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IMPACT OF ECOTOURISM ON COMMUNITY DEVELOPMENT WITH SPECIAL REFERENCE TO ANDHRA PRADESH

KAKUMANU RAJESH
Research Scholar
Department of Tourism & Hospitality Management
Acharya Nagarjuna University, Guntur Dt., Andhra Pradesh

Dr. P. PURNA CHANDRA RAO
Associate Professor, HOD, BOS Chairman
Department of Tourism & Hospitality Management
Acharya Nagarjuna University, Guntur Dt., Andhra Pradesh

ABSTRACT
Ecotourism is one of the evolving concepts in tourism in India. The fondness of people toward spending their holidays quietly away from the busy city life and close to nature has greatly increased in recent years. Several studies on tourism have pointed that ecotourism considerably impacts the normal life of local communities living in the adjacent regions of ecotourism spots in more than one aspect. In this study, the impacts of ecotourism on the social, economic, cultural, ecological factors and sustainable development of community and upliftment of the standard of living of community members in the regions around ecotourism projects are explored. The sample of respondents of the study included 300 community members living in the regions adjacent and the ecotourism locations. The study was conducted in three ecotourism locations in the state of Andhra Pradesh like Nallamalai Jungle Camp, Orvakal Rock Garden, and Belum Caves. A descriptive study was adopted and data were collected from the community members to study their perception of ecotourism and how it impacts their everyday life. The results of the empirical findings revealed that ecotourism has significantly impacted the community in terms of different factors like social, cultural, economic, and ecological factors. The study has several implications for the promotion and development of ecotourism and enhancement of quality-of-life community members living in those eco-tourism regions.

KEYWORDS: Ecotourism, Sustainable Development, Forest Management, etc.

I. INTRODUCTION

The tourism industry has grown to become one of the world's most significant social and economic activities, as well as one of the world's largest and fastest expanding sectors. It has a significant impact not only on the country's economic situation but also on its social and cultural dimensions. Tourism encompasses a wide range of activities and impacts several areas of the economy. As a sector, tourism has evolved as a tool for poverty mitigation, sustainable job creation, and human development. Governments across the world have acknowledged and recognized the value of the tourism industry and are working toward promoting the industry for a variety of reasons. The development of the tourism sector greatly depends on the economic stability of the region, government infrastructural assistance, and the development of auxiliary industries such as hotels and modes of transportation, etc. The growth of the industry would open doors to hitherto unexplored industries and provide fantastic job opportunities. . Eco-tourism has been a significant source of employment for indigenous people living in forest areas. Ecotourism is concerned about social responsibility, personal development, and environmental sustainability. Ecotourism is a type of tourism that provides direct financial assistance to local communities as well as a variety of other benefits.

II. OBJECTIVES OF THE STUDY

The main objectives of the study are listed below:

1. To study the socio-economic conditions of people living around the ecotourism destinations of the state of Andhra Pradesh
2. To analyze the impact of ecotourism on the socio-cultural and economic development of the community living around the ecotourism destinations of the state of Andhra Pradesh.
3. To analyze the extent to which ecotourism promoted the infrastructural development in communities living around the ecotourism destinations of the state of Andhra Pradesh.

4. To examine the impact of ecotourism on the quality of life and sustainable development of the community living around the ecotourism destinations of the Study areas.

III. SCOPE OF THE STUDY

The current research is limited to and done in the state of Andhra Pradesh's eco-tourism hotspots like Nallamalai Jungle Camp, Orvakal Rock Garden, and Belum Caves. The study looked at how ecotourism has aided the local community's social and economic empowerment, as well as the role of ecotourism in the community's long-term development. Satisfaction and attitude of the local communities toward the ecotourism projects. The impact of ecotourism on social and economic development is considered a leading factor in the sustainable development of the community. The data were collected from the members of the local Vana Samrakshana Samiti during the period of 2020-2021.

