



Building resident commitment through tourism consumption: A relational cohesion lens

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ABSTRACT

By applying relational cohesion theory, this study explores how resident commitment toward tourism performing arts (TPA) development is cultivated through their recurring social exchanges with tourism. Using a sequential mixed-methods approach, 20 interviews and a survey of 438 residents were undertaken in a tourism destination (Hangzhou) in China. Results demonstrated distinctive differences in emotional responses, certainty, commitment and support between those residents with high levels of interaction and those with low levels of interaction with TPAs (i.e. TPA consumption). Positive emotions and certainty of impact were found to be significantly related to resident commitment, which contributed to their supportive behavioural intentions. The findings advance the literature on the tourism host community by highlighting the emotional side of the tourism-resident relationship. Strategies such as local marketing schemes and promoting interactive communications are suggested to cultivate residents' committed support toward tourism development.

1. Introduction

While residents play a foundational role in providing authentic tourism experiences and maintaining sustainable tourism development, the prevalent local tourism demand renders them as loyalty tourists for many types of tourism (e.g. Sharpley, 2014). Increasingly, the local market has become an important tourist source in many tourism projects (e.g. theme parks, festivals and performing arts), which redefines the relationship between residents and tourism. Tourism performing arts (TPA) combines performing arts and entertainment to exhibit the original, indigenous and innovative culture of the tourism destination (Zheng, Ritchie, Benckendorff, & Bao, 2019a). Instead of merely attracting incoming tourists, TPAs are also designed to meet local market demands. In 2017, over 68 million visitors comprising both tourists and local attendees consumed TPA, and this patronage generated over 5.1 billion Yuan revenue for the destinations involved (State Council of China, 2019). To ensure cultural authenticity and labour force supply, residents have been considered as vital employees, either as performers or staff in TPAs. Since developing TPA is encouraged by national policies (State Council of China, 2019), how to generate residents' support for the mounting developments has become more important. Previous studies argued that residents' perceptions and supportive behaviours may be altered by the emotions generated from their previous tourism experiences (Zheng, Ritchie, & Benckendorff, 2019c). However, although residents' interactions with tourism are widely ensuing, the

emotional effects on the reciprocal relationship between residents and tourism have seldom been discussed.

As a prerequisite of sustainable tourism development, numerous research studies have investigated the factors and mechanisms that determine residents' support for tourism (e.g. Nunkoo & Gursoy, 2016; Ouyang, Gursoy, & Sharma, 2017). The relationship between residents and tourism is normally measured under the paradigm of social exchange, which assumes that residents are motivated to support tourism development when their perceived tourism benefits outweigh the costs (e.g. Martín, de los Salmones Sánchez, & Herrero, 2018; Yolal, Gursoy, Uysal, Kim, & Karacaoğlu, 2016). Nevertheless, the principal literature has evaluated residents' relationship with tourism as a one-time exchange, consequently failing to identify the commitment that might have resulted from recurring exchanges. Meanwhile, as most studies assumed that residents are isolated and that they respond rationally, it is inadequate to explain residents' altruistic or prosocial behaviours beyond the trade-off between positive and negative tourism impacts upon themselves (Zheng et al., 2019a). Since commitment is significantly linked to supportive behaviours in a long-term relationship, it is necessary to conduct research on exploring this psychological factor underlying resident behavioural intentions toward continuous tourism development (Chien, Ritchie, Shipway, & Henderson, 2012).

This study thus aims firstly to explore how resident commitment can be fostered and secondly, what is the role of commitment in residents' support towards a specific type of tourism development. According to

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relational cohesion theory (RCT) (Lawler & Yoon, 1996), frequent social exchanges can elicit positive emotions and eliminate uncertainty, which eventually improves an individual's commitment and cooperative behaviours. Although the relational cohesion through repetitive exchanges has been empirically tested in organisational and public relations settings (e.g. Huang, Cheng, Huang, & Teng, 2018), there is limited information related to tourism contexts. Therefore, this research contributes to a comprehensive explanation of resident support for TPA developments via the lens of relational cohesion. Accordingly, three research questions were raised: (1) What is the relationship between resident commitment and supportive behaviours toward TPA development? (2) Does TPA consumption influence resident reactions toward TPA developments? (3) What are the psychological effects of tourism consumption contributing to residents' commitment toward TPA?

2. Literature review and conceptual background

2.1. Relational cohesion theory

By highlighting the role of emotions in the social exchange process, relational cohesion theory provides a tested framework to comprehend how individuals become committed to a particular relationship (Collett, 2010). According to the theory, when equal power and mutual exchange benefits exist in a relationship, positive emotions (e.g. happiness, satisfaction) can be produced by repeated exchanges. In parallel, the uncertainty existing in reciprocal exchanges can decrease, which helps to reduce transaction costs and build a foundation of trust (Kyriakidou & Ezbilgin, 2006). Since individuals intend to maintain the relationship to reproduce positive emotions, relational cohesion is formed, which triggers exchange frequency and commitment behaviours (Michael & Pacherie, 2015). Rather than focusing on the immediate benefit-cost assessment, RCT helps to explain individuals' prosocial behaviours, such as remaining in a relationship and cooperating in a social dilemma (Salmela & Nagatsu, 2017).

