# Chapter 8
# Can Personal Values Modulate the Perception of Tourism Impacts by Local Population?: Testing for the Role of Product Identity in a Mining Tourism Destination

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**Abstract** Tourism industry presents a remarkable development, with more than 1185 million international travels in 2016. This situation poses enormous pressure on world tourism destinations. The impact of tourist activities is increasingly perceived as a negative question by local residents, affecting their quality of life. In this context, the present chapter investigates how linkages between personal values and tourism development can modulate the perception of tourism impacts by local residents. Social and physical attributes of a given place help to conform the sense of being of the local population. This sense is known as place identity in literature. Mining heritage destinations deeply root on that sense while developing their tourism activities. In the analysis of the mining heritage destination of La Unión in Spain, we employ structural equations modelling in testing for this main research hypothesis. Results of the investigation show that place/product identity helps to modulate the perceptions of tourism impacts by residents. Main effects are found to arise on attitudes toward socio-cultural impacts, where identity issues seem to exert the highest influence, increasing the quality of life standards of local population. In this regard, research findings recommend building on local identity issues to increase the level of sustainability of tourism destinations.

**Keywords** Product identity · Mining destination · Tourism impacts · Socio-cultural dimension · SEM modelling

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## 8.1 Introduction

At the edge of the twenty-first century tourism has become a global industry. More than 1185 million people travelled in 2016, and 43 million people are expected to enter the market every year in 2015–2030 (UNWTO 2016). This situation leads to a boost of new destinations all around the world. Given the global scale reached by the industry, the literature has started to explore the effects of tourism on local population, as a pivotal dimension conforming the sustainability of destinations (Boley and McGehee 2014; Eligh et al. 2002). The impact of tourism at destinations is undeniable, either on natural resources, level of prices, or quality of life standards (Uysal et al. 2016). In the initial stages of the destination life cycle, tourism is perceived as a desirable activity, providing new incomes, jobs and welfare (Butler 2006). However, while tourism develops, life conditions of local population change, and some negative externalities arise (Kim et al. 2013).

Inside this research field, some authors analyse how local population perceives the impact of tourism, hence influencing their support for such activities (Andereck et al. 2005). Departing from the traditional cost-benefit analysis in Social Exchange Theory, new contributions investigate how personal values of people arising from ties with geographical places could influence their perceptions and attitudes toward tourism (Nunkoo and Gursoy 2012). Three main concepts emerge in this area: place attachment, place image and place identity. Original contributions focused on place attachment. The concept was primarily investigated in terms of how it affects the experience of visitors at destinations. In particular, the literature focused on the emotional bonds developed by tourists with a particular destination after a repeating pattern of holidays (Lewicka 2011). Further, the focus moved towards the resident population and related perceptions of tourism impacts. In both cases, place attachment was found to be conforming personal perceptions regarding tourism activities (Cui and Ryan 2011). Literature then moved to study the more general concept of place image.

Place image is another important construct usually defined in the literature as "destination image". Definition of place image includes the beliefs, ideas and impressions that people hold of a place, the individual's perception of particular place attributes (hospitality, quality of supplies, landscape, branding, accessibility), further from their psychological involvement linked to the place attachment (Gallarza et al. 2002). Tourists rely on place image when choosing a destination, while residents evaluate impacts of tourism according to how it is affecting the image of the place they live in (Henkel et al. 2006). Place image usually evolves with time, given image rebuilding and rebranding processes developed by stakeholders to renew tourism destinations (Reiser and Crispin 2009). General findings have been showing that place/destination image influences both the perception of visitors and those of residents on the impacts and support for tourism (Ramkissoon and Nunkoo 2011; Stylidis et al. 2014).

Finally, more recent studies focus on the role of place identity in shaping the perception of tourism by residents (Gu and Ryan 2008; Wang and Chen 2015). The

development of a tourism destination not always implies an improvement of the social welfare. In fact both issues can be in contradiction in early stages of development, affecting the life-style of local residents (Andereck and Vogt 2000). Nowadays, with the spread of sustainable practices, some destinations start to build on local identity issues when promoting tourism development. This strategy helps to align the interest of entrepreneurs with those of the population, providing higher levels of support for tourism (Korpela 1989; Nunkoo and Gursoy 2012).

In this setting, the case of mining tourism provides a good laboratory for testing the role of personal values and identity issues in influencing attitudes and behaviour regarding tourism activities. Locations where mining industry has been settled for a long times how good memories of this process (Vargas-Sánchez et al. 2009). When building mining heritage destinations, the linkages between local identity and tourism development could ensure higher levels of sustainability and support for tourism. In these places, identity issues are expected to modulate the perception of tourism impacts by residents too (Ruiz-Ballesteros and Hernández-Ramírez 2007).

The present chapter aims to explore those issues by focusing in the case of La Unión, Spain. This is a mining heritage tourism destination historically linked to the mining industry. Building on survey data, we conduct a Structural Equation Modelling(SEM) exercise testing if the heritage cultural setting, where identity issues are very present, exert a modulating effect on perceptions and attitudes of residents towards tourism impacts as a mediating effect between personal values and support for tourism at destination. In particular we are interested in better understanding how social and local identity in specific contexts drive the linkages between personal values, local attitudes and behavioural intents on tourism developments, given the lack of a clear result in previous literature regarding this issue. The rest of the chapter is organised as follows: In Sect. 8.2, we review the literature relating identity issues, tourism impacts and support. In Sect. 8.3 we analyse the surge of identity issues at mining destinations. In Sect. 8.4 we implement the SEM model and discuss main findings of the investigation. Section 8.5 concludes and provides some policy recommendations.