IV. STATEMENT OF THE PROBLEM

Ecotourism emphasizes local people's early and long-term engagement in the decision-making process that defines the type and amount of tourism that should take place. Ecotourism provides direct economic benefits to local communities while minimizing harmful environmental and socio-cultural effects. The most likely method to attain these goals is for local populations to actively participate in and be empowered by ecotourism. India, with its lush forests, mountains, and rivers, as well as its diverse animals and sceneries, offers a lot of promise for ecotourism. The government has implemented a variety of employment programs in order to promote fair growth, but they have failed to grasp the potential of ecotourism, which is the greatest source of employment in backward and rural regions. The importance of ecotourism to the development of a state in India can be viewed from three main areas. Ecotourism acts as a tool for regional development in the forest areas, it can serve as a potential source of employment, and help the state in earning income through tourism.

Though research studies conducted in the past have looked at the nature, characteristics, management, and satisfaction of tourists and visitors, there has been a lack of study in the subject of approaches to increase community involvement and socioeconomic empowerment through ecotourism projects in the state. As a result, the current research is particularly significant.

V. HYPOTHESES OF THE STUDY

Based on the objectives of the study, the following hypotheses were formulated and tested:

- **Hypothesis 1**: There is no significant difference between male and female community members on factors in ecotourism projects like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development.
- **Hypothesis 2**: There is no significant difference between married and unmarried community members on factors in ecotourism projects like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development.
- **Hypothesis 3**: There is no significant difference among community members of different ages on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development in Ecotourism projects.
- **Hypothesis 4**: There is no significant difference among community members with different qualifications on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development in Ecotourism projects.
- **Hypothesis 5**: There is no significant difference among community members with different Occupation on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development in Ecotourism projects.
- **Hypothesis 6**: There is no significant difference among community members with different Incomes on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development in Ecotourism projects.
- **Hypothesis 7**: Ecological Impact, Economic Impact, Cultural Impact, Social Impact of Ecotourism has a significant impact on Sustainable Community Development due to Ecotourism

VI. METHODOLOGY

The study was descriptive in nature and a structured quantitative survey was used for collecting secondary data from the community members of the study. The respondents of the study included members of the community living in the forest areas like Nallamalai Jungle Camp, Orvakal Rock Garden, and Belum Caves. The sample size for the study was determined using the work "Sample Size Determination for Research Studies" by Krejcie and Morgan[1]. The final sample size was 300. The study used a simple random sampling technique to select the community members for participation in the study. The data collected from the community members were analysed using SPSS 21.0 software tool. The statistical analysis techniques like frequency, percentage, mean, standard deviation, independent sample t-test, One way ANOVA test, Regression Analysis were performed with the data gathered in the study.

VII. CONCEPTUAL MODEL

Sustainable development in ecotourism is key for the upliftment and development of the community (Alsop & Heinsohn, 2005). This study explores the role of ecotourism in the socio, economic, cultural, and ecological impact of ecotourism on the sustainable development of community and upliftment of the standard of living of community members in the regions around ecotourism projects[2,3,4]. The model was developed based on the empowerment model[5]. In this study, sustainable development of community and upliftment of the standard of living of community members was measured using Social Impact, Economic Impact, Cultural Impact, and Ecological Impact of Ecotourism Projects.

