

Community Involvement and Attachment in Developing Panundaan Pioneer Tourism Village: Applying Extended Social Exchange Theory

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<p>Article History: Received April 24th 2024</p> <p>Revised Augustus 28th 2024</p> <p>Accepted September 1st 2024</p>	<p>ABSTRACT</p> <p>This study examines the impact of community involvement and attachment on the development of pioneer tourism villages, specifically focusing on Panundaan Tourism Village in West Java, Indonesia. Employing a quantitative methodology, the research utilizes structured questionnaires to gather data from residents, analyzing their perceptions of the costs and benefits associated with tourism development. Utilizing Social Exchange Theory as a theoretical framework, this study seeks to understand how perceived costs and benefits influence community support for tourism initiatives and how these perceptions correlate with residents' life satisfaction. The analysis, conducted through Structural Equation Modeling, reveals that deeper community attachment enhances perceived benefits but also heightens awareness of costs. The findings highlight the complex interplay between community involvement, perceived benefits, and life satisfaction, offering insights into strategies for sustainable tourism development in pioneer tourism villages</p> <p>Keywords: <i>Community involvement, tourism development, pioneer tourism villages, social exchange theory, life satisfaction</i></p> <p>ABSTRAK</p> <p>Penelitian ini meneliti dampak keterlibatan dan kedekatan masyarakat terhadap pengembangan desa wisata perintis, khususnya fokus pada Desa Wisata Panundaan di Jawa Barat, Indonesia. Menggunakan metodologi kuantitatif, penelitian ini memanfaatkan kuesioner terstruktur untuk mengumpulkan data dari penduduk, menganalisis persepsi mereka mengenai biaya dan manfaat yang terkait dengan pengembangan pariwisata. Dengan menggunakan Teori Pertukaran Sosial sebagai kerangka teoritis, studi ini berusaha memahami bagaimana persepsi biaya dan manfaat mempengaruhi dukungan masyarakat terhadap inisiatif pariwisata dan bagaimana persepsi ini berkorelasi dengan kepuasan hidup penduduk. Analisis, yang dilakukan melalui Pemodelan Persamaan Struktural, mengungkapkan bahwa kedekatan masyarakat yang lebih dalam meningkatkan persepsi manfaat tetapi juga meningkatkan kesadaran akan biaya. Temuan menyoroti interaksi kompleks antara keterlibatan masyarakat, persepsi manfaat, dan kepuasan hidup, menawarkan wawasan tentang strategi untuk pengembangan pariwisata berkelanjutan di desa wisata perintis</p> <p>Kata Kunci: <i>Keterlibatan masyarakat, pengembangan pariwisata, desa wisata perintis, teori pertukaran sosial, kepuasan hidup</i></p>
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INTRODUCTION

Tourism is increasingly recognized as a vital sector for economic growth and development across various nations (Agustarini et al., 2022; OECD, 2022; Yoopetch, 2022). In developing countries like Indonesia, tourism plays a significant role in

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boosting economic income, preserving cultural heritage, and enhancing social life awareness (Eslami et al., 2019; Jia et al., 2022; Usmonova et al., 2022). This contribution is expected to escalate with the increasing influx of tourists. According to OECD (2022), domestic tourism has shown resilience in facing global crises, evidenced by a 12% increase in domestic tourist visits to West Java from 2017 to 2022 (BPS, 2023). The region is projected to experience further growth with the introduction of new tourist attractions and enhancements in service quality (HUMAS, 2022). A central initiative in this development is the focus on tourism villages (KEMENPAREKRAF, 2021).

Tourism villages represent governmental efforts to foster economic growth and equitable distribution for community welfare. Among these, the Panundaan Tourism Village in Ciwidey, West Java, stands out due to its unique combination of natural beauty and local culture. This village has gained recognition for its commitment to sustainability and empowerment of local communities, which aligns with the objectives of tourism village development (Imbaya et al., 2019; Usmonova et al., 2022). The strategic location of Panundaan, close to several popular tourist sites in Ciwidey, makes it an ideal candidate for development. This location factor also highlights its potential to attract tourists who seek authentic village experiences and cultural engagement (Nugroho & Numata, 2022). Tourism villages like Panundaan offer tourists a chance to experience village life, interact with locals, and explore cultural tourism. Post-pandemic, these villages have become a popular choice among domestic tourists (OECD, 2022), promising opportunities to address community welfare issues (Nugroho & Numata, 2022).

