

Residents' Place Identity, Attitudes toward Tourism Impacts, and Support for Tourism: A Cross-Cultural Comparison

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Abstract

Culture plays an important role when examining interactions between the host and tourist. This study aims to compare if any cultural difference exists on the influence of residents' place-based perceptions on perceived tourism impacts and support for tourism. Survey was distributed on urban residents in a southern province of China and a Midwest state in the USA. Significant relationships were found that self-esteem and self-efficacy were influential to affect residents' perceptions of tourism impacts and attitude to tourism in both contexts. Distinctiveness was only observed influential in China setting, while continuity did not show evidence in either culture. Results imply the need for destination marketers to use various strategies to promote to the target market.

Keywords: cross-cultural study, socio-cultural impacts, place identity, resident perceptions, tourism development

Introduction

Over the decades, tourism has become an important sector that is impactful on the development of community economy. In 2016, there were over 1.235 billion international tourist arrivals, with a growth of 4% as compared to in 2015 (UNWTO, 2017). Amongst most visited destinations, the United States, China, and European countries (e.g. France and Spain), surge the top ranks by the number of international visitor arrivals. The economic contribution of tourism has produced income and new employment opportunities in both urban and rural areas (Allen, Hafer, Long, & Perdue, 1993; Andriotis & Vaughan, 2003). Nevertheless, abundant research have also indicated that tourism can have both positive and negative impacts on the host community (Ap, 1992; Archer, Cooper, & Ruhanen, 2005). Although economic benefits can improve residents' quality of life, socio-cultural effects of tourism may not always be as positive (Andereck, Valentine, Knopf, & Vogt, 2005) and these impacts are difficult to quantify (Kim, Jun, Walker, & Drane, 2015). This fact presents a challenge to determine the influences of tourism impacts at various levels and to assess the degree to which tourism activity associated with the identified impacts (Tovar & Lockwood, 2008).

An important stakeholder in tourism development process is the residents since they are directly affected by it (Choi & Sirakaya, 2005; Teye, Sirakaya, & Sönmez, 2002). To promote tourism in urban areas, city governments need to win support from their residents. It is therefore important to maintain residents' positive attitudes toward the city and tourism to enhance visitors' satisfaction with the destination (Pizam, Uriely, & Reichel, 2000). With this understanding in mind, Schroeder (1996) suggests applying destination place identity to examine its impact on residents' attitudes and support to tourism development. Gu and Ryan (2008) further indicate that the sense of place can be influenced by local cultural and heritage setting. As a result, residents' place-based perceptions need to be examined in conjunction with cultural characteristics of the host community.

Despite the importance of residents' attitude that affects tourism development, few studies have investigated these attitudes in cultural contexts. Particularly, it has been noted in the

literature that residents' attitude can influence their behaviors in the support of tourism (Lepp, 2007). It becomes more meaningful to address this research gap in a timely manner. Therefore, the purpose of this study is to compare whether any cultural difference exists on the most important place identity factors that influence residents' attitudes and behaviors toward tourism. We posited the structural model of such relationship would be different in the two cultural samples.

Through a cross-cultural comparison, this study contributes to the literature by identifying the most important place identity dimensions that influence residents' attitude and behaviors in the relationship model. It further provides evidence if the antecedent factors and relationship performs differently in two cultural backgrounds. Practically, destination marketers can focus on the most important perceived features to improve residents' quality of life and their support to tourism. In addition, tourism businesses should train their frontline employees to increase knowledge of the most distinctive feature of the city to offer to their customers. Ultimately, these features should become focal points in promotional tools to destinations' target market.

Literature Review

Place Identity

A place is defined as a setting that has been given meaning based on human experiences, relationships, emotions and thoughts. Place consists of the physical environment, activities conducted in that environment, and social/psychological processes (Stedman, Beckley, Wallace, & Ambard, 2004). Sense of place can be described as a compilation of meanings, knowledge, attachment, commitment and satisfaction that an individual or group associates with a particular place. Physical space is called a "place" when personal, group, or cultural processes have been given meaning through it (Low & Altman, 1992). Place satisfaction is an aspect of sense of place, and deals with how a place meets or fails to meet preconceived expectations, needs or standards of quality of life, that a person holds (Shamai, 1991; Stedman, 2002). If the social and physical resources within residential environments are convenient to satisfy the needs and preferences of residents, attachment (which might be understood as loyalty in marketing terminology) to the place occurs (Shumaker & Taylor, 1983). Attachment to a place might also be an effect of people's and place's characteristics, thus influencing attitudes and behaviors towards a place (Shumaker & Taylor, 1983).

According to Stets and Biga (2003), an identity is "a set of meanings attached to the self that serves as a standard or reference that guides behavior in situations" (p.401). Therefore, a place identity is determined not only by the physical components but also its meaning and association between people and place (Bott, Cantrill, & Myers Jr, 2003). In research on place-behavior, Breakwell (2015) applied identity process theory in which identity is perceived as a dynamic, social product of the interaction of the capacities for memory, consciousness and organized construal, which are guided by four principles: (1) distinctiveness, (2) continuity, (3) self-esteem, and (4) self-efficacy.