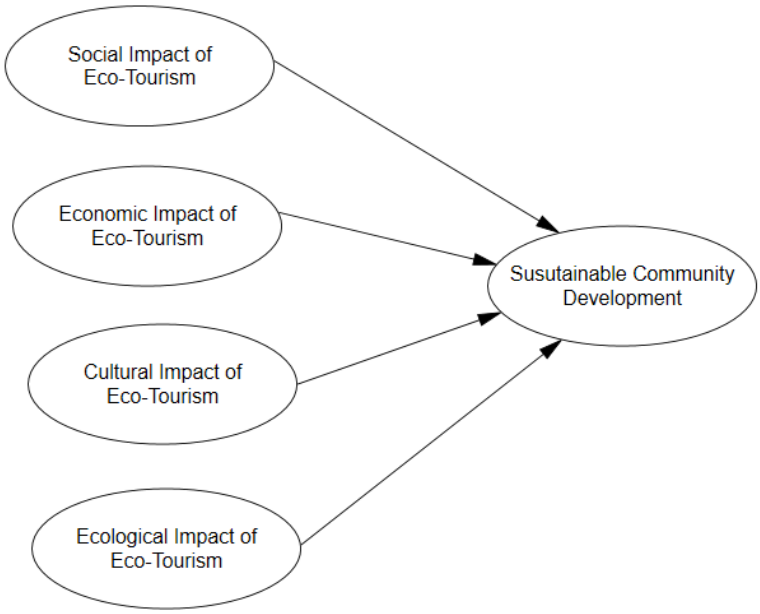

Figure 1 Conceptual Model

VIII. RESULTS AND DISCUSSION

The demographic profile of the members of the community living in and around the ecotourism project areas of the study is shown in Table 1. The study included 300 community members. The major demographic details considered were gender, marital status, age, education, occupation income.

Table 1: Demographic Characteristics

S. No.	Variable	Frequency	Percentage
1.	***Gender***		
	Male	168	56.0
	Female	132	44.0
	Total	300	100.0
2.	***Marital Status***		
	Married	181	60.3
	Single	119	39.7
	Total	300	100.0
3.	***Age***		
	Below 20	42	14.0
	21-30	95	31.7
	31-40	66	22.0
	41-50	52	17.3
	Above 50	45	15.0
	Total	300	100.0
4.	***Education***		
	Below SSC	67	22.3
	SSC	67	22.3
	Inter	44	14.7
	Graduation	49	16.3
	Post-graduation	46	15.3
	Diploma	27	9.0
	Total	300	100.0
5.	***Occupation***		
	Agriculture	52	17.3
	Self- Employment	120	40.0
	Small Business	25	8.3
	Tourism Related works & Services	64	21.3
	Govt Employee	39	13.0
	Total	300	100.0
6.	***Income***		
	Rs. 10,001 - Rs. 15000	16	5.3
	Rs. 10,000 and Below	163	54.3
	Rs. 15,001 - Rs. 20,000	28	9.3
	Rs. 20,001 – Rs. 25,000	48	16.0
	Rs. 25,001 and Rs 30,000	45	15.0
	Total	300	100.0

From the above Table 1, it is inferred that the majority of the study consisted of males 56.0% when compared with female members (44.0%). The study included 60.3% of Married respondents and 39.7% of community members who are Unmarried. With respect to the age of the community members, the majority of the community members were aged between 21 and 30 years (31.7%), followed by members with the age group of 31-40 years (22.0%). The study also comprised of 17.3% community members representing the age group of 41-50 years and 15.0% of members with age Above 50 years. Interestingly, only 14.0% of the community members represented the age category of below 20 years. The majority of the community members of the study have education either SSC/Below SSC (22.3% each). 16.3% of community members were Graduates and another 15.3% have post-Graduation qualifications. With respect to the occupation of the community members, 40.0% were Self- Employed, and 21.3% of community members were employed with Tourism Related works & Services. 17.3% of study respondents were involved in Agriculture. The majority of the community members of the study (54.3%) have income below Rs 10000.

8.1 Descriptive Statistics

Table 2 shows the results of the descriptive statistical measurement like mean, standard deviation, Skewness, and Kurtosis. In general, data with skewness and kurtosis value in the range of +/- 3.0 is regarded as normal data and the data can be conveniently applied with all kinds of parametric tests[6].

"Cronbach's Alpha" also called as the Reliability coefficient is used in research studies to measure the internal consistency of the variables of the study. The value of reliability coefficient above the threshold value of 0.6 indicates that the scale is reliable and results from such scale would be consistent and dependable[7].

Table 2: Descriptive Statistics

S. No.	Variable	No. of Items	Mean	Std. Deviation	Skewness	Kurtosis	Cronbach's Alpha
1.	Social Impact of Ecotourism	7	3.38	0.46	0.35	0.15	0.78
2.	Economic Impact of Ecotourism	8	3.86	0.57	0.13	0.91	0.94
3.	Cultural Impact of Ecotourism	6	3.68	0.70	0.87	1.53	0.92
4.	Ecological Impact Ecotourism	5	4.02	0.59	0.08	0.87	0.84
5	Sustainable Community Development due to Ecotourism	16	3.7	0.26	0.21	1.56	0.92

8.2 Hypothesis Testing

Hypothesis 1: There is no significant difference between male and female community members on factors in ecotourism projects like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development.

