

## **ABSTRACT**

Scholars in the field of tourism have given significant attention to the topic of responsible tourism. This research examines and analyzes the local community engagement and responsible tourism practices in the Southern Coastal Belt in recognition of the importance and advantages of local community participation in responsible tourism. On the basis of convenience sampling technique, in order to meet the study objectives, a survey occupied by semi-structured questionnaire with 40 items was used in the to gather primary data. Analytical tools of descriptive analysis, Pearson's coefficient correlation and regression analysis were utilized to determine the research objectives. according to the results of a regression analysis, the independent variable of responsible tourism has a statistically significant positive impact on the responsible tourism and community well-being in the Southern Coastal Belt. As a result of the findings, it is possible to implement measures to improve community well-being and responsible behavior in the Southern Coastal Belt while also protecting people and culture, coastal wildlife, and minimizing hassles from beach sellers.

Key words: Responsible Tourism, Community Wellbeing,