

Residents' support for tourism development: Investigating quality-of-life, community commitment, and communication

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Abstract

This study argues that when overall tourism impacts are positive, residents' quality of life (QOL) increases, thereby positively affecting their attitudes towards tourism initiatives. The study also identifies several other important relationships that have been ignored in the literature. First, QOL may be a crucial push factor for community commitment, which in turn can trigger support for additional tourism development. Second, communication with tourists may moderate the links between QOL, community commitment, and tourism support. Data were collected from 468 residents living in Manavgat, Turkey and analyzed using structural equation modeling and Hayes's PROCESS macro. The findings show that as the perception of the positive effects of tourism increases, opinions about the QOL will also be optimistic. Importantly, QOL strengthens both tourism support and community commitment. Additionally, community commitment mediates the link between QOL and attitudes towards tourism development. Finally, community commitment increases support for tourism, which is stronger for residents who communicate more with tourists.

Keywords: Residents, Quality of Life, Community Commitment, Support for Tourism, Communication With Tourists

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1. Introduction

According to social exchange theory (SET), interaction between stakeholders, considered as an exchange process, continues if the interests of all parties are protected (Ap, 1992). Residents are one of the most important stakeholders in tourism because the industry depends on local people for its resources and needs their positive reactions to ensure tourists have amicable experiences (Ghasemi, 2019) and thereby sustain the industry (Kim *et al.*, 2013). Based on SET, residents will only develop positive attitudes towards tourism developments if they believe that they gain from increased living standards and that the benefits outweigh the costs (Andereck *et al.*, 2005; Nunkoo & Gursoy, 2012).

Various studies have investigated the relationships between the perceived consequences of tourism, residents' quality of life (QOL), and their support for tourism. However, further research is needed to determine whether these relationships change over time and in different cases (Eslami *et al.*, 2019; Gursoy, Ouyang, *et al.*, 2019; Kim *et al.*, 2013). In response, this study retests the links between these variables and provides up-to-date information for destination planners, politicians, community leaders, and non-governmental organizations wishing to prioritize factors in their tourism plans and strategies to please residents.

The study also delivers three novel scientific inferences regarding the importance of community commitment and communication with tourists for residents-based research. First, while community commitment influences residents' support for tourism (Moghavvemi *et al.*, 2017; Moghavvemi *et al.*, 2020), our study significantly contributes to the literature by considering QOL as a determinant of community commitment.

Second, previous research has shown that residents support additional tourism development if their QOL is high (Eslami *et al.*, 2019; Liang & Hui, 2016; Woo *et al.*, 2015; Yu *et al.*, 2018). However, this relationship is critically affected by community-based feelings and attitudes (Gursoy *et al.*, 2002; Ko & Stewart, 2002), indicating that community commitment is a key variable (Joaquin Araújo de Azevedo *et al.*, 2013). Hence, the current study tests the mediating role of community commitment in the relationship between QOL and support for tourism development.

Third, most studies consider communication with tourists in terms of residents' perceived benefits from tourism and their attitudes towards the sector and tourists (Andereck *et al.*, 2005; Andereck & Nyaupane, 2011; Eusébio *et al.*, 2018; Ward & Berno, 2011). Research has largely ignored the effect of communication on the relationship between community commitment and attitudes toward tourism and its moderating role in the relationship between QOL and support for tourism development. To address these important gaps, the current study investigates the indirect effects of communication with visitors on the relationships between community commitment, QOL, and support for tourism development.

Our study also contributes significantly to research into tourism destination life cycle stages. Manavgat, where the study was conducted, produces 4.5 billion dollars per year for the Turkish economy while one fifth of its population is employed in tourism-related businesses (Manavgat Municipality, 2021). Due to tourism-related economic development, its GDP per capita is above Turkey's national average (Turkish Statistical Institute, 2021a). Tourist arrivals grew by 65% between 2009 and 2013, and 23% between 2014 and 2018 (Ministry of Culture and Tourism-Turkey, 2019). The number of tourists per year (e.g., 3.6 million tourists in 2018) far exceeds Manavgat's residential population of 240,000. Thus, Manavgat is at the consolidation stage of Butler's (1980, p. 8) tourism area life cycle.

The consolidation stage refers to destinations that have preserved their popularity and where residents still support tourism for its economic benefits (Butler, 1980; Lee & Jan, 2019) despite concerns about reduced QOL due to the negative social and environmental effects of intensive tourism activities and developments (Uysal *et al.*, 2012a). Previous studies of tourism's effects on residents and their reactions have predominantly investigated stagnating or declining destinations (e.g., Gursoy, Boğan, *et al.*, 2019; Pappas, 2008). Because it precedes stagnation and decline, consolidation is a critical stage for monitoring and maintaining residents' support for tourism (Yun & Zhang, 2017). Thus, by identifying Manavgat residents' positive perceptions about tourism outcomes and their intentions to support further development at this stage, this study can provide policy makers in destinations like Manavgat with valuable information for planning for the future.

2. Literature review and hypothesis development

2.1. Theoretical foundation

The research hypotheses in this study draw on SET, which is the most frequently used theory for investigating interactions between tourism and residents (e.g., Andereck *et al.*, 2005; Gursoy, Ouyang, *et al.*, 2019; Jurowski *et al.*, 1997; Teye *et al.*, 2002). SET provides a rich theory for understanding how residents perceive tourism impacts, discovering the latent variables underlying their reactions to sectoral activities and tourist mobility, and discussing how residents should be positioned within tourism policies to increase their support.

SET is a sociological theory explaining how tourism actors provide each other with valuable financial, psychological, or social gains through an exchange cycle. The theory also indicates the need for visible changes in society's standards for community-based tourism development (Ap, 1992). The exchange cycle begins with residents assessing potential rewards and costs before consenting to change if they obtain something valuable in exchange (Kim, 2002; Nunkoo & Gursoy, 2012). If the rewards outweigh the costs, then residents support additional tourism initiatives (Jurowski *et al.*, 1997) to benefit themselves, collaborate in community development, and meet tourists' needs (Andereck *et al.*, 2005). Conversely, people who expect to lose from the exchange oppose the sector (Gursoy *et al.*, 2002; Woo *et al.*, 2018).