As an important cumulative research program in social psychology, RCT has been widely applied to explain individuals' behaviours in contexts such as organizations, social networks and in the workforce (e.g. Grace, King, & Lo Iacono, 2017; Huang et al., 2018; Lizardo, 2007). Generally, it follows the process of *from-exchange-to-emotion-to-cohesion*, which reflects the psychological mechanism influencing individuals' behavioural outcomes. When employed in the context of the tourism community, RCT refers to the process by which residents form relational cohesion via repetitive exchanges with tourism. Given the prevailing resources in the tourism community, most research has defined the relationship between residents and tourism as a process of reciprocal exchange (e.g. Ap, 1992; Rasoolimanesh, Jaafar, Kock, & Ahmad, 2017; Wang & Pfister, 2008). Nevertheless, previous studies have argued that residents would only engage in the exchange when they regarded their relationship with tourism (e.g. tourists, tourism providers) as reciprocal (i.e. benefits outweigh costs), neglecting the emotional effects that widely prevail in social exchanges. Therefore, RCT offers an opportunity to further examine resident-tourism relations by exploring the effects of 'social bonding'.

2.2. Repetitive exchange: residents' tourism consumption

In tourism communities, residents are frequently engaged in various tourism activities. Tourism consumption involves individuals' consumptions in tourism-specific, tourism-related, and non-tourism-specific goods and services (Smeral, 2015). As a main source of revenue in tourism destinations, cultural tourism consumption has become increasingly diverse and attracts both tourists and residents (Richards & van der Ark, 2013). Ranging from visiting cultural sites (e.g. heritage) to entertainment places (e.g. TPA), destination cultural aspects such as arts, folklore, customs and heritage have been provided and purchased

by the formats of tourism experiences and goods. In marketing contexts, social exchange theory (Blau, 1964) is widely employed to explain the relationship between customers and service providers (e.g. Edvardsson, Tronvoll, & Gruber, 2011; Susskind, Kacmar, & Borchgrevink, 2003; Yi & Gong, 2009). It assumes that customers' perceived benefits (e.g. customer support, organizational support, service provider support) could impact their satisfaction towards a product or consumption experience, which eventually leads to their repurchase intention (Yi & Gong, 2009). Although this reciprocal exchange has seldom been discussed in tourist-tourism relationships, it is argued that tourists would engage in social exchanges once they purchase or experience tourism. Therefore, it is argued that repetitive exchange exists during residents' tourism consumption, which leads to their positive reactions and behavioural outcomes toward tourism development.

2.3. Endogenous process: resident positive emotions and certainty of impact toward tourism

Numerous studies have been launched to explore resident perceptions on tourism development; yet, the discussion on emotions and relationship certainty that exist along with social exchange is largely non-existent (Sharpley, 2014; Zheng et al., 2019a). Recently, psychological factors such as emotional solidarity (e.g. Joo et al., 2018), trust (e.g. Ouyang et al., 2017), personality (e.g. Moghavvemi, Woosnam, Paramanathan, Musa, & Hamzah, 2017) and commitment (e.g. Moghavvemi et al., 2017) have been introduced to comprehensively explain residents' supportive behaviours. Meanwhile, more research on resident subjective wellbeing (e.g. Naidoo, Pearce, & Sharpley, 2017; Pratt, McCabe, & Movono, 2016) and quality of life (e.g. Liang & Hui, 2016; Ridderstaat, Croes, & Nijkamp, 2016) has been instigated to reflect the psychological outcomes of tourism development. Despite this, limited literature has probed into residents' diverse emotional responses toward tourism, such as pride, happiness, worry, and anger (Zheng et al., 2019a). Emotion is a crucial epiphenomenon that cannot be disregarded in comprehending human behaviour (Homans, 1974); it provides more behaviour-specific information for understanding resident support toward tourism development. During the endogenous process of residents' social exchanges with tourism, it is argued that positive emotions could be generated from reciprocal relations. For instance, residents would feel happiness or gratitude when they perceive the benefits from tourism development (Zheng et al., 2019c). A sense of interest might also be cultivated given the fact that residents are potential consumers in cultural tourism (e.g. TPAs) (Vu, Luo, Ye, Li, & Law, 2018).

According to RCT, actors who repeatedly exchange resources would find each other in the relationship to be more predictable, which promotes their willingness to stay with the same actor (Lawler, Thye, & Yoon, 2000). Since individuals tend to eliminate uncertain decision situations (Kramer & Tyler, 1995), it has been empirically certified that commitment could be formed when uncertainty is reduced in social relations. The concept of certainty has been scarcely applied in tourism contexts, yet residents' trust in the other actor has been widely regarded as an important indicator of the emergence and maintenance of social exchange in literature (Ert, Fleischer, & Magen, 2016; Ouyang et al., 2017; Ramkissoon & Nunkoo, 2012). As resident-tourism relations involve multiple stakeholders (e.g. tourism providers, tourists, government), it is argued that residents' certainty about the general tourism impacts on themselves and the community could be an essential criterion for their cooperation and continuous support toward tourism development.

2.4. Social cohesion enhancement: resident commitment and support to tourism

As individuals seek to replicate the good feelings and avoid other unpredictable situations during the exchange process, an enhanced

social cohesion manifested in commitment and support behaviours would transpire, once positive emotions and certainty were generated (Collett, 2010). In the tourism literature, resident commitment, which refers to residents' emotional bond, contractual obligation or continuance needs to maintain a relational continuity with other tourism exchange partners (Chien et al., 2012; Zheng et al., 2019c). As an emotional force that should not be neglected in social relations, numerous research studies have adopted commitment to explain individuals' satisfaction (e.g. Zopiatis, Constanti, & Theocharous, 2014), loyalty (e.g. Evanschitzky, Iyer, Plassmann, Niessing, & Meffert, 2006), repurchase intentions (e.g. Chou & Chen, 2018) and support behaviours (e.g. Paulin, Ferguson, & Bergeron, 2006) in consumer and organizational contexts. Although a significant association between commitment and resident behaviours towards tourism has been illustrated in tourism studies (e.g. Chien et al., 2012; Moghavvemi et al., 2017), the antecedents of residents' commitment from the lens of social cohesion has been under-researched.

