CONSIDERING RESIDENTS' BEHAVIORAL SUPPORT FOR TOURISM DEVELOPMENT: A THEORETICAL EXAMINATION OF THE EMOTIONAL SOLIDARITY THEORY AND THE THEORY OF PLANNED BEHAVIOR.

A Dissertation

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ABSTRACT

This study examines the intimate relationships that exist between residents and tourists (i.e., based on residents' *emotional solidarity* (ES) with tourists) from attitudes to actual behavior in ultimately explaining residents' behavioral support for tourism development (BSTD). This study linked two complementary theoretical frameworks (i.e., the theory of Emotional Solidarity and the Theory of Planned Behavior or TPB) to ultimately explain residents' BSTD. The main purpose of this study was to gain an understanding of how the emotional solidarity scale (ESS) (i.e., *welcoming nature*, *emotional closeness*, and *sympathetic understanding*) affects and predicts residents' behavioral intentions (BI) to support tourism development and how that in turn predicts actual behavioral support for tourism development through the application of TPB.

To date, no research has been undertaken that extends the TPB model by including residents' emotions or their ES with tourists in efforts to explain residents' BI or BSTD. The proposed study intends to close this literature gap and draw the attention of tourism scholars by linking the ES to the TPB to predict residents' BI and BSTD. Data for this study was collected through on-site self-administered questionnaires distributed to Turkish residents living in the coastal city of Izmir. The survey was conducted in four key districts in the city (i.e., the Izmir city center, Çeşme, Menderes, and Selçuk) based on the concentration of tourism facilities in each area.

Each scale within the proposed model was confirmed through CFA and supported through SEM. All scales demonstrated high internal consistency (i.e.,

reliability) and construct validity. CFA and SEM results indicate that the measurement and structural models had good model fit based on the CFI, IFI, TLI, and RMSEA scores. Results indicated that Izmir residents' ES with tourists did significantly influence their attitudes towards tourism and that attitudes with the inclusion of *subjective norms*, and *perceived behavioral control* significantly predicted their BI. Ultimately, residents' BI was a significant predictor of their BSTD, explaining approximately 23% of the variance in the construct. Results are explained based on the ES theory and the TPB, as implications, limitations, and future research are discussed at the close of the paper.

DEDICATION

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NOMENCLATURE

ES	Emotional Solidarity
ESS	Emotional Solidarity Scale
EC	Emotional Closeness
WN	Welcoming Nature
SU	Sympathetic Understanding
INTER	Interaction
SHBLF	Shared Beliefs
SHBHV	Shared Behavior
LPA	Local Patronage Activities
CHA	Cultural Heritage Activities
LRA	Leisure and Recreation Activities
TPB	Theory of Planned Behavior
SN	Subjective Norms
PBC	Perceived Behavioral Control
BI	Behavioral Intentions
TIAS	Tourism Impact Attitude Scale
CTC	Contributions to the Community
STD	Support for Tourism Development
BSTD	Behavioral Support for Tourism Development
RPTRA	Residents' Participation in Tourism Related Activities

TRA	Theory of Reasoned Action
SET	Social Exchange Theory
ASS	Affectual Solidarity Scale
TSI	Turkish Statistical Institute
RTMCT	Republic of Turkey Ministry of Culture and Tourism
SEM	Structural Equation Modeling
AMOS	Analysis of Moment Structures
SPSS	Statistical Package for Social Sciences
CFA	Confirmatory Factor Analysis
SI	Skew Index
KI	Kurtosis Index
CR	Composite Reliability
AVE	Average Variance Extracted
IFI	Incremental Fit Index
TLI	Tucker-Lewis Index
CFI	Comparative Fit Index
RMSEA	Root Mean Square Error of Approximation
CMIN	Chi-square
DF	Degrees of Freedom
P	Probability Level
M	Mean
SD	Standard Deviation

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1. INTRODUCTION

1.1 Background of the Study

Residents' support for tourism development is one of the most widely-studied topics in the tourism field (Choi & Sirakaya, 2005; Nunkoo & So, 2016) and one of the most significant determinants of successful sustainable tourism development (Andereck & Vogt, 2000; Huh & Vogt, 2008; McGehee & Andereck, 2004; Stylidis, 2016). Over the last three decades, understanding residents' support for tourism development and predictors of such support have been at the core of successfully developing sustainable tourism (Gursoy, Chi, & Dyer, 2010; Gursoy & Rutherford, 2004; Hasani, Moghavvemi, & Hamzah, 2016; Lee, 2013; Nunkoo, Smith, & Ramkissoon, 2013; Ribeiro, Pinto, Silva, & Woosnam, 2017; Stylidis & Terzidou, 2014). Several studies have found that residents' support for tourism development has been affected directly or indirectly by residents' attitudes, perceptions of tourism impacts, and perceived personal benefits (see Andereck & Vogt, 2000; Gursoy & Rutherford, 2004; King, Pizam, & Milman, 1993; Lee, 2013; Nghiêm-Phú, 2016; Nunkoo & So, 2016). In essence, these three explanatory variables have been used as antecedents to better understand support for tourism development (Gursoy et al., 2010; Nunkoo et al., 2013).

Despite numerous studies (see Gursoy et al., 2010; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011; 2012) focusing on financial and beneficial factors (i.e., residents' perceptions of tourism impacts and their perceived benefits and costs) limited

work (see Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Simpson & Simpson, 2016; Woosnam, 2012) has considered residents' feelings toward tourists as a predictor of support for tourism development. These studies are primarily focused on the intimate relationships that exist between residents and tourists. These researchers have found that the degree of emotional solidarity residents experience with tourists has influenced their support for tourism development. Such support has been conceived of as attitudinal measures.

The current study will extend this relationship beyond perceived attitudes to actual behavior with the inclusion of measures (i.e., *attitudes*, *subjective norms*, and *perceived behavioral control*) within the Theory of Planned Behavior (hereafter abbreviated as TPB) framework in order to predict residents' behavioral intentions (hereafter abbreviated as BI) to support tourism development and their behavioral support for tourism development (hereafter abbreviated as BSTD). This study will link two complementary theoretical frameworks (i.e., the theory of emotional solidarity and the theory of planned behavior) to ultimately explain residents' behavioral support for tourism development. To date, no study has conceived of such link moving from emotional solidarity antecedents (i.e., *shared beliefs (SHBLF)*, *shared behavior (SHBHV)*, and *interaction (INTER)*) to residents' emotional solidarity with tourists to residents' attitudes of tourism impacts (along with *subjective norms*, and *perceived behavioral control*) in an effort to explain behavioral intentions and ultimately, actual behavior, to support tourism development.

1.1.1 Relationship between Residents' Attitudes and Support for Tourism Development

Over the last four decades, numerous researchers have considered the relationship between residents' attitudes toward tourism and their support for tourism development (Gursoy et al., 2010; Huh & Vogt, 2008; Jurowski, Uysal, & Williams, 1997; Long, 2012; McGehee & Andereck, 2004; Nunkoo & Ramkissoon, 2012; Park, Nunkoo, & Yoon, 2015; Rasoolimanesh, Jaafar, Kock, & Ramayah, 2015). For example, King et al. (1993) found a direct relationship between residents' attitudes and their support for tourism development. Similarly, Andereck and Vogt (2000) found that the more positive residents' attitudes are concerning tourism, the more individuals will be supportive of tourism and tourism development. Overall, researchers have found that while policymakers and planners create tourism strategies, their priorities should be to understand the attitudes of residents and gain their support for tourism development (Andereck & Vogt, 2000; Boley, Maruyama, & Woosnam, 2015; Boley, McGhee, Perdue, & Long, 2014; Chen & Raab, 2012; Gursoy et al., 2010; Hasani et al., 2016; Huh & Vogt, 2008; Lee, 2013; Maruyama, Woosnam, & Boley, 2016; McGehee & Andereck, 2004; Nunkoo & Gursoy, 2016; Nunkoo, & Ramkissoon, 2011; 2012; Nunkoo et al., 2013; Rasoolimanesh et al., 2015; Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017; Strzelecka, Boley, & Strzelecka, 2017; Stylidis, Biran, Sit, & Szivas, 2014). Such an approach is in keeping with a sustainable tourism planning process (Gursoy et al., 2010).

1.1.2 Relationship between Perceived Impacts and Support for Tourism Development

While literature pertaining to residents' attitudes have been more associated with favorable or non-favorable tendencies and intentional support of tourism development or forms of tourism, work focusing on residents' perceived impacts of tourism has centered on perceptions, opinions, and feelings about the changes tourism has brought on or the influences of tourism development (Gursoy et al., 2010; Gursoy & Rutherford, 2004; Vargas-Sánchez, Porras-Bueno, & Plaza-Mejía, 2011). The impacts of tourism can be perceived primarily as positively or negatively by residents (Nunkoo & Ramkissoon, 2010b) and classified as economic, social, environmental, and political (Buda, 2016; Harrill, 2004). Sharpley (2014) claims that residents who perceive positive impacts of tourism tend to increase their support for tourism development, while the residents who perceive negative impacts of tourism tend to decrease their support for tourism development. Overall, previous studies have found that residents' degree of perceived positive impacts significantly explained the extent of their support for tourism development (Andereck, Valentine, Knopf, & Vogt, 2005; Choi & Murray, 2010; Gursoy et al., 2010; Gursoy & Rutherford, 2004; Li & Wan, 2016; Long, 2012; McGehee & Andereck, 2004; Nunkoo & Gursoy, 2012; Park et al., 2015; Ribeiro et al., 2017; Stylidis, 2016; Stylidis et al., 2014; Stylidis & Terzidou, 2014). Wang, Pfister, and Morais (2006) claimed that policymakers, planners, and government officials can

increase residents' support in the tourism industry, and mitigate existing and potential negative impacts by considering residents' perceptions of tourism impacts.

1.1.3 Relationship between Perceived Benefits and Support for Tourism Development

Residents' perceived benefits have also drawn the attention of tourism scholars revealing that residents who perceive personal economic benefits from tourism view the industry more positively and support its further development (Andereck & Nyaupane, 2011; Boley et al., 2014; Chen & Raab, 2012; Gursoy, Jurowski, & Uysal, 2002; Gursoy & Rutherford, 2004; Kwon & Vogt, 2010; Liao, So, & Lam, 2016; McGehee & Andereck, 2004; Nunkoo, Gursoy, & Juwaheer, 2010; Nunkoo & Ramkissoon, 2010a; 2011; 2012; Nunkoo & So, 2016; Perdue, Long, & Allen, 1990; Ramkissoon & Nunkoo, 2011; Ribeiro et al., 2017; Wang & Pfister, 2008; Zuo, Gursoy, & Wall, 2017). In addition to these three significant determinants (i.e., residents' attitudes, impacts of tourism, and perceived benefits), several researchers have also used additional variables such as sociodemographic, socioeconomic, and spatial measures to determine residents' support for tourism development (Chen & Raab, 2012; Draper, Woosnam, & Norman, 2011; Harrill, 2004; Huh & Vogt, 2008; Vargas-Sánchez et al., 2011). These thoughts not only provide a context for understanding the importance of residents, but also indicate that their attitudes, perceived impacts, and benefits are essential determinants of support for tourism development, and ultimately, successful sustainable tourism planning (Choi & Murray, 2010; Harrill, 2004; Nunkoo & So, 2016).

However, a need still exists to examine these factors and other variables which may help to explain residents' support for tourism development (Draper et al., 2011). To this end, tourism scholars have used the TPB (the extended version of the theory of reasoned action hereafter abbreviated as TRA) to explain the relationship between individuals' (i.e., either tourists or residents) attitudes and their behavioral intentions (Chen & Raab, 2012; Han, 2015; Hsu & Huang, 2012; Lam & Hsu, 2006; Lepp, 2007; Nunkoo & Ramkissoon, 2010b; Sparks & Pan, 2009). Additionally, the traditional TPB model has been amended to include additional variables as a means to better explain individuals' behavioral intentions and their behavioral support (Ajzen, 1991; Conner & Abraham, 2001; Perugini & Bagozzi, 2001). However, to date, no work has extended the TPB framework by including emotional solidarity (hereafter abbreviated as ES) as an attitudinal measure of support for tourism development. Furthermore, no study has considered explaining behavioral support for tourism development by utilizing the ES framework. Therefore, this study will use factors from both the theory of ES and the TPB (i.e., considering the frameworks in tandem) as predictors of BI to support tourism development and BSTD.

1.2 Problem Statement

As mentioned above, previous studies have found that the key factors in determining support for tourism development are residents' attitudes toward tourism, perceived impacts of tourism, and perceived benefits from tourism (Boley et al., 2014; Rasoolimanesh et al., 2017; Stylidis, 2016; Zuo et al., 2017). To that end, the social

exchange theory (SET) (used primarily as a guiding theoretical framework) has been extensively applied to better understand residents' perceptions and attitudes concerning tourism and its consequential impacts to explain support for tourism development (see Chen & Raab, 2012; Choi & Murray, 2010; Gursoy et al., 2002; Jurowski et al., 1997; Nunkoo et al., 2010; Nunkoo & Ramkissoon, 2011; 2012; Nunkoo et al., 2013; Nunkoo & So, 2016; Rasoolimanesh et al., 2015; Sharpley, 2014; Stylidis, 2016; Wang & Pfister, 2008; Ward & Berno, 2011; Zuo et al., 2017). SET holds that based on the calculation of rewards and costs, people decide whether to continue in an exchange relationship (Homans, 1961; Zuo et al., 2017). According to SET, if rewards of exchanges outweigh costs of exchanges, residents tend to view tourism development positively and are likely to support tourism development (Ap, 1992; Park et al., 2015).

Although researchers used SET to explain why and under what situations residents would have positive attitudes toward tourism and would support further tourism development, the theory is not without its limitations (Sharpley, 2014; Ward & Berno, 2011; Woosnam & Norman, 2010). Primary issues that have been noted regarding the employment of the theory are inconsistent findings (Andereck et al., 2005; Chen & Raab, 2012; McGehee & Andereck, 2004; Woosnam, Norman, & Ying, 2009) and the lack of empirical testing (e.g., SET has never been used as a model to explain relationships between support for tourism development and other explanatory variables) (Boley et al., 2014; Ribeiro et al., 2017; Woosnam, 2011b). In addition to these, SET is primarily only focused on residents' perspectives of tourism development and tourism

impacts (see McGehee & Andereck, 2004; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2010a; Vargas-Sanchez et al., 2011; Ward & Berno, 2011), disregarding any consideration of the relationship that exists between residents and tourists (Woosnam & Aleshinloye, 2013).

Compounding this is the fact that the limited research that does examine the extant relationship between residents and tourists, as Woosnam et al. (2009) have noted, is based solely on financial transactions as the SET has championed. Furthermore, some scholars found that SET may not be sufficient by itself to explain residents' attitudes toward tourism and their support for tourism development (Andereck et al., 2005; Chen & Raab, 2012; Nunkoo & Gursoy, 2012; Ward & Berno, 2011). Thus, based on previous research findings (i.e., superficiality, monetary relationships, and mixed findings), lack of empirical testing, and other limitations associated with the theory, some scholars have suggested that additional theories should be explored to better explain this relationship (Andereck et al., 2005; Harrill, 2004; McGehee & Andereck, 2004; Woosnam, 2011a; 2011b; 2012).

In addition to these limitations, previous researchers realized that non-economic value domains (e.g., emotional solidarity, residents' empowerment, etc.) are also significant and influence attitudes toward tourism (Harrill & Potts, 2003; Nunkoo & Ramkinssoon, 2011; Wang & Pfister, 2008). For example, Harrill and Potts (2003) claimed that as residents connect with tourists emotionally, they may have more positive attitudes towards tourism and tend to be more supportive of the industry. Similarly,

Wearing and Wearing (2001), as well as Wang and Pfister (2008), emphasized that interaction and emotions can be significant determinants of the relationship between individuals, and that research is needed to provide greater detail about this intimate relationship. In a similar vein, Vargas-Sánchez et al. (2011) claimed that research focusing on residents' attitudes and their support can be broadened by including measures of solidarity.

Such an examination focusing on intimacy (i.e., deeper and personal emotional relationships) between residents and tourists was largely missing prior to the work of Woosnam and Norman (2010) and Woosnam (2011b). Such work brought to light the construct of emotional solidarity (ES) within the tourism literature, as measured by the *Emotional Solidarity Scale* (ESS). In their initial work, Woosnam et al. (2009) presented the ES framework, conceiving of three predictors explaining emotional solidarity: *shared beliefs*, *shared behavior*, and *interaction*. Subsequent to this, Woosnam and Norman (2010) revealed that the ESS was comprised of three factors which included *welcoming nature*, *emotional closeness*, and *sympathetic understanding*.

Throughout the last decade, emotional solidarity research examining the degree of intimacy or closeness between residents and tourists has occurred in numerous contexts (Woosnam, 2011a; 2011b; 2012; Woosnam & Aleshinloye, 2013; Woosnam, Aleshinloye, & Maruyama, 2016; Woosnam, Dudensing, & Walker, 2015a; Woosnam, Maruyama, Boley & Erul, 2018; Woosnam & Norman, 2010; Woosnam et al., 2009; Woosnam, Shafer, Scott, & Timothy, 2015b). For example, Woosnam (2012)

emphasized that emotional solidarity served as a predictor of residents' perceptions of tourism development. Woosnam et al. (2015b) demonstrated how tourists' solidarity significantly explained perceived safety while in a destination. Woosnam et al. (2018) found that each of the three ESS factors explained residents' perceptions of tourism focused on a minority culture.

However, it is difficult to explain the relationship between residents' emotional solidarity with tourists and the former's behavioral support for tourism development relying solely on the ES framework. Woosnam (2011b) suggested that the ES theoretical framework should not be considered the only framework used to explain the relationship between residents and tourists. In a similar vein, Woosnam and Norman (2010) claimed that including additional variables or working with other theoretical frameworks can better serve to explain this relationship. Considering this, the TPB (developed from the theory of reasoned action) is one viable theory to consider which has successfully linked attitude to behavior.

It was Fishbein and Ajzen (1975) who first proposed that beliefs serve to inform our attitudes, which then give way to our intentions to act and ultimately our actions or behaviors. Following this, *subjective norms* (hereafter abbreviated as SN) and *perceived behavioral control* (hereafter abbreviated as PBC) were added to the model (Ajzen, 1985). Ajzen (1991) claimed that despite the general usefulness of the theory, adding variables to TPB not only would improve the model but also provide a better prediction of individuals' behavioral intentions. Several studies supported this claim by broadening

the theory and found that inclusion of additional variables enhanced the predictive power for explaining individuals' intentions (Han, Hsu, & Sheu, 2010; Park, Hsieh, & Lee, 2016; Perugini & Bagozzi, 2001).

In addition to this, previous studies have suggested that while examining an individual's willingness to perform certain behaviors, personal feelings should also be considered (Pomazal & Jaccard, 1976; Prestwich, Perugini & Hurling, 2008; Schwartz & Tessler, 1972; Taylor, Ishida & Wallace, 2009). Similarly, Perugini and Bagozzi (2001) purported that the TPB model is limited by the fact that it does not account for emotional aspects of behavioral intention. Thus, the researchers created the model of goal-directed behavior, extending the TPB model with the inclusion of additional variables such as desire, anticipated emotions, and past behavior. Perugini and Bagozzi (2001) first added emotions in the TPB to predict BI. Several studies have used the model of goal-directed behavior to understand a variety of human behaviors (Lee, Song, Bendle, Kim, & Han, 2012; Prestwich et al., 2008; Song, Lee, Kang, & Boo, 2012a; Song, Lee, Norman, & Han, 2012b; Taylor et al., 2009). For example, Lee et al. (2012) explained international travelers' behaviors through the modified model. Song et al. (2012a) used the model of goal-directed behavior to explain visitors' behavioral intention at the Boryeong Festival. Similarly, Song et al. (2012b) applied the model to predict BI among casino visitors.

To date, no research has been undertaken that extends the TPB model by including residents' emotions or their emotional solidarity with tourists in efforts to explain residents' BI or BSTD. In a similar vein, no work has yet analyzed the causal

relationships between the ESS and the three TPB constructs in the context of tourism to explain residents' behavioral intentions to support tourism development and their behavioral support. Additionally, a few studies considered the outcomes of ES (e.g., Woosnam et al., 2015a; 2015b), and residents' support for tourism development. Such work has focused on attitudinal measures (see Hasani et al., 2016; Woosnam, 2012) not those of a behavioral nature. The proposed study intends to close this literature gap and draw the attention of tourism scholars by linking the ES theoretical framework to the TPB framework in an effort to predict residents' behavioral intentions and actual behavior in supporting tourism development.

1.3 Purpose of the Research

The main purpose of this study is to gain an understanding of how the ESS (i.e., *welcoming nature*, *emotional closeness*, and *sympathetic understanding*), affect and predict residents' behavioral intention in the context of support for tourism development and predict actual behavior in support of tourism development through the application of TPB (i.e., to examine the role of ESS and TPB factors as the antecedents of BSTD). Ultimately, understanding the relationship from the perspective of residents and their feelings about tourists (based on emotional solidarity) can potentially shed light on individuals' (i.e., residents' and tourists') behavior (Woosnam & Aleshinloye, 2013). In the travel and tourism literature, ES has been examined extensively in the context of resident-tourist relationships (see Woosnam, 2011a; 2011b; 2012; Woosnam & Aleshinloye, 2013; Woosnam et al., 2016; Woosnam et al., 2015a; Woosnam et al.,

2018; Woosnam & Norman, 2010; Woosnam et al., 2009; Woosnam et al., 2015b), and most of these studies have focused on antecedents of the construct. However, some (i.e., Hasani et al., 2016; Li & Wan, 2016; Ribeiro et al., 2017; Ribeiro, Woosnam, Pinto, & Silva, 2018; Simpson & Simpson, 2016; Woosnam, 2012; Woosnam et al., 2015a; 2015b) have considered emotional solidarity as a predictor of some other measure. Woosnam (2012) used the ESS and its factors to predict levels of the Tourism Impact Attitude Scale (TIAS) and its factors. This was followed by the work of Hasani et al. (2016) that demonstrated a similar relationship (i.e., ESS predicting residents' attitudes and support for tourism).

