

A Multi-Factor Approach to Understand Drivers Enhancing Sustainable Rural Tourism Based on Motivation – Opportunity – Ability Framework and Social Exchange Theory

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Abstract: Cotton is one of the most important agricultural commodities due to its role in the textile industry, rural employment, and agricultural income. This study aims to analyze the economic and structural dynamics of cotton production at both global and national levels and to evaluate Türkiye's position in terms of production, cost structure, foreign trade, and support policies. The study is based on statistical data published by the International Cotton Advisory Committee (ICAC), the Turkish Statistical Institute (TURKSTAT), and other official institutions. A descriptive and comparative analysis approach was used, and time-series data covering the period 2000/2001–2022/2023 were examined. The data show that global cotton production has remained around 24–25 million tons, while cultivated areas remained relatively stable and production growth was mainly driven by yield increases. At the same time, high stock-to-use ratios indicate a structural surplus in the global cotton market, influenced by trade policies and government support programs. Cost analysis reveals significant differences among countries in terms of productivity, input use, and competitiveness. In Türkiye, declining cultivation areas and increasing domestic demand have led to a higher dependence on imports despite improvements in yield. The originality of this study lies in the joint evaluation of production, cost, trade, and policy indicators within a single analytical framework. The results indicate that long-term planning, efficient resource use, technological adoption, and stable support policies are essential for ensuring sustainable and competitive cotton production.

Keywords: Rural tourism, Local residents, Social Exchange Theory, Motivation – Opportunity - Ability Framework

Sürdürülebilir Kırsal Turizmi Geliştiren Etkenleri Anlamak İçin Motivasyon – Fırsat – Yetenek Çerçevesi ve Sosyal Değişim Teorisine Dayalı Çok Faktörlü Bir Yaklaşım

Öz Bu çalışma, yerel sakinlerin kırsal turizm faaliyetlerine aktif olarak katılma istekliliğini etkileyen faktörleri araştırmayı ve günlük ve ova bölgelerini karşılaştırmayı amaçlamaktadır. Çalışma, Motivasyon-Fırsat-Yetenek çerçevesini, algılanan ekonomik, sosyo-kültürel ve çevresel etkileri içeren Sosyal Değişim Teorisi'ni ve kırsal turizm faaliyetlerinin algılanan sürekliliği ve yeni deneyimlere açıklık gibi ek faktörleri içermektedir. Veriler, kırsal alanda yüz yüze görüşmeler yoluyla 253 kişiden toplanmıştır. Toplanan verilerin analizi için ikili lojistik regresyon uygulanmıştır. Analize göre, genel olarak 13 bağımsız değişkenden dokuzu (bölgeler, medeni durum, gelir kaynağı, motivasyon, yetenekler, algılanan sosyo-kültürel etki, algılanan çevresel etki, kırsal turizm faaliyetlerinin algılanan sürekliliği ve yeni deneyimlere açıklık) istatistiksel olarak anlamlı bulunmuştur. Çalışma, politika yapıcılar, yerel yönetimler, yatırımcılar ve işletmeler için pratik bilgiler sağlayarak, kırsal turizm faaliyetlerinde sürdürülebilir uygulamaları geliştirmek için daha bilinçli ve özel stratejiler oluşturmalarını sağlamaktadır.

Anahtar kelimeler: Kırsal turizm, Yerel halk, Sosyal Değişim Teorisi, Motivasyon – Fırsat – Yetenek Çerçevesi

INTRODUCTION

Rural tourism has become a significant segment of the modern tourism industry to provide sustainable development and the coordinated growth of agricultural and non-agricultural sectors in rural areas (Scaglione and Mendola, 2017; Muresan et al., 2019; Widawski, 2023). Since, in the globalizing world, rural development policies have progressively evolved to address the social and economic disadvantages of the areas. These policies have shifted towards a functional and integrated approach that

encompasses both agricultural and non-agricultural sectors, aiming to enhance the well-being of rural communities (Yin et al., 2022; Permana et al., 2024). In both developed and

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developing countries, the increasing desire for ecological living, awareness of healthy lifestyles, interest in culture, need for personal leisure time, and wish to participate in diverse activities have significantly boosted the demand for rural tourism (Alves et al., 2020; Moura et al., 2022; Patterson and Balderas-Cejudo, 2023).

The World Tourism Organization (WTO) defines rural tourism as “Rural tourism is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing” (WTO, 2024). In other words, this segment of tourism aims to facilitate meaningful and authentic interactions between tourists and the rural environment, as well as the local communities. Similarly, The European Union views rural tourism as encompassing all tourism activities within rural areas, involving small-scale enterprises that provide accommodation, food, beverages, and other services to tourists who seek to enjoy and engage with agricultural or local values (Gartner, 2004; Fontefrancesco et al., 2023).

The development of rural tourism may be a remarkable lever for shifting rural economies and improving the living standards of local populations (Sgroi, 2022). It creates new income sources for people living in rural areas, prevents the migration of young people to urban centers, and, thus maintains a balanced demographic structure (Ge et al., 2020; Miller and Bairoliya, 2021; Ismail et al., 2021). Additionally, rural tourism supports the preservation of local cultural and natural heritage, ensuring the sustainability of these areas for future generations (Tang et al., 2020; Wu et al., 2023). However, to provide sustainable rural tourism and achieve long-term success, the participation and support of the local community are essential (Idziak et al., 2018; Nicolaidis, 2020). Local community involvement in rural tourism not only provides economic benefits but also aids in preserving local culture and traditions, ensures the sustainable use of natural resources, and strengthens social solidarity (Hossen, 2023). Therefore, considering the expectations and needs of the local community and encouraging their active participation is crucial for the development and continuity of rural tourism (Wijijayanti et al., 2020). In this context, studies exploring the challenges and opportunities in the development of rural tourism will provide significant contributions to both academic literature and the formulation of tourism policies.

