Journal of Hospitality and Tourism Management 44 (2020) 112–121

Contents lists available at ScienceDirect

Journal of Hospitality and Tourism Management

journal homepage: www.elsevier.com/locate/jhtm

Being rational and emotional: An integrated model of residents' support of ethnic tourism development

Yuanyuan Wang[a,b], Haili Shen[a], Shun Ye[a,*], Lingqiang zhou[a]

[a] School of Management, Zhejiang University, 866 Yuhangtang Road, Hangzhou, China
[b] School of International Tourism & Culture, Guizhou Normal University, 116 Baoshanbei Road, Guiyang, China

ARTICLE INFO

Keywords:
Ethnic tourism
Residents' support
Social exchange theory
Place attachment theory
Mediated structural equation model
China

ABSTRACT

Residents' support is critical to the success of ethnic tourism and has been the focus of many research efforts. This study enriches relevant discourse with a comprehensive view that integrates rational and emotional perspectives to map the drivers behind minority residents' support in the context of ethnic destinations in China. Based on social exchange theory and place attachment theory, a mediation model was proposed to capture the effects of rational factors (perceived costs and benefits) and emotional factors (place identity and place dependence). This model was tested using data collected from 294 ethnic residents in Xijiang Miao Village in China. Structural equation modeling confirmed that place identity and place dependence fully mediate the effects of perceived benefits and costs on residents' support. Practical implications for tourism planning and development in ethnic destinations are also discussed.

1. Introduction

Local residents' participation and support are essential to sustainable tourism development in any destination (Gursoy, Chi, & Dyer, 2010; Lee, 2013), but particularly in ethnic tourism featuring "quaint customs of indigenous and often exotic peoples" (Smith, 1977, p. 2). The appeal of ethnic tourism lies in its cultural heterogeneity, which reflects the customs of ethnic minorities along with ethnic groups themselves. Most ethnic destinations also serve as residents' ancestral homeland (Chen, Li, & Li, 2016); thus, ethnic groups represent an important trip motivation and activity influence for tourists (Yang, 2011). Successful ethnic tourism development depends on locals' favorable attitudes, as the tourist experience is largely shaped by visitors' interactions with residents (Sharpley & Richard, 2014). Furthermore, pleasant hosts are a prerequisite for a satisfying trip (Jurowski & Gursoy, 2004).

Residents' support for tourism has garnered extensive academic attention since the late 1970s (Rothman, 1978). Early studies have emphasized issues such as the diversity of attitudes (Doxey, 1975) as well as host–guest relations (Smith, 1977). Subsequent explanations of resident support have mainly referred to residents' perceptions of the effects of tourism and corresponding attitudes/emotions (Nunkoo & Ramkissoon, 2011; Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017). Most studies have shown that resident perceptions are a key predictor of supportive actions toward tourism development (Gursoy et al., 2010; Lee, 2013). An array of relevant variables have been identified, including the perceived positive and negative impacts of tourism (Lee, 2013), personal benefits of tourism (Rasoolimanesh et al., 2017), community attachment (Lee, 2013), quality of life (Liang & Hui, 2016), and resident empowerment (Chen et al., 2016).

Factors driving resident support generally fall into two categories: economic rationality and non-economic rationality. The first category emphasizes residents' perceptions of the economic impacts of tourism development and relies on a calculation of material benefits to explain supportive attitudes and behaviors (Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011). The second category focuses on emotional aspects of residents' attitudes (Stylidis, Biran, Sit, & Szivas, 2014; Woosnam, 2012) and argues that residents' support for tourism will likely depend on the emotions, affection, and beliefs shaping behavior (Lee, Kyle, & Scott, 2012; Strzelecka, Boley, & Strzelecka, 2017). Non-economic constructs such as place attachment and empowerment are among the most popular predictors of residents' support for tourism development (Strzelecka et al., 2017).

Despite the dual rationalities underlying resident support, scholars have tended to ground their models in a single rationale (Dyer, Gursoy, Sharma, & Carter, 2007; Gursoy et al., 2010; Gursoy & Rutherford, 2004). Simplistic economic perspectives have appeared in various tourism studies exploring ethnic residents' support based on economic returns (e.g., Trupp & Sunanta, 2017; Yang, 2011). By contrast, Stylidis (2014) noted that many studies have only provided a partial

* Corresponding author.
E-mail address: yeshun@zju.edu.cn (S. Ye).

https://doi.org/10.1016/j.jhtm.2020.05.008
Received 16 September 2019; Received in revised form 19 May 2020; Accepted 22 May 2020

understanding of residents' supportive behavior by referring solely to psychological constructs (e.g., attachment).

However, residents of a tourist destination are rarely either completely rational or completely emotional; they instead form their attitudes based on economic and non-economic rationality. Most ethnic tourism destinations are residents' living spaces (Yang, 2011); thus, resident support can also be generated through emotional links besides personal benefits (Chen et al., 2016). Yet even with emerging attention to non-economic factors such as place attachment, few studies have combined these factors' effects with those of economic returns (Nunkoo & Gursoy, 2012; Wang & Xu, 2015). The lack of a comprehensive model obscures a clear understanding of how economic and non-economic factors interact and contribute to residents' support for tourism.

This study presents an integrative model blending social exchange theory and place attachment theory to investigate economic and non-economic rationality in explaining residents' attitudes toward tourism and related pro-tourism development behavior. A mediation analysis was performed to test the mediation effects of residents' place attachment. Specifically, the proposed conceptual model depicts the antecedents and consequences of sub-constructs of place attachment and tests the mediating role of place attachment on the economic effects of residents' support for tourism.

2. Literature review

2.1. Ethnic tourism

Ethnic tourism is a classic topic in tourism research. In this paper, "ethnic tourism" is defined as a type of tourism in which the seemingly "exotic" cultures of ethnic peoples (and ethnic peoples themselves) constitute a primary tourist attraction that affords visitors an unusual cultural experience. Early studies of ethnic tourism generally considered its conceptualization and consequences, with researchers discovering that such tourism involved direct experiences with exotic cultural practices and thus provided tourists intimate, authentic cultural exposure (Wood, 1984). As such, exoticism and authenticity can be regarded as two key attributes of ethnic tourism. Ethnic residents not only serve as hosts and service providers but also embody the core attraction for an intimate and authentic destination experience. Studies on ethnic tourism have recently shed light on its impacts (Butler & Hinch, 1996; Telfer & Sharpley, 2008; Trupp & Sunanta, 2017; Wood, 1984), tourism planning (Henderson, 2003; Yang, 2011), authenticity (Yang, 2011), ethnic community empowerment (Chen & Li, 2016), and sustainable development (Yun & Zhang, 2017; Zoomers, 2008), among other topics.

Although the effects of tourism on local residents have been studied extensively, few researchers have examined ethnic minorities' perceptions and attitudes toward tourism development (Yang & Wall, 2009). As ethnic minorities tend to be marginalized and economically/politically disadvantaged (Cohen, 1989; Wood, 1984), they usually have limited control over tourism resources and activities (Yang & Wall, 2009). The roles of the government and entrepreneurs (Yang & Wall, 2009) as well as tourists' perceptions (Yang, Ryan, & Zhang, 2013) are often emphasized in the tourism planning process to the relative neglect of local voices (Yun & Zhang, 2017). Residents' support for tourism development in ethnic destinations therefore warrants further exploration.