## 8.2 Place Identity, Tourism Impacts and Support for Tourism

Social identity has a symbolic dimension of representing reality. It helps to guide and stimulate social action (Bauman 2004). Strong collective identities linked to life spaces give rise to a solid sense of belonging, conforming what is known as place identity (Augé 1992; Gu and Ryan 2008). This is a complex concept including several dimensions of identity as self-steem, continuity, distinctiveness, or self-efficacy as shown by Breakwell (1992). Sometimes, the meaning of community becomes a decisive factor for local development, as in the case of heritage tourism projects (Bessière 1998).

In the case of the mining tourism, several authors have explored the role played by identity issues. Cohen (1988) studies how tourism reinforces the local identity, while Balcar and Pearce (1996) describe the exploitation of mining resources and heritage in New Zealand as a tourism product. They observe that mining tourism is closely related to preserve the historical richness and identity of local populations, with less relevance of the economic dimension. The strong role of local identities in the surge of mining and industrial tourism heritage is widely discussed in Edwards and Llurdés (1996). Ruiz-Ballesteros and Hernández-Ramírez (2007) also show how heritage tourism builds on identity as a central element.

### *8.2.1 Place Identity, Tourism Impacts and Host Perceptions*

The impact of tourism activities on destinations has been extensively reviewed since the early contributions of Turner and Ash (1975) and Young (1973). The cost-benefit method has been the usual framework in this type of analysis (Telfer and Sharpley 2008). Residents will support tourism if economic benefits compensate for their social and environmental impacts (Nepal 2008). This is the central hypothesis in the Social Exchange Theory (SET) (Andereck et al. 2005).

Following the literature, the type of tourism impacts can be categorized as economic, social and environmental (Almeida-García et al. 2016; Wall and Mathieson 2006). Other authors introduce the positive or negative character of impacts (Gursoy and Rutherford 2004; Lee et al. 2010). In this framework, the type of destination (urban or rural), visitors (involved or not with the destination), and tourism offer (seaside or cultural) appear to be important in conforming the perception or attitudes of residents regarding tourism (Lundberg 2017; Rasoolimanesh et al. 2017; Stoeckl et al. 2006).

Sharpley (2014) surveys the advances in host perception of tourism impacts, arriving to several conclusions: First, he states the limited scope of this type of analysis out of some well-known developed destinations. Second, he finds that perception of impacts depend at some extent on the relationship of residents with tourism activities (engaged or not in tourism business), the profile of the resident (level of income, education) and their location inside the town (close or away from the city centre) (Andriotis and Vaughan 2003). Third, the author also points to recent efforts in developing new tools when dealing with impact perceptions, including larger sets of indicators for measuring impacts (Vargas-Sánchez et al. 2011).

As Choi and Murray (2010) point out, what is important in the case of tourism is that residents' attitudes appear to be influenced by whether the benefits reach the community. In this way, when tourism development relies on place identity, personal values get involved in the process, and local population can more directly feel the social benefits provided by tourism(McCool and Martin 1994). As a result, the imaginary of residents is reinforced by the development of new products building on identity issues, and the making of a destination becomes a singular process (Bott et al. 2003). Developing tourism experiences that build on place identity components

could then improve the local support on those activities, increasing the sustainability of destinations (McGehee and Andereck 2004). In this case, identity would be acting as a reference to guide personal behaviour of people, with identity theory helping to explain how individuals make choices and conduct their behaviour (Stets and Biga 2003).

In this context, place identity could have an influence in the perceptions and attitudes of residents regarding tourism impacts. Positive place identity occurs when the social and physical resources within a local environment are convenient to satisfy the needs and aspirations of residents (Shumaker and Taylor 1983). If self-verification exists, place identity would be driving attitudes of residents, leading to actions that reinforce their connection to social life and coexistence (McCool and Martin 1994). Place identity is then determined at first stage by physical matters and more deeply by the linkages and meaning between people and places (Bott et al. 2003).

Literature on the relationship between place identity and tourism impacts is still scarce, including the following contributions. The pioneer investigation by Gu and Ryan (2008) observe that the extension of tourism leads to a negative impact on the conservation of heritage when studying a particular cultural place in Beijing, China. Development could even restrain traditional activities on the street because of the extension of tourism itself. However, these findings appear to be dependent on the age of the respondent and his engagement with tourism business, as well as on the role played by the state in promoting new tourism activities. Further, Nunkoo and Gursoy (2012) find empirical support of three types of identity, namely environmental, occupational and gender identity, on support for tourism, but limited capacity in shaping perceptions of tourism impacts by residents in an island context (Mauritius Island). In fact, occupational identity, that is, people working in traditional jobs, appear to be more afraid of the negative impacts of tourism, and how this industry can change their traditional life. Gender identity not appears to be shaping perception of positive impacts, but of negative ones, while environmental identity remains non-significant in influencing positive or negative attitudes towards tourism impacts. One interesting result of this research is that attitudes towards tourism impacts appear not to be sufficient in conforming resident's support for tourism (behaviour), although this could be a particular outcome depending on the specific conditions of the case study. In general, these authors find that more salient and prominent identities influence behaviour to a larger extent than second-order identity treats. As a result, identity seems to influence local behaviour in particular contexts where both issues reinforce each other. The link between attitudes towards tourism impact and support is not always a direct one, with identity issues playing the prominent role in this setting. Research findings would be pointing to a good complementarity between Social Exchange and Identity theories in explaining attitudes towards tourism impacts by local population.

