Table I. Sample profile

Characteristic	Column percentage N=226
Gender	
Female	53,5
Male	46,5
Occupation	
Employee	42,0
Housewife	36,7
Student	6,2
Retired	1,8
Unemployed	1,3
Others	11,9
Age	
>80	4,9
70-79	8,0
60-69	8,0
50-59	11,9
40-49	24,3
30-39	15,0
20-29	23,9
15-19	4,0
Number of visits	
From 2 to 8 times in my life	31,4
More than 9 times in my life	35,8
Once in my life	22,6
Never	10,2
Education	
Posgraduate	0,4
Undergraduate / Graduate	7,5
Secondary	55,8
Primary	33,6
None	2,7

Table II. Measurement model

Factor	Item	Description
Place dependence	PD1	The settings and facilities of Trujillo are the best.
	PD2	I prefer living in Trujillo to other communities.
	PD3	I enjoy living in Trujillo more than other communities.
Place identity	PI1	I identify the living in Trujillo.
	PI2	I feel that Trujillo is a part of me.
	PI3	Living in Trujillo says a lot about who I am.
Affective attatchment	AA1	Living in Trujillo means a lot to me.[d]
	AA2	I am very attached to Trujillo.
	AA3	I feel a strong sense of belonging to Trujillo.
	AA4	Many of my friends/family prefer living in Trujillo to other communities.
Community involvement	CI1	I participate in tourism-related activities.
	CI2	I support research for the development of tourism in Trujillo.[d]
	CI3	I am involved in the planning and management of tourism in Trujillo.
	CI4	I am involved in the decision-making for tourism of Trujillo.
Perceived socio-economic benefits	PE1	Because the Pyramid of the Moon receives visitors, the employment opportunities have increased.
	PE2	... shopping (crafts, souvenirs, food, housing, etc.) has increased
	PE3	… the visitor expenditure in Trujillo has increased.
	PE4	… business for local people and small businesses have increased.
	PE5	... new leisure and tourism businesses have appeared. [d]
	PE6	... the conditions of roads and other public facilities have improved.
Perceived cultural benefits	PC1	Because the Pyramid of the Moon receives visitors, people want to preserve local culture.
	PC2	… local residents are developing cultural activities.
	PC3	… the cultural exchange between visitors and residents has increased.
	PC4	… local residents feel more identified to Trujillo.
Residents' support	SST1	I support the development of community-based sustainable tourism initiatives.
	SST2	I participate in sustainable tourism-related plans and development.
	SST3	I participate in cultural exchanges between local residents and visitors.
	SST4	I cooperate with tourism planning and development initiatives.
	SST5	I participate in the promotion of environmental education and conservation.
Economic sustainability	ES1	Because the Pyramid of the Moon receives visitors, during these last three years I think the income generated in Trujillo has increased.
	ES2	... the number of visitors of Trujillo has increased.
	ES3	… Trujillo has completely fulfilled its financial objectives.
	ES4	... Trujillo has diversified its financial lines (donations, public money, associations of friends, services, goods, shop…).
Market sustainability	MS1	Because the Pyramid of the Moon receives visitors, during these last three years I think Trujillo has improved its reputation and prestige
	MS2	... I see that visitors of Trujillo show their enthusiasm and satisfaction after their visit to the Pyramid of the Moon and therefore, Trujillo.
	MS3	...I know many visitors have returned or have recommended the visit to others.
Social sustainability	SS1	Because the Pyramid of the Moon receives visitors, during these last three years I know that the Pyramid of the Moon has contributed in the improvement locals' standard of living.
	SS2	... I know that the Pyramid of the Moon has contributed in increasing visitors' interest (they are sharper in their knowledge after their visit.
	SS3	… I think the Pyramid of the Moon has completely fulfilled the objectives respecting conservation and the improvement of the collections it accommodates.
	SS4	... has contributed in raising community's awareness about the exhibitions it shows.
	SS5	... has transformed Trujillo into an important cultural landmark.

Note: [d] dropped during the estimation of the measurement model.