Research from the literature highlights that the success and continuity of rural tourism heavily depend on local community support (Perdue et al., 1995; Rosalina et al., 2021; Maziliauske, 2024; Zahl-Thanem, 2025). Wilson et al., (2001) argue that local entrepreneurs have an important effect on developing rural tourism, as they can leverage their knowledge of the area to offer authentic experiences.

Cawley and Gillmor (2008) stress that a successful rural tourism strategy requires a multidimensional approach, integrating environmental conservation, cultural preservation, and equitable economic benefits. Also, Latkova (2008) found that when residents perceive tourism as a tool for economic growth, they are more likely to support tourism initiatives. Conversely, Yazgan and Kadanali (2012) and Akbulak (2016) caution that while rural tourism can increase local incomes, it must be managed carefully to avoid negative impacts like environmental degradation and cultural erosion. In summary, the literature indicates that local community support is a key factor in the development of rural tourism. Effective rural tourism strategies must engage local residents, address their concerns, and foster a positive perception of tourism as a driver of economic and social development (Jamal and Dredge, 2014; Rasoolimanesh et al., 2017; An and Alarcon, 2020; Yang et al., 2023). By incorporating these insights, policymakers and practitioners can create more effective rural tourism policies and practices that benefit both visitors and local communities (Liu et al., 2020; Eichelberger et al., 2020; Rosalina et al., 2021; Maziliauske, 2024).

This study aims to reveal the drivers of local residents affecting on willingness to actively participate in rural tourism activities. The study integrated the Motivation-Opportunity- Ability framework (MOA framework), Social Exchange Theory (SET; Perceived economic, socio-cultural, and environmental impacts), other factors (perceived continuity of rural tourism activities and openness to new experiences), and demographic drivers (age, education, marital status, and income sources), to provide a multidimensional explanation to the domain. Briefly, the study intends to build up and test which factors have effects on willingness to actively participate in rural tourism activities.

This research offers three significant contributions. First, it provides a specific and novel framework to have a better understanding of how behavioral (opportunity and ability) and psychological (motivations, perceived economic, socio-cultural, and environmental impacts, perceived continuity of rural tourism activities, and openness to open to new experiences) and demographic (age, education, marital status, and income sources) drivers influence willingness to actively participate of local residents in rural tourism activities. Second, factors affecting willingness to actively participate in rural tourism activities are evaluated and compared between mountainous and plain areas to understand how geographical, social, and cultural differences affect support behavior. Third, this study offers practical implications for businesses, policymakers, and investors, enabling them to develop more informed and tailored approaches to enhance sustainable practices in rural

tourism activities. Despite the growing body of literature on rural tourism, there is still a lack of studies integrating the MOA framework and Social Exchange Theory while also considering perceived continuity and openness to new experiences in a comparative regional context. Additionally, limited research has examined differences between mountainous and plain areas. This study aims to fill this gap by providing a comprehensive and comparative analysis. Therefore, this study contributes to the literature by offering a multidimensional and comparative perspective.

Conceptual Framework

In this study, an integrated model including MOA framework, SET, and demographic drivers is used to have an understanding of factors affecting willingness to actively participate of local residents in rural tourism activities.

MOA Framework: This framework explains individuals' engagement in a specific behavior using three essential components as motivation, opportunity, and ability (MacInnis et al., 1991). As Sibian and Ispas (2021) stressed understanding the relationship between these three elements and the behavior provides a remarkable insight for identifying the drivers to enhance individuals' participation in the behavior. In this concept, motivation can be accepted as the driving force behind an individual's decision-making process. This driver states the internal (intrinsic interests, sense of curiosity, and search for personal fulfillment) and external (rewards, recognition, or avoidance of negative outcomes) forces that stimulate an individual's behavior towards performing a certain behavior (Morris et al., 2022; Bandhu et al., 2024). In other words, it reveals the reasons behind why local residents engage in rural tourism. Opportunity refers to an individual's environmental and social circumstances such as training facilities, governmental procedures, or other residences in the location to reach a goal or action (MacInnis et al., 1991; Binney et al., 2006; Alhumud and Elshaer., 2024). This factor stimulates people's participation in the behavior. It means that when opportunities favor residents, they will be more tendency to participate in rural tourism activities. Lastly, the ability is accepted as a complex term including a combination of drivers such as knowledge, skills, experiences, awareness, and personal characteristics (MacInnis et al., 1991; Siemsen et al., 2013). So, if people are motivated to use the opportunities and have abilities, they will be more willing to perform the behavior (Jamal and Getz, 1995). It means that residents have more motivation, opportunities, and abilities and have more tendency to participate in rural tourism activities. In the literature, few studies used the MOA framework to understand local residents' behavior toward rural tourism (Jepson et al., 2014; Kunasekaran et al., 2022; Yang et al., 2023; Ivasciuc and Ispas, 2023). So, in this study, it is hypothesized that:

- H1: Motivation is positively associated with residents' willingness to actively participate in rural tourism activities.
H2: Opportunity is positively associated with residents' willingness to actively participate in rural tourism activities.
H3: Ability is positively associated with residents' willingness to actively participate in rural tourism activities.