2.2. Residents' support for tourism development

Social exchange theory is especially popular for explaining residents' perceptions of the positive and negative impacts associated with tourism development. Although empirical research has revealed a linear correlation between residents' perceptions and support (Kwon & Vogt, 2010), findings have been inconsistent. McGehee and Anderek (2004) observed no significant correlation between residents' perceptions and support, whereas other studies have shown a significant negative association between these concepts (Dyer et al., 2007; Sharpley & Richard, 2014). These discrepancies imply the potential for additional factors. Moreover, the assumption of economic rationality vis-à-vis resident support may be problematic; neurocognitive and psychological research has suggested that individuals' emotions can influence their judgement, decision making, and behavior (Bagozzi, 1992). Overall, the core ideas that comprise social exchange have been inadequately applied to research on residents' responses to tourism.

Scholars have recently begun to explore emotional aspects of residents' responses in terms of personal value systems (Ouyang, Gursoy, & Sharma, 2017; Stylidis et al., 2014). Non-economic rationality factors may be sufficiently nuanced and precise in capturing residents' perceptions of tourism effects (Stylidis et al., 2014). The role of local attachment has been widely examined in light of destinations' uniqueness (Gursoy & Rutherford, 2004; Lee, 2013). To this point, however, researchers still possess only a partial understanding of residents' overall perceptions and support behavior when adopting place attachment as a single construct given the psychological and stable nature of attachment (Stylidis et al., 2014).

Research has revealed that residents are unlikely to express homogeneous reactions to tourism development (Nunkoo & Ramkissoon, 2011). A few studies have attempted to integrate theories to address this insufficiency. For example, Chen and Raab (2012) integrated social exchange theory and the theory of reasoned action to predict residents' support for community tourism. Hossein and Yaqub (2017) used social exchange theory and social representation theory to explain residents' attitudes toward tourism. Yet few studies have assessed residents' supportive attitudes by incorporating rational and emotional perspectives to map the drivers of minority residents' support for tourism in ethnic destinations.

Indeed, residents of ethnic tourism destinations face a "development dilemma" (Telfer & Sharpley, 2008): although locals can be economic beneficiaries of tourism, they must also confront the destruction of their ecological environment, the effects of tourism on their social customs and culture, and potential tension between hosts and guests. If residents perceive tourism poorly, then their behavior will be negative or even antagonistic. Conversely, if a resident group is disadvantaged by tourism development, then members may be willing to cope with its adverse effects and ultimately support tourism once they witness how ethnic tourism can enrich their community (i.e., place emotional factors). This change of heart is especially relevant for minority residents in ethnic tourism destinations, as these residents tend to form strong emotional bonds with their ancestral homeland that has nurtured their unique culture and lifestyle for millennia (Chen et al., 2016).

2.3. Economic rationality: social exchange theory

Social exchange theory, which is based on the "rational person" assumption, has often been used to explain residents' perceptions of the benefits and costs involved in economically rational behavior (McGehee & Anderek, 2004; Nunkoo & Gursoy, 2012). Social exchange theory is rooted in a mutual transfer of values to meet the needs of exchange parties (Harrill, 2004), positing that individuals evaluate exchanges based on a subjective cost–benefit analysis and alternative appraisal. A balanced exchange between the benefits residents expect to receive from tourism and the negative consequences of its costs guide residents' decisions around whether (and to what extent) they should support tourism development. From this view, residents' behavior is considered the result of rational, calculated, and self-interested actions. Personal economic benefits derived from tourism comprise the most influential factor explaining residents' support for tourism development (Dyer et al., 2007; Gursoy et al., 2010), particularly in regions where tourism is anticipated to alleviate poverty or become a pillar industry (Gursoy & Rutherford, 2004).

The perceived costs of tourism are often negatively related to

development (Nunkoo & Gursoy, 2012). Residents are particularly sensitive to perceived costs. Once local communities realize that the costs of tourism may outweigh the benefits, they may withdraw their support for its development (Devine-Wright, 2009). A resident's attitude toward tourism is a function of the perceived benefits and costs created by tourism development (Chen & Raab, 2012). Attitude-focused studies have shown that economic rationality based on social exchange theory can contextualize residents' support for tourism in rural and developing destinations (Nunkoo & Ramkissoon, 2011; Rasoolimanesh et al., 2017). As the respective influences of costs and benefits on residents' perceptions and support are expected to be more salient in this context, we propose the following hypotheses:

H1. Residents' perceived benefits positively influence their support for tourism development.

H2. Residents' perceived costs negatively influence their support for tourism development.

2.4. Non-economic rationality: mediating role of place attachment

According to Bagozzi's (1992) appraisal-emotional response-coping framework, emotional elements act as mediators between cognitive elements and behavior (i.e., intention). Research on resident behavior has framed place attachment as the effect of moderators that can alter the nature of relationships between perceived impacts and support (Ouyang et al., 2017; Strzelecka et al., 2017; Stylidis et al., 2014). Therefore, we propose that place attachment elements can mediate the relationship between residents' cost–benefit cognition and associated intentions to support tourism development.

Place attachment is one of the most prominent non-economic rationality constructs used to explain residents' support for tourism (Strzelecka et al., 2017). Place attachment is essentially an emotional bond between people and places (Devine-Wright, 2009). In a tourism context, place attachment consists of place dependence and place identity (Williams & Vaske, 2003). Studies have shown that residents' degree of support for tourism is closely related to their extent of place attachment (Manzo & Perkins, 2006). Specifically, perceptions of place identity and place dependence can affect various aspects of life and thus influence individuals' pro-tourism behavior (e.g., Williams & Vaske, 2003).

Place dependence represents how well a setting facilitates users' activities and satisfies users' functional needs and aims. Residents with a higher degree of place dependence are more inclined to protect the environment (Jurowski & Gursoy, 2004). Place identity represents one's emotional connection to a place (Williams & Vaske, 2003) and can evoke a strong sense of belonging to a community; therefore, residents will likely be more sensitive to the impact of tourism on their community (Manzo & Perkins, 2006). Accordingly, we propose the following hypotheses:

H3. Residents' place dependence positively influences residents' support for tourism.

H4. Residents' place identity positively influences residents' support for tourism.

We further argue that economic and non-economic rationality are linked in explaining residents' overall support for tourism. An integrated model can provide a more comprehensive explanation of this phenomenon and unveil the relative status of these two rationalities in residents' attitude formation.

Residents' support for tourism is an inherently rational process, wherein trade-offs between economic and non-economic rationality are ranked by a hierarchy of need. As levels of tourism development and the local economy vary from place to place, residents respond uniquely in terms of economic and non-economic rationality. These trends call for acknowledgement of a destination's context. Economic rationality factors can be taken as precursors of residents' non-economic rationality for several reasons. First, tourism perceptions play key roles in the development and evolution of villagers' place attachment; economic dimensions have received the most attention thus far in the literature (Nunkoo & Ramkissoon, 2011). Tourism can also lead to improvements in community infrastructure and public facilities, resulting in enhanced living standards (Dyer et al., 2007; Gursoy et al., 2010). If a place provides conditions and features that enable people to meet personal needs and achieve goals, then these individuals will gradually become dependent on that place (Williams & Vaske, 2003). A place's material and functional qualities effectively shape one's dependence on and attachment to that place as a platform for social interaction and activities (Devine-Wright, 2009). Accordingly, we put forth the following hypotheses:

H5. Residents' perceived benefits positively influence their place dependence.