Although residents who benefit economically from tourism exhibit more positive attitudes towards tourism than others (Andriotis & Vaughan, 2003), they will not fully support tourism plans that cause environmental and/or cultural degradation (Jurowski *et al.*, 1997). Therefore, multidimensional benefits are more likely to generate support from residents whose QOL improves directly or indirectly (Carneiro *et al.*, 2018; Yu *et al.*, 2018). According to SET, the community must feel positive changes for tourism to flourish (Andereck *et al.*, 2005), with better opportunities to compensate for what is sacrificed. If community commitment is strong, residents' expectations go beyond personal desires and concerns to consider the region's overall society and economic growth (Gursoy *et al.*, 2002).

SET also explains how contact with visitors affects residents' support for tourism (Eusébio *et al.*, 2018; Teye *et al.*, 2002). The perceived benefit is obvious for residents who communicate with tourists to strengthen commercial relations (Carneiro *et al.*, 2018). However, communication can also enable information exchange, so residents who enjoy cultural interaction may develop positive attitudes towards tourism (Liao *et al.*, 2016). In short, residents who believe they benefit from contact with tourists may interact more often to maximum their own gains.

2.2. Impacts of tourism on residents' QOL

QOL is a complex concept describing how satisfied individuals are with their experiences, how they interpret life, and how they feel about their own lives (Andereck *et al.*, 2007). It is generally evaluated using both objective and subjective indicators. The former includes large-scale indices, such as education opportunities and human rights (Kim, 2002), and communal factors, such as economic well-being, leisure well-being, environmental well-being, and health well-being (Meng *et al.*, 2010; Uysal *et al.*, 2016).

Subjective indicators include psychological measures of happiness, and overall satisfaction with life and job (Kim, 2002). Two important psychological constructs representing the subjective dimension of QOL are domain satisfaction and perceived QOL (Uysal *et al.*, 2016). Since objective indicators ignore individual perceptions and cannot fully explain real welfare, subjective evaluations based on residents' perceptions and feelings are used more frequently to measure tourism's impacts on QOL (Andereck & Nyaupane, 2011; Woo *et al.*, 2018).

The perceived negative effects of tourism on QOL generally concern culture and environment, and they are strongly related to carrying capacity (Kim *et al.*, 2013). When this is exceeded due to sector-based projects, which then reduces residents' living standards, tourism opposition emerges, although this may be partially offset or even reversed by tourism's local economic contribution (Liao *et al.*, 2016). These economic benefits (e.g., increased tax revenues, employment, personal income, and investment) are key factors for improving local economies and residents' QOL (Andereck *et al.*, 2005; Yu *et al.*, 2018). Tourism-related economic growth visibly improves residents' QOL due to their share in this commercial structure and income (Meng *et al.*, 2010).

Additionally, although tourism activities are generally assumed to damage a community's cultural structure, some research shows that tourism can improve QOL by helping to preserve the cultural atmosphere. For instance, tourism products and services, such as entertainment centers, recreational parks, festivals, and cultural attractions and programs create a more positive perception of tourism's impacts on QOL (Andereck *et al.*, 2007; Uysal *et al.*, 2012b). Furthermore, tourists' demand for authenticity encourages residents to protect their cultural identity and arts, and increases their understanding of the importance of preserving historical assets (Jaafar *et al.*, 2017). Thus, residents develop more positive attitudes about their QOL as their region's cultural diversity and knowledge about other cultures increases thanks to social interactions between the host community and tourists (Teye *et al.*, 2002).

Another important component of residents' perceived QOL is environmental conditions, which may depend on the destination's mobility characteristics (Kim *et al.*, 2013). Tourism can cause environmental problems (Gursoy *et al.*, 2002; Uysal *et al.*, 2012b), such as excessive use of natural resources, air and water pollution, and damage to natural areas. However, awareness about protection of environment-based values is increasing, especially regarding the sustainability of tourism development (Uysal *et al.*, 2016). Concerns about its negative environmental effects can be minimized if tourism strategies are sensitive to environmental values, have an eco-centric perspective, try to protect the region's natural diversity, and support initiatives to increase environmental awareness among all stakeholders. In addition, residents benefit more from environmentally sensitive tourism, which in turn improves their perceived QOL (Jeon *et al.*, 2016).

Given this background, this study hypothesizes significant relationships between awareness of the positive socio-economic, cultural, and environmental effects of tourism and residents' QOL.

Hypothesis 1a: The positive socio-economic impacts of tourism predict an increase in residents' perceived QOL.

Hypothesis 1b: The positive cultural impacts of tourism predict an increase in residents' perceived QOL.

Hypothesis 1c: The positive environmental impacts of tourism predict an increase in residents' perceived QOL.

2.3. QOL, community commitment, and support for tourism

There are various definitions of community commitment, such as “the extent to which residents internalize the community as their own, feel loyal to it, and would not consider moving out of the community at will” (Grzeskowiak *et al.*, 2003, p. 7) or “the extent and pattern of social participation and integration into the community, and sentiment or affect toward the community” (McCool & Martin, 1994, p. 30). Community commitment is the result of a complex process involving various factors (Nunkoo & Ramkissoon, 2011), such as social, environmental, and economic community services (Gursoy, Boğan, *et al.*, 2019), community satisfaction (Grzeskowiak *et al.*, 2003; Gursoy, Boğan, *et al.*, 2019), length of residency (McCool & Martin, 1994), and personality traits like extraversion, agreeableness, conscientiousness, and openness to experience (Moghavvemi *et al.*, 2020).

While QOL is generally conceptualized as a consequence of community commitment (e.g., Campón-Cerro *et al.*, 2017; Eslami *et al.*, 2019), it has also been considered as an antecedent. For instance, Park *et al.* (2017) claim that community attachment increases strongly if residents' well-being increases, especially from tourism income. Similarly, Joaquin Araújo de Azevedo *et al.* (2013) argue that residents' community and regional commitment increases as their QOL improves, mainly because they wish to further increase perceived overall QOL in their region. Believing that they will benefit themselves, such residents are more likely to adopt voluntary citizenship behaviors and participate in community projects. Finally, Sirgy *et al.* (2010) show that QOL is one of the important predictors of community commitment. Specifically, if residents' QOL improves due to community services like leisure, finance, culture, business, and the environment, then their community commitment increases.

