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COMMUNITY FACTORS AFFECTING RESIDENTS' SUPPORT FOR TOURISM

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Abstract

This study proposes a model including several antecedents (i.e perceived destination social responsibility, community satisfaction, emotional solidarity and place attachment) to describe local residents' support for tourism. Hypotheses were tested employing survey data collected from 535 residents in an urban tourist destination in Spain. The results of a structural equation modelling approach confirmed all hypotheses showing significant and positive relationships between the variables included. This research provides new insights regarding the analysed relationships by adopting a residents' perspective and can help destination management organizations to better identify some of the community factors that influence residents' support for tourism.

Key words

Emotional solidarity, community satisfaction, destination marketing, interaction resident-tourist, place attachment, EQS.

Introduction

Residents living in tourist destinations are key actors for enhancing the tourist experience for various reasons. Firstly, residents are the most extensive contact points when tourists interact with a destination. Secondly, tourists not only want to visit a destination, but also to experience culture and local life. Thirdly, residents can experience their city from both tourist and resident perspectives, creating opportunities to future development on the basis of their experienced knowledge (Choo et al., 2011; Zhang & Xu, 2019).

Tourism development and its connection with community satisfaction and perceived destination social responsibility has gained a great attention lately (Woo et al., 2015; Su et al., 2017; Tang & Wang, 2020). In spite of the research available on the growing attention to resident community satisfaction (Rivera et al., 2016), place attachment (Chen & Dwyer 2017), emotional solidarity (Aleshinloye et al., 2020; Woosnam et al. 2018a, Rivera et al., 2016), and perceptions about destination social responsibility (Jeuring & Haartsen, 2017), the four constructs have never been studied together in analysing residents' support for tourism development. Particularly, place attachment and emotional solidarity have been linked (Aleshinloye et al., 2020; Patwardhan et al., 2020; Woosnam et al., 2018a).

Emotional solidarity is a promising concept within the tourism literature supporting and creating connections between residents and tourists. Moreover, the most common variables used in previous studies are residential, spatial, demographic, and economic measures (Almeida-García et al., 2016). Few studies have considered how relational aspects between residents and tourists can explain perspectives of the industry overall (Woosnam, et al., 2009). The work by Woosnam (2012) demonstrated how residents' emotional solidarity with destination visitors can explain attitudes regarding tourism development. Ultimately, analysing emotional relationships can provide a basis to move beyond the traditional disconnect between individuals within a destination (Woosnam, 2012; Aleshinloye et al., 2020).

Many researchers consider the Social Exchange Theory (SET) framework to appraise residents' views of the tourism industry and to clarify the relationship between tourism effects and future support for tourism growth (Nunkoo & Gursoy, 2012, Styliadis et al., 2014; Gursoy et al., 2019b). However, this theory is not exempt of limitations (Erul et al., 2020b). Some scholars (Woosnam & Norman, 2010; Woosnam et al., 2009) have stated that this theoretical approach has the risk of restricting the relationships between residents and tourists to purely economic exchanges plane. Therefore, a need emerges to examine the usefulness of other theories that can detect other factors explaining support for tourism (Munanura et al., 2023). Results of the current study confirm this statement and bring a new contribution supporting the use of additional theories in conjunction with the SET.

This research is a response to the research gap detected on resident–tourist relationships from the residents' point of view. This field of research in understanding residents' attitudes towards tourism is still at an initial stage and invites the inclusion of diverse theoretical frameworks. Based on Social exchange (Ap, 1992), Self-perception (Bem, 1972) and Emotional solidarity (Durkheim, 1995) theories, this paper raises a theoretical model explaining how community factors affect residents' attitudes toward tourism. Some theoretical approaches may broaden the understanding of a research gap that has

been rarely explored: how community factors as residents' perception of destination social responsibility (DSR), community satisfaction and place attachment affect residents' emotional solidarity with tourists and their support for tourism growth. From a practical perspective, this research provides destination marketing organizations (DMOs) and other industry members with deep understanding of the factors affecting residents' attitudes to avoid future residents' rejection of tourism development.

Literature review and hypotheses

This research integrates self-perception theory, social exchange theory and emotional solidarity theory to inform the structural model and the hypotheses development.

Key Theories approaching residents' support to tourism.

Social Exchange Theory. SET has been widely employed in tourism research (Nunkoo & Gursoy, 2012; Styliadis et al., 2014; Su & Swanson, 2020), and it is the "most used conceptual framework for understanding residents' support for tourism (Gursoy et al. 2019a:119). According to SET, if residents perceive that the benefits of growth are greater than the costs -economical, environmental, and socio-cultural-, they are more likely to support its further expansion (Ap, 1992). As highlighted in the works of Erul et al. (2020b), Eslami et al. (2019), the SET has its share of limitations, most notably, these include reducing the relationship between residents and tourists to one based on benefit-cost transactions (Woosnam et al., 2009).

SET remains a dominant view through which researchers examine determinants of residents' support for tourism (e.g. Nunkoo & Ramkissoon, 2012; Munanura et al., 2023; Gursoy et al., 2019b; Erul et al.; 2020b). As such, the SET was utilized in this study to explain why and under what situations local residents would have positive perceptions toward their community (DSR and satisfaction) and would support future tourism development (H1 & H5) (see Figure 1).

Self-Perception Theory. Visser and Cooper (2007) examined the topic from another approach, focusing on the Self-perception Theory. The Self-perception theory proposes that people infer their own attitudes partly on the view of their own behavior and the possible causes of it (Bem, 1972). In a tourism sphere, it is logical to forecast that residents' destination attachment, a significant attitudinal factor, will affect their local citizen behaviour positively (Zhang & Xu, 2019). Self-perception theory is supported on two premises (Bem, 1972). First, it is disposed to be a more internal reflection of an individual's attitudes and emotions. Second, the attitudes and emotions are influenced by experiences.