H6. Residents' perceived benefits positively influence their place identity.

Conversely, adverse effects will weaken residents' place dependence and identity. The cost of tourism is a central factor in negative impacts. Residents tend to be particularly concerned about costs including inflation, higher costs of living, and so on. When residents perceive tourism-related costs and threats in their community, weakened daily dependence on related places could promote residents' aversion to tourism and foster antagonism (Devine-Wright, 2009). Residents with a strong sense of local identity may have a particularly strong response to disruptions that threaten their identity and lifestyle (Manzo & Perkins, 2006). The cost of tourism will thus eventually weaken residents' place dependence and identity (Anton & Lawrence, 2016), hence the following hypotheses:

H7. Residents' perceived costs negatively influence their place dependence.

H8. Residents' perceived costs negatively influence their place identity.

The preceding discussion informs our proposed model, which integrates social exchange theory and place attachment theory. The aforementioned hypothetical relationships are synthesized in Fig. 1. This conceptual model depicts the antecedents and consequences of sub-constructs of place attachment (i.e., place identification and place dependence).

3. Methodology

3.1. Study site: Xijiang Miao village

Xijiang Miao Village is in the northeastern region of Leishan County, Guizhou Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou Province. This area is home to 12 natural villages, 1285 households, and 5405 people. The Miao population comprises 99% of area residents (The people's government of Leishan County, 2018). Village residents belong nearly exclusively to the Hmong people. Xijiang Miao Village is the largest Miao village in China and the world and has been named "the largest ethnic museum in the world." Here, Miao costumes, festivals, and folk customs are well preserved. Xijiang Miao Village is an ideal setting to appreciate and understand the history and cultural development of the Miao minority. The site has won several honors and awards for its long history, beautiful environment, and rich ethnic culture, all of which provide a sound basis for tourism development. Fig. 2 exhibits the locations and some typical images of Xijiang Miao Village.

The village also suffers from several disadvantages, such as scarce natural resources, a remote location, and a largely agrarian society. The village was built against a mountain and covers 50 km^2. Prior to area tourism development, local residents' farming income was negligible;

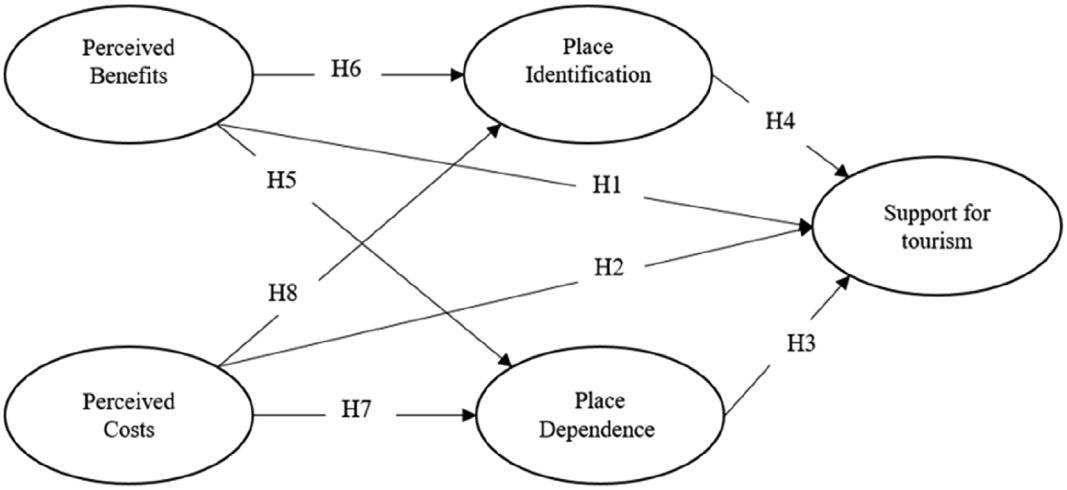

Fig. 1. Conceptual framework.

they were extremely poor. Following regional development in the late 1980s, the village underwent tremendous changes. The tourism industry boomed thanks to government support in the late 1990s. From 2008 to 2018, the number of visitors to Xijiang Miao Village increased from 780,000 to more than 6 million, and tourism revenue ballooned from less than $150,000 to $729 million. More than 2000 tourism jobs helped to provide for the town (Official news of Qiandongnan Prefecture, 2017). Tourism development has invigorated the local economy and become a mainstay industry. Xijiang Miao Village is now a tourist destination among ethnic minority villages, offering scenic spots and unique communities. It is also a mature tourist destination after having developed for more than 30 years. Given the role of tourism in the area's revitalization, this village provides a prime place to study residents' perceptions of and attitudes toward tourism.

3.2. Measurement and questionnaire

The questionnaire included the five constructs within our proposed model. To improve the reliability and validity of this study, all items included in each construct were adopted from relevant literature. Questionnaire items were originally developed in English. The blind translation–back-translation method (Brislin, 1970) was then adopted to ensure the accuracy of translation and expression. In this case, the questionnaire was translated into Chinese and then back-translated into English, with the finalized Chinese translation used for the survey.