An independent sample t-test was used to test the significance of the difference between male and female community members on the ecotourism project factors.

Table 3: Independent Sample t-test between Gender and Factors in Ecotourism Projects

Factor	Gender	N	Mean	Std. Deviation	t-value	p-value
Social Impact	Male	168	3.34	0.44	1.72	0.09(ns)
	Female	132	3.44	0.50		
Economic Impact	Male	168	3.79	0.43	2.34	0.02*
	Female	132	3.95	0.71		
Cultural Impact	Male	168	3.67	0.70	0.39	0.70(ns)
	Female	132	3.70	0.72		
Ecological Impact	Male	168	4.03	0.59	0.01	1.00(ns)
	Female	132	4.03	0.61		
Sustainable Community Development	Male	168	3.73	0.22	1.73	0.09(ns)
	Female	132	3.78	0.32		

*.: Significance at the 0.05 level (2-tailed).
(ns): No Significant Difference

From Table 3, it is clear that male and female community members of the study differ significantly on Economic Impact (t=2.34, p=0.02) factor in ecotourism at a 0.05 level of significance. On the other hand, there is no significant difference between male and female community members on the ecotourism factors like Social Impact, Cultural Impact Ecological Impact, and Sustainable Community Development as the p-value is greater than 0.05. Hence, the Hypothesis "There is no significant difference between male and female community members on factors in ecotourism projects like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development" was rejected for Economic Impact factor and accepted for factors like Social Impact Cultural Impact Ecological Impact and Sustainable Community Development.

Hypothesis 2: There is no significant difference between married and unmarried community members on factors in ecotourism projects like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development.

An independent sample t-test was used to test the significance of the difference between married and single community members on the ecotourism project factors.

Table 4: Independent Sample t-test between Marital Status and Factors in Ecotourism Projects

Factor	Gender	N	Mean	Std. Deviation	t-value	p-value
Social Impact	Married	181	3.38	0.54	0.17	0.87(ns)
	Single	119	3.39	0.32		
Economic Impact	Married	181	3.94	0.57	2.84	0.00**
	Single	119	3.75	0.57		
Cultural Impact	Married	181	3.66	0.66	0.57	0.57(ns)
	Single	119	3.71	0.78		
Ecological Impact	Married	181	4.00	0.57	1.08	0.28(ns)
	Single	119	4.07	0.64		
Sustainable Community Development	Married	181	3.76	0.29	0.43	0.67(ns)
	Single	119	3.74	0.22		

**.: Significance at the 0.01 level (2-tailed).
(ns): No Significant Difference

From Table 4, it is evident that married and unmarried community members of the study differ significantly on Economic Impact (t=2.84, p=0.00) factor in ecotourism at a 0.00 level of significance. On the other hand, there is no significant difference between married and unmarried community members on the ecotourism factors like Social Impact, Cultural Impact Ecological Impact, and Sustainable Community Development as the p-value is greater than 0.05. Hence, the Hypothesis "There is no significant difference between married and unmarried community members on factors in ecotourism projects like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development" was rejected for Economic Impact factor and accepted for factors like Social Impact Cultural Impact Ecological Impact and Sustainable Community Development.

Hypothesis 3: There is no significant difference among community members with different ages on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development in Ecotourism projects.

An independent sample t-test was used to test the significance of the difference between married and single community members on the ecotourism project factors.