SET proposes the individual sustain an attitude in agreement with the viewpoint that is exhibited in the behavior (Bem, 1972). Chen et al (2014) consider place attachment as an outcome of an individual's evaluation and attitude towards a place based on his/her knowledge of this particular place accumulatively. In line with Woosnam et al. (2018b), this study wants to introduce the self-perception theory to the tourism literature as a framework that may help explain how residents formulate their attitudes toward tourism, especially in the H2 & H3 (see Figure 1).

Emotional Solidarity Theory. This theory focuses on the relational aspects between residents and tourists and how shared belief, shared behaviour, and interaction can explain residents' solidarity with tourists (Woosnam & Norman, 2010). More recently, academic research has claimed for improving knowledge on how residents' attitudes toward tourists might affect their attitudes about tourism and tourism growth (Deery et al., 2012; Thyne et al., 2022). Research has addressed this call through taking into account specifically elements as emotional solidarity between tourists and hosts, and how this might forecast tourism attitudes (Woosnam, 2012). Drawing on the theory of emotional solidarity, several studies have examined the emotional bonds that residents experience with visitors and their impacts on various outcome variables, such as support for tourism development (Woosnam, 2011; Ribeiro et al., 2018).

Following Woosnam (2012) and Aleshinloye et al., (2020) this paper contributes to frame the emotional solidarity theory by investigating a model in which emotional solidarity performs as a mediating variable between place attachment effects on residents' support for tourism (H4 and H6) (see Figure 1).

Key variables analysed in the theoretical model.

Place Attachment. The importance of place attachment to destinations has been acknowledged by previous studies, which have documented it as a relevant antecedent of tourist satisfaction (e.g. Hosany et al., 2017), and intention to visit (Sytlos 2017; Hosany et al. 2020). However, research focused on residents' place attachment has been neglected within tourism studies in relation to those from tourists' perspectives (Tasci et al., 2022; Aleshinloye et al. 2020; Patwardhan et al., 2020).

Place attachment is often identified as an affective bridge that an individual has with a particular place or location (Lewicka, 2011). This concept has been widely accepted to denote the person–place relationship and particularly with an effective nature that encompasses affections, beliefs, , and behaviours (Ramkissoon et al., 2013). Place dependence and place identity are integral elements of place attachment (Lee, 2011).

Community Satisfaction. Researchers argue that an important area of research in planning and community development is residents' satisfaction with community (Nunkoo & Ramkissoon, 2011; Aziz et al., 2020). Jurowski et al. (1997) highlighted that the quality of a community in a destination result affected by the impact of the tourism activities. Lepp (2006) stressed that community satisfaction would result in tourists being made to feel more welcome and provide visitors with a quality experience.

Community satisfaction refers to residents' overall satisfaction with the community-at-large. It is typically measured by asking residents to rate the overall quality of life in their community (Sirgy et al., 2000; Grzeskowiak et al., 2003). The community life domain pertains to one's global perception of their community. In contrast, "other" life domains are those that pertain to noncommunity domains, such as health, work, marriage and family, physical fitness, income, standard of living, neighbourhood, among others (e.g., Andrews & Withey 1976; Campbell et al., 1976).

Su et al. (2017) employed the relationship quality theory to better explain the bond between a community and its residents using resident identification and overall community satisfaction. They pointed out that "successful destination development

should involve establishing a positive relationship with local residents by satisfying their emotional needs in return for their support” (p. 489). More recently, Su and Swanson (2020) and Aziz et al., (2020) examined some crucial factors that may affect resident support for additional tourism growth. The empirical results showed that the more satisfied are with their community, the greater their support for additional tourism development.

Perception of Destination Social Responsibility (DSR). DSR is defined as the ideology and efforts of destination stakeholders (employees, tourists, investors, government, competitors, residents, etc.) to conduct socially responsible activities as perceived by residents (Su et al., 2017; 2018). In this definition, the destination has the responsibility to protect and improve the social and organizational interests of the entire destination.

Su et al. (2017) determined that Destination Social Responsibility (DSR) could boost the relationship quality between residents and their destination, which could then enhance economic performance. Some scholars have further discovered that the way residents perceive social responsibility activities of a destination directly affects the residents’ attitudes toward and evaluations of that destination (Mathew & Sreejes, 2017; Su et al., 2017, Su et al., 2020).

Emotional Solidarity. Even though research closely linked to emotional solidarity in tourism has recently begun to grow, the origins of the emotional solidarity variable and its theoretical foundation date back to the beginning of the 20th Century. Apart from tourism, advances for the emotional solidarity framework have been provided in disciplines such as sociology, anthropology, gerontology, and psychology (Woosnam et al., 2009; Joo et al., 2018).

Wallace and Wolf (2006), conceptualised solidarity as a feeling of identification a human being has with another person serving to strengthen bonds between them. Hammarstrom (2005) claimed emotional solidarity to be the affective bonds individuals experience with one another, characterized by perceived emotional closeness and degree of contact. According to Woosnam (2012), one of the most extensively accepted frameworks of emotional solidarity emerges in the work of Durkheim (1995), whereby he claims solidarity is formed through individuals holding similar beliefs and behaviours as an outcome of socializing with each other. However, this theory has a limited view and focused on cost-benefit without delving further into those interactions, in this sense, Durkheim proposes the Emotional Solidarity theory that arises from the search to analyse the emotional part in the resident-tourist interaction, previously seen only as a very basic relationship merely based on the exchange of goods and services. In this sense, resident-tourist interactions were initially studied by focusing on the impacts (positive-negative), then on the attitudes and later this perspective seeks to go one step further, focusing on the affective load that impacts the feelings that they may generate that interaction (Woosnam et al., 2009).