All items related to the theoretical constructs included in this study

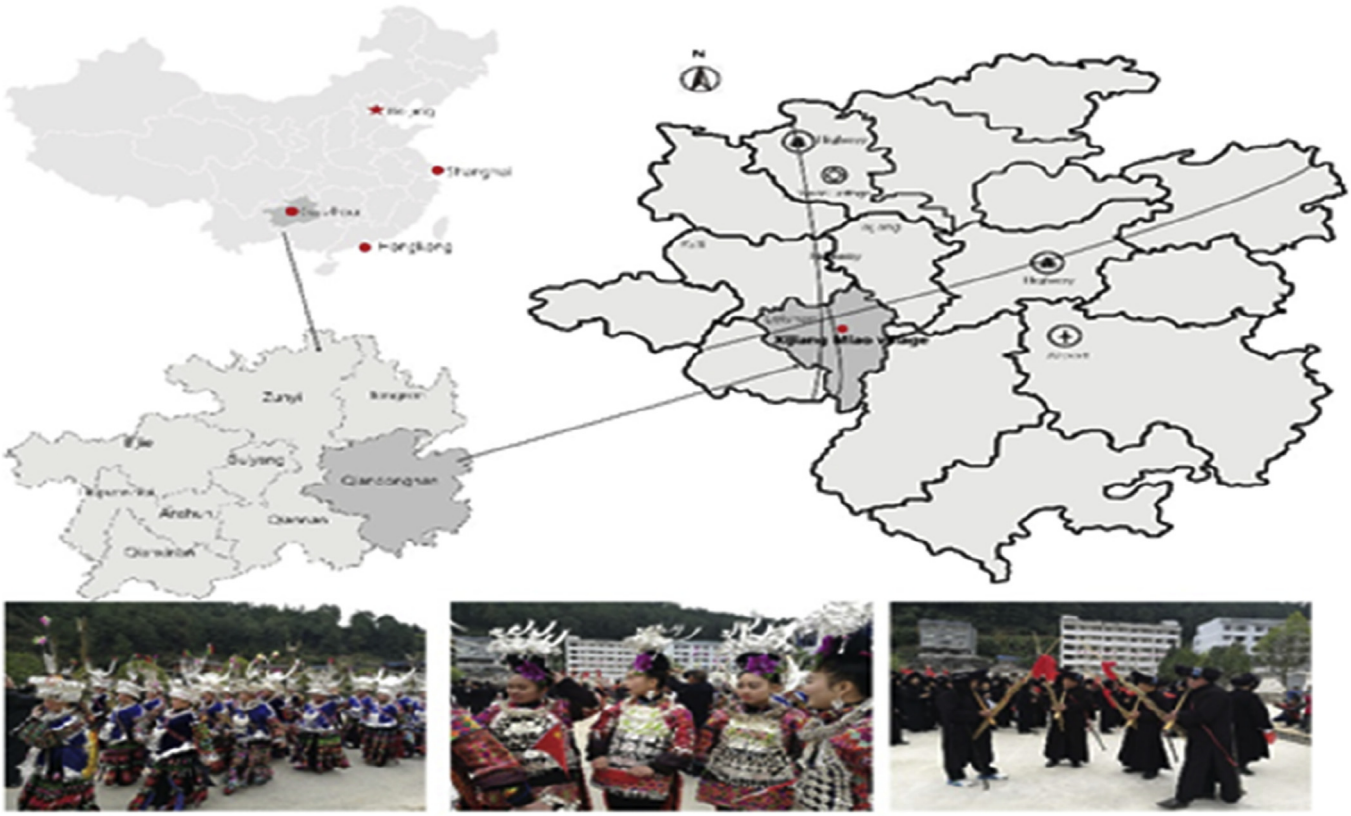

Fig. 2. Typical images of Xijiang Miao Village. Source: Photographs taken by first author; map drawn by Haili Shen.

were measured on a 5-point Likert-type scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Selected respondents were asked to demonstrate their extent of agreement with each item. Residents' perceived personal benefits from tourism were measured using 3 items adopted from previous studies (McGehee & Anderek, 2004; Nunkoo & Ramkissoon, 2011). Six items were drawn from Lee (2013) and Gursoy et al. (2010) to reflect the consequences of residents' perceived costs and threats of tourism. Place dependence and place identification were assessed using 3 items adopted from Williams and Vaske (2003). Residents' support for tourism was measured using 5 items: three items were taken from Gursoy et al. (2010) and Nunkoo and Ramkissoon (2011); the other two were adapted from Liang and Hui (2016) and Anton and Lawrence (2016) with slight modifications. All items aligned with the research context.

The authors assessed the assembled questionnaire for content validity. A pilot study was then conducted with 25 respondents to further assess the measure's face validity. Issues of content validity and face validity were addressed prior to distribution of the main survey.

3.3. Sampling and data collection

Before the main survey, the authors visited sample sites (i.e., the three ethnic villages) and interviewed two village leaders, three officials, and three local residents to become familiar with the research sites (e.g., the village profile, tourism development, and residents' views on tourism development). Each interview lasted roughly 1 h. The field tour and interviews provided valuable information for the survey process and interpretation of quantitative data.

The main survey was carried out with permanent residents of Xijiang Miao Village who were 18 years old or older. Three area villages were chosen as survey sites to mitigate potential spatial biases. These villages represented core tourism areas, core–peripheral tourism areas, and peripheral tourism areas, respectively. Convenience sampling was adopted to choose respondents within each village. The survey was conducted between September and October 2018. In total 350 questionnaires were distributed, resulting in 294 valid responses that were retained for subsequent data analysis (see Table 1).

4. Results

4.1. Descriptive data analysis

As shown in Table 2, slightly more than half of participants (57.1%) were men; 42.9% were women. Most respondents were young or middle-aged, with 24.3% between 19 and 30 years old followed by those between 41 and 50 (20.5%) and 31 and 40 (28.4%). In terms of length of residence, most had lived in Xijiang Miao Village for more than 20 years (67.2%). A considerable share of respondents (47.8%) earned US$1462–4385 per year (1US$ = 6.8419 CNY as of September 2018). An overwhelming majority engaged in tourism-related work (77.6%). Most respondents lived in core tourism areas (20.8%), followed by core-peripheral tourism areas (30.7%) and peripheral tourism areas (48.5%). As such, respondents were considered to be deeply involved in the local tourism industry and possessed highly personal perceptions about the effects of tourism; thus, this sample was well suited to the research context.

Table 1
Distribution of returned sample.

Village	Population(N)[a]	Distribution sample	Valid sample (n)	Proportion of valid sample
Yangpai	1568	150	136	0.087
Gangrong	810	77	62	0.077
Kongbai	1292	123	96	0.074
Total	3670	350	294	0.080

[a] Data from Yigecun Household Registration Office (2017). https://www.yigecun.com.

Table 2
Demographic profile of respondents.

	N	%		N	%
Gender			*Annual income (RMB)*		
Male	168	57.1	≤10,000	33	11.2
Female	126	42.9	10,000–30,000	141	47.8
Age			40,000–60,000	69	23.4
19-30	71	24.3	70,000–90,000	42	14.2
31-40	83	28.4	≥100,000	9	3.1
41-50	61	20.5	*Duration of residence*		
51-60	57	19.3	5–10 years	39	13.2
> 60	22	7.5	10–20 years	57	19.3
Engagement in tourism			20–30 years	99	33.6
Yes	228	77.6	> 30 years	99	33.6
No	66	22.4	*Residential area*		
			core tourism areas	61	20.8
			core-peripheral tourism areas	90	30.7
			peripheral tourism areas	143	48.5

Descriptive statistics for survey items are presented in Appendix A. Mardia's standardized coefficient was used to further assess the data distribution in AMOS 20.0, revealing that the data exhibited a multivariate non-normal distribution; Mardia's standardized coefficient for the measurement model (74.452) exceeded the criterion of 5 (Bentler, 2010). Thus, an MLM estimation was used to conduct confirmatory factor analysis (CFA) and structural equation modeling (SEM) in Mplus software (Version 7) (Muthén & Muthén, 2017). The MLM estimator in Mplus can estimate maximum likelihood parameter estimates with standard errors and a mean-adjusted χ^2 test statistic that are robust to non-normality (Byrne, 2012).

4.2. Measurement model

A CFA with MLM estimation was performed using Mplus 7.0 to assess the construct validity and reliability of our proposed model. Items with factor loadings below 0.5 were removed to ensure close relationships between measured items and corresponding dimensions. Specifically, ST5 was removed from the support for tourism (ST) construct. Table 3 shows modified constructs and their indicators. To evaluate reliability, Cronbach's alpha (α) and composite reliability (CR)

Table 3
Assessment of the measurement model (N = 294).

Path	Loadings	Scales	Reliability& validity
PEB→PEB1	0.643***	Personal Economic Benefit	α = 0.736
PEB→PEB2	0.737***		CR = 0.740
PEB→PEB3	0.711***		AVE = 0.487
PCT→PCT1	0.684 ***	Perceived Costs and Threats	α = 0.800
PCT→PCT2	0.607***		CR = 0.801
PCT→PCT3	0.717***		AVE = 0.404
PCT→PCT4	0.560***		
PCT→PCT5	0.599***		
PCT→PCT6	0.632***		
PI→PI1	0.585***	Place Identification	α = 0.813
PI→PI2	0.945***		CR = 0.861
PI→PI3	0.899***		AVE = 0.681
PD→PD1	0.548***	Place Dependence	α = 0.763
PD→PD2	0.883***		CR = 0.795
PD→PD3	0.798***		AVE = 0.572
ST→ST1	0.567***	Support for Tourism	α = 0.728
ST→ST2	0.810***		CR = 0.762
ST→ST3	0.644***		AVE = 0.449
ST→ST4	0.634***		

***$p < 0.001$.

Table 4
Discriminant validity.