In sum, destinations are always complex environments, with many dimensions at play in terms of identity issues and attitudes towards tourism. Different environments could provide dissimilar results on the link between place identity and impact perceptions. This type of studies would then require controlled environments where hypotheses of the model can be better tested. A mining heritage destination provides

a suitable scenario where social and place identity would be susceptible to influence local perceptions of tourism development and related impacts (Ruiz-Ballesteros and Hernández-Ramírez 2007).

### *8.2.2 Place Identity and Local Support for Tourism*

As we have seen, place identity not always influences the perception of tourism impacts by local residents. This outcome will depend on the specific features of the destination and tourism product themselves. One step beyond, some authors investigate the mediating effect that local perception of tourism impacts could exert on the relationship between place identity and support for tourism. Wang and Chen (2015) provide updated evidence on this issue for the case of Indianapolis (USA). They find a mediating effect of modulated perceptions on support for tourism of residents. However, this effect appears to be significant only for two components of place identity, self-steem and self-efficacy, and not for the remaining two, distinctiveness and continuity. In an urban setting, local attitudes on tourism impact would be mediating between place identity sense and support for tourism. However, the relationship between attitudes to impacts and identity issues appear to be significant only partially. In the case of (Mauritius) Island, Nunkoo and Gursoy (2012) find identity to promote support for tourism, although mainly for the dimensions strictly linked and affected by tourism development, such as occupational identity. An interesting finding shows however that identity not always affects attitudes towards tourism impacts.

Additional studies find an influence of a number of variables on the local support for tourism, including the level of development, or position in the life-cycle, of the destination (Vargas-Sánchez et al. 2015), perceived personal benefits and general economic conditions promoted by tourism activities (Alector-Ribeiro et al. 2017), capacity of tourism in preserving local culture (Besculides et al. 2002), relationship with quality of life standards (Liang and Hui 2016), and the rural vs urban character of the destination (Rasoolimanesh et al. 2017).

After this literature review, the next section of the chapter conducts an empirical exercise for a mining heritage destination with deep local identity issues. The main objective is testing for the role that personal values could exert in modulating people attitudes and behaviour towards tourism in line with this emerging literature.

## 8.3 Mining Heritage Tourism and Place Identity

The mining activity is present in Europe since times of the Roman Empire. Mining heritage tourism is a recent concept appearing in former industrial locations where the mining industry was abandoned, receiving around 30 million visits in 2014 in the European Union. The development of a tourism product based in the past

mining history implies the interpretation, restoration and commoditisation of the mining resources (Edwards and Llurdés 1996).

Nowadays, heritage sites exploiting mining tourism show a great number of attractions, including museums, underground mining tours, or theme parks among others (Conllin and Jonliffe 2011). This type of heritage tourism and recreations connects with the idiosyncrasy of the local community. More than five hundred old mining exploitations have become mining museums, natural protected areas, and geoparks at the EU level, with some mining landscapes being considered as part of the human heritage, joining the list of the UNESCO World Heritage sites (Peña 2002).

In Spain, the mining heritage tourism has traditionally received little consideration by institutions, more interested in sun-and-sand tourism. The development of mining tourism has usually faced a number of impediments linked to the idiosyncrasy of the product and those of the surrounding locations. Because of the economic crisis of the 1970s, many mining areas in Spain were closing their industrial facilities, with an impact in the economy of the traditional mining regions. However, a variety of elements, tangible and intangible, remained in these locations, showing a strong link to the mining history of the place, and helping to develop cultural and heritage tourism products (Ruiz-Ballesteros and Hernández-Ramírez 2007).

### *8.3.1 Developing a Mining Heritage Tourism Product in La Unión, Spain*

The municipality of La Unión is located at the Southeast of Spain in the Region of Murcia, in the Mediterranean coast. The local history in terms of mining resources and industry goes back to the Iberian period, reaching a significant development in times of the Roman Empire with the silver mines that brought great prosperity to the area. More recently, the mid-nineteenth century assisted to a rebirth of the mining industry, gaining ascendancy along the next century with the introduction of new techniques of mineral extraction and the foreign capital entrances (Conesa 2010). The development of La Unión as a mining tourism destination started in the 1990s with new regulations seeking to protect the mining heritage. The whole mountain-range area was declared a Cultural Interest Resource named as an Heritage Site. Mining machinery, underground galleries, open pits, refining centres, and smelters were present in more than the one hundred sites (Manteca and Berrocal 1997). The construction of the Mining Park of La Unión, with more than 50,000 $m^2$of extension, shows the whole process of the mining industry, since the extraction of the mineral to the final melting process. It also includes a restored mine with more than 4000 $m^2$of galleries open to tourists, a mining-train taking people around heritage sites surrounding, and an interpretation centre (see Fig. 8.1).