Woosnam and Norman (2010) proposed and validated (using exploratory and confirmatory factor analysis) the 10-item Emotional Solidarity Scale, which is composed of three factors: “welcoming nature (four items), emotional closeness (two items) and sympathetic understanding (four items)”. An extended literature review reveals that the scale has shown robust psychometric properties in assessing the degree of solidarity between residents (Woosnam & Norman, 2010; Erul & Woosnam, 2022) as well as

tourists' emotional solidarity with locals (Woosnam & Aleshinyole, 2013; Patwardhan et al., 2020).

Residents' support for tourism development.

According to SET, residents will participate in an exchange as far as they get something out of it, i.e. expect to obtain more benefits than costs from the tourist activity. Consequently, it is accepted that the more positive the potential impacts are perceived to arise, the more residents are likely to be receptive of tourism growth (Gursoy et al., 2010, Styliadis, 2016; Siu et al. (2013). This support is strengthened by experiencing personal benefits that improve standards of living (Moghavvemi et al., 2017).

When residents perceive negative tourist consequences, such as crowding, vandalism, excessive noise, and negative environmental impacts, they will be more inclined to be against tourism development (Jurovsky et al., 1997; Eusebio et al., 2018, Del Chiappa et al., 2019). Furthermore, when residents perceive costs will be higher than benefits, they are more inclined to have negative perceptions about tourism; therefore, they manifest no support for tourism growth (Guo et al., 2014).

Hypotheses development

Previous research has explored the link between overall perceptions of DSR and residents' behaviours (Jeuring & Haartsen, 2017; Hu et al., 2019; Su et al., 2018; Su et al., 2020). The relationship of residents' DSR perceptions has been examined together with a multiplicity of constructs including: community identification (Su, et al., 2017), community commitment (Gursoy et al., 2019a), satisfaction with the community (Gursoy et al., 2019a; Su et al., 2018; Su, et al., 2017), quality of life (Kim & Lee, 2019; Mathew & Sreejesh, 2017; Su et al., 2018), and support for tourism growth (Gursoy et al., 2019; Su et al., 2018).

In a destination perspective, Su et al. (2017) obtained that perceptions of socially responsible activities enhance residents' satisfaction with their community. Particularly, DSR-based actions could upgrade the perceived worth of the destination, which rise perceived benefits for residents, in turn enhancing residents' overall level of community satisfaction. According to this, the following hypothesis is put forward:

H1: Residents' perceptions of DSR positively affect community satisfaction.

Community identification arises from residents' comparisons connecting their own identity with the perceived identity of their community (Su et al., 2017). In a tourism framework, Greening and Turban (2000) proved that a socially responsible community positively affected residents' perceptions by configuring destination identity attractiveness. More lately, Su et al. (2017) confirmed the positive impact of DSR on residents' identification with their community. However, little research has considered residents' perceptions of DSR to explore residents' place attachment (Hu et al., 2019). A resident attachment with a destination demonstrates that there is a connection between a resident's self-identity and the destination (Wang et al., 2020; Su & Swanson, 2020;). If residents are concerned about the social responsibility of destinations, it is more likely that they will be more closely connected with their destination. Based on this, it is proposed that:

H2: Residents' perceptions of DSR positively impacts place attachment.

Community satisfaction is indeed strongly associated with one's attachment and identification to the living space (Fleury-Bahi et al., 2008; Su & Swanson, 2020). The sense of belonging and being identified with a place and the feeling that the neighbourhood of residency contributes to the definition of oneself will clearly promote a positive evaluation of the people and the community. Fleury-Bahi et al. (2008) demonstrated that residents who strongly identified with their neighbourhood consider themselves satisfied with their community, and this increases throughout the duration of their residency.

Although, satisfaction is a key research subject in many disciplines (especially in organizational studies and marketing), scarcely attempts try to determine the role of satisfaction in the field of urban research. In a tourism sphere, it is plausible to predict that residents' attachment to a destination will affect positively their local citizen behaviour as a key attitudinal factor (Zhang & Xu, 2019; Su & Swanson, 2020).

Zenker and Rutter (2014) found that citizen satisfaction has a strong influence on place attachment. Consequentially as stated before, satisfaction with a place leads to attachment (Insch & Florek, 2008; Zenker & Rutter, 2014), so that citizen satisfaction is assumed to be an antecedent of place attachment (Insch & Florek, 2008). Therefore, it is hypothesized that:

H3. Community Satisfaction positively affects place attachment.

In tourism studies, place attachment is considered a key contributor to support for tourism growth. It has frequently been used in tourism support models to examine how it affects the perceptions of communities as to the impacts and attitudes regarding tourism (Brida et al., 2014; Ram et al., 2016).

Antecedents and consequences of emotional solidarity have been assessed in both international and domestic tourism frameworks, from both tourists' and residents' views (e.g., Joo et al. 2018; Woosnam 2012; Erul et al., 2020a; Erul & Woosnam, 2022). As Woosnam et al. (2018a) and Aleshinloye et al., (2020) substantiated, place attachment serves as a predictor of emotional solidarity. The results of Aleshinloye et al. (2020) were in line with the pioneering study by Woosnam et al. (2018a) linking place attachment and emotional solidarity from the residents' perspective. Aleshinloye et al. (2020) findings also showed that place attachment is one of the most powerful predictors of visitors' solidarity with residents. In spite of this, other studies have explored the reverse relationship considering solidarity as a predictor of visitors' place attachment (Tasci et al., 2022) and residents (Erul & Woosnam, 2022).

