

Factors that affect the residents' propensity to invest in tourism

YILDIRIM YILMAZ * [yyilmaz@akdeniz.edu.tr]

ELHAM ANASORI ** [elanasori@yahoo.com]

Abstract | The current study, grounded in social exchange theory (SET), examined how residents' perceptions of tourism impact their willingness to invest in tourism. Data were collected from residents who reside in Antalya for at least one year via an online questionnaire, utilizing the snowball sampling method. Initially, factors influencing residents' perceptions of tourism were identified through Exploratory Factor Analysis, followed by Confirmatory Factor Analysis to validate these factors. Hierarchical regression analysis was then conducted to test the hypotheses in multiple stages. The findings of the study supported the hypotheses, indicating that residents' positive perceptions of the economic, social, and environmental benefits of tourism increase their motivation to invest in the tourism industry.

Keywords | Invest in tourism, residents, city image, economic benefit, culture exchange

* Tourism Faculty, Akdeniz University, Türkiye

** Faculty of Tourism, Eastern Mediterranean University, Turkish Republic of Northern Cyprus

1. Introduction

Given the crucial role tourism plays in societal growth and well-being, evaluating local residents' perceptions of tourism is pivotal for fostering the development and sustainable growth of tourism in communities (Del Chiappa et al., 2018b; Aquino et al., 2018). The advancement of tourism can result in alterations to residents' way of life, social connections, and surroundings, potentially influencing their sense of belonging and community engagement (Xue et al., 2017). Therefore, tourism exerts a key role on locals' life through the economic, social, psychological and environmental impacts (Zhuang et al., 2019; Marzuki, 2012; Andereck & Nyaupane, 2011). However, this relationship is reciprocal, as residents of tourist destinations also influence tourism development (Marzuki, 2012; Pyke et al., 2018).

Tourism is often regarded as the vehicle for economic development and job creation for the locals who reside in the tourist destinations (Wu & Wu., 2018). Involving locals in tourism projects is paramount for the industry to become more dynamic, distribute its benefits equitably in society, and garner local investment and support (Suhel & Bashir, 2018). However, locals' lack of familiarity with the tourism industry and their negative perceptions of tourism and tourists often deter them from investing in the industry (Saufi et al., 2014). Tourism development among residents can promote a number of significant local goals, such as improving economic growth, enhancing well-being and equity, empowering local residents, improving resource management (Dimitrovski et al., 2022). Understanding the interaction between visitors and residents is therefore crucial for managing tourism destinations effectively (Cheung & Li, 2019). Destination management organizations must strive to foster harmonious coexistence between tourists and locals, especially in tourism-dependent regions (Qin et al., 2021).

The critical issue here is to cultivate a positive

perception and image for tourism among residents and encourage the community to support tourism projects. Despite its fundamental role in assisting governing bodies in formulating strategies for tourism growth and development, studies addressing the community's role in tourism development and their support for tourism are scarce (e.g., Zhuang et al., 2019; Marzuki, 2012; Qin et al., 2021; Dimitrovski et al., 2022). This study seeks to initially focus on the perception of local people about tourism since this perception affects the relationship between residents and tourists which is one of the critical elements for sustainable tourism development, i.e. creating a hospitable environment for tourists leads to positive tourist behavior (Lopez et al., 2018).

Although there are studies in the literature on how tourism is perceived by the local people, the impact of this perception on residents' support to tourism has been a neglected area, with few studies addressed this relation (Lopez et al., 2018; Dimitrovski et al., 2022). This research aims to fill this gap by exploring the perceptions of local people on the economic, social, cultural, and environmental effect of tourism and to test this perception on the residents' propensity to invest in the tourism industry through the lens of social exchange theory (SET). Social exchange theory aims to define the host and guest interaction. It is perhaps the best-known interaction-based theory in tourism (Ward & Berno, 2011) which is a derivative of sociology and social psychology (Moyle et al., 2010).

2. Theoretical Framework

Social Exchange Theory and Residents' Support of Tourism

Social exchange theory provides the theoretical basis for the relationships among variables in the current study. It frames the exchange of re-

sources among individuals and groups in interactional scenarios (Brinberg & Castell, 1982), providing a structured approach to understanding the dynamics of relationships, interactions, and transactions in tourism (Moyle et al., 2010). Social exchange implies an undetermined exchange between two individuals or two groups wherein one requires to trust of the others to receive benefits in return for the benefits they provide (Cropanzano & Mitchell, 2005).