Distinctiveness is the establishment and maintenance of a sense of differentiation in both interpersonal and intergroup (Vignoles, Regalia, Manzi, Golledge, & Scabini, 2006). This characteristic can be best exemplified in relationship between the residents living in a unique physical environment and other groups such as tourists. Continuity represents a sense of "continuity across time and situation" (Breakwell, 2015, p. 24). Continuity of old self-image indicates the new information about oneself will discount. This indicates that a place can provide

long-term psychological influence depending on how people attach to the place. Self-esteem is “a feeling of personal worth or social value” (Breakwell, 2015). It is argued that lack of continuity can lead to loss of self-esteem (Gu & Ryan, 2008). Lastly, self-efficacy is a sense of belief in one’s abilities to cope with changing environment (Gu & Ryan, 2008). Self-efficacy is considered to be an important prerequisite for participation, because an individual must possess ability to overcome obstacles before participating in an change (McGehee, 2002). With inclusion of all four perceived place-dimensions, it is believed that residents’ attitude can be carefully examined in cultural and environmental backgrounds.

Residents’ Place Identity, Attitudes toward Tourism Impact, and Support for Tourism

Residents’ perceptions and attitudes of tourism have been often discussed in the tourism literature (Gursoy, Chi, & Dyer, 2010; Lindberg & Johnson, 1997; Rasoolimanesh, Jaafar, Kock, & Ramayah, 2015; Teye et al., 2002). Many of these studies applied social exchange theory to explain the relationship between residents’ perceptions and attitudes toward tourism impact. Ap (1992, p. 668) indicated that social exchange theory is “a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation”. It suggests that individuals’ perceptions of the exchange can be different depending on how they perceive the outcome (costs and benefits) of such process (Andereck et al., 2005; Gursoy, Jurowski, & Uysal, 2002). In addition to the social exchange theory, Gu and Ryan (2008) have also suggested the place identity concept as an antecedent influencing residents’ attitudes toward tourism. This is because the social exchange theory’s approach assumes residents’ passive and reactive role, whereas place-based concept suggests residents more “active and less affect with regard to tourism development” (Wang & Xu, 2015, p. 242).

Past studies have suggested individuals’ identity influence their behaviors (Hernández, Hidalgo, Salazar-Laplace, & Hess, 2007; Mannetti, Pierro, & Livi, 2004). Identity affects behaviors by serving as a source of information when individuals plan to act (Hagger, Anderson, Kyriakaki, & Darkings, 2007). When behaviors are consistent with identity, self-verification exists (Burke & Stets, 1999). In the context of tourism, positive place identity occurs when the social and physical resources within residential environments are sufficient to satisfy the needs of residents, and therefore influence attitudes and behaviors toward a place (Shumaker & Taylor, 1983). Empirical studies have verified this relationship. Styliadis, Biran, Sit, and Szivas (2014) explored the role of residents’ perceptions of place in shaping their support for tourism development. Their study confirmed a positive relationship between place-based perceived impact and residents’ support. Further, Gu and Ryan (2008) found that resident’s perceptions of hutong (narrow alleys) in Beijing as determinant in explaining resident’s reactions to tourism development. The cultural components, such as location of architecture and social interaction, have more impact than its economic benefits. It is therefore suggested that place identity and impacts of tourism need to take account of the socio-cultural elements.

The tourism literature has also established relationships between individuals’ identity and their attitudes (Williams, McDonald, Riden, & Uysal, 1995). Drawing from residents of Arizona, Andereck et al. (2005) indicated that residents perceive tourism as both positive and negative impacts. As festival and restaurant industry grows, traffic, crowding, and congestion emerged as major concerns. Nevertheless, Arizona residents felt tourism helps enhance community life such as community belonging and pride. Nunkoo and Gursoy (2012) construct residents’ identity with their attitudes to tourism impacts and support for island tourism. The study indicates that individual’s identity has a direct influence on support, but may not always influence attitudes. Davis (2016) identifies place identity as a primary mechanism in the construction of tourist

relationships with tourist environments. The study suggests that place identity can occur prior to actual participation, through opinions of other and media promotion. This perception can lead to both positive or negative relationships between festival attendees and the host. Despite the inconsistent results in the literature, studies also suggested socio-cultural factors influence residents' attitude to tourism development. Local products, such as food produce, are used to promote place identity and support local heritage for regional distinctiveness (Everett & Aitchison, 2008). To date, however, tourism research has by and large failed to address the premise of place using socio-cultural approach (Pritchard & Morgan, 2001). It is hoped to fill this research gap in the current study.

Cross-Cultural Differences in Tourism

With the increasing influence of globalization, socio-cultural impacts have become a popular subject in the consumer research. Cross-cultural psychology theories have demonstrated that cultural values shape individual's perception and behaviors (Berry, Poortinga, & Pandey, 1996). Culture defines the assumptions and values that members of any particular social system share (Hofstede, 1980). Values provide emotional standards for what is fair and just (Rokeach, 1973). Since values vary from culture to culture, cultural values could affect how residents react to tourists and ultimately determine tourists' travel experiences. As such, culture should be considered as an important factor when examining residents' psychological and behavioral differences of travel destinations.

The fundamental differences among cultures have been studied over 30 years. Hofstede (1980) and his subsequent research (Minkov & Hofstede, 2011) identified six major cultural dimensions: (1) individualism vs collectivism dimension (IDV), which addresses the orientation towards whether individuals are independent and responsible for themselves. In individualist countries such as the United States, individual achievement is emphasized, as compared to in collectivist countries, where individual's loyalty is to protect group members; (2) power distance index dimension (PDI), which expresses the degree to which members of a society accept an unequal distribution of power. In society where power distance is low such as the United States, individuals are considered to be equal, as compared to people from high power distance societies accept a hierarchal order; (3) uncertainty avoidance index dimension (UAI), which expresses members in a society are comfortable with ambiguity and uncertainty. Individuals in the United States are generally much more comfortable with risk and innovation in contrary to society where uncertainty is less tolerant; (4) masculinity vs femininity dimension (MAS), which identifies gender roles in society. Masculine nations are highly competitive and feminine societies more emphasize for people and their quality of life; (5) long-term orientation vs short-term orientation dimension (LTO), which emphasizes the concept of rewards. Society with short term orientations such as the United States are more likely to strive for immediate benefits, whereas society influenced by Confucianism seeks for future returns; and (6) indulgence vs restraint dimension (IND), which is a measure of happiness. Individuals in indulgence society are allowed to freely enjoy life and have fun and people in restraint society have more strict social norms.