Table III. Measurement model reliability and convergent validity

Factor	Item	Standardized loadings	t-value (bootstrapped)	CA	CR	AVE
Affective attachment	AA2	0,95 **	5,54	0,94	0,95	0,87
	AA3	0,99 **	5,76			
	AA4	0,85 **	4,58			
Comunity involvement	CI1	0,67 **	9,34	0,80	0,88	0,71
	CI3	0,92 **	51,76			
	CI4	0,92 **	45,24			
Economic sustainability	ES1	0,72 **	16,97	0,77	0,85	0,59
	ES2	0,60 **	11,25			
	ES3	0,87 **	43,24			
	ES4	0,86 **	33,88			
Market sustainability	MS1	0,84 **	18,05	0,70	0,81	0,60
	MS2	0,63 **	6,78			
	MS3	0,82 **	16,30			
Perceived cultural benefits	PC1	0,70 **	16,29	0,85	0,90	0,69
	PC2	0,90 **	59,85			
	PC3	0,92 **	80,38			
	PC4	0,80 **	25,47			
Place dependence	PD1	0,76 **	3,14	0,76	0,86	0,67
	PD2	0,90 **	4,43			
	PD3	0,79 **	3,20			
Perceived socio-economic benefits	PE1	0,65 **	10,49	0,75	0,83	0,51
	PE2	0,88 **	46,49			
	PE3	0,85 **	35,56			
	PE4	0,57 **	7,85			
	PE6	0,52 **	7,10			
Place identity	PI1	0,98 **	4,10	0,88	0,90	0,75
	PI2	0,86 **	3,29			
	PI3	0,73 *	2,36			
Social sustainability	SS1	0,83 **	28,53	0,71	0,82	0,55
	SS2	0,87 **	49,26			
	SS4	0,75 **	16,33			
	SS5	0,41 **	4,64			
Residents' support	SST2	0,85 **	33,08	0,83	0,89	0,67
	SST3	0,83 **	29,65			
	SST4	0,79 **	22,57			
	SST5	0,79 **	26,96			
Community attachment	Affective attachment	0,68 **	2,60	0,74	0,84	0,64
	Place dependence	0,77 **	3,31			
	Place identity	0,93 **	4,37			
Perceived benefits	Perceived cultural benefits	0,92 **	68,65	0,80	0,91	0,83
	Perceived economic & social benef	0,90 **	54,17			
Tourism sustainability	Economic sustainability	0,82 **	30,55	0,73	0,84	0,64
	Market sustainability	0,68 **	13,83			
	Social sustainability	0,89 **	62,40			

Note: CA=Cronbach's alpha; CR=Composite Reliability; AVE=Average Variance Extracted

**p<0.01; *p<0.05

Table IV. Measurement model discriminant validity of higher-order dimensions.

Factor	F1	F2	F3	F4	F5
F1. Community involvement	0,85	0,13	0,41	0,75	0,56
F2. Community attatchment	-0,08	0,80	0,13	0,13	0,15
F3. Perceived benefits	0,35	0,11	0,91	0,44	0,80
F4. Residents' support	0,61	-0,08	0,38	0,82	0,70
F5. Tourism sustainability	0,48	0,09	0,63	0,59	0,80

Note: Diagonal values are AVE square root, values below the diagonal are latent variable correlations values above the diagonal are HTMT ratios

Table V. Hypotheses testing

Hypotheses	Standardized beta	t-value (bootstrapped)
H1: Residents' support --> Tourism sustainability	0,41 ***	8,23
H2: Perceived benefits --> Tourism sustainability	0,47 ***	9,45
H3: Perceived Benefits --> Residents' support	0,38 ***	6,45
H4: Community involvement --> Perceived Benefits	0,36 ***	6,03
H5: Community attatchment --> Perceived Benefits	0,14 *	1,70

***p<0.01; **p<0.05; *p<0.10

R^2 (Perceived benefits)=0,14; R^2(Residents' support=0,15); R^2(Tourism sustainability)=0,54

Q^2 (Perceived benefits)=0,11; Q^2(Residents' support=0,09); Q^2(Tourism sustainability)=0,33