

Examining residents' cultural intelligence, place image and foreign tourist attractiveness: A mediated-moderation model of support for tourism development in Cappadocia (Turkey)

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ABSTRACT

Tourism development at any destination is inextricably linked to the resident's supportive behavior, especially in times of destination crisis, recovery and anti-tourism movements. Given the heightened importance of resident's perspectives and increasing competition to attract foreign tourists, the present study examines the impact of residents' cultural intelligence, place image and foreign tourist attractiveness on the support for tourism development. The conceptualized model was examined using partial least squares structural equation modeling with 664 residents' responses in Cappadocia, a designated UNESCO World Heritage site in Turkey. Interestingly, the study validates significant mediating-moderating effects, as foreign tourist attractiveness fully mediates residents' cultural intelligence and support for tourism development, whereas resident's place image negatively moderates foreign tourist attractiveness and support for tourism development. Considering the limited insights on residents' cultural intelligence and foreign tourist attractiveness, the present study advances the established theory on tourist-resident interaction and the support for tourism development. Besides new findings on resident's place image (through its negative interaction), the study also sets strategic directions for tourism planners and destination marketers to ensure resident's support for tourism development.

1. Introduction

As the global tourism industry surpassed previous growth records (WTTC, 2019), there is an inevitable increase in the number of local communities, which are experiencing the economic, socio-cultural and environmental impact of modern-day tourism (Erul et al., 2020; Séraphin et al., 2019). Traditional tourism policies that are exclusive of resident's engagement, cooperation and support, are more likely to unleash huge criticism, resistance, and negative reactions from the local communities (Tournois & Djerić, 2018). Consequently, the intended socio-economic benefits of tourism developments are greatly undermined (Almeida-García et al., 2016). The goodwill of tourist host communities and the realization of residents' perceptions have remained at the forefront for sustainable tourism developments across the globe (Ganji et al., 2020; Lin et al., 2017; Styliadis et al., 2014). As the focal recipients of tourism developments, the resident's perspectives should lie at the core of sustainable tourism policies to maximize the potential benefits and minimize the negative impacts of tourism development on

the local host-communities (Ganji et al., 2020; Tournois & Djerić, 2018). As a global tourism hotspot, Turkey faces significant challenges in developing its inbound and domestic tourism (Karamelikli et al., 2020; Saint Akadiri et al., 2020), as nearly one-eighth of its national income is generated through tourism (Aslan, 2016; WTTC, 2019). The recent expansion of Turkish tourism by leaps and bounds is projected to surpass 149 billion dollars of national earnings by the year 2028 (Karamelikli et al., 2020). In 2018, Turkey welcomed approximately 40 million international visitors which was twice the number of visitors a decade ago (TurkSat, 2020).

Located largely in the Nevşehir province of Turkey, Cappadocia is a UNESCO World Heritage site, and famous for its chimney rocks, Byzantine churches, historic cave dwellings and hot air balloon trips (Tucker & Emge, 2010). As an emerging global tourism hotspot, the region welcomed 3.8 million visitors in 2019, which was more than 10 times its population for the same year (Anadolu Agency, 2020). While the urbanization rate of the region is still well below the national average, the agricultural sector accounts for a major share of

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employment (TurkSat, 2020). The rapid growth of tourism in Cappadocia in recent years offers new opportunities as well as some new challenges to the residents of Cappadocia. Özel and Kozak (2017) noted that some Cappadocians consider overtourism as an emerging threat to the natural environment (e.g., damage to the fairy chimneys), as well as the recent spike in rentals in Cappadocia. These conditions make it critical to integrate the perceptions of the Cappadocian residents while developing policies and strategies for sustainable tourism development in the Cappadocia region (Coban & Yildiz, 2019; Pham et al., 2019; Séraphin et al., 2019; Özel & Kozak, 2017).