Hofstede's model has been replicated and extended in various tourism studies (Litvin, Crotts, & Hefner, 2004). Differences between American and Asia tourists were found in the literature. Drawing from 86 Korean tour-guides, Pizam and Jeong (1996) conducted research to examine behavioral characteristics among Japanese, American, and Korean tourist. Mattila (1999) identified differences between Asian and Western travelers' perceptions of belief, routine-type service encounters in a hotel setting. The study found out that Asian countries are

characterized as having high power distance, which requires employees to provide high levels of service to customer. For Western customers, the use of expressed emotion is an indicator of how the customer feels about the service. Lu, Chi, and Lu (2017) investigated whether advertisements with different message sensation value have impacts on consumers with different sensation-seeking trait and behavioral intentions. Their study results indicated that for U.S. travelers, sensation value and sensation seeking trait had stronger influence on consumer's destination image perceptions, whereas for Chinese travelers, the two predictors had stronger influence on intentions and destination image perceptions.

Other studies addressed issues related to tourists' information acquisition behaviors (Chen, 2000), perception in service provision (Tsang & Ap, 2007), perceptions of brand personality (Matzler, Strobl, Stokburger-Sauer, Bobovnick, & Bauer, 2016), attitude towards ecotourism (Kang & Moscardo, 2006), and hotel service experiences (Torres, Fu, & Lehto, 2014). It is recommended that employees working in tourism businesses should be trained for cultural awareness, communication, and service provisions to meet tourists' needs (Reisinger & Turner, 1997). It is therefore equally important to investigate if any difference exists among residents in different cultures on their attitudes toward their physical living environment and tourism development. The current research attempts to fill in the research gap by comparing quantitative results from samples drawn in a Chinese and an American urban area. Based on the above review, the following hypotheses are proposed and to be tested in the current study (Figure 1):

H1: Residents' place identity has a significant influence on residents' attitudes toward negative tourism impacts.

H2: Residents' place identity has significant influence on residents' attitudes toward positive tourism impacts.

H3: Residents' place identity has significant influence on residents' support for tourism.

H4: Residents' attitudes of negative tourism impacts significantly mediate the relationship between residents' perceptions of place identity and their intention to support tourism.

H5: Residents' attitudes of positive tourism impacts significantly mediate the relationship between residents' perceptions of place identity and their intention to support tourism.

Insert Figure 1 here.

Methodology

Study Sites

To compare the cultural difference on the influence of place identity in a structural model, surveys were administered in Zhuhai, a city in the Pearl River Delta region in China, and Indianapolis, a city in the American Mid-west. Zhuhai is located in the same region as other well-known tourist cities such as Hong Kong, Macao, Guangzhou and Shenzhen. A border city to Macao, with a population of 1 million, Zhuhai was known as a special zone in the 1980s. However, the development of Zhuhai is quite distinct compared to other cities such as Shenzhen. It adopted the strategy of developing an environmentally friendly city, focusing on the tertiary industry and hi-tech industry. Tourism has been also identified as key feature of the city. In

2012, the number of inbound tourists was 4.3 million, and the number of domestic tourists reached 23 million. With the new zone development, it is expected that Zhuhai will have a great potential to become an internationally well-known city. It is hoped that residents' attitude and support for tourism will play an important role in winning competitive advantage over other Pearl River Delta cities by focusing on environment- and resident- friendly concept.

Indianapolis is a city not as popular as some other major American metropolitan cities, such as New York City or Los Angeles. However, Indianapolis has made continuous efforts in promoting and developing urban tourism. A decade ago the Cultural Development Commission in Indianapolis was set up, aiming to position the city nationally and globally as an urban tourism destination (Indianapolis Cultural Trail, 2017). It established the Indianapolis Cultural Tourism Initiative to support and encourage a cultural environment, helping improve the quality of life for Indianapolis residents, and enhance visitors' experience. Both cities have the challenge to engage residents in urban tourism promotion and development (Wang, Yamada, & Brothers, 2011). Through a cross-cultural comparison, it is hoped that key factors of residents' place identity can be identified on its influence on perceived tourism impacts.

Measurement Scales

The questionnaire incorporated questions to measure the constructs of (1) place identity principles, (2) resident attitudes to positive tourism impact, (3) resident attitudes to negative tourism impacts, and (4) resident's support for tourism. All variables were adopted from previous studies. Place identity principles were composed of four dimensions: (1) sense of distinctiveness, (2) sense of continuity, (3) self-esteem, and (4) self-efficacy. The sense of distinctiveness variables were derived from Wang et al. (2011); the sense of continuity variables were adopted from Ujang (2017); the self-esteem variables were twisted from Stokburger-Sauer (2011); the self-efficacy variables were generated due to lack of literature. The resident attitudes to positive and negative impacts and support for tourism items were all derived from Nunkoo and Gursoy (2012) and Choi and Sirakaya (2005). A total of 27 items were included in the construct. All variables were measured on a 5-point Likert scale, from strongly disagree (1) to strongly agree (5).