Residents' perception on the impact of tourism can be analyzed through socio-cultural, economic and environmental perspectives. Drawing on the reciprocity principle of social exchange theory, this perception can significantly influence people's willingness to invest in tourism (Peters et al., 2018; Afthanorhan et al., 2017). Viewed through a tourism lens, social exchange theory suggests that individuals' attitudes towards tourism and their subsequent support for its advancement will be shaped by how they assess the outcomes of tourism for both themselves and their communities (Mondal & Samaddar, 2022; Kanwal et al., 2020; Cornell et al., 2019). Within communities, the perceived costs and benefits across economic, environmental, and sociocultural spheres have been recognized as pivotal factors shaping attitudes towards the development of tourism (Eslami et al., 2019; Alrwajfah et al., 2019). Residents who perceive tourism impacts positively tend to have more favorable attitudes toward tourists which logically leads to the expectation that residents of developing countries would perceive greater economic benefits from tourism and, therefore, hold more favorable attitudes toward tourists (Gursoy et al., 2019). Studies have shown that community engagement in tourism plays a key role in sustainable development (Kapera, 2018).

Residents' Perception of Tourism and Its Impact on Propensity to Invest in Tourism

Numerous studies have investigated the local people's perceptions and attitudes towards tourism growth and development for more than three decades (Andereck & Nyaupane, 2011; Vieira et al., 2014; Kapera, 2018; Lopez et al., 2018; Elmia & Pratiwi, 2023). However, research evaluating resident's perception regarding tourism impacts on their behavior in coastal areas is scarce (e.g. Sharma & Gursoy, 2015).

Muresan et al. (2016) revealed that locals generally had a positive view of tourism growth. Vargas-Sánchez et al. (2014) stated that people in low season were more satisfied with tourism than those in the high season, and this affected their attitude towards supporting tourism.

The area in which people live affects their perception of tourism. Sharma and Dyer (2009) noted that people living close to the sea generally exhibit a more positive attitude toward tourism, while those living in the hinterland have a more favorable perception of the social impact of tourism. Additionally, people hold different views on the economic impact of tourism; residents in suburban areas tend to assess economic impact more positively than those in rural or urban in city centers. Sinclair-Maragh (2017) revealed interesting results, showing that females tended to support tourism development more than males, and residents between the ages of 18 and 25 and of black ethnicity were more likely to support tourism than others.

Carneiro and Eusébio (2015) demonstrated a positive link between host–tourist collaborations and locals' perceptions of tourism effects on various domains in two Portuguese beach societies. Brida et al. (2014) also showed that a positive attitude of tourism serves as a driving force for locals to support tourism policies. However, native-born locals were less positive to support the programs which negatively affected the tourist arrivals. Thai

respondents prioritized the preservation of local culture, and they were differing attitudes towards tourism between those belonging to domestic tourist destinations and those living in international tourist destinations (Mcdowall & Choi, 2010).

The current study, grounded in social exchange theory, aims to investigate the relationship between residents' perception of sociocultural and environmental impacts of tourism and its impact on their tendency to invest in tourism. Based on the abovementioned literature, the impacts of tourism on the perception of locals have been studied in different context. However, this effect on coastal area, which has different characteristics, is under evaluated.

Hypotheses Development

Scholars have extensively examined the determinants that influence the intention to support tourism development (Choi & Murray, 2010; Meimand et al., 2017). Research has consistently demonstrated that when local residents harbor positive sentiments regarding the economic impact of tourism on society and the country, they are more inclined to invest in tourism ventures (Boley et al., 2018; Comerio, 2018; Hateftabar & Chapuis, 2020; Ganon et al., 2021; Uslu et al., 2020; Kanwal et al., 2020).

For instance, study of Boley et al. (2018) revealed that residents' favorable attitudes towards the economic benefits of tourism significantly bolstered their willingness to engage in investments within the industry. The positive assessment of the local community concerning the economic and physical impacts of tourism may stem from the immediate and tangible nature of these effects. However, it's important to note that negative impacts, particularly in environmentally and socially sensitive areas, could diminish the perceived benefits of tourism over the long term.