Accordingly, our study tests whether QOL determines community commitment, contrary to previous studies that measured the impact of community commitment on QOL:

Hypothesis 2: Residents' QOL predicts community commitment.

Based on theoretical and empirical arguments, this study also considers residents' QOL as a predictor of tourism support. Perceived QOL depends on overall satisfaction with material and nonmaterial life domains (i.e., emotional, community, health, and safety well-being) and life satisfaction (Kim *et al.*, 2013). Residents who are pessimistic about the consequences of previous tourism initiatives and believe that tourism activities have damaged their QOL may reject additional tourism strategies (Uysal *et al.*, 2012b). Conversely, residents who are satisfied with the change in their overall QOL are more likely to support development plans to maintain the sector (Eslami *et al.*, 2019). QOL directly increases residents' positive perceptions about further tourism development (Liang & Hui, 2016; Woo *et al.*, 2015). Residents whose QOL has improved will support further tourism development and even bear more costs (e.g., higher taxes) (Suess *et al.*, 2018).

Based on these arguments, the present study positions QOL as a push factor directly impacting tourism support:

Hypothesis 3: Residents' QOL predicts their support for tourism development.

Improved QOL makes residents more attached to their communities and more aware of being a society (Park *et al.*, 2017). According to Gursoy *et al.* (2002), residents' support for tourism reflects a concern for their community beyond their own personal interests. Residents particularly welcome new tourism strategies if they bring investments to stimulate the local economy. Residents discuss community issues after appraising their personal gains from tourism (Ko & Stewart, 2002), so their reactions about new tourism plans are shaped by their community-based attitudes.

Joaquin Araújo de Azevedo *et al.* (2013) consider QOL as satisfactorily meeting basic needs. Once well-being has generally improved, residents develop new expectations and demands that also consider other society members through greater commitment to community and place. Such residents support inclusive and sustainable regional development through self-esteem and active citizenship behaviors.

Finally, although perceived QOL is assumed to directly determine attitudes toward further tourism development, Liang and Hui (2016) show that this may depend on whether residents see the destination as a place for earning a living or just living in. Those highly dependent on tourism, such as tenants and dormitory residents, endure its negative effects and want it to continue providing jobs for themselves and other community members. That is, while considering their financial interests, residents who are more closely attached to their community are more optimistic about tourism development.

Given these arguments, community commitment is hypothesized to mediate the relationship between QOL and support for tourism:

Hypothesis 4: Community commitment mediates the impact of residents' QOL on support for tourism development.

The direct impact of community commitment on attitudes towards tourism development should also be underlined. That is, residents with high community commitment internalize the needs and expectations of other community members and support tourism to improve the region's welfare (Moghavvemi *et al.*, 2017), so residents must be involved in the promotion process while marketing a destination (Vollero *et al.*, 2018). Residents are mainly motivated to internalize and support place promotion by community commitment. Thus, residents with higher community attachment and stronger community feelings are more supportive and optimistic regarding tourism development (Campón-Cerro *et al.*, 2017). Finally, residents support tourism if community members have close relations, can generate and discuss ideas about local tourism developments, and believe that they will be included as a group in the process (Del Chiappa *et al.*, 2018; Moghavvemi *et al.*, 2020).

Accordingly, we hypothesize the following impact of community commitment on residents' support for tourism:

Hypothesis 5: Residents' community commitment predicts their support for tourism development.

2.4. Moderating role of communication with tourists

The development and implementation of policies for sustainable tourism activities depend on establishing close interaction and cooperation among all actors, including investors, tourism planners, destination managers and marketers, tourism enterprises, local suppliers, residents, tourists, and non-profit organizations (Brida *et al.*, 2011; Timur & Getz, 2008). Stakeholder cooperation requires communication. As interaction increases, making it easier to communicate, stakeholders can get to know each other better (Luo *et al.*, 2015), which fosters a sense of trust. Crucial determinants of

stakeholder behavior include continuous contact, shared goals between groups, and feelings of equity in interactions (Joo *et al.*, 2018).

Given that the most frequent interactions in tourism occur between locals and visitors, the consequences of these interactions have received much attention. Residents extensively interact with tourists perceive the effects of tourism more positively and develop optimistic attitudes towards tourism (e.g., Andereck *et al.*, 2005; Andereck & Nyaupane, 2011; Eusébio *et al.*, 2018; Ward & Berno, 2011). If communication makes residents realize that they are similar to tourists, they become more sympathetic and welcoming while concerns or criticisms about tourists' negative effects on the community decrease (Lai & Hitchcock, 2017).

Residents who see interpersonal interaction as a tool to increase their benefits tend to communicate more with tourists and support tourism development (Moghavvemi *et al.*, 2017). To ensure continued income, locals working in tourism are more likely to communicate frequently with tourists and express pro-tourism attitudes (Weaver & Lawton, 2001). Residents with moderate or intense contact with tourists perceive the effects of tourism on the destination's image, regional economy, and community life more positively than residents with no or low contact (Andereck *et al.*, 2005). Intense communication between residents and tourists directly affects perceptions of tourism's role in the regional economy (Andereck & Nyaupane, 2011). Furthermore, perceived personal benefit from tourism can mediate this relationship. In SET terms, residents who consider interaction with tourists as an exchange process (Andereck *et al.*, 2005) believe that regional services and recreational facilities increase in direct proportion to visitor demand. They therefore accept communication as a cultural exchange opportunity and position visitors as a factor encouraging the authorities to preserve social and cultural assets (Brida *et al.*, 2011). Hence, the perceived positive sociocultural effects of tourism on QOL are conditioned by communication between locals and visitors (Martín *et al.*, 2018).