Pilot Study and Data Collection

Self-administered surveys were conducted to pilot test residents' place identity and their perceptions and attitudes toward tourism in two locations: Indianapolis, USA and Zhuhai in China. Convenience sampling technique was employed in both study sites. Target samples were residents who were 18 years and older and who lived in the city. Questionnaire was translated by two researchers who are fluent in both Chinese and English. Likewise, sixty Zhuhai residents and forty-three senior students of tourism major from Indianapolis participated in the pilot study. They were asked to make comments to improve wording of items and design of the survey instrument.

To conduct a cross-cultural analysis, formal data collections were conducted in Indianapolis and Zhuhai between April 2013 and May 2014. In Indianapolis, the data were collected around downtown areas. Convenience sampling was used to approach study subjects. Participants were local residents who were willing to be part of this study. In Zhuhai, ten public areas were identified as mostly crowded and considered to be ideal for survey collection. These places include: Tangjia, Zhongda, Jishan, Meiliwan, Zhongda Wuyuan, Fenghuanbei, Huannan Mingyu Shequ, Youzheng Dasha, Xiangzhou Baiho and Lieshi Lingyuan. Quota sampling technique was employed to ensure an inclusive demographic characteristics by age and gender.

A total of 464 usable surveys were collected in Indianapolis, IN. Among Indianapolis participants, 55.8% were female (n=252). The largest age group was from 18-25 years old (35.4%), followed by 26-35 (28.2%), 36-45 (13.4%), 46-55 (14.5%), and 56 years old or over (7.2%). As far as length of residence in the city, 26.4% of the participants lived three years or less, 27.1% between 4-10 years, and 46.4% for over 10 years. Nearly one third of respondents (30.4%) worked in tourism-related jobs, such as working in restaurants, hotels, or travel companies. Indianapolis residents like to travel (n=404, 89.8%). Among the respondents, 12.8% traveled once a year, 45.1% between 2-4 times, and 42.1% for five times or more.

A total of 500 complete surveys were collected in Zhuhai, China. Of the Zhuhai participants, 46.6% were women (n=233). About 41.8% was from 26-35 years old. The other age groups were 18-25 (28.2%), 36-45 (19.6%), 46-55 (6.4%), and 56 years old or over (4%). Approximately 33.2% of the participants had lived in Zhuhai three years or less, 30.2% between 4-10 years, and 36.6% for more than 10 years. Only 17.6% participants reported working in tourism-related jobs. Residents in Zhuhai showed interests in travel (n=474, 95%). About 34.8% traveled once a year, 55.6% between 2-4 times, and 9.6% for five times or more.

Study Findings

Descriptive Statistics

During data screening process, descriptive analysis was conducted to check on assumptions prior to structural analysis. Table 1 shows a comparison of item means and standard deviation on residents' perceptions between two cities. Mean scores range from 2.28 to 4.08 among Indianapolis residents and from 2.57 to 4.24 among Zhuhai residents. For Indianapolis residents, items with highest mean score are: "More business for local people" (M=4.08, SD=.817), "more jobs" (M=4.03, SD=.838), and "improvement on Indianapolis' infrastructure" (M=3.99, SD=.804). These items indicate that Indianapolis residents see tourism as positive impact to local community. For Zhuhai respondents, the top rated items are: "I'd like Zhuhai to add more culture-based attractions" (M=4.24, SD=.714), "Zhuhai should invest more in developing tourism (M=4.06, SD=.743)", and "More business for local people" (M=4.03, SD=.795).

Independent t-tests were deployed to compare residents' perceived place identity between the Indianapolis sample and Zhuhai sample. Mean score of each construct were calculated based on items that load under each construct. Results showed that the Indianapolis respondents reported higher distinctiveness ($t=3.052, p=.045$) and continuity ($t=5.525, p=.002$) than Zhuhai respondents. However, Indianapolis residents showed lower self-esteem ($t=-1.264, p=.020$) and support for tourism than Zhuhai respondents. No significant difference was found on self-efficacy, negative impact, or positive impact toward tourism between the two samples.

Insert Table 1 here.

Constructs' Dimensionality

To detect the dimensionality, exploratory factor analysis (EFA) with direct oblimin rotation was conducted for each construct in the two samples. The Kaiser-Meyer-Olkin (KMO) statistic was greater than .60 in both samples, indicating their adequacy for factor analysis (Tabachnick & Fidell, 2007). Specifically, the overall coefficient score of the Indianapolis instrument was .762 with Cronbach's alpha from .701 to .847; whereas the overall coefficient score of the Zhuhai instrument was .815, and Cronbach's alpha ranged from .703 to .828 (see

Table 2). Due to cross-loading issues, item “Destruction of the city’s natural environment” under the negative impact construct was removed from further analysis. All the rest items had factor loadings above .40.

Insert Table 2 here.

Test of Measurement Model

Confirmatory Factor Analysis was conducted for the place identity, attitude to negative impacts, attitude to positive impacts, and support for tourism constructs. After handling with covariance, the Indianapolis model fit indices were: $\chi^2=648.929$, $DF=250$, $\chi^2/DF=2.596$, $p=.000$, $CFI=.915$, $GFI=.900$, $IFI=.916$, and $RMSEA=.059$. The Zhuhai model fit indices were: $\chi^2=561.244$, $DF=251$, $\chi^2/DF=2.236$, $p=.000$, $CFI=.921$, $GFI=.917$, $IFI=.922$, and $RMSEA=.050$. Overall, both models demonstrate good fit for the data (Hu & Bentler, 1999; Raykov & Marcoulides, 2012). Convergent validity was assessed by the significant loadings between the observed variables and latent variable. All the observed variables for both samples had loadings above .40 on their latent variables. All composite reliabilities were over the cutoff value of .70 (Hair, Anderson, Tatham, & Black, 2010). The squared correlations between each pair of construct were all less than the AVE values (Fornell & Larcker, 1981). Therefore, validity and reliability were retained in the measurement models.