Findings demonstrate that place attachment could predict emotional solidarity, although most of the studies examining predictors of emotional solidarity have been undertaken from a tourist's perspective. These previous findings have encouraged us to formulate the following hypothesis:

H4: Place attachment positively affects perceived emotional solidarity with tourists.

Nunkoo and Ramkissoon (2011) developed a theoretical model which proposed that overall community satisfaction is a determinant of residents' support for tourism among other variables such as trust in tourism institutions and neighbourhood conditions. Ko and Stewart (2002) advocated that community satisfaction might modify residents' attitudes about tourism support, and they proposed that community satisfaction may help in evaluating residents' perceptions of tourism impacts and attitudes about additional tourism growth. More recently, Su and Swanson (2020) and Aziz et al., (2020) tested factors affecting residents support for additional development of tourism. The empirical results found that the more residents are satisfied with living in a community which is a tourist destination, the greater the degree of resident support for additional community touristic development. Therefore, the following is hypothesized:

H5: Community satisfaction is positively related to support for tourism development.

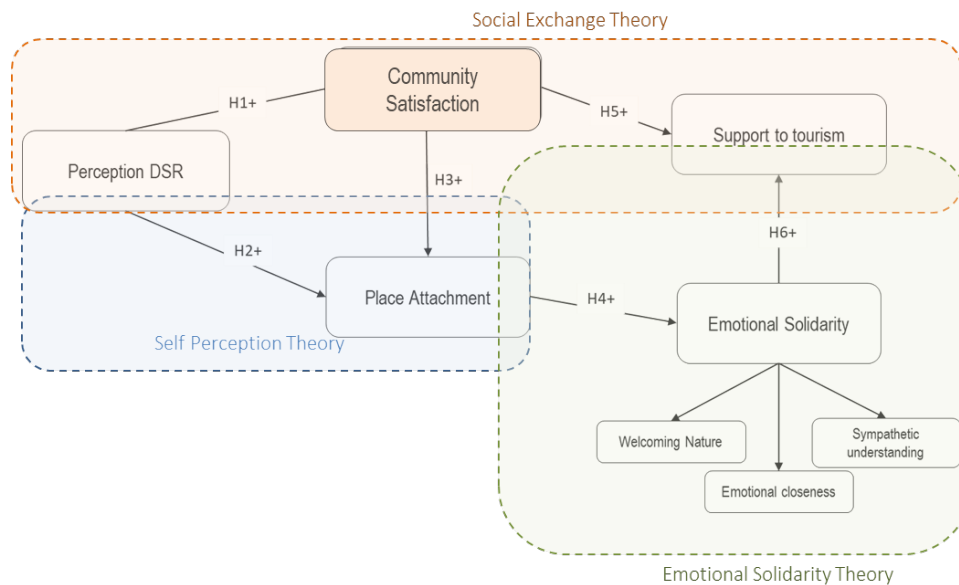
Emotional connections with tourists have been considered as an antecedent of support for tourism growth (Woosnam, 2012; Hasani et al., 2016; Moghavvemi et al., 2017; Li & Wan, 2017). These studies primarily indicated that residents' emotions significantly predict their support for tourism growth. The results of these studies indicated that residents' emotions serve as significant predictors of their support. Woosnam et al. (2018b) found that each of the three emotional solidarity factors explained residents' perceptions of tourism focused on a minority culture. Such work highlights how attitudes may serve as a link between emotional solidarity and the theory of planned behaviour framework in the context of residents' support for tourism development.

To date, the relationship between residents' emotional solidarity with tourists and their attitudes about support for tourism development has rarely been explored. Few works have focused on emotional solidarity acting as a predictor of attitudes to support tourism development (Erul et al., 2020a; Munanura et al., 2023). Research on tourism attitudes used Emotional Solidarity framework claim that residents who: (a) welcome tourists, (b) hold a close relation with tourists, and (c) are sympathetic with tourists are likely to support tourism growth (Moghavvemi et al., 2017; Munanura et al., 2023). To get an understanding of how emotional solidarity predicts residents' attitudes to support tourism development, the following hypothesis is advanced:

H6: Emotional solidarity is positively related to support for tourism development.

In figure 1, it is shown the conceptual model proposed, including embracing theories, key variables, and proposed hypotheses.

Figure 1. Conceptual model for the study



Source: Own elaboration.

Materials and methods

Sample and Data Gathering

The population for this research were individuals aged 18 or older, with a minimum of 3 years of residence in Valencia. Valencia is well known for being the third largest city in Spain. Having a population of just under one million, tourism is a relevant industry receiving over 5 million tourists in 2019 of which 3.5 million were foreign tourists (Spanish National Statistics Institute, 2019).

To test the proposed hypotheses, a survey was conducted employing the CAWI (Computer Aided Web Interview) methodology. The CAWI methodology provided savings on direct costs (logistics and interviewers), offering simultaneously a high level of quality in terms of sampling processes, data gathering, field monitoring and data analysis. Data were collected using the online survey platform 'e-nquest' in March-April 2019. E-nquest is a professional paid survey platform that provides trustworthy access to a panel of respondents. The selection of residents involved a stratified sampling method by age, gender, and area of residence (touristic vs. non touristic). Stratified sampling is useful (Fricker, 2008) when it can be either practically or statistically advantageous (or both) establishing homogeneous groups with the aim of achieving a representative sample of the population. The city of Valencia is divided into 19 administrative districts. In relation to the district of residence, a quota of residents in tourist and non-tourist areas was set based on the opinion of academic and professional experts of the tourist sector in the city of Valencia. Participants with less than 3 years of residence and under 18 years of age were excluded. An amount of 533 valid questionnaires were obtained for statistical analysis.