	PEB	PCT	PI	PD	ST
PEB	**0.698**	0.093	0.403	0.133	0.133
PCT	−0.086	**0.636**	0.428	0.613	0.026
PI	0.519	−0.134	**0.825**	0.843	0.377
PD	0.427	−0.366	0.700	**0.756**	0.305
ST	0.012	−0.101	0.247	0.255	**0.670**

Note: Fornell-Larcker criterion is presented below the main diagonal); Heterotrait-Monotrait Ratio (HTMT) is presented above the main diagonal); Main diagonal in bold presents the square root of the AVE.

scores were calculated for each latent construct. Cronbach's alpha values ranged from 0.728 to 0.813 for constructs, and CR scores ranged from 0.740 to 0.861, indicating appropriate reliability (Hair, Black, Babin, & Anderson, 2009). The average variance extracted (AVE) values for place identity (0.681) and place dependence (0.572) were higher than the 0.5 threshold (Hair et al., 2009), demonstrating convergent validity. AVE values for constructs related to personal economic benefits (0.487), perceived costs and threats (0.404), and support for tourism (0.449) were also acceptable, as they exceeded 0.4 (see Hair et al., 2009).

Discriminant validity was evaluated using Fornell and Larcker's test and the highest heterotrait–monotrait ratio (HTMT). As summarized in Table 4, the shared variance between construct pairs was lower than their associated AVE values (Fornell & Larcker, 1981). The HTMT criterion was lower than the critical threshold of 0.85 (Kline, 2011), reflecting acceptable discriminant validity.

Harman's single-factor assessment was used as a test criterion for common method bias (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003), the absence of which was apparent: the first factor accounted for 25.92% of all variance, well below the cut-off of 50%. Thus, common method bias was not a problem in this study.

4.3. Structural model

As demonstrated in Fig. 3, the SEM results indicated that residents' perceived economic benefits ($\beta = -0.276$, $p > 0.05$) and perceived costs and threats ($\beta = -0.005$, $p > 0.05$) did not significantly influence support for tourism; thus, H1 and H2 were rejected. Residents' place dependence ($\beta = 0.199$, $p < 0.05$) and place identity ($\beta = 0.314$, $p < 0.01$) were each positively and significantly associated with support for tourism, lending support to H3 and H4. Residents' perceived economic benefits significantly affected place dependence ($\beta = 0.570$, $p < 0.001$) and place identity ($\beta = 0.646$, $p < 0.001$), supporting H5 and H6. Residents' perceived costs and threats significantly and negatively affected place dependence ($\beta = -0.337$, $p < 0.001$) and place identity ($\beta = -0.126$, $p < 0.05$); hence, H7 and H8 were supported.

4.4. Mediation effects

We also explored the mediating roles of place identity (PI) and place dependence (PD) following Zhao, Lynch, and Chen's (2010) recommended approach. Findings appear in Tables 5 and 6. For bootstrapping, a path is considered significant and supported when the bootstrap confidence interval does not include zero. Two mediator models were constructed to test the mediating roles of place identity and place dependence. The first model contained personal economic benefits (PEB) and ST with PI as the mediator; the second examined relationships between PEB and ST using PD as the mediator. PEB was found to exert indirect effects on ST through PI (Table 5; effect size = 0.087, $z = 2.956$). The effect size (−0.082) and z-value (−1.423) each suggested that the direct effect of PEB on ST was not significant (Table 6); therefore, PI appeared to fully mediate the relationship between PEB and ST. Tables 5 and 6 also indicate that PD fully mediated the relationship between PEB and ST (indirect effect size = 0.053, $z = 2.273$; direct effect = −0.048, $z = -0.897$); Hb1 and Hb2 were thus supported.

Our results also revealed that perceived costs and threats (PCT) exerted negative indirect effects on ST through PI (effect size = −0.018; $z = -2.211$) and PD (effect size = −0.039; $z = -2.117$) (Table 5). Table 6 shows that the direct effects of PCT on ST through PI (effect size = −0.031; $z = -0.863$) and PD (effect size = −0.013; $z = -0.300$) were not significant. The full mediation effects thus confirmed Hb3 and Hb4. Table 7 summaries the mediation roles of PI and PD.

5. Discussion and conclusion

This study revisited the influencing factors of residents' support for tourism development in the context of Xijiang Miao Village, an established ethnic tourism destination. Economic and non-economic rationality were both incorporated into our model to provide a holistic perspective on village residents' support for tourism. The model was tested using survey data. Several findings are worthy of discussion.

Economic rationality. Studies on resident support have mainly drawn

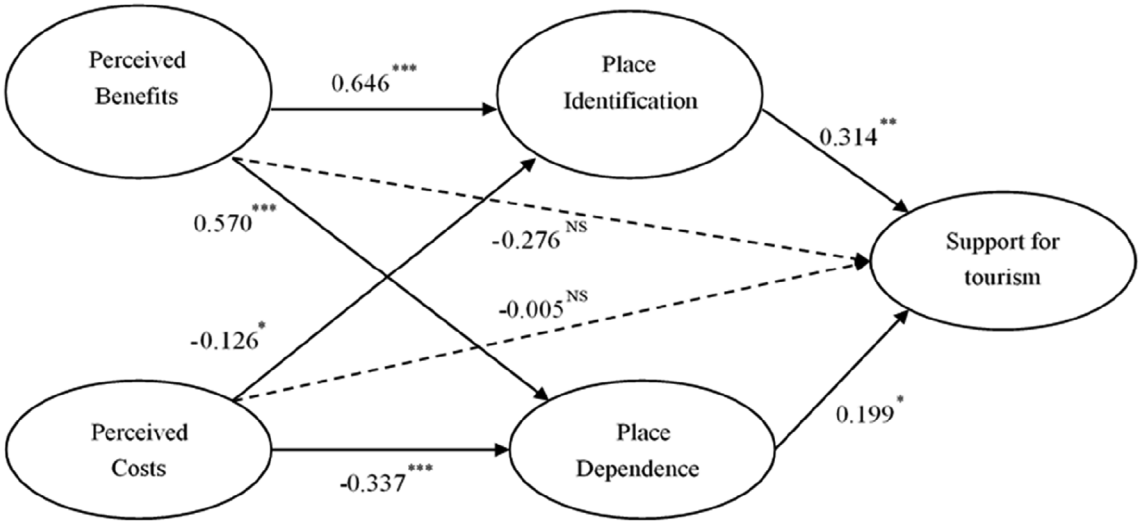

Fig. 3. Result of SEM analysis.

Table 5
Results of mediation effect tests.