Test of Structural Model

The structural relationship was examined based on the proposed model. A causal relationship was built between four place identity constructs, positive and negative impact constructs, and residents’ support for tourism. The results show that the goodness-of-fit indices were within acceptable levels. Specifically, the Indianapolis model fit indices were: $\chi^2=672.186$, $DF=251$, $\chi^2/DF=2.678$, $p=.000$, $CFI=.910$, $GFI=.897$, $IFI=.911$, and $RMSEA=.060$. The Zhuhai model fit indices were: $\chi^2=564.852$, $DF=252$, $\chi^2/DF=2.241$, $p=.000$, $CFI=.921$, $GFI=.917$, $IFI=.922$, and $RMSEA=.050$. In Indianapolis data, place identity principles explained 24.5% of the variance in attitudes toward negative impacts and 21.9% of the variance in attitudes toward positive impact. Overall, place identity variables explained 38.3% of the variance in perceptions of support for tourism. In Zhuhai data, place identity principles explained 7.9% of the variance in attitudes toward negative impacts and 20.8% of the variance in attitudes toward positive impact. Overall, the predictor variables explained 35.5% of the variance in perceptions of support for tourism.

Table 3 shows standardized coefficient values and significant values for Indianapolis and Zhuhai data. For Indianapolis data, significant relationships were observed in the following paths: Self-Esteem→Positive Impact ($\beta=.307$, $p=.003$), Self-Efficacy→Negative Impact ($\beta=-.490$, $p<.001$), Self-Efficacy→Positive Impact ($\beta=.278$, $p<.001$), Self-Esteem→Support for Tourism ($\beta=.240$, $p=.011$), Self-Efficacy→Support for Tourism ($\beta=-.137$, $p=.023$), Negative Impact→Support for Tourism ($\beta=-.278$, $p<.001$), and Positive Impact→Support for Tourism ($\beta=.412$, $p<.001$). Among these significant relationships, it is worth noting that three relationships are negative, including Self-Efficacy→Negative Impact, Self-Efficacy→Support for Tourism, and Negative Impact→Support for Tourism. As a result, Indianapolis residents with higher sense of self-efficacy perceive less negative impact of tourism development. Residents with higher sense of self-efficacy would be less likely to provide support for tourism development. Residents perceive less negative impact caused by tourism development would be more likely to support for tourism development. The rest of three relationships were positive.

Therefore, Indianapolis residents with higher self-esteem perceive higher positive impact caused by tourism development. Residents with higher self-efficacy perceive higher positive impact of tourism development. Residents perceive higher positive impact of tourism development would be more likely to support for tourism development.

Insert Table 3 here.

For Zhuhai data, significant relationships were identified in paths including: Distinctiveness→Negative Impact ($\beta=.344, p<.001$), Distinctiveness→Positive Impact ($\beta=-.206, p=.012$), Self-Esteem→Positive Impact ($\beta=.336, p=.001$), Self-Efficacy→Positive Impact ($\beta=.267, p<.001$), Self-Efficacy→Support for Tourism ($\beta=.182, p=.001$), Negative Impact→Support for Tourism ($\beta=-.197, p<.001$), and Positive Impact→Support for Tourism ($\beta=.404, p<.001$). Two of the six relationships were negative: Distinctiveness→Positive Impact and Negative Impact→Support for Tourism. Results indicate that Zhuhai residents with higher distinctiveness perceive less positive impact caused by tourism development. Residents who perceive higher negative impact would be less likely to support for tourism. The positive relationships indicate that residents with higher distinctiveness perceive higher negative tourism impact. Residents with higher self-esteem tend to perceive higher positive impacts caused by tourism. Residents with higher self-efficacy perceive higher positive tourism impacts. Residents with higher self-efficacy are more likely to provide support for tourism development. Residents who perceive higher positive tourism impacts are more likely to provide support for tourism. The structural relationships are shown in Figure 2.

Insert Figure 2 here.

Table 4 shows the direct, indirect, and total effects of each construct on the outcome variables for both datasets. For Indianapolis residents, Self-efficacy had significant indirect effect with Support for Tourism. Self-esteem had significant direct effect on support for tourism. No significant relationship was found on either direct or indirect effect of distinctiveness and continuity on support for tourism. The mediating effect of negative effect was significant on self-efficacy ($p=.004$) and the mediating effects of positive effect were significant on self-esteem ($p=.038$) and self-efficacy ($p=.005$). Same method was conducted in Zhuhai data. Distinctiveness and self-esteem had significant indirect effect on support for tourism. Self-efficacy had both direct and indirect effects on support for tourism. No significant relationship was found on either direct or indirect effect for continuity on support for tourism. The mediating effect of negative Impact was significant on distinctiveness ($p=.005$). The mediating effects of positive impact were significant on distinctiveness ($p=.048$), self-esteem ($p=.015$), and self-efficacy ($p=.003$).

Insert Table 4 here.

