ISSN (PRINT): 1994 - 7658 ISSN (ONLINE): 1314 - 0817

VARNA UNIVERSITY OF MANAGEMENT

European Journal of Tourism Research

http://ejtr.vumk.eu

Diving into residents' pro-tourism behaviour: A literature review

Juana Haldon-Hermoso [1], Nuria Porras-Bueno [2] and Ángeles Plaza-Mejía [3*]

[1] Faculty of Business Sciences and Tourism, University of Huelva, Spain. Email: haldon@uhu.es
[2] Faculty of Business Sciences and Tourism, University of Huelva, Spain. Email: porras@uhu.es
[3] Faculty of Business Sciences and Tourism, University of Huelva, Spain. Email: plaza@uhu.es

*Corresponding author

Abstract
Residents not only act as passive subjects who experience the effects of tourism. Beyond the traditional study of their perceptions and attitudes, they are also active agents whose behaviours influence the image of the destination and the satisfaction of tourists. To date, some outstanding works have reviewed the existing literature on residents' perceptions of tourism impacts and residents' attitudes toward tourism. However, no other review studies have addressed the resident pro-tourism behaviour issue with the specific aim of developing a conceptual framework. This study aims to address this gap through a systematic review (following the PRISMA protocol) to identify and classify residents' behaviours towards tourism and, to analyse the scales used to measure these behaviours. Theoretical insights from the results include: a classification of residents' pro-tourism behaviours; a focus on measuring active, favourable behaviours, with varying emphasis on other specific behaviours; and a merely testimonial presence of quantitative studies measuring anti-tourism behaviours. From a practical standpoint, tourism managers should recognise that residents' behaviours toward tourism can vary depending on the destination and the degree of resident-tourist interaction. From a social perspective, understanding residents' behaviour is essential for achieving balanced and sustainable tourism development.

Keywords: Residents, pro-tourism behaviours, measurement scales, systematic review.

Citation: Haldon-Hermoso, J., Porras-Bueno, N. and Plaza-Mejía, A. (2025). Diving into residents' pro-tourism behaviour: A literature review. *European Journal of Tourism Research*, 40, 4017. https://doi.org/10.54055/ejtr.v40i.3636.

Publication history:
Received: 06/02/2024; Revised: 25/07/2024; 04/11/2024; 17/12/2024; Accepted: 28/12/2024;
Published online: 07/06/2025; Volume date: 01/07/2025
Coordinating editors: Alicia Orea-Giner and Giacomo Del Chiappa

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1. Introduction

As noted by the United Nations Environment Program and the World Tourism Organization (UNEP & WTO, 2005), "Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building" (p. 11). Within this framework, residents are identified as key agents who play multiple roles (e.g., as citizens, integral parts of the destination, and brand ambassadors) (Braun *et al.*, 2013; Stylidis *et al.*, 2016). Their involvement underscores the sociocultural dimension of sustainability in tourism planning (Dwyer, 2022; Lee & Jan, 2019; Santos *et al.*, 2020; Soldić, 2022).

This relevance is reflected in the substantial increase in publications addressing residents' support for tourism development (Scalabrini & Remoaldo, 2022; Yayla *et al.*, 2023). From a conceptual viewpoint, "residents' support" is a generic and broad term that encompasses various related constructs, including perceptions, attitudes, and behaviours, which differ from a psychological perspective and currently coexist in the literature (Plaza-Mejía, *et al.*, 2020; Porras-Bueno, 2024). Several authors have emphasized the need to distinguish between these constructs (Carmichael, 2000; Prayag, 2013). Jafari (1986) (cited in Andereck & Vogt, 2000) noted that, in this area, the focus has not always been the same and has evolved over time. In the 1960s, emphasis was placed on residents' perceptions of the positive impacts of tourism, while the 1970s saw a significant increase in studies examining residents' negative perceptions and attitudes towards tourism (Gursoy, *et al.*, 2019a). By the 1980s, a more integrative and balanced approach emerged, and the 1990s saw a micro-level focus on residents at the community level (Andereck & Vogt, 2000).

Perceptions and attitudes, the two most studied concepts, often portray residents as passive subjects affected by the impacts of tourism, leading to cognitive and affective predispositions (attitudes) toward tourism development. This highlights the need to explore residents' behaviour (Erul & Woosnam, 2022), emphasizing their role as active agents who influence both the image of the destination and tourist satisfaction (Jebbouri, 2022; Stylidis, 2020; Stylidis *et al.*, 2021).

Jackson and Inbakaran (2006) suggested that the central question in studying residents' support for tourism is, "Do residents act on their attitudes toward tourism and its future development?" (p.360). What people think, feel, and say does not always coincide with what they finally do (Deery *et al.*, 2012; McCarthy *et al.*, 2023). Therefore, residents may eventually exhibit behaviours around tourism that do not align with their previously expressed perceptions and attitudes (Jackson & Inbakaran, 2006; Sheeran & Webb, 2016). This highlights a potential discrepancy between residents´ perceptions of tourism impacts and their actual behavioural responses to tourism development, known as the `perception-behaviour gap' (Nunkoo & Gursoy, 2012; Plaza-Mejía *et al.*, 2023). Moreover, there can be gaps between residents´ favourable or unfavourable attitudes towards tourism and their actual behaviours, referred to as the `attitude-behaviour gap' (Juvan & Dolnicar, 2014; Oates & McDonalds, 2014; Šegota *et al.*, 2024). Therefore, including behaviour when studying residents not only aligns research with real-world needs but also offers a more comprehensive view of the issue by linking perceptions, attitudes, and behaviours. Residents' behaviour toward tourism is therefore emerging as a topic of significant interest in tourism research (Chien *et al.*, 2011; Jaafar *et al.*, 2015; Lee, 2013; Ritchie *et al.*, 2020; Yeager *et al.*, 2020; Zhou *et al.*, 2015). However, understanding this latent variable within the context of residents' support remains limited (J. Liu *et al.*, 2022), and a global conceptualization of these behaviours is lacking (Zhang & Xu, 2019). Developing a clear conceptual framework is a crucial preliminary step for the in-depth study of any concept, as it sets precise parameters for further measurement and analysis (Angier, 2009; Bergner, 2011). This conceptual understanding is essential for advancing empirical research on residents' pro-tourism behaviour and defining the scope of the debate (Deery *et al.*, 2012). In this regard, a systematic literature review will help to determine the current state of knowledge in this area and identify potential gaps (Alsharif *et al.*, 2023; Cronin *et al.*, 2008; Pickering *et al.*, 2015) that could guide future studies.

The present literature review on residents' pro-tourism behaviour differs from other existing reviews in terms of both focus and scope. The focus of this study is the pro-tourism behaviour of residents. While some literature reviews have adequately addressed residents' perceptions and attitudes toward tourism, their behaviours remain largely unexplored. Notable reviews have focused on residents' perceptions of tourism impacts and their attitudes (Deery *et al*., 2012; Easterling, 2005; Garcia *et al*.,2015; Gursoy, *et al*., 2019a; Hadinejad *et al*., 2019; Harrill, 2004; Jurowski *et al*., 1997; Nunkoo *et al*., 2013; Olya, 2023; Rasoolimanesh & Seyfi, 2020; Scalabrini & Remoaldo, 2022; Sharpley, 2014), but comprehensive reviews of studies on their behaviours are still lacking.

Furthermore, our work is innovative in terms of its scope. Despite the existence of several literature reviews focusing on behaviour in the tourism field, none have attempted to construct a conceptual framework to delimit the residents´ pro-tourism behaviour. Most of the existing literature has concentrated on the behaviours of tourists rather than residents (Lin *et al*., 2022; Wasaya, Prentice & Hsiao, 2024). This is precisely one of the criticisms put forward by Schönherr (2024) in a systematic review of the literature on responsible behaviour among various tourism stakeholders. The author notes that research has been overly tourist-focused and has inadequately addressed tourism businesses and residents. Furthermore, Ulker-Demirel and Ciftci (2020) conducted a systematic review of the Theory of Planned Behaviour (Ajzen, 1991) in tourism research, which is one of the most frequently used psychological theories to explain human behaviour. Recently, Porras-Bueno (2024) conducted a meta-analysis based on the Theory of Planned Behaviour, aiming to examine the relationships between residents' attitudes, intentions, and behaviours towards tourism. The study also examined how these relationships might be moderated by characteristics of the publication (database, year of publication), the participants (study location, gender), or the study (statistical technique, type of intention/behaviour studied). The meta-analysis concluded that much of the moderation was due to the heterogeneous operationalisation of the latent variables analysed, and suggested that "psychometric techniques that guarantee validity and reliability in constructing and validating scales are more necessary than ever in the study of residents' attitudes, intentions, and protourist behaviour" (Porras-Bueno, 2024; p.20).

To the best of our knowledge, no theoretical review has specifically assessed the state of research on residents' pro-tourism behaviours with the specific aim of developing a conceptual framework. In order to address this gap in literature, we have conducted a systematic review of studies on residents' pro-tourism behaviour. The review was conducted by searching the Web of Science, Scopus, and PsycINFO databases up to the end of November 2022. This review has enabled us to compile and structure the scarce and dispersed body of knowledge that currently exists on residents' behaviour towards tourism. The results could provide a useful starting point for tourism managers and researchers seeking to gain insight into residents' pro-tourism behaviours.

In accordance with the identified gap, our study aims to answer the following questions:

- What criteria can we use to classify residents' behaviours towards tourism?
- How can these behaviours be classified according to each of these criteria?
- What types of scales have been developed in an attempt to measure these behaviours?

These questions align with the two core objectives of our research:

- Objective 1: to identify and classify residents' tourism behaviours according to various criteria (questions 1 and 2)
- Objective 2: to analyse the measurement scales of both generic and specific pro-tourism behaviours among residents (question 3).

Given the merely testimonial presence of a few quantitative (Tse & Tung, 2021; Yen & Kerstetter, 2008), and qualitative (Biendicho *et al*., 2022; Ma *et al*., 2022; Suharyanto *et al*., 2020) studies on residents' anti-

tourist behaviour, and in an effort to answer the third research question, we have chosen to focus solely on pro-tourism behaviours.

Following the research questions raised, the results are presented in two main sections. The first section focuses on the first two questions y covers holistic studies that classify residents' behaviours toward tourism according to different criteria. The second, devoted to answering the third question, focuses on research measuring pro-tourism behaviours, subdivided into: (1) studies using unidimensional scales for specific pro-tourism behaviours, and (2) those employing both multidimensional and unidimensional scales for evaluating generic pro-tourism behaviours. The article concludes with a summary of the findings, a discussion of their implications (theoretical and practical) and a proposal for a research agenda.

2. Methodology

2.1 Search strategy and study inclusion criteria

The systematic review adhered to PRISMA guidelines (Page *et al*., 2021), considering the adaptation of this protocol to the field of Tourism and Hospitality suggested by Pahlevan-Sharif *et al*. (2019). PRISMA has been widely used in tourism for systematic literature reviews. (Alsharif *et al*., 2024; Booth *et al*., 2020; Ram, 2019; Takata & Hallmann, 2021).

Bibliographic searches were conducted in the Web of Science, Scopus, and PsycINFO. These three databases ensure a diverse range of sources and perspectives and provides access to distinct sets of journals and articles, minimizing bias and enhancing the representativeness of the studies included (Wanyama *et al*., 2021). Web of Science and Scopus cover thousands of peer-reviewed journals, ensuring the inclusion of relevant, high-quality studies. In addition, its use in systematic reviews in tourism and hospitality is common and justified in the literature (Ustunel *et al*., 2021). Moreover, PsycINFO is particularly relevant to our review due to its focus on behavioural sciences and psychology, complementing the information gathered from Web of Science and Scopus.