Prior scholars have exclusively focused on resident's supportive behavior towards tourism development in the context of diverse constructs including place image (Ganji et al., 2020; Styliadis et al., 2014; Tournois & Djerić, 2018), community attachment (Eslami et al., 2019), cultural attitudes (Gannon et al., 2021), perceived value and impact (Tosun et al., 2020), resident's identity, attitudes and satisfaction, etc. (Nunkoo & Gursoy, 2012). However, the existent literature has largely overlooked the role of resident's cultural intelligence (Frías-Jamilena et al., 2018a, 2018b) and resident's perception of foreign tourist attractiveness (Kim et al., 2020), which can significantly predict resident's supportive behavior towards tourism development (Lin et al., 2017; Tosun et al., 2020). Importantly, the existing tourism research provides a skewed approach in understanding tourist-resident interaction, as the resident's perspective of foreign tourist attractiveness has been largely ignored (Kim et al., 2020). Tapping into the resident's cultural intelligence and resident's perception of foreign tourist attractiveness (Frías-Jamilena et al., 2018a; Kim et al., 2020) can help to transform resident's frustration into greater support for tourism-led developments at host-destinations (Ganji et al., 2020; Tosun et al., 2020; Tournois & Djerić, 2018).

As part of the resident's drive against overtourism, various international tourism hotspots (e.g. Barcelona, Spain and Venice, Italy) have recently experienced open hostility towards tourists (Almeida-Garcia et al., 2016; Kim et al., 2020). Hence, the scientific discourse needs to increase focus on a deeper examination of tourist-resident interaction and support for tourism development by considering resident's cultural intelligence, place image, and foreign tourist attractiveness (Frías-Jamilena et al., 2018a, 2018b; Kim et al., 2020; Styliadis et al., 2014). To fill these potential research gaps, as well as to address the discernible bias towards residents' perceptions of foreign tourist attractiveness (Kim et al., 2020), the present study integrates two dominating theories (i.e. stakeholder theory and social exchange theory) in tourism literature to examine the effects of residents' cultural intelligence, place image and foreign tourist attractiveness on the support for tourism development in Cappadocia, Turkey (Coban & Yildiz, 2019; Tosun et al., 2020). Importantly, this study makes the first attempt to empirically examine the mediating role of foreign tourist attractiveness, and moderating influence of resident's place image in a holistic model of support for tourism development in Cappadocia, Turkey (Erul et al., 2020; Frías-Jamilena et al., 2018a; Ganji et al., 2020).

2. Theoretical background

2.1. Residents' cultural intelligence

Cultural intelligence is defined as the individuals' communication ability when they interact with people from diverse cultural backgrounds (Frías-Jamilena et al., 2018a). The tourism literature has revealed that culturally intelligent tourism professionals are more successful due to their ability to understand diverse cultures during service encounters (Afsar et al., 2020; Darvishmotevali et al., 2018; Ljubica & Dulčić, 2012). Apart from professionals, culturally intelligent tourists can also more effectively analyze the diverse cultures, which induces more accurate and positive evaluations of destinations (Frías-Jamilena et al., 2018a, 2018b). Based on these discussions, it can also be expected that residents with higher cultural intelligence are likely to develop

more positive attitudes toward tourists due to their understanding of different cultures.

The first cultural intelligence scale was developed and validated by Ang et al. (2004) who utilized a four-dimensional conceptualization (i.e. motivational, metacognitive, cognitive, and behavioral). Although the four-dimensional structure of cultural intelligence has been tested and validated in many studies (Afsar et al., 2020; Ott & Michailova, 2018; Schlägel & Sarstedt, 2016), Thomas et al. (2015) omitted the motivational component. In essence, individuals' motivation to interact with foreign cultures may not always result in effective communication unless it is supported by knowledge and individuals' cognitive capacity to learn other cultures, etc. (Thomas et al., 2015). In this respect, this study also adopts the three-dimensional cultural intelligence concept to measure residents' cultural intelligence for the first time in tourism literature.