The Mining Park of La Unión was launched on July 2011, managed by the Sierra Minera Foundation including the local society, business sector, and local government. The Mining Park is present on the Internet, resulting in a considerable increase


**Fig. 8.1** Map of the Mining Park in La Unión, Murcia, Spain. (Source: Mining Park, La Unión, Spain)

in visitors from 10,000 visitors in 2011, to more than 50,000 in 2014. In 2015, new mine sites, some of them containing well-conserved rests of the pre-historical civilizations in the area, are being explored as additional tourism resources in La Unión.

Other events and tourism resources integrate this monographic tourism product. The city exhibits a mining heritage museum, and the Festival del Cante de Las Minas, a flamenco music event receiving more than 50,000 international visits in 2014. The highly renowned tradition of this festival as a flamenco show, dating from 1961, and the fact that some of the concerts take place inside the mining environment, reinforces the mining product identity of La Unión.

### 8.3.2 *Hypotheses Development and Measures of Constructs in the Model*

In order to test the relationships between place identity, attitudes on tourism impacts, and support, in this section we develop the hypotheses of the model. According to literature, tourism impacts can be classified into economic, socio-cultural and environmental ones (see Almeida-García et al. 2016 for a review). In our questionnaire we employ measures of all three type of impacts following the literature. Economic impacts include measures of the perceptions of residents on the capacity of Mining Heritage Tourism (MHT) in generating economic revenues, employment, attracting investments and generate new expenditures in the tourism related and other local services. These are traditional measures in the literature (Almeida-García et al. 2016; Andereck and Vogt 2000; Andriotis and Vaughan 2003). Regarding socio-cultural impacts we include measures capturing infrastructure, socio-cultural spirit, and contribution of tourism to improve educational endowments of residents, widening the local offer, as well as the heritage and cultural supplies. Measures are similar to those of previous studies in literature (Aguiló et al. 2004; Besculides et al. 2002; Bujosa and Rosselló 2007). Environmental impacts include measures of conservation of plants and wildlife, recovering degraded areas and reducing levels of pollution in the area. Measures are also from literature (Andereck and Nyaupane 2011; Dyer et al. 2007; Jurowski and Gursoy 2004). Tourism impacts are measured in positive terms, given that La Unión is still an emerging destination, and we do not expect to find local perceptions of negative impacts in such an initial stage of the destination life-cycle (Almeida-García et al. 2016; Nunkoo and Gursoy 2012; Vargas-Sánchez et al. 2009, 2011).

The study seeks to analyse the relationship between place identity issues and attitudes of local population towards tourism impacts. However, we focus on an identity concept that we define as "product identity", that mainly seeks to test for the capacity of Mining Heritage Tourism to preserve the mining tradition in the city, revitalise the mining culture and heritage and, in general, to represent, show and share the mining spirit of the village with tourists and visitors. In our case, the construct of product identity we employ in the investigation is closely related to those of previous studies showing the concerns of local population in regards to tourism being able of preserving the local culture (Gu and Ryan 2008; Nunkoo and Gursoy 2012), reinforcing that (Besculides et al. 2002), and showing that cultural and historical richness to visitors from all over the world. In this way, our identity measure would be closer to the treats of self-esteem (Korpela 1989; Uzzell 1995) and continuity (Taylor 2010; Ujang 2010) in Breakwell's terminology. The three first hypotheses of the model would be testing for the capacity of product identity to influence local attitudes towards the three types of tourism impacts in the mining heritage city of La Unión, Spain. Hypotheses 1, 2 and 3 then are defined as follows:

**H1: Product identity influences the perception and attitudes of residents toward economic tourism impacts.**

**H2: Product identity influences the perception and attitudes of residents toward socio-cultural tourism impacts.**

**H3: Product identity influences the perception and attitudes of residents toward environmental tourism impacts.**

Further on, the model will test for the effects of modulated impacts on support for tourism in a product identity framework. As shown by literature review, this is not a straightforward result in this type of exercises. Characteristics of the context and type of identity issues use to drive these relationships, as noted in Sect. 8.2. In the mining heritage tourism context we expect to find a positive relationship between these constructs of the model. Particularly, support for tourism is measured in our model as a positive view of local population on the use of land and resources for a miming heritage tourism development taking place in the city, as well as a positive effect of tourism on increasing the quality of life of resident population as noted in the questionnaire. These will be the main dimensions that results on support for tourism will provide in our analysis. Contextual framework on the expected relationships between local attitudes and support for tourism are widely reviewed in Sect. 8.2, as well as for the linkages between place/product identity and behavioural actions (support) on tourism from resident population. In this setting, we propose the following hypotheses of the model, namely H4, H5 and H6:

**H4: Attitudes of residents toward economic tourism impact influences their support for tourism.**

**H5: Attitudes of residents toward socio-cultural tourism impact influences their behavioural intent on supporting tourism.**

**H6: Attitudes of residents toward environmental tourism impact influences their behavioural intent on supporting tourism.**

Finally, following pioneer study of Wang and Chen (2015), we will test for the linkage between product identity on support for tourism mediated by local attitudes or perceptions on tourism impacts. This is an important hypothesis of the model, given that should hardly rely on the contextual framework defined for social and place identity. In fact, identity issues arising in the model become pivotal for the significance of such mediating effects, as shown by literature (see for example Nunkoo and Gursoy 2012). In this way H7 becomes:

**H7: Product identity influences the support for tourism of residents through the mediating effect of the perception and attitudes of residents toward tourism impacts.**[1]

The conceptual model is then defined in Fig. 8.2.

