage active involvement. It confirms that communities are more motivated to participate when they see direct benefits from the tourism activities being developed. Social norms, such as family support, community, and local cultural traditions, were found to have no significant effect on active participation in this study. This finding indicates that although social norms can be a driver in some cases, in Ranupani Village, the role of social norms may not be strong enough or dominant enough to encourage community involvement due to the lack of internalization of these norms in tourism development. Knowledge of local tourism potential, sustainable tourism principles, and tourism management did not significantly affect active participation. It shows that knowing alone is not enough to encourage participation if positive attitudes or clear benefits do not support it. Knowledge must be integrated with practical strategies that motivate people to take action. Active community participation in tourism planning, management, marketing, and evaluation has been shown to have a significant impact on sustainable tourism development. It confirms that direct community involvement is key to creating sustainable, environmentally friendly destinations with equitable economic and social benefits. Positive attitudes and perceptions of benefits felt by the community have a significant impact on sustainable tourism development through active participation. This finding highlights the importance of building positive awareness and providing real evidence of tourism benefits to the community to increase their involvement. Sustainable tourism development requires a holistic approach that not only relies on social norms and knowledge but also prioritizes the formation of positive attitudes and strong perceptions of benefits. Therefore, stakeholders need to improve strategies for educating, communicating, and promoting the real benefits of tourism to the community to encourage their active involvement in supporting tourism sustainability.

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