KEMENPAREKRAF (2021) categorizes tourism villages into four stages: pioneer, developing, advanced, and independent, with over 50% of West Java's 335 villages in the pioneer stage (JADESTA, 2023). However, pioneer tourism villages face challenges, including limited destination development, infrastructure, community awareness of tourism potential, need for guidance, and local-level management (KEMENPAREKRAF, 2021; Zielinski et al., 2020). External factors like tourism training, community involvement in planning, awareness of participation importance, and unclear roles and responsibilities (Gohori & vander Merwe, 2022; Zielinski et al., 2020) compound these challenges. Internally, limitations in tourism knowledge and skills, and low awareness of life quality improvement through tourism are prevalent (Gohori & vander Merwe, 2022; Zielinski et al., 2020). Thus, community capacity, involvement, empowerment, and management structure are key aspects of tourism village development (Gohori & vander Merwe, 2022; Lee & Jan, 2019; Zielinski et al., 2020).

Understanding community perceptions is crucial for developing support strategies for tourism villages (Jia et al., 2022; Nugroho & Numata, 2022; Yoopecth, 2022). In this regard, Social Exchange Theory (SET) is frequently employed to comprehend community attitudes toward tourism (Harrill, 2004; Tsachouridi & Nikandrou, 2020). SET assumes social relationships involve the exchange of efforts and outcomes (Harrill, 2004; Tsachouridi & Nikandrou, 2020) suggesting communities supporting tourism development when maximally benefited (Agustarini et al., 2022; Nugroho & Numata, 2022; Yoopecth, 2022). However, existing SET

frameworks do not adequately address the crucial link between perceived life satisfaction and support for tourism village development (Jia et al., 2022).

Therefore, this study aims to examine the perceived costs and benefits shaped by community involvement and attachment, leading to life satisfaction and support for the development of pioneer tourism villages. It adopts and adapts frameworks from previous research in the context of developing countries' tourism villages, an area previously underexplored (see Figure 1). The study will utilize the combined SET frameworks from Nugroho and Numata (2022), Eslami et al. (2019), and Jia et al. (2022) to understand how community engagement and attachment influence perceived costs and benefits related to life satisfaction, thus aiding in the development of pioneer tourism villages. Additionally, the research will explore the impact of the duration of residence on perceptions, following Boğan et al. (2021) to gain deeper insights by comparing newer and longer-term residents' viewpoints. This approach is expected to provide a comprehensive understanding of the dynamics involved in developing pioneer tourism villages, contributing significantly to the field of sustainable tourism and community development

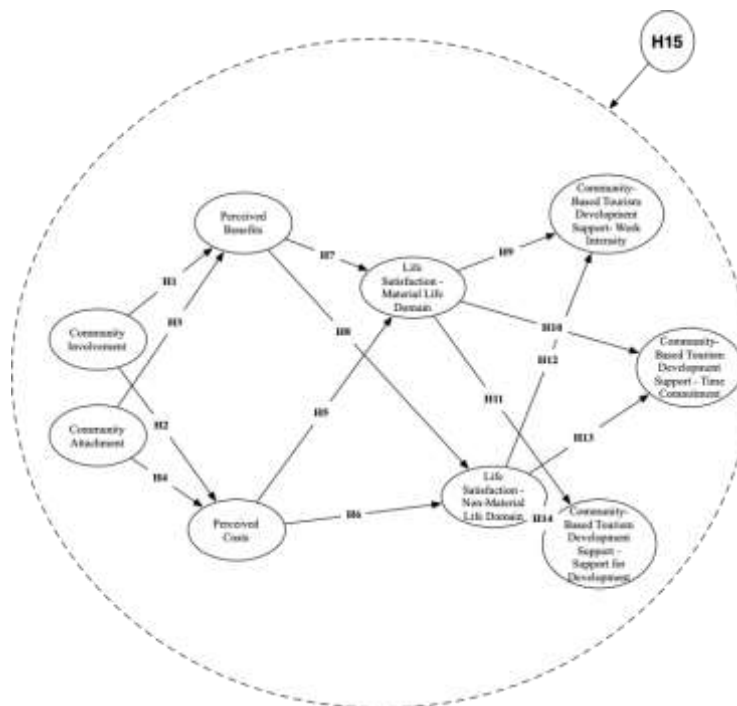


Figure 1 Research Model

METHODS

Research Location and Duration

This study will be conducted at Panundaan Tourism Village, located on Jl. Raya Ciwidey, Cikembang, Panundaan, Ciwidey District, Bandung Regency, West Java. This location was chosen for its potential and uniqueness as an evolving tourist destination, offering a variety of attractions including educational, natural, and sports

