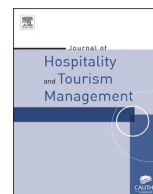




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Residents' attitude as determinant of tourism sustainability: The case of Trujillo

María Francisca Blasco López ^a, Nuria Recuero Virto ^{a,*}, Joaquín Aldas Manzano ^b,
Jesús García-Madariaga Miranda ^a^a Universidad Complutense de Madrid, Management and Marketing Department, Facultad de CC. Económicas y Empresariales, Campus de Somosaguas
Pabellón 6 (Las Caracolas), Pozuelo de Alarcón, Madrid 28223, Spain^b Universitat de València, Marketing Department, School of Economics, Avenida de los Naranjos s/n, Valencia 46022, Spain

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ABSTRACT

This research aims to gain knowledge to understand residents' attitudes towards tourism sustainability in a destination where the main attraction is an archaeological site by analysing the effects of residents' support and perceived benefits for tourism sustainability (in economic, market and social terms). The relationships between perceived benefits and residents' support and among local involvement, attachment and perceived benefits were also examined. The proposed model was assessed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) regression. The data analysis showed that perceived benefits have a more significant effect on tourism sustainability than on residents' support. Interestingly, the influence of community involvement was found to be stronger than community attachment on perceived benefits surrounding a Peruvian archaeological site. This study can assist scholars and managers by shedding light on the understanding of tourism sustainability from a performance viewpoint that considers both financial and non-financial terms.

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1. Introduction

Tourism is a silver bullet for locals. This sector rewards economic, social and market benefits through rising income and employment opportunities, fostering rural business activities, improving infrastructure, preserving the culture of the community and improving cultural exchanges (Ji, Li, & King, 2015; Mathew & Sreejesh, 2017; McGehee & Andereck, 2004; Nunkoo & So, 2015; Sinclair-Maragh, Gursoy, & Vieregge, 2015; Steiner & Atterton, 2015; Stronza & Gordillo, 2008; Wang & Chen, 2015). Consequently, locals' perception of the benefits tourism generates defines their attitudes towards the development of the industry (Choi & Murray, 2010). Hence, residents' support should be considered to guarantee sustainable tourism development since locals are crucial agents in offering visitors quality experiences (Gursoy, Chi, & Dyer, 2009; Kim, Uysal, & Sirgy, 2013; Tolkach & King, 2015; Woo, Kim, & Uysal, 2015).

Achieving sustainable tourism is a process that entails

maximizing benefits and minimizing costs while concurrently satisfying tourists and involving the community in tourism decisions (Cottrell, Vaske, & Roemer, 2013). Locals' concerns and needs should be fulfilled (Nunkoo & So, 2015) through resident empowerment to achieve this long-term desired prosperity (Boley & McGehee, 2014). Resident empowerment is achieved by involving locals in tourism planning and community attachment (Lee, 2013; Nicholas, Thapa, & Ko, 2009; Sebele, 2010; Styliadis, Biran, Sit, & Szivas, 2014; Woo et al., 2015).

Community involvement has been considered a key element that defines locals' perceived benefits since their participation in tourism planning activities permits them to design initiatives that have an effect on their daily lives (Jaafar, Noor, & Rasoolimanesh, 2015; Nicholas et al., 2009). Besides, community attachment, understood in psychological terms, has not been previously related to perceived benefits (Gursoy & Rutherford, 2004; Jurowski, Uysal, & Williams, 1997; Lee, 2013; Vargas-Sanchez, Oom do Valle, Costa Mendes, & Albino Silva, 2015).

Although it has been argued that residents' support and their perceived benefits are preconditions for tourism sustainability (Boley & McGehee, 2014; Gursoy & Rutherford, 2004; Gursoy, Chi, & Dyer, 2010; Ko & Stewart, 2002; Lee, 2013; Nicholas et al., 2009;

* Corresponding author.

E-mail addresses: fblasco@ucm.es (M.F.B. López), nrecuero@ucm.es (N.R. Virto), joaquin.aldas@uv.es (J.A. Manzano), jesgarci@ucm.es (J.G.-M. Miranda).

Nunkoo & So, 2015; Sharpley, 2014), to date, no study has analysed the effects of residents' support or their perceived benefits on sustainable tourism development. The present research also enhances current findings on the topic by examining tourism sustainability in economic, market and social terms and by providing two comparative evaluations. The first is related to the influence of perceived benefits on residents' support and tourism sustainability, and the second concerns the effects of community attachment and involvement on perceived benefits. Given these purposes, we tested five hypotheses representing (a) the relationship between residents' support and tourism sustainability, (b) the link between perceived benefits and tourism sustainability, (c) the connection between perceived benefits and residents' support, (d) the bond between local involvement and perceived benefits, and (e) the link between residents' attachment and perceived benefits. The hypotheses were examined using Partial Least Squares Structural Equation Modelling (PLS-SEM). The research setting was Trujillo (Peru), located in the Pyramids of the Sun and the Moon, which provides a new insight since few studies have examined residents' attitudes in an archaeological site context (Jaafar et al., 2015). Moreover, this study offers interesting findings by describing residents' attitudes towards a site that was facing the first stages of the involvement phase of the tourism life cycle.