Furthermore, Woosnam et al. (2015a) found that the ESS was a precursor to nature tourists' expenditures. Woosnam et al. (2015b) indicated that ESS was a significant predictor of perceived safety among tourists. Simpson and Simpson (2016) revealed that two of the three ESS factors successfully predicted both residents' and tourists' perceived safety in the same destination considered by Woosnam et al. (2015b). In spite of these works, Woosnam (2012) and Woosnam et al. (2015a) have called for further work that examines additional outcome variables explained by emotional solidarity and its framework, most notable behavioral measures such as BSTD.

Based on the ES theory and the TPB, this work has four research questions, each with accompanying hypotheses: 1) What is the impact of residents' *interaction*, *shared beliefs*, and *shared behavior* on the degree of emotional solidarity with tourists?; 2) Does residents' emotional solidarity with tourists explain attitudes about tourism impacts?; 3)

Do *subjective norms*, *attitudes about tourism impacts*, and *perceived behavioral control* significantly explain residents' behavioral intention to support tourism development? ; and 4) Does residents' behavioral intention to support tourism development significantly contribute to their behavioral support for tourism development?.

1.4 Conceptual Definitions

Theory of Reasoned Action (TRA): An expectancy-value model to predict and understand an individual's behavior. The theory assumes that human beings are rational and motivation-based, and a person's behavior is determined by his/her intention to perform the behavior and that intention is a function of his/her attitude toward the behavior and his/her subjective norm (Ajzen & Fishbein, 1980).

Theory of Planned Behavior (TPB): An extension of the Theory of Reasoned Action (TRA) which also takes into account non-volitional control over the behavior (Ajzen, 1985). Hence, the TPB model (based on the three constructs of attitude, subjective norm, and perceived behavioral control), allows us to examine the influence of personal determinants and social surroundings as well as non-volitional determinants on intention (Han et al., 2010; Lam & Hsu, 2006).

Behavioral Intention (BI): An individual's anticipated or planned future behavior or willingness to act (Ajzen, 1985; Lam & Hsu, 2006).

Perceived Behavioral Control (PBC): An individual's perception of his/her ability to conduct a behavior or the perceived ease or difficulty of performing the

behavior (i.e., how easy or difficult an individual thinks it is to perform a specific behavior) (Ajzen, 1991; Lam & Hsu, 2006).

Subjective Norms (SN): An individual's consideration of whether he/she should perform or act is based on the opinions of the people important to him/her and on the perceived social pressure to behave in a particular way (Lam & Hsu, 2006).

Attitudes: A psychological tendency that is expressed by evaluating a particular entity with some degrees of favor or disfavor (Eagly & Chaiken, 1993). Residents' attitudes about tourism impacts (as measured through attitudinal *support for tourism development* and *contributions to the community*) (Woosnam, 2012) will be the focus of the present work.

Behavioral Support for Tourism Development (BSTD): The behavioral component is based on the overt actions that people exhibit in relation to the object of an attitude (Eagly & Chaiken, 1993; Kwon & Wogt, 2010). Hence, residents' attitudes would determine the behaviors that offer support for tourism, and if there is a positive relationship between residents' attitudes and their actual behavior (i.e., if residents have positive attitudes towards tourism, then they will engage in behaviors supporting tourism activity in their communities) (Palmer, Koenig-Lewis, & Jones, 2013).

Emotional Solidarity (ES): The affective bonds individuals feel with one another binding a group together, that are characterized by perceived closeness, the degree of contact, and an identification with others in the group (Hammarstrom, 2005).

Emotional Solidarity Theory: As residents and tourists *interact* with each other, engage in *similar behavior* and share *similar beliefs*; some degree of emotional solidarity would emerge, forging a bond between such individuals (Woosnam et al., 2018).

Shared Beliefs (SHBLF): Beliefs that residents possess in common with tourists concerning some aspect related to tourism (Woosnam et al., 2009). The construct shared beliefs has two factors: *preservation of area* and *amenities of area* (Woosnam & Norman, 2010).

Shared Behavior (SHBHV): The opportunity(ies) for both residents and tourists to participate in similar activities (Woosnam et al., 2009). The construct shared behavior has four factors: *cultural heritage activities*, *outdoor recreation activities*, *beach activities*, and *local patronage activities* (Woosnam & Norman, 2010).

Interaction (INTER): The process of individuals sharing a physical space, communicating (through informal or formal speech or sight) with each other, and having either a direct or indirect effect upon one another (Woosnam, 2011b). The construct interaction is unidimensional and is measured as frequency of encounter within the present study (Woosnam & Norman, 2010).

Emotional Closeness (EC): A factor of the Emotional Solidarity Scale focusing on the degree of intimacy between at least two individuals as measured through two items within the ESS (e.g., feeling close to visitors and having made friends with some visitors) (Woosnam, 2011b; Woosnam & Norman, 2010).

Sympathetic Understanding (SU): A factor of the Emotional Solidarity Scale focusing on the empathy residents feel toward tourists as measured through four items within the ESS (e.g., identifying with visitors, having a lot in common with visitors, feeling affection with visitors, and understanding visitors) (Woosnam, 2011b; Woosnam & Norman, 2010).

Welcoming Nature (WN): A factor of the Emotional Solidarity Scale concerning the embrace residents have for tourists based on not only the pride they foster but also the economic contribution they make to the local community as measured through four items within the ESS (e.g., feeling proud to have visitors in destination, feeling the community benefits from having visitors, appreciating visitors for contributions to the local economy, and treating area visitors fairly) (Woosnam, 2011b; Woosnam & Norman, 2010).

2. LITERATURE REVIEW

The main thrust of this research is to ultimately explain residents' behavioral support for tourism development through the complementary application of the emotional solidarity theory and the theory of planned behavior frameworks. In this literature review, the ESS is initially discussed. Previous literature concerning the TPB and residents' support for tourism development (as forms of attitude, intention, and behavior) are also reviewed. Finally, the proposed model and hypotheses of this study are included at the close of this chapter.

2.1 Emotional Solidarity

Residents' attitudes and perceptions about tourism impacts are extremely important determinants of their support for tourism development (Choi & Murray, 2010; Choi & Sirakaya, 2005; Harrill, 2004; Nunkoo & So, 2016). Extensive amounts of research has been undertaken concerning the relationship between residents' attitudes and their perceived impacts of tourism in shaping support for tourism development (Andereck & Vogt, 2000; Gursoy & Rutherford, 2004; King et al., 1993; Lee, 2013; Nghiêm-Phú, 2016; Park et al., 2015), despite limited research (Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Simpson & Simpson, 2016; Woosnam, 2012) considering residents' feelings toward tourists as an antecedent of support for tourism development from an attitudinal perspective. These studies primarily stated that residents' emotions can significantly predict their support for tourism development. The

results of these studies clearly indicated that residents' emotions are valid and significant predictors of their support.

However, previous studies have indicated that "the behavioral intention models are robust in numerous behavioral domains, yet caution must be applied as individuals' actual behavior is not always equivalent to attitudes; not even stated as behavioral intentions" (Ajzen, 1991; Ajzen & Fishbein, 1977). To date, the relationship between residents' level of emotional solidarity with tourists and their behavioral support for tourism development has remained largely unexplored. The construct of emotional solidarity, which has most recently been utilized in numerous contexts within the tourism literature, can potentially explain behavioral support with its antecedent predictors or work in tandem with other theoretical frameworks, such as the TPB.

Development of the emotional solidarity concept and the groundwork of the theoretical framework originated from the late workings of the French classical sociologist Emile Durkheim. As a structural functionalist, Durkheim was concerned with how aspects (i.e., social facts) of society worked together and how degrees of intimacy and closeness are pillars of solidarity. Considering Australia's Aboriginals at the close of the 19th century, Durkheim (1995[1915]), within *The Elementary Forms of the Religious Life*, claimed solidarity arose out of rituals (i.e., sharing behavior) and deeply-held beliefs among individuals. This work paved the way for the framework that Woosnam et al. (2018) highlighted in claiming that "as individuals within a particular religion interact with each other, shared a common belief system, and engage in similar behaviors, they

will experience a sense of solidarity with one another" (p. 277). As Hammarstrom (2005) advanced, one can think of emotional solidarity as the affective bonds individuals experience with one another, which are often characterized by perceived emotional closeness and degree of contact.

Growing from the initial research within sociology, several other disciplines and fields (including anthropology, social psychology, gerontology, political science, and family studies) have examined solidarity within numerous contexts involving familial solidarity (Bahr, Mitchell, Li, Walker, & Sucher, 2004; Bengtson, Giarrusso, Mabry, & Silverstein, 2002; Feng, Giarrusso, Bengtson, & Frye, 1999; Ferring, Michels, Boll, & Filipp, 2009; Geiger, 1955; Lowenstein & Daatland, 2006; Silverstein & Bengtson, 1991), intergenerational relations (Harwood, 2000; Lee & Gardner, 2010; Lin & Harwood, 2003), group solidarity (i.e., praise or criticism for others) (Rosengren, 1959), degree of friendship (Suchman, 1964), solidarity orientation with one another (loyalty to one another) (Street, 1965), national identity (Kubow, 2013), kinship relationships (Nauck & Becker, 2013), religion (Clements, 2013), and racial minorities (Stanley, 2014). Gronvold's (1988) "Affectual Solidarity Scale (ASS)" is one of the early measures of emotional solidarity and can be considered a precursor of the ESS (Woosnam, 2011a; Woosnam & Norman, 2010). Gronvold defined affectual solidarity as "the nature and extent of positive sentiment toward other members" and it indicates "closeness" (1988, p.76.). The ASS is a unidimensional scale and has five items including understanding, trust, fairness, respect, and affection (Woosnam, 2011a).

Gronvold (1988) suggested using single-item measures in subsequent studies due to the exploratory nature of her initial work to develop the scale (Woosnam & Norman, 2010). While some studies have used the ASS (see Bengtson et al., 2002; Feng et al., 1999; Ferring et al., 2009; Lee & Gardner, 2010; Silverstein & Bengtson, 1991), a few have utilized single items such as "degree of closeness, identification, and agreement" to measure emotional solidarity (Bahr et al., 2004; Harwood, 2000; Lin & Harwood, 2003). Although emotional solidarity had been researched within the family studies literature, no study had created a model of the constructs and expanded it within the field of tourism (Woosnam, 2011b). Therefore, Woosnam et al. (2009) expanded the scale and developed the multidimensional scale, the Emotional Solidarity Scale (or ESS) within a tourism context.

Later, Woosnam and Norman (2010) formulated and validated the ESS in additional contexts. Emotional solidarity measured through the ESS has also been examined extensively within the tourism literature to explain the relationship between residents and tourists (see Woosnam 2011a; 2011b; 2012; Woosnam & Aleshinloye, 2013; Woosnam et al., 2016; Woosnam et al., 2015a; Woosnam et al., 2018; Woosnam & Norman, 2010; Woosnam et al., 2015b; Woosnam et al., 2009). Results from these studies have indicated that the interaction between residents and tourists as well as the shared beliefs and shared behaviors between individuals determines the degree of perceived solidarity between representatives of each group (Woosnam et al., 2016).

Woosnam et al. (2009) first introduced the concept of emotional solidarity and the theoretical framework (see Figure 2.1) to the tourism literature, formulating items for each construct (i.e., emotional solidarity, shared beliefs, shared behavior, and interaction). Following the development of measures for the ES framework, Woosnam and Norman (2010) then created and validated (through exploratory and confirmatory factor analysis) the 10-item Emotional Solidarity Scale (ESS), which is comprised of three unique factors: *welcoming nature* (four items), *emotional closeness* (two items), and *sympathetic understanding* (four items). Following the development of the ESS, Woosnam (2011b) tested the ES theoretical model and found shared beliefs, shared behaviors and interaction to be significant predictors of ES and its factors.

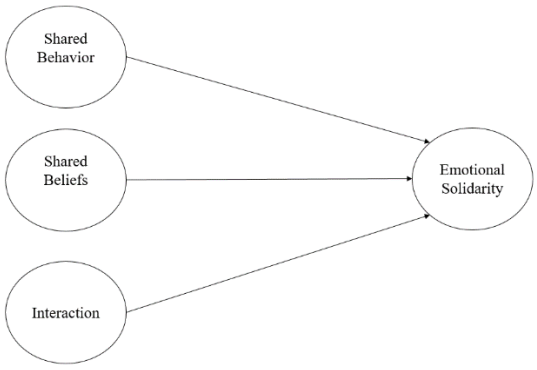

Figure 2.1 Theoretical Model of Emotional Solidarity. Adapted from Woosnam et al. (2009)

Most of the work surrounding ES in the context of tourism since then has emphasized residents' solidarity with tourists (Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Ribeiro et al., 2017; Woosnam, 2011b; 2012; Woosnam et al., 2018; Woosnam & Norman, 2010; Woosnam et al., 2009), tourists' emotional solidarity with residents (Ribeiro et al., 2018; Woosnam & Aleshinloye, 2013; Woosnam et al., 2015a; Woosnam et al., 2015b) or the reciprocal relationship between members of each group (Simpson & Simpson, 2016; Woosnam, 2011a; Woosnam et al., 2016). For example, Woosnam (2011a) focused on both residents' and visitors' ES with each other and found that residents indicated a higher degree of ES with tourists. Similarly, the study by Woosnam et al. (2016) examined both residents' and tourists' ES in attending the annual Osun Osobogo Festival in Nigeria, the first research testing the concept of ES outside the United States. Similar to Woosnam's (2011a) findings, Woosnam et al. (2016) found that tourists indicated experiencing a higher degree of solidarity with residents than did residents with tourists (i.e., the degree of emotional closeness and sympathetic understanding were higher for tourists).

Furthermore, ES has been used not only as the outcome of other constructs (Woosnam, 2011a; 2011b; Woosnam & Aleshinloye, 2013; Woosnam et al., 2009), but also as the predictor of additional measures (Hasani et al., 2016; Li & Wan, 2016; Ribeiro et al., 2017; Ribeiro et al., 2018; Simpson & Simpson, 2016; Woosnam, 2012; Woosnam et al., 2015a; Woosnam et al., 2015b). In addition to explaining national identity, racial integration, and kinship relationships (Kubow, 2013; Nauck & Becker,

2013; Stanley, 2014), ES has also been shown to explain other measures within the context of tourism. Such measures include residents' perception of tourism, tourists' expenditures, residents' support for tourism developments, perceived positive impacts, tourists' loyalty, satisfaction and perceived safety (Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Ribeiro et al., 2017; Ribeiro et al., 2018; Simpson & Simpson, 2016; Woosnam, 2012; Woosnam et al., 2015a; Woosnam et al., 2015b).

For instance, Woosnam (2012) found that ES was an antecedent of residents' perceptions of tourism and tourism development (i.e., the ESS factors significantly predicting each of the factors within the Tourism Impact Attitude Scale or TIAS). Woosnam (2012) indicated that two of the three ESS factors (i.e., *welcoming nature* and *sympathetic understanding*) significantly predicted residents' attitudinal support for tourism development. This was followed by the work of Hasani et al. (2016) that indicated a similar relationship (i.e., the ESS predicting residents' attitudes and support for tourism). However, contrary to Woosnam's (2012) findings, Hasani et al. (2016) indicated that only one of the three ESS factors (i.e., *welcoming nature*) significantly predicted residents' attitudes and their support for tourism development.

Similarly, Li and Wan (2016) examined the relationship among the ESS factors, community attachment, perceived impacts and residents' support for festival developments. They found that two of the three ESS factors (i.e., *welcoming nature* and *emotional closeness*) had a positive influence on both support for festival development and perceived positive impacts. Additionally, Woosnam, et al. (2015a) revealed how

tourists' ES with residents was able to explain expenditures of nature tourists. Furthermore, Woosnam et al. (2015b) demonstrated how ES with residents significantly explained perceived safety of tourists in an area typically considered unsafe. More recently, Ribeiro et al. (2018) determined tourists' loyalty to the destination through ESS factors but only *welcoming nature* significantly predicted tourists' loyalty to the tourism destination.

Despite the extensive work concerning emotional solidarity within the tourism literature, no one has considered how the construct may potentially explain residents' behavioral intentions as well as actual behavior to support tourism development. With that said, however, some studies (Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Woosnam, 2012) have revealed a direct relationship between residents' ES with tourists and attitudes concerning support for tourism development. These studies found that solidarity served as a significant predictor of support. Woosnam's (2012) research shows that solidarity with tourists explains roughly 37% ($R^2 = 0.37$) of the variance in attitudinal support for tourism development, and 29% ($R^2 = 0.29$) of the variance in attitudes regarding contributions tourism makes to the community.

Similarly, Hasani et al. (2016) examined the same relationship and found that only *welcoming nature* significantly predicted residents' attitudinal support for tourism development. Residents' ES with tourists explained 62 % ($R^2 = 0.62$) of the variance of support for tourism development. Furthermore, Nghiêm-Phú (2016) found ES (along with six other predictor variables) was able to explain approximately 33% ($R^2 = 33\%$) of

the variance in the construct. Each of these studies only focuses on attitudinal aspects of support for tourism development, stopping short of behavioral intention and actual behavior to support such development. In spite of this, the above-mentioned works provide a means by which to link the emotional solidarity theoretical framework with that of the theory of planned behavior.

According to Andereck et al. (2005), as residents interact with tourists and form bonds (i.e., forging ES with tourists as Woosnam and Norman (2010) claimed), they will perceive impacts of tourism more positively and will tend to be more supportive of tourism and accompanying development. In a similar vein, more frequent and satisfying interpersonal contact (i.e., *emotional closeness*; one of the ESS factors) with tourists leads to more positive attitudes toward tourists and greater support for tourism (Ward & Berno, 2011). Likewise, Andereck and Nyaupane (2011) found that perceived personal economic benefits (e.g., employment within the tourism industry) along with contact with tourists (it should be noted that interaction is another precursor to solidarity as demonstrated in Woosnam, et al. (2009)) can determine residents' perceptions of the role tourism plays in the local economy (e.g., whether residents will be supportive or not). Hence, this study claims that residents' ES with tourists can potentially serve to explain complex relationships between residents and tourists and ultimately help to explain residents' behavioral intentions and actual behavior to support tourism development.

Despite the extensive literature focusing on residents' attitudes toward tourism, residents' perceptions of tourism impacts, and their support for future tourism

development, no study has yet considered how the perceived degree of closeness between tourists and residents can influence residents' behavioral intentions and actual behavior to support tourism development. The intimate relationship existing between residents and tourists has revealed that the degree of emotional solidarity residents experience with tourists has influenced the same residents' attitudinal support for tourism development (Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Woosnam, 2012). However, the current study contends that to determine the exact, actual, and direct relationship between residents' emotional solidarity and support for tourism development, individuals' intention to act and their actual behavior surrounding support for tourism development need to be examined.

As such, this study will expand Durkheim's (1995[1915]) framework by examining residents' ES with tourists as a precursor to attitudinal, intentional behavior, and actual behavior to support tourism development. Moreover, in efforts to explain a robust degree of variance in actual behavior, measures within the TPB (e.g., SN and PBC) will be included in the proposed model. Adding more explanatory variables to the model can potentially increase the effect sizes in explaining such dependent variables like BSTD (Gursoy et al., 2010; Nunkoo & Gursoy, 2012; Nunkoo et al., 2010).

Furthermore, previous studies suggested that personal feelings should be considered while examining an individual's willingness to perform certain behaviors (Pomazal & Jaccard, 1976; Prestwich et al., 2008; Schwartz & Tessler, 1972; Taylor et al., 2009). Thus, this study will develop a structural equation model (SEM) using an

extended TPB model, including the antecedents (i.e., *shared beliefs*, *shared behaviors*, and *interaction*) and factors of ESS (i.e., *welcoming nature*, *emotional closeness*, and *sympathetic understanding*) to predict residents' attitudes, BI, and BSTD. Such a model is presented at the close of this literature review.

2.2 Theory of Planned Behavior

Ajzen and Fishbein's (1980) the Theory of Reasoned Action (TRA) and its expanded version, the Theory of Planned Behavior (TPB), are long-established models concerning the relationship between attitudes and behavior within the tourism literature (Ajzen,1991). The theories include four main components (i.e., beliefs → attitudes→ intention → behavior) with the focus on predicting individuals' behavior (Ajzen, 1985; Chen & Raab, 2012). According to the TRA, a person's behavioral intention and actual behavior is determined largely by his or her attitude about a particular phenomenon as well as subjective norms (Ajzen, 1985; Ajzen & Fishbein, 1977).

However, Ajzen (1991) claimed that the behavior an individual performs is contingent upon his or her volitional control, which refers to the ability to perform the behavior (e.g., having enough time and money). Hence, the TRA factors (i.e., *attitudes* and *subjective norms*) were then considered in relation to perceived behavioral control, giving way to what we know as the TPB (Ajzen & Fishbein, 1980). The TPB postulates that an individual's intention to perform a behavior is a central component in the TPB model (see Figure 2.2) and is determined by the perceived behavioral control as well as attitudes and subjective norms (Ajzen, 1991).

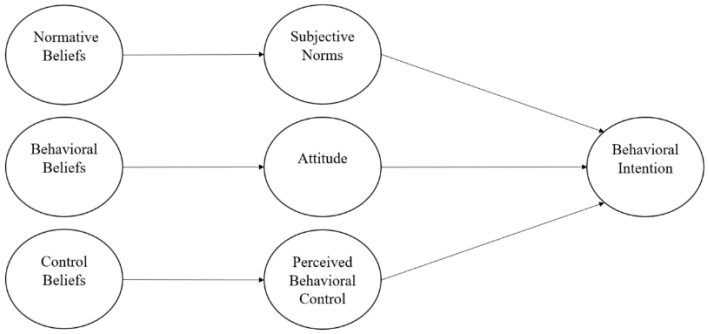

Figure 2.2 Theoretical Model of Theory Planned Behavior. Adapted from Ajzen (1991)

These three predictors of BI are associated with normative, behavioral, and control beliefs (Ajzen, 1985; 1991). While the behavioral beliefs lead to attitudes toward the behavior, the normative beliefs contribute to SN, and the control beliefs determine PBC (Ajzen, 1991). Ajzen and Fishbein (1980) stated that "the ultimate determinants of any behavior are the behavioral beliefs concerning its consequences, and normative beliefs concerning prescriptions of others" (p.239). In addition to this, Ajzen (1991) defined the control beliefs as an individual's personal assessment of presence or absence of the facilitators of the behavior, such as money or skill. Furthermore, attitudes refer to the person's favorable (positive) or unfavorable (negative) evaluations of performing a specific behavior; whereas SN refers to individuals' perceptions of the social pressure when performing the behavior; and control beliefs give rise to PBC, which refers to an individual's perception of the possible difficulties when performing a specific behavior (Ajzen, 1991). The more favorable the attitude and SN, the greater the PBC results in the stronger the person's BI to perform the behavior in question (Ajzen & Madden, 1986).