3. Research design

The present research selected one of the most TPA-focussed destinations, Hangzhou, as the study site. Located in the Yangtze River Delta of east China, Hangzhou is a tourism destination celebrated for its prosperous cultural and natural resources. Since 2004, it has developed a series of TPAs such as *The Romance of The Song Dynasty*, *Enduring Memories of Hangzhou* and *The Night of West Lake* and has become the pioneer in the TPA industry all over China. The largest TPA company in China is the Songcheng Group, which is based in Hangzhou. This enterprise annually attracts over 25 million visitors including incoming tourists and local residents (Songcheng Group, 2019). Considering the large scale and long-term developed TPA industry in Hangzhou, most residents are acquainted with TPA. Moreover, Hangzhou residents have high demands for leisure activities and art-related consumption given their relatively high disposable income (RMB 54,348) (Hangzhou Statistics Bureau, 2019). Thus, the study site provides a large sample of local TPA consumers, which could help to launch a comprehensive investigation for this study.

To improve the validity and reliability of findings generated by a single case, this study applied a sequential mixed-methods approach combining a qualitative analysis followed by a dominant quantitative study (Creswell, 2014). Two stages were used to explore the process of social cohesion enhancement in a tourism community through residents' TPA consumption. Since RCT has seldom been adopted in tourism contexts (Bryman, 2012), a qualitative study with semi-structured interviews was initiated to test the rationale of the proposed framework in Stage 1. In Stage 2, quantitative research using a quota sample survey was performed to test and confirm the hypotheses raised in the theoretical model.

4. Stage 1: qualitative method and results

The major objective of the qualitative phase was to illustrate the potential impacts of TPA consumption on residents' emotions and certainty toward TPA. Additionally, it proposed hypotheses reflecting the relationships between residents' positive emotions, certainty, commitment and intentions to support TPA development. The interview questions included residents' emotional responses and certainty about TPA, the rationale behind their commitment behaviours and the relevance of respondents' previous TPA consumption. To obtain the qualitative information, 20 semi-structured in-depth interviews undertaken using heterogenous purposive sampling (i.e. selected by different subgroups in gender and age) were launched (Table 1). Interviews lasted between 25 and 40 min and took place at locations selected by participants for their convenience. The author who is a native Chinese speaker conducted all interviews while taking notes. To ensure accuracy, transcripts were translated and cross-checked by other scholars

Table 1
Profile of participants in Stage 1.

Socio-demographics		Number (N = 20)	Percentage
Age	18–34	9	45
	35–60	9	45
	Above 60	2	10
Gender	Female	10	50
	Male	10	50
Consumed TPA	Yes	12	60
	No	8	40

(Decrop, 1999). A thematic analysis was conducted and the themes were generated from both the data (an inductive approach) and the existing literature (a deductive approach) (Ryan & Bernard, 2003). To ensure confidentiality and anonymity, pseudonyms (e.g. HR1, HR2, HR3 etc.) were applied in lieu of the actual identities of respondents for analysis.

4.1. Increased positive emotions and impact certainty by TPA consumption

Considering the hedonic nature of tourism experiences, positive emotions such as joy, love and positive surprise are prevalent among tourists (Hosany & Gilbert, 2010). Since TPA consumption involves a service transaction offered by entertainment and artistic activities, these positive emotional outcomes are more prominent amongst TPA consumers. The qualitative study found that most residents who had consumed TPAs expressed discrete positive emotions such as interest, love and pride toward its development. Since TPA consumption increases respondents' knowledge of TPA, it helps to generate their positive evaluations of tourism development (Nunkoo, 2015). Generally, the respondents who have watched TPA shows indicated that TPA either enriches their individual leisure life, or enhances the local image, the international publicity and cultural promotion for the local community. For instance,

... I am interested in TPA ... It is enjoyable to watch, which enriches my leisure life and helps to satisfy my spiritual needs. (HR2, female, aged 25+)

... I love to see TPA development ... It creates an immersive experience for tourists, which quite represents our local culture. (HR7, male, aged 25+)

When residents acquired more information about tourism, their uncertainty in a tourism social exchange relationship decreased (e.g. Nunkoo & Ramkissoon, 2012). The study showed that residents may increase their certainty about the TPA impacts if they consumed TPA. Results found that almost all the respondents who had participated in TPA were certain that 'TPA development is beneficial to the community development by means of promoting culture, boosting economy and establishing city brand' (e.g. HR13, female, aged 35+). Nevertheless, these respondents also increased their certainty about unexpected changes (i.e. negative impacts) that TPA could bring to their lives and community. HR10 (female, aged 18+) mentioned that, 'the essence of original culture is diminished due to the over-developed TPA in Hangzhou', while HR14 (female, aged 35) argued that 'the prosperity of the TPA industry brings more inconveniences to their daily transportation'. In contrast, those who had not interacted with TPA expressed much less certainty about the TPA impacts. For example, HR5 (male, aged 45+) noted, 'I don't think that TPA could impact my personal life. Although it might be attractive for some tourists, the general effects on community would probably be negligible.'