2.2. Foreign tourist attractiveness

Foreign travelers have always strived to explore the great treasures of nature through tourism, however, the downside to such growing interests is overtourism and anti-tourism movements (Almeida-Garcia et al., 2016; Kim et al., 2020). Consequently, the mounting antagonism towards foreign tourists at popular destinations (e.g., Barcelona and Venice) has recently attracted the attention of tourism scholars towards conceptualizing tourist attractiveness (Kim et al., 2020). In marketing literature, the concept of attractiveness has been studied to delineate the buyer-seller relationship (Lambe et al., 2016; Pulles et al., 2016). Previous studies have revealed that suppliers tend to be more satisfied when they deal with attractive customers, which in return motivates them to allocate more of their resources to satisfy their preferred customers (Pulles et al., 2016). As articulated by the social exchange theory, the customer's reward to cost ratio is an important element in reciprocal relations because individuals tend to choose the option offering the highest benefit (Gannon et al., 2021; Lambe et al., 2016). Based on the social exchange theory, Kim et al. (2020) very recently developed the concept of tourist attractiveness. It has been defined as the tourists' capability to attract the positive attention of the residents of the host community which in return will improve the host and guest relationship. In their conceptualization, the authors operationalized the construct by four dimensions, namely tourist compatibility, tourist financial capacity, tourist influence, and tourist responsibility (Kim et al., 2020).

Tourist compatibility was measured by the extent of residents' perceived similarity with tourists and friendliness toward tourists (Kim et al., 2020). In essence, residents' intimate feelings toward tourists have often been deemed a precondition for building deeper ties with tourists (Woosnam et al., 2009; Woosnam & Norman, 2010). The second dimension namely tourist financial capacity refers to monetary gains that tourists bring to the residents. (Pavlic et al., 2020; Pham et al., 2019; Tosun et al., 2020). Tourists who feel welcomed were found to spend more money on a variety of things like entertainment, retail merchandise, lodging, restaurants, and bars (K. M. Woosnam et al., 2015). The third dimension of the scale, tourist influence was defined as the residents' perception of the influence of the tourists on the local community by Kim et al. (2020). The impact of tourism can be both monetary and non-monetary encompassing economic, health, safety, and emotional life domains (Woo et al., 2018). As the last dimension of their scale, Kim et al. (2020) involved tourist responsibility by adapting the previous work of Crilly and his colleagues who defined tourist responsibility as the tourist's deliberate actions and decisions to enhance the well-being of a host-community or to avoid negative consequences for a local community (Crilly et al., 2008).

2.3. Residents' place image

The notion of place image in tourism has mainly been explored to understand tourist behavior and destination preferences. As a result,

place image literature is often evaluated under the term “destination image”, which refers to tourists’ mental representation, beliefs, impressions, feelings, and ideas of a destination (Styliadis et al., 2016; Tasci & Gartner, 2007). In tourism literature, despite numerous studies on the tourists’ destination image perceptions, little attention has been given to residents’ place image perceptions (Ramkissoon & Nunkoo, 2011; Styliadis et al., 2016). Place image has been operationalized in tourism literature with three dimensions (i.e. cognitive, affective, and conative). The cognitive dimension relates to individuals’ beliefs and knowledge about a place, which helps them develop a mental picture of the place (Styliadis et al., 2017). The affective aspect of place image relates to feelings and emotions attached to the attributes and surrounding environments of a destination (Papadimitriou et al., 2015). Whereas the conative dimension is the action element, which is analogous to tourists’ behaviors towards destinations such as visit intentions (Woosnam et al., 2020).

In essence, residents can also be regarded as tourists as they possess a touristic mindset when they make use of tourism and recreational facilities, including theme parks and restaurants (Merrilees et al., 2005). In contrast to the general tourists, the local residents visit tourism destinations more frequently as those physical places serve as their sources of livelihood, education and health (Styliadis et al., 2016). Thus, residents’ evaluation of place image is more complicated and multifaceted than visitors who are presumably less familiar with the destination. For instance, residents rely more on cognitive evaluations in contrast to tourists who generally display affective evaluations when they recommend destinations (Styliadis, 2017).