tourism, coupled with the local community's involvement in tourism development. The research is planned to take place over a period of more than two weeks, specifically from October 14, 2023, to October 30, 2023. During this time, the study will focus on evaluating and analyzing community participation in enhancing the development of the Panundaan Pioneer Tourism Village.

Research Design

The study employs an exploratory-descriptive approach. The exploratory phase involves using secondary data such as reports on the condition of the tourism village program and research on tourism villages or community-based tourism. Additionally, exploratory activities in this study will test relationships between variable models. The descriptive approach is executed through field surveys to understand community perceptions of tourism village development. The population for this study comprises residents of Panundaan village. The sample size is 138 respondents, as recommended by Hair Jr et al. (2021). The sampling technique used is non-probability sampling, specifically convenience sampling, because it allows researchers to select respondents who meet the criteria necessary to answer the research questions or objectives (Pinto & Guerreiro, 2020). Data is collected using face-to-face surveys. This study considers the support for tourism village development as the dependent variable, community involvement and attachment as independent variables, and perceived benefits and costs, as well as life satisfaction, as mediator variables. Each statement item uses a Likert scale (1= strongly disagree, and 5= strongly agree). Secondary data are sourced from the internet, news websites, books, and articles to support hypothesis formulation and primary data analysis. The study employs two types of analysis: Structural Equation Modeling (SEM) and Multi-Group Analysis (MGA). SEM helps researchers measure how well the variable dimensions assess the variable itself (Hair Jr et al., 2017). It includes two testing models: the measurement model and the structural model (Hair Jr et al., 2017). The measurement model explores the validity and reliability of constructs (Hair Jr et al., 2017), while the structural model measures the inner model framework (Hair Jr et al., 2017). Multi-group analysis is used to examine the heterogeneity of a test (Hair et al., 2019).

RESULT AND DISCUSSION

The demographic analysis revealed that the majority of participants were male (63%) and aged between 45-54 years (29%). Most respondents have completed high school education (53.6%) and are individuals with incomes exceeding Rp 5,000,000 (36.2%). In terms of employment, the 'other' category (32.6%), self-employed (21.7%), and farmers (22.5%) were predominant. Notably, over 50% of the participants have been residents for more than 15 years. This indicates a deep understanding of the village's potential among the residents. This knowledge is crucial when considering strategies for the development of pioneer tourism villages (Boğan et al., 2021).

Table 1 Demographic Respondent

Demographics	Frequency	Percentage (%)
Gender		
Male	87	63.0
Female	51	37.0
Age		
18-24	11	8.0
25-34	25	18.1
35-44	35	25.4
45-54	40	29.0
>55	27	19.6
Education		
Elementary School	1	0.7
Junior High School	19	13.8
High School	74	53.6
Bachelor's Degree	44	31.9
Income		
< Rp 3,500,000	49	35.5
Rp 3,500,000 - Rp 5,000,000	39	28.3
>Rp 5,000,000	50	36.2
Occupation		
Self-Employed	30	21.7
Private Sector Employee	21	15.2
Government Employee	11	8.0
Farmer	31	22.5
Other	45	32.6
Length of Residence		
<15 Years	62	45
>15 Years	76	55

Measurement Analysis

Table 2 Results of Measurement Analysis

Statement	Outer loading**	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Community Involvement		0,746	0,829	0,563
Tourism Management	0,872			
Planning Opinion	0,864			
Tourism Project	0,436			
Official Opinion	0,744			
Community Attachment		0,913	0,935	0,743
Village Recognition	0,881			
Special Feeling	0,871			
Place of Origin	0,815			
Emotional Attachment	0,884			
Financial Sacrifice	0,857			
Perceived Benefits		0,89	0,924	0,752
Employment Opportunities	0,854			
Village Investment	0,9			
Standard of Living	0,842			