In the following sections we test for the significance of these seven research hypotheses.

[1] See Sect. 8.5.3 for results and discussion of test on H7.

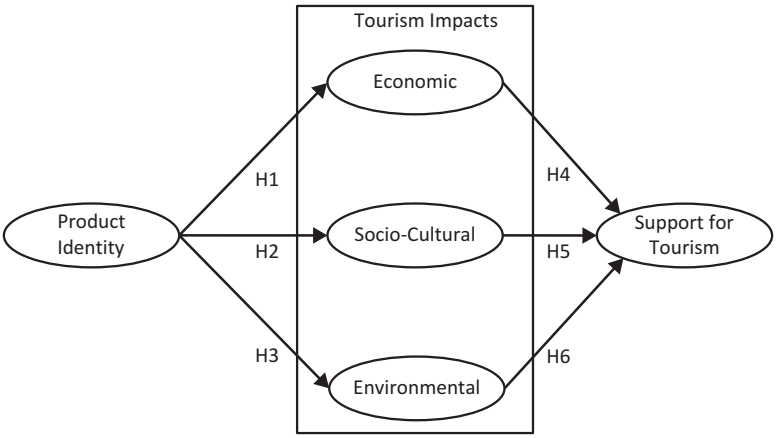


**Fig. 8.2** Conceptual model

## 8.4 Method

As shown in questionnaire in the Appendix, we employ a number of 21 indicators in order to approach the constructs of the model, including product identity, perception of impact of tourism activities, and support for tourism development. Indicators were collected through a questionnaire with a seven-point scale as usual in the literature, ranging from strongly disagree (1) to strongly agree (7) (see Appendix).

### *8.4.1 Data Collection and Sample*

The surveying fieldwork was carried out along May and June 2014, when tourism activity was more intense, as a way of ensuring that residents were more conscious of the impact of tourism in their daily lives, given that La Unión is close to the seaside and the bulk of visits are concentrated in spring and summertime. Student research assistants from the Technical University of Cartagena, a neighbouring town of La Unión, collected survey data, and after depuration we count on a number of 222 usable instruments. It was a random data collection process where residents were surveyed all along the town. Profile of respondents include a share of 46% of females in the full sample, with a mean age of 45 years old (17% up to 25 years old, 46% between 25 and 50 years old, and 34% older than 50 years), level of studies of secondary (40%) and post-secondary education (20%), income level of up to €1000 per month (50%), €1000–1500 per month (30%), and higher than €1500 per month (20%), and a direct relationship to tourism-related business for the 15% of the sample. The sample reflects consistently the characteristics of the whole population in La Unión, making 19,000 inhabitants, according to the last 2011 National Population Census (INE 2012). Level of income of the town is under the average of the whole

Region of Murcia, where it is located, and level of studies of residents is slightly below that average too.

### *8.4.2 Data Analysis*

Data analysis is conducted with Partial Least Squares (PLS) in the framework of the Structural Equations Modeling (SEM) by using Smart PLS software (Ringle et al. 2014). PLS was chosen because is a less demanding method in terms of normality of distributions and the unlikelihood of non-convergent solutions (Chin et al. 2003). We decide to follow a two-step procedure in the empirical analysis. The first step includes the assessment of the measurement model, allowing the relationships between the observable variables and theoretical concepts to be specified. In the second step, the structural model is evaluated, testing for the significance of the research hypotheses (Hair et al. 2013).

## 8.5 Results

### *8.5.1 Measurement Model*

The assessment of the measurement model is performed through the analysis of reliability and validity for reflective constructs (Henseler et al. 2009). First, individual item reliability is assessed by examining the factor loadings with their respective construct (λ). Second, construct reliability is assessed using the composite reliability score (CR) and Cronbach's Alpha (α). Results in Table 8.1 indicate that all items are reliable, with all factor loadings higher than 0.70 (Hair et al. 2013). Moreover, constructs are reliable because their CR and CA values are also above 0.70 levels. Convergent validity of the scales is evaluated by average variance extracted (AVE), exceeding 0.50 for all constructs (Table 8.1).

To assess the discriminant validity according to Fornell and Larcker (1981), the square root of the AVE (diagonal in Table 8.2) must be compared with the squared correlations between paired constructs (the off-diagonal elements). All constructs appear to be statistically different from the other, according to Table 8.2.

According to Henseler et al. (2015), discriminant validity is accepted, as HTMT ratio not exceeds 0.85–1 (Table 8.3).

However, reliability and validity check is not appropriate to assess formative constructs as we have approached *support for tourism* (Peng and Lai 2012). This construct is defined as a joint measure of the Mining Heritage Tourism product to be a good use of land and territory from the resident's point of view, and a product that significantly improves their quality of life. We have to check for multi-collinearity, weights, loadings, and their corresponding level of significance for the formative