2. Literature review

Many studies have analysed economic, social and environmental impacts that are directly related to the triple bottom line, the basic principles that define sustainable tourism (Almeida, Balbuena, & Cortes, 2015; Boley & McGehee, 2014). Furthermore, scholars have developed scales to measure non-financial and financial performance in economic, market and social terms in arts organizations (Camarero & Garrido, 2008; Camarero, Garrido, & Vicente, 2015; Gainer & Padanyi, 2005).

2.1. Residents' support for tourism sustainability

Sustainable tourism is a well-known concept that summarizes long-term tourism welfare by embracing the capabilities of future generations to fulfil their needs (Lee, 2013; Nicholas et al., 2009). It is driven by the imperative of generating benefits for locals (Lee, 2013; Yu, Chancellor, & Cole, 2011). The dimensions of tourism sustainability include financial and non-financial terms. Several scholars have argued that customer orientation in cultural organizations leads to economic, market and social performance (Camarero & Garrido, 2008; Camarero et al., 2015; Gainer & Padanyi, 2005). The balance of these interacting dimensions must be considered a continuous process of reorientation and adaptation (Pulido-Fernández, Andrades-Caldito, & Sánchez-Rivero, 2014), where residents' willingness must be taken into account (Lee, 2013; Nicholas et al., 2009) to achieve sustainable tourism. Market performance must be achieved to attain sustainable tourism development since it ensures the long-term competitiveness of the destination by ensuring its appealing differentiation (Pulido-Fernández et al., 2014).

Residents' support has been discussed in terms of community-based tourism (Lee, 2013). Community-based tourism fosters community participation by emphasizing responsibility and social equity, by guaranteeing that the implementation of proposals are adapted to local needs, and by providing opportunities for residents (Sebele, 2010; Tolkach & King, 2015).

Although it is quite reasonable to think that residents' support influences economic, social and market welfare, no existing research has analysed this relationship. However, it has been stated

that a community-based perspective is an essential precondition to sustainability (Woodley, 1993). Accordingly, residents who participate in tourism initiatives are likely to support tourism development. In this respect, it has been shown that residents' participation has a favourable influence on economic benefits in tourism destinations (Liu et al., 2014; Sebele, 2010). Moreover, Brohman (1996) has indicated that community participation implementation produces a more equal distribution of benefits, which solves one of the main problems of sustainable tourism development. Hence, the following hypothesis is postulated:

H1. Residents' support positively influences tourism sustainability.

2.2. The effects of perceived benefits on residents' support and tourism sustainability

Residents' perceived benefits are related to locals' subjective expectations (in terms of socio-economic and cultural values) of the personal utility derived from visitors' arrivals (Nunkoo & So, 2015). These expectations can be conceptualized in two categories: socio-economic and cultural (Gursoy & Rutherford, 2004; Ko & Stewart, 2002; Sinclair-Maragh et al., 2015). Perceived socio-economic benefits involve employment opportunities, the improvement of infrastructures, the creation of local enterprises and the contribution to local economy prosperity (Dyer, Gursoy, Sharma, & Carter, 2007; Gu & Ryan, 2008; Gursoy & Rutherford, 2004). Cultural opportunities refer to residents' motivations to preserve local culture, develop cultural activities, have cultural exchanges with visitors, and feel more attached to cultural identity (Gursoy & Rutherford, 2004; Stronza & Gordillo, 2008). Locals who receive more benefits favour the development of sustainable tourism at a higher level than do those who receive no or few profits (Jurofski & Gursoy, 2004).

In addition, it has been argued that those locals who perceive opportunities from visitors' arrivals tend to support sustainable tourism development (Gursoy, Jurofski, & Uysal, 2002; Jurofski et al., 1997; Lee, 2013). Scholars have concluded that perceived benefits influence residents' support of tourism destinations (Dyer et al., 2007; Lee, 2013; Nunkoo & Ramkissoon, 2011; Nunkoo & So, 2015; Park, Nunkoo, & Yoon, 2015; Styliadis, 2014). Residents' support is indispensable to avoid threatening sustainable tourism (Nunkoo & Ramkissoon, 2011; Rivera, Croes, & Lee, 2016). Therefore, it makes sense that if residents feel that they benefit from tourists' arrivals, this will positively influence tourism sustainability. Additionally, it is evident that if residents perceive benefits from tourists' arrivals, they are likely to support tourism initiatives. Therefore, the next hypotheses are proposed:

H2. Perceived benefits positively influence tourism sustainability.

H3. Perceived benefits positively influence locals' support of tourism initiatives.

2.3. The effects of locals' involvement and attachment on perceived benefits

Community involvement has been defined in terms of the level of collaboration of community members to fulfil common purposes for the benefit of all (Jaafar et al., 2015; Nicholas et al., 2009). Involving community members in the development of the destination is important since it allows them to have control over the activities that affect their lives, and it consequently makes them more aware of the benefits that tourism brings (Jaafar et al., 2015; Rasoolimanesh, Jaafar, Kock, & Ramayah, 2015). Interestingly, in

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