Social Exchange Theory: Early research on residents' attitudes toward tourism was criticized for lacking theoretical grounding. These researchers were unclear about the reasons behind and conditions influencing how residents react to the impacts of tourism. To address these gaps, scholars began employing various theories, with Social Exchange Theory (SET) being particularly influential in advancing the theoretical framework for understanding residents' perceptions of tourism (Nunkoo, 2016). The theory was developed by incorporation of Homans (1958), Thibaut and Kelley (1959), Emerson (1962), and Blau (1964), and provides a foundational framework for understanding human behavior in the context of social change (Cook et al., 2013; Nunkoo, 2016).

Building upon these initial writings, Perdue et al. (1990) extended the theory's applicability to the realm of tourism by arguing that it offers a robust framework for understanding local residents' perceptions of the impacts of tourism. According to Perdue et al., (1990), Social Exchange Theory is particularly useful for examining how residents perceive and react to the costs and benefits associated with tourism activities in their communities. This theory posits that human interactions and relationships are guided by a cost benefit analysis where individuals seek to maximize benefits and minimize costs in their exchanges with others (Blau, 1964). Further, Ap (1992) defined Social Exchange Theory as "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in interaction situations." In other words, The theory's emphasis on the reciprocity of social exchanges aligns well with the dynamics of tourism, where interactions between tourists and local communities involve a complex balance of perceived gains and losses. This definition underscores the theory's broad applicability in analyzing how different factors influence individuals' attitudes toward tourism.

Central to Social Exchange Theory is the notion that community attitudes and participation in tourism are shaped by the balance of perceived benefits versus costs. In this context, Peters et al. (2018) articulated Social Exchange Theory as a framework that integrates the perceived benefits and costs of tourism to explain the community's attitudes toward tourism development. This theoretical approach enables researchers to explore how different stakeholders perceive and manage the outcomes of tourism and provides a basis for developing strategies that balance the interests of both tourists and local communities. Overall,

Social Exchange Theory serves as a valuable framework for examining the dynamics of tourism development and its effects on local populations, offering a lens through which the intricate interplay of benefits and costs can be analyzed to foster more sustainable and equitable tourism practices. Researchers have widely adopted this theoretical lens to explore various dimensions of residents' behavior towards rural tourism, including the perceived economic, socio cultural, and environmental impacts (Dyer et al., 2007; Rasoolimanesh et al., 2016; Harun et al., 2018; Peters et al., 2018; Robina-Ramírez et al., 2020). The hypothesis about residents' willingness to actively participate in rural tourism activities:

H4: Perceived economic impact is positively associated with residents' willingness to actively participate in rural tourism activities.

H5: Perceived socio cultural impact is positively associated with residents' willingness to actively participate in rural tourism activities.

H6: Perceived environmental impact is positively associated with residents' willingness to actively participate in rural tourism activities.

The perceptions of local residents regarding the continuity of rural tourism: The perception of local residents regarding the continuity of rural tourism is generally based on economic, cultural, environmental, and social factors (Peters et al., 2018; Lo et al., 2014). When the public perceives the economic benefits of tourism, its potential to improve quality of life, and the preservation of cultural values positively, they are more likely to support rural tourism. However, negative effects such as environmental degradation, cultural erosion, social disruption, and rising living costs can lead to negative perceptions of tourism (Agarwal, 2023; Yanan et al., 2024). Therefore, to ensure the continuity of rural tourism, it is crucial to consider factors such as local residents' involvement, equitable benefit distribution, and environmental protection.

H7: The perception of local residents regarding the continuity of rural tourism is positively associated with residents' willingness to actively participate in rural tourism activities.

Local residents' openness to new experiences: The local community's openness to innovation is a crucial factor in supporting rural tourism (Wiranatha et al., 2024). Communities that are open to innovation can contribute to the continuity of rural tourism by embracing new job opportunities, economic models, and sustainable tourism practices offered by tourism. However, in a community that is resistant to innovation, opposition to such changes may increase, and the sustainability of rural tourism may be jeopardized (Widawski et al., 2023; Wiranatha et al., 2024).

For rural tourism to continue successfully, it is vital for the local community to be open to innovation and adapt to these changes.

H8: Local residents' openness to new experiences is positively associated with their willingness to actively participate in rural tourism activities.

Demographic Characteristics: Demographic characteristics were also accepted as quite significant in explaining human behavior in the rural tourism domain. It is generally examined that age (Mensah, 2016; Stojković et al., 2020; Salha et al., 2020; Bhat and Mishra, 2020), education level (Mensah, 2016; Stojković et al., 2020; Bhat and Mishra, 2020; Kim and Kim, 2024), marital status (Mensah, 2016; Salha et al., 2020; Bhat and Mishra, 2020) and income level or source (Mensah, 2016; Salha et al., 2020; Bhat and Mishra, 2020) have relationship with local residences' behavior in rural tourism. To the best of our knowledge, no study compares mountainous area and plain area in a location. So, we add regions to represent the area status, different from previous studies. Thus, age, educational level, marital status, income level, and region were included as the demographic characteristics to have better explanatory power in this study. The hypothesis about demographic characteristics is given as follows:

H9a: Age is positively associated with residents' willingness to actively participate in rural tourism activities.