Table 5: One way ANOVA test between Age of Community Members and Factors in Ecotourism Projects

Ecotourism Factors	Mean Comparison	Sum of Squares	df	Mean Square	F-Value	p-value
Social Impact of Ecotourism	Between Groups	4.324	4	1.081	5.303	0.00**
	Within Groups	60.143	295	.204		
	Total	64.468	299			
Economic Impact of Ecotourism	Between Groups	1.615	4	.404	1.223	0.30(ns)
	Within Groups	97.356	295	.330		
	Total	98.971	299			
Cultural Impact of Ecotourism	Between Groups	4.690	4	1.172	2.380	0.05(ns)
	Within Groups	145.304	295	.493		
	Total	149.994	299			
Ecological Impact Ecotourism	Between Groups	2.424	4	.606	1.703	0.14(ns)
	Within Groups	104.933	295	.356		
	Total	107.357	299			
Sustainable Community Development	Between Groups	.300	4	.075	1.055	0.37(ns)
	Within Groups	20.986	295	.071		
	Total	21.286	299			

**.: Significance at the 0.01 level (2-tailed).
(ns): No Significant Difference

From Table 5, it is inferred that the community members of different ages differ significantly on the factors like Economic Impact (F=3.84, p=0.00) and Cultural Impact (F=4.44, p=0.00) of ecotourism at 0.00 level. On the other hand, there is no significant difference between community members of different ages on the ecotourism factors like Social Impact, Ecological Impact, and Sustainable Community Development as the p-value is greater than 0.05. Hence, the Hypothesis that "There is no significant difference among community members with different ages on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact and Sustainable Community Development in Ecotourism projects" was rejected for Economic Impact and

Cultural Impact. On the other hand, the hypothesis was accepted for factors like Social Impact, Ecological Impact, and Sustainable Community Development.

Hypothesis 4: There is no significant difference among community members with different qualifications on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development in Ecotourism projects.

An independent sample t-test was used to test the significance of the difference between married and single community members on the ecotourism project factors.

Table 6: One way ANOVA test between Qualification of Community Members and Factors in Ecotourism Projects

Ecotourism Factors	Mean Comparison	Sum of Squares	df	Mean Square	F-Value	p-value
Social Impact of Ecotourism	Between Groups	1.407	5	0.281	1.31	0.25(ns)
	Within Groups	63.061	294	0.214		
	Total	64.468	299			
Economic Impact of Ecotourism	Between Groups	5.054	5	1.011	3.16	0.00**
	Within Groups	93.917	294	0.319		
	Total	98.971	299			
Cultural Impact of Ecotourism	Between Groups	7.459	5	1.492	3.07	0.01*
	Within Groups	142.535	294	0.485		
	Total	149.994	299			
Ecological Impact Ecotourism	Between Groups	.631	5	0.126	0.34	0.88(ns)
	Within Groups	106.727	294	0.363		
	Total	107.357	299			
Sustainable Community Development	Between Groups	1.664	5	0.333	4.98	0.00**
	Within Groups	19.622	294	0.067		
	Total	21.286	299			

*.: Significance at the 0.05 level (2-tailed).
**.: Significance at the 0.01 level (2-tailed).
(ns): No Significant Difference

From Table 6, it is inferred that the community members with different qualifications differ significantly on the factors like Economic Impact (F=3.16, p=0.00) and Cultural Impact (F=3.07, p=0.01) and Sustainable Community Development (F=4.98, p=0.00) of ecotourism at 0.00 level. On the other hand, there is no significant difference between community members with different qualifications on the ecotourism factors like Social Impact and Ecological Impact as the p-value is greater than 0.05. Hence, the Hypothesis that "There is no significant difference among community members with different qualifications on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact and Sustainable Community Development in Ecotourism projects" was rejected for Economic Impact, Cultural Impact, and Sustainable Community Development. On the other hand, the hypothesis was accepted for factors like Social Impact and Ecological Impact.

Hypothesis 5: There is no significant difference among community members with different Occupation on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development in Ecotourism projects.

An independent sample t-test was used to test the significance of the difference between married and single community members on the ecotourism project factors.