The extraction date of the studies in the three databases was up to 30 November 2022. We selected the search terms: "Behavior," "Resident," and "Tourism" as they are keywords used in the relevant literature. The syntax used in the search by title or abstract was: "Behavio*" AND "Resident?" AND "Tourism". The truncation symbol "*" was used to ensure the inclusion of words with the same origin, and "?" was used to account for both singular and plural forms.

This review considered peer-reviewed academic journal articles for several reasons: to ensure the quality, reliability and academic rigour of the research (Pickering & Byrne, 2013); to guarantee the relevance and applicability of the findings (Zhang *et al*., 2023); and to achieve consistency in ethical and scientific standards (Sarangan, Hewege & Perera, 2022). Book chapters, books, conference papers, working papers, editorials, and unpublished documents were excluded.

To address the objectives of this research, the selected articles had to meet the following inclusion criteria: a) The study focused on residents' behaviour towards tourism, b) The study was an empirical correlational study, c) The study adopted a conceptual approach to provide a holistic classification of the behaviour under investigation, d) The study measured residents' pro-tourism behaviour using scales, e)The article was written in English, and f) The full text was accessible. The initial article identified was that of Ap and Crompton (1993), and since that time, all peer-reviewed articles meeting the defined inclusion criteria have been systematically tracked. The most recent article selected was that of Šegota, Mihalič & Perdue (2024) (first published online on 24 November 2022).

Following Haddaway *et al*. (2022), we identified additional studies using the Backward Citation Searching Method. We reviewed the reference lists of eligible articles (based on title and abstract screening) to find further relevant studies (see Section 2.2). Quality criteria were then applied to decide whether to include these studies (Schönherr, 2024).

2.2 Study selection and data extraction

Data related to the identified records (title, abstract, keywords, author names, journal name, and year of publication) were exported to the RefWorks bibliographic manager for processing.

Two investigators independently reviewed the titles and abstracts based on the eligibility criteria. However, if the abstract provided insufficient information on any of the criteria, the full text was examined to determine whether to exclude the article. Duplicate references were also removed at this stage. In the second phase, the full texts of the included studies were thoroughly reviewed to assess their relevance to the research. This review was conducted independently by both investigators. Any discrepancies in the selection process were resolved by consensus, with mediation by the lead author.

Finally, the extracted information was exported to an MS Excel spreadsheet, including:

- The bibliographic details of the included studies (provided at the beginning of this section).
- Type of study: holistic classification or measurement.
- Type of behaviour measured: generic or specific.
- Measurement scales used: indicators and dimensions.
- Type of construct: unidimensional or multidimensional.

All the included studies were thoroughly reviewed during data extraction and coding.

Figure 1 presents the PRISMA flow chart (Page *et al*., 2021), illustrating the selection and exclusion of studies at the identification, screening, and inclusion stages of the review process.

As shown in Figure 1, the initial search across the three databases yielded a total of 839 references. After removing 343 duplicate articles, 496 records remained. These were screened based on the predefined inclusion criteria, resulting in 184 studies that met the analysis criteria during the filtering phase. The full texts of these 184 references were then reviewed in detail to assess their eligibility. Finally, 127 articles were excluded after confirming they did not meet the inclusion criteria.

The types of documents excluded at various filtering stages were as follows:

- Articles that did not focus on residents' behaviour towards tourism development.
- Publications addressing behaviours unrelated to the study's focus, such as tourists' behaviour towards tourism.
- Theoretical studies lacking a holistic classification of pro-tourism behaviour.
- Works concentrating on variables other than behaviour, such as attitudes, intentions, perceptions, or support of residents towards tourism.
- Articles without full-text access.

The final database comprised 57 peer-reviewed articles. Making use of the Backward Citation Searching Method we included 7 studies identified from the reference lists review of selected articles: 6 articles peer-reviewed (Antwi *et al*., 2022; Coelho *et al*., 2020; Çelik &Rasoolimanesh, 2021; Homsud, 2017; Lwoga, 2016; Ortega *et al*., 2014) and one relevant thesis to the research topic (Zhang, J., 2008). For the six peer-reviewed articles, their inclusion was based not only on their relevance to the topic but also on a quality check. This check considered factors such as the journal's quality, the number of relevant citations in WoS, and the recognition of the citing authors in the field. The latter two criteria also supported the inclusion of the doctoral thesis. Moreover, Zhang's (2008) study is a key reference for

scale development by various authors who subsequently explored residents' behaviours towards tourism (Aleshinloye *et al.*, 2022; Palmer *et al.*, 2013).

In total, 64 papers were identified for review (see Table 1 or References).

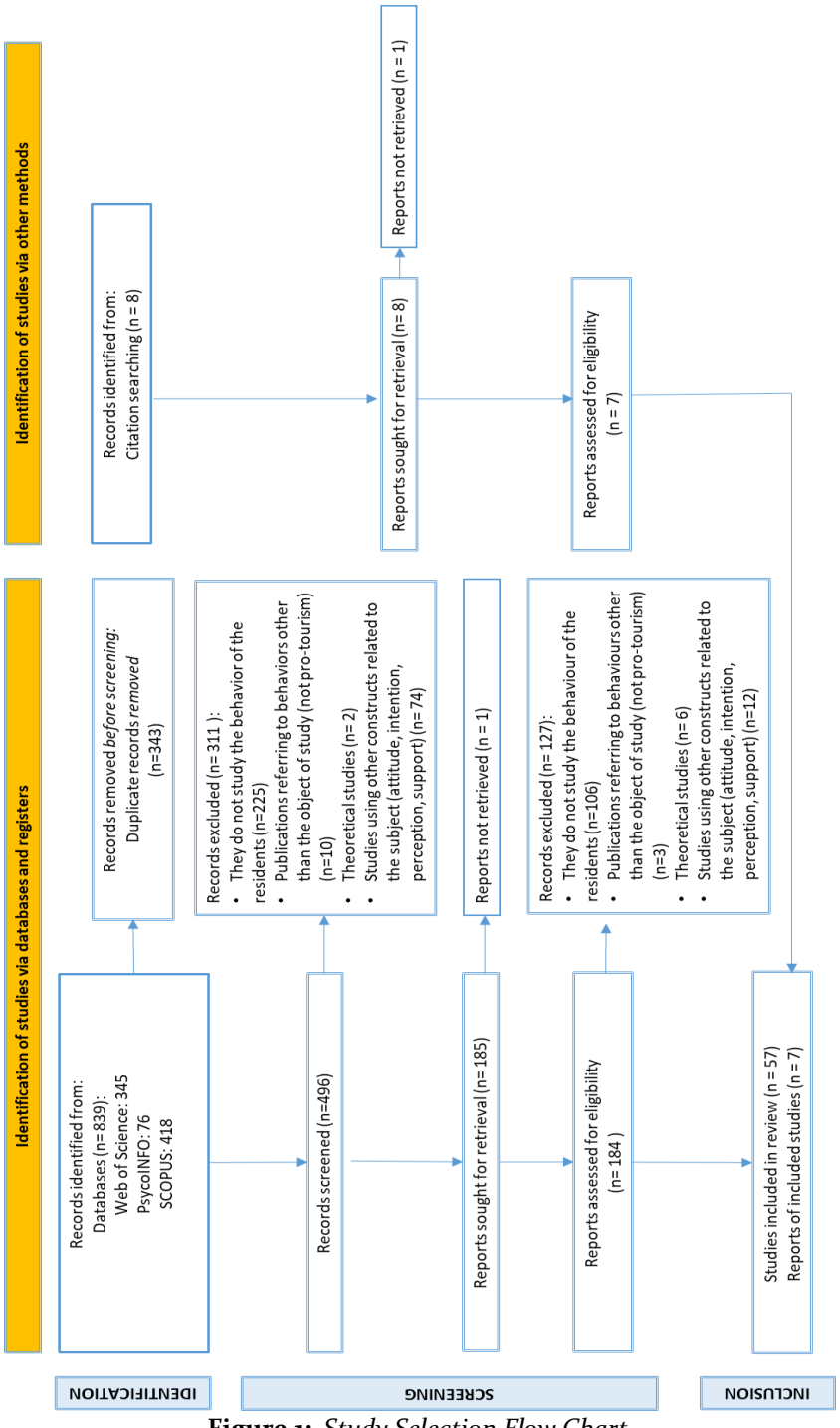

Figure 1: *Study Selection Flow Chart*.

3. Results and Discussion

From the literature review, we can define a taxonomy comprising three major types of studies (Table 1):
1. Studies that address residents' behaviour towards tourism holistically or globally, by trying to define its typology in broad terms. (See Section 3.1)
2. Studies that focus on specific pro-tourism behaviours using first-order unidimensional constructs. (See section 3.2., subheading 3.2.1)
3. Studies that examine generic behaviours towards tourism using multidimensional or unidimensional latent variables. (See section 3.2., subheading 3.2.2)

3.1. Holistic Studies Classifying Residents' Behaviours Towards Tourism.

Lalicic and Garaus (2022), building on Weaver and Lawton's (2001) proposal, identify three types of behavioural responses to tourism: two types of support (acceptance and adjustment) and an opposition response (oppose) involving active actions on the part of the resident, such as participating in protests. Carmichael (2000) suggests a model where personal factors influence locals´ perceptions of tourism impacts. This perception, in turn, shapes residents' attitudes, determining whether their behaviour is positive or negative. Similarly, Lepp (2007) suggests that residents' pro-tourism attitudes lead to corresponding pro-tourism behaviours.

The relationship between attitudes and behaviours is well-documented in the tourism literature through a matrix model adapted from Abler *et al.* (1975) and empirically tested for the first time by Carmichael (2000). According to this model, four attitude-behaviour combinations are possible:

a) Positive attitude-active behaviour: The resident actively promotes a position in favour of something.
b) Negative attitude-active behaviour: The resident actively opposes something they view unfavourably.
c) Positive attitude-passive behaviour: The resident passively accepts something they agree with.
d) Negative attitude- passive behaviour: The resident resignedly accepts something they disagree with.

According to this dynamic model, resident attitudes and behaviours may evolve over time, though the direction of such changes remains uncertain.

On the other hand, Tse and Tung (2022a) use the BIAS map (*Behaviours from Intergroup Affect and Stereotype*), which combines "valence" (prosocial/approach versus antisocial/avoidance behaviours) with "intensity" (activity/passivity). These authors identify four types of intergroup relations between residents and tourists: "Active-Facilitation," "Passive-Facilitation," "Active-Harm," and "Passive-Harm" (p. 566). "Activeness refers to actions produced in maximal deliberative efforts, purposive intention, and immediate and high risk. Passiveness refers to actions produced with minimal deliberative efforts, possibly unintended, and indirect" (Tse & Tung, 2022a; p.566). According to the BIAS Map (Cuddy *et al.*, 2007), Active-Facilitation implies acting to protect, help, and benefit others. In the context of resident-tourist relationships, this includes engaging in positive prosocial behaviours, such as interacting, socializing, or starting conversations with tourists. Passive-Facilitation means to "act with," that is, engaging in associative or cooperative behaviours with tolerated but not always intentional contact. In tourism, this involves accepting, tolerating, or enduring tourists' behaviours. Active-Harm means to "act against others," which involves intentional actions that cause harm to others (such as fighting or attacking). Examples within this category include being unfriendly, mocking, or threatening tourists. Finally, Passive-Harm means to "act without," that is, to exclude or abandon other individuals by diminishing their social value, such as being reluctant to help tourists or refraining from assisting them. From these four types of relationships, Tse and Tung (2022a) classify a series of behaviours identified in the literature, as well as others reported by Hong Kong residents. Figure 2 displays these behaviours, categorized into two major groups based on their valence and ordered along a continuum according to their intensity.