Statement	Outer loading**	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Infrastructure	0,87			
Perceived Costs		0,835	0,888	0,665
Residents Suffer	0,842			
Congestion & Pollution	0,847			
Environmental Damage	0,824			
Criminality	0,744			
Life Satisfaction - Material Life Domain		0,605	0,779	0,553
Standard of Living	0,773			
Financial Situation	0,495			
Material Life	0,905			
Life Satisfaction - Non-Material Life Domain		0,752	0,837	0,572
Quality of Life	0,527			
Preservation of Life	0,651			
Respect by Tourists	0,897			
Sports Events	0,885			
CBT Development Support - Work Intensity		0,842	0,888	0,626
Tourism Development	0,876			
Work Energy	0,84			
Work Intensity	0,854			
Full Capacity	0,87			
Success	0,415			
CBT Development Support - Time Commitment		0,769	0,853	0,6
Coming & going	0,86			
Arrival	0,513			
Working Hours	0,865			
Long Working Hours	0,805			
CBT Development Support - Support for Development		0,776	0,872	0,696
Tourism Activities	0,89			
Role of Tourism	0,716			
Benefits for the Community	0,885			

Note: **: significant at p<0.01

Table 2 presents the results of the measurement analysis. The Outerloading indicator reflects the degree to which a variable represents a construct. The statements related to 'Tourism Project' and 'Financial Situation' scored below 0.7 in Outerloading. However, as per Hair Jr et al. (2021) Outerloading values within the range of 0.4-0.7 are

still considered acceptable if the Average Variance Extracted (AVE) meets the minimum criteria. Therefore, these two statements remain valid for further levels of analysis. Additionally, all constructs demonstrate good reliability, as indicated by Cronbach's Alpha and Composite Reliability values above 0.7 (Hair Jr et al., 2021). The convergent validation of each construct is at an acceptable level, with AVE values above 0.5 (Hair Jr et al., 2021). Overall, the measurement instrument exhibits reliability and validity that meet the required standards (Hair Jr et al., 2021).

3 Heterotrait-Monotrait Ratio (HTMT) analysis

Construct	1	2	3	4	5	6	7	8
Perceived Costs (1)								
Community-Based Tourism (CBT) Development Support - Work Intensity (2)	0,315							
Community-Based Tourism (CBT) Development Support - Time Commitment (3)	0,349	0,843						
Community-Based Tourism (CBT) Development Support - Support for Development (4)	0,289	0,889	0,742					
Life Satisfaction - Material Life Domain (5)	0,268	0,555	0,739	0,396				
Life Satisfaction - Non-Material Life Domain (6)	0,321	0,684	0,709	0,695	0,897			
Community Involvement (7)	0,67	0,443	0,357	0,295	0,272	0,23		
Community Attachment (8)	0,201	0,771	0,641	0,67	0,507	0,584	0,23	
Perceived Benefits (9)	0,238	0,806	0,701	0,723	0,562	0,649	0,274	0,83

Table 3 illustrates the results of the discriminant validity analysis. The purpose of discriminant validity analysis is to differentiate each construct from the others (Hair Jr et al., 2021). The Heterotrait-Monotrait Ratio (HTMT) values are acceptable if they are below 0.9 for each construct. The analysis results indicate that the 'Perceived Costs' construct has a good correlation with other constructs. However, some constructs, such as the 'Community-Based Tourism (CBT) Development Support', exhibit higher values, yet these remain below the predetermined threshold.

Structural Model Analysis Results

The results of the structural model analysis reveal the quality of the model's variability. The R² analysis shows that 'Perceived Costs' have a value of 0.375, indicating that 37.5% of the variability in the construct is explained by the independent variables. 'Perceived Benefits' has the highest R² value (0.569), implying that the independent variables in the model account for approximately 56.9% of the construct's variability. Moreover, 'Life Satisfaction - Material Life Domain' has the lowest R² value (0.231). Furthermore, the predictive relevance of the model, measured by Q², exhibits positive results for all constructs, with values ranging from 0.109 to 0.416. This indicates that the model possesses adequate predictive capacity and surpasses the most basic benchmarks (Hair Jr et al., 2021)