The TPB model has a long history of support for its ability to explain human behavior. It has long demonstrated how beliefs, attitudes, and BI can ultimately explain actual behaviors within a tourism context (Chen & Raab, 2012; Han, 2015; Han et al., 2010; Hsu & Huang, 2012; Lam & Hsu, 2006; Lepp, 2007; Nunkoo & Ramkissoon, 2010b; Park et al., 2016; Sparks & Pan, 2009). For example, Park et al. (2016) used the TPB to explain Chinese college students' intentions of traveling to Japan and found that the two of three TPB constructs (i.e., *subjective norms* and *attitudes*) significantly predicted travel intention. In a similar vein, Lam and Hsu (2006) indicated that while tourists' perceived SN and PBC were related to respondents' travel intentions, their attitudes were not associated with their travel intention.

Furthermore, Sparks and Pan (2009) tested the TPB to investigate Chinese outbound tourists' values. They found that SN and PBC had a strong association with BI and claimed the TPB to be a useful model in investigating intention. Han and Kim (2010) explained green hotel customers' intentions to revisit through the TPB, and their results showed that all three TPB constructs were significant predictors of revisit intentions. Similarly, Han et al. (2010) revealed findings consistent with Han and Kim (2010) in that attitudes, SN, and PBC significantly predicted intentions to stay at a green hotel. Furthermore, Hsu and Huang (2012) applied the TPB and found that visitors' behavioral intentions were significantly influenced by the three TPB constructs.

Although researchers have applied the TPB framework in their efforts to understand why and how tourists make travel decisions (Han, 2015; Han et al., 2010;

Han & Kim, 2010; Hsu & Huang, 2012; Lam & Hsu, 2006; Park et al., 2016; Sparks & Pan, 2009), relatively fewer applications of the TPB have focused on residents' perspectives (Chen & Raab, 2012; Kwon &Vogt, 2010; Lepp, 2007; MacKay & Campbell, 2004; Nunkoo & Ramkissoon, 2010b; Ramkissoon & Nunkoo, 2011; Wu & Chen, 2016). Furthermore, many studies have extended the TPB by incorporating additional variables (Chen & Tung, 2014; Han, 2015; Hsu & Huang, 2012; Lam & Hsu, 2006; Park et al., 2016; Quintal, Lee, & Soutar, 2010). For example, individuals' BI within a tourism context could be explained using the TPB constructs as well as additional variables. Some variables that have served to increase variance explained include perceived impacts of tourism (Nunkoo & Ramkissoon, 2010b), perceived benefits (Chen & Raab, 2012; Kwon &Vogt, 2010), previous behavior (Lam & Hsu, 2006), environment related variables (Han, 2015), motivation (Hsu & Huang, 2012), perceived risk and uncertainty (Quintal et al., 2010), environmental concern (Chen & Tung, 2014), service quality, customer satisfaction, overall image, and frequency of past behavior (Han & Kim, 2010), and destination image (Park et al., 2016).

Previous scholars have claimed that modifying the TPB model by altering paths and including additional critical constructs in a certain context often contributes to and enhances our understanding mechanisms of the model and increases the ability to predict individuals' intention/behavior (Ajzen, 1991; Conner & Abraham, 2001; Perugini & Bagozzi, 2001). In this regard, some research has been critical of the TPB citing that it ignores emotional aspects of behavioral intentions and suggesting that personal feelings

should also be considered when examining an individual's willingness to perform certain behaviors (Perugini & Bagozzi, 2001, Pomazal & Jaccard, 1976; Prestwich et al., 2008; Schwartz & Tessler, 1972; Taylor et al., 2009). As such, this study will extend the TPB by including not only antecedents of ES (i.e., *shared beliefs*, *shared behavior*, and *interaction*) but also factors comprising the ESS (i.e., *welcoming nature*, *emotional closeness*, and *sympathetic understanding*) to predict residents' BI and BSTD. To date, much work surrounding residents' BSTD has been conceived of as generally either attitudinal or intentional, and rarely ever using behavioral measures. A review of the pertinent work will reveal this discrepancy.

2.3 Residents' Attitudinal Support for Tourism Development

A rich body of literature focusing on residents' support for tourism development has demonstrated that understanding residents' support is crucial for successful and sustainable tourism (Andereck & Vogt, 2000; Gursoy et al., 2002; Gursoy & Rutherford, 2004; Huh & Vogt, 2008; Jurowski et al., 1997; King et al., 1993; Lee, 2013; Liao et al., 2016; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2012; Nunkoo et al., 2013; Perdue et al., 1990). However, most of these previous studies considered residents' support for tourism development utilizing attitudinal measures (Andereck et al., 2005; Andereck & Vogt, 2000; Draper et al., 2011; Gursoy et al., 2010; Gursoy & Rutherford, 2004; Hasani et al., 2016; Huh & Vogt, 2008; King et al., 1993; Liao et al., 2016; Long, 2012; McGehee & Andereck, 2004; Nghiêm-Phú, 2016; Park et al., 2015; Perdue et al., 1990; Ribeiro et al., 2017; Woosnam, 2012). To determine residents' level of attitudinal

support, numerous works have used different variables. For example, several studies have focused on the relationship between community attachment of residents and their support for tourism development (Gursoy et al., 2010; Gursoy et al., 2002; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004). While some authors have indicated that community attachment significantly and positively affects support for tourism development (Gursoy et al., 2010; Gursoy & Rutherford, 2004; McCool & Martin, 1994; Vargas et al., 2011), others have not found a significant link between residents' level of attachment to their community and support for tourism development (Gursoy et al., 2002; Jurowski, et al., 1997).

Some studies (see Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Woosnam, 2012) have examined the relationship between residents' ES with tourists and their level of attitudinal support. While Woosnam (2012) and Li and Wan (2016) found that two of the three ESS factors significantly predicted residents' level of support, Hasani et al. (2016) indicated that only one of the three ESS factors (i.e., *welcoming nature*) was a significant predictor in the relationship. Contrary to Woosnam's (2012) finding that indicated that the *emotional closeness* factor was not a significant predictor of residents' support for tourism development, Li and Wan (2016) found that only residents' level of *sympathetic understanding* did not significantly predict their support.

In addition to this, Li and Wan (2016) found that along with emotional solidarity, residents' community attachment, and their perceived impacts have significantly influenced individuals' support for festival development. In a similar vein, Nghiêm-Phú,

(2016) examined the relationship between three perceptual constructs (i.e., country image, emotional solidarity, and life satisfaction) and residents' attitudinal support for tourism development. The work revealed that solidarity and life satisfaction significantly predicted support for tourism development.

Some researchers (Cavus & Tanrisevdi, 2003; Huh & Vogt, 2008; McCool & Martin, 1994; McGehee & Andereck, 2004; Sinclair-Maragh, 2017; Woosnam & Erul, 2017) have found that residents' attitudinal support for tourism development depends on demographic variables (i.e., age, gender, income, education, and length of residency). For example, some found that gender was a significant indicator of residents' support for tourism development and claimed that females were more supportive of accompanying development (Huh & Vogt, 2008; McCool & Martin, 1994; McGehee & Andereck, 2004; Sinclair-Maragh, 2017; Woosnam & Erul, 2017). Similarly, age was also found a significant determinant of residents' support as research found younger residents tended to agree more with items concerning support for tourism development than older residents (Cavus & Tanrisevdi, 2003; Huh & Vogt, 2008; Sinclair-Maragh, 2017; Woosnam & Erul, 2017).

Furthermore, a few studies found a correlation between residents' support and distance from tourism sites to residential neighborhoods (Harrill & Potts, 2003; Korca, 1996). They found that the further individuals lived from tourism zones, the more supportive they were of the industry. An extensive number of studies have analyzed the relationships between residents' perceptions of tourism impacts and their support for

tourism development to determine how residents' perceived impacts of tourism in their local community can affect such support (Andereck et al., 2005; Jurowski et al., 1997; Long, 2012; McGehee & Andereck, 2004; Nicholas, Thapa, & Ko, 2009; Nunkoo & So, 2016; Park et al., 2015; Rasoolimanesh et al., 2015; Rasoolimanesh et al., 2017; Ribeiro et al., 2017; Sharpley, 2014; Stylidis, 2016; Stylidis & Terzidou, 2014; Wang & Pfister, 2008; Wang et al., 2006). Such work claimed that the more residents agreed with perceptions of positive impacts of tourism, the greater their support for tourism development.

Similarly, Park et al. (2015) examined how residents' level of satisfaction with their community and perceived positive socio-economic impacts of tourism can influence residents' support for rural tourism development. The results showed that both variables (i.e., perceived positive socio-economic impacts and community satisfaction) significantly predicted support for tourism development. These results are consistent with Nunkoo & Ramkissoon's (2011) finding that community satisfaction and perceived benefits are positively and directly related to an attitudinal support for tourism development.

Moreover, numerous studies justified the positive relationship between residents' perceived benefits and their support (Andereck & Vogt, 2000; Andereck et al., 2005; Gursoy et al., 2010; Gursoy et al., 2002; Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004; Jurowski et al., 1997; Lee, 2013; Liao et al., 2016; Long, 2012; McGehee & Andereck, 2004; Nunkoo & Gursoy, 2016; Nunkoo & Ramkissoon, 2010a; 2011; 2012;

Perdue et al., 1990; Ribeiro et al., 2017; Stylidis & Terzidou, 2014; Zuo et al., 2017). Most recently, some work (see Boley et al., 2014; 2015; Maruyama et al., 2016; Strzelecka et al., 2017) has focused on evaluating how empowerment influences residents' support for tourism development. Their results indicated that psychological empowerment was positively and significantly related to residents' support for tourism development. These studies found that as the residents' level of agreement with items comprising psychological empowerment increases, individuals tend to be more supportive of tourism.

2.4 Residents' Support for Tourism Development as a form of Intention

Ajzen (1991) claimed that as the level of individuals' intentions to perform a certain behavior increase, the persons' actions or performing such actions also tend to increase (based on the TPB framework). Similarly, Lepp (2007) found that positive attitudes toward tourism results in increasing the behavioral intention to act in such a way that indicates support for tourism development. Likewise, Chen and Raab (2012) found that attitudes may not directly result in a particular behavior. Hence, behavioral intention can be seen as a mediator between attitudes and behaviors and defined as "willingness to act" (Ajzen, 1985; Chen & Raab, 2012).

Despite numerous studies indicating a direct linear relationship between residents' attitudes and their support for tourism development, some scholars have emphasized the importance of including residents' behavioral intention in explaining behavioral support (Chen & Raab, 2012; Choi & Murray, 2010; Lepp, 2007; Nunkoo &

Ramkissoon, 2010b). An individuals' behavioral intention is the main determinant of a behavior that depends on a set of variables, not a single linear relationship (Ajzen, 1985). For example, Choi and Murray (2010) examined the relationships among residents' perceived impacts of tourism, sustainable tourism components (i.e., long-term planning, community participation, community attachment, and environmental sustainability) and intention to support tourism development. Their results indicated that community attachment, perceived positive impacts, and tourism planning are positively related to BI. The residents perceived negative impacts and their community participation have a negative relationship with their BI to support tourism development. Similarly, Lee (2013) found that residents' community attachment and community involvement indirectly, positively, and significantly affected their intention to support sustainable tourism, while the residents' perceived benefits of sustainable tourism directly, positively and significantly influenced their BI.

Recently, two studies (Nunkoo & Ramkissoon, 2010b; Wu & Chen, 2016) examined the relationship between the TPB factors and residents' BI support for tourism development. Nunkoo and Ramkissoon (2010b) found that all three TPB factors (i.e*., attitude*, SN, and PBC) were significant predictors of residents' BI support for tourism development. They considered the residents' attitude as a function of residents' perceived economic, socio-cultural, and environmental impacts of tourism. Similarly, Wu and Chen (2016) used the TPB factors and residents' perceived benefits to examine their behavioral support for ecotourism development in Taiwan. Results showed that two

of the three TPB factors (i.e., *attitudes*, and *perceived behavioral control*) and perceived social benefits were significantly correlated with behavioral intentions.

Furthermore, a few studies (Chen & Raab, 2012; Kwon & Vogt, 2010; Lepp, 2007; MacKay & Campbell, 2004; Ribeiro et al., 2017) used the TRA to predict residents' BSTD. First, MacKay and Campbell (2004) found that residents' attitudes and SN predicted their BI to support hunting as a tourism product. Similarly, Chen and Raab (2012) found that residents' intention to support the industry was influenced by attitudes and SN. In their studies, residents' attitudes were largely determined by their perceived benefits of tourism.

Moreover, Lepp (2007) and Ribeiro et al. (2017) examined residents' attitudes toward tourism and found that residents' positive attitudes significantly influenced their BI to engage in the pro-tourism behavior. Such research was consistent with findings by Kwon and Vogt (2010), that residents' attitudes are positively and significantly associated with intentions to support tourism development. Again, residents' perceived benefits influenced their attitudes, which indicated that residents who economically benefitted from tourism would have more positive attitudes and favor further tourism development. Although these studies found residents' BI to support tourism development were significant, they stopped shy of assessing actual behavior (Palmer et al., 2013). As such, some studies have claimed that even though researchers have used behavioral intentions to predict actual behavior, intentions may not predict actual behavior by using the TPB model (i.e., the actual behavior can be different than what it

was expected from the TPB model) (Hsu & Huang, 2012). Thus, researchers should try to measure actual behavior instead of predicting behavioral intentions (Ajzen, 1991).

2.5 Residents' Support for Tourism Development as a form of Behavior

While quite a few studies have focused on attitudinal and intentional measures of behavior to support tourism development, far fewer have concentrated on actual behavior performed in support of the industry. Nicholas et al. (2009) examined the relationship among numerous variables including residents' community attachment, environmental attitudes and their behavioral support for tourism. The team found that while community attachment significantly and positively influenced behavioral support, environmental attitudes was not a significant predictor of the construct.

Similarly, Nunkoo et al. (2010) proposed, while Nunkoo and Gursoy (2012) empirically tested, the relationship between residents' identity (i.e., occupational, environmental, and gender) and attitudes concerning impacts of tourism (positive and negative) with a focus on BSTD. Nunkoo and Gursoy (2012) found that all five variables significantly and directly predicted residents' BSTD was negatively related to identity factors and negative impacts of tourism yet positively related to positive impacts of tourism. Moreover, Ramkissoon and Nunkoo (2011) and Stylidis et al. (2014) considered that residents' place image and their attitudes toward overall impacts of tourism can be determinants of residents' BSTD. Both studies found that residents' perceived overall impacts significantly, directly and positively predicted BSTD;

however, only Stylidis et al. (2014) found that residents' place image positively and directly influenced their behavioral support.

While ES has been used to predict residents' attitudinal support (see Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Woosnam, 2012), it has not yet focused on residents' BI or BSTD. This study marks the first-time solidarity will be considered a potential predictor of residents' behavioral support within the TPB framework. In addition to including the ESS factors, this study will extend the TPB to predict residents' behavioral support. No studies have considered the two frameworks in tandem to examine residents' behavioral support for tourism development. At this point, only a few studies have either used the TRA (see Chen & Raab, 2012; Kwon & Vogt, 2010; Lepp, 2007; MacKay & Campbell, 2004; Ramkissoon & Nunkoo, 2011) or the TPB (Nunkoo & Ramkissoon, 2010b; Wu & Chen, 2016) to predict residents' behavioral intentions to support tourism development. Given this, the current study will seek to make numerous contributions to the tourism literature.

2.6 Conceptual Model

The model of this stdy displays the central concepts within the emotional solidarity theory and the theory of planned behavior frameworks in the context of behavioral support for tourism development. From right to left, this model portrays the following relationships. First, a residents' emotional solidarity with tourists is formed through the three constructs of shared beliefs, shared behavior, and interaction (Woosnam & Norman, 2010). Second, resident attitudes concerning tourism impacts (as

measured through the Tourism Impact Attitude Scale (TIAS) factors: *support for tourism development* and *contributions to the community*) are a function of their emotional solidarity (as measured through the three Emotional Solidarity Scale (ESS) factors: *welcoming nature*, *emotional closeness*, and *sympathetic understanding*) with tourists (Woosnam, 2012).

Third, residents' behavioral intention to support tourism development will result from overall attitudes concerning tourism development as well as subjective norms and perceived behavioral control (Ajzen, 1991). And finally, residents' behavioral support for tourism development is derived from their behavioral intentions to support the industry (Chen & Raab, 2012). The dashed lines indicate the newly added paths on the original TPB model, and the dark circles in the model show the main components of TPB (beliefs→attitudes→intention→behavior). While the thin circle shows the ESS factors, the wide circle indicates the TPB factors in the model (see Figure 2.3).

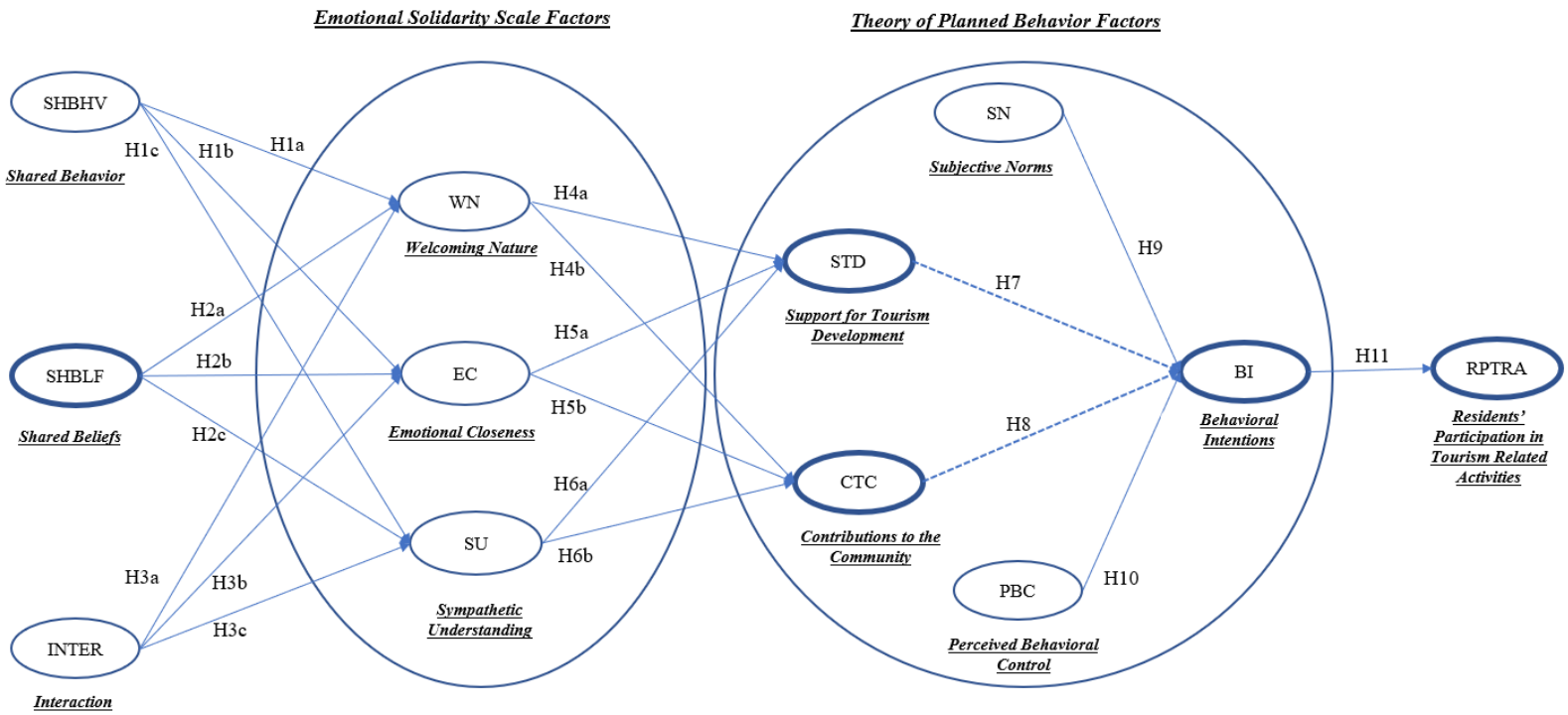

Figure 2.3 An Integrated Model of TPB and ES

2.7 Hypotheses

Hypothesis 1 (H_1): Residents' degree of *shared behavior* with tourists will significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional closeness*, and *sympathetic understanding*) with such tourists.

Hypothesis 1a (H_{1a}): Residents' degree of *shared behavior* with tourists will significantly predict their degree of *welcoming nature* with such tourists.

Hypothesis 1b (H_{1b}): Residents' degree of *shared behavior* with tourists will significantly predict their degree of *emotional closeness* with such tourists.

Hypothesis 1c (H_{1c}): Residents' degree of *shared behavior* with tourists will significantly predict their degree of *sympathetic understanding* with such tourists.

Hypothesis 2 (H_2): Residents' degree of *shared beliefs* with tourists will significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional closeness*, and *sympathetic understanding*) with such tourists.

Hypothesis 2a (H_{2a}): Residents' degree of *shared beliefs* with tourists will significantly predict their degree of *welcoming nature* with such tourists.

Hypothesis 2b (H_{2b}): Residents' degree of *shared beliefs* with tourists will significantly predict their degree of *emotional closeness* with such tourists.

Hypothesis 2c (H_{2c}): Residents' degree of *shared beliefs* with tourists will significantly predict their degree of *sympathetic understanding* with such tourists.

Hypothesis 3 (H_3): Residents' degree of *interaction* with tourists will significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional closeness*, and *sympathetic understanding*) with such tourists.