Nevertheless, it is crucial to acknowledge that

tourism can yield both positive and negative effects on the economy of tourist destinations. Accounting for the costs and benefits of tourism, seasonal employment opportunities and inflation may emerge as consequential factors influencing residents' attitudes towards tourists and tourism activities over time.

Based on the discussion above, we propose the following hypothesis:

H1: Residents' perception of the economic benefits of tourism positively influences their inclination to invest in tourism ventures.

Shen et al. (2022) suggest that resident's positive attitude toward tourism impacts their behavior positively. In recent years, several scholars have underscored the importance of evaluating the image that residents hold of the place where they reside (Cassia et al., 2018). Study by Moraru et al. (2021) showed that residents supported tourism development because they believed it would improve the city's image and have a positive economic effect. Residents who maintain a positive place image are more likely to view the potential impacts of tourism in a favorable light (Stylidis, 2016; Schroeder, 1996). Hence we hypothesize that:

H2: Residents' perception of city image enhancement of tourism affects the propensity to invest in tourism positively.

Meimand (2017) noted that support for tourism development by the residents varies in different contexts, with psychological factors mostly affecting this attitude. It is clarified that people's perceptions of the different impacts of tourism are not consistent; for example, some individuals may have a positive attitude towards the culture and economic impacts of tourism but may evaluate the effects of tourism negatively from an environmental and social point of view. Pham and Kayat (2011) concluded that residents in the area endorse tourism primarily for its socio-cultural and

environmental advantages, rather than its economic benefits. Positive socio-cultural benefits of tourism encompass various aspects, including the development of infrastructure, enhancements in community services, provision of leisure and recreational opportunities, support for cultural activities, facilitation of intercultural communication, preservation of local culture and heritage, and revitalization of indigenous cultural practices (Muresan et al., 2021). The following hypothesis has been developed to test whether residents are inclined towards tourism investments due to its contribution to environmental and cultural conservation:

H3: Residents' perception of the environmental and cultural preservation affects the propensity to invest in tourism positively.

Tourists and host communities can benefit from tourism through fostering cross-cultural communication and understanding. For instance, residents gain insights into the world beyond their locality, while visitors gain knowledge about distinct cultures, thereby promoting mutual understanding between hosts and guests (Besculides et al., 2002). Local hosts from indigenous communities possess valuable local wisdom, highly regarded as a font of tourism knowledge. This knowledge, deeply rooted in culture, serves as a significant asset for indigenous hosts participating in tourism endeavors (Ngo & Pham, 2023). Özel and Kozak (2017) found that cultural exchange with tourists was stated as one of the main benefits by the residents of a tourist destination. Therefore, we hypothesized that:

H4: Residents' perception of the culture exchange of tourism affects the propensity to invest in tourism positively.

Studies mainly emphasize the role of tourism on the economic growth but they most neglect the influence of locals on the tourism and community development to distribute tourism benefits

(Aref, 2010) particularly in resort tourist destinations, which also suffer from seasonality. The role of the local societies in the tourism growth is a multifaceted issue and needs to be meticulously evaluated. Locals' attitudes and perceptions toward tourism impacts might change throughout the development stages of destinations (Nunko & Gürsoy, 2010). Research indicates that the success and sustainability of tourism development hinge significantly on the local communities' acceptance of tourists and tourism-related programs and activities (Lopez et al., 2018; Gürsoy et al., 2010). Local residents view that the enhancement of infrastructure contributes positively to the promotion of tourism and stimulates an increase in tourist demand (Nazneen et al., 2021) which may influence their propensity to invest in tourism. Thus, we hypothesized that:

H5: Residents' perception of the infrastructure development affects the propensity to invest in tourism positively.

3. Methodology

Measurement Instruments

Scales used in this study were based on the previous studies. Propensity to invest in tourism scale was borrowed from Del Chiappa et al. (2018a) which consists of two items. Local people's perception on tourism was measured with 23 items adapting the scale of Yang et al. (2010). Items were measured on 5-point Likert scale where 1= strongly disagree and 5= strongly agree. Demographic profile questions were included in the questionnaire which were also used to assess their impacts on the propensity to invest in tourism of the residents. The questionnaire was translated into Turkish and the pilot test was administered to 10 students to ensure that the survey items and wording are clear, understandable, and appropriate.