**Table 8.1** Properties of measurement reflective constructs: reliability and convergent validity

| Construct | Items | Factor Loading | CR | CA | AVE |
|---|---|---|---|---|---|
| Product Identity (PI) | PI_1 | 0.867 | 0.864 | 0.767 | 0.681 |
| | PI_2 | 0.765 | | | |
| | PI_3 | 0.840 | | | |
| Economic Tourism Impacts (ECTI) | ECTI_1 | 0.717 | 0.925 | 0.905 | 0.639 |
| | ECTI_2 | 0.747 | | | |
| | ECTI_3 | 0.742 | | | |
| | ECTI_4 | 0.809 | | | |
| | ECTI_5 | 0.848 | | | |
| | ECTI_6 | 0.843 | | | |
| | ECTI_7 | 0.876 | | | |
| Sociocultural Tourism Impacts (STI) | STI_1 | 0.801 | 0.901 | 0.862 | 0.647 |
| | STI_2 | 0.794 | | | |
| | STI_3 | 0.867 | | | |
| | STI_4 | 0.843 | | | |
| | STI_5 | 0.708 | | | |
| Environmental Tourism Impacts (ENTI) | ENTI_1 | 0.872 | 0.889 | 0.833 | 0.669 |
| | ENTI_2 | 0.841 | | | |
| | ENTI_3 | 0.728 | | | |
| | ENTI_4 | 0.822 | | | |

*CA* Cronbach's Alpha, *CR* composite reliability, *AVE* average variance extracted

**Table 8.2** Correlation matrix

| | PI | ECTI | STI | ENTI |
|---|---|---|---|---|
| Product Identity (PI) | **0.825** | | | |
| Economic Tourism Impacts (ECTI) | 0.398 | **0.800** | | |
| Sociocultural Tourism Impacts (STI) | 0.523 | 0.719 | **0.804** | |
| Environmental Tourism Impacts (ENTI) | 0.490 | 0.331 | 0.489 | **0.818** |

**Table 8.3** HTMT matrix

| | PI | ECTI | STI | ENTI |
|---|---|---|---|---|
| Product Identity (PI) | | | | |
| Economic Tourism Impacts (ECTI) | 0.457 | | | |
| Sociocultural Tourism Impacts (STI) | 0.629 | 0.809 | | |
| Environmental Tourism Impacts (ENTI) | 0.607 | 0.369 | 0.575 | |

construct (Hair et al. 2013). We observe no multi-collinearity problems, as the VIF test for the dimensions of each formative construct in the model is below a value of 10 in Table 8.4 (Petter et al. 2007). A formative dimension should be retained if weight and/or loading are significant. In the bootstrap analysis all weights and loadings also appear to be significant (Table 8.4).

**Table 8.4** Properties for formative constructs

| Construct | Items | VIF | Weight | t-value | Loading | t-value |
|---|---|---|---|---|---|---|
| Support for tourism | ST_1 | 1.001 | 0.452*** | 4.719 | 0.473*** | 4.157 |
| | ST_2 | 1.001 | 0.881*** | 14.143 | 0.892*** | 17.706 |

*p < 0.05; **p < 0.01; ***p < 0.001

**Table 8.5** Summary of the hypotheses testing results

| Hypothesis | Path coefficients (β) | t-value | $R^2$ | $f^2$ | $Q^2$ | SRMR |
|---|---|---|---|---|---|---|
| H1: Product Identity ➔ Economic | 0.398*** | 7.285 | 0.158 | 0.188 | 0.099 | 0.069 |
| H2: Product Identity ➔ Sociocultural | 0.523*** | 10.738 | 0.273 | 0.376 | 0.172 | |
| H3: Product Identity ➔ Environmental | 0.490*** | 8.932 | 0.240 | 0.315 | 0.158 | |
| H4: Economic ➔ Support | 0.290*** | 3.410 | 0.446 | 0.073 | – | |
| H5: Sociocultural ➔ Support | 0.275*** | 3.625 | | 0.056 | | |
| H6: Environmental ➔ Support | 0.243** | 3.202 | | 0.081 | | |

*p < 0.05; **p < 0.01; ***p < 0.001

### *8.5.2 Structural Model*

The assessment of the structural model is based on the algebraic sign, magnitude and significance of the structural path coefficients, the $R^2$ values, the effect size $f^2$, and the $Q^2$ test for predictive relevance. The SRMR index is also included as a quality criteria (Henseler et al. 2014). Consistent with Hair et al. (2013), bootstrapping analysis (5000 subsamples) is used to generate t-statistics in assessing significance of the path coefficients. Table 8.5 presents the path coefficients of each hypothesized association in the research model, with t-values confirming the significance of all six hypotheses.

The structural model shows good predictive capacity, as the variances explained ($R^2$) in the endogenous constructs are in the range shown by Chin (1998a), with 0.19, 0.33 and 0.67 as weak, moderate and substantial capacity, respectively. In sum, the model shows a substantial predictive capacity of local attitudes towards economic, socio-cultural, and environmental impacts(0.446) on "support for tourism", and moderate-to-medium capacity of product identity in predicting tourism impacts, economic (0.158), sociocultural (0.273), and environmental (0.240) (Fig. 8.3).