In summary, previous research has largely discussed how communication with tourists can directly affect the life of residents, the community, and attitudes towards additional tourism. Our study, however, tests whether contact with tourists moderates the impact of community commitment on support for tourism. Being attached to a community depends on improved job opportunities (Chen & Chen, 2010), the cultural landscape, and various physical characteristics like leisure facilities (Manzo, 2003). Community commitment concerns individuals' social bonds with others and requires active interaction among members (Raymond *et al.*, 2010). Thus, we predict that the more residents communicate with tourists, the stronger the positive effect of community commitment on tourism support will become. Furthermore, especially in destinations like Manavgat, which is extremely dependent on tourism economically, residents are more likely to try to establish close contact with tourists to show their support for tourism (Lankford, 1994). Thus, host-tourist interaction may moderate the link between QOL and attitudes towards tourism development:

Hypothesis 6: The level of residents' communication with tourists moderates the impact of community commitment on support for tourism development.

Hypothesis 7: The level of residents' communication with tourists moderates the impact of QOL on support for tourism development.

The research hypotheses are shown in Figure 1.

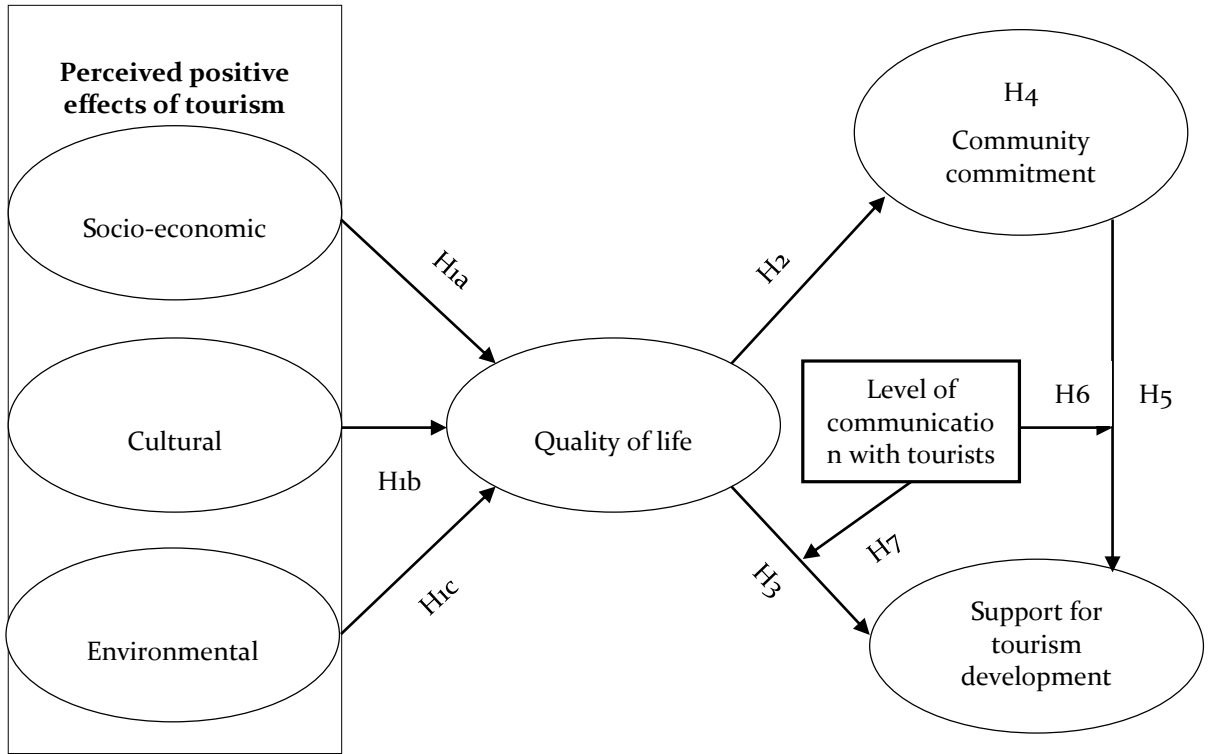


Figure 1. *Conceptual Model*

3. Methodology

3.1. Measurement of variables

Data were collected using a two-part questionnaire. The first part included demographic questions regarding gender, age, education, income, job, marital status, and length of residency. Level of communication with tourists was measured with a single question (1-low, 2-medium, 3-high), adapted from Andereck and Nyaupane (2011).

The second part had 23 items. Tourism impacts were measured with 13 items in four dimensions: social (3 items), economic (3 items), cultural (4 items), and environmental (3 items). Items for the first three dimensions were adapted from Kim *et al.* (2013) while the environmental impact items were adapted from Lee and Jan (2019). Overall QOL was measured with three items adapted from Woo *et al.* (2015) while community commitment was measured by three items from Gursoy, Boğan, *et al.* (2019). Finally, support for tourism development was measured by four items adapted from Oviedo-Garcia *et al.* (2008). Participants responded to all items on a 5-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree).

All items were originally in English. Following Dimanche's (1994) recommendations for cross-cultural research, they were translated into Turkish using back-translation to ensure language and cultural equivalence with the help of two bilingual experts. Before administering the survey, a pilot study was conducted with 41 residents in April 2019 to identify potential issues and test the feasibility of the

proposed questionnaire. Except for a few suggestions, no major concerns were identified regarding language, wording, format, or scaling.

To examine the questionnaire's validity, exploratory factor analysis (EFA) was performed. Following Hair *et al.* (2005), the following items were removed because their factor loadings were below 0.50: one item for economic impact (tourism generates revenue from tourist for local business and government); one for social impact (because of tourism, roads and other local services are well maintained); one item for cultural impacts (meeting tourists from all over the world is definitely a life-enriching experience). After removing the three items, EFA was re-performed. This produced a three-dimensional construct (socio-economic, cultural, and environmental impacts) for the tourism impacts scale. Unlike in the original version of the scale (Kim *et al.*, 2013), items for the social and economic impacts of tourism loaded onto one factor. Therefore, they were analyzed together as socio-economic impacts based on four items. Since the factor loadings for quality of life, community commitment, and support for tourism development items were greater than 0.50, no further changes were required.

The Cronbach's alpha values were all greater than 0.70. Inter-item correlation was 0.746 at most while corrected item-total correlations were at least 0.348, which is acceptable (Hair *et al.*, 2005). Thus, 20 items were included in the data analysis (Table 2).