H9b: Education level is positively associated with residents' willingness to actively participate in rural tourism activities.

H9c: Marital status is positively associated with residents' willingness to actively participate in rural tourism activities.

H9d: Income level is positively associated with residents' willingness to actively participate in rural tourism activities.

H9e: Region is positively associated with residents' willingness to actively participate in rural tourism activities.

MATERIAL AND METHOD

Research Area: Adana province has a rural tourism potential with its thousands of years of historical background, numerous historical artifacts that have survived to the present day from this past, the natural beauty of the Yumurtalık and Karatas beaches, its plateaus, thermal waters, and diverse range of plant and animal species (Nur and Balpınar; 2013; CDA, 2014). The tourism resources of Adana can be detailed as museums, traditional houses, ancient cities, castles, churches, bridges, caravanserais, inns, mosques, mansions, clock towers, monuments, waterfalls, national parks, nature reserves, dam lakes, various festivals, and its unique cuisine. These tourism resources provide remarkable opportunities to increase tourism demand in Adana (Oguz et al., 2018; KTB, 2024). The province boasts diverse natural landscapes, cultural heritage sites, and traditional agricultural practices that can attract a variety of tourists. In Adana, it may have a remarkable contribution if factors affecting the support of local residents can be understood and encouraged. This involves conducting comprehensive studies to gauge motivations, opportunities, abilities, or local perceptions, towards rural tourism.

Sampling Procedure: The province of Adana is divided into three sub regions based on its geographical and socio economic structure, namely mountainous, plain, and pass regions. The study was conducted in four districts of Adana province, located in the plain and mountainous regions, which are considered to hold significant potential for rural tourism and are currently evaluated as attractions for tourists. In other words, four districts were selected as the research area that is accepted to best represent the plain and mountainous areas by considering geographically and socio culturally, using the "Purposeful Sampling Method". Thus, the research scope encompassed the districts of Ceyhan and Karaisalı in the plain area and the districts of Pozantı and Saimbeyli in the mountainous area. These districts have many different opportunities such as historical tourism, water sports, mountain and nature trekking, wildlife observation, photo safari and butterfly observation (Nur and Balpınar; 2013).

The sample size was determined using the "simple random sampling" method, taking into consideration the number of total populations. The formula for the sampling method is provided below (Newbold, 1995).

$$n = \frac{N \cdot t^2 \cdot p \cdot q}{(N - 1)D^2 + t^2 p \cdot q}$$

n= Sample size, N=Population (214.305), D= Mean deviation (0,05), t= Confidence interval (1,96), p= Probability rate (0,8), q=1-p (0,2)

According to this method, the sample size was determined to be 246 individuals. The sample size has been evenly distributed between the plain and mountainous areas. Thus, it aimed to conduct survey interviews with a total of 253 individuals, comprising 105 individuals from the mountain districts and 148 individuals from the plain districts to allow us to derive reasonable outcomes from the analysis.

Data Collection (Scales CA, AVE, CR, FL): The main material of this study is the primary data collected through face-to-face interviews with individuals residing in rural areas from selected districts within the Adana province. Standardized questionnaire forms were used for the interviews. The survey forms were developed by previous studies aiming to identify factors influencing the support for rural tourism among local residents in rural areas (Rasoolimanesh et al., 2016; Harun et al., 2018; Kulualp and Sari, 2019; Martinez et al., 2019; Liu et al., 2020), as well as by consultations with experts in rural tourism. To assess the suitability and adequacy of the questions included in the survey, a pilot survey was conducted with 30 individuals. Following necessary adjustments, the survey was finalized. The survey consists of three sections.

The first section includes questions to determine the demographic characteristics of the participants (gender, age, education, occupation, household size, income status). Then a definition of rural tourism is presented to participants to provide a consensus on the term. The second section aims to identify participants' opinions of rural tourism in their locations, and finally, the third section consists of questions aimed at revealing participants' attitudes towards supporting rural tourism and their evaluations regarding the impacts of rural tourism (economic, social, and environmental). In the final section, statements were asked using a 5-point Likert scale (1. Strongly Disagree ... 5. Strongly Agree).

A confirmatory factor analysis was performed to explain the validity of the model. According to the goodness of fitness indices, the model provides accepted standards (CMIN/DF=1,916; CFI= 0,922; RMSA= 0,060; SRMR = 0,0618). For factor loadings, Stevens (1992) supports using a cut-off of 0.4, irrespective of sample size. In the model, factor loadings are calculated between 0.471 and 0.934, and these values are evaluated as acceptable. Cronbach – alpha values are derived between 0.692 and 0.911 as Gürbüz and Sahin (2018) the threshold of this value must be at least 0.70. However, its value can be lowered to 0.60 in scale development studies. The thresholds for AVE and CR values must be 0.5 and 0.7 (Raykov et al., 2016; Ab Hamid et al., 2017). According to outcomes, the AVE and CR are found above the thresholds. Namely, these outcomes show that the model satisfies the requirements to go further for the next analysis (Appendix A).