The $f^2$ value provides the relative size of each incremental effect introduced in the model. The $f^2$ values of 0.02, 0.15 and 0.35 indicate a small, medium and large effect size, respectively. As shown in Table 8.5, the proposed model has a very good explanatory power. Furthermore, the blind folfing approach was followed to calculate the construct cross-validated redundancy index or Stone-Geiser's $Q^2$ statistic to evaluate the predictive relevance of the model. All endogenous reflective values being positive are considered predictive. Results in Table 8.5 show all values of $Q^2$

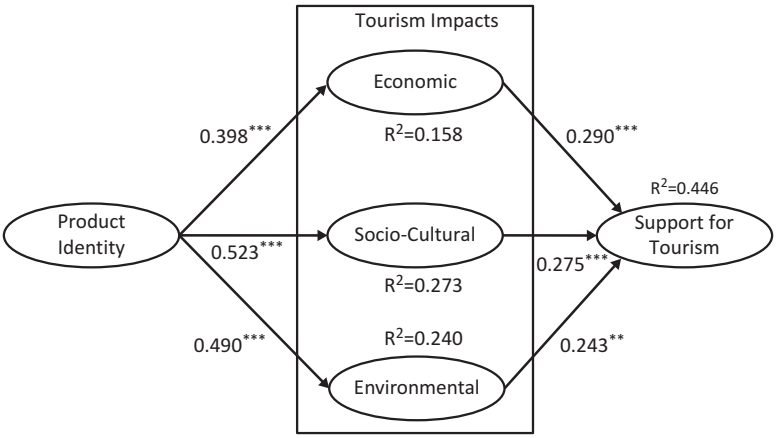


**Fig. 8.3** Main effects in the model

**Table 8.6** Summary of the hypotheses testing results including H7

| Hypothesis | Path coefficients (β) | t-value | $R^2$ | $f^2$ | $Q^2$ | SRMR |
|---|---|---|---|---|---|---|
| H1: Product Identity ➜ Economic | $0.398^{***}$ | 7.324 | 0.159 | 0.188 | 0.099 | 0.069 |
| H2: Product Identity ➜ Sociocultural | $0.523^{***}$ | 10.69 | 0.273 | 0.376 | 0.172 | |
| H3: Product Identity ➜ Environmental | $0.490^{***}$ | 9.089 | 0.240 | 0.315 | 0.158 | |
| H4: Economic ➜ Support | $0.284^{**}$ | 2.957 | 0.447 | 0.070 | – | |
| H5: Sociocultural ➜ Support | $0.268^{***}$ | 3.344 | | 0.050 | | |
| H6: Environmental ➜ Support | $0.239^{***}$ | 3.479 | | 0.071 | | |
| H7: Product Identity ➜ Support | $0.026^{ns}$ | 0.439 | | 0.001 | – | |

*p < 0.05; **p < 0.01; ***p < 0.001

to be positive (Chin 1998b), so the relations in the model show predictive relevance. Finally, the level of SRMR is lower than 0.1, meaning there is a good fit between theory and data (Henseler et al. 2014).

### *8.5.3 Post-hoc Mediation Analysis*

Finally, we perform a post-hoc mediation analysis, computing if an indirect effect of *product identity* on *support for tourism* arises in the model mediated by *tourism impacts*. Specifically, we add a link between *product identity* and *support for tourism* to the base model (H7), not appearing to be significant (Table 8.6). According to Zhao et al. (2010) results in Table 8.7 confirm that *product identity* exerts a positive and significant effect on *support for tourism* through the set of *perceived* tourism impacts or *local attitudes*.

**Table 8.7** Post-hoc indirect effect analysis

| Indirect effects | Path coefficients (β) | Lower confidence interval | Upper confidence interval |
|---|---|---|---|
| Support for tourism | 0.370*** | 0.294 | 0.447 |
| Identity➔Impacts ➔Support | | | |

*p < 0.05; **p < 0.01; ***p < 0.001

Results in the model clearly show that product identity influence the attitude of residents towards economic, socio-cultural and economic impacts of tourism, with higher effects on the socio-cultural and environmental side. Moreover, and indirect effect of product identity arises on support for tourism of residents, mediated by perceptions on tourism impacts. Both results are important in the literature. First, mediation effects are not usually arising in this framework for previous contributions. Island and urban contexts do not find a clear effect of identity on impact perceptions of residents (Nunkoo and Gursoy 2012; Wang and Chen 2015). In the urban heritage setting, identity issues are more clearly present in tourism developments, so residents become so much more aware of them, what in fact modulates their perceptions of tourism impacts and then their behaviour on support for tourism. The relevance of accurately define the contextual framework when analysing effects of place identity on local attitudes and corresponding behaviour is clearly shown in our modeling exercise. Moreover, the outstanding predominance of the socio-cultural dimension in tourism developments based on local identity, and its perception by local residents, provides an important complement to the traditional predominance of economic issues in the cost-benefit analysis of tourism in literature and destination planning. Both are key results of the investigation adding new evidence to this still scarce literature, mainly in what regards the socio-cultural dimension of tourism (Besculides et al. 2002).

## 8.6 Conclusions and Policy Issues

The analysis of tourism impacts and local attitudes towards tourism has arised as a hot topic in academic literature. The international extension of the tourism industry has made this to be a relevant issue, with the increasing impact of tourism at destinations and the need of making this process more sustainable from a resident's point of view. In this framework, the study of how personal values can modulate the perception of such impacts by local population emerges as a key issue. Place image, attachment and identity are people's values increasingly analysed here.

The recent literature has been showing the relationship between values and impact perceptions of residents to be dependent on the own characteristics of the residents, on those of the destinations and their specialization, and on the salient dimensions of the identity issues at play. Direct linkages between local attitudes on tourism impacts and further support to tourism development not always arise in

empirical studies. In fact, identity issues seems to exert a direct influence on tourism support, but not necessarily mediated by perceptions of residents on tourism impacts.