Measurement instruments

The first part of the questionnaire measured the five constructs included in the proposed conceptual framework: perception of destination social responsibility, community

satisfaction, place attachment, emotional solidarity, and residents' support to tourism development. The second part contained demographic information questions (Table 1). All items (Table 2) were adapted from scales previously employed in the literature and adapted, if necessary, to fit the study context. Latent constructs are all reflective, and a seven-point Likert scale was used, ranging from 1 (strongly disagree) to 7 (strongly agree). Studies have verified that a seven-point Likert scale is well acceptable for online surveys (Touni et al., 2020). Given that the survey is conducted in Spain, in order to ensure linguistic equivalence, a back-translation technique was employed by two independent native speakers of English. The authors resolved potential incongruities in their translations.

A pre-test of the measurement scales was performed before the survey. First, five academics in the field of tourism were requested to judge the scales chosen to measure readability, suitability, and ambiguity. Lastly, a pilot test with 30 residents was developed. In order to measure perception of DSR, the current study adopted four items from the scale used by Su et al. (2017). The measurement contains items adapted from Walsh and Bartikowski (2013) and Lee, Kim, Lee & Li (2012). These studies sum up aspects of the environmental, social and economic responsibilities of destination stakeholders. Nunkoo and Ramkissoon (2011) and Su et al. (2017) provided items to measure overall community satisfaction. Place attachment was calculated by seven items referred to place identity and place dependence components, as proposed in Eusebio et al. (2018). Based on Woosnam and Norman (2010) and Woosnam et al., (2009), the scale to measure emotional solidarity is composed by 12 items distributed in three dimensions: emotional closeness, sympathetic understanding and welcoming nature. Research to date has repeatedly confirmed the three-factor structure of the scale (Woosnam & Aleshinloye, 2013; Joo et al., 2018, Woosnam et al., 2020; Erul et al. 2020), hence it was considered unnecessary to perform a separate confirmatory factor analysis (CFA) in this study. Finally, the scale to measure tourism development was proposed by Song, Pratt and Wang (2017), including items from Nunkoo and Ramkissoon (2011) as well as Látková and Vogt (2012).

Analysis techniques

In order to test the hypotheses, a two-step confirmatory modelling process using SEM was employed. The analysis was based on a covariance structure procedure using IBM SPSS v.26 and EQS 6.2. Prior to test the hypotheses, univariate data analysis was performed following the recommendations by Tabachnick and Fidell (2013). Normality of the data was tested by checking the values of kurtosis and skewness. The skewness obtained ranged from -2.037 to -0.096 and kurtosis from -0.151 to 5.196. Considering the cutoff criteria for normality (skewness < 3; kurtosis < 10) (Kline, 2015), normality issues were not present in this research.

Sample Characteristics

Demographic characteristics of the sample are exhibited in Table 2. Of the 533 valid questionnaires gathered, 310 (58.2%) were from women and 223 (41.8%) were from men. 371 residents (69.6%) were between the age of 25 and 57 years old. The majority, 491 (92.1%) had a high-level education. Over half the sample 270 (50.7%) were employed

workers. In terms of the duration of residency, most respondents 444 (83.3%) had lived in Valencia for at least 10 years or more.

Table 1. Demographic sample characteristics

	Characteristics	Frequency (%)
Gender	Male	223 (41.8%)
	Female	310 (58.2%)
Age	< 25 years old	76 (14.3%)
	25 – 35 years old	123 (23.1%)
	36 – 46 years old	139 (26.1%)
	47-57 years old	109 (20.5%)
	58-69 years old	69 (12.9%)
	70 years old and above	17 (3.2%)
Education	Did not complete high school	1 (0.2%)
	High school qualification	40 (7.5%)
	Technical/vocational qualification	190 (35.6%)
	Graduate degree	301(56.5%)
Years of Residence	3 – 5 years	48(9%)
	6-10 years	41(7.7%)
	> 10 years	444(83.3%)
Incomes	Tourism-related	64 (12%)
	Not tourism-related	469 (88%)
Employment	Employed workers	270 (50.7%)
	Self employed	59 (11.1%)
	Student	70 (13.1%)
	Retired	60 (11.3%)
	Unemployed-housewife	73 (13.7%)

Data Analysis

Measurement model analysis

Since the data were collected via a single data source and at single point in time, common method bias (CMB) was checked. To assess the common method bias, the researchers implemented some procedural remedies into the empirical research design (Podsakoff et al., 2003). First, the consent form for the questionnaire clearly explained that anonymity was assured. Second, in order to encourage respondents' psychological separation from one measure to another, the researchers inserted different cover stories between the measures. Lastly, the researchers conducted Harman's one-factor test where all 22 items used in the proposed model were loaded onto an unrotated single exploratory factor analysis (EFA) (Podsakoff et al., 2003). According to Podsakoff et al. (2003), the latter is a weakness when the first of all factors with auto values greater than 1, explains more than half of the variance of the extracted factors. The results showed that no single factor accounted for more than 9.32% of the total variance (38.84%) among the variables in our model. Thus, CMB was not a concern in this research.