Table 1: *Classification of studies of residents' behaviours towards tourism.*

Holistic classification studies (See section 3.1)	**Studies measuring pro-tourism behaviours** (See section 3.2)	
	Unidimensional first order construct for specific pro-tourism behaviours (See subheading 3.2.1)	**Constructs for generic pro-tourism behaviour: Multidimensional and Unidimensional** (See subheading 3.2.2)
Supportive or Oppositional (Lalicic & Garaus, 2022) Positive-Negative: "A matrix model attitudes/ behaviours" (Carmichael, 2000). Active-Facilitation, Passive-Facilitation, Active-Harm, and Passive-Harm: "BIAS Map" (Tse &Tung, 2021). Embracement, tolerance, adjustment, and withdrawal (Ap and Crompton, 1993; Yen & Kerstetter, 2008).	**Pro-tourism behaviours toward tourists (S**ubheading 3.2.1.1) *Gratuitous Referrals at Destination (GRAD)* (**S**ubheading 3.2.1.1.1) (Li *et al.*,2022; Liu *et al.*, 2022). *Hospitality Behaviour* (**S**ubheading 3.2.1.1.2) (Antwi *et al.*, 2022; Kock *et al.*, 2019). **Pro-tourism behaviours toward the tourist destination** (Subheading 3.2.1.2) *Behaviour of participation* (**S**ubheading 3.2.1.2.1) (Al-Badarneh *et al.*,2019; Palmer *et al.*, 2013; Xu & Hu, 2021; Zhang & Lei, 2012). *Self-consumption behaviour* (**S**ubheading 3.2.1.2.1) (Juschten *et al.*, 2019; Kim *et al.*, 2019; Palmer *et al.*, 2013). *Protective behaviour* (Subheading 3.2.1.2.2) (Cheng *et al.*, 2019; Confente & Scarpi, 2021; Gursoy *et al.*, 2019; Hu *et al.*, 2021; J. Li *et al.*, 2022; Lee & Oh, 2018; Liu *et al.*, 2014; Y. Liu *et al.*, 2022; Lu, 2006; Lwoga, 2016; Nasr *et al.*, 2022; Su *et al.*, 2018 Trelohan *et al.*, 2022; Uesugi & Kudo,2020; Wang *et al.*,2021; Zhang, 2014). *Supporting behaviour* (3.2.1.2.3) (Çelik &Rasoolimanesh, 2021; Erul & Woosnam, 2022; Martín *et al.*, 2018; Yen and Kerstetter, 2008; Zheng *et al.*, 2020) **Pro-tourism behaviours toward the tourist/destination** (Subheading 3.2.1.3) *Resident's destination brand ambassador behaviour* (RDBAB) (3.2.1.3.1.) (Chen & Dwyer, 2018; Wang, H. *et al.*, 2022; Wassler & Hung, 2019; 2021; Zhao *et al.*, 2022). *Word-Of-Mouth Behaviour* (WOM) (3.2.1.3.2) (Blasco-López *et al.*, 2020; Coelho *et al.*, 2020; Chen & Dwyer, 2018; Chen *et al.*, 2014; Chen *et al.*, 2018; Choo *et al.*, 2011; Jeuring & Haartsen, 2016; Morhart *et al.*,2009; Palmer *et al.*, 2013; Papadimitriou *et al.*, 2018; Segota *et al.*, 2021; Stylidis & Domínguez, 2022; Wang *et al.*, 2014).	**Multidimensional** (Subheading 3.2.2.1) Residents' tourism behaviours ("Self-tourism Behaviour", "Community-tourism Behaviour", and "Resident-Tourist Interaction Behaviour") (Zhang, 2008). Residents' pro-tourism behaviours ("Activities for visitor satisfaction", "Word-of-mouth", and "Participation") (Choo *et al.*, 2011). Place Citizenship behaviour (PCB) ("Positive WOM", "helping", "supporting", "protecting", "tolerant") (Zhang & Xu, 2019). Community Citizenship Behaviours (CCB) (helping behaviour, keeping interpersonal harmony, involving behaviour, protecting behaviour, and recommending behaviour) (Ahn *et al.*,2016; ; J. Xu *et al.*, 2022 ; Taecharungroj, 2016; Wu *et al.*, 2022; X. Xu *et al.*, 2022; Ying *et al.*, 2015; Zhao *et al.*, 2022). **Unidimensional** (Subheading 3.2.2.2) Pro-tourism Behaviour (Hospitality, protecting, helping, WOM, and tolerant behaviours) (Homsud, 2017; Hu *et al.*,2019; Ribeiro *et al.*, 2017; Shen *et al.*, 2019; Shen & Shen, 2021, Woosnam *et al.*, 2022)

Acronyms:
CCB: Community Citizenship Behaviours (CCBI: CCB directed towards Individuals; CCBT: CCB directed towards Tourism)
GRAD: Gratuitous referrals at destination Behaviour; PCB: Place Citizenship Behaviour; RDBAB: Resident's Destination Brand Ambassador Behaviour; WOM: Word-of-Mouth Behaviour (pWOM: positive WOM Behaviour; nWOM: negative WOM Behaviour)

	Positive Behaviours	Negative Behaviours
Passive	- Endure tourist behaviours	- Refuse to help tourists
	- Tolerate tourists	- Refrain from helping tourists
	- Respect tourists	- Be reluctant to help tourists
	- Accept tourist behaviours	- Ignore questions from tourists when asked
	- Visit spaces filled with tourist	- Avoid interacting with tourists
	- Answer questions from tourists when asked	- Avoid visiting spaces filled with tourists
	- Initiate conversations with tourists	- Stare at tourists
	- Interact with tourists	- Use negative language toward tourists
	- Practice good manners with tourists	- Speak negatively about tourists
	- Show courtesy to tourists	- Show hostility toward tourists
	- Offer hospitality to tourists	- Display unfriendliness toward tourists
	- Compliment tourists	- Look down on tourists
	-Socialise with tourists	- Despise tourists
	-Provide recommendations to tourists	- Mock tourists
	- Help tourists	- Use offensive nicknames for tourists
	- Volunteer to assist tourists	- Insult tourists
		- Scold tourists for their behaviour
		- Act in a threatening manner toward tourists
Active		- Harass tourists

Figure 2: *Positive and negative behaviours of residents towards tourists.*
Source: *Adapted from Tse & Tung (2022a).*

Based on the analysis of the works discussed above, residents' behaviours towards tourists can be summarized along a continuum of favourability. Thus, at the extremes, we observe active behaviours, with a range of passive behaviours lying in between (Figure 3).

Ap and Crompton (1993) examined residents' reactions to tourism in four Texas communities and identified four strategies along a continuum: embracement, tolerance, displacement, and withdrawal. Yen and Kerstetter (2008) built on these strategies and attempted to measure them using four types of intentional behaviour: embrace—"I will support local tourism no matter what"; tolerance—"I am willing to accept the inconvenience caused by local tourism"; displacement—"I will avoid going to crowded places such as beaches that are full of tourists"; and withdraw—"I don't want to care or know anything about local tourism" (p. 552).

Several authors agree that unfavourable resident behaviours towards tourists can damage the image of a tourist destination and jeopardize its competitiveness and sustainability (Tse & Tsung, 2022b). However, to date, little work has analysed unfavourable resident behaviours, even those of a passive-neutral nature. In this regard, Yen and Kerstetter (2008) conducted one of the few quantitative studies on this issue, examining the "Intention to passively object" to tourism development by residents based on two items: "I won't care and don't want to know anything about tourism development in Penghu," and "I will refuse to answer tourists' questions" (p.554). Most other studies have explored such behaviours qualitatively, focusing on the motivations, attitudes, reasons, and emotions involved (Biendicho *et al.*, 2022; Suharyanto *et al.*, 2020). More recently, Ma *et al.* (2022) have investigated resistance to tourism development. Concerning passive-neutral behaviours, Li *et al.* (2022) have studied tolerant behaviour at a specific level. This behaviour is described as "pro-tourism" on the unidimensional scale developed by Ribeiro *et al.* (2017), while Zhang and Xu (2019) regard this as another dimension of "Place Citizenship Behaviour." Li *et al.* (2022) examined this behaviour through

three items indicating the lack of behavioural externalization by the resident regarding their perceived negative impacts of tourism development.

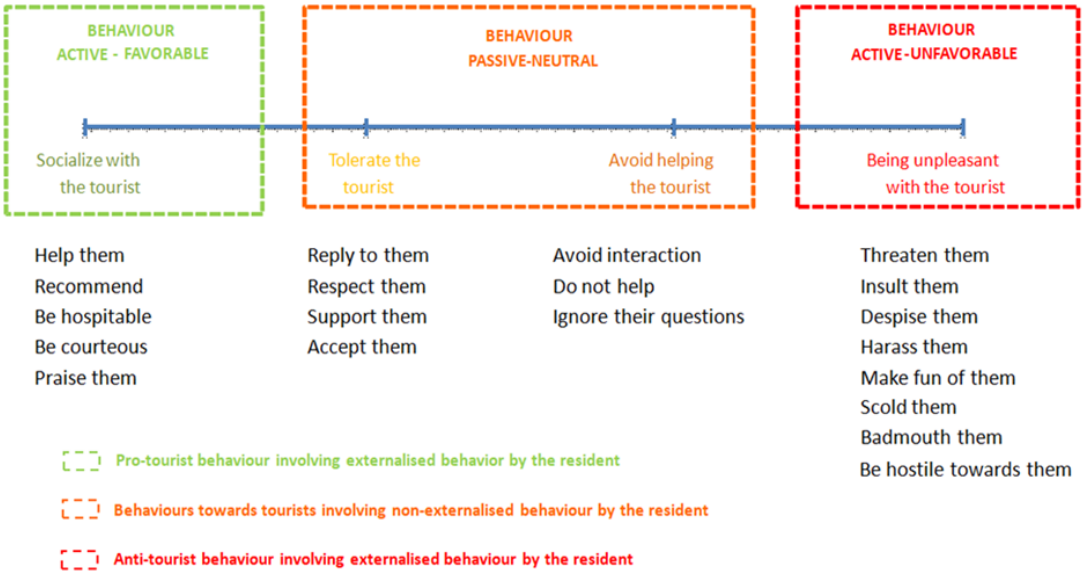

Figure 3: *Classification of the resident's behaviours towards tourists along a continuum.*

3.2. Studies measuring pro-tourism behaviours

Most studies focus on actions categorized as active-favourable behaviours. These studies can be divided into two types: those that examine specific types of behaviour in detail and those that measure behaviour more broadly. The former approach treats behaviour as a first-order unidimensional construct, while the latter employs various behavioural indicators, leading to either unidimensional or multidimensional latent variables. See APPENDIX A for a more detailed description of the items used in these studies.

3.2.1 Studies measuring specific pro-tourism behaviour as a unidimensional first-order construct.

Residents' pro-tourism behaviours can be directed towards tourists, the tourist destination, or both. Such behaviours often reflect varying degrees of involvement or commitment to tourism. Based on these criteria, specific pro-tourism behaviours can be classified into active or passive categories (see Figure 4).