Table 4 Hypothesis Analysis

Hypothesis	Relationship	Effect	
		β	T Value
H1	Community Involvement -> Perceived Benefits	-0,081	1,226
H2	Community Involvement -> Perceived Costs	0,608	11,611**
H3	Community Attachment -> Perceived Benefits	0,737	14,699**
H4	Community Attachment -> Perceived Costs	-0,028	0,355
H5	Perceived Costs -> Life Satisfaction - Material Life Domain	-0,102	1,352
H6	Perceived Costs -> Life Satisfaction - Non-Material Life Domain	-0,121	1,558
H7	Perceived Benefits -> Life Satisfaction - Material Life Domain	0,452	4,663**
H8	Perceived Benefits -> Life Satisfaction - Non-Material Life Domain	0,56	7,404**
H9	Life Satisfaction - Material Life Domain -> Community-Based Tourism (CBT) Development Support - Work Intensity	0,092	0,981
H10	Life Satisfaction - Material Life Domain -> Community-Based Tourism (CBT) Development Support - Time Commitment	0,312	4,535**
H11	Life Satisfaction - Material Life Domain -> Community-Based Tourism (CBT) Development Support - Support for Development	-0,116	0,951
H12	Life Satisfaction - Non-Material Life Domain -> Community-Based Tourism (CBT) Development Support - Work Intensity	0,554	7,2443**
H13	Life Satisfaction - Non-Material Life Domain -> Community-Based Tourism (CBT) Development Support - Time Commitment	0,399	4,715**
H14	Life Satisfaction - Non-Material Life Domain -> Community-Based Tourism (CBT) Development Support - Support for Development	0,65	7,565**

Notes: **: Significant $P < 0,01$

Table 4 depicts the outcomes of the evaluation of direct effects on the variables under study. The impact of community involvement on perceived benefits was not significant ($\beta = -0.081, p > 0.05$), thus H1 is not supported. The relationship between community involvement and perceived costs was significant ($\beta = 0.608, p < 0.01$), supporting H2. Furthermore, community attachment had a significant impact on perceived benefits ($\beta = 0.737, p < 0.01$), but not on perceived costs ($\beta = -0.028, p > 0.05$), thereby supporting H3 and rejecting H4.

The influence of perceived costs on life satisfaction in both material and non-material domains was not significant, leading to the rejection of H5 and H6. However, perceived benefits significantly affected life satisfaction in the material ($\beta = 0.452, p < 0.01$) and non-material ($\beta = 0.560, p < 0.01$) domains. The effect was stronger in the non-material domain, supporting H7 and H8. Life satisfaction in the material life domain significantly influenced Community-Based Tourism (CBT) Development Support - Time Commitment ($\beta = 0.312, p < 0.01$), accepting H10 and rejecting H9 and H11. Whereas, life satisfaction in the non-material life domain had a significant impact on CBT Development Support in terms of Work Intensity ($\beta = 0.554, p < 0.01$), Time Commitment ($\beta = 0.399, p < 0.01$), and Support for Development ($\beta = 0.650, p < 0.01$), leading to the acceptance of H12-H14. Figure 2 illustrates the framework of the hypothesis results.