After univariate and multivariate data analysis were completed, frequency distributions were requested. Following a two-step process, confirmatory factor analysis (CFA) was first performed; subsequently, the SEM-based structural path model was used to examine the proposed intervariable relationships.

The mean punctuations for each item are shown in Table 2. The largest mean score was 6.24 (on a 7-point Likert scale) for “Valencia is a desirable place to live in” under the variable: Community Satisfaction and down to 3.95 for “I treat visitors fairly in Valencia” in the variable Emotional Solidarity. Residents in the sample reported notable levels of community satisfaction (mean 6.00) and place attachment (mean 5.71). Residents reported also high levels of perceived benefits from tourism, the global score is 5.62. The total score for perception of DSR was 5.12. Emotional solidarity has the lowest mean (but nonetheless still high) (4.93). Within this construct, residents reported high mean scores for “I appreciate visitors for the contribution they make to the Valencia’s local economy” (5.99) and “I feel the community benefits from having visitors in Valencia” (5.81).

Table 2 display results of the confirmatory factor analysis. Scale reliability reveals that all constructs in the tested model provide statistically satisfactory reliability. For the final measurement model, 22 items remained across the seven factors. Particularly, Cronbach’s alpha coefficients ranged from 0.89 to 0.94, higher than the cut-off value of 0.70 according to Nunnally (1978). The composite construct reliability (CR) varied from 0.83 to 0.95, which is greater than the threshold of 0.5 (Fornell & Larcker, 1981). Consequently, the internal consistency of each measurement was guaranteed.

Validity analysis comprise convergent validity and discriminant validity. Convergent validity can be accomplished if factor loadings of each item are higher than 0.5 (Anderson & Gerbing, 1988). Six items gave factor loadings which were less than 0.5. Table 2 display that the factor loadings were greater than 0.724, showing adequate convergent validity. The average variance extracted (AVE) of all constructs varied from 0.72 to 0.85, which is higher than the minimum criterion of 0.50 ensuring the convergent validity of all proposed measurement instruments.

As shown in Table 2, confirmatory factor analysis was satisfactory Hence, the proposed measurement model provides a reasonable explanation of the observed covariance between constructs.

Table 2. Measurement scales and descriptive statistics

Constructs/Indicators	Mean (SD)	(t-value)	α	CR	AVE
Perception of DSR (Su et al. 2017)					
The destination tries to be environmentally responsible	5.18(1.461)	.922(25.26)	0.92	0.92	0.85
The destination tries to contribute toward improving the local community	5.05(1.481)	.923(25.27)			
The destination has been successful in its profitability*	5.07(1.351)				
The destination treats its stakeholders well*	5.20(1.427)				
Community Satisfaction (Su et al. (2017)					
Overall conditions of Valencia are good	5.98 (1.07)	.883(24.80)	0.88	0.89	0.73
Future conditions of Valencia in coming years will be good	5.78(1.174)	.848(23.19)			
Valencia is a desirable place to live in	6.24(1.090)	.785(20.64)			

Place Attachment (Eusebio et al. (2018)				
I feel that Valencia is part of me	6.03(1.249)	.909(27.10)		
Valencia is very special to me	6.05(1.265)	.926(27.98)		
I strongly identify myself with Valencia	5.90(1.366)	.919(27.58)		
I feel very connected to this city and to the people living here	5.84(1.351)	.906(26.93)		
I wouldn't replace Valencia with any other place	5.34(1.567)	.724(19.13)	0.94	.94 0.72
Valencia is the best place I know*	5.37(1.613)			
I miss Valencia when I'm not here	5.42(1.524)	.747(19.97)		
Emotional Solidarity (Woosnam and Norman, 2010)				
<i>Emotional closeness</i>				
I have made friends with some visitors in Valencia	3.98(1.841)	.819(24.42)		
I feel close to some visitors I have met in Valencia	4.25(1.709)	.967(9.45)	0.88	0.89 0.80
<i>Sympathetic understanding</i>				
I identify with visitors in Valencia	4.50(1.706)	.921(31.40)		
I have a lot in common with Valencia Visitors	4.62(1.689)	.895(31.80)		
I feel affection toward visitors in Valencia	5.22(1.470)	.834(25.20)		
I understand visitors in Valencia	5.15(1.447)	.789(7.82)		
<i>Welcoming nature</i>			0.92	0.91 0.74
I treat visitors fairly in Valencia*	3.95(1.717)			
I feel the community benefits from having visitors in Valencia	5.81(1.200)	.901(19.62)		
I appreciate visitors for the contribution they make to the Valencia's local economy	5.99(1.137)	.894(3.73)		
I am proud to have visitors come to Valencia*	5.80(1.307)		0.88	0.89 0.81
Support to tourism development (Song et al., 2017)				
Tourism should continue to play an important economic role in Valencia*	5.80(1.291)			
I am proud that tourists are coming to Valencia*	5.77(1.349)		0.92	0.94 0.84
Additional tourism would help our city grow	5.59(1.415)	.906(26.32)		
I support tourism having a vital role in Valencia	5.58(1.414)	.898(25.99)		
Valencia should attract more tourists	5.36(1.565)	.860(24.26)		

Goodness of fit indexes SB χ^2 (188) = 459.833 (p = 0.000) BBNFI = 0.94 CFI = 0.96 IFI = 0.96 RMSEA = 0.05.

Note: Scale: 1= strongly disagree to 7= strongly agree. In all cases Min values are 1 and max 7

All t-values are ** p<0.01

SD= Standard deviation; t= t-statistical value; α – Cronbach's alpha; CR – construct reliability; AVE – average variance extracted; * The item is deleted because its factor loading is less than 0.50.