Predicted Relationships	Point Estimate	Product of Coefficients		Bootstrapping			
				Percentile 95% CI		BCa 95% CI	
		SE	Z	Lower	Upper	Lower	Upper
PEB→PI→ST	0.087**	0.030	2.956	0.040	0.155	0.043	0.163
PEB→PD→ST	0.053*	0.023	2.273	0.015	0.105	0.016	0.107
PCT→PI→ST	−0.018*	0.008	−2.211	−0.034	−0.001	−0.040	−0.006
PCT→PD→ST	−0.039*	0.019	−2.117	−0.076	−0.002	−0.081	−0.007

Note: **p < 0.01; *p < 0.05; Un-standardized estimates are reported; CI = confidence interval; BCa = bias-corrected and accelerated bootstrap; 1000 bootstrap samples.

Table 6
Direct effect estimation.

Predicted Relationships	Point Estimate	Product of Coefficients		Bootstrapping			
				Percentile 95% CI		BCa 95% CI	
		SE	Z	Lower	Upper	Lower	Upper
PEB→PI→ST	-0.082^{NS}	0.057	−1.423	−0.201	0.022	−0.207	0.013
PEB→PD→ST	-0.048^{NS}	0.053	−0.897	−0.153	0.050	−0.156	0.046
PCT→PI→ST	-0.031^{NS}	0.035	−0.863	−0.108	0.036	−0.105	0.037
PCT→PD→ST	-0.013^{NS}	0.042	−0.300	−0.101	0.072	−0.100	0.073

Note: ^{NS} p > 0.05; Un-standardized estimates are reported; CI = confidence interval; BCa = bias-corrected and accelerated bootstrap; 1000 bootstrap samples.

upon social exchange theory and treated resident support as reflective of economically rational decisions featuring self-interest maximization after weighing all options (Dyer et al., 2007). However, such direct effects of economic perceptions were not supported by data in this investigation, and neither residents' perceived economic benefits nor perceived costs and threats were found to be significantly related to residents' support for tourism. This finding differs from popular statements that economic benefits and costs can shape resident support in and of themselves (e.g., Nunkoo & Ramkissoon, 2011; Rasoolimanesh et al., 2017), but echoes a few studies suggesting that tourism-related costs may not undermine residents' supportive attitudes (Liang & Hui, 2016). A possible explanation is that Xijiang Miao Village is not only a tourist attraction but also a living community, and residents' economic status has been fundamentally reshaped by tourism development. Therefore, local residents tend to have tourism-related expectations that extend beyond mere economic returns, such as desiring better living conditions, a stronger cultural identity, and greater community cohesion. This is unsurprising, as Zoomers (2008) found that ethnic people in Bolivia, Ecuador, and Peru tended to have broader definitions of "tourism benefits" that encompassed "having more trees; having more friends; being able to help others" and so on (Zoomers, 2008, p. 456).

As such, economic benefits are not the sole or ultimate factor underlying residents' tourism attitudes. For example, residents who are particularly concerned about community welfare tend to demonstrate stronger support for their government's tourism development plans (Liang & Hui, 2016) regardless of anticipated personal gains. Given improved community infrastructure, increased quality of life and living conditions, strengthened community pride and awareness, and sustained nature and culture, these sophisticated residents will likely be more tolerant when tourism development requires them to make certain concessions and sacrifices. This is especially the case for Xijiang Miao Village, as nearly all locals are homeowners who are more sensitive to their living spaces than their personal benefits. According to Anton and Lawrence (2016), residents consider tourism development an important means of community development rather than simply a source of personal benefits. Similarly, it is unsurprising that perceived costs and threats were not supported in this study; our findings were not consistent with previous work suggesting that perceived negative impacts tempered residents' tourism support (Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011).

Non-economic rationality. Residents' place dependence and place identity were positively associated with tourism support. These results coincide with those of earlier studies (e.g., Lee, Kyle, & Scotte, 2012). Individuals with strong place attachment are generally more sensitive to place change and thus more likely to react to it (Devine-Wright, 2009). Such findings reinforce the role of place attachment in shaping residents' behavior (Strzelecka et al., 2017; Stylidis et al., 2014; Wang & Xu, 2015; Woosnam, 2012).

Prior to tourism development, Xijiang Miao Village was relatively destitute: there were few public facilities and services in the village, large amounts of household garbage, and poorly maintained restrooms. The village was in shambles, and residents' overall quality of life was quite poor. Research has shown that people only remain attached to a place as long as that place fulfills their functional needs and aims (Lee et al., 2012). With tourism development, Xijiang Miao Village has undergone a dual reconstruction of material and culture. Material construction has involved the architecture and landscape of the entire

Table 7
Mediation roles of PI and PD summary.

Hypothesis	Mediator	Relationship	Full mediation	Partial mediation	Not supported
Hb1	PI	PEB→PI→ST	✓		
Hb2	PD	PEB→PD→ST	✓		
Hb3	PI	PCT→PI→ST	✓		
Hb4	PD	PCT→PD→ST	✓		

village: wooden-stilted houses, Miao cultural museums, ancient streets, riverside roads, and so on. The area's image has shifted from a primitive, natural state to ecological civilization through this material construction. Residents' place dependence has also been strengthened by this mode of tourism development.

In the meantime, residents' place identity has been enhanced through cultural construction via tourism development. The rich, unique, and well-preserved cultural customs of the town notwithstanding, the cultural authenticity of Xijiang Miao Village has historically been accompanied by poverty, backwardness, and even brutality. Yet the Xijiang Miao culture has been reinvigorated through tourism development, to the point that it is now recognized and appreciated by outsiders. This cultural revitalization has boosted residents' self-confidence and pride, helped them realize the value of their own culture, become faithful inheritors and protectors of their culture, and provide direct or indirect support for the development of ethnic cultural tourism. The more heavily residents depend on the local environment for their lifestyle, the more deeply they identify with their local community; as this connection is cultivated, residents become more likely to benefit psychologically from tourism, which can further enhance their pride and self-esteem (Strzelecka et al., 2017).

Mediation of non-economic factors. The results of data analysis suggest that residents' perceived benefits and costs can indirectly shape supportive attitudes via place attachment. These indirect effects have also been implied in prior literature (e.g., Lee et al., 2012; William & Vaske, 2013). Tourism development has made tremendous economic contributions to Xijiang Miao Village and to the locals, whether directly or indirectly. Many residents run their tourism businesses in various forms, including as family-owned hotels, Miao catering services, dance performances, and tourism souvenir sales. Such incentives have largely solved the problem of labor force outflow. In recent years, more young people who leave the village to study and work have returned to engage in tourism or related employment. Better living standards and job opportunities from tourism can also generate a sense of satisfaction, which then enhances place dependence and place identity. During this process, place attachment can also be reinforced by shared goals and values generated through collaboration during the provision of tourism activities.

On the other hand, the costs and threats brought by tourism can substantially reduce residents' place dependence and place identity. As the area shifted from a community to a tourist destination, Xijiang villagers suffered consequences such as increased living costs, environmental pollution, and traffic congestion, which can be detrimental to place attachment (e.g., Anton & Lawrence, 2016). Facing potential conflict between their native culture and tourism development, residents may experience negative emotions such as frustration, anxiety, inferiority, jealousy, anger, and confusion. Traditional Miao culture has become commercialized and inauthentic in catering to tourists' needs. Neighborhood relations are also becoming less intimate and trusting as a result of competition among souvenir vendors and family-owned hotels. These changes can compromise residents' place identity. As Yang and Wall (2009) reported, the adverse consequences of tourism development can detract from ethnic groups' cultural identity, community unity, and sense of identity.