3.2. Sample and data collection

Manavgat is situated in Antalya province, which has a per capita GDP of around 11,000 US dollars due to tourism, higher than Turkey's national average of 9,200 US dollars. Antalya is among Turkey's top five provinces in GDP terms and the city makes the third largest contribution to GDP growth, after the megacities of Ankara and Istanbul (Turkish Statistical Institute, 2021a). Manavgat was chosen as the target region for two main reasons. First, it receives the largest share of tourists in Antalya province. Of Antalya's 12.9 million tourists in 2018, 3.6 million stayed in Manavgat. Second, it is one of Turkey's most visited destinations (Ministry of Culture and Tourism-Turkey, 2019). Manavgat's residential population is growing by about 6% annually (Turkish Statistical Institute, 2021b).

Two calculations were used to determine the optimal sample size. The first was a calculation tool (Soper, 2019) prepared using the methods and algorithms of Westland (2012). This indicated a minimum sample size of 161, given the number of observed variables ($N=20$), latent variables ($N=6$), anticipated effect size ($d=0.30$), probability level ($p=0.05$), and desired statistical power (0.80). Second, for structural equation modelling (SEM), Kline (2011) recommends a sample ten times larger than the number of observed variables. Therefore, collecting 200 usable questionnaires was sufficient to test this study's statistical model.

Data were collected by the lead author and three residents who know Manavgat well in May and June 2019 from households through hand-delivered survey forms. Since an up-to-date report about the number of households in Manavgat was unavailable, officials from local government and district registry office were contacted. This suggested 45,956 registered households. The authorities recommended Çağlayan neighbourhood in downtown Manavgat for its tourist mobility, tourism activities, and number of households (1,463). Thus, Çağlayan households were contacted first since interaction between tourists and local people was thought to be strong there.

Initially, we planned to use probability sampling. However, specific information about residents, such as household numbers, was inaccessible due to confidentiality requirements while there were no reliable street directories showing the distribution of households. Thus, convenience sampling was

preferred because this technique is useful in situations where randomization is almost impossible, the population is large, and the researchers have limited time and resources (Etikan *et al.*, 2016).

Data were first collected from all accessible households in Çağlayan. During May, each researcher visited 100 households. Of the 400 households reached, 271 agreed to participate. These respondents were then asked to recommend other potential participants to increase the sample. Through link-tracing, 312 more households were contacted during June, of which 216 agreed to participate. Based on participant feedback in this second phase, five more neighbourhoods were identified (Bahçelievler, Yukarı Pazarıcı, Aydınevler, Emek and Çeltikçi).

If more than one adult was present during data collection, the family was invited to nominate one volunteer (at least 18 years old) to participate to eliminate potential bias from several family members giving similar answers and increase the representative power of the sample. Additionally, only adults reside in Manavgat for at least one year were surveyed to ensure they understood the region and the effects of tourism.

Of 487 participants reached, the final sample included 468 responses after 19 incomplete surveys (4%) were excluded. Thus, the previously calculated minimum sample size was considerably exceeded and was sufficient to test the statistical model using SEM (Kline, 2011).

3.3. Data analysis

Data were analyzed using SPSS and AMOS. Before proceeding with the structural model analysis, Mahalanobis Distance (MD) was calculated, which showed there were no extreme values ($MD(20) > 18.05$, $p < .001$). To use the maximum likelihood method, the data must satisfy normal distribution assumptions, so the kurtosis and skewness values of the data were examined. The lowest and highest values were -1.541 and 0.168 for skewness, and -1.157 and 2.277 for kurtosis, respectively. This indicated that the data were normally distributed (Kline, 2011).

A two-step approach was followed (Anderson & Gerbing, 1988). Before testing the research hypotheses, confirmatory factor analysis was performed. Factor loadings, convergent and discriminant validity were examined within the scope of confirmatory factor analysis. In terms of goodness of fit values, CMIN value and CMIN/df, CFI, IFI, RMSEA, GFI and AGFI were calculated, after that path analysis was performed.

Additionally, the PROCESS macro in SPSS (Hayes, 2013) was run to analyze mediation (Model 4) and moderating (Model 1) effects. This allows users to test specific indirect effects by bootstrapping confidence intervals. Its simple program interface makes it explainable and usable for indirect effect analysis (Preacher & Hayes, 2008).

4. Results

4.1. Demographic findings

Fifty-one percent of the respondents were male, 62.4% were 35 years old or above, 43.6% had an associate or bachelor's degree, 70.8% were married, and 49.1% were workers. Tourism was the main income source of 33.4% of the respondents while generated extra income for another 31.8% and 34.8% received no income from tourism. About half (46.4%) had resided in Manavgat for 21 years or more, 24% for 11 to 20 years, and 29.6% for 1-10 years. While 35% had a low level of communication with tourists, 40.8% had a moderate level, and 24.2% had a high level.

4.2. Descriptive results

Table 1 shows the means, standard deviations, and correlations for all variables. The mean values were 3.95 for socioeconomic impacts, 3.49 for cultural impacts, 2.94 for environmental impacts, 3.24 for QOL, 3.94 for community commitment, and 4.18 for support for tourism development.

Table 1. Means, Standard Deviations, and Correlations

Correlation Coefficients						Mean	S.D.	
Variables	1	2	3	4	5	6		
1.SEI	1						3.95	0.87
2.CI	0.32*	1					3.49	1.04
3.EI	0.22*	0.36*	1				2.94	1.16
4.QOL	0.25*	0.32*	0.26*	1			3.24	1.05
5.CC	0.31*	0.19*	0.05*	0.36*	1		3.94	1.05
6.STD	0.43*	0.50*	0.21*	0.23*	0.40*	1	4.18	0.82

Notes: SEI: Socioeconomic impacts; CI: Cultural impacts; EI: Environmental impacts; QOL: Quality-of-life; CC: Community commitment; STD: Support for tourism development; SD: Standard deviation, *p < 0.01.