Discussion

This study contributes to the literature by comparing residents' place identity, attitudes toward positive and negative tourism impacts, and behaviors to support tourism development in two cultural contexts. Study samples were drawn from residents in Indianapolis, USA and Zhuhai, China. This is one of the only studies to compare place-identity variables with residents' attitudes and support in two different cultures. Results show that the place-identity models differ in the two groups. The underlining cause for these differences may be beyond the

scope of this study. However, it is hoped, through the results of this study, some implications are generated for both the theory and practice.

Among the four place identity variables, only continuity did not show significant association with residents' attitude in either sample. This result does not mean continuity is not an important variable. It is possible that residents may not have strong tie with the city due to situational factors, such as their length of residency. Even though continuity is not directly related to residents' attitude, it may impact on other place-identity variables and therefore influence their perceptions of tourism impact (Ujang, 2017). The relationship between distinctiveness and residents' attitude toward impact was only significant in Zhuhai sample. In other words, residents perceive a sense of uniqueness due to living in Zhuhai city and this feeling impacts their attitudes and support for tourism. This result may imply that the city has unique products and infrastructure to offer to its community.

Consistent with the place-identity theory, this study found that residents' self-esteem was positively associated with positive tourism impact in both samples. This relationship was stronger among Zhuhai residents than Indianapolis residents. The association between self-esteem and residents' support for tourism was only significant in Indianapolis sample. This result indicates Indianapolis residents were more likely to support for tourism development once their place-related self-esteem is warranted. On the other hand, attitude toward positive impact influences the relationship between Zhuhai residents' self-esteem and support for tourism. Among all four place-identity variables, self-efficacy has the most significant relationships on residents' attitude and support for tourism. Self-efficacy had a significant positive association with positive impact and support for tourism in both samples. However, self-efficacy had a significant negative relationship with negative impact only in Indianapolis sample.

Based on the above observation, some practical implications are drawn to provide destination marketers strategies to promote the city. Furthermore, it also proves that each community is heterogeneous. Marketing strategies should be proposed based on the characteristics of community. Specifically, findings from this study indicate that self-esteem and self-efficacy were both important determinants for residents' attitude toward tourism impact and support. Local destination marketers should enhance residents' self-esteem by encouraging cultural events to showcase what the city has to offer. The city planner should also provide educational programs to enhance residents' learning opportunities. Perhaps more foreign language classes and business in-house training will enhance the understanding of culture awareness and increase employees' job skills. Since distinctiveness was found important among Zhuhai residents, city planners may focus on promoting unique characteristics that the destination has.

It is important to recognize that there are a few limitations with this research. This study was undertaken using samples in two counties to examine the cultural difference. Cautions need to be exercised when interpreting the result of this study. Results may vary if data is collected in different counties from similar cultures. The result could also differ due to different demographic and geographic characteristics of the community residents. It is therefore recommended to cross-validate the result of this study in different communities or different cultures. Due to the nature of quantitative studies, it is left unexplored the underlining reasons for residents' responses. Additional studies should be undertaken to explore reasons as for the relationships identified in this study. It would also be beneficial to assess how the insignificant variables (e.g. continuity) may influence other place-identity variables and therefore impact residents' attitude and support.

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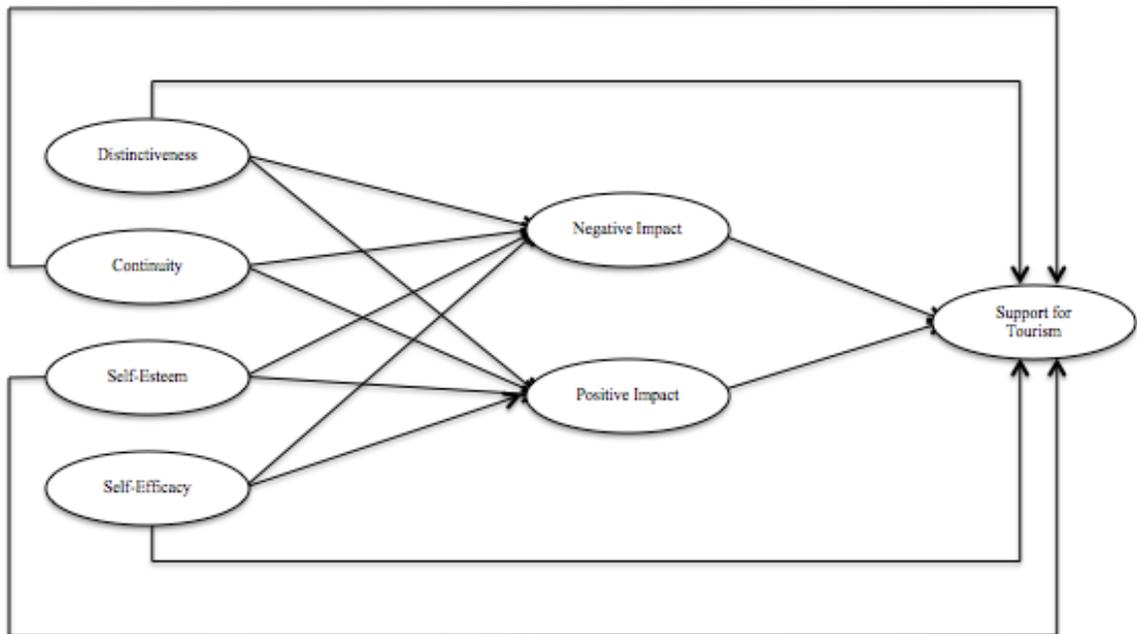


Figure 1. Proposed Model.

Table 1. Descriptive Statistics.