Minor revisions about wording were made according to the suggestions provided.

Data Collection

Residents were defined as people who maintain residency in a given place (Del Chiappa et al., 2018a). The residents of Antalya were chosen because Antalya is a well-known mature tourist destination which hosts above 10 million international tourists annually. A qualifying question was added in the beginning of the questionnaire about the year of residency and who was a resident less than 1 year was not included in the study. Data were collected in January 2020 through online questionnaire. For online data collection, snowball sampling method was used in which the participants forwarded the questionnaire link to the other people they know who are residents of Antalya. After eliminating the non-usable of 9 questionnaires due to the high rate of missing value, a total of 556 questionnaires were used for the analyses.

Data Analysis

The factors that are included in the residents' perception of tourism were confirmed by Exploratory Factor Analysis first and then Confirmatory Factor Analysis was applied. Hierarchical regression analysis was executed to test the hypotheses in several stages which allows to examine the incremental predictive power of each block of variables on dependent variable. In the first model, demographic variables (gender, age, job and number of years of residency) were used to confirm that they did not explain all the variance to invest in tourism (Model 1). In order to measure the effect of each factors of residents' perception on tourism separately, one factor was added to the model at each stage. In Model 2, City Image-International Perspective factor was added to evaluate its es-

timated power on propensity to invest in tourism of residents. In Model 3, City Image-Local Perspective was entered into the regression followed by Infrastructure Development and Economic Benefit in Model 4, Cultural Exchange in Model 5, and Environmental and Cultural Preservation in Model 6 to assess their predictive power on residents' willingness to invest in tourism.

Reliability and Validity

The result of Exploratory Factor Analysis (EFA) produced five factors. The chi-square value of Bartlett's test of sphericity (11376,140; $p < 0.0001$), and Kaiser-Meyer-Olkin (KMO) test (0.952) also showed that the sample was adequate and solution was unidimensional. Different to original scale, city image enhancement and consolidation factor was divided into two factors namely international and local city image enhancement and consolidation. Economic benefit and tourism infrastructure development factors combined into one factor and one item from economic benefit factor was deleted due to low factor loading. Culture exchange, and environmental and cultural preservation factors were established well as in the original scale with no further deletion of items. Total variance explained was 77.96. Cronbach's alpha coefficients between 0.82 and 0.96 indicated that the scales were highly reliable.

Confirmatory Factor Analysis (CFA) was conducted in AMOS 22 with the factors produced in EFA. Goodness of fit indexes indicate a good fit ($\chi^2 = 1037.515$, $\chi^2/df = 4.415$, $NFI = 0.911$, $CFI = 0.929$, $TLI = 0.917$, $RMSEA = 0.078$). To investigate the discriminant and convergent validity, Average Variance Extracted (AVE) and Composite Reliability (CR) scores were produced. AVE scores range between 0.60 and 0.88 which are greater than the threshold of 0.5. CR scores were also above the threshold of 0.8 (0.82 - 0.96) (Table 1). The standardized factor loadings were above

the limit of 0.6 (Chin et al., 2008). The findings prove that convergent validity is ensured. Discriminant validity was tested with Fornell and Larcker criteria (Fornell & Larcker, 1981) (Table 2). To assess the multicollinearity, Variance Inflation Factor

(VIF) and Tolerance values were calculated. All VIF values were lower than 5 and the Tolerance values are more than 0.1 so multicollinearity was not a concern (Midi et al., 2010).