3.2.1.1 Pro-tourism behaviours toward tourists

3.2.1.1.1. Gratuitous referrals at destination (GRAD)

This behaviour involves locals providing visitors with information about food and drink, accommodation, leisure, and entertainment venues (Walls *et al.*, 2008). In this case, the visitor seeks a personal, expert, and free recommendation from a local citizen (Rompf & Ritchie, 2005). According to Ortega *et al.* (2014), this behaviour can significantly enhance the visitor's experience, potentially increasing their spending and length of stay in the locality. Tourists often delay decisions (e.g., regarding car rental, restaurant visits, excursions, or show reservations) until they reach their destination.

Providing information on-site helps tourists to learn more about available attractions. Ribeiro *et al.* (2017) have measured this behaviour with a single item: "I am willing to provide information to tourists and contribute to enhancing their experience" (p. 529). According to the results obtained by J. Liu *et al.*

(2022), this item shows the greatest discriminant power on the pro-tourism behaviour scale. X. Li *et al.* (2022) referred to this behaviour as "Helping behaviour" using four items that evaluate the resident's willingness to be friendly and helpful to tourists.

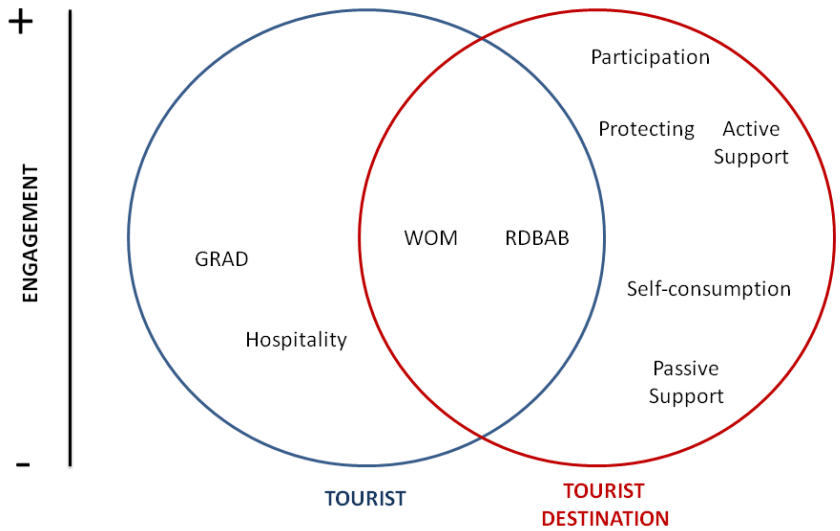

Figure 4: *Classification of the resident's specific pro-tourism behaviours.*

3.2.1.1.2. Host or hospitality behaviour

This behaviour is a key factor in the attractiveness and success of a tourist destination (Bachleitner & Zins, 1999; Wilson *et al.*, 2001). Recently, Kock *et al.* (2018) studied hospitality within the hotel industry using four items that indicate pleasant interactions, helpfulness, and a welcoming attitude toward tourists. Antwi *et al.* (2022) utilized the same scale to examine whether the perception of being infected by COVID-19 could affect this type of behaviour and, if so, in what way and why. In contrast, Ribeiro *et al.* (2017) measured hospitality behaviour with a single item: "I am willing to receive tourists as affable hosts and to be more hospitable" (p.7). Zhang and Xu (2019) included hospitality behaviour within their multidimensional construct of "Place citizenship behaviour," but this is often diluted, mixed, and confused with other helping behaviours. Behaviours such as "being friendly" or "understanding the tourist's perspective" require less involvement than actively and voluntarily helping tourists.

3.2.1.2. Pro-tourism behaviours toward the tourist destination

3.2.1.2.1. Participation and self-consumption behaviours

Zhang (2008) measured "Voluntary participation in local tourism activities" using two items that assess residents' involvement in tourism-related promotional events and community meetings. This author also examined self-consumption and interactions between residents and tourists. Building on Zhang's (2008) work, Palmer *et al.* (2013) developed the latent variable "Residents' participation in tourism-related activities", incorporating the original two items and adding a third related to residents' visits to tourist sites. Erul and Woosnam (2022) adopted these two items to measure what they call "Behavioural Support for Tourism Development" and which Erul (2018) had previously termed "Residents' participation in tourism-related activities." Al-Badarmeh (2019) used four items to measure "Community participation," a term introduced by Arnstein in 1969. These items capture not only residents' participation in tourism events but also their involvement in tourism organizations, businesses, and planning activities. Subsequently, Xu and Hu (2021) extended this construct to include

— in addition to participation — residents' work involvement in tourism. Finally, in the context of ecotourism, Zhang and Lei (2012) created the construct "Intention to participate in ecotourism" based on three items that measure residents' involvement in training programs, discussion meetings, and committee roles.

Merrilees *et al*. (2007) note that residents can act as both locals and tourists within their environment. Palmer *et al*. (2013) argue that "self-consumption" behaviour by residents can serve as a form of local promotion and a way to recommend the destination. As a result, these residents are sometimes viewed as an important secondary, or even primary, target market. Kim *et al*. (2019) studied self-consumption behaviour in terms of intention using four items. Juschten *et al*. (2019) considered both the intention to visit in the future (measured with three items) and past visits to nearby tourist destinations (measured with one item).

3.2.1.2.2. Protective behaviour

This type of behaviour is a dimension of Place Citizenship Behaviour (PCB) (Zhang & Xu, 2019). These authors adapted six items from Lu's (2006) scale, which covers a broad spectrum of natural, artificial, tangible, and intangible tourism resources. Ribeiro *et al*. (2017) condensed all these facets into a single item: "I am willing to protect the natural and environmental resources on which tourism depends" (p.529). In the literature, protective behaviour is frequently described using various terms, including "responsible environmental behaviour," sustainable environmental behaviour," "ecological behaviour," and "pro-environmental behaviour" (Cheng *et al*., 2019; Confente *et al*., 2021; Hu *et al*., 2021; Wang *et al*., 2021; Zhang *et al*., 2014). Most research on this topic focuses on residents' environmentally responsible and pro-environmental behaviours, resulting in over ten articles. These behaviours are generally categorized under "pro-environmental behaviour," which encompasses all actions that protect the built and natural environment (Tang *et al*., 2021). Additionally, some empirical studies distinguish between "General Behaviour" and "Particular Behaviour" within the broader category of pro-environmental behaviour (Cheng *et al*., 2019).

Lwoga (2016) examined residents' intention to conserve the built heritage at tourist destinations using three variables: willingness to invest in the heritage, efforts to demonstrate its value to others, and notifying authorities about actions threatening such heritage. Gursoy *et al*. (2019b) also studied heritage protection, measuring "Responsibility Behaviour" through four items. Their research focused on both informative and participatory behaviours aimed at preventing the destruction of buildings and promoting their conservation.

3.2.1.2.3. Supporting behaviour

Residents' supportive attitudes toward tourism have been extensively studied as part of the broader concept of residents' attitudes toward tourism (Plaza-Mejía *et al*., 2020). However, research on supportive behaviour specifically is relatively recent. The term "support" often serves as a broad category encompassing various behaviours, such as residents' participation in local tourism activities or their recommendations to others (Martín *et al*., 2017). Constructing latent variables related to support can sometimes combine active behaviours with more passive behaviours, leading to confusion with attitudinal aspects. For instance, Yen and Kerstetter (2008) developed the "Intention to Support" construct using five items. Similarly, Çelik and Rasoolimanesh (2021) mixed attitudinal and behavioural items in their definition of "Supporting Tourism Development," which is also based on five items.
Martín *et al*. (2017) developed the "Resident Support Behaviour" construct based on Palmer *et al*.'s (2013) concept of resident participation in tourism. This construct includes four items: two reflect self-consumption, one indicates active support in tourism activities, and the final item is more strongly linked to WOM or GRAD behaviour. Zheng *et al*. (2020) created a six-item scale to measure resident

support for sustainable heritage tourism development, which again seems to confuse attitudinal and behavioural aspects.

3.2.1.3 Pro-tourism behaviours toward the tourist/destination

3.2.1.3.1. Word-of-Mouth Behaviour (WOM)

WOM behaviour involves residents communicating positive aspects of their locality to tourists for free (positive WOM). This can occur through traditional methods (personal interactions) or electronic means (virtual interactions) (Chen *et al*., 2018). WOM can also be classified into "one-to-one," "one-to-many," and "many-to-many" interactions, depending on the number of senders and receivers involved. Communication can be verbal or written in any of these types of WOM (Šegota *et al*., 2022). While the literature often focuses on positive WOM (pWOM), it is also important to acknowledge that residents may discuss and highlight the negative aspects of their locality (negative WOM or nWOM) (Jeuring & Haartsen, 2016) (see Table 2).

Table 2. *Items used in the literature to measure the WOM construct*.

Generic WOM behaviour	**Positive/negative WOM behaviour**	**WOM behaviour according to the number of senders and receivers**
(Choo *et al*., 2011, p. 207): - "I say positive things about the locality to other people." - "I do not speak favourably about the locality." - "I encourage my friends and relatives to visit the locality." - "I recommend Hawaii to those people who seek my advice for travel." - "I do not suggest the locality for travel to other persons." - "I talk about your experience with tourism, leisure, and recreation activities in the locality." (Palmer *et al*., 2013, p. 16): - "I will tell more people about the tourist attractions in my home area than in other regions." - "When I tell others about the tourist attractions in my home area, I tend to talk about them in great detail." - "I only have good things to say about the tourist attractions in my home area." (Wang *et al*., 2014, p. 8): - "I will tell more people about the tourist attractions in my state." - "I like to tell tourists details about the tourist attractions of my state." (Chen & Dwyer, 2018, p. 1032): - "I talk up the locality to people I know." - "I bring up the locality in a positive way in conversations I have with friends and acquaintances." - "In social situations, I often speak favourably about the locality." (Papadimitriou *et al*., 2018, p. 515): - "Say positive things about the city to other people."	**Positive WOM** (Jeuring & Haartsen, 2016, p. 8): - "Say good things about the locality as a holiday destination." - "When someone asks for advice, recommend the locality as an attractive holiday destination." - "Promote the brand of the locality," **Negative WOM** (Jeuring & Haartsen, 2016, p. 8): - "Talk negatively about the locality as a holiday destination." - "Discourage choosing the locality as a holiday destination."	**One-to-one WOM** (Šegota *et al*., 2022, p. 808): - "I bring up the city as a tourism destination in a positive way in conversations I have with my friends and acquaintances." - "In social situations, I speak favourably about the city as a tourism destination." - "I talk positively about the city as a tourism destination to people I know." (Chen *et al*., 2014; Mohart *et al*., 2009, p. 140): - "I "talk up" [corporate brand name] to people I know." - "I bring up [corporate Brand name] in a positive way in conversations I have with friends and acquaintances." -"In social situations, I often speak favourably about [corporate brand name]."
		One-to-many WOM (Šegota *et al*., 2022, p. 808): - "I often provide online reviews about the city as a tourism destination on social networking sites." - "I often post or share images of the city on my social networking sites that were taken by others." - "I often share information about the city on social network sites." - "I often post or share images of the city on social networking sites that I have taken myself."
		Many-to-many WOM (Šegota *et al*., 2022, p. 808): - "I correct false negative comments about the city as a tourism destination in travel and tourism online forums."