4.2. Sense of commitment through evoking positive emotions toward TPA

In addition, the study found that respondents who evoked positive

emotions toward TPA attached a high importance to the positive values that TPA development could bring to the community, including cultural protection, economic development and tourism enhancement. Consequently, residents were more likely to engage in committed behaviour that supported TPA development in the long term. In the words of HR13 (female, aged 35+):

... I feel happy that TPA presented well of our city ... It is a very useful approach to introduce and promote the history and culture of Hangzhou to the incoming tourists ... I am an enthusiastic supporter for TPA development in my hometown.

Further, the qualitative analysis indicated that TPA consumption changed residents' previous neutral or negative opinions into positive reactions, which helps to generate committed behaviours towards TPA. H15 (male, aged 35+) noted: 'At the beginning, I am completely not interested in TPA ... However, I found it so attractive and informative after I watched TPA. I definitely would support [for] this type of tourism development in my community'.

5. Stage 2: quantitative method and results

Based on the literature review and the qualitative study, Stage 2 of the study used a survey methodology to test the theoretical framework that reflects the relationships between residents' positive emotions, certainty of impact, commitment and intention to show support for TPA development. Accordingly, five hypotheses were proposed (see Fig. 1):

- H1.** Residents' certainty of TPA impacts positively influences their commitment to TPA development.
- H2.** Residents' positive emotions positively influence their commitment to TPA development.
- H3.** Residents' commitment positively influences their intention to support TPA development.
- H4a.** The strength of the relationships between certainty of impacts and commitment is stronger for TPA-consuming residents than for non-consuming residents.
- H4b.** The strength of the relationships between positive emotions and commitment is stronger for TPA-consuming residents than for non-consuming residents.
- H4c.** The strength of the relationships between commitment and intention to support is stronger for TPA-consuming residents than for non-consuming residents.

Table 2
Profile of participants in Stage 2.

Socio-demographics		Number (N = 438)	Percentage
Age	18-34	115	26.3
	35-60	209	47.7
	Above 60	114	26.0
Gender	Female	220	50.2
	Male	218	49.8
Education	Junior Primary School	205	47.7
	High School	103	23.5
	College/University or above	130	28.8
Level of Income	Below ¥5000	56	12.8
	¥5001-10,000	152	34.7
	¥10,001-30,000	153	34.9
	¥30,001 or above	77	17.5
Consumed TPA	Yes	335	76.5
	No	103	23.5

5.1. Data collection

The data were collected by trained research assistants given specific quotas reflecting the socio-demographics of the Hangzhou population (i.e. gender, age, education) in 2017 (China National Bureau of Statistics, 2010). Respondents who consented to engage in the survey were asked to read six informational messages representing TPA facts of Hangzhou. Afterwards, the participants were asked to complete a self-administrated survey regarding their emotions and perceptions toward the TPA. After the pilot test (60 samples), 500 questionnaires were distributed and 438 were retained for formal analysis. Of the respondents, 50.2% were female, 74% were between 18 and 60 years old, 47.7% had attended junior primary school, and 69.6% had a monthly income between 5001 and 30,000 Yuan. Consumption of TPA products was evidenced in 76.5% (n = 335) of those who had consumed and in 23.5% (n = 103) of those who had not consumed TPA products (Table 2).

5.2. Measurement instruments

This study selected three positive emotions (i.e. happiness, love, gratitude) from the six basic emotions scale (i.e. happiness, love, gratitude, anger, sadness, worry) (Plutchik, 1980; Ruth, Brunel, & Otnes, 2002; Shaver, Schwartz, Kirson, & O'Connor, 1987), which have been commonly employed to detect human emotions in psychology. Respondents were asked to score their intensity of positive emotions toward TPA development on a seven-point scale, with anchors ranging from 'not like at all' (1) to 'very much' (7). Four certainty items adapted and revised from literature were included to measure respondents' certainty about TPA impacts, including their perceived impacts on

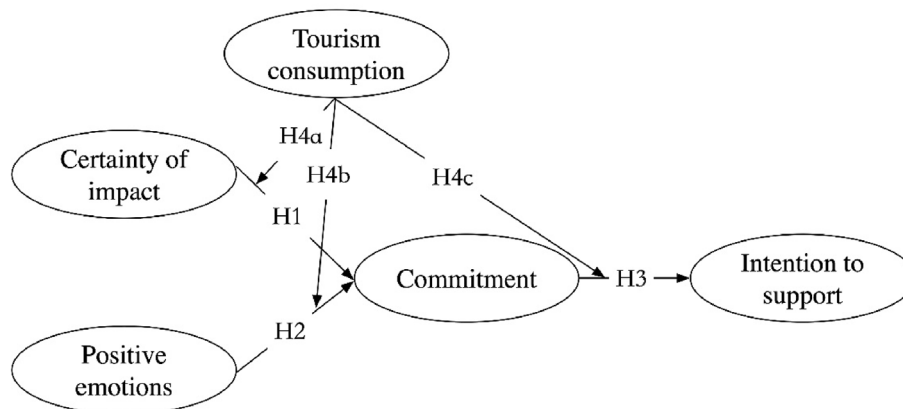


Fig. 1. Conceptual framework of social cohesion enhancement in the tourism community.

themselves, the community, at present and in the future (Quintal, Lee, & Soutar, 2010; Ruth et al., 2002). Seven statements comprising affective, normative and continuous commitment items were chosen to measure residents' commitment toward TPA development (Chien et al., 2012; Meyer & Herscovitch, 2001; Zheng, Ritchie, Benckendorff, & Bao, 2019b). Further, three items were selected as the measurement of residents' supportive behavioural intentions from the tourism community literature (Ap, 1992; Yen & Kerstetter, 2008). All the statements were measured using a seven-point scale, ranging from 'strongly disagree' (1) to 'strongly agree' (7).