Hypothesis 3a (H_{3a}): Residents' degree of *interaction* with tourists will significantly predict their degree of *welcoming nature* with such tourists.

Hypothesis 3b (H_{3b}): Residents' degree of *interaction* with tourists will significantly predict their degree of *emotional closeness* with such tourists.

Hypothesis 3c (H_{3c}): Residents' degree of *interaction* with tourists will significantly predict their degree of *sympathetic understanding* with such tourists.

Hypothesis 4 (H_4): Residents' *welcoming nature* of tourists will significantly predict residents' *attitudes about tourism impacts* (as measured through *attitudinal support for tourism development* and *contributions to the community*).

Hypothesis 4a (H_{4a}): Residents' *welcoming nature* of tourists will significantly predict residents' *attitudinal support for tourism development.*

Hypothesis 4b (H_{4b}): Residents' *welcoming nature* of tourists will significantly predict residents' *attitudinal contributions to the community.*

Hypothesis 5 (H_5)*:* Residents' *emotional closeness* with tourists will significantly predict residents' *attitudes about tourism impacts* (as measured through *attitudinal support for tourism development* and *contributions to the community*).

Hypothesis 5a (H_{5a}): Residents' *emotional closeness* of tourists will significantly predict residents' *attitudinal support for tourism development.*

Hypothesis 5b (H_{5b}): Residents' *emotional closeness* of tourists will significantly predict residents' *attitudinal contributions to the community.*

Hypothesis 6 (H_6)*:* Residents' *sympathetic understanding* of tourists will significantly predict residents' *attitudes about tourism impacts* (as measured through *attitudinal support for tourism development* and *contributions to the community*).

Hypothesis 6a (H_{6a}): Residents' *sympathetic understanding* of tourists will significantly predict residents' *attitudinal support for tourism development.*

Hypothesis 6b (H_{6b}): Residents' *sympathetic understanding* of tourists will significantly predict residents' *attitudinal contributions to the community.*

Hypothesis 7 (H_7): Residents*' attitudinal support for tourism development* will significantly predict their *behavioral intention to support tourism development.*

Hypothesis 8 (H_8): Residents*' attitudinal contributions to the community* will significantly predict their *behavioral intention to support tourism development.*

Hypothesis 9 (H_9): *Subjective norms* will significantly predict their *behavioral intention to support tourism development*.

Hypothesis 10 (H_{10}): *Perceived behavioral control* will significantly predict their *behavioral intention to support tourism development*.

Hypothesis 11 (H_{11}): Residents' *behavioral intention to support tourism development* will significantly predict their *behavioral support for tourism development*.

3. METHODS

This study utilized a survey method to gain accurate and detailed information about residents' emotional solidarity with tourists, attitudes concerning tourism development, their behavioral intentions and behavioral support for tourism development. A questionnaire was designed to examine residents' degree of emotional solidarity with tourists, perceptions of existing tourism and tourism developments, subjective norms, perceived behavioral control, behavioral intentions about support for tourism development, behavioral support for tourism development, and a host of demographic variables. This chapter describes the study's research methods, broken into four distinct sections: the study area; data collection; questionnaire measures; and statistical methods for data analysis.

3.1 Izmir as a Study Site

Turkey has become one of the world's most popular tourist destinations due to its natural attractions, unique historical and archaeological sites, and improving touristic infrastructure—all of which have helped Turkey attract 34.3 million visitors per year throughout the last decade (Turkish Statistical Institute [TSI], 2018). Since the 1990s, tourism has become one of the most significant and dynamic industries in Turkey (Erul & Woosnam, 2016). In addition to this, international tourist arrivals and tourism receipts have been growing rapidly over recent decades (Republic of Turkey Ministry of Culture and Tourism [RTMCT], 2018). For example, international arrivals grew from 5.3 million

in 1990 to 32.3 million foreigners in 2017 (RTMCT, 2018). The tourism industry earned US$10.4 billion in 2001, and by 2014 had more than tripled its earnings (US$34.3 billion), moving it to 10th place among the top-ten tourism earners in the world (TSI, 2018). Furthermore, it was ranked sixth in the top ten most-visited countries in the world the same year, attracting a total of 39.8 million international visitors (United Nations World Tourism Organizations [UNWTO], 2015). Most recently, Turkey received US$26.3 billion in tourism earnings, which translated to 38 million visitors (i.e., 32.4 million international tourists and 5.6 million domestic tourists) in 2017 (RTMCT, 2018).

Turkey is located in southeastern Europe and southwestern Asia, with 97% of its area comprising Anatolia or Asia Minor. Turkey is 814,578 square kilometers, sharing borders with Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Iran, Iraq, and Syria. Turkey is also bordered by the Black Sea on the northern coast of the country, the Aegean Sea to the west and the Mediterranean Sea to the south. Throughout history, Turkey has been of geostrategic importance owing to its central location in Eurasia. It is at the junction of cultural, intellectual, and political manifestations of both the East and West. According to Turkish Statistical Institute reports, the population of Turkey slightly exceeded 80.8 million individuals in 2017 (TSI, 2018). The capital city, Ankara, is located in the northwest center of Anatolia. The official language is Turkish; however, English is widely spoken in major cities.

Izmir, a well-known port city in western Turkey, boasts a desirable climate (with hot and dry summers and mild and rainy winters; sea temperature ranges between 16 °C

(61 °F) in the winter and 24 °C (75 °F) in the summer), beautiful nature, ancient history and architecture, diversity of the activities, and the deep blue sea lined with clean beaches. Izmir represents Turkey well with such amenities but it is also the center of trade being the largest city in the Aegean Region (RTMCT, 2018). Izmir is the third largest metropolitan city and is the second biggest port after Istanbul in Turkey. The city, which boasts a population of slightly more than 4.3 million individuals, covers approximately 12.007 km^2 and is comprised of 30 districts (see Figure 3.1 that demonstrates Izmir city center comprises 11 districts) (TSI, 2018).

With Çeşme, Foça, and Selçuk, Izmir has hosted, on average, 1 million foreign visitors each year throughout the last two decades (RTMCT, 2018). Izmir is extremely attractive to visitors for the diversity of its offerings which make it ideal for coastal tourism, cultural tourism, thermal tourism, and religious tourism. For example, ancient history and architecture, museums, festivals, and handicrafts are major draws for cultural tourists. With a large collection of sacred places such as the house of the Virgin Mary in Ephesus, many religious tourists are attracted to Izmir. In addition to these, desirable climatic conditions, natural beauty, beaches, and sea are distinctive features for coastal tourism. Furthermore, thermal waters provide a great opportunity for individuals in search of health tourism experiences.

Figure 3.1 The Map of Izmir, Turkey. Adapted from Izmir Provincial Directorate of Culture and Tourism, 2017. http://www.izmirkulturturizm.gov.tr/TR,77436/izmir-il-haritasi.html

3.2 Data Collection

The current study was carried out in Izmir, with a sample population comprised of local residents living in Izmir, including both full-time and seasonal residents. Furthermore, data for this study were collected through on-site self-administered questionnaires (see Appendix A) distributed to Izmir residents. The study was carried out during four weeks between the months of August, September, and October of 2017, during weekdays between 9:00 a.m. and 5:00 p.m. and between 11:00 a.m. and 6:00 p.m. on the weekends. The questionnaire was translated into Turkish (Appendix B) for communities with large Turkish-speaking populations. The translated questionnaires

were examined by experts who are familiar with Turkish and English languages. The survey was conducted in four key districts in Izmir based on the concentration of tourism facilities in the areas (i.e., the number of 4- and 5-star hotels in Izmir): the Izmir city center 43%, Çesme 17%, Menderes 20%, and Selçuk 10%.

Previous scholars suggested that a sample size should be 384 responses or cases to be relatively confident that the sample represents the population under consideration (in this case at least 100,000 individuals) (Krejcie & Morgan, 1970; McNamara, 1992). Similarly, Byrne (2016) stated that if a sample size is 400 or over, the chi-square will tend to be significant and even poor models can fit data in structural equation modeling (SEM). To exceed both of these standards, the desired sample size was between 500 and 600 individuals.

Ultimately 1230 households and businesses were visited by the author, with approximately 4% (n = 50) yielding "no answer" responses. At the remaining 1180 homes and businesses, heads of households or business owners (or their spouses) were contacted and asked to participate, of whom 380 declined (an acceptance rate of 68%). Of the 800 surveys that were distributed, 60 were not completed (i.e., the participants did not finish at least half percent of the survey) and 740 were completed by residents (a completion rate of 92.5%). The overall response rate (i.e., 740 completed and usable survey instruments from 1180 individuals that were contacted) was 63%. The response rate specifically for each district is indicated below (i.e., Çesme and Selçuk were 66%, Izmir city center 58% and Menderes were 61%) in Table 3.1.

Table 3.1 Response Rates for Each Izmir District

	No Answer	Decline	Accept	Completed	Response Rate %
Izmir City Center	13	110	211	185	58%
Menderes	16	103	199	185	61%
Selçuk	9	81	197	185	66%
Çesme	12	86	193	185	66%
Total	50	380	800	740	63%

Questionnaires were randomly distributed door-to-door using a cluster sampling strategy in order to save money, time and effort. Cluster sampling occurred by initially dividing the four selected districts into identifiable neighborhoods. Neighborhoods were randomly selected and from those neighborhoods the streets were randomly chosen. Once streets were identified, every 4th house or business on the street was visited and the head of household, their spouse, or business owner contacted and asked to participate.

Questionnaires were distributed by the author to residents at their homes or places of business. The resultant sample included all types of business owners, whether they were tourism-related or not, including both shop and restaurant owners. When the residents (who were at least 18 years of age) agreed to participate, a 12-page questionnaire (Appendix B) was left at the home or business and picked up by the author later the same day. Respondents were approached and informed about the purpose of the

survey and asked whether they agree to participate. Participation was voluntary and the survey was designed to do no harm to participants. Individuals were also ensured that their responses would be confidential.

3.3 Questionnaire Measures

Prior to receiving a survey instrument, an information sheet was provided to each participant indicating the background of the study, their rights, obligations, etc. The survey instrument (Appendix B) was 12 pages in length (with at least one scale found in each section) and began with questions pertaining to community life, such as in what district the participant resides, length of residency in Izmir, etc. The second section of the questionnaire included a unidimensional interaction scale that included five items on a 7-point Likert scale of frequency (where 1 = never and 7 = always).

The third section included a scale of items addressing residents' shared behavior with tourists formulated by Woosnam et al., (2009). The shared behavior scale initially had four factors: *cultural heritage activities*, *outdoor recreation activities*, *beach activities*, and *local patronage activities* across the original 12 items (Woosnam & Norman, 2010). The items were modified from the scale previously used by Woosnam and Norman (2010). Ten items were adopted from the original scale and fourteen additional items (e.g., drinking at coffee houses; shopping at malls; hanging out at local bars/night clubs; visiting museums and art exhibits; visiting natural areas; visiting parks; visiting sacred and religious places; going to concerts or theaters; participating in outdoor activities; visiting water and amusement parks; participating in recreation

activities; taking bike rides; visiting zoos and aquarium; and attending festivals) were added to the scale (using a 7-point Likert scale of frequency; 1 = never and 7 = all of the time) to more accurately reflect potential shared behaviors between residents and tourists in Izmir. Two items ("taking local tours", and "inshore boating" and "offshore boating" were united under the name of boating) were not included given the lack of application to Turkish culture in Izmir and to make the scale as parsimonious as possible for respondents. These first two scales allowed for a greater understanding of residents' interaction with tourists and the extent they engage in similar behaviors at the destinations.

The fourth section included a scale measuring residents' perceived degree of shared beliefs with tourists. The shared beliefs scale initially had seven items across two factors: *preservation of area* and *amenities of area* (Woosnam & Norman, 2010), and again the researcher included three additional items (e.g., the belief that culture is important in Izmir; the belief that religion is important in Izmir; and the belief that tourism is important in Izmir). Participants were asked to respond and indicate their level of agreement (on a 7-point scale of agreement) with statements concerning the beliefs they share with tourists. The fifth section included a modified version of the *Emotional Solidarity Scale* or ESS developed by Woosnam et al. (2009). The initial ESS had ten items across three factors: *welcoming nature*, *emotional closeness*, and *sympathetic understanding*. Five additional items (e.g., I get along well with Izmir visitors; I feel I can trust Izmir visitors; I have respect for Izmir visitors; I share similar views with those

Izmir visitors I have encountered; and I am pleased to have visitors come to Izmir) were included that are reflected in measures of solidarity within other literatures (Gronvold, 1988; Woosnam, 2011). Once more, the 7-point Likert scale of agreement was used.

The sixth section of the questionnaire pertained to tourism impacts. A modified version of the *Tourism Impact Attitude Scale* or TIAS (originally formulated by Lankford & Howard, 1994), most recently utilized by Wang and Pfister (2008) and Woosnam (2012), was used to measure impacts. 17 items were presented on the same 7-point Likert scale of agreement.

Sections seven, eight, and nine included measures that address subjective norms, perceived behavioral control, and residents' behavioral intentions in supporting tourism development. While the subjective norms and the behavioral intentions scale came from Han et al. (2010), the perceived behavioral control scale was adopted from Wu & Chen (2016). These TPB factors' items initially developed by Ajzen (1991) and slightly modified and formulated by Han et al. (2010) and Wu and Chen (2016). Such TPB construct items were validated in previous studies (Ajzen, 1991; Chen & Tung, 2014; Han, et al., 2010; Wu & Chen, 2016). The wording of the measures was modified to be appropriate for this study. Each of the TPB constructs had three items and were presented using a 7-point Likert scale of agreement.

Section ten presented respondents with items regarding their degree of behavioral support for tourism development and was measured as residents' participation in tourism-related activities (hereafter abbreviated as RPTRA). The scale has three items

were adopted from Palmer et al. (2013), and again, used a 7-point Likert scale of frequency (1=never and 7= all of the time). The last section of the questionnaire was designed to gather information about demographic characteristics of residents, such as age, gender, income, education level, marital status, religion, employment status and dependency on tourism. These questions were placed at the close of the questionnaire so as to increase response rates.

3.4 Data Analysis

Analyses examining the hypotheses were conducted using IBM Statistical Package for Social Sciences (SPSS) program, version 25, and Analysis of Moment Structures (AMOS) program, version 24, to employ different descriptive and inferential statistical techniques. Prior to assessing each of the 11 hypotheses formulated in the previous chapter, univariate data screening occurred following Tabachnick and Fidell (2013) recommendations. As such, *z* scores for standardized data were examined to identify potential outliers from the data distribution. This step was followed by multivariate (i.e., Mahalanobis's distance) screening techniques. Then, the normality of data was examined through using skew index (SI) and kurtosis index (KI).

Once univariate and multivariate data screening were completed, descriptive analysis for each variable in the dataset occurred whereby frequency distributions were requested. Respondents' demographic profile including average age, gender, income, educational level and other characteristics were assessed during this step. Following this, confirmatory factor analysis (CFA) was conducted to examine psychometric properties

of each scale and included factors. Such CFA ensured the reliability and validity of the studied constructs and tested for quality and adequacy of the measurement model. To assess hypotheses within the model, AMOS was considered appropriate. AMOS was considered reliable given its utilization within tourism studies in general and the TPB studies specifically (e.g., Han et al., 2010). In a similar vein, Byrne (2016) suggested AMOS for researchers because it makes the model easier to follow, more accessible and affordable (i.e., it can model the structural relations more visually and portray the theoretical model more clearly). This allowed for the development of a structural model incorporating all measures within the model as well as testing the path model through structural equation modeling (SEM). Schumacker and Lomax (2010) stated that SEM will allow for the confirmation of the internal consistency of each of the constructs and an examination of the casual correlations, paths, and hypotheses. SEM was adopted to understand the causal relationships among the latent variables (i.e., ESS, TIAS, TPB, BI, and BSTD) and to verify hypotheses presented in this study. These steps can be found in Table 3.2.

Table 3.2 Steps for Data Analysis

step 1	Screening Data
step 2	Univariate Data Screening
step 3	Multivariate Data Screening
step 4	Descriptive Analysis
step 5	CFA Results
step 6	SEM
step 7	Hypothesis Testing

4. RESULTS

This research focused on residents' behavioral supports for tourism in Izmir through the application of the ES and TPB frameworks. A total of 740 Izmir residents across four unique districts (i.e., Çesme, Selçuk, Izmir city center, and Menderes) completed the questionnaire. This chapter provides a description of the demographic profile of Izmir residents within the sample, data preparation for scales within the model, confirmatory factor analysis results, and structural equation modelling findings relating to the 11 hypotheses formulated in the second chapter.

4.1 Demographic Profile

A descriptive summary of Izmir Resident survey participants can be found in Table 4.1. Of the 740 respondents, 50% were female and 50% were male. The median age range of participants was 30-39 years. Over half (62%) of the participants reported their employment status was not tourism-related as one-quarter (25%) claimed they worked in tourism-related jobs. Respondents' were primarily either married (42%) or single (51%). A majority (89%) were Muslim, while 5% of the respondents considered themselves Atheist. Half of the residents had at least an undergraduate degree. Median household income range for the respondents was ₺2,000-4,999 (i.e., $500-1,249) per month. However, 18% earned between ₺5,000-7,499 (i.e., $1,250- 1,849) monthly and 9% made ₺7,500 or more per month (i.e., $1,850 and more). At the time of this study, the currency equivalency was one US Dollar to four Turkish Lira.

Table 4.1 Sample Characteristics

Socio-demographic Variable	*n*	%
Gender (*n* = 740)		
Female	370	50.0
Male	370	50.0
Employment (*n* = 740)		
Not tourism-related	461	62.3
Tourism-related	185	25.0
Student	65	8.8
Homemaker	12	1.6
Retired or unemployed	17	2.3
Monthly Household Income[a] (*n* = 740)		
Under ₺2,000	146	19.7
₺2,000-4,999	395	53.4
₺5,000-7,499	136	18.4
₺7,500 or more	63	8.5
Age[b] (*n* = 740)		
18-29	364	49.2
30-39	222	30.0
40-49	96	13.0
50-59	42	5.7
≥ 60	16	2.2
Education[c] (*n* = 740)		
Less than high school	50	6.8
High school	239	32.3
Technical or Vocational school	44	5.9
Undergraduate degree	368	49.7
Graduate degree	39	5.3
Marital Status (*n* = 740)		
Single	377	50.9
Married	311	42.0
Divorced or Separated	35	4.7
Widowed	17	2.3
Religion (*n* = 740)		
Muslim	660	89.2
Christian	3	0.4
Atheist	41	5.5
Other	36	4.9
Others (*n* = 36)		
Agnostic	14	1.9
Deist	22	3.0

[a] *Median* = ₺2,000-4,999
[b] *Median* = 30-39 years of age, *SD* = 1.005
[c] *Median* = Undergraduate degree, *SD* = 1.132
Note: Turkish Lira (TRY;₺) is the currency of Turkey. $1=₺4 (approximately) at time of data collection in 2017.

4.2 Data Preparation for Scales within Model

As mentioned above, 60 respondents did not complete at least 50% of the questionnaire and therefore their responses were not included in the analysis. In order to examine data for potential outliers, frequency tables for each variable were requested from SPSS. In addition to this, univariate outliers were detected by computing *z*-scores in the distribution (Tabachnick & Fidell, 2013), which served as a cross-check to ensure all outliers were identified. According to Tabachnick and Fidell (2013), the value of 3.29 was used as a cutoff to determine whether some cases were problematic (i.e., with an absolute value greater than 3.29). No cases were removed because none exceeded the cutoff value. To detect multivariate outliers (i.e., testing the Mahalanobis' Distance), linear regression analysis was used among all 83 variables to be used in hypothesis testing. With 83 degrees of freedom at an alpha level of $p < 0.01$, the critical chi-square values were 115.87 (Tabachnick & Fidell, 2013). No cases were found that either had an extreme chi-square or also indicated a missing value. Upon inspection, no cases were identified as problematic and therefore, the total dataset included responses from all 740 individuals comprising the population sample. At that point, data was ready for CFA and SEM.

4.3 Confirmatory Factor Analysis

After screening and preparing data to detect any irregularity (i.e., univariate data screening), address issues of missing data (i.e., multivariate data screening) and check the normality (i.e., skewness and kurtosis test) this study adopted a two-step approach:

(1) examination of a measurement model to validate the factorial structure of the hypothesized model using confirmatory factor analysis, and (2) test for a structural model to examine the causal relationships among the latent variables using SEM (Byrne, 2016). The CFA was used to assess reliability and validity and to confirm all variables in the model. Previous scholars suggested that the measurement model should be established before reaching the structural model where all the hypothesis and paths are examined (Byrne, 2016; Kline, 2015). Hence, the measurement model was estimated before assessing the formulated 11 hypotheses.

An inspection of the modification indices for factor loadings revealed the presence of cross-loading items (i.e., items that cross-loaded onto multiple factors), high error covariances (i.e., errors covarying highly with one another across factors), and low validity (i.e., AVE scores less than 0.5). As such, two problematic items in each *Local Patronage Activities*, *Leisure and Recreation Activities,* and *Contributions to the Community*; six items in each *Shared Beliefs and Support for Tourism Development* scale; one item in each *Cultural Heritage Activities, Welcoming Nature, Sympathetic Understanding, and Residents' Participation in Tourism Related Activities* were identified. The factors were trimmed by removing cross-loaders and error covariances to reach the perfect model fit (i.e., items were eliminated due to the presence of cross-loading items (Tabachnick & Fidell, 2013), high error covariances (Byrne, 2016), and low AVE scores (Byrne, 2016; Hair, Black, Babin, & Anderson, 2010).

Two ES precursors were unidimensional (i.e., *shared beliefs* (SHBLF), Interaction (INTER)); however, Shared Behavior (SHBHV) was made up of three factors: *local patronage activities* (hereafter abbreviated as LPA), *cultural heritage activities* (hereafter abbreviated as CHA), and *leisure and recreation activities* (hereafter abbreviated as LRA). Similarly, the Emotional Solidarity Scale (ESS) contains three factors: *sympathetic understanding* (hereafter abbreviated as SU), *welcoming nature* (hereafter abbreviated as WN), and *emotional closeness* (hereafter abbreviated as EC). The Tourism Impact Attitudes Scale (TIAS) has two factors: *support for tourism development* (STD) and *contributions to the community* (CTC). Finally, the TPB factors and the BSTD were unidimensional: Subjective Norms (SN), Perceived Behavioral Control (PBC), Behavioral Intention (BI) and Residents Participations' in Tourism Related Activities (hereafter abbreviated as RPTRA).