4.3. Measurement results

Tables 1 and 2 shows that scale reliability was achieved, with Cronbach’s alphas exceeding 0.70 for each factor (Churchill, 1979). Furthermore, inter-variable correlation coefficients were below 0.85, indicating no multicollinearity problem (Kline, 2011). The three variables measuring tourism impacts and the other constructs were subjected to first-order confirmatory factor analysis. This indicated that the measurement model had a good fit ($\chi^2=348.656$, $df=153$, $p<0.01$ $\chi^2/df=2.279$, $RMSEA=0.052$, $CFI=0.954$, $GFI=0.930$; $AGFI=0.904$; $IFI=0.955$). More specifically, χ^2/df was below 5 points, which indicated an acceptable fit (Kelloway, 1998). The fit indices (GFI and AGFI) and comparative fit indices (CFI and IFI) were 0.90, which indicates a good fit (Tabachnick & Fidell, 2007). $RMSEA$ was less than 0.80, which implies an acceptable level of fit (Hair et al., 2005). Finally, item factor loadings ranged between 0.63 and 0.91, which are acceptable (Hair et al., 2005).

Table 2 shows composite reliability values between 0.806 and 0.858, which indicates that construct reliability was met (Bagozzi & Yi, 1988) while average variance extracted (AVE) ranged between 0.512 and 0.671, which is acceptable (Fornell & Larcker, 1981).

Table 3 shows the discriminant validity results. The square root of AVE for any factor was greater than correlation coefficients of the same factor with other factors. Thus, the measurement model was satisfactory. Finally, convergent validity was met as MSV and ASV were lower than AVE (Hair et al., 2005).

Table 2. SEM Results of the Research Model

Factors / Items	Standard loadings	t-value	R ²	CR	AVE	CA
<i>Factor SEI: Socioeconomic impacts</i>				0.806	0.512	0.784
Tourism provides new job opportunities in the region.	0.80		0.39			
Tourism increases living standards in the region	0.76	14.05*	0.44			
Tourism offers various activities for the residents in the region.	0.66	11.72*	0.58			
Tourism is a major reason for the variety of entertainment in the community.	0.63	12.21*	0.64			
<i>Factor CI: Cultural impacts</i>				0.819	0.605	0.806
Cultural exchange between residents and tourists is in the interest of the residents.	0.81		0.65			
Cultural interaction with tourists is valuable for the residents.	0.88	17.90*	0.78			
I would like to meet tourists from different countries and learn about their culture.	0.63	13.47*	0.39			
<i>Factor EI: Environmental impacts</i>				0.854	0.662	0.848
Tourism contributes to the protection of natural environment.	0.74		0.55			
Tourism preserves natural diversity in the region.	0.91	17.30*	0.83			
Tourism raises awareness about environmental protection in the region.	0.78	16.35*	0.61			
<i>Factor CC: Community commitment</i>				0.858	0.671	0.838
I am happy to live here.	0.91		0.50			
If I could, I would move away from Manavgat.	0.83	20.27*	0.69			
If I had to leave Manavgat, it would make me very upset.	0.71	16.94*	0.83			
<i>Factor STD: Support for tourism development</i>				0.810	0.519	0.850
Tourism will continue playing an important economic role in the region.	0.65		0.42			
I am happy and proud of the presence of tourists visiting the region.	0.85	13.86*	0.73			
Tourism must be developed by concentrating on cultural and historical sites (museums, artistic values etc.)	0.65	11.59*	0.42			
Tourism must be developed by concentrating on activities and open-air programs (sport activities, public events, exhibitions, etc.)	0.72	12.61*	0.51			
<i>Factor QOL: Quality-of-life</i>				0.838	0.633	0.827
My living standards are excellent.	0.78		0.60			
I've obtained all the important things I've ever wanted in my life.	0.81	16.42*	0.65			
I am satisfied with my life in general.	0.80	16.34*	0.64			

*p < .001

Table 3. Discriminant Validity Results

Factor	MSV	ASV	1	2	3	4	5	6
1.SEI	0.272	0.129	0.715 ^a					
2.CI	0.361	0.168	0.356	0.777 ^a				
3.EI	0.164	0.073	0.235	0.405	0.814 ^a			
4.QOL	0.168	0.112	0.296	0.357	0.300	0.796 ^a		
5.CC	0.201	0.105	0.364	0.280	0.035	0.482	0.819 ^a	
6.STD	0.361	0.198	0.515	0.577	0.227	0.274	0.538	0.720 ^a

^a Square root of the AVE.

Table 4. Bootstrap Regression Analysis Results

Mediation Effect						
Variables	Community Commitment			Support for Tourism Development		
	β	Confidence Interval		β	Confidence Interval	
Hypothesis 4		Min.	Max.		Min.	Max.
Quality of life	0.36 ^{**}	0.276	0.440	0.14 ^{**}	0.077	0.199
R ²	0.14			0.04		
Quality of life				0.05 ^{N.S.}	-0.015	0.107
Community Commitment				0.26 ^{**}	0.194	0.321
R ²				0.16		
Bootstrap indirect effect	Quality of life→Community Commitment→Support for Tourism Dev. $\beta=0.09$, %95 CI [0.058, 0.133]					
Moderating Effect:						
	Support for Tourism Development					
	β	Confidence Interval			Min.	Max.
Hypothesis 6						
Community Commitment (X)	0.07	-0.999	0.233			
Level of com. with tourists (W)	-0.46 ^{**}	-0.807	-0.117			
X.W (Interaction)	0.13 ^{**}	0.047	0.215			
R ²	0.18					
Level of communication with tourists	β	S.E.	T	LLCI	ULCI	
Low	0.20 [*]	0.48	4.10	0.103	0.292	
Moderate	0.33 [*]	0.33	9.79	0.263	0.395	
High	0.46 [*]	0.59	7.69	0.343	0.578	
Moderating Effect:						
	Support for Tourism Development					
	β	Confidence Interval			Min.	Max.
Hypothesis 7						
Quality of life (X)	0.03 ^{N.S.}	-0.145	0.209			
Level of com. with tourists (W)	-0.14 ^{N.S.}	-0.436	0.154			
X.W (Interaction)	0.06 ^{N.S.}	-0.022	0.150			
R ²	0.05					

*p<0.001, **p<0.05, N.S.: Not significant

4.4. Hypothesis testing

SEM was applied to test the hypotheses. The SEM results (Table 5) show that the perceived positive socioeconomic ($\beta=.18$, $t=3.52$, $p<0.001$), cultural ($\beta=.25$, $t=4.06$, $p<0.001$), and environmental impacts of tourism ($\beta=.16$, $t=2.82$, $p<0.005$) increased residents' QOL, supporting H1a, H1b, and H1c. In addition, QOL increased residents' community commitment ($\beta=.42$, $t=7.93$, $p<0.001$) and support for tourism development ($\beta=.20$, $t=3.33$, $p<0.001$), supporting H2 and H3. Finally, community commitment increased support for tourism development ($\beta=.37$, $t=6.16$, $p<0.001$), supporting H5.