5.3. Data analysis

SmartPLS (version 3.2.8), Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to test the relationships between four reflective constructs including positive emotions, certainty, commitment and supportive behavioural intentions. As PLS-SEM is less sensitive to sample size and distribution than Covariance-Based Structural Equation Modelling (CB-SEM) (Hair, Ringle, & Sarstedt, 2011), this research chose this approach as recommended by an increasing number of tourism studies (e.g. Dayour, Park, & Kimbu, 2019; Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017). Secondly, to compare residents' differences between TPA-consumed and not-consumed groups, one-way ANOVA tests were conducted after assessing the univariate normality (absolute values of skewness and kurtosis were less than 2.0) by SPSS (version 23). Finally, a multi-group analysis (MGA) was conducted to examine H4a, H4b and H4c using a permutation approach (Henseler, Ringle, & Sinkovics, 2009).

5.4. Results

5.4.1. Measurement model

Study 2 applied a Harman's single factor test (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003) and a non-response bias test (Armstrong & Overton, 1977) to assess any common method bias. Early and late respondents were not significantly different at a 0.01 significance level. Additionally, the principal component analysis results found that the first factor accounted for 33.2%, less than the cut-off point of 50% (Harman, 1976). Thus, it is confirmed that the common method bias can be excluded from this current research.

The measurement model was evaluated for indicator reliability, internal consistency reliability, convergent validity and discriminant validity of the constructs (Hair, 2010). Outer loadings were used to assess the indicator reliabilities of the survey items. Seventeen factors loaded significantly ($p < 0.001$) between 0.67 to 0.92, which were higher than the 0.4 cut-off (Hair, Hult, Ringle, & Sarstedt, 2016). Cronbach's α and composite reliability (CR) were employed to verify the internal consistency reliability of each construct with an acceptable threshold of 0.7 (Hair, 2010). The value of Cronbach's α was between 0.74 and 0.87, indicating a good level of reliability (See Table 3). Composite reliability demonstrates how well each construct has been described by their variables (Bagozzi & Yi, 1988). The CR value was between 0.855 and 0.902, exceeding 0.7 at minimum. Average variance extracted (AVE) was applied to examine the convergent validity, which indicates whether the construct variance can be explained by the latent variables (Fornell & Larcker, 1981). The AVE of constructs exceeded 0.568, reaching the AVE threshold of 0.5. Further, the heterotrait-monotrait ratio (HTMT) test and the square root of AVE were used to assess the discriminant validity between constructs (Henseler et al., 2009). Results showed that all HTMT ratios were less than 0.804 (under the threshold of 0.85) and the square root of AVE was larger than the inter-correlation between the constructs, demonstrating a good discriminant validity for this study (Fornell & Larcker, 1981) (see Table 4). Moreover, the predictive validity of the model was evaluated by a Blindfolding test (omission distance = 7). The predictive relevance (Q^2) values for certainty of impact, positive emotion, commitment and

Table 3
Measurement items.

	Mean	SD	Outer loading	Cronbach's α
<i>Certainty of Impact</i>				
CI1: Certain that TPA is impacting my life	3.89	1.77	0.83	0.85
CI2: Certain that TPA is impacting the community	4.70	1.60	0.80	
CI3: Certain that TPA will impact my life	4.46	1.89	0.84	
CI4: Certain that TPA will impact the community	5.11	1.69	0.78	
<i>Positive Emotions</i>				
PE1: Happiness	5.24	1.44	0.91	0.79
PE2: Love	5.13	1.53	0.92	
PE3: Gratitude	3.59	2.00	0.68	
<i>Commitment</i>				
CM1: Emotionally attached to TPA	4.07	1.79	0.77	0.87
CM2: Accept any TPA impacts	3.66	1.90	0.71	
CM3: Proud that community hosts TPA	5.17	1.59	0.79	
CM4: Costly to reject TPA	4.03	1.68	0.67	
CM5: Necessary to stay with TPA	4.85	1.57	0.76	
CM6: Feel guilty if reject TPA	3.92	1.77	0.77	
CM7: Obligation to support TPA	4.44	1.71	0.81	
<i>Intention to Support</i>				
SI1: Support no matter what	4.19	1.85	0.86	0.74
SI2: Support if TPA benefits community	5.59	1.38	0.76	
SI3: Support by accepting inconvenience	3.95	1.77	0.82	

Table 4
Composite reliability, average variance extracted, inter-constructed correlations and square root of AVE.

Variables	CR	AVE	1	2	3	4
1. Certainty	.898	.689	.830			
2. Positive emotions	.879	.712	.446	.844		
3. Commitment	.902	.568	.554	.673	.754	
4. Intention to support	.855	.663	.470	.624	.712	.814

Note. CR = Composite Reliability; AVE = Average Variance Extracted. Square root of AVE in bold on diagonals.

Table 5
Structural model assessment.