In performing the CFA, one factor along with corresponding items was added until each of the 14 factors were included in the model. After each factor and corresponding items was added (Kline, 2015), all factors were allowed to covary with each other and some of the error items needed to correlate with other errors within the same factor (Byrne, 2016). With a priori knowledge of the theories (i.e., ES and TPB) the antecedents of ES had three factors (i.e., SHBLF, SHBHV, and INTER), that resulted in three unique ESS factors (i.e., SU, WN, and EC). The ESS factors in turn influenced attitudes about tourism development (i.e., STD and CTC). TPB contains three factors (i.e., SN, PBC*, and* BI) predicting actual behavior (i.e., RPTRA) (see Figure 4.1).

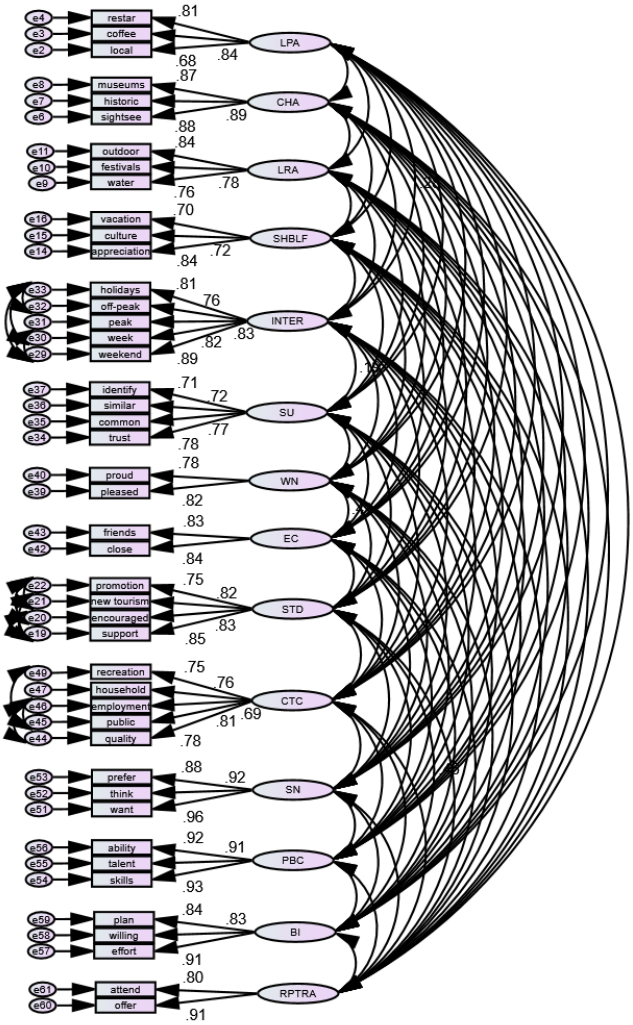

Figure 4.1 Final Measurement Model from Confirmatory Factor Analysis

As an important preliminary step in the analysis of full latent variable models, the validity of the measurement model was tested using CFA in AMOS 24. This procedure determines the extent to which all items properly represent their respective latent construct (Byrne, 2016). Table 4.2 indicates that an assessment of the internal validity of the items in each of the 14 factors revealed satisfactory reliability. The maximal weighted alpha coefficients and the estimates of composite reliability ranging from 0.78 (lowest) to 0.94 (highest) that were all above the recommended threshold of 0.70 (Lance, Butts, & Michels, 2006; Nunnally & Bernstein, 1994). Such findings demonstrate a strong internal consistency for the factors; those items within each factor were uniquely correlated with one another.

Table 4.2 Confirmatory Factor Analysis and Item Descriptives

Measurement model results					Reliability		
Constructs and Indicators	***λ***	***t***	***M***	***SD***	***α***	***CR***	**AVE**
Local Patronage Activities (LPA)**			**4.12**		**0.82**	**0.82**	**0.61**
Shopping at local merchants' stores.	0.68	N/A*	4.14	1.70			
Drinking at coffee houses.	0.84	18.53	4.42	1.74			
Dining at local restaurants.	0.81	18.23	3.79	1.72			
Cultural Heritage Activities (CHA)**			**3.34**		**0.91**	**0.91**	**0.77**
Sightseeing.	0.88	N/A*	3.66	1.7			
Visiting historic sites or monuments.	0.89	32.81	3.29	1.70			
Visiting museums or art exhibits.	0.87	31.28	3.06	1.67			
Leisure Recreation Activities (LRA)**			**3.15**		**0.84**	**0.84**	**0.63**
Visiting water or amusement parks.	0.76	N/A*	3.03	1.86			
Attending festivals.	0.79	20.52	3.11	1.84			
Participating outdoor activities.	0.84	21.68	3.32	1.74			
Shared Beliefs (SHBLF)***			**6.25**		**0.80**	**0.80**	**0.57**
An appreciation of Izmir overall.	0.84	N/A*	6.19	1.24			
The belief that culture is important in Izmir.	0.72	17.50	6.29	1.11			
The belief that Izmir is a great place to vacation.	0.70	17.24	6.28	1.12			
Interaction (INTER)**			**4.34**		**0.91**	**0.91**	**0.68**
On the weekend?	0.89	N/A*	4.39	1.67			
During the week?	0.83	31.33	4.09	1.61			
During peak vacation season?	0.83	25.61	4.90	1.66			
During off-peak vacation season?	0.76	23.05	3.92	1.63			
During holidays?	0.81	23.03	4.38	1.76			
Sympathetic Understanding (SU)***			**4.56**		**0.83**	**0.83**	**0.56**
I feel I can trust Izmir visitors.	0.78	N/A*	4.43	1.60			
I have a lot in common with Izmir visitors.	0.77	20.67	4.56	1.63			
I share similar views with those Izmir visitors I have encountered.	0.72	19.19	4.71	1.49			
I identify with Izmir visitors.	0.71	18.87	4.54	1.79			
Welcoming Nature (WN)***			**6.10**		**0.78**	**0.78**	**0.64**
I am pleased to have visitors come to Izmir.	0.82	N/A*	6.21	1.09			
I am proud to have visitors come to Izmir.	0.78	18.13	5.99	1.22			
Emotional Closeness (EC)***			**4.96**		**0.82**	**0.82**	**0.70**
I feel close to some visitors I have met in Izmir.	0.84	N/A*	5.00	1.55			
I make friends with some Izmir visitors.	0.83	18.74	4.91	1.49			
Support for Tourism Development (STD)***			**6.44**		**0.89**	**0.88**	**0.66**
I support tourism and want to see it remain important to Izmir.	0.85	N/A*	6.50	0.85			
I believe that tourism should be actively encouraged in Izmir.	0.83	26.65	6.52	0.87			
I support new tourism facilities that will attract new visitors to Izmir.	0.82	20.31	6.39	1.00			
Izmir should support the promotion of tourism.	0.75	17.09	6.36	1.00			

Table 4.2 Continued

Measurement model results					Reliability		
Constructs and Indicators	λ	*t*	*M*	*SD*	α	*CR*	AVE
Contributions to the Community (CTC)***			**4.87**		**0.88**	**0.87**	**0.58**
Quality of life in Izmir has improved because of tourism development in the area.	0.78	N/A*	5.07	1.64			
The quality of public services has improved due to more tourism in Izmir.	0.81	20.28	4.54	1.73			
The tourism sector provides many desirable employment opportunities for Izmir residents.	0.69	21.80	5.28	1.63			
My household standard of living is higher because of money visitors spend here in Izmir.	0.77	20.47	4.31	1.85			
I have more recreational opportunities (place to go and thing to do) because of tourism in Izmir.	0.75	18.82	5.15	1.51			
Subjective Norms (SN)***			**5.53**		**0.94**	**0.94**	**0.85**
Most people who are important to me would want me to support tourism development in Izmir.	0.96	N/A*	5.51	1.45			
Most people who are important to me think I should support tourism development in Izmir.	0.92	46.66	5.52	1.50			
People whose opinions I value would prefer that I support tourism development in Izmir.	0.88	41.25	5.55	1.42			
Perceived Behavioral Control (PBC)***			**5.00**		**0.94**	**0.94**	**0.85**
I have the skills to perform works to support tourism development in Izmir.	0.93	N/A*	4.91	1.65			
I have the talent to perform works to support tourism development in Izmir.	0.91	41.83	4.99	1.63			
I have the ability to perform works to support tourism development in Izmir.	0.92	42.99	5.11	1.63			
Behavioral Intentions (BI)***			**5.29**		**0.89**	**0.90**	**0.74**
I will make an effort to support tourism development in Izmir.	0.91	N/A*	5.23	1.52			
I am willing to support tourism development in Izmir.	0.83	29.47	5.65	1.40			
I plan to support tourism development in Izmir.	0.84	30.11	4.98	1.62			
Residents' Participation in Tourism Related Activities (RPTRA)*			**3.07**		**0.84**	**0.85**	**0.74**
I offer my assistance to tourism promotional events/activities in Izmir.	0.91	N/A*	3.37	1.73			
I attend local community meetings regarding tourism in Izmir.	0.81	19.87	2.77	1.80			

* In AMOS, one loading has to be fixed to 1; hence, *t*-value cannot be calculated for this item.
** Items were rated on a 7-point scale where 1 = never and 7 = all of the time.
*** Items were rated on a 7-point scale where 1 = strongly disagree and 7 = strongly agree.
Note: λ = factor loadings; *t*= *t*-statistical value; *M*= mean; SD= stantard deviation; α = maximal reliability CR= composite reliability; AVE= average variance extracted. The fit indiches are: $\chi^2(843) = 1378.50$, RMSEA = 0.03, IFI = 0.98, TLI= 0.97, and CFI = 0.98.

Each scale was also found to be high in construct validity. To determine the construct validity for each of the 14 factors, both discriminant and convergent validities were considered. According to Byrne (2016), these validities tell us the, "(a) convergent validity, the extent to which different assessment methods concur in their measurement of the same trait; (b) discriminant validity, the extent to which independent assessment methods diverge in their measurement of different traits" (p.275). Similarly, Hair et al. (2010) claim that convergent validity issues mean that variables do not correlate well with each other within their factor, while discriminant validity issues indicate that the items correlate more highly with items outside their factor than items within their factor.

While the convergent validity was present given that the average variance extracted (AVE) was greater than 0.5, the discriminant validity was demonstrated by either AVEs being greater than the maximum shared variance (MSV) or the square root of the AVE for each factor exceeding the factor intercorrelations, per recommendations made by Hair et al. (2010). For example, to determine discriminant validity, previous studies followed the recommendation that the square root of the AVE for each factor should be greater than the factor intercorrelations (i.e., any correlation between factors in corresponding rows or columns) (Woosnam 2011a; 2011b; 2012; and Woosnam & Norman, 2010). Such was the case in this study. Both Table 4.2 (internal and convergent validity) and Table 4.3 (discriminant validity) provide evidence that measures in this study were both reliable and valid.

Table 4.3 Discriminant Validity Analysis from Confirmatory Factor Analysis

Factors	MSV	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Shared Beliefs[a]	0.14	**0.76**													
2. Local Patronage Activities[b]	0.32	0.16	**0.78**												
3. Leisure Recreation Activities[b]	0.46	0.18	0.56	**0.79**											
4. Support for Tourism Dev.[a]	0.36	0.30	0.06	0.04	**0.81**										
5. Interaction[b]	0.12	0.13	0.28	0.22	0.23	**0.82**									
6. Sympathetic Understanding[a]	0.35	0.25	0.19	0.27	0.26	0.19	**0.75**								
7. Welcoming Nature[a]	0.36	0.37	0.06	0.06	0.60	0.20	0.54	**0.80**							
8. Emotional Closeness[a]	0.35	0.24	0.21	0.29	0.32	0.35	0.60	0.41	**0.84**						
9. Contributions to the Com.[a]	0.18	0.31	0.16	0.21	0.27	0.16	0.42	0.26	0.28	**0.76**					
10. Subjective Norms[a]	0.28	0.26	0.12	0.09	0.51	0.21	0.30	0.38	0.30	0.34	**0.92**				
11. Perceived Control[a]	0.28	0.24	0.18	0.18	0.27	0.22	0.28	0.25	0.30	0.23	0.42	**0.92**			
12. Behavioral Intentions[a]	0.28	0.25	0.20	0.20	0.46	0.24	0.37	0.41	0.38	0.36	0.53	0.53	**0.86**		
13. Residents' Partic. in TRA[b]	0.24	0.21	0.30	0.47	0.18	0.30	0.30	0.13	0.30	0.32	0.31	0.39	0.49	**0.86**	
14. Cultural Heritage Activities[a]	0.46	0.10	0.52	0.68	0.01	0.17	0.20	0.09	0.24	0.18	0.09	0.15	0.17	0.36	**0.88**

Note: The bold diagonal elements are the square root of the variance shared between the factors and their measures (average variance extracted).
Off-diagonal elements are the correlations between factors. For discriminant validity, the diagonal elements should be larger than any other corresponding row or column entry.
Discriminant validity can also be measured MSV < AVE (Byrne, 2016).
MSV: Maximum Shared Variance
[a] Items were rated on a 7-point scale where 1 = strongly disagree and 7 = strongly agree.
[b] Items were rated on a 7-point scale where 1 = never and 7 = all of the time.

4.4 Structure Equation Modelling

Following the establishment of the measurement model from CFA, structural equation modeling with a maximum likelihood (ML) estimation was used to examine the determinants of residents' behavioral support for tourism development in Izmir. In order to test hypothesized relationships among an entire system of variables or to examine the causal relationships among the latent variables (i.e., ESS, TPB, BI, and BSTD) SEM was considered appropriate (Byrne, 2016; Kline, 2015; Schumacker & Lomax, 2010). This study measured the model fit based on root mean square error of approximation (RMSEA; Steiger & Lind, 1980), the incremental fit indices (IFI; Bollen, 1989), the tucker lewis index (TLI; Tucker & Lewis, 1973), and comparative fit index (CFI; Bentler, 1990). It has been suggested that an RMSEA value less than 0.05 (Browne & Cudeck, 1993; Byrne, 2016) and IFI, TLI, and CFI values greater than 0.95 indicate a good fit (Byrne, 2016; Hu & Bentler 1998). Table 4.4 indicates the statistically significant items and the goodness-of-fit indices of the measurement model (as measured through CFA) as well as the structural model (as measured through SEM (see Figure 4.2)) indicated a reasonable fit to the data. The measurement model fit indice scores were: $\chi^2(843) = 1378.50$, RMSEA = 0.03 (indicating absolute model fit), IFI = 0.98, TLI= .097, and CFI = 0.98 (indicating good incremental model fit) and the structural model fit indices scores were: $\chi^2(901) = 2036.88$, RMSEA = 0.04 (indicating absolute model fit), IFI = 0.95, TLI= .094, and CFI = 0.95 (indicating a reasonably good incremental model fit) (Byrne, 2016; Hu & Bentler 1998).

Table 4.4 Fit Indices of Measurement and Structural Models

Fit indices[a]	CMIN	DF	P	CMIN/DF	IFI	TLI	CFI	RMSEA
Measurement Model	1378.50	843	0.000	1.635	0.98	0.97	0.98	0.03
Structural Model	2036.88	901	0.000	2.261	0.95	0.94	0.95	0.04

[a] CMIN: Chi-square; DF: Degrees of Freedom; P: Probability level; IFI: Incremental Fit Index; TLI: Tucker-Lewis Index; CFI: Comparative Fit Index; RMSEA: Root Mean Square Error of Approximation

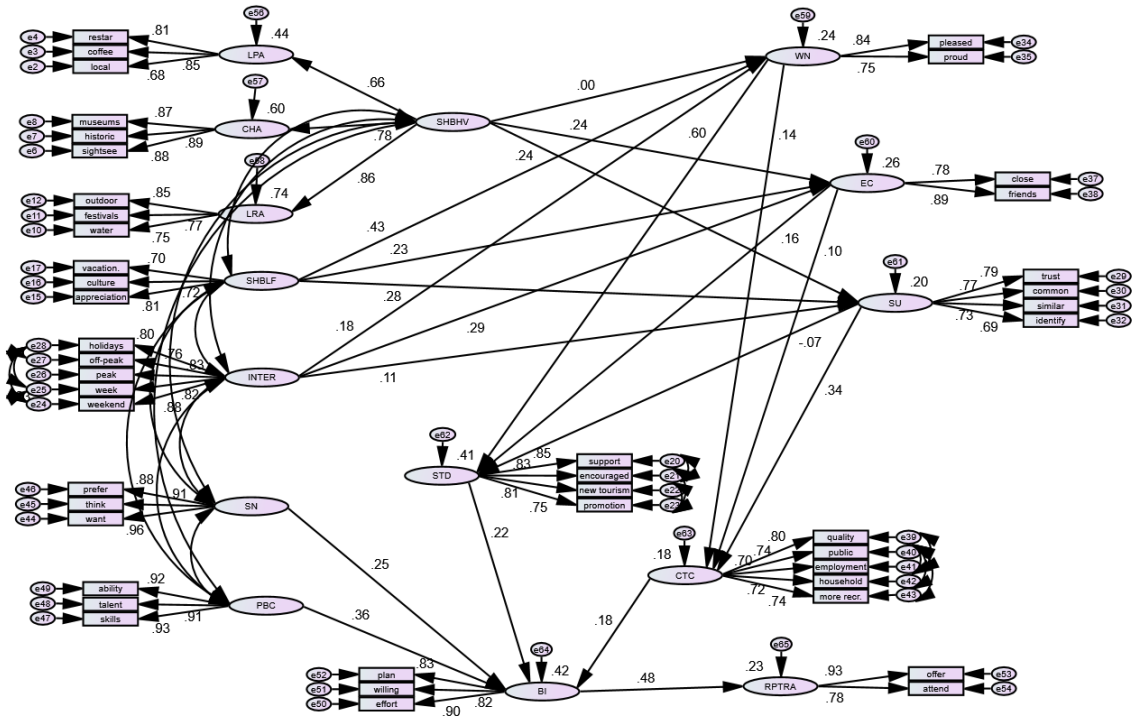

Figure 4.2 Structural Equation Model

The fit indiches are: $\chi^2(901) = 2036.88$, RMSEA = 0.04, IFI = 0.95, TLI= 0.94, and CFI = 0.95.
***R*² SMC:** SHBHV factors are: LPA= 0.44, CHA= 0. 60, and LRA= 0. 74; ESS factors are: WN= 0.24, EC= 0.26, and SU= 0. 20; TIAS factors are: STD= 0.41 and CTC= 0.18; TPB factors are BI= 0.42 and RPTRA= 0.23.

Only two of the twenty paths (as represented through hypotheses) were not significant ($p > 0.05$). In other words, Hypothesis 1 and the Hypothesis 6 (each with one sub-hypothesis that was not significant) were partially supported. The remaining nine hypotheses were fully supported. The first three hypotheses (i.e., H_1-H_3) involved the paths from each of the ES ancestors (i.e., SHBHV, SHBLF, and INTER) to ESS factors (i.e., WN, EC, SU). Hypothesis 1 stated that residents' degree of *shared behavior* with tourists would significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional closeness*, and *sympathetic understanding*) with such tourists. This hypothesis was partially supported because the SHBHV factor significantly predicted two of three ESS factors; SHBHV→ EC (H_{1b}: $t = 5.00$, $p < 0.001$, $\beta = 0.24$), and SHBHV→ SU (H_{1c}: $t = 5.09$, $p < 0.001$, $\beta = 0.24$). However, the path showing the relationship between SHBHV and WN was not significant ($H_{1a:}$ $t = -0.11$, $p = 0.92$, $\beta = -0.01$).

Hypothesis 2 affirmed that residents' degree of *shared beliefs* with tourists would significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional closeness*, and *sympathetic understanding*) with such tourists. This hypothesis was supported indicating that the SHBLF factor significantly predicted all of the ESS factors (i.e., H_{2a}: $t = 9.26$, $p < 0.001$, $\beta = 0.43$; H_{2b}: $t = 5.24$, $p < 0.001$, $\beta = 0.23$; H_{2c}: $t = 6.37$, $p < 0.001$, $\beta = 0.28$). Similarly, Hypothesis 3 focused on residents' degree of *interaction* with tourists, claiming that it would significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional*

closeness, and *sympathetic understanding*) with such tourists. This hypothesis was supported indicating that the INTER factor significantly predicted each of the ESS factors (i.e., H_{3a}: $t = 4.19$, $p < 0.001$, $\beta = 0.18$; H_{3b}: $t = 6.73$, $p < 0.001$, $\beta = 0.29$; H_{3c}: $t = 2.74$, $p < 0.01$, $\beta = 0.11$).

The second three hypotheses (i.e., H_4-H_6) contained the paths from each of the ESS factors to the TIAS factors (i.e., STD and CTC). Hypothesis 4 reported that residents' *welcoming nature* of tourists would significantly predict residents' *attitudes about tourism impacts* (as measured through *attitudinal support for tourism development* and *contributions to the community*). This hypothesis was supported indicating that the WN factor significantly predicted each TIAS factors (H_{4a}: $t = 12.36$, $p < 0.001$, $\beta = 0.60$; H_{4b}: $t = 3.12$, $p < 0.01$, $\beta = 0.14$).

Hypothesis 5 expressed that residents' *emotional closeness* with tourists would significantly predict residents' *attitudes about tourism impacts* (as measured through STD and CTC). This hypothesis was supported indicating that the EC factor significantly predicted both of the two TIAS factors (H_{5a}: $t = 4.16$, $p < 0.001$, $\beta = 0.16$; H_{5b}: $t = 2.44$, $p < 0.05$, $\beta = 0.11$). Similarly, Hypothesis 6 asserted that residents' *sympathetic understanding* with tourists would significantly predict residents' *attitudes about tourism impacts* (as measured through STD and CTC). However, this hypothesis was partially supported. While SU did not predict STD (i.e., the path indicated the relationship between SU and STD was not significant, $H_{6a:}$ $t = -1.81$, $p = 0.07$, $\beta = -0.07$), it was a significant predictor of the CTC (H_{6b}: $t = 7.47$, $p < 0.001$, $\beta = 0.34$).