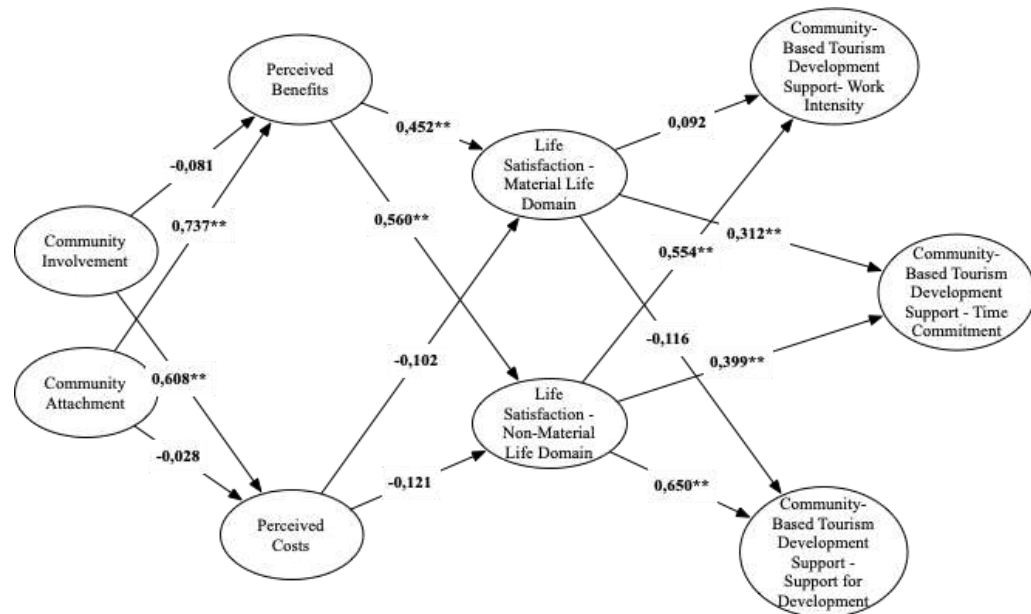


Figure 2 Hypothesis Framework

Multi-group Analysis

Table 5 Multi-group Analysis

Hypothesis	Relationship	<i>B</i> -diff	P-value
H1	Community Involvement -> Perceived Benefits	0,187	0,251
H2	Community Involvement -> Perceived Costs	-0,287	0,022
H3	Community Attachment -> Perceived Benefits	0,232	0,019
H4	Community Attachment -> Perceived Costs	-0,171	0,394
H5	Perceived Costs -> Life Satisfaction - Material Life Domain	0,247	0,232
H6	Perceived Costs -> Life Satisfaction - Non-Material Life Domain	0,312	0,035
H7	Perceived Benefits -> Life Satisfaction - Material Life Domain	0,427	0,037
H8	Perceived Benefits -> Life Satisfaction - Non-Material Life Domain	0,484	0,002
H9	Life Satisfaction - Material Life Domain -> Community-Based Tourism (CBT) Development Support - Work Intensity	0,225	0,302
H10	Life Satisfaction - Material Life Domain -> Community-Based Tourism (CBT) Development Support - Time Commitment	-0,365	0,148
H11	Life Satisfaction - Material Life Domain -> Community-Based Tourism (CBT) Development Support - Support for Development	0,159	0,581
H12	Life Satisfaction - Non-Material Life Domain -> Community-Based Tourism (CBT) Development Support - Work Intensity	0,177	0,322
H13	Life Satisfaction - Non-Material Life Domain -> Community-Based Tourism (CBT) Development Support - Time Commitment	0,471	0,021
H14	Life Satisfaction - Non-Material Life Domain -> Community-Based Tourism (CBT) Development Support - Support for Development	0,431	0,078

Table 5 displays the results of evaluating the direct effects of the analyzed variables on two groups of supporters: those who have resided for more than 15 years and those who have resided for less than 15 years. The direct effects indicate no significant difference in the relationship between community involvement and perceived benefits among both groups ($\beta = 0.187$, $p > 0.05$). However, the relationship between community involvement and perceived costs showed a significant difference ($\beta = -0.287$, $p < 0.05$). The relationship between community attachment and perceived benefits was significant ($\beta = 0.232$, $p < 0.05$), but its relation to perceived costs did not demonstrate a significant difference ($\beta = -0.171$, $p > 0.05$).

The effect of perceived costs on Life Satisfaction - Material Life Domain showed no significant difference for both groups ($\beta = 0.247$, $p > 0.05$). Nevertheless, its impact on Life Satisfaction - Non-Material Life Domain showed a significant difference ($\beta = 0.312$, $p < 0.05$). Perceived benefits significantly influenced Life Satisfaction in the Material Life Domain ($\beta = 0.427$, $p < 0.05$) and Non-Material Life Domain ($\beta = 0.484$, $p < 0.01$). Furthermore, Life Satisfaction - Material Life Domain did not show a significant difference in its effect on Community-Based Tourism (CBT) Development Support in various aspects. However, Life Satisfaction - Non-Material Life Domain significantly influenced Community-Based Tourism (CBT) Development Support - Time Commitment ($\beta = 0.471$, $p < 0.05$). Therefore, it can be concluded that Hypothesis H15 is partially accepted.