2.4. Residents’ support for tourism development

The local communities are experiencing the explosion of modern tourism (e.g., grand tours, starred accommodations, seaside resorts, and guided tours, etc.), especially at the must-see destinations. Hence, the resident’s supportive behavior becomes highly critical for tourism development, besides sustaining tourism at those destinations (Almeida-Garcia et al., 2016; Erul et al., 2020). The resident’s support provides necessary assurance for the political, physiological, socio-cultural, commercial, and economic stability of the tourism industry (Hanafiah et al., 2013; Lee, 2013). In essence, some residents may perceive tourism development with a negative connotation (e.g. adverse effect on local culture, heritage and environment), whereas others perceive it as an enabler for positive outcomes (e.g. greater employment opportunities, additional tax receipts, foreign exchange earnings and increased income) (Hanafiah et al., 2013; Styliadis et al., 2014).

The social exchange theory is one of the most used theories to understand and clarify host residents’ response toward tourism development (Nunkoo, 2016; Sharpley, 2014; Styliadis, 2018). Social exchange theory in a tourism context refers to the exchange of intangible or tangible resources that residents and tourists may receive and give during an interaction. When the potential benefits of tourism regarding the impact on the economy, environment, and society outweigh the costs of tourism, residents are likely to develop positive attitudes toward tourism and participate in exchange relationships with tourists. In contrast, when losses surpass benefits gained by tourism, residents oppose tourism development policies (Nunkoo & So, 2016; Styliadis, 2018; Ward & Berno, 2011). Therefore, the resident’s supportive behavior towards tourism might instantly change from the initial enthusiasm to anti-tourism demonstrations, when the perceived benefits (i.e. commercial and economic) outweigh the costs (i.e. socio-cultural and environmental impact) (Hanafiah et al., 2013). An explanation of residents’ attitudinal change comes from the Doxey’s Irritation Index that classifies four destination life-cycle phases based on residents’ perception of tourism and tourists (Doxey, 1975). In the initial stage of the destination life-cycle, residents welcome tourists as well as supporting tourism development. However, residents see the tourists as the main cause of all personal and social problems when the tourism

development is not well planned and starts to irritate host residents (Doxey, 1975; Séraphin et al., 2019). Therefore, a closer examination of the antecedents of residents’ tourism supportive behavior (e.g. personal benefits, social values, community attachment, and environmental concerns) is essential to insulate the tourism development from the emerging challenges such as residents’ hostility, violence, off-limits/no-go-zones and anti-tourism demonstrations (Almeida-Garcia et al., 2016; Erul et al., 2020; Otoo et al., 2019; Séraphin et al., 2019).

2.5. Theoretical framework and research hypotheses

2.5.1. Residents’ cultural intelligence and foreign tourist attractiveness

Tourism research has evidenced that the cooperative relationship, knowledge sharing, and effective cross-cultural communication between the host residents and tourists are critical for sustainable tourism development (Styliadis et al., 2015). Hence, according to stakeholders theory, tourism development at destinations cannot be achieved unless all stakeholder groups (i.e. local communities, tourism businesses, and tourists) collaborate for the common goal (Erul et al., 2020). In line with this claim, most of the recent studies in tourism have assessed the cultural backgrounds of two major tourism stakeholders namely tourism professionals and tourists (Alshaibani & Bakir, 2017; Sánchez Cañizares et al., 2016). The main findings of these studies show that culturally intelligent professionals are assumed to operate more successfully in the tourism industry as they can positively affect guests’ perceived service quality and satisfaction (Darvishmotevali et al., 2018; Ljubica & Dulic, 2012). Alshaibani and Bakir (2017) proposed that cultural intelligence positively influences employee performance in a cross-cultural service encounter, which in return improves service quality perceptions. Cultural intelligence was also noted to enhance employee creativity in a service setting, thus resulting in quality improvements in service encounters (Darvishmotevali et al., 2018).

Apart from the literature assessing tourism professionals, recent studies have deciphered that cultural intelligence is also a relevant concept to predict tourist behavior. Tourists with high cultural intelligence were found to attain more value to destinations, which lead to higher revisit and recommendation intentions (Frías-Jamilena et al., 2018a, 2018b). In line with this, culturally intelligent tourists are likely to perceive destinations as more joyful and funny than those who are culturally less intelligent (Frías-Jamilena et al., 2018b). Also, higher CQ levels are accompanied by more positive attitudes towards a destination’s functional characteristics, including the service quality, infrastructure, and affordability (Frías-Jamilena et al., 2018b). These findings are not surprising as when tourists are culturally intelligent, they can better analyze the dynamics of the local culture, norms, and traditions. In contrast, a sense of extreme nationalism can give rise to prejudices and may refrain the residents from having a constructive relationship with tourists (Griffiths, 2012), indicating that presumably culturally less intelligent groups might suffer from effective communication when they interact with international visitors.