- "Recommend the city to others as a place to visit." - "Encourage friends or relatives to visit the city." (Blasco-López *et al*., 2020, p. 6): - "I will tell more people about the tourist attractions in my home area than in other regions." - "When I tell others about the tourist attractions in my home area, I tend to talk about them in great detail." - "I only have good things to say about the tourist attractions in my home area." (Coelho *et al*., 2020, p. 16). - "I have recommended this city to lots of people." - "I 'talk up' this place to my friends." - "I spread the good word about this place." - "I give this place positive word-of-mouth advertising." (Stylidis & Dominguez, 2022, p. 10) - "I will tell more people about tourism attractions in my city than in other cities." - "I only have good things to say about tourism attractions in my city." - "I write positive comments about tourism attractions in my city on social media."		- "I feel hurt when I read negative comments about the city in travel and tourism online forums." - "I usually involve myself in discussions of various topics related to residents' life in the city as a tourism destination in travel and tourism forms." - "I often provide a comment about the city as a tourism destination in travel and tourism online forums." - "I often reply to negative comments about the city as a tourism destination in travel and tourism online forums." - "When participating in travel and tourism online forums or group conversations, I usually actively share my knowledge as a resident about the city as a tourism destination with others." **Many-to-many WOM (in travel or tourism online forums)** (Chen *et al*., 2018, p. 5). - "I usually involve myself in discussions of various topics about ..." - "I frequently participate in knowledge-sharing activities about ..." - "I usually actively share my knowledge about ..." - "I respond to critiques on ... as a tourism destination." - "I correct artificial negative comments on ... as a tourism destination."

3.2.1.3.2. Resident's Destination Brand Ambassador Behaviour (RDBAB)

Wassler and Hung (2017) introduced the concept of "Resident's Destination Brand Ambassador Behaviour" (RDBAB), which can be related to either promotion or development. Promotional RDBAB includes traditional and online WOM, personal use of promotional resources, and participation in brand promotional events. In contrast, development RDBAB involves participation in future brand development efforts (Wassler & Hung, 2017). This broad concept of ambassadorial behaviour is defined as "residents' planned or spontaneous destination brand promotion-related or development-related behaviour, which aims to enhance the equity of a destination brand" (Wassler & Hung, 2017, p. 10). Wassler *et al*. (2019; 2021) developed the RDBAB construct using nine items to measure "intentional behaviour." Wang *et al*. (2022) used this scale during the COVID-19 pandemic to study the impact of residents' resilience on this type of behaviour.

While these authors place WOM under the category of promotional RDBAB, other researchers distinguish between the two concepts. For instance, Chen and Dwyer (2018) define ambassadorial behaviour as "behaviours consistent with the image and values of the place, such as dress codes and manners, as well as behaviours that satisfy tourists' needs in a tourism-specific context" (Chen & Dwyer, 2018, pp. 1028-1029). They developed a multidimensional construct called "Destination Brand-Building Behaviours," which, along with ambassadorial behaviour, includes WOM, participation, and retention behaviours**.**

3.2.2 Studies Measuring Generic Pro-Tourism Behaviour: Multidimensional and Unidimensional

3.2.2.1 Studies Using Multidimensional Scales

Zhang (2008) assessed three types of tourism behaviours by residents: visits to local attractions (Self-tourism-behaviour), community participation in tourism development meetings and promotional events (Community-tourism behaviour), and interactions with tourists (Resident-Tourist Interaction behaviour). The latter construct, defined as "any friendly behaviours initiated by the respondent (resident) towards visiting tourists, such as greeting tourists, talking to tourists, and providing help to tourists" (Zhang, 2008, p. 56), was measured using three items. Overall, Zhang used seven items to assess these three behaviours.

Subsequently, Choo, Park, and Petrick (2011) identified three types of pro-tourism behaviours: behaviours aimed at improving visitor satisfaction (measured with three items capturing helping and hosting behaviours), positive word-of-mouth behaviour (measured through six items) and participation behaviour (measured with thirteen items related to participation in tourism-related activities).

Most studies measuring residents' pro-tourism behaviour at a multidimensional level are based on Organ's (1988) concept of "Organizational Citizenship Behaviour." This has led to the emergence of terms such as "Brand Citizenship Behaviour" (Ahn *et al.*, 2016; Zhao *et al.*, 2022), "City Citizenship Behaviour" (Taecharungroj, 2016), "Place Citizenship Behaviour" (Zhang & Xu, 2019), and "Community Citizenship Behaviours" (J. Xu *et al.*, 2022; Wu *et al.*, 2022; X. Xu *et al.*, 2022; Ying *et al.*, 2015).

Ahn *et al.* (2016) constructed the latent variable "Brand Citizenship Behaviour" with 13 items grouped into four dimensions: "Brand Acceptance," "Brand Enthusiasm," "Brand Development," and "Brand Pride" (p. 16). Zhao *et al.* (2022) employed two constructs: "Brand Ambassadorship Behaviour" and "Brand Citizenship Behaviour" (p. 5852). The former measures residents' word-of-mouth (WOM) and ambassadorial behaviour, while the latter focuses on their willingness to participate in events, meetings, and provide feedback about their city. Similarly, Taecharungroj (2016) assessed these behaviours under the concepts of "City Ambassadorship Behaviour" and "City Citizenship Behaviour."

Taking a broader approach to the types of behaviours addressed, Zhang and Xu (2019) introduced the concept of "Place Citizenship Behaviour" (PCB), defined as "positive discretionary behaviour exerted by local residents that benefits the destination as a whole but is not rewarded by the city government" (p. 6). They specify that this behaviour is informal, voluntary, uncontrolled, and free. For Zhang and Xu, the PCB construct comprises five dimensions:
a) positive word-of-mouth (WOM): The voluntary dissemination of positive messages about the destination.
b) helping behaviour: Assisting tourists in solving their problems.
c) supporting behaviour: Supporting the destination through suggestions or by directing tourists' problems to tourism managers.
d) protecting behaviour: Maintaining order in public areas, preserving tourist sites, and upholding the image of the destination.
e) tolerant behaviour: Stoically enduring the inconveniences resulting from tourism development.

While the first two behaviours target current and potential tourists, the third and fourth focus on the destination, and the fifth targets both tourists and the destination (Zhang & Xu, 2019)

Table 3: *Constructs and items comprising the latent variable "Place Citizenship Behaviour."*

PLACE CITIZENSHIP BEHAVIOUR				
WOM Behaviour	**Helping Behaviour**	**Supposing Behaviour**	**Protecting Behaviour**	**Tolerant Behaviour**
PWOM1: "I talk up this place to my friends."	HB1: "Whenever I encounter visitors, I willingly help them."	SB1: "I report tourists' feedback or problems/difficulties	PB1: "I keep the city environment clean."	TB1: "I do not complain about the negative economic impacts

PWOM2: "I speak favourably about this city." PWOM3: "I have recommended this city to lots of people." PWOM4: "I spread the word about this city." PWOM5: "I encourage my friends and relatives to visit this city."	HB2: "Whenever I encounter visitors, I try my best to help them with directions and so on." HB3:" I am always helpful toward tourists." HB4: "Whenever I encounter visitors, I try to be friendly to them." HB5: "I always try to understand the perspectives of tourists."	directly to the relevant government departments." SB2: "I take the initiative to develop ideas for tourism development." SB3: "I do volunteer work to improve the image of this city."	PB2: "I protect the city's tourism resources." PB3: "I protect the city's image." PB4: "I undertake responsibilities to preserve the environment." PB5: "I maintain order." PB6: "I stop uncivilized behaviour."	resulting from tourism development". TB2: "I do not complain about the negative social impacts resulting from tourism development." TB3: "I do not complain about the negative environmental impacts resulting from tourism development." TB4: "I do not complain about the negative impacts resulting from tourism development."

Source: *Zhang & Xu (2019, p.6).*

Table 3 shows that of the five dimensions of PCB, four—Positive Word-of-Mouth (WOM) Behaviour, Helping Behaviour, Supporting Behaviour, and Protecting Behaviour—fall into the category of "active facilitation behaviour." The fifth dimension, Tolerant Behaviour, corresponds to a type of "passive facilitation behaviour."

Recently, Wu *et al.* (2022) developed and validated a scale to measure Community Citizenship Behaviours (CCB), which were previously identified by Ying *et al.* (2015). CCB is defined as "the discretionary, spontaneous, and positive behaviour of hosts toward the community and tourists" (Wu *et al.*, 2022, p. 2). Comparing this with Place Citizenship Behaviour (PCB), it appears that both involve positive and discretionary actions by residents. However, while PCB benefits the destination as a whole, CCB specifically targets tourists and the community (see shaded items in Table 4). X. Xu *et al.* (2022) further distinguish two dimensions within CCB: "Community Citizenship Behaviour Directed Towards Tourism" (CCBT) and "Community Citizenship Behaviour Directed Towards Individuals" (CCBI) (p. 2).

The CCB construct used by Wu *et al.* (2022) consists of 27 items grouped into five dimensions:
a) Involving Behaviour: Similar to participation behaviour in tourism.
b) Protecting Behaviour: Aimed at defending collective interests.
c) Keeping Interpersonal Harmony: This activity is focused on maintaining harmonious relationships with tourists and other residents, similar to host behaviour.
d) Recommending Behaviour: Comparable to positive WOM behaviour.
e) Helping Behaviour: Includes assistance to both tourists and other residents, unlike PCB, which focuses solely on tourists.

It should be noted that for both PCB and CCB, the authors conducted a Confirmatory Factor Analysis to compare the goodness of fit of various first-order and higher-order models. They found that the first-order five-factor model provided the best fit. Nevertheless, Wu *et al.* (2022) suggest that their scale can also be used as a high-order multidimensional measure, which facilitates the search for antecedents and consequences of the latent variable (CCB).

Table 4: *Constructs and items comprising the latent variable "Community Citizenship Behaviours (CCB)".*

COMMUNITY CITIZENSHIP BEHAVIOURS				
Involving behaviour	**Protecting behaviour**	**Keeping interpersonal harmony**	**Recommending behaviour**	**Helping behaviour**

IB1: "I actively participate in various voluntary activities organized by the village." IB2: "I actively participate in tourism development meetings in this village." IB3: "I report tourism development-related problems to the village initiatively." IB4: "I make suggestions to the village when necessary." IB5: "I actively participate in heritage protection and promotion (e.g., local folk customs)." IB6: "I actively participate in various training programs organized in the village." IB7: "I am very concerned about tourism development in the village."	PB1: "For the village's overall environment, I clean up and beautify the house on my initiative." PB2: "I sort and recycle garbage properly for the village's overall environment." PB3: "I never use the village's public facilities and properties for personal use." PB4: "I actively protect the heritages in the village (e.g., ancient architecture and folk culture)." PB5: "I strictly obey the village's rules and regulations related to tourism development." PB6: "I purchase local ingredients and hire local people for the village's overall well-being."	KIH1: "I maintain a good relationship with tourists." KIH2: "I avoid creating problems for other villagers." KIH3: "In the face of conflicts with tourists, I will actively communicate to solve them." KIH4: "In the face of conflicts with other villagers, I will actively communicate to solve them." KIH5: "I take the initiative to solve tourists' difficulties during their trips."	RB1: "I promote our village's tourism features and products to others." RB2: "I actively promote the image of the village outside." RB3: "I say positive things about our village to others." RB4: "I actively recommend others to visit our village." RB5: "I encourage my relatives and friends to visit our village."	HB1: "I share information and resources with other villagers." HB2: "I lend a hand to other villagers in need." HB3: "I introduce tourists to tour operators in the village for free." HB4: "I help newcomers to integrate into local life."