6. Implications, limitations, and future research

6.1. Theoretical implications

Resident support is critical to ethnic tourism development. Scholars have identified economic and non-economic rationality underlying the formation of resident support, but few have considered the interactions between these rationalities, thus precluding development of an integral explanatory framework. McGehee and Anderek (2004) pointed out that a comprehensive understanding of residents' support for tourism requires economic and belief-oriented elements. Hossein and Yaqub (2017) suggested that indicators of residents' support for tourism development has the complex interactions. The present study echoes these suggestions and expands the relevant body of knowledge by proposing a model that encapsulates economic and non-economic factors in residents' attitude formation, thereby synthesizing various domains of tourism impacts.

Social exchange theory has often been used to account for residents' support for tourism (Nunkoo & Ramkissoon, 2011; Rasoolimanesh et al., 2017). Yet such economic logic does not provide the whole picture, particularly for obtrusive tourism destinations (Prayag, Hosany, Nunkoo, & Alders, 2013) and contrarian tourism development cases (Sharpley & Richard, 2014). Drawing on place attachment theory, our study overcomes the limitations of social exchange theory by addressing non-economic factors (McGehee & Anderek, 2004; Prayag et al., 2013). Social exchange theory emphasizes reciprocity (Harrill, 2004), whereas place attachment emphasizes solidarity over exchange relationships. To the best of the authors' knowledge, this study is among the first to integrate social exchange theory and place attachment into a model to explain residents' support for tourism.

Place attachment was found to fully mediate the relationship between perceived benefits/costs and resident support. This finding corresponds to Lee et al.'s (2012) assertion that a recursive relationship may exist between "gains" and "emotion" in behavioral intention; it is also consistent with the finding that place attachment is influenced by numerous tourism-related economic factors (Anton & Lawrence, 2016; Ouyang et al., 2017). As such, the present study reveals an interactional relationship between economic and non-economic rationality in residents' support formation. This result thus uncovers the sophisticated mechanism underlying the economic/non-economic determination of resident support and provides insight into how residents make tradeoffs between economic and non-economic rationality.

This study also lends support to the argument that emotions stem from residents' subjective evaluations of the diverse effects of tourism and play prominent roles in shaping residents' attitudes (Ouyang et al., 2017; Stylidis et al., 2014). While the role of place attachment in determining resident support is well documented (Ouyang et al., 2017; Strzelecka et al., 2017; Stylidis et al., 2014), its antecedents have rarely been modeled (Ouyang et al., 2017). The current study thus extends our general knowledge of place attachment.

Lastly, this study focused on an ethnic minority village in a developing region of China to investigate the prioritization of residents' rational and emotional support for obtrusive tourist destinations. Findings can broaden our theoretical perspective to better understand the complexity of residents' support for tourism.

6.2. Managerial implications

This study provides important insight into the practical management of ethnic tourism communities. On the basis of our empirical research, we have identified place attachment as a key factor affecting residents' behavioral and attitudinal support for tourism development. Tourism planners should emphasize residents' participation and benefit sharing in tourism development. Although tourism has brought tremendous economic gains to Xijiang, villagers have been marginalized, and some residents' personal benefits have failed to meet their expectations. In this circumstance, the "comparison level" warrants managers' attention. With respect to our case study, residents believe that the government, outside operators, and certain local authorities reap the most tourism-related benefits. A comparison of benefits may evoke a sense of injustice, which can greatly weaken residents' satisfaction with tourism. By contrast, as many residents possess low levels of education, they may be more likely to engage in low-level tourism jobs; thus, they will earn less profit in tourism compared with other industries. Tourism planners should provide more job and entrepreneurial opportunities for residents along with tourism-related training. Tourism planners should also strive to identify negative

impacts of residents' place attachment. Planners should consider that communities cannot be designed as tourist attractions to cater to tourists' needs alone; residents' daily convenience and cultural privacy should be taken into account as much as possible when planning tourism projects. Our results further indicate that place identity is more important than place dependence for Xijiang residents. Therefore, managers should carefully consider the roles of residents' emotional states in ethnic tourism destinations.

Managers should also explore how to foster positive interactions among residents via formal and informal community organizations; doing so would help to establish and maintain mutual trust and support among residents while enhancing residents' psychological identity and emotional ties to the community. Additionally, tourism planners and managers should prioritize locals' participation in tourism destination marketing and festival activities; work to improve their sense of cultural pride, belonging, and identity; and focus on winning their support for tourism.

6.3. Limitations and future research

Although this study makes several noteworthy contributions, select limitations leave room for future work. First, we only measured residents' tourism perceptions with respect to benefits and costs; in reality, the effects of tourism development on residents are rooted in economic, cultural, environmental, social, and other aspects. Future research should evaluate residents' perceptions in greater detail based on the abovementioned characteristics. Second, this study was conducted in a Chinese ethnic minority community, and the generalizability of results may be limited in other cultural settings. Researchers should conduct similar surveys in different types of communities, especially to compare tourism communities with distinct development backgrounds and levels.

Declaration of competing interest

The authors ensure that there is no conflict of interest for the submitted manuscript, and there is no financial support to be disclosed.

Acknowledgements

This study was supported by the Humanities and Social Sciences Planning in the education department of Guizhou, China. [Grant numbers: 2015JD035]

Appendix A. Distribution of measurement items

Items	Mean ± SD	Skewness	Kurtosis
PEB1	3.602 ± 0.779	−1.250	0.224
PEB2	3.490 ± 0.811	−1.116	0.019
PEB3	3.459 ± 0.745	−0.677	−0.465
PCT1	3.061 ± 0.753	−0.101	−1.228
PCT2	2.520 ± 0.732	1.025	−0.399
PCT3	3.082 ± 0.911	0.000	−1.473
PCT4	3.449 ± 0.784	−0.467	−0.543
PCT5	3.225 ± 0.921	−0.145	−1.282
PCT6	2.622 ± 0.887	0.902	−0.480
PD1	4.194 ± 0.528	−0.250	2.205
PD2	3.990 ± 0.580	−0.313	1.042
PD3	3.806 ± 0.709	−1.077	1.390
PI1	3.847 ± 0.675	−0.800	1.226
PI2	4.020 ± 0.494	−0.462	3.233
PI3	4.000 ± 0.550	−0.362	1.589
ST1	4.245 ± 0.453	0.854	−1.332
ST2	4.102 ± 0.303	2.634	17.321
ST3	4.020 ± 0.319	0.438	23.760
ST4	4.082 ± 0.274	3.061	25.853

References

Anton, C. E., & Lawrence, C. (2016). The relationship between place attachment, the theory of planned behaviour and residents' response to place change. *Journal of Environmental Psychology, 47*, 145–154.

Bagozzi, R. P. (1992). The self-regulation of attitudes, intentions, and behavior. *Social Psychology Quarterly, 55*(2), 178–204.

Bentler, P. M. (2010). SEM with simplicity and accuracy. *Journal of Consumer Psychology the Official Journal of the Society for Consumer Psychology, 20*(2), 215–220.

Brislin, R. W. (1970). Back-translation for cross-cultural research. *Journal of Cross-Cultural Psychology, 1*(3), 185–216.

Butler, R., & Hinch, T. (1996). *Tourism and indigenous peoples.* London: International Thomoson Bussiness Press.