Community Involvement and Attachment in Developing Panundaan Pioneer Tourism Village

This study aims to examine the influence of community involvement and attachment on the development support of Panundaan Pioneer Tourism Village. The analysis results reveal several findings that provide deep insights into the factors contributing to community involvement and attachment. Furthermore, factors impacting life satisfaction and support for the development of Panundaan pioneer tourism village are examined. Firstly, a positive relationship exists between community involvement and perceived costs. This finding aligns with previous research (Lee & Jan, 2019; Xu et al., 2019), suggesting that community involvement increases cost perception due to the allocation of more resources and initial expectations often conflicting with the actual costs faced by the community (Yanes et al., 2019). Perceived social dynamics (Musavengane & Kloppers, 2020) and responsibilities (Lin et al., 2019) influence perceptions and create a sense of greater responsibility.

Secondly, community attachment positively correlates with perceived benefits but inversely impacts perceived costs. This is consistent with previous studies (Eslami et al., 2019; Nugroho & Numata, 2022), indicating that individuals who feel connected to a community tend to have stronger social support (Alrwajfah et

al., 2019). Furthermore, community engagement provides access to useful and relevant information and resources, leading to a clear perception of benefits from involvement (Hateftabar & Chapuis, 2020).

Thirdly, the community's perceived benefits positively relate to life satisfaction. Material and non-material life satisfaction are influenced by perceived benefits. Prior studies have shown that perceived economic and social benefits strongly correlate with life satisfaction levels, aligning with these findings. Additionally, previous research found that recognition, participation, and fulfillment of needs positively correlate with life satisfaction levels.

Fourthly, perceived costs by the community do not strongly correlate with material life satisfaction and negatively associate with non-material life satisfaction. However, both relationships are neither strong nor significant. Studies congruent with these findings suggest a non-linear relationship between expenses and life satisfaction, indicating that material consumption does not always enhance life satisfaction. Conversely, incongruent studies (Eslami et al., 2019; Mwangoso et al., 2023) found a more significant and robust relationship between perceived costs and life satisfaction, supported by hedonic adaptation theory (Daw et al., 2023; Pradhan et al., 2023) and contextual factors (Han & Gao, 2020), such as social norms and economic conditions, which can influence cost perceptions and life satisfaction.

Fifthly, life satisfaction in the non-material domain positively correlates with support for CBT development, in both work intensity and time commitment. These findings align with previous research (Eslami et al., 2019; Han et al., 2023). CBT development support can foster community empowerment and participation, strengthening identity and social cohesion (Mathew, 2022). Additionally, communities have opportunities to share and preserve local culture and traditions (Hassan et al., 2022), enhancing self-esteem and life satisfaction (Su et al., 2022).

Lastly, a significant difference exists between groups residing for less than 15 years and those for more than 15 years. This difference pertains to the relationship between community involvement and perceived costs and benefits, as well as the relationship between perceived benefits and life satisfaction. Sinclair-Maragh et al. (2015) suggest that longer-residing groups tend to have higher community involvement, more positive perceptions of costs and benefits, and better life satisfaction. This is due to longer adaptation time, relationship building, and integration into the socio-economic structure of the community (Gursoy et al., 2019; Park et al., 2015).

While these findings provide valuable insights, they also come with limitations. Social Exchange Theory (SET) in the context of tourism, though widely used, may not fully capture the multifaceted nature of community perceptions in pioneer tourism villages. SET assumes a straightforward cost-benefit analysis; however, in pioneer tourism settings, community involvement often intertwines with cultural, historical, and emotional factors that are not easily quantified (Zielinski et

al., 2020) Additionally, the unique cultural context of Indonesian villages might result in distinct social exchanges that differ from those in other regions (Nugroho & Numata, 2022). Future research could address these nuances by integrating other theoretical perspectives, such as Place Attachment Theory, which may offer a more holistic understanding of community support mechanisms in tourism village development

CONCLUSION

This study aims to examine the perceived costs and benefits shaped by community involvement and attachment, thereby leading to life satisfaction and support for the development of pioneer tourism villages. It was found that community involvement positively correlates with cost perception and is essential for the development of tourism village initiatives. Meanwhile, community attachment or a sense of belonging to the village positively impacts fostering benefits and support for these initiatives. The duration of residents' stay also plays a role, with those residing longer demonstrating stronger involvement and attachment. The benefits of developing tourism villages, both material and non-material, significantly contribute to community life satisfaction. From both theoretical and practical perspectives, this research provides insights for developing effective strategies to enhance community participation and optimize the perceived benefits of these initiatives, ensuring interventions are more relevant, effective, and sustainable in supporting community welfare and life satisfaction.

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