Later the four paths indicated how attitudes factors (i.e., STD and CTC) within SN and PBC predict BI (H_7-H_{10}). Hypothesis 7 stated that residents*' attitudinal support for tourism development* would significantly predict their *behavioral intention to support tourism development.* This hypothesis was supported indicating that the STD factor significantly predicted BI (H_7: $t = 6.31$, $p < 0.001$, $\beta = 0.22$). Hypothesis 8 reported that residents*' attitudinal contributions to the community* would significantly predict their *behavioral intention to support tourism development.* This hypothesis was also supported indicating that the CTC factor was a significant predictor of BI (H_8: $t = 4.97$, $p < 0.001$, $\beta = 0.18$). In addition to these, Hypothesis 9 and 10 were also affirmed that each SN and PBC would significantly predict residents' *behavioral intention to support tourism development.* These hypotheses were also supported indicating that each significantly predicted BI (i.e., H_9: SN→BI ($t = 6.98$, $p < 0.001$, $\beta = 0.25$); H_{10}: PBC→BI ($t = 9.89$, $p < 0.001$, $\beta = 0.36$). To determine the variance that the TPB factors (i.e., STD, CTC, SN, and PBC) explained in BI R^2_{SMC} was examined. The TPB factors accounted for 42% of the variance in BI (R^2_{SMC} 0.42).

Finally, the last hypothesis (i.e., H_{11}) involved the paths form BI to BSTD and reported that residents' *behavioral intention to support tourism development* would significantly predict their *behavioral support for tourism development.* This hypothesis was supported indicating that BI was a significant predictor of BSTD. The BI accounted for 23% of the variance in BSTD (or RPTRA) factor (i.e., H_{11}: $t = 12.22$, $p < 0.001$, $\beta = 0.48$; $R^2 = 0.23$). These results can be found in Table 4.5.

Table 4.5 Hypothesized Relationships between Constructs and Observed Relationships from the Structural Model

Hypothesized relationship	B	Beta (β)	t-statistic	Supported?
H1a: Shared Behavior → Welcoming Nature	-0.01	-0.01	-0.11^{ns}	No
H1b: Shared Behavior → Emotional Closeness	0.30	0.24	5.00***	Yes
H1c: Shared Behavior → Sympathetic Understanding	0.34	0.24	5.09***	Yes
H2a: Shared Beliefs → Welcoming Nature	0.39	0.43	9.26***	Yes
H2b: Shared Beliefs → Emotional Closeness	0.26	0.23	5.24***	Yes
H2c: Shared Beliefs → Sympathetic Understanding	0.36	0.28	6.37***	Yes
H3a: Interaction → Welcoming Nature	0.11	0.18	4.19***	Yes
H3b: Interaction → Emotional Closeness	0.23	0.29	6.73***	Yes
H3c: Interaction → Sympathetic Understanding	0.10	0.11	2.74**	Yes
H4a: Welcoming Nature → Support for Tourism Development	0.48	0.60	12.36***	Yes
H4b: Welcoming Nature → Contributions to the Community	0.20	0.14	3.12**	Yes
H5a: Emotional Closeness → Support for Tourism Development	0.10	0.16	4.16***	Yes
H5b: Emotional Closeness → Contributions to the Community	0.12	0.11	2.44*	Yes
H6a: Sympathetic Understanding → Support for Tourism Development	-0.04	-0.07	-1.81^{ns}	No
H6b: Sympathetic Understanding → Contributions to the Community	0.35	0.34	7.47***	Yes
H7: Support for Tourism Development → Behavioral Intentions	0.40	0.22	6.31***	Yes
H8: Contributions to the Community → Behavioral Intentions	0.18	0.18	4.97***	Yes
H9: Subjective Norms → Behavioral Intentions	0.24	0.25	6.98***	Yes
H10: Perceived Behavioral Control → Behavioral Intentions	0.31	0.36	9.89***	Yes
H11: Behavioral Intentions → Residents' Participation in Tourism Related Activities	0.58	0.48	12.22***	Yes

Note: ns = not significant. $^{*}p < 0.05$; $^{**}p < 0.01$; $^{***}p < 0.001$.
The fit indiches are: $\chi 2(901) = 2036.88$, RMSEA = 0.04, IFI = 0.95, TLI= 0.94, and CFI = 0.95.
R^2_{SMC}: SHBHV factors are: LPA= 0.44, CHA= 0. 60, and LRA= 0. 74; ESS factors are: WN= 0.24, EC= 0.26, and SU= 0. 20; TIAS factors are: STD= 0.41 and CTC= 0.18; TPB factors are BI= 0.42 and RPTRA= 0.23.

5. CONCLUSION

This study linked two complementary theoretical frameworks (i.e., the theory of Emotional Solidarity (ES) and the Theory of Planned Behavior (TPB)) to ultimately explain residents' behavioral support for tourism development (BSTD). The main purpose of this study was to gain an understanding of how the emotional solidarity scale (ESS) (i.e., *welcoming nature*, *emotional closeness*, and *sympathetic understanding*), affect and predict residents' behavioral intention in the context of support for tourism development (STD) and predict actual behavior in support of tourism development through the application of TPB (i.e., to examine the role of ESS and TPB factors as the antecedents of BSTD). This chapter contains a summary of study findings and discussion of the results in the context of extant literature focusing on STD. Limitations of the study and future research recommendations comprise the last section of the chapter.

5.1 Summary of Findings

The primary purpose of this study was to examine how behavioral intentions to support tourism development influence residents' behavioral support for tourism development, and how such intentions are determined through attitudes towards existing tourism impacts, subjective norms, and perceived behavioral control utilizing the TPB framework. Additionally, the study employed the theory of emotional solidarity (as antecedents of TPB constructs) to consider how interaction, shared beliefs, and shared

behavior with tourists explained emotional solidarity with such visitors. To address the multiple purposes of the research, relationships among the ES antecedents (i.e., shared beliefs, shared behavior,, and interaction), residents' degree of emotional solidarity with tourists , residents' perceived impacts of tourism, TPB constructs (i.e., social norms, perceived behavioral control, and behavioral intentions to support tourism development), and behavioral support for tourism development (as measured by residents' participation in tourism-related activities) were tested using a series of hypotheses.

Survey data were collected from residents living in Izmir, Turkey, using a self-administered questionnaire. Based on this data, hypotheses were examined, revealing several findings concerning residents' attitudes, intentions, and actual behavior toward existing tourism development in Izmir. Considering each hypothesis in turn and whether it was supported or not is the immediate focus of this portion of the chapter.

"Hypothesis 1 (H_1): Residents' degree of *shared behavior* with tourists will significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional closeness*, and *sympathetic understanding*) with such tourists."

"Hypothesis 2 (H_2): Residents' degree of *shared beliefs* with tourists will significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional closeness*, and *sympathetic understanding*) with such tourists."

"Hypothesis 3 (H_3): Residents' degree of *interaction* with tourists will significantly predict their degree of *emotional solidarity* (as measured through *welcoming nature, emotional closeness*, and *sympathetic understanding*) with such tourists."

The first three hypotheses (H_{1-3}) show the relationship between the ES antecedents (i.e., SHBHV, SHBLF, and INTER) and ESS factors (i.e., WN, EC, and SU). The results of this study indicated that while the *shared beliefs* and *interaction* factors significantly predicted all of the three ESS factor (i.e., *welcoming nature* factor, *emotional closeness*, and *sympathetic understanding*), the *shared behavior* was not a significant predictor of the *welcoming nature* factor. The results showed that the greater the level of these three antecedent variables, the greater the degree of emotional solidarity individuals (i.e., residents and tourists) will possess each another. Hence, Hypothesis 2 and Hypothesis 3 were fully supported but Hypothesis 1 was partially supported.

"Hypothesis 4 (H_4): Residents' *welcoming nature* of tourists will significantly predict residents' *attitudes about tourism impacts* (as measured through *attitudinal support for tourism development* and *contributions to the community*)."

"Hypothesis 5 (H_5)*:* Residents' *emotional closeness* with tourists will significantly predict residents' *attitudes about tourism impacts* (as measured through *attitudinal support for tourism development* and *contributions to the community*)."

"Hypothesis 6 (H_6)*:* Residents' *sympathetic understanding* of tourists will significantly predict residents' *attitudes about tourism impacts* (as measured through *attitudinal support for tourism development* and *contributions to the community*)."

In each related hypothesis ($H_{4\text{-}6}$), the ESS factors significantly predicted both of the two TIAS factors with one exception (the hypothesis 6a (i.e., H_{6a})) that shows the relationship with *sympathetic understanding* and *support for tourism development* was not supported, indicating SU was not a significant predictor of STD). The results showed that as the level of the one ESS factor increases (e.g., *emotional closeness*), the level of one TIAS factor also increases (e.g., *contributions to the community*). Hence Hypothesis 4 and Hypothesis 5 were supported but Hypothesis 6 was only partially supported.

"Hypothesis 7 (H_7): Residents*' attitudinal support for tourism development* will significantly predict their *behavioral intention to support tourism development."*

"Hypothesis 8 (H_8): Residents*' attitudinal contributions to the community* will significantly predict their *behavioral intention to support tourism development."*

"Hypothesis 9 (H_9): *Subjective norms* will significantly predict their *behavioral intention to support tourism development*."

"Hypothesis 10 (H_{10}): *Perceived behavioral control* will significantly predict their *behavioral intention to support tourism development*."

The paths indicated above by hypotheses $H_{7\text{-}10}$, each of the TPB factors (i.e., *attitudes*, *subjective norms*, and *perceived behavioral control*) significantly predicted the *behavioral intentions* (BI) factor. In other words, the TIAS factors (i.e., *support for*

tourism development (*STD*) (H_7) and *contributions to the community* (*CTC*) (H_8) as well as *the subjective norms* (*SN*) (H_9), and the *perceived behavioral control* (*PBC*) (H_{10}) factors were significant predictors of *behavioral intentions* (BI). In this respect, as the level of one TPB factors increases (e.g., the perceived controllability of performing the behavior), individuals' intentions of performing that behavior increases (i.e., the behavioral intentions for support tourism development). Hence, from Hypothesis 7 to Hypothesis 10, each hypothesis was supported.

"Hypothesis 11 (H_{11}): Residents' *behavioral intention to support tourism development* will significantly predict their *behavioral support for tourism development*."

Similarly, the results of this study found that the residents' *behavioral intention to support tourism development* significantly predicted *behavioral support for tourism development* (as measured by *residents' participation in tourism activities* (*RPTRA*) factor). In other words, BI factor was a significant predictor of RPTRA. The results indicated that as the level of residents' intentions to support tourism development increases, individuals behavioral support of tourism development also increases. Hence, Hypothesis 11 was supported.

5.2 Discussion

5.2.1 Discussion of Relationship between ES Ancestors and ESS (H_{1-3})

Woosnam et al. (2009) developed the Emotional Solidarity Scale (or ESS) within a tourism context. Later, Woosnam and Norman (2010) formulated and validated the

ESS in additional contexts and Woosnam (2011b) created a model of the constructs and expanded it within the field of tourism. Results of this study confirmed the results of previous research examining the relationship between antecedents of emotional solidarity and ESS (Woosnam, 2011b; Woosnam & Norman, 2010; and Woosnam et al., 2009).

Similar to Woosnam's (2011b) finding, that shared beliefs, shared behavior, and interaction explained 32% of the variance in ES, this study demonstrates that the antecedents explained 30% of the variance in solidarity. Such a result is consistent with the emotional solidarity theory offering that interaction between residents and tourists as well as the shared beliefs and shared behaviors between individuals determines the degree of perceived solidarity between representatives of each group (Woosnam et al., 2016). Woosnam (2011b) found an indirect relationship between these factors as he considered the ES scale as a second-order factor. Results of this study indicated that shared beliefs and interaction are significant predictors of all three ESS factors (i.e., welcoming nature factor, emotional closeness, and sympathetic understanding); however, shared behavior significantly predicted only two of the ESS factors (*emotional closeness*, and *sympathetic understanding*). In other words, residents welcoming nature with tourist (i.e., the embrace residents have for tourists) depends directly on their shared beliefs and interaction and indirectly on all of three of the ES antecedents. The unique effect sizes ($\boldsymbol{R^2}_{\mathbf{SMC}}$) of ESS factors were found to be 0.24 for welcoming nature, 0.26 for emotional closeness, and 0.20 for sympathetic understanding.

5.2.2 Discussion of Relationship between ESS and TIAS ($H_{4\text{-}6}$)

This study used the ESS and its factors (WN, EC, and SU) to predict levels of the Tourism Impact Attitude Scale (TIAS) and its factors. Consistent with the findings of Hasani et al. (2016) and Woosnam (2012), residents' degree of emotional solidarity with tourists significantly predicted their attitudinal support for tourism development in Izmir (i.e., each of the ESS factor was a significant predictor of the factors within the TIAS). Woosnam (2012) found that while *welcoming nature* and *sympathetic understanding* significantly predicted residents' attitudinal support for tourism development (R^2 = 0.37), the *emotional closeness* and *sympathetic understanding* significantly predicted residents' attitudinal contributions to the community (R^2 = 0.29).

Similar to Woosnam's (2012) findings, the results of this study indicated two of the three ESS factors (i.e., *welcoming nature* and *emotional closeness*) significantly predicted residents' STD (R^2 = 0.41), and all of the ESS factors were significant predictors of CTC (R^2 = 0.18). In the way of the path model through structural equation modeling, *welcoming nature* and *emotional closeness* significantly predicted each of the TIAS factors. This is likely explained by reasoning that individuals who are welcoming of tourists and feel close to such individuals not only have positive attitudes towards tourism and a higher level of support for tourism development but also see the benefits that tourism brings to the local community (Harrill, 2004; Harrill & Potts, 2003; Woosnam, 2012).

Interestingly, *sympathetic understanding* only significantly predicted the factor *contributions to the community.* Perhaps, residents who understand tourists and feel an empathy with tourists are in a greater position to recognize the contributions of tourism to the community. Briefly, the results indicated that for each of the significant paths, factors were positively correlated. In other words, as the level of the one ESS factor increases (e.g., *emotional closeness*), the level of the TIAS factor, *contributions to the community*, also increases.

5.2.3 Discussion of Relationship between TPB and BI (H_{7-10})

Numerous studies have employed the theory of planned behavior to indicate direct relationships between TPB factors and behavioral intention (Han, 2015; Han et al., 2010; Hsu & Huang, 2012; Lam & Hsu, 2006; Nunkoo & Ramkissoon, 2010b; Park et al., 2016; Sparks & Pan, 2009). Some studies found that only the two of three TPB constructs significantly predicted behavioral intention (Lam & Hsu, 2006; Park et al., 2016; Sparks & Pan, 2009; Wu & Chen, 2016). For example, while Lam and Hsu (2006) and Sparks and Pan (2009) indicated that attitudes was not a significant predictor of BI, Park et al. (2016) found *subjective norms* and *attitudes* significantly predicted BI.

On the other hand, several studies (Han & Kim, 2010; Han et al., 2010; Hsu & Huang, 2012; Nunkoo & Ramkissoon, 2010b) found that behavioral intention was explained with all of TPB factors (i.e., *attitudes towards tourism*, *subjective norms*, *and perceived behavioral control*). The results of this study confirmed these previous studies findings indicating the TPB factors significantly predicted behavioral intention factor.

However, only two of these previous studies (Nunkoo & Ramkissoon, 2010; Wu & Chen (2016) focused on residents' perspectives (i.e., residents' behavioral intentions to support tourism development).

For example, while Nunkoo and Ramkissoon's (2010) study was qualitative and proposed that TPB factors may influence the residents' BI to support tourism development, Wu and Chen (2016) indicated that two of the three TPB factors (i.e., *attitudes*, and *perceived behavioral control*) as well as potential social benefits, were significant predictors of the relationship ($R^2 = 0.45$). Contrary to Wu and Chen's (2016) finding that indicated that the *subjective norms* factor was not a significant predictor of residents' BI support for tourism development, this study found that each TPB factor was a significant predictor of BI ($R^2 = 0.41$). The results of this study indicated that as residents' *perceived behavioral control* (i.e., their skill, talents, and ability), positive *attitudes towards tourism* (i.e., received benefits from tourism and recognized contributions of tourism to the community), and *subjective norms* (i.e., social pressure from people who are important such as family or friends for them) strengthened individuals' *behavioral intention to support tourism development* (Ajzen, 1991). Furthermore, this study also demonstrated that residents' *perceived behavioral control* (β=.36) had a greater influence on behavioral intentions that attitudes towards tourism (STD β=.22 and CTC β=.18) and subjective norms (β=.25). This relationship between TPB factors and behavioral intention was supported by the theory of planned behavior, which shows that the more supportive one's attitudes are regarding tourism, along with

the greater the *social norms* and *perceived behavioral control*, the stronger residents' behavioral intentions to support tourism development.

5.2.3 Discussion of Relationship between BI and BSTD (H_{11})

In reviewing the literature, no studies were found examining the relationship between residents' behavioral intentions (BI) to support tourism development (STD) and behavioral support for tourism development (BSTD). However, prior studies emphasize the importance of the relationship between BI and BSTD (Hsu & Huang, 2012). Hence, this study may speculate about the relationship between BI and BSTD based on utilizing this perspective.

This study is the first use both ESS and TPB factors to predict residents' behavioral support (i.e., no studies have considered the two frameworks in tandem to examine residents' BSTD). At this point, only a few studies have either used the TRA (see Chen & Raab, 2012; Kwon & Vogt, 2010; Lepp, 2007; MacKay & Campbell, 2004; Ramkissoon & Nunkoo, 2011) or the TPB (Nunkoo & Ramkissoon, 2010b; Wu & Chen, 2016) to predict residents' behavioral intentions to support tourism development. Given this, the current study will seek to make numerous contributions to the tourism literature. Briefly, this study extended the TPB by including not only antecedents of ES but also factors comprising the ESS to predict residents' BI and BSTD. To date, much work surrounding residents' BSTD has been conceived of as generally either attitudinal or intentional, and rarely ever using behavioral measures.

As mentioned in the literature review, generally, previous researchers claim that the positive attitudes towards tourism results in increasing the behavioral intention to act and that intention can be seen the mediator between attitudes and behaviors (Ajzen, 1985; Chen & Raab, 2012; Lepp, 2007). The results of this study confirmed the previous studies claim indicating that behavioral intentions can ultimately explain the actual behaviors within a tourism context (i.e., the relationship between BI and BSTD can be positive) (Chen & Raab, 2012; Han, 2015; Han et al., 2010; Hsu & Huang, 2012; Lam & Hsu, 2006; Lee, 2013; Lepp, 2007; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2010b; 2011; Park et al., 2016; Sparks & Pan, 2009). In general, previous studies focused on either individuals' attitudes or intentions and predicted a person's attempt or intention to perform a behavior but few (e.g., Hsu & Hung, 2012; Lee, 2013; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011) determined their actual behavior.

For example, Nunkoo and Gursoy (2012) predicted residents' behavioral support for tourism development by using identity factors (i.e., occupational, environmental, and gender) and attitudes considering impacts of tourism (i.e., positive and negative). Nunkoo and Gursoy (2012) found that all five variables significantly and directly predicted residents' behavioral support for tourism development. The authors found that behavioral support was negatively related to identity factors and negative impacts of tourism yet positively related to positive impacts of tourism ($R^2 = 0.51$). Furthermore, Hsu and Hung (2012) examined travelers' actual behavior in choosing international travel destinations using TPB. The authors not only found that TPB factors (e.g.,

attitudes, *subjective norms*, and *perceived behavioral controls*) were significant predictors of behavioral intentions ($R^2 = 0.37$) but also that such behavioral intentions significantly predicted (albeit marginally) the relationship between behavioral intentions and actual behavior ($R^2 = 0.05$).

The current study indicated similar findings to Hsu and Hung (2012) in considering the theory of TPB and factors (i.e., TPB factors, behavioral intentions and behavioral support for tourism development). The results of this study also indicated that intentions significantly predicted behavioral support for tourism development (i.e., RPTRA) ($R^2 = 0.23$). However, in contrast to Hsu and Hung (2012), the behavioral intention was a more powerful factor in explaining residents' behavioral support for tourism development.

One reason for this distinct finding may be due to the unlimited time parameter placed on intentions within the current study. Hsu and Hung (2012) measured traveler intentions during the six months prior to their study, which may have implications for effect size in explained behavior. The authors suggested that a longer lap or no time parameter may increase the effect of intention on actual behavior.

Other reasons could also be attributed to destination differences, cultural differences, and economic issues. For example, Hsu and Hung (2012) measured Chinese individuals who are living in China and have shown interest in traveling from the mainland to Hong Kong. It is normal to have an intention to revisit the same city. However, Hong Kong is placed in China and the people who live in there have almost

similar culture. Hence, although the travelers had an intention to visit Hong Kong, they wanted to see the other destinations in the country or around the world.

The current study measured residents actual behavioral support for tourism development. This study indicated that the sample of this study (i.e., Izmir residents) realized the benefits and contributions of tourism and had an intention to support tourism. Hence, Izmir residents, who are living in the same area, not only have an intention to support for tourism development but also demonstrate behavioral support for tourism development in Izmir. Briefly, this study indicated that as the residents' behavioral intentions to support for tourism development increase, their actual support increases that were supported by TPB.

5.3 Implications

The current study makes several contributions to understanding resident support for tourism development. The first contribution is the support for utilizing both the emotional solidarity framework and the theory of planned framework in ultimately explaining BSTD. This study's result found that residents' BI critically influences actual support for tourism development. In other words, the BI factor was a significant predictor of BSTD, yielding significant relationships with resident attitudes toward tourism, subjective norms, and perceived behavioral controls. To this end, the factors comprising perceived impacts of tourism (i.e., STD and CTC) were significantly predicted through each of the ESS factors (i.e., WN, EC, and SU), and those ESS factors

were determined by *shared beliefs*, *shared behavior*, and *interaction* (i.e., the antecedents of ES).