Binary Logistic Regression Analysis: Logistic regression analysis is utilized to model the relationship between a dependent variable and one or more independent variables. In this study, local residents' willingness to actively participate in rural tourism activities in selected districts in Adana province is taken as the dependent variable. The dependent variable will be dichotomized into high supporters and low supporters based on the averages of scores obtained through Likert scale measurement. Individuals at a low level will be coded as "0", while those supporting it at a high level will be coded as "1". Thus, a model representing the entire research domain has been obtained. After determining this model, the same model will be recreated for both plain and mountainous areas, and the results of these two models will be compared.

RESULTS

Demographic Characteristics: The demographic characteristics of the sample the both mountainous area and plain area in Adana province are presented in Table 1. It is prominently unbalanced toward men (85.3% of the total) and there are statistically significant between groups. The average age is 50.1 years and the most represented age

classes are 51-60 years old (29.2% of the sample). 41.8% of the sample has completed a high school education which is the most frequent education level. Moreover, 86.5% of the participants are married and they have 4.3 persons

Table 1. Demographic Characteristics of Participants

Demographic Characteristics	Mountainous area		Plain area		Total	
Gender	Freq	Ratio (%)	Freq	Ratio (%)	Freq	Ratio (%)
Women	29	27.6	8	5.4	37	14.7
Men	76	72.4	139	94.6	215	85.3
$\chi^2 = 24,047$, $P = 0.000$ (chi-square analysis)						
Age						
18-40	28	26.7	35	23.6	63	24.9
41-50	24	22.9	38	25.7	62	24.5
51-60	26	24.8	48	32.4	74	29.2
61 and above	27	25.7	27	18.2	54	21.3
Mean	50.3		49.9		50.1	
$F = 0.065$; $P = 0.798$ (ANOVA analysis)						
Education						
Literature	11	10.5	10	6.8	21	8.4
Primary school graduation	26	24.8	30	20.5	56	22.3
Secondary school graduation	14	13.3	28	19.2	42	16.7
High school graduation	38	36.2	67	45.9	105	41.8
Vocational school graduation	4	3.8	3	2.1	7	2.8
Bachelor Degree	9	8.6	7	4.8	16	6.4
Ms. Degree	3	2.9	1	0.7	4	1.6
$\chi^2 = 7,916$; $P = 0.244$ (chi-square analysis)						
Marital Status						
Married	82	81.2	129	90.2	211	86.5
Single	19	18.8	14	9.8	33	13.5
$\chi^2 = 4,119$; $P = 0.042$ (chi-square analysis)						
Household size						
Mean	3.5		5.0		4.3	
$F = 13,397$; $P = 0.000$ (t test)						

Notes: χ^2 represents chi-square test results; F represents ANOVA test; t represents independent samples t-test. P values indicate significance levels.

The Binary Logistic Regression: The results of the binary logistic regression model are presented in Table 2. In the model, residents' supporting behavior of rural tourism has been considered as a dependent variable (1=3.40 and higher; 0=below 3.40). Binary logistic regression is mainly evaluated with the Likelihood ratio (LR), chi-square test, and Nagelkerke R² (Pituch, 2015; Zewude and Ashine, 2016). According to our analysis, the model is statistically significant [χ^2 (df = 13) = 136,477, $P < 0.01$]. Also, the -2Log likelihood value is 197,351 and the Nagelkerke R² value was 0.576. The Nagelkerke R² value shows that the explanatory power of the independent variables (a total of 13 variables) is 57.6% of the total variance in respondents' support behavior of rural tourism. Furthermore, results show that 85.5% of high-level supporters, 75.7% of low-level supporters, and 81.0% of all subjects were correctly classified. In the model, nine of 13 independent variables, which are regions, marital status,

household size. Also, there slightly significant difference between areas concerning marital status and a strong statistical relationship regarding household size.

income source, motivation, abilities, perceived socio cultural impact, perceived environmental impact, perceived continuity of rural tourism activities, and openness to new experiences, are found statistically significant with expected signs.

Considering demographic characteristics, firstly regions have the highest impact on support behaviour of rural tourism. Namely, residents from the plain region are 2.550 times more likely to belong to the high level supporters of rural tourism. Secondly, the main income source affects local residents who deal with agricultural and/or other activities have 0.517 times more tendency than individuals getting income only from agriculture. Thirdly, people who have different marital statuses show different support behavior for rural tourism. Single individuals have 0.294 times more tendency to be involved in rural tourism activities.

TÜRKTE H, SEÇER A, EKMEKÇİ TÜRK Z, GÜRBÜZ İ, TOPALHAN YASAK M would like to engage with these activities, if they perceive more positive socio-cultural (3.589 times) and environmental (2.084 times) impacts as results of rural tourism. Additionally, residents who have a more positive perception of the continuity of rural tourism activities and feeling to be open toward new experiences, in general, maybe a part of these activities in their region.