Source: *Wu et al., (2022, p. 9-10).*

3.2.2.2. Studies using unidimensional scales

In contrast to the multidimensional approach to measuring residents' pro-tourism behaviour, some authors have used first-order unidimensional scales that reflect various facets of this behaviour. Ribeiro *et al.* (2017) proposed a scale based on the following items: "I am willing to receive tourists as affable hosts and be more hospitable", "I am willing to protect the natural and environmental resources on which tourism depends", "I am willing to provide information to tourists and contribute to enhancing their experience" "I am willing to do more to promote Cape Verde as a tourist destination," and "I am willing to accept some inconvenience to receive benefits resulting from tourism development (e.g., noise pollution, congestion, queuing)" (p. 529). These items include host behaviour, protection, helpfulness, WOM, and tolerance. Hu *et al.* (2019) used this scale to develop a model linking destination social responsibility to residents' pro-tourism behaviours. Woosnam *et al.* (2022) employed it to measure support for tourism development among Georgia residents post-COVID-19. Homsud (2017) used the scale but excluded the host behaviour item, Shen *et al.* (2019) removed the item related to tolerance, and Shen and Shen (2021) used only three items, omitting the first and last items.

J. Liu *et al.* (2022) evaluated the Ribeiro *et al.* (2017) scale using both Classical Test Theory and Item Response Theory. They concluded that the scale exhibits strong psychometric properties. Most items show high discrimination indices, making it a reliable instrument that is particularly effective for measuring lower and middle levels of pro-tourism behaviour.

4. Conclusions, Implications, Limitations and Future Lines of Research

4.1. Conclusions

The study of residents' behaviours towards tourism has become a significant area of interest in recent years, particularly with regard to specific behaviours and from an empirical perspective. It is for this reason that this paper aims to provide a theoretical framework to structure the research carried out to date in this area.

In order to achieve this objective, we have drawn upon the works of Carmichael (2000) and Tse & Tung (2021), which adopt a holistic and classification-based approach. From these, residents' behaviour towards tourism has been classified along a continuum based on criteria such as valence, intensity, involvement and the typology or nature of the behaviour (specific behaviours). This classification also considers whether the resident's behaviour is directed towards tourists, towards the tourist destination, or towards both. This section of the paper aims to address the first two research questions: 1) What criteria can we use to classify residents' behaviours towards tourism?, and 2) How can these behaviours be classified according to each of these criteria?

In response to the third question, 3) What types of scales have been developed in an attempt to measure these behaviours?), the study focuses on active pro-tourism behaviours. This is due to the fact that previous empirical studies, which have predominantly employed quantitative methods, have primarily addressed this specific type of behaviour. In this regard, the scales utilized for measurement have been collated and classified. It has been observed that some authors have developed unidimensional scales for the assessment of specific behaviours, while others have approached pro-tourism behaviours in a more holistic manner. The latter have treated behaviours as a multidimensional latent variable, employing concepts such as Place Citizenship Behaviours (PCB) or Community Citizenship Behaviours (CCB). Other studies have elected to utilise more onedimensional scales, comprising a number of discrete behaviours, in order to facilitate their incorporation into structural equation models. In this context, the scale proposed by Ribeiro *et al.* (2017) is particularly noteworthy and it has been widely employed in subsequent studies that have employed structural equation models to identify antecedent or explanatory variables for residents' pro-tourism behaviour.

4.2. Theoretical implications

This theoretical review has enabled us to identify a range of resident behaviours. These behaviours can be directed toward tourists, aimed at promoting the destination, or involve both aspects (as seen in WOM behaviours). These behaviours can be positioned along a continuum based on two criteria (Tse & Tung, 2022a): (1) their (favourable or unfavourable) impact on tourists and/or the development of the destination, and (2) their degree of passivity or activity. Additionally, a third criterion can be considered: the effort or commitment required from the resident. For example, showing friendliness and hospitality to visitors may require minimal effort, whereas participating in or organising tourism events or activities involves higher explicit and implicit costs, including time and financial risk.

Research efforts to date have focused primarily on identifying and measuring residents' pro-tourism behaviours, particularly those that are active in nature. However, there is a notable gap in the literature regarding the measurement of anti-tourism behaviours, which has only begun to be explored qualitatively (Biendicho *et al.*, 2022; Ma *et al.*, 2022; Suharyanto *et al.*, 2020). The need to fill this gap is imperative in order to achieve the desired social sustainability in the development of tourism activity, especially when more and more destinations are experiencing phenomena such as touristification, tourismphobia or overcrowding (Butler & Dodds, 2022; Milano *et al.*, 2023; Vetitnev *et al.*, 2021). These phenomena lead to the emergence of anti-tourism behaviour against tourists and/or against the destination and jeopardise the desired sustainability.

In examining pro-tourism behaviour, some researchers have attempted to capture this behaviour comprehensively by combining various types and naming the latent variable differently (e.g., PCB, CCB, TCB, PB). Notable examples include Ribeiro *et al.* (2017), who used a first-order unidimensional scale, and Zhang and Xu (2019), who developed a multidimensional scale. Both studies include a mix of active and passive items within their scales.

Conversely, many studies have focused on specific pro-tourism behaviours from a partial perspective (e.g., Erul & Woosnam, 2022; Šegota *et al.*, 2022). Some behaviours, such as WOM, have been well-defined, measured, and frequently studied (Chen *et al.*, 2018; Jeuring & Haartsen, 2016; Palmer *et al.*, 2013). Others, despite being clearly defined, have received relatively little attention in terms of measurement (e.g., GRAD behaviour) (X. Li *et al.*, 2022).

4.3. Practical implications

This work has practical implications at both social and managerial levels in addition to the above theoretical contributions.

From a social perspective, understanding residents' support for tourism is essential for fostering sustainable tourism development that benefits both tourists and locals. Pro-tourism behaviours, such as hospitality and respect towards tourists, can enhance the visitor experience and create a positive image of the destination, which can boost the local economy. Additionally, local participation in cultural activities and the promotion of local authenticity not only enrich the tourist experience but also strengthen the community's social and cultural fabric. Conversely, uncontrolled tourism growth can lead to negative behaviours among residents, and the population shifts, according to Doxey's (1975) index, from an initial stance of enthusiasm to apathy, and then to irritation and antagonism. Such negative behaviours can result in adverse publicity for the destination, causing embarrassment among residents and diminishing their quality of life and well-being (Su *et al.*, 2022).

From a managerial perspective, tourism planners should implement mechanisms to assess residents' perceptions, attitudes, and behaviours regarding local tourism development, as well as track changes in these constructs over time. Tourism managers need to understand that residents' attitudes towards tourism may not always align with their behaviours. For instance, a lack of visible negative behaviour towards tourists or the destination does not necessarily mean residents are not opposed to tourism (e.g., they could still show passive behaviours such as tolerance). It is crucial to recognise the diverse range of behaviours residents might exhibit towards tourism. Moreover, these behaviours can vary depending on the destination type and the level of resident-tourist interaction. For emerging destinations, focusing on high-involvement behaviours such as participation and work involvement could be of value. Conversely, in mature destinations where over-tourism might be a concern, it is advisable for managers to continuously monitor resident behaviours to identify any shifts in their reactions or the nature of their behaviours, whether favourable or unfavourable.

Understanding the diverse spectrum of residents' behaviours toward tourism (from pro-tourism to anti-tourism) is essential for advancing theoretical frameworks and guiding sustainable destination management. By recognising the varying levels of effort, impact, and involvement these behaviours entail, tourism planners can develop targeted strategies that foster positive resident engagement while addressing the causes of negative behaviours. Such an approach will not only enhance the visitor experience and the destination's image but also promote social sustainability by balancing the needs and well-being of residents with tourism development goals.

4.4. Limitations and future lines of research

While this study has contributed to advancing knowledge on residents´ pro-tourism behaviour, it is important to acknowledge certain limitations that present new opportunities for future research.

This research includes studies published online up to November 2022, so it can be updated by incorporating studies published after this date. A systematic review methodology such as PRISMA facilitates replication of the study. This will ensure key references are kept up to date and enable an analysis of any potential evolution in the theoretical conceptualisation of residents' behaviour.

Conversely, due to the constraints of time and cost, this review has concentrated on English-language studies. While some studies indicate that this has a negligible impact on the final conclusions (Nussbaumer-Streit *et al.*, 2020), it is essential to recognise that this limitation could potentially affect the geographical and sectoral applicability of the findings (Sánchez-Rebull *et al.*, 2018).

Additionally, our review has focused on peer-reviewed academic articles, and thus has not considered other documents commonly referred to as literature grey (technical reports, conference proceedings and other non-peer-reviewed documents) that could contain valuable information and innovative perspectives. To address this limitation, future research could implement strategies such as the use of complementary analysis tools that integrate grey literature or alternative non-peer-reviewed sources, always critically assessing their quality and relevance to avoid compromising the overall validity of the findings.

Throughout this review, a notable issue has been the indistinct use of the term "behaviour" from both intentional and actual perspectives. Future research should specify the scope of this term and, in light of the Theory of Reasoned Action and the Theory of Planned Behaviour, develop separate scales to measure intentional and actual behaviour.

With regard to measurement scales, it should be noted that there is a need for greater homogeneity in the scales used to measure different resident behaviours. Standardising scales would facilitate comparisons across studies and improve the consistency of findings in correlational research.

While recent studies (e.g., Ahn & Bessiere, 2023; Amani & Chao, 2023; Ma *et al.*, 2023; Plaza-Mejía *et al.*, 2023; Porras-Bueno *et al.*, 2023; Porras-Bueno, 2024) have advanced research in this area, there remains a need to further refine and validate scales. Future work should aim to capture the full range of specific pro-tourism behaviours using both reflective items and formative indicators. It would also be valuable to explore behaviours with significant implications for residents, such as work involvement in tourism, to enhance multidimensional scales and improve their psychometric properties. The current scales do not adequately take into account the residents´ behaviours that involve a high level of engagement. (J. Liu *et al.*, 2022).

Conversely, none of the reviewed articles focused primarily on designing and validating scales for measuring pro-tourism behaviours. Future research should address this gap by developing and validating new scales specifically for this purpose. This review aims to support this effort by compiling the various behavioural scales used in current research, which have largely been employed for correlational purposes.

It should also be noted that the development of scales to measure anti-tourism behaviours is a crucial area for future research. These behaviours, whether active or passive, can negatively impact sustainable tourism development. Creating and validating such scales could provide insights into the consequences of over-tourism and other negative phenomena affecting destinations.

The aforementioned considerations demonstrate that, despite the growing interest in residents' pro-tourism behaviours, the existing literature remains incomplete, hindering a comprehensive understanding of the phenomenon. The present study has identified key areas where future research can make a significant contribution to the field, particularly in the development of new theoretical and methodological approaches that can capture the complexity of these behaviours in diverse contexts. Furthermore, the ever-changing dynamics of tourism, driven by factors such as digitalization, sustainability and the collaborative economy, suggest the need to explore new trends that could influence residents' behaviours. The research agenda presented in Table 5 aims to address these gaps, identify emerging themes and point to the challenges and opportunities facing future studies. Priority actions should be those aimed at developing anti-tourism scales or refining multidimensional constructs. Designing scales to measure anti-tourism behaviours is essential to better understand the relationships between residents and tourism. This involves identifying active and passive behaviours, exploring emerging forms of resistance, and developing valid scales based on appropriate theoretical frameworks. These scales would make it possible to analyse the impact of overtourism on communities and provide key information for designing management strategies that prioritise social sustainability and coexistence between residents and visitors. In addition, future research should focus on developing scales that fully capture the range of pro-tourism behaviours, integrating reflective and formative measures. It is essential to develop multidimensional scales that include key behaviours that involve high levels of resident engagement. To this end, studies need to refine these scales and improve their reliability and accuracy through robust development and validation methods.