In this chapter we have tested for all these relationships in a mining tourism environment. Closer ties between local population and mining identity issues let us expect this to be a good setting for getting deeper insights in the role of identity theory as a complement of the social exchange paradigm. We have built on the product identity concept in testing this theory. Product identity, a concept closely related to the place identity construct has been defined as the way in which local identity becomes endorsed in tourism products. In particular product identity helps to approach the capacity of the Mining Heritage Tourism in preserving the mining tradition in the locality, revitalizing the mining culture and heritage in the area, and remarkably representing the mining tradition of the tourist place of La Unión in Spain.

In general, results have shown higher average effects of identity on local attitudes towards socio-cultural and environmental impacts in comparison with urban and seaside contexts. On the contrary, identity has shown less influence in modulating perceptions of economic impacts of tourism for the mining heritage destination. Our measure of product identity mainly includes attributes of continuity and self-steem for local inhabitants, with tourism being able to maintain, preserve and valuing local mining history and heritage. In this way, identity treats underlying tourism developments in the village show positive impacts on community life, in line with literature, and in particular all along the cultural and social dimension of life for residents. Additionally, results of the model have shown that local attitudes (impacts) appear to influence corresponding behaviour (support) regarding tourism development for residents in a stronger and highly significant way than other cases in literature. In this way, the mining heritage setting appears to be well suited for testing between the linkages of all constructs in the model, and particularly for understanding the role of identity and values as a central factor in modulating the impact of tourism at destinations.

In policy terms, results would be showing that destinations where identity issues drive tourism developments could help to reduce negative impacts on residents, as well as amplifying positive perceptions of local population on tourism, as shown by descriptive findings in our case study. For cultural-and-heritage based destinations, social and cultural impacts come to the forefront of the positive impacts noted by residents. This is an important result in contrast with the social exchange theory and traditional cost-benefit analysis, where the economic dimension nearly stays as the only real concern of local authorities and businessmen. Moreover, local attitudes towards tourism impacts appear to mediate between identity and support for tourism, an important result in the literature reinforcing the straight link between the heritage destination, place identity and behavioural intentions of local population. Residents feel socio-cultural impacts to be the leading dimension involved in the valuing of local identity. Further, destination sustainability increases because of this direct effect of identity on support and indirect effect through the modulation of tourism impacts. It is important to note that this result points towards a strong link

between product identity (personal self-steem, continuity of traditions, plus the valuing of local history) and a good usage of the local territory with a clear improvement of quality of life of the population. A striking result of the chapter is that cultural and heritage developments at a local level building on social and personal values, including local identity, remembrance of the local history and memories and other valuing experiences are felt by residents as clearly increasing their levels of life quality.

Managerial recommendations, in times where tourism clearly impact the quality of daily life of people at destinations, point towards the opportunity of counterbalancing such situation by valuing social and place identity issues of residents. Destination management organizations (DMOs) should then view cultural identity-based interventions as a way of improving self-steem and positive perceptions of local people on the path of development followed by the destination they live in. In the end, this has been notably recognised by residents as a way of significantly improving their quality of life, an outstanding objective to be pursued by DMOs as shown by the most recent literature on Quality of Life and Well-Being in Tourism (Uysal et al. 2016).

In sum, focusing on personal values appears as a relevant and suitable strategy to modulate the impact of tourism on local population, increasing support for tourism in the future. This emerges as the main policy recommendation of the investigation, with place identity becoming a strong tool in the management and marketing of destinations, with capacity in modulating or even reducing the undesired negative externalities of tourism and increasing their sustainability levels by increasing their quality of life.

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## Appendix: Questionnaire Items

| | **Product Identity (PI)** |
|---|---|
| *PI_1* | *The Mining Heritage Tourism (MHT) is key to preserve the mining tradition* |
| *PI_2* | *MHT helps to revitalize the mining culture and heritage in the area* |
| *PI_3* | *MHT remarkably represents the mining tradition in the area* |
| | **Economic Tourism Impacts (ECTI)** |
| *ECTI_1* | *MHT generates economic revenues* |
| *ECTI_2* | *MHT makes an impact in the regional economy* |
| *ECTI_3* | *MHT creates local employment* |
| *ECTI_4* | *MHT creates employment in the local tourism sector* |

(continued)

| | |
|---|---|
| *ECTI_5* | *MHT attracts new investments* |
| *ECTI_6* | *MHT generates new expenditures in the local hospitality industry* |
| *ECTI_7* | *MHT generates new expenditures in the local retailing sector* |
| | **Socio-cultural Tourism Impacts (STI)** |
| *STI_1* | *MHT improves socio-cultural infrastructure* |
| *STI_2* | *MHT improves the cultural spirit* |
| *STI_3* | *MHT improves the leisure activities and entertainment* |
| *STI_4* | *MHT improves educational level of people* |
| *STI_5* | *MHT helps to recover the cultural and industrial heritage* |
| | **Environmental Tourism Impacts (ENTI)** |
| *ENTI_1* | *MHT improves the wildlife state of conservation* |
| *ENTI_2* | *MHTimproves the indigenous plants* |
| *ENTI_3* | *MHT recovers the environmentally degraded areas* |
| *ENTI_4* | *MHTreduces pollution level* |
| | ***Support for Tourism (ST)*** |
| *ST_1* | *MHT is considered a good use of the land and territory* |
| *ST_2* | *MHT has significantly improved the quality of life of residents* |

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