Table 1 | Reliability and Convergent Validity

Factors	Mean	Std. Dev.	Std. Loading	AVE	CR	α
City Image-International Perspective				0.88	0.96	0.956
Increase opportunity to introduce Antalya to the world	4.67	.763	0.939			
Improve Antalya's international image	4.62	.803	0.927			
Enhance recognition of Antalya Internationally	4.66	.750	0.948			
City Image-Local Perspective				0.70	0.94	0.871
Enhance the cohesion of Antalya residents	3.32	1.291	0.836			
Enhance pride of Antalya residents	4.02	1.146	0.785			
Reinforce community spirit	3.62	1.245	0.888			
Infrastructure Development and Economic Benefit				0.60	0.93	0.928
Enhance city beauty	4.22	1.068	0.709			
Increase shopping facilities	4.31	.983	0.721			
Increase leisure facilities	4.50	.822	0.740			
Improve sanitation facilities	3.99	1.097	0.724			
Accelerate development of city infrastructure	4.09	1.130	0.765			
Increase job opportunities	4.51	.839	0.778			
Improve the economic conditions	4.29	1.003	0.839			
Accelerate the growth of Antalya	4.43	.895	0.865			
Increase investment in Antalya	4.47	.837	0.855			
Culture Exchange				0.71	0.90	0.912
Result in more cultural exchange	4.25	.975	0.836			
Provide opportunity to experience other Culture	4.17	1.015	0.830			
Encourage development of local cultural Activities	3.96	1.110	0.817			
Better understand other/different cultures and societies	4.17	1.011	0.883			
Environmental and cultural preservation				0.60	0.82	0.810
Restore/preserve/protect historical buildings	4.15	1.056	0.735			
Preservation of the local culture	3.57	1.313	0.794			
Conserve natural resources	3.29	1.393	0.789			
Propensity to invest in Tourism				0.77	0.87	0.869
Financial support for promotion	3.49	1.332	0.908			
Personal investment to tourism	3.50	1.347	0.845			

Table 2 | Discriminant Validity

	1	2	3	4	5	6
1	0.94					
2	0.45	0.84				
3	0.55	0.76	0.84			
4	0.38	0.72	0.79	0.78		
5	0.68	0.69	0.83	0.67	0.78	
6	0.31	0.62	0.58	0.68	0.55	0.88

Diagonal values are square root of AVE.

1= City Image-International Perspective, 2= City Image-Local Perspective, 3= Culture Exchange, 4= Environmental and cultural preservation, 5= Infrastructure Development and Economic Benefit, 6= Investing in Tourism

4. Results

Demographic Profile of Respondents

Majority of the respondents were between 26 and 45 years old (58.3%), male (57.4%), and reside in the destination more than 10 years (77.9%). 36.3% of the respondents work in tourism industry which is in parallel to the Antalya Province Labor Market Research (Yılmaz & Ateş, 2016). According to this report, the rate of employment in the accommodation and food Service sector was 32.2% (Table 3).

Table 3 | Demographic Profile

Variable	N	%
Age		
18-25	50	9
26-35	165	29.7
36-45	159	28.6
46-55	125	22.5
> 55	57	10.3
Gender		
Male	319	57.4
Female	237	42.6
Residency		
< 1 year	8	1.5
1-5 year	44	8
6-10 year	69	12.6
>10 year	427	77.9
Job		
Tourism	200	36.3
Non-Tourism	351	63.7

Results of the hierarchical regression

Table 4 shows that gender and job are significant variables among the demographics in the Model 1 which indicates that residents who are male ($\beta = -.094$, $p < 0.05$) and working in the tourism industry tend to invest more in tourism ($\beta = -.184$, $p < 0.001$). However, demographic variables explain only 4.9% of the propensity to invest in tourism. To investigate the effect of each factors of the perception of residents on tourism industry, they were added one by one to the models.