Table 5: *Research Agenda.*

Topics	**Research Gap**	**Potential research questions**
Intentional Behaviour versus Actual Behaviour	The indistinct use of the term "behaviour" from both intentional and actual perspectives	-How can we clearly define intentional and actual behaviour in local support for tourism? -What are the key differences between intentional and actual behaviour based on the Theory of Reasoned Action and the Theory of Planned Behaviour? -How can we develop separate scales to measure residents' intentional and actual behaviour? -What factors influence the relationship between residents' intentions and their actual behaviour towards tourism? -How well do existing scales in the literature distinguish between intentional and actual behaviour?
Homogeneity in measurement scales	A need for greater homogeneity in the scales used to measure different resident behaviours	-What criteria should be taken into account when developing standardised scales for measuring different resident behaviours? -How can standardised scales improve the reliability and validity of findings in studies on resident behaviours?
Expanding the domain of the pro-tourism behaviour scale	A need to further refine and validate scales	-How can future studies capture the full range of specific pro-tourism behaviours using reflective and formative measures? -What key pro-tourism behaviours should be included in multidimensional scales, especially those involving high levels of residents´ engagement? -How can future research develop scales that accurately capture residents' behaviours involving high levels of engagement? -How can researchers improve multidimensional scales to make them more reliable and accurate?

Creation of anti-tourism scales	The development of scales to measure anti-tourism behaviours is a crucial area for future research	- What types of anti-tourism behaviour should be included in the measurement scales? -How can researchers develop and validate scales to measure anti-tourism behaviours? -What insights can these scales provide into the impacts of over-tourism on destinations? -Are there new forms of passive resistance to tourism that have not been considered in the literature? -What theoretical frameworks might be useful for conceptualising and measuring anti-tourism behaviours?
Specific studies aimed at designing and validating scales	Designing and validating scales for measuring specific pro-tourism behaviours.	-How can researchers design scales to measure specific pro-tourism behaviours? -What specific pro-tourism behaviours should be included in the measurement scales? -How can researchers validate scales to measure specific pro-tourism behaviours?

Appendix A: (1) Measurement scales for specific pro-tourism behaviours; (2) Multidimensional measurement scales for general pro-tourism behaviours, (3) Unidimensional measurement scales for general pro-tourism behaviours

(1) MEASUREMENT SCALES: SPECIFIC PRO-TOURISM BEHAVIOURS		
TYPE OF BEHAVIOR	**AUTHOR**	**ITEMS**
HOSPITALITY BEHAVIOUR	Antwi *et al.*(2022, p.11); Kock *et al.* (2019, p.434)	*-"I try to be helpful if a tourist asks me for help"* *- "I happily interact with tourists"* *- "If I have the opportunity, I am hospitable toward tourists"* *- "I would do my bit to make the US a welcoming country for tourists"*
	Ribeiro *et al.*(2017, p.7)	*-"I am willing to receive tourists as affable host and being more hospitable"*
	Zhang & Xu (2019, p.100391)	*-"Whenever I encounter visitors, I willingly help them"* *-"Whenever I encounter visitors, I try my best to help them with directions and so on"* *-"I am always helpful towards tourists"* *-"Whenever I encounter visitors, I try to be friendly to them"* *-"I always try to understand the perspectives of tourists"*
GRATUITOUS REFERRALS AT DESTINATION (GRAD)	Ribeiro *et al.* (2017, p.529)	*-"I am willing to provide information to tourists and contribute to enhance their experience"*
	Li *et al.* (2022, p.238)	*- "Whenever I encounter visitors, I willingly help them"* *- "Whenever I encounter visitors, I try my best to help them with directions and so on"* *- "Whenever I encounter visitors, I try to be friendly to them"* *- "I am always helpful towards tourists"*
	Wassler *et al.* (2019, p.441);	*-"Given the chance, I would write about "Hong Kong—Asia's World City" online so my internet contacts would know this brand"*

RESIDENT'S DESTINATION BRAND AMBASSADOR BEHAVIOUR (RDBAB)	Wassler *et al*. (2021, p.100550)	*- "Given the chance, I would pass information about the "Hong Kong—Asia's World City" brand to my friends online"* *- "Given the chance, I would maximize the diffusion of the "Hong Kong—Asia's World City" brand online to make sure my internet contacts would know"* *- "I plan to participate in the future "Hong Kong—Asia's World City" brand-related promotional events and activities (e.g., festivals and exhibitions)"* *- "Given the chance, I would contribute to the development of the "Hong Kong—Asia's World City" brand (e.g., express related concerns and join related online activities)* *- "I plan to participate in the future "Hong Kong—Asia's World City" brand development (e.g., express related concerns and join related online activities)"* *- Given the chance, I would use "Hong Kong—Asia's World City" promotional materials frequently"* *-"Given the chance, I would use "Hong Kong—Asia's World City" promotional materials whenever appropriate"* *-"Given the chance, I would use "Hong Kong—Asia's World City" promotional material in the near future"*
	Wang, H. *et al*. (2022, p.337)	*- "If I had the opportunity, I would write articles about Guyan Picture Town online so that more people would know about it"* *- "If I had the opportunity, I would send Guyan Picture Town to my friends online"* *- "If I have the opportunity, I will promote Guyan Picture Town as much as possible on the Internet to ensure that more people know about it"* *- "I plan to participate in future promotional activities (such as festivals and exhibitions)"* *- "If I have the opportunity, I will make my own contribution to the development of Guyan Picture Town (such as following and participating in events)"* *- "I plan to participate in the future development of Guyan Picture Town (e.g., pay attention to and participate in activities)"* *- "If I have the opportunity, I will use the promotional materials for Guyan Picture Town"*
	Chen & Dwyer (2018, p.1032)	*- "In tourist contact situations, I ensure that my personal appearance is in line with Sydneysider's appearance in my mind"* *- "I adhere to my standards for Sydneysider's behavior"* *- "I see that my actions in tourist contact are not at odds with a Sydneysider's behavior"*
	Zhao *et al*. (2022, p. 5852)	*Brand Ambassadorship Behavior:* *-"I am willing to recommend Zhouzhuang to people who seek my advice* *- "I would encourage other people to come to Zhouzhuang"* *- "In tourist contact situations, I ensure that my personal appearance is in line with the appearance of Zhouzhuang residents in my mind"* *- "I am willing to engage in promotional initiatives for Zhouzhuang"*
WORD-OF-MOUTH (WOM) BEHAVIOUR	Various authors	See table 2
	Zhang & Xu (2019, p.100391)	*- "I talk up this place to my friends"* *- "I speak favorably about this city"* *- "I have recommended this city to lots of people"* *- "I spread the word about this city"* *- "I encourage my friends and relatives to visit this city"*
PROTECTIVE BEHAVIOUR	Zhang & Xu (2019, p.100391)	*-"I keep the city environment clean"* *- "I protect the city's tourism resources"* *- "I protect the city's image"* *- "I undertake responsibilities to preserve the environment"* *- "I maintain order"*

		- *"I stop uncivilized behavior"*
	Lwoga (2016, p.7)	- *"Willingness to spend my money on activities relating to conservation of the built heritage"* - *"Willingness to help others learn about the value of the built heritage"* - *"Willingness to report to the conservation authorities any unsympathetic activity on the built heritage"*
	Chen *et al*. (2019, p.7)	*General behaviour:* - *"I try to learn how to solve environmental problems in our community"* - *"I read the reports or books about the environment of our community".* - *"I discuss with people the issues of environmental protection in our community"* -*"I try to convince partners to protect the natural environment in our community"* *Particular behaviour:* - *"When I see others' inadequate environmental behaviour in our community, I will report it to the authorities"* - *"According to the law, I will deter any behaviour damaging the environment in our community"* - *"I pick up trash and branches when I see them in our community"* - *"I participate in cleanup activities for our community"*
	Gursoy *et al*. (2019, p.2348)	- *"I will stop somebody from destroying the buildings"* - *"I will try to convince partners to protect the old buildings in the old town"* - *"I am willing to take part in the protection activities"* - *"I am willing to organize everyone to protect the old town"*
	Li *et al*. (2022, p.299-230)	*General pro-environmental behavior:* - *"I am willing to adopt environmental actions in daily life to protect Kaifeng's environment"* - *"I am willing to prevent environmental problems through purchases, refusal, donations, and other consumer behaviors in Kaifeng"* - *"I am willing to encourage or persuade other residents in Kaifeng to adopt behaviors that prevent or solve environmental problems"* Place-specific pro-environmental behavior: - "*When I see garbage and debris in Kaifeng, I put them in the trash"* - *"If there are environment improvement activities in Kaifeng, I am willing to attend I will deter any behavior damaging the environment of Kaifeng"*
	Lee & Oh (2018, p.183)	Responsability behavior: - *"I tried to find out what I can do to help the environment"* - *"I talked to others about environmental issues"* - *"I watched TV programs about environmental issues"* - *"I read articles about current environmental issues"* - *"I donated money/member of conservation group"* - *"I joined a community clean effort"* - *"I switched to environmentally safe brand items"* - *"I read labels to see if items are environmentally safe"*
	Confente & Scarpi (2021, p. 1208)	Intentional behavior: -*"I try to solve the environmental problems in this place"* -*"I read the reports, advertising, and books related to the environments of this place"* -*"I discuss with others about environmental protection of this place"* -*"I try to convince companions to adopt positive behaviors in the environments of this place"*
	Hu *et al*. (2021, p. 886)	-*"Residents comply with relevant regulations to not destroy the destination's environment"*

		-"Residents are willing to attend environmental cleaning activities" - "Residents try to convince partners to protect the natural environment" *-"Residents try to not disrupt the fauna and flora of destination"* *-"Residents attach importance to environmental protection"* *-"Residents try to guide tourists to engage in environmental protection"*
	Liu *et al*. (2014, p.197)	Pro-environmental behaviors: *-"After developing ecotourism, I feel natural resources are relevant to me"* *-"After developing ecotourism, I support natural reserve policies more strongly"* *-"I'll take actions to protect the environment"*
	Liu *et al*. (2022, p.299-300)	Environmentally responsible behavioral: *- "I will try to convince partners to protect the natural environment of the community"* *- "When I see others engaged in the destruction of the environment, I will stop them and report it to the managers"* *- "I will follow the legal ways to stop the destruction of the community environment"* *- "If there are environmental protection activities in the community tourist attractions, I would like to attend"*
	Nasr *et al*. (2022, p. 14153)	Pro-environmental Behavior: *- "I voluntarily visit a favorite spot less if it needed to recover from environmental damage"* *- "I voluntarily stop visiting a favorite spot if it needed to recover from environmental damage"* *- "I choose products or services with eco-labels first in this tour"* Environmentally Friendly Behavior: *- "I do not intend to disturb any creature and vegetation"* *- "I tell my companions not to feed the animals"* *- "After a picnic, I leave the place as clean as it was originally"* *- "I don't overturn rock and dried wood arbitrarily"*
	Su *et al*. (2018, p. 185)	Environmentally responsible behavior: *-"I comply with relevant regulations to not destroy the destination's environment"* *- "I report to the destination administration any environmental pollution or destruction"* *- "When I see garbage, tree branches, I will put them in the trash bin"* *-"If there are environment cleaning activities, I am willing to attend* *- "I try to convince partners to protect the natural environment on Gulangyu Island"* *- "I try to not disrupt the fauna and flora of Gulangyu Island during my life"*
	Trelohan *et al*. (2022, p. 6)	*"High pro-environmental behaviours":* *-"I ask people who leave their litter on the site not to do so"* *- "I ask people who walk in forbidden areas (in the dunes) not to do so"* *- "I inform the site authorities (town hall, tourist office) when I see environmental degradation on the site (e. g. pollution, damaged fences on the dunes)"* *- "I seek to keep informed of the environmental concerns on the site"* *"Low pro-environmental behaviours":* *-"I park only in authorized parking spots"* *-"I comply with traffic restrictions on the dunes"*
	Uesugi & Kudo (2020, p.10)	*"Pro-environmental behaviors":* *<u>"Actual behaviour"</u>:* *-"Participate in a public meeting about managing Ikeda town or similar área"* *-"Volunteer my time to projects that help Ikeda town or similar area and natural area ---Write letters in support of Ikeda town and similar protected áreas"*