In order to check the discriminant validity, Fornell and Larcker (1981) comparison of the AVE with the square root of correlation coefficients of two constructs was calculated. When AVE values are larger than the squared correlations between any pair of constructs, then the discriminant validity is ensured. Table 3 display that all square roots of correlation coefficients are less than the AVE, indicating acceptable discriminant validity. Overall, the results confirm that emotional solidarity is a second-order factor) composed of “emotional closeness, sympathetic understanding, and welcoming nature” (first-order factors).

Table 3. The correlation coefficient and AVE

Factors	1	2	3	4	5	6	7
1.Perception DSR	0.85^a						
2.Community satisfaction	0.32 ^b	0.73					
3.Place attachment	0.30	0.41	0.72				
4.Emotional closeness	0.07	0.08	0.11	0.80			
5.Sympathetic understanding	0.11	0.14	0.24	0.49	0.74		
6.Welcoming nature	0.10	0.05	0.04	0.14	0.12	0.81	
7.Support for tourism	0.12	0.10	0.11	0.11	0.26	0.26	0.84

^a Elements in the bold diagonal are AVE

^b Off diagonal element values are given by the square root of the correlations between factors. For discriminant validity, the diagonal elements should be larger than any other corresponding row or column entry.

Structural Model Analysis

Once the measurement model was confirmed, structural equation modelling analyses were performed to validate the proposed model and test the hypotheses. Satorra-Bentler Scaled χ^2 (551.69) = 200, $p < .001$, BBNFI= 0.923: CFI = 0.949; IFI= 0.950 and RMSEA= 0.058, provided acceptable fits. All paths within in the proposed model were significant ($p < .001$). According to Hu and Bentler (1999), all the fit indexes indicated a good fit of the data to the model. The respective coefficient values and their significance levels were checked in order to ascertain whether to accept a given hypothesis.

These results reveal that the nomological network of relationships fits the empirical data of the study.

Table 4. SEM results and model estimation

Hypotheses	Path	Standardized coefficient	t value	p-value
H1+	Perception DSR → Community satisfaction	0.207	5.126	$p < 0.01$
H2+	Perception DSR → Place attachment	0.533	11.585	$p < 0.01$
H3+	Community satisfaction → Place attachment	0.425	10.906	$p < 0.01$
H4+	Place attachment → Emotional solidarity	0.431	7.175	$p < 0.01$
H5+	Community satisfaction → Support for tourism	0.165	2.883	$p < 0.01$
H6+	Emotional solidarity → Support for tourism	0.541	13.203	$p < 0.01$
Goodness of fit indices	S-B χ^2 (551.69)=200 $p=0.001$ BBNFI= 0.92 BBNFI= 0.92 CFI=0.95 IFI=0.95 RMSEA=0.058 R^2 (place attachment)=0.34; R^2 (community satisfaction)=0.42 ; R^2 (support for tourism)=0.49 ; R^2 (emotional solidarity)=0.40			

Results provide support for all proposed hypotheses. Table 4 reveals standardised path coefficients and t values. The path coefficient from perception DSR to community satisfaction ($\beta=0.207$; $p<0.001$), supports H1. H2 proposes a positive relationship between perception of DSR and place attachment. The path coefficient ($\beta=0.533$) is significant ($p<0.01$), thus confirming H2. In addition, as hypothesized (H3), the parameter estimation between community satisfaction and place attachment is positive and significant ($\beta=0.425$; $p<0.001$). Also, H4 posing a positive and significant effect of place attachment on emotional solidarity is supported ($\beta=0.431$; $p<0.001$). The path coefficient ($\beta=0.165$) is significant ($p<0.01$), accordingly confirming H5. Finally, H6 proposing a positive relationship of emotional solidarity on residents' support to tourism is confirmed ($\beta=0.541$; $p<0.001$). Table 4 shows that R-square values for all dependent factors were higher than 0.34, exceeding 0.1 (critical level for Falk and Miller, 1992).

Empirical results support all the hypotheses incorporated in the proposed structural model. The influence of residents' perceptions of DSR was positive and significant for community satisfaction (H1) and place attachment (H2). Little research has considered residents' perceptions of DSR to explore the resident place attachment (Hu et al., 2019). These findings are in conformity with previous research (e.g. Su et al., 2017), however in the case of place attachment, this result sum up new insight to the tourism and marketing academic knowledge in that the DSR residents' perceptions can influence the way that residents feel about the place they reside. H3 predicted that community satisfaction influenced place attachment. The effect of satisfaction in place attachment has also been examined minimally (Zenker & Rutter, 2014). The impact of place attachment on emotional solidarity was also confirmed (H4). Past research revealed a positive influence of place attachment on emotional solidarity (e.g., Aleshinloye et al. 2020; Patwardhan et al. 2020; Woosnam et al. 2018a). However, Tasci et al. (2022) partially confirmed a reverse relationship, adopting the tourists' approach. Similar to Hasani et al. (2017) and Erul and Woosnam (2022), our findings reveal the importance of residents' emotions and perceptions showing that community satisfaction and emotional solidarity are two important determinants of support for tourism development. In line with Ko and Stewart (2002) H5 validated the positive effect of community satisfaction on residents' attitudes about tourism support. Finally, residents' perceived solidarity with tourists was confirmed as a predictor of support for tourism (H6). This result, in accordance with previous research (Hasani et al., 2016; Li & Wan, 2017; Woosnam, 2012) highlights this significant relationship.

Conclusions, contributions and implications

Theoretical contributions and practical implications

The study confirms the proposed relationships as discussed previously. Results obtained offer some theoretical contributions for academics and implications for destination managers.