In Model 2, perception of city image enhancement with international perspective was added to the model and it was found that it had a significant effect on propensity to invest in tourism ($\beta = .291$, $p < 0.0001$) along with the gender ($\beta = -.085$, $p < 0.05$) and job ($\beta = -.191$, $p < 0.001$). Therefore, H1 hypothesis was supported. R^2 reached to 0.134 with a 0.085 change ($p < 0.001$). In Model 3, the addition of city image-local perspective produced 0.195 change in R^2 which was the greatest change among all models. In this model, gender ($\beta = .080$, $p < 0.05$), age ($\beta = .082$, $p < 0.05$), job ($\beta = -.112$, $p < 0.001$) and international and local city image factors were significantly influential on propensity to invest in tourism ($\beta = .080$, $p < 0.05$ and $\beta = .499$, $p < 0.001$ respectively) so H2 hypothesis was supported. In Model 4, infrastructure development and economic benefit factor was added. This factor positively affected the propensity to invest in tourism ($\beta = .334$, $p < 0.001$) which supports H3 hypothesis. Other factors that had significant effects were city image-local perspective ($\beta = .330$, $p < 0.001$), age ($\beta = -.094$, $p < 0.01$), and job ($\beta = -.112$, $p < 0.001$). Cultural exchange factor was added in Model 5 and it has a positive and significant effect on propensity to invest in tourism ($\beta = .166$, $p < 0.01$). Hence, H4 hypothesis was supported. On the other hand, addition of cultural exchange factor only produced a small ΔR^2 (0.01). Other variables in previous model that significantly affected the propensity in tourism remained in Model 5 as well. Lastly, in Model 6, environmental and cultural preservation factor was added. It was a significant predictor of propensity to invest in tourism ($\beta = .310$, $p < 0.001$) supporting H5 hypothesis. In this model, R^2 reached to 0.425 with 0.043 change compared to previous model. Age ($\beta = -0.083$, $p < 0.05$), job ($\beta = -.104$, $p < 0.001$), city image-local perspective ($\beta = .185$, $p < 0.001$), infrastructure development and economic benefit ($\beta = .194$, $p < 0.001$) were other significant influential factors.

Table 4 | Results of hierarchical regression

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Gender	-.094*	-.085*	-.080*	-.046	-.059	-.083*
Age	-.010	-.012	-.082*	-.094**	-.088*	-.107**
Job	-.184***	-.191***	-.112**	-.112**	-.112***	-.104**
Residency	.021	.012	.031	.039	.038	.034
City Image-International Perspective		.291***	.080*	-.055	.061	-.036
City Image-Local Perspective			.499***	.330***	.282***	.185***
Infrastructure Development and Economic Benefit				.334***	.242***	.194**
Culture Exchange					.166**	.045
Environmental and cultural preservation						.310***
R ²	0.049	0.134	0.329	0.372	0.382	0.425
F	7.07***	16.88***	44.52***	46.05***	41.95***	44.52***
ΔR ²	0.049	0.085	0.195	0.043***	0.010***	0.043***
ΔF	5.52***	110.89***	181.71***	60.74***	14.29***	35.60**

Notes: p – values: *0.05, **0.01, ***0.001 Durbin-Watson value = 1.894

5. Discussion

The present study based on social exchange theory investigated the factors that lead to positive attitude and willingness of locals to invest in tourism, particularly in a mature tourism destination. Our findings revealed that a favorable perception of the economic, social, and cultural impacts of tourism fosters a greater inclination among residents to engage in investment and entrepreneurial activities within their community. However, it is crucial to acknowledge the potential adverse effects of tourism on destination areas, such as inflation and negative cultural repercussions. Mitigating these negative impacts while amplifying the positive ones necessitates meticulous planning.

Consistent with our research, studies by Boley et al. (2018) and Ganon et al. (2021) corroborate our findings, indicating that a positive understanding of tourism's effects heightens locals' willingness to invest, whereas awareness of negative consequences like inflation or escalating land prices can engender a more pessimistic outlook. Moreover, our study extends beyond merely exploring the economic ramifications of tourism on residents' attitudes; it also investigates the cultural and social effects that tourists may have on local perceptions. As tourists engage with the community during their visits, they establish distinct social dy-

namics that differ from the interactions within the native population. This interplay between hosts and tourists gives rise to various socio-cultural effects, which can yield positive or negative outcomes depending on the nature of communication and interaction.

Nevertheless, one effective strategy entails striking a balance between the thriving economic sectors (benefitting from tourism) and the local populace. This entails recognizing and prioritizing the concerns of locals, a responsibility that falls upon tourism planners and decision-makers at the macro level. Particularly in contexts where there exists a significant economic and cultural disparity between tourists and locals, this approach can help avert potential conflicts and tensions, fostering a more harmonious coexistence between the two groups.

6. Conclusion

The support of local people plays an important role in the development of destinations. Therefore, it is critical to increase the willingness of residents of destinations to invest in tourism. To do this, first of all, it is necessary to create a positive perception about tourism. In this study, the tendency

of the residents to invest in tourism was investigated in a mature resort destination. The impacts of five tourism perception factors on the propensity to invest in tourism were examined. Research results confirm the utility of social exchange theory which is widely used in tourism studies to explain attitudes of residents towards tourism and tourism development.