		-"Contribute donations to ensure protection of natural area like Ikeda town" *-"Encourage others to reduce their waste and pick up their litter when they are at Ikeda town or similar area"* *<u>Limits to use:</u>* *-"Volunteer to stop visiting a favourite spot in the park if it needs to recover from environmental damage"* *-"Volunteer to reduce my use of a favourite spot in the park if it needs to recover from environmental damage"* *<u>Understanding of Natural Environment</u>:* *-"Learn more about Ikeda town's natural environment"* *-"Sign petitions in support of Ikeda town and similar protected areas"* *- "Removed item Pick up litter at Ikeda town or other natural area left by other visitors"* *-"Tell my friends not to feed the animals in Ikeda town or similar area"*
	Wang *et al*. (2021, p.365)	*Pro-environmental behaviors:* *"How often have you performed each of the following behaviors in the past year?"* *- "Saving energy and resources in daily life"* *-"Disposing of garbage regularly in daily life"* *-"Protecting animals and plants in daily life"* *-"Contributing to the eco-environmental protection or construction of the tourist destination"*
	Zhang *et al*. (2014)	*"How often have you performed each of the following behaviors in the past year? (Never, Seldom, Sometimes, Often, Always)"* *-"Disposing of garbage regularly in daily life"* *-"Protecting animals and plants in daily life"* *-"Saving energy and resource in daily life"* *-"I thought about the government's environmental policies and measurements concerning the tourist site in the past year"* *-"I contributed to the eco-environmental protection or construction of the tourist site in the past year"* *-"I was concerned about the impact of tourism on the eco-environment of tourist site in the past year"*
	Zhang & Xu (2019, p. 100391)	*-"I keep the city environment clean"* *- "I protect the city's tourism resources".* *- "I protect the city's image"* *- "I undertake responsibilities to preserve the environment"* *- "I maintain order"* *- "I stop uncivilized behavior"*
	Wu *et al*. (2022, p. 9)	*-"For the village's overall environment, I clean up and beautify the house on my own initiative"* *-"For the village's overall environment, I sort and recycle garbage properly"* *-"I never use the village's public facilities and properties for personal usage"* *-"I actively protect the heritages in the village (e.g., ancient architecture, and folk culture)"* *-"I strictly obey the village's rules and regulations related to tourism development"* *-"For the village's overall well-being, I purchase local ingredients and hire local people"*
	Ribeiro *et al*. (2017, p.529)	*-"I am willing to protect the natural and environmental resources on which tourism depends"*

SUPPORTING BEHAVIOUR	Çelik & Rasoolimanesh (2021, p.19).	*-"I strongly support tourism development in my province and district"* *-"I make suggestions for tourism development in my province and district"* *-"I actively participate in tourism planning in my province and district"* *-"I participate in the development of tourism projects in my province and district"* *-"I want to see many tourists in my province and district"*
	Yen & Kerstetter (2008, p.554)	*-"I will support the policy of making tourism the main industry in my community"* *-"I will recommend Penghu to tourists/ friends who don't live in Penghu"* *-"I will support tourism development in Penghu no matter what"* *-"I will support attracting more tourists in the summer".* *-"I will support attracting more tourists in the winter"*
	Martín *et al*. (2017, p.13)	*-"I like to visit tourist sites in my region"* *-"In the next few years, I will try to choose a tourist site in my region to spend my holidays in.* *-"I offer my assistance to tourism events/activities organized in my region"* *-"I recommend the tourist attractions that exist in my region to other people"*
	Zheng *et al*. (2020, p. 11)	*"Resident support for sustainable heritage tourism development":* *- "Support community tourism"* *- "Support participate tourism planning"* *- "Support tourist cultural communication"* *- "Support tourism planning and development"* *- "Support environment monitoring"* *- "Support environment education and protection"*
	Erul & Woosnam (2022, p.370)	*"Behavioral Support for Tourism Development":* *- "I often offer my assistance to tourism promotional events/activities in my region"* *-"I often attend local community meetings"*
	Lee (2013, p.41)	*"Support for sustainable tourism development* *- "I support the development of community-based sustainable tourism initiatives"* *- "I participate in sustainable tourism-related plans and development"* *- "I participate in cultural exchanges between local residents and visitors"* *- "I cooperate with tourism planning and development initiatives"* *- "I participate in the promotion of environmental education and conservation"*
BEHAVIOUR OF PARTICIPATION AND SELF-CONSUMPTION BEHAVIOUR	Palmer *et al*. (2013, p.149)	*"Residents' participation in tourism related activities":* *-"I visit local tourist sites on a monthly basis"* *-"I often offer my assistance to tourism promotional events/activities in my region"* *-"I often attend local community meetings"*
	Zhang (2008, p.159)	*"Voluntary participation in local tourism activities":* *- "I often offer assistance to community tourism promotional activities"* *- "I often attend local community meetings that focus on tourism development"*
	Zhang & Lei (2012, p.921)	*"Intention to participate in ecotourism":* *-"I would join management training programs for wetland tourism development in Beimen (training programs)"* *-"I would attend discussion meetings for wetland tourism development in Beimen (discussion meetings)"* *-"I would serve on the management committee for wetland tourism in Beimen (committee member)"*
	Xu & Hu (2021, p.1104)	*-"I have participated in the tourism development and management training programs in our community"* *- "I have participated in discussion meetings concerning tourism development in our community"* *- "I am involved in the planning and management process of tourism in our community"* *- "My work is closely related to tourism development of our community"*

	Al-Badarneh *et al.* (2019, p.6)	*-"Participation in planning and monitoring"* *-"Participation in tourism business"* *-"Participation in tourism events"* *-"Participation in tourism organizations"*
	Juschten *et al.* (2019, p.297)	*"Past behaviour":* *-"Frequency of visits to SRDs in the last 2 years/nr. of regions visited"* *"General Intention":* *-"I intend to visit a SRD this summer"* *-"I would like to visit a SRD this summer"* *-"I consider visiting a SRD this summer"*
	Kim *et al.* (2019, p.9)	*-"I will make an effort to visit the Korean DMZ World Peace Park"* *-"I intend to visit the Korean DMZ World Peace Park"* *-"I am willing to visit the Korean DMZ World Peace Park"* *-"I will certainly invest time and money to visit the Korean DMZ World Peace Park"*

(2) MULTIDIMENSIONAL MEASUREMENT SCALES: GENERAL PRO-TOURISM BEHAVIOURS		
TYPE OF BEHAVIOUR	**AUTHOR**	**ITEMS**
COMMUNITY CITIZENSHIP BEHAVIOUR (CCB)	Wu *et al.* (2022)	See table 4
	X. Xu *et al.* (2022, p. 7)	*"The items (8) developed to measure organisational citizenship behaviour (Lee & Allen, 2002) were modified to assess CCB by replacing the word `employees´ with `other residents´ and the word `organisation´ with ´community´"*
	J. Xu *et al.* (2022, p. 478)	*-"I would participate in community activities"* *-"I would give up my time for some community activities"* *-"I would try to keep abreast of developmental trends in Hong Kong* *-"When asked, I would offer suggestions regarding how Hong Kong's economy can improve"*
	Ying *et al.* (2015, p.9)	*"Protect destination/community resources":* *-"Protect local environment"* *-"Protect tourist facilities"* *- "Protect tourist attractions"* *- "Protect destination brand and image"* *Conscientiousness* *- "Is willing to accept advices and requests from the community"* *- "Keep learning for improving service quality"* *- "Comply with community regulations"* *- "Report issues and problems encountered in NJL business"* *"Altruism to fellow NJL operators"* *- "Help new NJL operators get oriented to the business"* *- "Help other NJL operators solve business problems"* *- "Volunteer to assist other NJL operators in reception"* *-"Make spontaneous communication with other NJL operators"* *"Civic virtue"* *-"Is willing to advertise the NJL destination as a whole"* *- "Maintain and promote the destination reputation"* *- "Is willing to provide constructive comments to the community"* *- "Attend community meetings, and NJL business trainings"* *Interpersonal harmony* *- "Acknowledge the community leadership in NJL business"*

		- "Do not trash talk about other NJL businesses" *- "Do not fight with other NJL operators for customers"* *"Destination effectiveness"* *-"Diversity in NJL rural tourism products"* *- "Profitability of NJL business"* *-"Destination competitiveness"* *- "Goal achievement in rural tourism development"* *- "NJL tourism business viability"* *- "Visitor satisfaction"* *- "Anticipated visitation for the next year"*
BRAND CITIZENSHIP BEHAVIOUR	Ahn *et al*. (2016, p.16)	*"Brand acceptance":* *- "I am always friendly toward the brand of "MICE city Busan"* *- "I am always helpful toward the brand of "MICE city Busan"* *- "I always try to put myself in the position in order to understand the views and problems related to the brand of "MICE city Busan"* *- "Brand enthusiasm In all I say and do, I think about the consequences it has on the brand of "MICE city Busan"* *- "I act according to the brand identity of "MICE city Busan", even when they are not observed or controlled by anyone"* *- "I take special care in work and check the quality of outcome, if it has a positive effect on the brand image of "MICE city Busan"* *- "I would always recommend the brand of "MICE city Busan" to friends, acquaintances or relatives, also in private conversations"* *"Brand development"* *-"I strive to develop expertise by reading the internal website, reference and procedure guides, etc. about the brand of "MICE city Busan"* *- "I regularly take the initiative to participate in training for positioning of the brand of "MICE city Busan"* *- "I take initiative to develop ideas for new products, services, or process improvements for developing the brand of "MICE city Busan"* *- "Brand pride I believe that the city Busan as a leading "MICE city Busan" offers better service now than it used to in the past"* *-" I believe that the city Busan as a leading "MICE city Busan" offers better service than competitors"* *- "I believe that the city Busan as a leading "MICE city Busan" offers a more compelling promise than it used to in the past"*
	Zhao *et al*. (2022, p.5852)	*"Brand Citizenship Behavior":* *- "I am ready to attend events that are not required but help Zhouzhuang"* *- "I would attend meetings and give opinions that can improve Zhouzhuang"* *- "I will take the initiative to clarify others' misunderstandings about Zhouzhuang"*
CITY CITIZENSHIP BEHAVIOUR	Taecharungroj (2016, p.341)	*"City Citizenship Behaviours "* *-"You are ready to attend events that are not required but help the city"* *-"You would attend meetings and give opinions that can improve the city"*
PLACE CITIZENHIP BEHAVIOURS	Zhang & Xu (2019)	See table 3

(3) UNIDIMENSIONAL MEASUREMENT SCALES: GENERAL PRO-TOURISM BEHAVIOURS		
TYPE OF BEHAVIOR	**AUTHOR**	**ITEMS**
PRO-TOURISM INTENTIONAL	Ribeiro *et al*. (2017)	*-"I am willing to receive tourists as affable hosts and being more hospitable"* *- "I am willing to protect the natural and environmental resources on which tourism depends*

BEHAVIOUR		*- "I am willing to provide information to tourists and contribute to enhance their experience"* *-"I am willing to do more to promote Cape Verde as tourist destinations"* *- "I am willing to accept some inconvenience to receive benefits resulting from tourism development (noise pollution, congestion, queuing".*

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