Byrne, B. M. (2012). *Structural equation modeling with Mplus: Basic concepts, applications, and programming.* New York, NY: Routledge.

Chen, Z., Li, L., & Li, T. (2016). The organizational evolution, systematic construction and empowerment of Langde Miao's community tourism. *Tourism Management, 58*(6), 75–86.

Chen, S., & Raab, C. (2012). Predicting resident intentions to support community tourism: Toward an integration of two theories. *Journal of Hospitality Marketing & Management, 21*(3), 270–294.

Cohen, E. (1989). Primitive and remote: Hill tribe trekking in Thailand. *Annals of Tourism Research, 16*, 30–61.

Devine-Wright, P. (2009). Rethinking NIMB yism: The role of place attachment and place identity in explaining place-protective action. *Journal of Community & Applied Social Psychology, 19*, 426–441.

Doxey, G. V. (1975). A causation theory of visitor-resident irritants, methodology, and research inferences. *Paper presented at the sixth annual conference proceedings of the Travel research association, San Diego, CA*.

Dyer, P., Gursoy, D., Sharma, B., & Carter, J. (2007). Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia. *Tourism Management, 28*(2), 409–422.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50.

Gursoy, D., Chi, C. G., & Dyer, P. (2010). Locals' attitudes toward mass and alternative tourism: The case of sunshine coast, Australia. *Journal of Travel Research, 49*(3), 381–394.

Gursoy, D., & Rutherford, D. G. (2004). Host attitudes toward tourism: An improved structural model. *Annals of Tourism Research, 31*(3), 495–516.

Hair, J. F., Black, W. C., Babin, B. B., & Anderson, R. E. (2009). *Multivariate data analysis* (7th ed.). Upper Saddle River, NJ: Prentice Hall.

Harrill, R. (2004). Residents' attitudes toward tourism development: A literature review with implications for tourism planning. *Journal of Planning Literature, 18*(3), 251–266.

Hossein, G. T., & Gavilyan, Y. (2017). Configurational models to predict residents' support for tourism. *Journal of Travel Research, 56*(7), 893–912.

Jurowski, C., & Gursoy, D. (2004). Distance effects on residents' attitudes toward tourism. *Annals of Tourism Research, 31*(2), 296–312.

Kline, R. B. (2011). *Principles and practice of structural equation modeling.* New York, NY: The Guilford Press.

Kwon, J., & Vogt, C. A. (2010). Identifying the role of cognitive, affective, and behavioral

components in understanding residents' attitudes toward place marketing. *Journal of Travel Research, 49*(4), 423–435.
Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management, 34*, 37–46.
Lee, J., Kyle, G., & Scott, D. (2012). The mediating effect of place attachment on the relationship between festival satisfaction and loyalty to the festival hosting destination. *Journal of Travel Research, 51*(6), 754–767.
Liang, Z. X., & Hui, T. K. (2016). Residents' quality of life and attitudes toward tourism development in China. *Tourism Management, 57*, 56–67.
Manzo, L. C., & Perkins, D. D. (2006). Finding common ground: The importance of place attachment to community participation and planning. *Journal of Planning Literature, 20*, 335–350.
McGehee, N., & Anderek, K. (2004). Factors predicting rural residents' support for tourism. *Journal of Travel Research, 43*(2), 131–140.
Muthén, B., & Muthén, L. (2017). *Mplus user's guide* (8th ed.). Los Angeles, CA: Muthén & Muthén.
Nunkoo, R., & Gursoy, D. (2012). Residents' support for tourism: An identity perspective. *Annals of Tourism Research, 39*(1), 243–268.
Nunkoo, R., & Ramkissoon, H. (2011). Developing a community support model for tourism. *Annals of Tourism Research, 38*(3), 964–988.
Official news of Qiandongnan Prefecture. (2017). http://www.qdnrbs.cn/whly/2018-03/28/126_23131.html 18.03.28.
Ouyang, Z., Gursoy, D., & Sharma, B. (2017). Role of trust, emotions and event attachment on residents' attitudes toward tourism. *Tourism Management, 63*, 426–438.
Podsakoff, P. M., & Mackenzie, S. B. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology, 88*(5), 879–903.
Prayag, Hosany, Nunkoo, & Alders (2013). London residents' support for the 2012 Olympic Games: The mediating effect of overall attitude. *Tourism Management, 36*, 629–640.
Rasoolimanesh, S. M., Ringle, C. M., Jaafar, M., & Ramayah, T. (2017). Urban vs. rural destinations: Residents' perceptions, community participation and support for tourism development. *Tourism Management, 60*, 147–158.
Rothman, R. (1978). Residents and transients: Community reaction to seasonal visitors. *Journal of Travel Research, 16*(3), 8–13.
Sharpley, & Richard (2014). Host perceptions of tourism: A review of the research. *Tourism Management, 42*, 37–49.
Smith, V. (1977). *[1989]. Hosts and guests: The anthropology of tourism.* Philadelphia: University of Pennsylvania Press.
Strzelecka, M., Boley, B. B., & Strzelecka, C. (2017). Empowerment and resident support for tourism in rural central and eastern europe (CEE): The case of pomerania, Poland. *Journal of Sustainable Tourism, 25*(4), 554–572.
Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of resident' place image and perceived tourism impacts. *Tourism Management, 45*, 260–274.
Telfer, D., & Sharpley, R. (2008). *Tourism and development in the developing world.* Abingdon: Routledge.
The people's government of Leishan County. (2018). *Statistical data base.* http://www.leishan.gov.cn/zfsj/sjkfyy_57379/xxly_57481/jdjs_57482/201805/t20180507_4890397.html 18.05.07.
Trupp, A., & Sunanta, S. (2017). Gendered practices in urban ethnic tourism in Thailand. *Annals of Tourism Research, 64*, 76–86.
Wang, S., & Xu, H. (2015). Influence of place-based senses of distinctiveness, continuity, self-esteem and self-efficacy on residents' attitudes toward tourism. *Tourism Management, 47*, 241–250.
Williams, D. R., & Vaske, J. (2003). The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest Science, 49*(6), 831–840.
Wood, R. (1984). Ethnic tourism, the state, and cultural change in Southeast Asia. *Annals of Tourism Research, 11*, 353–374.
Woosnam, K. M. (2012). Using emotional solidarity to explain residents' attitudes about tourism and tourism development. *Journal of Travel Research, 51*(3), 315–327.
Yang, L. (2011). Ethnic tourism and cultural representation. *Annals of Tourism Research, 38*(2), 561–585.
Yang, J. J., Ryan, C., & Zhang, L. Y. (2013). Ethnic minority tourism in China: Han perspectives of Tuva figures in a landscape. *Tourism Management, 36*, 45–56.
Yang, L., & Wall, G. (2009). Ethnic tourism: A framework and an application. *Tourism Management, 30*(4), 559–570.
Yun, H. J., & Zhang, X. (2017). Cultural conservation and residents' attitudes about ethnic minority tourism. *Tourism and Hospitality Research, 17*(2), 165–175.
Zhao, X., Lynch, J. G., Jr., & Chen, Q. (2010). Reconsidering baron and kenny: Myths and truths about mediation analysis. *Journal of Consumer Research, 37*(2), 197–206.
Zoomers, A. (2008). Global travelling along the Inca route: Is international tourism beneficial for local development? *European Planning Studies, 16*(7), 971–983.