The findings of hierarchical regression analysis revealed how perceptions of residents about tourism in a mature destination affect their tendency to invest in tourism. Firstly, the impact of the demographic profile of the residents was researched. It was found that demographic profile only explained the 4.9% of the propensity to invest in tourism, meaning that there are other factors. Adding the perception of tourism factors to the models increased this rate significantly with each model reaching to 42.5% at the Model 6. Among the demographic profile variables, age was a negative significant factor in four of the six models which means that propensity to invest in tourism declines as residents get older which is consistent with the findings of Sinclair-Maragh (2017). The results also indicated that residents who have jobs related to tourism were of great propensity to invest in tourism which was found significant in all models. It is common to find that industry workers respond more positively to tourism (Ward & Berno, 2011; Souza et al., 2021). Males, on the other hand, tend to invest in tourism more than females, contradicting the findings of Sinclair-Maragh (2017). Year of residency were insignificant predictors in all models. Shen et al. (2022) suggest that residents' positive attitude toward tourism impacts their behavior positively. In this study, all perception of tourism factors influenced the tendency to invest in tourism positively. Residents' perceived local city image had the greatest impact whereas the culture exchange had the lowest. Moraru et al. (2021) state that residents support tourism development since they found that tourism improves the city image and exerts a progressive economic

effect parallel to the findings of this study. In Model 6, it is seen that residents who are male, young, work in tourism and think that tourism helps to increase local city image, infrastructure development and economic benefit, and environmental and cultural preservation tend to invest in tourism. This finding suggests that local authorities and destination management organizations should promote tourism to residents to foster the tourism growth in destinations. Especially, campaigns about showing the positive impact of tourism on city image, and infrastructure development and economic benefits might help to increase the residents' propensity to invest in tourism.

Although perception of tourism has a positive effect on tendency to make tourism investment, the results also indicated that there are other constructs which might affect the propensity since there is still a remaining part of 0.575 R^2 . Hence, researchers should include other variables to increase R^2 which will help us to gain more insights about the factors to trigger the investments to tourism by residents. To do this, researchers can utilize other theories such as integrated threat theory and contact hypothesis (Ward & Berno, 2011).

Theoretical and practical implications

The existing literature presents a dearth of studies focusing on the significant factors influencing residents' support for tourism, despite the pivotal role residents play in the development and sustainability of the tourism industry (Lopez et al., 2018). These studies often overlook the crucial aspect that it's not solely the tourists' attitudes toward the destination that matter, but also the locals' attitudes toward tourists. Local awareness of tourism goals and plans can profoundly impact the destination image perceived by tourists. Our study addresses this gap by comprehensively examining the effects of various factors—economic, environmental, and cultural—on residents' attitu-

des towards tourism. We investigate how these factors shape individuals' inclinations to invest in tourism.

Moreover, our study extends beyond mere observation to offer actionable recommendations for administrators. It emphasizes the pivotal role that local communities can play in the industry's development. We advocate for practitioners and administrators to prioritize increasing public awareness of the benefits and costs associated with tourism. Moreover, proactive efforts should be made to provide training and support to empower local communities, enabling them to contribute effectively to the advancement of tourism in a more developed and sustainable manner. By recognizing and harnessing the potential of local stakeholders, administrators can ensure the long-term success and resilience of the tourism sector.

Limitations and avenues for future research

The current study puts forth several recommendations for future research endeavors. Firstly, it is imperative for forthcoming studies to investigate the factors that affect residents' propensity to invest in tourism at various times of the year. As evidenced in existing literature, local attitudes may vary during peak tourism seasons compared to other times. Secondly, we advocate for academics to replicate similar studies in different tourism destinations, including emergent destinations or those offering diverse forms of tourism, such as religious or cultural tourism. This approach will broaden the scope of research and provide insights into how various factors influence resident attitudes across a range of tourism contexts. Lastly, we propose that scholars expand upon the existing model by incorporating additional factors that could potentially influence local attitudes toward tourists and tourism. Such enhancements will enrich the framework and lead to deeper insights into resident perceptions.

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