Table 7: One way ANOVA test between Occupation of Community Members and Factors in Ecotourism Projects

Ecotourism Factors	Mean Comparison	Sum of Squares	df	Mean Square	F-Value	p-value
Social Impact of Ecotourism	Between Groups	9.320	4	2.330	12.463	0.00**
	Within Groups	55.148	295	.187		
	Total	64.468	299			
Economic Impact of Ecotourism	Between Groups	3.107	4	.777	2.391	0.05(ns)
	Within Groups	95.864	295	.325		
	Total	98.971	299			
Cultural Impact of Ecotourism	Between Groups	18.243	4	4.561	10.212	0.00**
	Within Groups	131.751	295	.447		
	Total	149.994	299			
Ecological Impact Ecotourism	Between Groups	2.292	4	.573	1.609	0.17(ns)
	Within Groups	105.065	295	.356		
	Total	107.357	299			
Sustainable Community Development	Between Groups	.920	4	.230	3.332	0.01*
	Within Groups	20.366	295	.069		
	Total	21.286	299			

*.: Significance at the 0.05 level (2-tailed).
**.: Significance at the 0.01 level (2-tailed).
(ns): No Significant Difference

From Table 7, it is inferred that the community members with different Occupations differ significantly on the factors like Social Impact (F=12.46, p=0.00), Cultural Impact (F=10.21, p=0.00), and Sustainable Community Development (F=3.33, p=0.01). On the other hand, there is no significant difference between community members with different Occupation on the ecotourism factors like Economic Impact and Ecological Impact as the p-value is greater than 0.05. Hence, the Hypothesis that "There is no significant difference among community members with different Occupation on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact and Sustainable Community Development in Ecotourism projects" was rejected for Economic Impact, Cultural Impact, and Sustainable Community Development. On the other hand, the hypothesis was accepted for factors like Social Impact and Ecological Impact.

Hypothesis 6: There is no significant difference among community members with different Incomes on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact, and Sustainable Community Development in Ecotourism projects.

An independent sample t-test was used to test the significance of the difference between married and single community members on the ecotourism project factors.

Table 8: One way ANOVA test between Income of Community Members and Factors in Ecotourism Projects

Ecotourism Factors	Mean Comparison	Sum of Squares	df	Mean Square	F-Value	p-value
Social Impact of Ecotourism	Between Groups	4.324	4	1.081	5.303	0.00**
	Within Groups	60.143	295	.204		
	Total	64.468	299			
Economic Impact of Ecotourism	Between Groups	1.615	4	.404	1.223	0.30(ns)
	Within Groups	97.356	295	.330		
	Total	98.971	299			
Cultural Impact of Ecotourism	Between Groups	4.690	4	1.172	2.380	0.05(ns)
	Within Groups	145.304	295	.493		
	Total	149.994	299			
Ecological Impact Ecotourism	Between Groups	2.424	4	.606	1.703	0.14(ns)
	Within Groups	104.933	295	.356		
	Total	107.357	299			
Sustainable Community Development	Between Groups	.300	4	.075	1.055	0.37(ns)
	Within Groups	20.986	295	.071		
	Total	21.286	299			

**.: Significance at the 0.01 level (2-tailed).
(ns): No Significant Difference

From Table 8, it is inferred that the community members with different Incomes differ significantly on the factors like Social Impact (F=5.303, p=0.00). On the other hand, there is no significant difference between community members with different Incomes on the ecotourism factors like Cultural Impact, Economic Impact, Ecological Impact, and Sustainable Community Development as the p-value is greater than 0.05. Hence, the Hypothesis that "There is no significant difference among community members with different Incomes on factors like Social Impact, Economic Impact, Cultural Impact, Ecological Impact and Sustainable Community Development in Ecotourism projects" was rejected for Social Impact. On the other hand, the hypothesis was accepted for factors like Cultural Impact, Economic Impact, Ecological Impact, and Sustainable Community Development.

Hypothesis 7: Ecological Impact, Economic Impact, Cultural Impact, Social Impact of Ecotourism has a significant impact on Sustainable Community Development due to Ecotourism

Linear Regression Analysis was conducted to test the strength and nature of the relationship between the predictor variables (Ecological Impact of Ecotourism, Economic Impact of Ecotourism, Cultural Impact of Ecotourism, Social Impact of Ecotourism) and the outcome variable (Sustainable Community Development due to Ecotourism). The results of the linear regression have revealed that the predictor variables (like Ecological Impact of Ecotourism, Economic Impact of Ecotourism, Cultural Impact of Ecotourism, Social Impact of Ecotourism) have accounted for 84.6% of the variance in the outcome variable (Sustainable Community Development due to Ecotourism). The change in R^2 was 0.846 and it was highly significant ($p<0.000$).