Table 2. Logistic Regression Results for Adana

Variables	B	S.E.	Wald χ^2	P	Exp(B)
Constant	-2.532	1.161	4.758	0.029	0.080
Regions ^a	0.936	0.493	3.607	0.058	2.550
Age ^b	-0.012	0.018	0.429	0.513	0.988
Education ^c	0.173	0.400	0.186	0.666	1.189
Marital status ^d	-1.224	0.659	3.446	0.063	0.294
Income source ^e	-0.659	0.389	2.867	0.090	0.517
Motivation	1.004	0.387	6.732	0.009	2.729
Opportunities	0.307	0.402	0.583	0.445	1.359
Abilities	1.751	0.377	21.547	0.000	5.762
Perceived economic impact	0.671	0.499	1.811	0.178	1.957
Perceived socio-cultural impact	1.278	0.416	9.426	0.002	3.589
Perceived environmental impact	0.734	0.429	2.932	0.087	2.084
Perceived continuity of rural tourism activities	1.018	0.385	7.004	0.008	2.768
Openness to new experiences	1.077	0.401	7.223	0.007	2.936
-2 Log likelihood	197.351				
Cox and Snell R ²	0.431				
Nagelkerke R ²	0.576				

B, coefficients; S.E., standard error; χ^2 , chi-square; P, significance level; Exp(B), odds values. ***, **, * represent significance at the 1, 5, and 10% significant levels, respectively. ^a Plain area= 1; Mountainous area= 0, ^b Younger than 50=1; 50 and older=1, ^c 1: Beyond high school; 0: At least secondary school, ^d Married or divorced=1; Single=0; ^e Only agricultural activities=1; agricultural and/or other activities=0.

In the mountainous area of Adana, five of the 12 variables are found to be statically significant. Firstly, none of the demographic characteristics is significant and affects residents' support behaviour of rural tourism. However, motivation and abilities are found to be drivers of the behaviour. When residents' motivation and abilities increase, their support behaviour becomes stronger 5.126 times and 4.000 times respectively. Furthermore, individuals' perceptions of the economic impact of rural tourism activities (3.191 times) and their continuity (3.740) have effects on their support behaviour (Table 3).

In the plain areas, six of the 12 independent variables are statically significant. Results show that demographic characteristics, marital status, and income source have effects on local residents' participation behavior in rural tourism. Namely, when individuals are single and deal with agricultural and/or other activities, they intend to have a role (0.024 times and 0.363 times, respectively) in rural tourism. Moreover, local residents would like to participate in rural tourism activities, if they have more motivations (2.854 times) and abilities (9.417 times). In addition to these factors, local residents show a tendency, according to their perception towards the socio-cultural impact of rural tourism (3.743 times) and openness of new experiences (5.886 times) (Table 4).

Table 3. Binary Logistic Regression Model for Mountainous Area of Adana

Variables	B	S.E.	Wald	Sig.	Exp(B)
Constant	-3.137	1.970	2.536	0.111	0.043
Age ^a	-0.026	0.028	0.868	0.351	0.974
Education ^b	1.053	0.768	1.880	0.170	2.865
Marital Status ^c	0.484	0.908	0.284	0.594	1.623
Income Source ^d	-0.989	0.758	1.702	0.192	0.372
Motivation	1.634	0.743	4.834	0.028	5.126
Opportunities	0.889	0.679	1.716	0.190	2.433
Abilities	1.386	0.684	4.108	0.043	4.000
Perceived economic impact	1.160	0.648	3.205	0.073	3.191
Perceived socio-cultural impact	0.872	0.793	1.209	0.272	2.392
Perceived environmental impact	1.183	0.835	2.009	0.156	3.264
Perceived continuity of rural tourism activities	1.319	0.696	3.593	0.058	3.740
Openness to new experiences	0.806	0.661	1.485	0.223	2.239
-2 Log likelihood	72.991				
Cox and Snell R ²	0.367				
Nagelkerke R ²	0.530				

1) B, coefficients; S.E., standard error; χ^2 , chi-square; P, significance level; Exp(B), odds values. ***, **, * represent significance at the 1, 5, and 10% significant levels, respectively.

^a Younger than 50=1; 50 and older=1, ^b 1: Beyond high school; 0: At least secondary school, ^c Married or divorced=1; Single=0; ^d Only agricultural activities=1; agricultural activities and/or Others=0.

Table 4. Binary Logistic Regression Model for Plain Areas of Adana

Variables	B	S.E.	Wald χ^2	Sig.	Exp(B)
Constant	-0.644	2.028	0.101	0.751	0.525
Age ^a	0.028	0.030	0.870	0.351	1.029
Education ^b	-0.593	0.669	0.786	0.375	0.553
Marital Status ^c	-3.714	1.154	10.353	0.001	0.024
Income Source ^d	-1.014	0.556	3.330	0.068	0.363
Motivation	1.049	0.572	3.365	0.067	2.854
Opportunities	-0.224	0.579	0.149	0.700	0.800
Abilities	2.243	0.572	15.367	0.000	9.417
Perceived economic impact	-0.388	0.981	0.156	0.693	0.679
Perceived socio-cultural impact	1.320	0.592	4.968	0.026	3.743
Perceived environmental impact	0.672	0.620	1.174	0.279	1.957
Perceived continuity of rural tourism activities	0.660	0.598	1.217	0.270	1.935
Openness to new experiences	1.773	0.621	8.153	0.004	5.886
-2 Log likelihood	103.485				
Cox and Snell R ²	0.462				
Nagelkerke R ²	0.623				

1) B, coefficients; S.E., standard error; χ^2 , chi-square; P, significance level; Exp(B), odds values. ***, **, * represent significance at the 1, 5, and 10% significant levels, respectively.

^a Younger than 50=1; 50 and older=1, ^b 1: Beyond high school; 0: At least secondary school, ^c Married or divorced=1; Single=0;

^d Only agricultural activities=1; agricultural activities and/or Others=0.