The second contribution of this research is that this study extended not only the ES framework by examining residents' ES with tourists as a precursor to attitudinal, intentional and actual behavior to support tourism development, but also the theory of planned behavior by including the construct of the antecedents of ES (i.e., *shared beliefs*, *shared behavior*, and *interaction*) and factors comprising the ESS (i.e., *welcoming nature*, *emotional closeness*, and *sympathetic understanding*) to predict residents' BI and BSTD. Results from SEM indicates that the data has a good fit for the model. Another noteworthy contribution of this study is that TPB factors (i.e., *attitudes*, *subjective norms*, and *perceived behavioral control*) had direct significant influences on residents' behavioral intentions to support tourism development. Theoretically, the results provided support for the findings of previous studies (Nunkoo & Ramkissoon, 2010b; Wu & Chen, 2016) and present more in-depth information that residents' *attitudinal support for tourism development* and *contributions to the community* (i.e., factors of attitudes) are important determinants and predictors of their BI.

While ES has been used to predict residents' attitudinal support (see Hasani et al., 2016; Li & Wan, 2016; Nghiêm-Phú, 2016; Woosnam, 2012), it has not yet focused on residents' BI or BSTD. This study marks the first-time solidarity was considered a predictor of residents' behavioral support within the TPB framework. No studies have considered the two frameworks in tandem to examine residents' behavioral support for

tourism development. At this point, only a few studies have either used the TRA (see Chen & Raab, 2012; Kwon & Vogt, 2010; Lepp, 2007; MacKay & Campbell, 2004; Ramkissoon & Nunkoo, 2011) or the TPB (Nunkoo & Ramkissoon, 2010b; Wu & Chen, 2016) to predict residents' behavioral intentions to support tourism development. Given this, the current study will seek to make numerous contributions to the tourism literature.

Although previous studies (Kwon & Vogt, 2010; Lepp, 2007; Ribeiro et al., 2017) found residents' BI to support tourism development are significant, they stopped shy of assessing actual behavior (Palmer et al., 2013). As such, some studies have claimed that even though researchers have used behavioral intentions to predict actual behavior, intentions may not predict actual behavior by using the TPB model (i.e., the actual behavior can be different than what it was expected from the TPB model) (Hsu & Huang, 2012). As Ajzen (1991) suggested, researchers should seek to measure actual behavior instead of predicting behavioral intentions. Another crucial theoretical contribution is that this study marks the first time TPB was used to predict not only residents' behavioral intentions to support tourism development, but also to predict their actual behavioral support for tourism development.

This study also has several practical implications for policymakers, government officials, managers and planners in Izmir in order to sustainably plan for tourism and tourism development. First, policymakers, government officials, managers, and planners should consider residents' opinions and perceptions about tourism so as to increase their support for tourism development. Residents must be involved in each stage of the

tourism development process: planning, implementing and monitoring. Residents should be allowed to participate actively in the decision-making process and give a voice in issues affecting their lives by listening to residents' concerns about tourism.

Finally, results showed that ESS factors significantly predicted TIAS and its factors indicating that residents' degree of emotional solidarity with tourist increases, residents will potentially be more supportive of tourism and its accompanying development. Hence, policymakers, government officials, managers, and planners should promote and foster a positive relationship between residents and tourists by providing opportunities for interaction at key attractions and planning special events, activities, and festivals so as to increase their support for tourism development. Such interaction and shared behaviors (i.e., activities and events) may aid in fostering shared beliefs and emotional solidarity (both shared beliefs and emotional solidarity lead to attitudes, attitudes predict intentions, and behavioral intentions factor is a predictor of actual support). Ultimately, understanding residents' support is crucial for successful and sustainable tourism (Andereck & Vogt, 2000; Gursoy & Rutherford, 2004; Huh & Vogt, 2008; Jurowski et al., 1997; King et al., 1993; Lee, 2013; Liao et al., 2016; Nunkoo & Ramkissoon, 2012; Nunkoo et al., 2013).

Findings also demonstrated that residents' perceived positive impacts of tourism influenced their attitudes toward existing tourism and tourism development as well as intentions to support tourism development options. To gain residents' support and achieve successful tourism development, policymakers, government officials, managers,

and planners should focus on activities that can increase the perceived positive impacts of existing tourism among Izmir residents, such as creating cultural activities, increasing economic and cultural exchanges between visitors and residents (e.g., providing desirable tourism-related jobs), increasing contributions of tourism to the their community (e.g., roads, and new public facilities), and increasing opportunities for tourism and tourism development (e.g., educating or training residents to work in the tourism sector, providing tax revenues, and housing). As residents' perceived positive impacts of tourism increases, they will be more likely to support tourism development in the way of attitudes, intentions, and behaviors (Gursoy et al., 2010; Li & Wan, 2016; Ribeiro et al., 2017). Hence, policymakers, government officials should give priority to local residents in an effort to foster greater support for tourism development among residents by indicating greater realization of the perceived benefits from tourism development.

5.4 Limitations and Future Research Recommendations

The major limitation of this study is the representativeness of the sample. Only four districts were included in the sample of Izmir residents (based on the concentration of tourism facilities in the area). It is recommended that work linking residents' behavioral support for tourism development should be done in more than four districts (not only within Izmir but elsewhere), so as to replicate findings. Additionally, the sample included a moderate percentage (25%) of business owners who derive income from tourists. Such an oversampling may have implications for findings.

Previous scholar revealed that residents who perceive personal economic benefits from tourism view the industry more positively and support its further development (Andereck & Nyaupane, 2011; Boley et al., 2014; Chen & Raab, 2012; Kwon & Vogt, 2010; Liao, So, & Lam, 2016; McGehee & Andereck, 2004; Nunkoo et al., 2010; Nunkoo & So, 2016; Ribeiro et al., 2017; Wang & Pfister, 2008; Zuo et al., 2017). As the amount or sample of business owners who are gaining income from tourists increases, the effect size of this study will increase, and the sample of the study will be more supportive for the tourism development. Hence, future studies may consider focusing intentionally on collecting data from an equal degree of business owners and non-business owners as a means to compare attitudes, intentions, and behaviors regarding support for tourism development.

Despite the fact that the TIAS exhibited sound reliability results, the scale as a measurement tool is not without its shortcomings. First of all, it is apparent that the TIAS captures support for tourism development and the impacts tourism can have on the community; however, cultural impacts and additional negative social impacts (i.e., crowding, congestion, etc.) are not included. Ultimately, it may prove beneficial to include additional items to the existing TIAS to capture a more robust assessment of residents' attitudes about tourism and tourism development (while perhaps allowing greater use of the scale in more diverse contexts) and also help determine if such additions can potentially improve reliabilities and explain a greater degree of variance in the construct and its accompanying dimensions (Woosnam, 2012).

Additionally, the effect sizes (R^2) statistics of the behavioral support for tourism was modest, indicating a low degree of variance was explained in the dependent variables in the models. Future work should consider adding additional items in the BSTD factor to potentially explain greater variance in similar models. Furthermore, Kline (2015) stated that second-order factors are not measured by any indicators but have a direct causal effect on the first order factors which have indicators. In other words, such an approach is a statistical method that has sub-constructs or components.

For example, ESS can be considered a second-order factor and *welcoming nature*, *emotional closeness*, and *sympathetic understanding* can be its' sub-constructs or components. According to Chen, Sousa, and West (2005), "In comparison to first-order models with correlated factors, second-order factor models can provide a more parsimonious and interpretable model when researchers hypothesize that higher order factors underlie their data" (p. 472). Lower order factors can be defined by the items that measure the lower order factors while higher order factors do not have a set of measured indicators (i.e., items), instead they have lower order factors and connect indirectly to items of low order factors (Byrne, 2016).

In this study, one of the ESS antecedents (i.e., *shared beliefs*) was a higher order and its factors were lower order. Hence, the second-order logic may also be included in future models to increase effect sizes (i.e., the ESS and TIAS are termed as the second-order factor). In addition to this, adding more explanatory variables to the model can

potentially increase the effect sizes in explaining such dependent variables like BSTD (Gursoy et al., 2010; Nunkoo & Gursoy, 2012; Nunkoo et al., 2010).

Furthermore, previous studies suggested that personal feelings should be considered while examining an individual's willingness to perform certain behaviors (Pomazal & Jaccard, 1976; Prestwich et al., 2008; Schwartz & Tessler, 1972; Taylor et al., 2009). Previous scholars have claimed that modifying the TPB model by altering paths and including additional critical constructs in a certain context often contributes to and enhances our understanding mechanisms of the model and increases the ability to predict individuals' intention/behavior (Ajzen, 1991; Conner & Abraham, 2001; Perugini & Bagozzi, 2001). Future studies should measure the direct effects of ESS on BI and BSTD to increase R^2.

In addition to this, future studies should also use the TIAS as a mediator for the relationship between the ESS and BI. Ultimately, understanding the relationship from the perspective of residents and their feeling with tourists (based on emotional solidarity) can potentially shed light on individuals' (i.e., residents' and tourists') behavior (Woosnam & Aleshinloye, 2013). While the current research was conducted to utilize the existing measure of ESS and not modify it (so as to examine the existing factor structure), this study suggests a potential modification of the ESS. Those items which have low standardized factor loadings and cross loaders may be considered for exclusion (Woosnam et al., 2009; Woosnam and Norman, 2010).

The rationale for this is that such items are unclear and likely do not contribute significantly to the variance explained in construct factors. Of course, assessing the reliability of the factor with such items removed will be of importance as well. A reduction in the size of scale will make the measure more parsimonious and reduce the potential for confusion and cognitive overload experienced by participants, ultimately improving response rates in subsequent research (Woosnam, 2011a; 2011b; 2012).

Another limitation of this study pertains to the contextual nature of the work. For example, while Izmir is an international destination (primarily due in part to Selçuk and Çeşme), a majority of tourists are domestic and potentially possess greater cultural similarities (i.e., similar geographic region, religion, etc.) with residents than tourists from Europe or Asia might. Future research should examine residents' behavioral support for tourism model in the context of resident–tourist relationships from dissimilar cultures to provide further support for this work. For example, studies consisting of residents from developing countries and tourists from developed countries would be of paramount importance to add credence to the current findings. Another suggestion can be that the similar study can be done in some other international touristic destination such as Antalya, Turkey (the capital of Turkish tourism located in southwest part of Turkey and welcomed 10 million international visitors annually) (Erul & Woosnam, 2016; RTMCT, 2018).

Any time you engage in resident attitudes research, one must be aware that perceptions amongst the members are not homogenous (Huh & Vogt, 2008; Látková &

Vogt, 2012), which was indicated from the current study's findings. In addition to this, attitudes are not static; they can change often and for many reasons (Chen & Raab, 2012). With that being said, future research focusing on residents' behavioral support in Izmir (and other places similar in nature) should involve data collected at different points in time to gain a longitudinal perspective of how attitudes, behavioral intentions, and actual behavior may change. In such research, the time of year or even year may serve as a variable that can explain a magnitude of change in such measures.

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APPENDIX A

Information Sheet

Dear Izmir Resident,

The Department of Recreation, Parks, and Tourism Sciences, Texas A&M University is conducting a survey in Izmir to obtain information about residents' attitudes toward tourism development and their behavioral support for tourism developments. Your input is vital to ensure that your needs and concerns are considered in the tourism planning process. Your answers, name, and address will be kept confidential.

Please answer all questions and tell us about anything else we need to know. All of your answers will be treated with complete confidentiality. The time required for completing this questionnaire should not exceed one hour and we hope you will find it interesting and enjoyable. If you have any questions about the questionnaire, please contact Emrullah Erul at 979-985-8998 or eerul86@tamu.edu

Thank you in advance for any help you can contribute to the success of this study.

King Regards,

Emrullah Erul

CONSIDERING RESIDENTS' BEHAVIORAL SUPPORT FOR TOURISM DEVELOPMENT: A THEORETICAL EXAMINATION OF THE EMOTIONAL SOLIDARITY THEORY AND THE THEORY OF PLANNED BEHAVIOR

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2017

Izmir Residents' Attitudes about Tourism

SECTION 1: Community life questions in Izmir.

1. In what district do you reside in Izmir? (Please write in space)
_____

2. How long have you lived in Izmir? (Please write in number)
_____ years.

3. How much do you agree with the following statements about **living in Izmir**? The scale ranges from 1= *strongly disagree* to 7 = *strongly agree.* (Please circle one number per statement).

	Strongly Disagree	Disagree	Disagree Somewhat	Neither Disagree Nor Agree	Agree Somewhat	Agree	Strongly Agree
The longer I live in Izmir, the more I feel I belong here.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I feel I am fully accepted as a member of Izmir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I feel Izmir is a real home to me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Most of the people in Izmir can be trusted.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
If I was in trouble, most people in Izmir would go out of their way to help me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

SECTION 2: Your interactions with Izmir visitors.

4. Please answer the following questions regarding **your interactions** with the visitors of Izmir. The scale ranges from 1 = *Never* to 7 = *All of the time*. (Please circle one number per statement).

How often do you interact with Izmir visitors…	**Never**	**Rarely**	**Occasionally**	**Some of the time**	**Often**	**Very Often**	**All of the time**
How often do you interact with Izmir visitors **during the week**?	**1**	**2**	**3**	**4**	**5**	**6**	**7**
How often do you interact with Izmir visitors **on the weekend**?	**1**	**2**	**3**	**4**	**5**	**6**	**7**
How often do you interact with Izmir visitors **during peak vacation season**?	**1**	**2**	**3**	**4**	**5**	**6**	**7**
How often do you interact with Izmir visitors **during off-peak vacation season**?	**1**	**2**	**3**	**4**	**5**	**6**	**7**
How often do you interact with Izmir visitors **during holidays**?	**1**	**2**	**3**	**4**	**5**	**6**	**7**

SECTION 3: Behavior you share with Izmir visitors.

5. Please indicate **how often you participate in the following activities** alongside Izmir visitors. The scale ranges from 1 = *Never* to 7 = *All of the time*. (Please circle one number per statement).

How often you participate in the following activities alongside Izmir visitors?	**Never**	**Rarely**	**Occasionally**	**Some of the time**	**Often**	**Very Often**	**All of the time**
Dining at local restaurants.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Drinking at coffee houses.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Shopping at local merchants' stores.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Shopping at grocery stores.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Shopping at malls.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Hanging out at local bars or night clubs.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Fishing.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Visiting historic sites or monuments.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Sightseeing.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Visiting museums or art exhibits.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Visiting natural areas.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Visiting parks.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Relaxing on the beach.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Swimming in the sea.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Boating.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Visiting sacred or religious places.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Going to concerts or theaters.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Participating in outdoor activities.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Visiting water or amusement parks.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Participating in recreation activities.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Taking bike rides.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Taking a walk on the beach.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Visiting zoos or the aquarium.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Attending festivals.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

SECTION 4: Beliefs you share with Izmir visitors.

6. How much do you agree with the following statements regarding **beliefs you share** with Izmir visitors. The scale ranges from 1 = *strongly disagree* to 7 = *strongly agree*. (Please circle one number per statement).

I share with Izmir visitors…….. ↓	Strongly Disagree	Disagree	Disagree Somewhat	Neither Disagree Nor Agree	Agree Somewhat	Agree	Strongly Agree
the belief that preserving the way of life in Izmir is important.	1	2	3	4	5	6	7
the belief that a wide variety of dining choices are available throughout Izmir.	1	2	3	4	5	6	7
the belief that a wide variety of entertainment choices are available throughout Izmir.	1	2	3	4	5	6	7
the belief that Izmir is a unique place.	1	2	3	4	5	6	7
a respect for the natural environment within Izmir.	1	2	3	4	5	6	7
the belief that Izmir is a great place to vacation.	1	2	3	4	5	6	7
an appreciation of Izmir overall.	1	2	3	4	5	6	7
the belief that culture is important in Izmir.	1	2	3	4	5	6	7
the belief that religion is important in Izmir.	1	2	3	4	5	6	7
the belief that tourism is important in Izmir.	1	2	3	4	5	6	7

SECTION 5: Feelings you have about Izmir visitors.

7. How much do you agree with the following statements regarding **your feelings** toward the visitors of Izmir? The scale ranges from 1 = *strongly disagree* to 7 = *strongly agree*. (Please circle one number per statement).

	Strongly Disagree	Disagree	Disagree Somewhat	Neither Disagree Nor Agree	Agree Somewhat	Agree	Strongly Agree
I appreciate Izmir visitors for the contribution they make to the local economy.	1	2	3	4	5	6	7
I make friends with some Izmir visitors.	1	2	3	4	5	6	7
I feel close to some visitors I have met in Izmir.	1	2	3	4	5	6	7
I understand Izmir visitors.	1	2	3	4	5	6	7
I treat Izmir visitors fairly.	1	2	3	4	5	6	7
I feel affection towards some Izmir visitors.	1	2	3	4	5	6	7
I identify with Izmir visitors.	1	2	3	4	5	6	7
I am proud to have visitors come to Izmir.	1	2	3	4	5	6	7
I have a lot in common with Izmir visitors.	1	2	3	4	5	6	7
I feel the community benefits from having visitors in Izmir.	1	2	3	4	5	6	7
I get along well with Izmir visitors.	1	2	3	4	5	6	7
I feel I can trust Izmir visitors.	1	2	3	4	5	6	7
I have respect for Izmir visitors.	1	2	3	4	5	6	7
I share similar views with those Izmir visitors I have encountered.	1	2	3	4	5	6	7
I am pleased to have visitors come to Izmir.	1	2	3	4	5	6	7

SECTION 6: Attitudes about tourism and tourism development in Izmir.

8. How much do you agree with the following statements regarding your **attitudes about tourism development** in Izmir? The scale ranges from 1= *strongly disagree* to 7 = *strongly agree.* (Please circle one number per statement).

	Strongly Disagree	Disagree	Disagree Somewhat	Neither Disagree Nor Agree	Agree Somewhat	Agree	Strongly Agree
I believe that tourism should be actively encouraged in Izmir.	1	2	3	4	5	6	7
I support tourism and want to see it remain important to Izmir.	1	2	3	4	5	6	7
I support new tourism facilities that will attract new visitors to Izmir.	1	2	3	4	5	6	7
Izmir should support the promotion of tourism.	1	2	3	4	5	6	7
In general, the positive benefits of tourism outweigh negative impacts in Izmir.	1	2	3	4	5	6	7
Izmir should remain a tourism destination.	1	2	3	4	5	6	7
Long-term planning by the city can control the negative environmental impacts of tourism (e.g. problems with waste, water contamination) in Izmir.	1	2	3	4	5	6	7
It is important to develop plans to manage growth of tourism in Izmir.	1	2	3	4	5	6	7
The tourism sector plays a major role in the Izmir economy.	1	2	3	4	5	6	7
One of the most important benefits of tourism is how it can improve the local standard of living.	1	2	3	4	5	6	7
Shopping opportunities are better in Izmir as a result of tourism.	1	2	3	4	5	6	7
Izmir has better roads due to tourism.	1	2	3	4	5	6	7
The tourism sector provides many desirable employment opportunities for Izmir residents.	1	2	3	4	5	6	7
Quality of life in Izmir has improved because of tourism development in the area.	1	2	3	4	5	6	7
I have more recreational opportunities (places to go and things to do) because of tourism in Izmir.	1	2	3	4	5	6	7
The quality of public services has improved due to more tourism in Izmir.	1	2	3	4	5	6	7
My household standard of living is higher because of money visitors spend here in Izmir.	1	2	3	4	5	6	7

SECTION 7: Others' expectations of supporting tourism development in Izmir.

9. The following items pertain to the degree to which your support for tourism development in Izmir is based on **the opinions of the people who are important to you**? Please rate each item on a scale from 1= *strongly disagree* to 7 = *strongly agree* (Please circle one number per statement).

	Strongly Disagree	Disagree	Disagree Somewhat	Neither Disagree Nor Agree	Agree Somewhat	Agree	Strongly Agree
Most people who are important to me think I should support tourism development in Izmir.	1	2	3	4	5	6	7
Most people who are important to me would want me to support tourism development in Izmir.	1	2	3	4	5	6	7
People whose opinions I value would prefer that I support tourism development in Izmir.	1	2	3	4	5	6	7
I would be influenced by local residents to participate in works support tourism development in Izmir.	1	2	3	4	5	6	7
I would be influenced by family members or friends to participate in works to support tourism development in Izmir.	1	2	3	4	5	6	7
I would be influenced by government guidance to join in works to support tourism development in Izmir.	1	2	3	4	5	6	7
I would be influenced by civil organizations to participate in works to support tourism development in Izmir.	1	2	3	4	5	6	7

SECTION 8: Control you have in supporting tourism development in Izmir.

10. How much do you agree with the following statements regarding **your perceptions of perceived ease or difficulty** to support for tourism development in Izmir? The scale ranges from 1= *strongly disagree* to 7 = *strongly agree* (Please circle one number per statement).

	Strongly Disagree	Disagree	Disagree Somewhat	Neither Disagree Nor Agree	Agree Somewhat	Agree	Strongly Agree
Whether or not I support tourism development in Izmir is completely up to me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I am confident that if I want, I can support tourism development in Izmir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I have resources, time, and opportunities to support tourism development in Izmir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I feel nothing would prevent me from supporting tourism development in Izmir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I have the talent to perform works to support tourism development in Izmir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I have the skills to perform works to support tourism development in Izmir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I have the ability to perform works to support tourism development in Izmir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

SECTION 9: Behavioral intention for support tourism development in Izmir.

11. How much do you agree with the following statements regarding your **behavioral intention** to support for tourism development in Izmir? The scale ranges from 1= *strongly disagree* to 7 = *strongly agree* (Please circle one number per statement).