Items	Indianapolis Residents (Mean and SD)		Zhuhai Residents (Mean and SD)		t-value	p-value
<i>Distinctiveness</i>	3.6094	.67222	3.46888	.75047	3.052	.045*
I think *** is a city with very distinctive features.	3.81	.812	3.62	.948	3.435	.000*
***'s attractiveness is very different from other cities I know.	3.61	.839	3.54	.890	1.237	.230
The lifestyle in *** is very unique.	3.41	.900	3.25	.937	2.560	.838
<i>Continuity</i>	3.5414	.94877	3.2234	.83709	5.525	.002*
The city of *** is very meaningful to me.	3.78	.975	3.59	1.003	3.006	.159
The environment in *** always reminds me about my past.	3.30	1.200	3.01	1.054	4.062	.000*
The city of *** always evokes strong memories for me.	3.55	1.164	3.06	1.101	6.698	.010*
<i>Self-Esteem</i>	3.4349	.82551	3.4993	.75407	-1.264	.020*
When someone praises ***, it feels like a personal compliments to me.	3.61	1.074	3.65	.948	-.650	.000*
If a story in the media criticized ***, I feel embarrassed.	3.10	1.084	3.33	.948	-3.486	.008*
Living in *** makes me feel very proud.	3.59	.926	3.52	.917	1.177	.974
<i>Self-Efficacy</i>	3.3680	.81707	3.3320	.84856	.669	.374
More tourism development in *** makes me feel more confident in changing occupations if I'm not satisfied with my current one.	3.17	.942	3.29	1.039	-1.930	.000*
More tourism development in *** makes me feel more confident in finding my ideal job in ***.	3.36	.984	3.22	1.040	2.238	.524
Tourism development in *** makes me feel more confident in enjoying the lifestyle of my own.	3.58	1.036	3.49	1.028	1.343	.869
<i>Negative Impact</i>	2.5941	.77308	3.0598	.69557	-9.839	.059
Destruction of the city's natural environment.	2.31	1.009	2.57	1.031	-3.911	.115
Loss of community character.	2.28	1.024	2.81	.993	-8.156	.634
Conversion of ***'s own culture.	2.85	1.142	3.11	.949	-3.843	.000*
Crowded outdoor places.	2.85	1.041	3.46	1.035	-9.097	.589
Escalation of insecurity.	2.67	1.021	3.35	.978	-10.530	.357
<i>Positive Impact</i>	3.9670	.63512	3.8698	.52220	2.598	.108
Positive impact on ***'s cultural identity.	3.84	.806	3.60	.794	4.556	.002*
Restoration of cultural and historic facilities.	3.91	.768	3.80	.773	2.073	.077
Improvement on ***'s infrastructure.	3.99	.804	3.99	.722	-.101	.123
More jobs.	4.03	.838	3.92	.810	2.078	.995
More business for local people.	4.08	.817	4.03	.795	.884	.520

<i>Support for Tourism</i>	<i>3.7012</i>	<i>.74992</i>	<i>4.0430</i>	<i>.63101</i>	<i>-7.665</i>	<i>.001*</i>
I'd like *** to attract more tourists.	3.82	.900	3.98	.854	-2.796	.011*
I'd like *** to add more culture-based attractions.	3.93	.887	4.24	.714	-6.056	.086
*** should invest more in developing tourism.	3.81	.911	4.06	.743	-4.699	.000*
Local taxes should be used to support ***'s tourism development.	3.31	1.059	3.98	.840	-10.827	.000*
The city should think of all types of tourism development.	3.65	.959	3.96	.928	-5.095	.007*

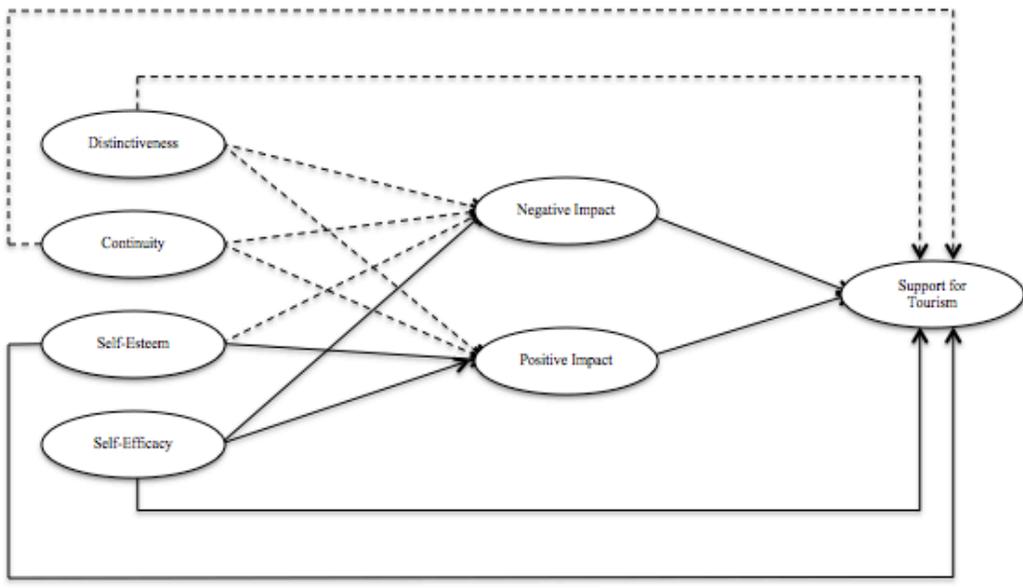
Table 2. Exploratory Factor Analysis of the Measure Scales.