TÜRKTEKİN H, SEÇER A, EKMEKÇİ T, TÜRK Z, GÜRBÜZ İ, TOPALHAN Y, ASAK M perceived continuity of rural tourism activities, and openness to new experiences. Additionally, demographic (age, education, marital status, and income sources) factors were added to have a wide perspective on drivers affecting the willingness to actively participate of local residents in rural tourism activities. Second, it provides a novel conceptual framework to reveal behavioral (opportunity and ability), psychological (motivations, perceived economic, socio-cultural, and environmental impacts, perceived continuity of rural tourism activities and openness to open to new experiences), and demographic (age, education, marital status, and income sources) factors affecting willingness to actively participate of local residents in rural tourism activities. It can be said that this framework, has the effort to generate a holistic approach from both behavioral and psychological points of view. It is also very important to express that the perceived continuity of rural tourism activities and openness to new experiences succeed in giving a novel insight into the domain. Thus, the conceptual settings collaborated with these drivers to build broader discernment for having a better understanding of individuals' behavior in rural area toward tourism activities.

Practical implications: This study presents practical implications for policymakers, local governments, investors, and businesses giving them opportunities to develop more enlightened and specialized approaches to enhance sustainable practices in rural tourism activities. The recommended implications may also serve to contribute to the continuity of rural tourism activities.

The most prominent antecedent of residents' willingness to actively participate in rural tourism is the ability of them. So, the authorities such as local governments, policymakers, or private enterprises should enhance especially voluntary residents' knowledge and skills with needs oriented and regular training about rural tourism. This training may be organized under projects both by local governments or central government and chambers of commerce or professional chambers. It is also very important that residents' positive perception of the socio-cultural impact, environmental impact, and continuity of rural tourism activities results higher willingness to benefit from this income source. In particular, the perception of the continuity of the activities has more power over residents in mountainous area. These outcomes suggest that strategies and implementations should be planned with the involvement of the residences and relevant organizations to protect socio-cultural and environmental values. It is crucial to implement multi-actor management and support strategies, to foster the development of rural tourism in the targeted areas. Then, they should be explained and executed by ensuring active participation and support of the community. Specifically, maintaining the continuity of rural tourism activities requires the engagement and support of

DISCUSSION AND CONCLUSION

This study aims to identify the factors influencing local residents' willingness to actively participate in rural tourism activities. We integrated the MOA framework, (SET) along with other factors as the perceived continuity of rural tourism activities and openness to new experiences. Additionally, demographic drivers, including age, education, marital status, and income sources also examined to provide a multidimensional understanding of the subject. In summary, the study seeks to identify and evaluate the factors that impact local residents' willingness to engage in rural tourism activities.

According to logistic regression results, participants are more willing to take place in the activities, when they have more abilities such as having knowledge, having the right to speak, and using certain parts of their houses to provide services to tourists. Utama and Trimurti (2021) also indicated that ability is one of the most important factors affecting community participation success in eco-tourism activities. Chen et al. (2023) also uncovered a parallel finding that the abilities of the Chinese respondents are more both active in-service experience and eagerness in actual behavior. It is also very important that local residents' perception of the socio-cultural impact of rural tourism is a remarkable determinant for their participation actively in the activities. So, previous studies agreed that individuals who have a more positive perception of socio-cultural impact are willing to contribute development of rural tourism (Moswete and Thapa, 2015; Peters et al., 2018; Kunasekaran et al., 2022; Strzelecka et al., 2023). Some studies found controversial results such as Yim et al. (2021) which concluded that perceived socio-cultural impact has no direct or indirect effects on residents' support behavior, while this perception prevents them indirectly with psychological ownership. In the current study, it is very important to note that residents' perceived continuity of rural tourism activities and their openness to new experiences have quite a dominant role in canalizing them for improving the activities. Following, motivation can be accepted as one of the remarkable factors. The importance of this factor is also addressed in the same direction by previous studies (Rasoolimanesh et al., 2017; Utama and Trimurti, 2021; Ivasciuc and Ispas, 2023). Lastly, regions are the predominant factor to have a better understanding of residents' participation actively. The findings show that residents in the plain have more willingness to participate in rural tourism activities.

Theoretical implications: The current study makes several notable contributions to the academic literature on local residents' behavior in rural tourism activities. First, it designs a pioneering empirical attempt to integrate the MOA framework (Motivation, Ability and Opportunity framework), SET (Social Exchange Theory; Perceived economic, socio-cultural, and environmental impacts),

local authorities. Furthermore, the plans and programs of local authorities and the central government should be coordinated and implemented in collaboration with one another. Local authorities should involve the planning and program processes of the central government and local authorities' planning efforts should be in the same line with those of the central government to ensure the continuity of rural tourism development opportunities in a region. It is also worth mentioning, local residents in the mountainous area need to be convinced that the economic impacts of the activities will be beneficial. Moreover, motivation and openness to new experiences are other important drivers to increase residents' willingness to actively participate. Relevant organizations should take into consideration that higher motivation and openness to new experiences bring more willingness to active participation. Consequently, in promoting rural tourism, it is essential to collaborate primarily with individuals who are highly motivated and open to new experiences. This driver is especially important in plain area than in mountainous area.

The current study also suggests that residents in plain area, single individuals, and people having different income sources additionally agricultural activities tend to participate actively in rural tourism. First, the outcome of residents in the plain area may explain the distance to the city center. These individuals may have a better opportunity to monitor developments and access resources, as they are closer to the center than those in mountainous area. Second, single individuals would like to participate more since they may be more flexible and have higher risk tolerance. Last, when people receive income from different income sources, they might be more eager and open to exploring alternative income sources, while others are more conservative about trying new activities and could hesitate to leave their comfort zones.