Hypotheses	β	f^2	SE	p-value
H1 Certainty → Commitment	0.315	0.172	0.042	*** S
H2 Positive emotions → Commitment	0.532	0.484	0.041	*** S
H3 Commitment → Intention to support	0.813	1.934	0.018	*** S

Note. β = Standardized Regression Weight. SE = Standardized Error. *** $p < 0.001$. S = Support.

intention to support were ($Q^2 = 0.40, 0.33, 0.42, 0.42$ respectively), which fulfilled the minimum requirement of 0 (Fornell & Cha, 1994).

5.4.2. Structural model

Table 5 and Fig. 2 present the results related to the research's hypotheses. The effect size (f^2) test was used to assess the extent to which predictor variables impacted the dependent variables (Hair et al., 2016). According to Cohen (2013), the f^2 values of 0.02, 0.15 and 0.35 are considered as small, medium and large effect size, respectively. The findings showed that commitment had a very large effect ($f^2 = 1.934$). Additionally, positive emotions ($f^2 = 0.484$) had a large size effect while certainty of impact ($f^2 = 0.172$) had a medium-size effect on predicting commitment. The structural model explains 65.9% of the

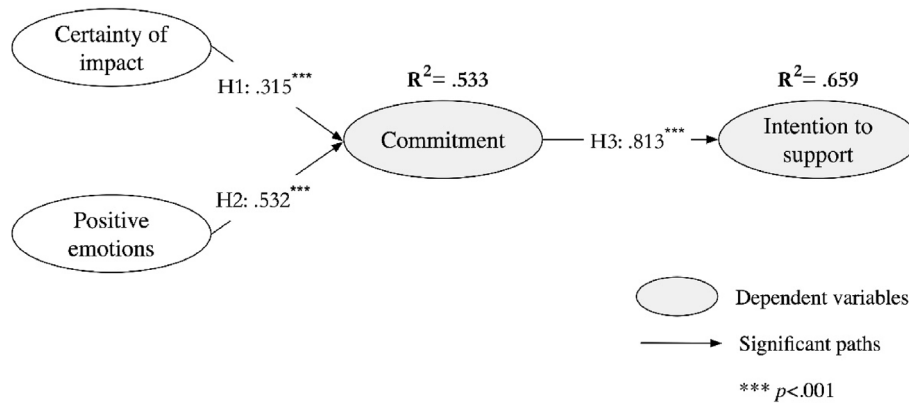


Fig. 2. Structural model evaluation.

construct of intention to support and 53.3% in commitment. The findings indicated residents' commitment was positively affected by positive emotions ($\beta = 0.532, p < 0.001$) and certainty of impacts ($\beta = 0.315, p < 0.001$). Moreover, residents' intention to support TPA development was positively influenced by their commitment ($\beta = 0.813, p < 0.001$). Thus, H1, 2 and 3 were all confirmed.

5.4.3. Multigroup analysis

The one-way ANOVA analysis found that there were no statistically significant differences among the variables of education, gender, age and income in residents' certainty of impact, positive emotions, commitment and intention to support. As the study assumed, all the variables were significantly different between TPA-consumed and TPA-not-consumed residents. Residents who had consumed TPA elicited higher intensity of positive emotions in happiness, love and gratitude towards TPA. Additionally, TPA-consumed residents scored higher in certainty, commitment and intention to support (Table 6, Fig. 3).

After assessing the reliability and validity of two different resident groups, a cross-validation of the proposed model was conducted by adopting multi-group permutation tests between TPA-consumed and TPA-not-consumed residents (Henseler et al., 2009). Table 7 shows that

Table 6 Means and t-test comparison between TPA-consumed and TPA-not consumed residents.

	TPA-consumed (n = 335)	TPA-not consumed (n = 103)	t-score	Diff
	Mean	Mean		
<i>Certainty of Impact</i>				
CI1	4.01	3.49	1.76**	0.52
CI2	4.77	4.46	1.6	0.31
CI3	4.59	4.03	1.87**	0.56
CI4	5.25	4.68	1.65**	0.57
<i>Positive Emotions</i>				
PE1	5.34	4.91	2.66**	0.43
PE2	5.26	4.73	3.09**	0.53
PE3	3.73	3.14	2.68**	0.59
<i>Commitment</i>				
CM1	4.27	3.43	1.76***	0.84
CM2	3.81	3.17	1.89**	0.64
CM3	5.32	4.68	1.47***	0.64
CM4	4.17	3.57	1.61**	0.6
CM5	4.98	4.44	1.52**	0.54
CM6	4.02	3.56	1.77*	0.46
CM7	4.55	4.08	1.70*	0.47
<i>Intention to Support</i>				
SI1	4.3	3.85	1.85*	0.45
SI2	5.71	5.21	1.23**	0.5
SI3	4.08	3.53	1.74**	0.55

Note. *p < 0.05. **p < 0.01. ***p < 0.001. Diff = Mean difference.

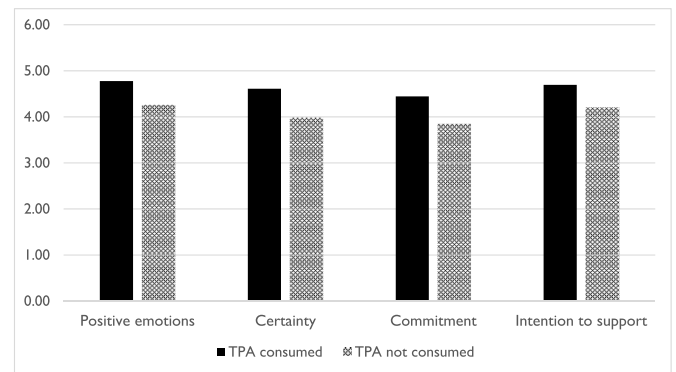


Fig. 3. Comparison among resident groups. Note. Scores are composite means of the constructs.