The suggested model relies on three embracing theories to offer new inputs into the analysis of residents' attitudes towards tourism. This study shows that SET together with Emotional Solidarity Theory and Self Perception Theory can provide an integrative theoretical framework linking residents' perceptions about their community, determinants of positive emotional reactions to tourists and attitudes of support for tourism. In doing so, this research responds to Lewicka's (2011) call to apply different theoretical approaches to better approach place attachment and the role that community factors play in creating people's emotional bonds with places.

The findings of this study and the available empirical evidence in the literature support the utility of Emotional Solidarity and Self-Perception Theory in conceptualizing and evaluating factors involved in SET-based transactional exchanges that shape residents' support to tourism. The analysed variables that explain residents' support to tourism included in the proposed theoretical model are perceived destination social responsibility (DSR), place attachment, resident community satisfaction and emotional solidarity.

In the case of place attachment, our results add new insights to the tourism and marketing body of knowledge in that residents' perceptions of DSR can influence the way that

residents feel about their place. This finding extends the knowledge of the linkages for resident-associated outcomes as well as their antecedents by proposing that, place dependence and identity – as integral components of place attachment-, can act as a way through which DSR is related to positive attitudes towards tourism and community satisfaction.

When residents perceive that their city acts in a socially responsible way, their attachment to the place, the physical and affective connection with the territory increases. This attachment and adherence to the place - despite the fact that it has mostly been studied from the point of view of tourists- is one of the variables that is most valued by residents and that most affects their real support for tourist activity. Then, they share their living space, interact with visitors, because they feel honoured by what they have to offer. And it is this emotional solidarity, this desire to establish links, to show the visitor the place where one belongs; accordingly, the positive perception of the community towards tourism increases incrementally through perceived destination social responsibility (DSR). DSR emerges as a key variable to include in theoretical models explaining residents' support for tourism.

Mass-tourism and overtourism derived from mature stages in tourism development pose challenges for any tourism destination, and DMOs have to anticipate negative reactions and propose remedies. The sustainability of consolidated tourist destinations requires that destination marketing organizations focus on alleviating the negative effects that tourism generates and highlighting its excellence in the four pillars: economic, environmental, socio-cultural and destination management (European Commission, 2013). This paper has focused on the sociocultural dimension, that is based on the positive perception of residents in their relationship with visitors; this includes their feelings when tourists invade their space and their perceptions of benefits both personal and at the community level. When residents feel comfortable with visitors, consequently, the latter enjoy their stay, respect public space, interact with residents, and are satisfied with their trip. Residents and visitors need of one other; they both “feed off” each other. It is a virtuous circle: in the same way that the resident is cared for, the visit is managed satisfactorily.

DMOs must define the policies they carry out with a socially responsible, sincere and honest outlook, with total communicative transparency. This approach will not only engage the resident, but also the visitor. To be able to implement this competitiveness, two aspects are necessary: the proposal of sustainable strategic plans as well as the creation and management of destination networks (Volgger & Pechlaner 2014), aimed at establishing collaborative and participatory processes to develop such designed strategies (Jamal & Camargo, 2018). The crux of the matter is effective network governance, without imposing vertical hierarchies (Hall, 2011).

In short, knowing what the resident values most significantly, the manager responsible for the tourist competitiveness of a destination must decide and act based on the involvement of all stakeholders. In this specific case, managers need to ensure that local citizens see themselves as stakeholders of the strategy. Participatory processes involve costs in terms of time and resources; similarly, there are also numerous long-term benefits.

Limitations and Further Research

As in other studies, limitations need to be contemplated providing future lines for research. First, this study was based on a single tourist destination: Erul and Woosnam (2022) suggest undertaking similar studies across multiple destinations. Such an approach would further validate the results found in studies that have examined the relationship between emotional solidarity and residents' perceptions and attitudes. Second, the tourist social contact adopted in this study referred to the general mass tourists: different markets of tourism, for instance, cruise tourism also presents in the analysed destination -only as a home port- or sports tourism -València which celebrates an international marathon every year- may generate different residents-tourists' relationships. Third, according to Woosnam & Ribeiro, (2022), more longitudinal approaches are needed, instead of the cross-sectional approach adopted. Fourth, this study measures DSR as a one-dimension variable. Therefore, prospect research could analyse how different dimensions of DSR affect place attachment and community satisfaction respectively.

Further research is also required in relation to differentiating the intensity of residents' emotional solidarity according to the characteristics of their neighbourhoods, taking into account those with the highest tourist densities on the one hand, and those which are less touristic, on the other, to have more detailed insights. It would also be interesting to categorize data for age and gender looking for possible variations. In this sense, this analysis could provide more specific information to prepare accurate segmented marketing campaigns and to be more transparent and communicative with residents. Furthermore, prospect research on how residents perceive tourism impacts in the community should consider the potential effect of extrinsic and intrinsic factors. According to the literature (Šegota et al., 2022), residents' perceptions of tourism are shaped by extrinsic factors (e.g. the stage of tourism development and nature of tourism, cruise tourism for example in the case of Valencia) and intrinsic factors (e.g. economic dependency on tourism and the distance from tourism areas). Future research should address this issue and connect it with wellbeing topics.

Finally, research analysing implemented participatory processes to better understand the residents' expressed support to tourism development and the satisfaction of visitors as a result of sustainable destination management is suggested. It would also be worthwhile to analyse public and social policies addressed at increasing place attachment such as: cleaning public spaces, gardens and green areas, security, street furniture, etc.

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