4.5. Mediation and moderating hypotheses

Bootstrapping – a stronger method – was used to test the significance of the indirect effects (Zhao *et al.*, 2010). The results (Table 4) indicated that community commitment fully mediated the relationship between QOL and support for tourism ($\beta=0.09$, %95 CI [0.058, 0.133]), supporting H4.

Regarding the moderating effects, communication with tourists moderated the relationship between community commitment and support for tourism development ($\beta=0.13$, %95 CI [0.047, 0.215], $p<0.05$). That is, the positive effect of community commitment on support for tourism development was lower for residents with low communication with tourists ($\beta=0.20$, %95 CI [0.103, 0.292]) and higher for those with intense communication ($\beta=0.46$, %95 CI [0.343, 0.578]). These results support H6. However, communication with tourists did not moderate the relationship between QOL and support for tourism development ($\beta=0.06$, %95 CI [-0.022, 0.150], $p>0.05$). Thus, H7 was not supported.

5. Conclusion and implications

5.1. Theoretical implications

This study investigated the relationships between tourism impacts, residents' QOL, support for tourism development, and community commitment. It also tested the moderating role of communication with tourists. The analysis revealed that positive tourism impacts improve residents' QOL. While QOL increases residents' support for tourism, it also increases community commitment. Community commitment mediates the effect of QOL on support for tourism. Additionally, higher community commitment increases residents' support for tourism. The effect of community commitment on support for tourism is lower in residents who report poor communication with tourists. On the other hand, level of contact with tourists did not moderate the relationship between QOL and support for further sectoral development. Table 5 summarizes the findings.

There are three main theoretical implications. First, there is a clear link between sectoral impact and QOL. That is, residents' overall well-being increases if tourism has positive socio-economic, cultural, and environmental effects (Alonso & Nyanjom, 2016; Kim, 2002). The participants reported that tourism improves their lives in these three dimensions, which supports SET's prediction that if tourism has high economic benefits, then residents' have positive perceptions of its social and environmental effects (Getz, 1994). Residents reporting increased QOL due to tourism also supported plans for additional tourism, consistent with previous studies (e.g., Eslami *et al.*, 2019; Liang & Hui, 2016; Woo *et al.*, 2015; Yu *et al.*, 2018). The present study's novel contribution is that community commitment mediates the relationship between QOL and support for tourism development.

The second theoretical implication concerns the finding that the positive effect of community commitment on support for tourism follows previous findings (e.g., Moghavvemi *et al.*, 2017; Moghavvemi *et al.*, 2020). Residents who are committed to their destination and their community support further tourism strategies to ensure social development and increase their individual benefit. Thus, community commitment is a determinant of tourism development, so it is important to identify

what affects it. Our study showed that a high QOL increases community commitment. Given that few previous studies have demonstrated this link (Joaquin Araújo de Azevedo *et al.*, 2013; Park *et al.*, 2017; Sirgy *et al.*, 2010), this finding expands the empirical and theoretical framework.

Table 5. Hypothesis Results

Hypotheses	Standard loadings	t-values	Results
$H_{1a}: SEI \rightarrow QOL$	0.18	3.52*	Supported
$H_{1b}: CI \rightarrow QOL$	0.25	4.06*	Supported
$H_{1c}: EI \rightarrow QOL$	0.16	2.82*	Supported
$H_2: QOL \rightarrow CC$	0.42	7.93*	Supported
$H_3: QOL \rightarrow STD$	0.20	3.33*	Supported
$H_4: QOL \rightarrow CC \rightarrow STD$	0.09	CI [0.058, 0.133]	Supported
$H_5: CC \rightarrow STD$ level of communication with tourists	0.37	6.16*	Supported
↓			
$H_6: CC \rightarrow STD$ level of communication with tourists	0.13	CI [0.047, 0.215]	Supported
↓			
$H_7: QOL \rightarrow STD$	0.06	CI [-0.022, 0.150]	Not Supported

The third important contribution is to show that level of communication with tourists affects the relationship between community commitment and support for tourism development. Some previous studies showed that residents who are more engaged with tourists respond to tourism and tourists more positively (Andereck *et al.*, 2005; Eusébio *et al.*, 2018; Ward & Berno, 2011). Other studies have revealed that contact with tourists is one factor predicting perceptions of personal benefits from tourism (Andereck & Nyaupane, 2011) and demonstrated how host-tourist interaction affects residents' perceptions of tourism's impacts on overall QOL (Carneiro *et al.*, 2018). However, while communication with tourists has been addressed from different perspectives, researchers have largely ignored its effects on the relationship between community commitment and support for tourism development, and its role in the relationship between QOL and support for tourism development.

Our findings show a stronger positive relationship between community commitment and support for tourism for residents who communicate frequently with tourists and vice versa. By revealing another latent effect of host-tourist interactions, this finding expands the literature. Interestingly, however, level of interaction with tourists did not moderate the relationship between QOL and attitudes towards tourism development. This contrasts with previous arguments that individuals who frequently interact with tourists to benefit personally are more supportive about additional tourism initiatives (e.g., Andereck & Nyaupane, 2011; Moghavvemi *et al.*, 2017). This result also contradicts SET, which assumes that more communication with tourists means more personal benefit from the industry (Andereck *et al.*, 2005). Individuals who are financially dependent on tourism are likely to see tourists as a mean of gaining income and communicate with them out of necessity, but do not consider this interaction as significantly shaping their reactions to future tourism projects, as they do not personalize it (Teye *et al.*, 2002). Furthermore, residents who interact extensively with tourists but have disturbing experiences may prefer to remain neutral from a perceived personal benefit perspective. It is normally predicted that undesirable experiences increase perceived costs, thereby triggering opposition to tourism. However, the tendency of individuals to analyze developments at the community level and accept visitors as actors affecting society life, regional economy, and image (Andereck *et al.*, 2005), beyond bad

memories with tourists, enables positive relationship patterns as in H6. Thus, the possibly positive outcomes of communication with tourists should be interpreted from a societal rather than personal perspective.