Table 9: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
0.920	0.846	0.844	0.10526	0.846	406.500	4	295	0.000

Predictors: (Constant), Work-Life Balance

Table 10 shows the results of ANOVA, which assesses the overall significance of the model proposed in the study. Since the obtained p-value is below 0.05, the model is significant and valid. Thus, it is clear that the model i.e., Ecotourism factors (Ecological Impact, Economic Impact, Cultural Impact, Social Impact) impacting the Sustainable Community Development due to Ecotourism has been validated.

Table 10: ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.017	4	4.504	406.500	0.000
Residual	3.269	295	0.011		
Total	21.286	299			

a. Predictors: (Constant), Ecological Impact of Ecotourism, Economic Impact of Ecotourism, Cultural Impact of Ecotourism, Social Impact of Ecotourism
b. Outcome Variable: Sustainable Community Development due to Ecotourism

The Standardized β Coefficients is used to assess the contribution of the predictor variable on the model. From Table 11, it is clear that all the predictor factors like Ecological Impact of Ecotourism, Economic Impact of Ecotourism, Cultural Impact of Ecotourism, Social Impact of Ecotourism are significantly contributing to the model. The "t-value" and Significance (p) values give the strength of the impact of the predictor variable on the outcome variable. The results show that Cultural Impact (t-value=25.289, p=0.000) has highest significant impact on the Sustainable Community Development due to Ecotourism when compared with Social Impact (t-value=12.825 p=0.000), Economic Impact (t-value=18.541, p=0.000) and Ecological Impact (t-value=20.983, p=0.000).

Table 11: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.599	0.079		7.563	0.000
Social Impact of Ecotourism	0.186	0.014	0.323	12.825	0.000
Economic Impact of Ecotourism	0.219	0.012	0.473	18.541	0.000
Cultural Impact of Ecotourism	0.222	0.009	0.588	25.289	0.000
Ecological Impact Ecotourism	0.214	0.010	0.480	20.983	0.000

a. Outcome Variable: Sustainable Community Development due to Ecotourism

The hypothesis "Ecological Impact, Economic Impact, Cultural Impact, Social Impact of Eco-Tourism has a significant impact on the Sustainable Community Development due to Eco-Tourism" was accepted as the p-value is less than 0.05.

IX. FINDINGS AND CONCLUSIONS

Ecotourism projects can be effective and productive if it promotes sustainable development by creating a long-term perspective for the community living in the project regions. The goal of sustainable development is to strike a balance between people's desire for a healthier and better lifestyle, as well as the protection of natural resources and ecosystems. Ecotourism has the potential to serve as a base that allows local residents and ecotourism service providers to benefit from rising living standards. In this study, sustainable community development in the forest regions was evaluated by analysing the different aspects of development like Social Impact, Economic Impact, Cultural Impact, and Ecological Impact of ecotourism projects in the lives of community dwelling in the adjacent regions. The study has successfully analysed the role of ecotourism in the sustainable development and upliftment of the standard of living of communities in the forest regions implementing ecotourism projects in the state of Andhra Pradesh. The study found that the cultural impact of ecotourism has a far-reaching impact on the sustainable development and upliftment of the quality of life in the community when compared with other factors like social impact, economic effect, and ecological effect.

The findings emphasize that the cultural aspects of the local community like their rituals, habits, customs, traditions, and practices should be given appropriate consideration when promoting ecotourism projects in the destinations/ locations. The study also reiterates that the role of the community in important decisions related to eco-tourism affecting their lives and environment should be genuinely considered and due weightage will be given to their voices and sentiments. Local people must be included in the development and administration of ecotourism projects in order to ensure their social empowerment. Disputes between the local community and employees of the ecotourism development center should be avoided in order to ensure local people's cooperation with the ecotourism project, and it has been discovered that there are many conflicts between local people and ecotourism employees. The study recommends that revenue generated from ecotourism should be recycled into the local community for the sustainable development of the locality and for enhancing the livelihood of the local people.

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