Items	Indianapolis Residents Factor Loading	Indianapolis Residents Cronbach's Alpha	Zhuhai Residents Factor Loading	Zhuhai Residents Cronbach's Alpha
<i>Distinctiveness</i>		.701		.739
I think *** is a city with very distinctive features.	.762		.744	
***'s attractiveness is very different from other cities I know.	.801		.784	
The lifestyle in *** is very unique.	.767		.752	
<i>Continuity</i>		.803		.703
The city of *** is very meaningful to me.	.648		.491	
The environment in *** always reminds me about my past.	.891		.810	
The city of *** always evokes strong memories for me.	.905		.861	
<i>Self-Esteem</i>		.709		.723
When someone praises ***, it feels like a personal compliments to me.	.757		.532	
If a story in the media criticized ***, I feel embarrassed.	.770		.482	
Living in *** makes me feel very proud.	.691		.632	
<i>Self-Efficacy</i>		.765		.756
More tourism development in *** makes me feel more confident in changing occupations if I'm not satisfied with my current one.	-.812		-.769	
More tourism development in *** makes me feel more confident in finding my ideal job in ***.	-.880		-.877	
Tourism development in *** makes me feel more confident in enjoying the lifestyle of my own.	-.746		-.764	
<i>Negative Impact</i>		.767		.725
Destruction of the city's natural environment.	.766		.789	
Loss of community character.	.787		.748	
Conversion of ***'s own culture.	---		---	
Crowded outdoor places.	.766		.711	
Escalation of insecurity.	.733		.698	
<i>Positive Impact</i>		.831		.716
Positive impact on ***'s cultural identity.	---		---	
Restoration of cultural and historic facilities.	.729		.649	
Improvement on ***'s infrastructure.	.842		.807	
More jobs.	.830		.773	
More business for local people.	.832		.647	

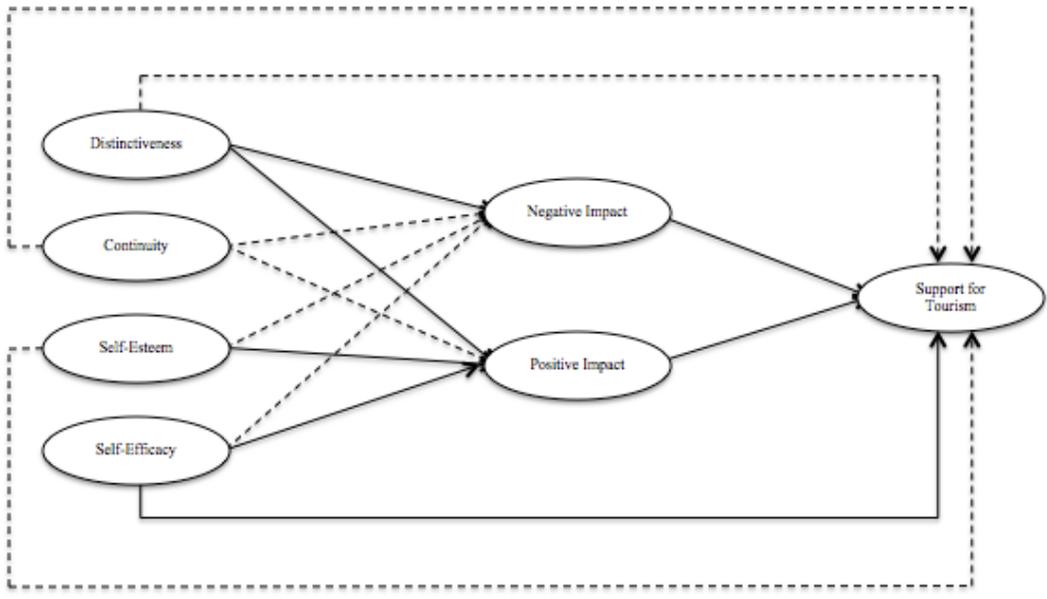
<i>Support for Tourism</i>		.847		.828
I'd like *** to attract more tourists.	.780		.763	
I'd like *** to add more culture-based attractions.	.684		.676	
*** should invest more in developing tourism.	.873		.850	
Local taxes should be used to support ***'s tourism development.	.784		.848	
The city should think of all types of tourism development.	.811		.713	

Table 3: Standardized Coefficient Value and Significant Values.

Path Relationships	Indianapolis Residents Standardized Coefficient	Indianapolis Residents Significant Values	Zhuhai Residents Standardized Coefficient	Zhuhai Residents Significant Values
Distinctiveness→Negative Impact	.008	.925	.344	***
Distinctiveness→Positive Impact	.135	.119	-.206	.012*
Continuity→Negative Impact	.004	.958	.015	.838
Continuity→Positive Impact	-.020	.766	.062	.404
Self-Esteem→Negative Impact	-.104	.319	-.156	.130
Self-Esteem→Positive Impact	.307	.003*	.336	.001*
Self-Efficacy→Negative Impact	-.490	***	-.037	.542
Self-Efficacy→Positive Impact	.278	***	.267	***
Distinctiveness→Support for Tourism	.033	.660	.133	.082
Continuity→Support for Tourism	-.029	.619	.073	.267
Self-Esteem→Support for Tourism	.240	.011*	.009	.924
Self-Efficacy→Support for Tourism	-.137	.023*	.182	.001*
Negative Impact→Support for Tourism	-.278	***	-.197	***
Positive Impact→Support for Tourism	.412	***	.404	***



Indianapolis Residents.



Zhuhai Residents.

Figure 2: The Observed Relations between Place-Identity Principles, Residents' Attitude toward Negative and Positive Impact, and Support for Tourism for Indianapolis and Zhuhai Residents.