According to all findings, specific characteristics of locations should be identified, and then objectives, strategies, and implementations for rural tourism should be designed while taking into account this identification. Action plans should be prepared in the short, medium, and long term, considering individuals' sensitivity regarding the continuity of rural tourism. In short and medium terms, periodically held open markets, festivals or carnivals may emerge positive outcomes. However, in the long term, tourism master plans and development plans should be prepared in detail under a multi-actor approach. Moreover, if the central government designates prior areas for promoting rural tourism and focuses on the development of it with long-term strategies residents' perception and motivation of the people there will evolve to support rural tourism. Concisely, objectives, strategies, and implementations about rural tourism should be location oriented and organized with a multi-actor approach.

Limitations and future research directions: This study has several limitations. Firstly, this study tries to have a better understanding of local residents' willingness to actively participate in rural tourism by using the Motivation, Ability and Opportunity framework, Social Exchange Theory, perceived continuity of rural tourism activities, and openness to new experiences and demographic characteristics as an integrated model. Future studies could adopt other theories, factors, or other demographic characteristics. Secondly, binary logistic regression was conducted to reveal the effect of the factors determined on residents' willingness to actively participate in the activities and other drivers. This analysis allows us to understand the relationship between one dependent variable and one or more independent variables. Future studies could employ Structural Equation Modeling (SEM) to obtain more detailed insights, particularly in examining mediating relationships among variables. For instance, SEM would allow researchers to explore how certain factors (e.g., perceived impacts) indirectly influence residents' willingness to participate through motivational or perceptual mechanisms. For instance, the researchers may have the opportunity to observe the effect of perceived economic impact on motivation. Thirdly, it seems that the effect of perceived economic, socio-cultural impact and environmental impact is still controversial. So, future studies could focus on these drivers to have a better understanding and build consensus. Furthermore, the current study assessed all residents within the same model and by region to provide solutions. Future studies could offer more detailed insights by examining demographic characteristics such as gender, age groups, or education level.

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Appendix A. Confirmatory Factor Analysis Results of The Model

Statements	Factor Loading	CA	AVE	CR
Local residents' willingness to actively participate in rural tourism				
I would like to actively engage in rural tourism activities in my region (as a tourist guide, by offering local cuisine or providing accommodation).	0.907			
I would like to actively participate in the development of plans and strategies related to rural tourism.	0.854	0.911	0.777	0.750
I would like to actively engage in cultural interaction (in shopping) with tourists visiting our region.	0.882			
The motivations of the local residents towards rural tourism				
I would like to benefit from tourism developments in my region more.	0.755			
I would like to see rural tourism become an important part of the society in which I live.	0.634	0.692	0.525	0.749
The development of rural tourism in my region will benefit me and some of my family members.	0.777			
The opportunities for the local residents regarding rural tourism				
Local governments and government organizations support the development of rural tourism.	.934			
My region has many places, activities, and foods that can attract the attention of tourists	.907	0.774	0.684	0.743
Currently, promotions are being made to attract tourists to this region.	.598			

Appendix A. Confirmatory Factor Analysis Results of The Model

Statements	Factor Loading	CA	AVE	CR
The abilities of the local residents regarding rural tourism				
I know about tourism activities in my region.	0.810			
I have the right to speak concerning the efforts to develop rural tourism in my region	0.621	0.810	0.600	0.746
I am able to use certain parts of my house to provide services to tourists, such as a guesthouse, restaurant, etc.	0.871			
The perception of the local residents regarding the impact of rural tourism on the economic structure				
Rural tourism has the potential to generate additional income for the local economy.	0.940			
Rural tourism can provide more job opportunities for the local residents in the region.	0.933	0.731	0.566	0.786
The development of rural tourism reduces migration from rural areas to city centers.	0.535			
Rural tourism leads to an increase in shopping opportunities in my region.	0.471			
The perception of the local residents regarding the impact of rural tourism on the socio-cultural structure				
Interacting with people from all around the world is a valuable experience.	0.825			
Rural tourism also leads to an increase in recreational opportunities for local residents.	0.651	0.819	0.498	0.798
Rural tourism supports the restoration of historical buildings.	0.664			
Rural tourism helps to enhance the image of the region.	0.668			

Appendix A. Confirmatory Factor Analysis Results of The Model (Cont.)

Statements	Factor Loading	CA	AVE	CR
The perception of the local residents regarding the impact of rural tourism on the environment	0.735			
Rural tourism encourages the preservation of natural resources.				
Rural tourism supports the maintenance of higher standards for roads and other public facilities.	0.896	0.818	0.631	0.748
Rural tourism provides more parks and other recreational area opportunities for the local population.	0.742			
The perceptions of local residents regarding the continuity of rural tourism				
Rural tourism is a sustainable activity in the region where I live.	0.633			
This region should become a more significant tourist destination in the future.	0.785	0.741	0.498	0.749
I believe that this region has great potential for rural tourism.	0.690			
Local residents' openness to new experiences				
I like to follow innovations in fields of economic activity different from my work.	0.741			
I am one of the first to try out agricultural new experiences (such as new products or production techniques) in my region.	0.790	0.698	0.530	0.749
It is important for me to engage in activities outside the agricultural sector.	0.645			