	Strongly Disagree	Disagree	Disagree Somewhat	Neither Disagree Nor Agree	Agree Somewhat	Agree	Strongly Agree
I am willing to support tourism development in Izmir.	1	2	3	4	5	6	7
I plan to support tourism development in Izmir.	1	2	3	4	5	6	7
I will make an effort to support tourism development in Izmir.	1	2	3	4	5	6	7
To attract visitors, I would contribute my money to clean the surrounding environment in Izmir.	1	2	3	4	5	6	7
To attract visitors, I would contribute my time and energy to clean the surrounding environment in Izmir.	1	2	3	4	5	6	7
To attract visitors, I would contribute my money to repair community infrastructure in Izmir.	1	2	3	4	5	6	7
To attract visitors, I would contribute my time and energy to repair community infrastructure in Izmir.	1	2	3	4	5	6	7

SECTION 10: Behavioral support for tourism development in Izmir

12. The following items concern **your behavioral support for tourism development**. Please indicate **how often you participate** in the following activities. The scale ranges from 1 = *Never* to 7 = *All of the time*. (Please circle one number per statement).

	Never	Rarely	Occasionally	Some of the time	Often	Very Often	All of the time
I visit Izmir tourist attractions.	1	2	3	4	5	6	7
I offer my assistance to tourism promotional events/activities in Izmir.	1	2	3	4	5	6	7
I attend local community meetings regarding tourism in Izmir.	1	2	3	4	5	6	7
I provide information to Izmir visitors to enhance their experience.	1	2	3	4	5	6	7
I promote Izmir as a tourist destination.	1	2	3	4	5	6	7
I protect the natural and environmental resources on which tourism depends in Izmir.	1	2	3	4	5	6	7
I interact positively with Izmir visitors.	1	2	3	4	5	6	7

SECTION 11: Background information: This information is completely confidential and will be used to determine if we have satisfactorily represented residents of Izmir.

13. What is your gender? (Please check one)
- □ Male
- □ Female

14. What is your current employment status? (Please check one)
- □ Not tourism-related
- □ Tourism-related
- □ Student
- □ Homemaker
- □ Retired or Unemployed

15. What is your monthly household income? (Please check one)
- □ Under ₺2000
- □ ₺2000-4999
- □ ₺5000-7499
- □ ₺7500 or more

16. What percent of your household income would you say is derived either directly or indirectly from Izmir visitors spending?

- □ _____ % (Please write in number)

17. What is your age? (Please check one)
- □ 18-29
- □ 30-39
- □ 40-49
- □ 50-59
- □ 60+

18. What is the highest level of education you have completed? (Please check one)
- □ Less than high school
- □ High school
- □ Technical/vocational school
- □ Undergrad degree
- □ Graduate degree

19. What is your current marital status? (Please check one)
    - □ Single
    - □ Married
    - □ Divorced or Separated
    - □ Widowed

20. What is your religion? (Please check one)
    - □ Muslim
    - □ Christian
    - □ Jewish
    - □ Hindu
    - □ Buddhist
    - □ Atheist
    - □ Other please specify_____

THANK YOU SO MUCH FOR TAKING THE TIME TO PROVIDE YOUR INPUT!

PLEASE <u>PLACE THE COMPLETED QUESTIONNAIRE IN THE ENVELOPE</u> AND <u>LEAVE OUTSIDE</u> A RESEARCHER WILL BE BY LATER TODAY TO COLLECT IT.

DAY _____ LOC _____IDENO_____

APPENDIX B

Bilgilendirme Formu

Değerli İzmir Sakini,

Texas A&M Üniversitesi Rekreasyon Park ve Turizm Bilimleri Bölümü, İzmir'de yerel halkın turizme karşı tutumu ve onların turizm gelişmelerine ait davranışsal desteği ile ilgili bir anket çalışması yürütmekte. Sağlayacağınız bilgiler önemli olup, turizm ile ilgili endişeleriniz turizm planlamasında yer alacaktır. Araştırmamızda kimliğinizin bilinmesi önem taşımadığından, anket formunda ad, soyad veya adres bilginizin yazılması gerekmemektedir. Ankette bulunan sorulara vereceğiniz cevaplar tarafımızca saklı tutulacak ve tamamen bilimsel amaçlı olarak kullanılacaktır.

Her bir ölçeği yanıtlamaya geçmeden önce ölçek başlarında sunulan kısa açıklamaları dikkatlice okuyunuz. Lütfen ölçeklerdeki her cümleyi cevapladığınızdan emin olunuz. Aşağıdaki ankette yer alan soruların hepsini cevaplamanız bu araştırmanın sonuçları açısından kritik önem taşımaktadır. Ankette yer alan hiçbir sorunun doğru ya da yanlış cevabı yoktur. Yapılan bilimsel çalışmanın geçerliği ve güvenirliği vereceğiniz samimi cevaplara bağlıdır. Bu çalışma tahmini yirmi veya otuz dakika sürecektir. Umarız bu çalışmayı eğlenceli ve ilginç bulursunuz. Eğer çalışma veya anket ile ilgili bir sorunuz olursa Emrullah Erul ile iletişime geçiniz:

Tel: +19799858998; email: eerul86@tamu.edu.

Şimdiden bu çalışmaya olan ilginiz, yardımlarınız ve katkılarınız için teşekkürler.

Saygılarımla,

Emrullah Erul

TURİZMİN GELİŞMESİNDE BÖLGE SAKİNLERİNİN DAVRANIŞSAL DESTEĞİNİN DİKKATE ALINMASI: DUYGUSAL DAYANIŞMA KURAMI VE PLANLANMIŞ DAVRANIŞ KURAMININ TEORİK OLARAK İNCELENMESİ

TEXAS A&M ÜNİVERSİTESİ

REKREASYON, PARK VE TURİZM BİLİMLERİ BÖLÜMÜ

Tarım ve Yaşam Bilimleri Fakültesi

2261 TAMU College Station, TX 77843-2261

Telefon Numarası: +1 979.9858998

2017
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İzmir Sakinlerinin Turizm'e Yönelik Tutumları

BÖLÜM 1: İzmir'de toplum hayatı ile ilgili sorular.

1. İzmir'in hangi ilçesinde yaşıyorsunuz? (Lütfen aşağıdaki boş bırakılan yere yazınız)

_____

2. Kaç yıldır İzmir'de yaşıyorsunuz? (Lütfen rakam olarak belirtiniz)

_____ yıldır.

3. **İzmir'deki yaşam biçiminiz** hakkında aşağıda belirtilen maddelere ne ölçüde katılmaktasınız? Ölçek aralığı 1= *kesinlikle katıl**mı**yorum'* dan başlayıp 7 = *kesinlikle katılıyorum'* a kadardır. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

	Kesinlikle Katılmıyorum	**Katılmıyorum**	**Kısmen Katılmıyorum**	**Kararsızım**	**Kısmen Katılıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
İzmir'de yaşadıkça kendimi buraya daha ait hissediyorum.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Kendimi tamamıyla İzmirli olarak görüyorum.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'in bana gerçek bir yuva olduğunu hissediyorum.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'deki insanların çoğu güvenilirdir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Başım belaya girse, İzmir'deki insanların çoğu bana yardım etmeye çalışır.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 2: İzmir'e gelen ziyaretçilerle karşılıklı etkileşiminiz.

4. İzmir'e gelen ziyaretçilerle **karşılıklı etkileşiminize** ilişkin aşağıda belirtilen soruları lütfen cevaplayınız. Ölçek aralığı 1= *hiçbir zaman* ile başlayıp 7 = *her zaman* ile son bulur. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

İzmir'e gelen ziyaretçilerle ne sıklıkla etkileşimde bulunursunuz …	**Hiçbir Zaman**	**Nadiren**	**Ara sıra**	**Bazen**	**Sık sık**	**Çok Sık**	**Her zaman**
Hafta içinde İzmir'e gelen ziyaretçilerle ne sıklıkla etkileşimde bulunursunuz?	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Hafta sonları İzmir'e gelen ziyaretçilerle ne sıklıkla etkileşimde bulunursunuz?	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yoğun tatil sezonunda (örn**.** yaz tatilinde) İzmir'e gelen ziyaretçilerle ne sıklıkla etkileşimde bulunursunuz?	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yoğun olmayan tatil sezonunda İzmir'e gelen ziyaretçilerle ne sıklıkla etkileşimde bulunursunuz?	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Resmi tatil günlerinde (örn**.** bayramlarda) İzmir'e gelen ziyaretçilerle ne sıklıkla etkileşimde bulunursunuz?	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 3: İzmir'e gelen ziyaretçilerle ortak etkinlikleriniz.

5. İzmir'e gelen ziyaretçilerle birlikte aşağıda belirtilen **etkinliklere ne sıklıkla katıldığınızı** lütfen belirtiniz. Ölçek aralığı 1= *hiçbir zaman* ile başlayıp 7 = *her zaman* ile son bulur. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

İzmir'e gelen ziyaretçilerle birlikte aşağıdaki etkinliklere ne sıklıkla katılırsınız?	**Hiçbir Zaman**	**Nadiren**	**Ara sıra**	**Bazen**	**Sık sık**	**Çok Sık**	**Her zaman**
Yerel restoranlarda yemek yeme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Kafelerde çay kahve içme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yerel dükkanlarda alışveriş yapma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Markette alışveriş yapma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Alışveriş merkezlerinde alışveriş yapma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Barlarda veya gece kulüplerinde eğlenme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Balık tutma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tarihi yerleri veya anıtları ziyaret etme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Turistik yerleri gezip görme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Müze veya sergileri ziyaret etme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Doğal alanları ziyaret etme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Parkları ziyaret etme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Sahilde dinlenme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Denizde yüzme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tekne gezintisi yapma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Kutsal veya dini yerleri ziyaret etme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Konser veya tiyatroya gitme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Açık hava etkinliklerine katılma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Su ve eğlence parklarını ziyaret etme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Rekreasyon etkinliklerine katılma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Bisiklet ile gezme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Sahil kenarında yürüyüş yapma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Hayvanat bahçesi'ni veya akvaryumu gezme.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Festivallere katılma.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 4: İzmir'e gelen ziyaretçilerle ortak kanaatleriz.

6. İzmir'e gelen ziyaretçilerle **ortak kanaatleriniz ile** ilgili aşağıda belirtilen maddelere ne ölçüde katılmaktasınız? Ölçek aralığı 1= *kesinlikle katıl**mı**yorum*' dan başlayıp 7 = *kesinlikle katılıyorum'* a kadardır. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

İzmir'e gelen ziyaretçilerle aşağıdaki düşünceleri paylaşırım. ↓	**Kesinlikle Katılmıyorum**	**Katılmıyorum**	**Kısmen Katılmıyorum**	**Kararsızım**	**Kısmen Katılıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
İzmir'deki yaşam biçiminin korunmasının önemlidir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de zengin yemek seçenekleri vardır.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de zengin eğlence seçenekleri vardır.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir benzersiz bir yerdir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'in doğal çevresine saygı duyulmalıdır.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir tatil yapmak için mükemmel bir yerdir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'in genel olarak takdir edilmelidir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de kültür önemlidir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de dinin önemlidir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin önemlidir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 5: İzmir'e gelen ziyaretçiler hakkındaki duygu ve düşünceleriniz.

7. İzmir'e gelen ziyaretçilere yönelik **duygu ve düşüncelerinizle** ilgili aşağıdaki maddelere ne ölçüde katılmaktasınız? Ölçek aralığı 1= *kesinlikle katıl**mı**yorum*' dan başlayıp 7 = *kesinlikle katılıyorum'* a kadardır. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

	Kesinlikle Katılmıyorum	**Katılmıyorum**	**Kısmen Katılmıyorum**	**Kararsızım**	**Kısmen Katılıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
İzmir'e gelen ziyaretçileri ekonomiye katkılarından dolayı takdir ederim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilerden bazılarıyla arkadaşlık kurarım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de karşılaştığım bazı ziyaretçileri kendime yakın hissederim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilere karşı anlayışlıyım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilere adil davranırım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen bazı ziyaretçilere karşı duygusal bir yakınlık hissederim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilerle kendimi özdeşleştiririm.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e ziyaretçilerin gelmesinden gurur duyarım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilerle birçok ortak noktamız var.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e ziyaretçilerin gelmesinin topluma yararı olduğunu düşünürüm.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilerle iyi anlaşırım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilere güvenebileceğimi düşünürüm.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilere saygı duyarım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e gelen ziyaretçilerden karşılaştıklarımla benzer görüşe sahibim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e ziyaretçilerin gelmesinden memnuniyet duyarım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 6: İzmir'de turizm ve turizmin gelişmesine yönelik tutumlar.

8. İzmir'de **turizmin gelişmesine yönelik tutumlarınızla** ilgili olarak aşağıdaki ifadelere ne derece katılıyorsunuz? Ölçek aralığı 1= *kesinlikle katıl**mı**yorum*' dan başlayıp 7 = *kesinlikle katılıyorum'* a kadardır. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

	Kesinlikle Katılmıyorum	**Katılmıyorum**	**Kısmen Katılmıyorum**	**Kararsızım**	**Kısmen Katılıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
İzmir'de turizmin aktif olarak teşvik edilmesi gerektiğine inanırım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Turizmi destekler ve İzmir'de turizmin önemini koruduğunu görmek isterim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e yeni ziyaretçiler çekecek yeni turizm faaliyetlerini desteklerim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir sakinleri turizmin teşvik edilmesini desteklemelidir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Genel olarak, İzmir'de turizmin olumlu katkıları olumsuz etkilerinden daha ağır basar.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir bir turizm yeri olarak kalmalıdır.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Şehir yönetimince yapılacak uzun soluklu planlamalar ile İzmir'de turizmin olumsuz çevresel etkisi (örn. atık ve su kirliliği problemleri) kontrol altına alınabilir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin büyümesini yönetebilmek için planlar geliştirmek önemlidir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Turizm sektörü İzmir ekonomisi için büyük bir rol oynar.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Turizmin en önemli katkılarından birisi de yerel yaşam standartlarını nasıl geliştireceğidir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmden dolayı daha iyi alışveriş imkânları mevcuttur.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Turizm sayesinde İzmir daha iyi yollara sahiptir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Turizm sektörü İzmir sakinlerine birçok cazip iş imkânı sağlar.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Turizmdeki gelişmeler sayesinde İzmir'deki yaşam kalitesi yükselmiştir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'deki turizm sayesinde daha çok rekreasyon olanaklarına (gidilecek yerler ve yapılacak şeyler) sahibim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin artmasıyla kamu hizmetlerinin kalitesi yükselmiştir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Yaşam standartlarım ziyaretçilerin İzmir'de harcadıkları para sayesinde yükselmiştir.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 7: İzmir'deki turizmin gelişmesini destekleme konusunda başkalarının sizden beklentileri.

9. Aşağıda belirtilen maddeler sizin İzmir'de turizmin gelişmesine desteğiniz konusunda **sizin için önemli olan kişilerin ne düşündüğü** ile ilgilidir. Ölçek aralığı 1= *kesinlikle katılmıyorum*' dan başlayıp 7 = *kesinlikle katılıyorum'* a kadardır. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

	Kesinlikle Katılmıyorum	**Katılmıyorum**	**Kısmen Katılmıyorum**	**Kararsızım**	**Kısmen Katılıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
Benim için önemli olan kişilerin çoğu İzmir'de turizmin gelişmesini desteklemem gerektiğini düşünür.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Benim için önemli olan kişilerin çoğu İzmir'de turizmin gelişmesini desteklememi ister.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Düşüncelerine önem verdiğim kişiler İzmir'de turizmin gelişmesini desteklememi tercih eder.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini destekleyecek çalışmalara katılma konusunda yerel halktan etkilenirim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini destekleyecek çalışmalara katılma konusunda aile üyelerinden veya arkadaşlarımdan etkilenirim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini destekleyecek çalışmalarda katılma konusunda devlet rehberliğinden etkilenirim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini destekleyecek çalışmalara katılma konusunda sivil toplum örgütlerinden etkilenirim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 8: İzmir'de turizmin gelişmesini destekleme konusunda otokontrolünüz.

10. İzmir'de turizmin gelişmesini desteklerken algıladığınız **kolaylık ve zorluk derecesi** ile ilgili aşağıdaki ifadelere ne derece katılıyorsunuz? Ölçek aralığı 1= *kesinlikle katıl**mı**yorum*' dan başlayıp 7 = *kesinlikle katılıyorum'* a kadardır. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

	Kesinlikle Katılmıyorum	**Katılmıyorum**	**Kısmen Katılmıyorum**	**Kararsızım**	**Kısmen Katılıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
İzmir'de turizmin gelişmesini destekleyip desteklememem tamamen bana bağlıdır.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İstersem İzmir'de turizmin gelişmesini destekleyebileceğimden eminim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini desteklemem için kaynak, zaman, ve imkanlarım mevcut.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Beni İzmir'de turizmin gelişmesini desteklemekten hiçbir şeyin alıkoyamayacağını düşünüyorum.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini desteklemek üzere çalışmalar yapabilecek yeteneğe sahibim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini desteklemek üzere çalışmalar yapabilecek vasıflara sahibim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini desteklemek üzere çalışmalar yapabilecek kapasiteye sahibim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 9: İzmir'de turizmin gelişmesini desteklemek için davranışsal niyetiniz.

11. İzmir'de turizmin gelişmesini destekleme konusunda **davranışsal niyetinizle** ilgili aşağıdaki ifadelere ne derece katılıyorsunuz? Ölçek aralığı 1= *kesinlikle katıl**mı**yorum*' dan başlayıp 7 = *kesinlikle katılıyorum'* a kadardır. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

	Kesinlikle Katılmıyorum	**Katılmıyorum**	**Kısmen Katılmıyorum**	**Kararsızım**	**Kısmen Katılıyorum**	**Katılıyorum**	**Kesinlikle Katılıyorum**
İzmir'de turizmin gelişmesini desteklemek için istekliyim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini desteklemeyi planlıyorum.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'de turizmin gelişmesini desteklemek için çaba göstereceğim.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e ziyaretçilerin gelmesini sağlamak amacıyla, paramı İzmir ve çevresinin temizlenmesi için harcarım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e ziyaretçilerin gelmesini sağlamak amacıyla, zamanımı ve enerjimi İzmir ve çevresinin temizlenmesi için harcarım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e ziyaretçilerin gelmesini sağlamak amacıyla, paramı İzmir'de toplumsal altyapının (yol, su, elektrik vb.) yenilenmesi için harcarım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
İzmir'e ziyaretçilerin gelmesini sağlamak amacıyla, zamanımı ve enerjimi İzmir'de toplumsal altyapının yenilenmesi için harcarım.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

BÖLÜM 10: İzmir'de turizmin gelişmesi için davranışsal desteğiniz.

12. Aşağıdaki ifadeler **turizmin gelişmesi konusunda davranışsal desteğinizle** ilgilidir. Lütfen aşağıdaki etkinliklere **ne sıklıkla katıldığınızı.** Ölçek aralığı 1= *hiçbir zaman*' dan başlayıp 7 = *her zaman'* a kadardır. (Lütfen her bir maddeyi **doldurunuz** ve her bir ifade için rakamlardan **yalnızca birini** yuvarlak içine alınız).

	Hiçbir Zaman	Nadiren	Ara sıra	Bazen	Sık Sık	Çok Sık	Her zaman
İzmir'in turistik mekânlarını ziyaret ederim.	1	2	3	4	5	6	7
İzmir'de turizmi teşvik edici organizasyonlara yardımcı olurum.	1	2	3	4	5	6	7
Turizmle ilgili bölge halkı tarafından düzenlenen toplantılara katılırım.	1	2	3	4	5	6	7
İzmir'deki ziyaretçilere deneyimlerini zenginleştirmek için bilgi sağlarım	1	2	3	4	5	6	7
Bu şehri bir turizm merkezi olarak tanıtırım.	1	2	3	4	5	6	7
İzmir'de turizmle ilgili doğal ve çevresel kaynakları korurum.	1	2	3	4	5	6	7
İzmir'deki ziyaretçilerle pozitif bir etkileşimde bulunurum.	1	2	3	4	5	6	7

BÖLÜM 11: Gerekli Bilgiler: Bu bilgi tamamen gizlidir ve İzmir halkını yeterince iyi temsil edip edemediğimizi belirlemek için kullanılacaktır.

13. Cinsiyetiniz nedir? (Lütfen birini işaretleyiniz)
- □ Erkek
- □ Kadın

14. Mevcut çalışma durumunuz nedir? (Lütfen birini işaretleyiniz)
- □ Turizmle ilgili değil
- □ Turizmle ilgili
- □ Öğrenci
- □ Ev hanımı
- □ Emekli veya işsiz

15. Aylık hane halkı geliriniz nedir? (Lütfen birini işaretleyiniz)
- □ ₺2000 altı
- □ ₺2000–4999
- □ ₺5000-7499
- □ ₺7500 ve üstü

16. Tüm hane halkı düşünüldüğünde, evinizdeki gelir seviyesinin yüzde kaçı doğrudan ya da dolaylı olarak İzmir'deki ziyaretçilerin yaptığı harcamaya bağlıdır? (Lütfen rakam ile yüzdelik olarak belirtiniz)

- □ % _____

17. Kaç yaşındasınız? (Lütfen birini işaretleyiniz)
- □ 18-29
- □ 30-39
- □ 40-49
- □ 50-59
- □ 60 ve üstü

18. Eğitim düzeyiniz nedir? (Lütfen birini işaretleyiniz)
- □ Lise öncesi
- □ Lise
- □ Mesleki ve teknik okul
- □ Üniversite
- □ Lisansüstü

19. Mevcut medeni durumunuz nedir? (Lütfen birini işaretleyiniz)
- □ Bekar
- □ Evli
- □ Boşanmış ya da Ayrılmış
- □ Dul

20. Dini görüşünüz (inancınız) nedir? (Lütfen birini işaretleyiniz)

- □ Müslüman
- □ Hristiyan
- □ Yahudi
- □ Hinduizm
- □ Budist
- □ Ateist
- □ Diğer (lütfen belirtiniz) _____

ZAMAN AYIRDIĞINIZ VE BİLGİ SAĞLADIĞINIZ İÇİN ÇOK TEŞEKKÜR EDERİZ!

LÜTFEN <u>TAMAMLADIĞINIZ ANKETİ ZARFIN İÇİNE YERLEŞTİRİNİZ</u> VE <u>DIŞARIYA BIRAKINIZ</u> BİR ANKETÖR GÜN İÇERİSİNDE GELİP ZARFI ALACAKTIR.

GÜN _____ ADRES _____ANKETNO_____