Table 7 Reliability and validity analysis for different resident groups.

Constructs	TPA-consumed residents			TPA-not consumed residents		
	Cronbach's α	CR	AVE	Cronbach's α	CR	AVE
Certainty of impact	0.850	0.898	0.689	0.850	0.898	0.689
Positive emotions	0.793	0.848	0.712	0.793	0.879	0.712
Commitment	0.873	0.877	0.568	0.873	0.902	0.568
Intention to support	0.793	0.749	0.663	0.744	0.855	0.712

Note. CR = Composite Reliability; AVE = Average Variance Extracted.

all the constructs had satisfactory reliability and validity (all values of Cronbach's α and CR were above the criterion of 0.7 and all AVE values exceeded the 0.5 cut-off) (Fornell & Larcker, 1981). As indicated in Table 8, there were no significant differences in the other two paths (positive emotions to commitment, commitment to intention to support). Nevertheless, the path between certainty of impacts and commitment was significant different between the two groups ($\beta_{consumed} = 0.371$ vs. $\beta_{not-consumed} = 0.187, p < 0.005$). Thus, H4a was supported.

6. Discussion

6.1. Theoretical contributions

Theoretically, this study makes several advances by taking the first step in examining how resident commitment and support intentions could be increased by tourism consumption. This study advances RCT

Table 8
Multi-group result between TPA-consumed and TPA-not consumed residents.

Hypotheses		β_{consumed}	$\beta_{\text{not consumed}}$	Diff	Permutation <i>p</i> -value	Sig.
H4a	Certainty of impact → Commitment	0.371	0.187	0.184	0.018	Yes
H4b	Positive emotions → Commitment	0.485	0.597	0.111	0.904	No
H4c	Commitment → Intention to support	0.808	0.814	0.007	0.584	No

Note. β = Standardized Regression Weight.

by empirically ascertaining the effects of frequent social exchanges on resident-tourism relations. Echoing the findings of RCT (Lawler et al., 2000; Lawler & Yoon, 1996), the results confirmed that residents' frequent exchanges with tourism generated positive emotions and increased their certainty of tourism impacts, which in turn triggered commitment and supportive behaviours.

Firstly, the findings showed that residents can generate positive emotional reactions (i.e. happiness, love and gratitude) toward TPA development, which extends the tourism community literature by examining the psychological outcomes of residents resulting from tourism development. Moreover, by comparing different responses between TPA-consumed and TPA-not-consumed residents, the study confirmed that frequent social exchange with tourism can increase residents' positive emotional responses towards tourism. Given the limited studies on residents' emotions toward tourism impacts (e.g. Jordan, Spencer, & Prayag, 2019; Zheng et al., 2019a), the study provides a new perspective in examining residents' affective reactions to their social exchanges with tourism. Instead of emphasizing the antithesis between residents and tourists (e.g. Fan, Zhang, Jenkins, & Lin, 2016; McKenna, 2016), this research suggests that residents can perceive tourism from a tourism consumer perspective (e.g. feel love and have an interest in watching TPA) rather than merely from the perspective of the host (e.g. feel satisfaction about the tourism development). Although the dominant literature assumed that residents' social exchange with tourism was based on the residents' perceived tourism impacts (e.g. Kang & Lee, 2018; Nunkoo & Gursoy, 2012), this study argues that the social exchanges generated from tourism consumption can significantly influence residents' responses toward tourism.

Secondly, by incorporating the concept of certainty, this is the first research to demonstrate how residents perceive the occurrence of tourism impacts. The results confirmed that residents' certainty of tourism impacts can be increased owing to their exchange frequency with tourism (i.e. tourism consumption). Consistent with research in other contexts (e.g. Yoon, Thye, & Lawler, 2013), this study empirically verified that repetitive exchanges with tourism can reduce residents' uncertainty of tourism impacts. While an increasing number of studies highlighted trust as an essential factor impacting residents' support toward tourism development (Ouyang et al., 2017; Ramkissoon & Nunkoo, 2012), there is limited research on how to decrease their uncertainty in resident-tourism relations. Thus, the results provided novel knowledge of the causes of residents' certainty (or trust) through the lens of repetitive social exchanges.

More importantly, this study established a theoretical framework demonstrating the relationships between residents' positive emotions, certainty of impact, commitment and support toward tourism development. Findings endorsed that positive emotions were significant antecedents of residents' commitment towards tourism, and were consistent with several existing research (Fazal-e-Hasan, Lings, Mortimer, & Neale, 2017; Huang et al., 2018; Zheng et al., 2019b). In line with social cohesion theory (Lawler et al., 2000), the results certified that residents' frequent social exchanges with tourism can generate additional positive emotions, which solidifies the resident-tourism relationship. Further, this study showed that commitment can be enhanced by the increased positive emotions, rather than the increased effects of emotions. Additionally, the results showed that residents' certainty of tourism impact positively affected their commitment,

which highlights the important role of certainty in social exchange relations (Lawler et al., 2000). Additionally, the research showed that the effect of certainty on commitment was stronger among those residents who had consumed TPA compared to their counterparts. Since tourism consumption may enhance individuals' perceived values and satisfaction (Prebensen & Xie, 2017; Rahman, Osmangani, Hassan, Anwar, & Fattah, 2016), it is argued that residents' certainty of TPA impacts may turn more positive once they have consumed TPA. Consequently, the influence of certainty on commitment becomes more salient. Moreover, the results confirmed that residents' commitment plays a significant role in encouraging their supportive behavioural intentions. In addition to the extant studies (Chien et al., 2012; Zheng et al., 2019b), the findings discovered that tourism consumption can increase residents' commitment and supportive behaviours. However, the study further found that the effects of commitment on behaviours cannot be strengthened by frequent social exchanges between residents and tourism. Instead of applying social exchange theory to explain residents' support for tourism by a cost-benefit analysis (e.g. Ap, 1992; Kang & Lee, 2018), this study adds a new perspective in examining the emotional bonding between residents and tourism.