5.2. Practical implications

These findings have five main implications for industry stakeholders. First, supporting regional tourism activities depends on ensuring that residents care about the sector (Ghasemi *et al.*, 2019). Residents' awareness of and commitment to the tourism sector will be increased if they wholeheartedly feel that their opinions are valued in developing tourism initiatives. To ensure this, industry stakeholders should establish complaint and request desks in destinations for local people. A monitoring system could accurately analyze residents' emotions and behaviors while periodic field research could reveal the community's expectations. Residents should also receive regular feedback about actions taken in response to their requests. These steps can create the perception that the community's opinions are given importance, which will establish trust between residents and the destination's management.

Second, it is important to highlight that the positive effect of community commitment on support for tourism is more evident in residents who communicate more with tourists. Thus, destination managers should increase social activities that promote host-tourist interaction. In addition, they should create platforms (online or physical) to increase residents' interaction with other stakeholders, such as businesses, non-governmental organizations, tourism planners, and destination leaders. This can reinforce a sense of involvement while promoting communication with tourists.

Third, tourism income is one of the most significant elements in government economic development plans in many countries. Given the linear relationship between tourism development and residents' QOL, government policies should include investments that increase the support of local communities. Practices could include improving health care and transportation services, increasing education opportunities, tightening safety and security measures, and supporting residents' commercial initiatives financially and non-financially (e.g., consultancy services) (Meng *et al.*, 2010).

Fourth, residents who directly benefit from tourism are more positive about further development than those who have no close relationship (Woo *et al.*, 2018). Individuals who perceive a positive relationship between tourism and their material interests are even more supportive (Gursoy, Ouyang, *et al.*, 2019). However, not all residents earn income directly from tourism. Residents' overall support could be increased by creating a fund from taxes collected from tourism supply chain stakeholders to support residents financially when needed.

Fifth, destinations that are like Manavgat at the consolidation stage are at a critical point in the destination life cycle. Such destinations must implement practices that maintain social and environmental well-being to prevent or at least slow the transition to later stages (Hunt & Stronza, 2014). Practices could include adding easily accessible recreational areas for residents, respecting cultural structures and social values, implementing projects to protect the natural environment and resources (e.g., energy saving, waste management, and preserving natural diversity), and developing training programs to raise the environmental awareness of all the stakeholders. In addition, financial interests must be protected while implementing initiatives to protect the natural environment and social values. The residents' economic welfare can be sustained by expanding business areas, improving residents' purchasing power, and prioritizing the region's own producers in the supply chain and residents in employment policies.

5.3. Limitations and future directions

This study had four main limitations. First, it only investigated a single destination at a particular tourism life cycle stage. Future research can test the research model in various destinations at different stages to compare the findings. For example, the positive relationships between the research variables are expected to be stronger in regions at the involvement stage when residents play more active roles, tourist-resident communication is highest, and the region still enjoys the healing effect of the economic benefits (Butler, 1980). In contrast, negative effects are more likely to be prominent in destinations at the stagnation and decline stages. Given Manavgat's situation, the current study only concentrated on the positive effects of tourism whereas future research should incorporate the negative effects of tourism into the research model.

Second, the current study only investigated the moderating effect of level of tourist-resident communication. However, residents' perceptions of tourism are also likely to depend on intensity of interaction with other stakeholders. If residents' views are taken into account by industry stakeholders, then they will feel more involved in the process (Del Chiappa *et al.*, 2018), which will increase their commitment to both the community and tourism. Future studies could investigate these relationships.

Third, it is difficult to generalize from the present findings because of the use of convenience sampling. Future research can avoid this limitation by using probability sampling methods.

Fourth, in this study, the dimensions of tourism impacts differed partially from the original construct (Kim *et al.*, 2013). As a result of EFA, a three-dimensional new construct combining social and economic impact items under a single factor was obtained. Considering that socio-economic situation is an important factor in determining the QOL indicators (Sirgy, 2011) and social & cultural opportunities such as leisure activities have an economic meaning for residents (Suntikul *et al.*, 2016), it is thought that the new dimension (socio-economic impacts) obtained in this study does not pose a problem theoretically. However, future studies can reconsider the dimensions of tourism impacts and discuss the results from different studies.

Fifth, the data were collected before the COVID-19 pandemic. However, the importance of social and environmental well-being and social distancing were frequently highlighted during this global health crisis. Therefore, residents may become less supportive of tourism if they consider crowded groups of visitors as a threat. Joo *et al.* (2021), for example, reported that residents are now more concerned about the health risks that tourist groups may bring to their regions than the economic benefits of tourism. Similarly, Vinerean *et al.* (2021), who examined the perceptions of residents in Sibiu-Romania towards tourism, reported remarkable changes due to COVID-19. Residents now see tourists as actors that triggered the pandemic and forced the authorities to take new measures to curb the spread of COVID-19. Residents who do not want to face new regulations restricting their lives may exhibit negative attitudes towards tourism development (Vinerean *et al.*, 2021).

On the other hand, an opposite reaction is also possible, given that the developing countries that are highly dependent on tourism have experienced the severest economic damage from the pandemic. Even communities that are usually against or apathetic to tourism may want it to revive for their own economic welfare. In addition, considering that the pandemic has caused an economic recession in both developing and developed countries, tourism may now be considered a stimulus that provides rapid cash revenues. For instance, Kamata (2022) reports that Japanese residents who fear to interact with tourists due to the risk of infection, nevertheless understand the financial importance of the sector and want to support tourism for economic recovery. Similarly, Woosnam *et al.* (2022) underlined that the

personal economic benefits expected from tourism have positively affected pro-tourism attitudes in the USA during the COVID-19 pandemic. In summary, it is quite possible to encounter widely contrasting findings depending on the research context due to the pandemic. Future research should therefore keep focusing on residents' attitudes to observe and evaluate the post-pandemic situation in various geographic and cultural contexts.

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