6.2. Practical implications

The findings of this research promote a mindset shift by investigating residents' tourism consumption and emotional bonding to its development. Considering the vast tourism expansion evident in initiatives such as TPA and theme park developments in destinations, the study provides authorities and tourism operators with strategies for building and promoting residents' committed support for tourism developments. First, the findings suggest that tourism consumption strongly facilitates a relational cohesion between residents and tourism, which needs to be encouraged by both government and tourism businesses. Rather than overestimating the economic benefits generated by outsider tourists, authorities need to be aware of the intrinsic value that local tourism consumption can bring to the community. Therefore, more policies can be launched to encourage both tourism companies and residents to boost the connection. For instance, government can launch tax-reducing policies or provide incentives for those tourism companies that have good reputations and high participation rates among residents. Moreover, authorities can help to promote local tourism projects through public communication channels (public events, official websites) to raise residents' awareness and interest toward local tourism products.

Second, since residents' positive emotions including happiness, love and gratitude significantly enhanced their commitment to tourism development, decision makers need to adopt tactics to evoke the positive reactions of the residents. To attract local customers, tourism companies can develop marketing schemes by reinforcing positive emotional appeals (e.g. excitement, happiness, joy, love) (Septianto & Chiew, 2018). For instance, authorities can utilise local media (e.g. local television, local newspaper, free papers) and social media to expose tourism consumers' amusing messages or cheerful photos to elicit residents' positive impressions (emotions) toward tourism. Moreover, government can promote tourism programs by emphasizing their cultural assets and collective benefits to the community to boost residents' gratitude or pride emotions.

Furthermore, the results of this research found that residents' certainty of tourism impacts contributes to their committed support towards tourism, and exchange frequency via tourism consumption can enhance this positive relationship. Rather than have residents assume the potential consequences (e.g. positive and negative tourism impacts), it is more vital to raise residents' certainty or understanding of tourism developments to gain their commitment and support. Thus, authorities need to provide up-to-date and transparent information about the tourism developments in the community (e.g. new tourism projects, tourism annual income, employment opportunities, etc.) through online platforms, community meetings or government reports. Moreover, tourism companies are encouraged to increase resident-tourism exchange frequency by providing preferential policies for residents (e.g. concessionary card for seniors, children, and frequent consumers). Additionally, authorities can arrange activities and public events at scenic spots to enhance residents' awareness and involvement in tourism.

7. Limitations and conclusions

Several limitations need be noted for future research. First, this study conducted a mixed methods design based on a single case in China. Although this approach can provide in-depth insights and eliminate confounding factors such as economic development levels, culture and ethnicity, it might constrain the generalisation of the findings. Thus, the theoretical model established by this research can be investigated in other countries (e.g. Western countries), other destinations (e.g. rural communities, small-scale cities) or other types of tourism contexts (e.g. museums, theme parks). Second, the data in stage 2 (i.e. quantitative study) were collected using self-administered questionnaires to measure residents' positive emotional states, which might have caused cognitive bias or memory errors (e.g. Li, Walters, Packer, & Scott, 2017). Future research can apply experimental research designs (e.g. cross-section design), psychological approach (e.g. Corpus Linguistics) or psychophysiological measures (e.g. facial muscle activity, eye-tracking) to improve the accuracy of emotion evaluation. Rather than a single round of data collection, future researchers could conduct a longitudinal study to detect changes of respondents' reactions to tourism before and after tourism consumption. Third, this study mainly focused on establishing a causal relationship between positive emotion, certainty, commitment and behavioural intentions, which excludes negative emotions and other potential psychographic factors that might be relevant in the theoretical model. By exploring the conflicts between local consumers and tourists, future research can investigate the impacts of residents' negative reactions evoked by tourism consumption. Moreover, future studies can also consider examining individuals' intrinsic differences such as personality and social value orientations to advance this topic.

In summary, the present research contributes to the community tourism literature by exploring the psychological effects of resident-tourism exchange relationships. By identifying that residents may evaluate tourism from a consumer perspective, the results certify that residents who have consumed tourism can evoke a higher intensity of positive emotions and be more certain about tourism impacts. Rather than passively perceive tourists' impacts on the communities, this study confirmed that residents could actively generate tourism impacts by their own tourism consumption. Beyond TPA consumption, the results can be applied to explain residents' reactions and behaviours influenced by other types tourism consumption (e.g. events, theme parks, museums, natural parks). Further, the study empirically confirmed the relational cohesion theory in a tourism community context. Specifically, residents who engage in frequency exchanges by means of tourism consumption generate commitment and supportive intentions towards tourism development. Findings suggest that authorities and tourism providers need to devote more effort to attracting local markets and cultivating resident commitment to tourism development.

Strategies including launching preferential policies, providing interactive communication, and cultivating residents' interests in local tourism projects can help to strengthen social cohesion and eliminate social conflicts within the tourism community.

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