According to the stakeholder theory, tourists’ satisfaction is not solely dependent on the cultural intelligence of tourists neither the service providers but will also depend on residents’ cultural background. However, the role of host residents’ cultural background on tourism perceptions is rarely investigated (Aman et al., 2019). In essence, tourism facilitates face-to-face contact and cultural exchange between the residents and tourists who bring their cultural values, assumptions, and beliefs to the host community. This cross-cultural interaction enhances residents’ understanding of and tolerance for different cultures, resulting in a positive attitude toward tourism (Ward & Berno, 2011). Most recently, in their study examining stakeholders’ attitudes toward tourism in Cape Verde, Sánchez Cañizares et al. (2016) depicted that when host residents are fluent in foreign languages, they have more welcoming attitudes toward tourism. Host residents who had only primary education or no schooling along with a little foreign

language proficiency viewed tourism most negatively. In light of this, culturally intelligent individual who can speak multiple languages tends to have more positive attitudes toward tourists. Also, in a recent study on residents of Bruges, the open-mindedness of respondents for other cultures was found to positively influence their tourism and tourist perceptions (Janusz et al., 2017). Based on the above discussions, the following hypothesis was developed.

H1. Residents' cultural intelligence has a significant and positive effect on perceived foreign tourist attractiveness.

2.5.2. Foreign tourist attractiveness and support for tourism development

Prior tourism literature has empirically illustrated that residents' tourism perceptions are significantly correlated with their intentions to support tourism development (Ganji et al., 2020; Long & Kayat, 2011; Nunkoo & So, 2016; Pham et al., 2019; Tosun et al., 2020; Yu et al., 2018). Exploring rural communities in Orange County, Indiana (U.S.), residents' support for tourism was found to increase when they felt improvements in their living standards as a result of tourism (Yu et al., 2018). Yet, the negative impacts of tourism can weaken residents' support for tourism development despite the gains from tourism (Nunkoo & So, 2016). This is not surprising as tourism also has negative non-monetary impacts, including environmental externalities and dilution or erosion of local cultures. Also, after a particular level of tourism development, the negative impacts of tourism can surpass the perceived benefits, which requires striking a balance between negative and positive impacts of tourism on the host community (Pham et al., 2019).

Despite the number of studies highlighting the relationship between residents' general tourism perceptions and support for tourism development, the extant literature lacks studies concentrating on residents' tourist perceptions (Sharpley, 2014). To the authors' knowledge, there is only one study up till now that examined the relationship between support for tourism development and residents' tourist perception on an individual level. Franzidis and Yau (2018) applied a focus group technique to a small beach community in the U.S. to check whether residents have different attitudes toward tourism depending on their tourist perceptions. The authors found that when tourists were perceived as having a heightened level of respect for the host community and destination, residents were more willing to provide a better service and having a positive attitude towards tourism development. The notion of tourist attractiveness and general tourism perception have both encompassed environmental, economic, and socio-cultural factors with the exception that the former concentrates on individuals (Kim et al., 2020) while the latter focuses on general perceptions of tourism (Pham et al., 2019). Because there is strong empirical evidence supporting the positive influence of residents' tourism perceptions on support for tourism development (Tosun et al., 2020), it is also expected that residents' perceived foreign tourist attractiveness may also enhance their support for tourism development (Ganji et al., 2020; Yu et al., 2018). Thus, the following hypothesis was developed.

H2. Foreign tourist attractiveness has a significant and positive effect on residents' support for tourism development.

2.5.3. Mediating role of foreign tourist attractiveness

Previous studies in tourism literature have articulated that positive perceptions about tourism and tourists catalyze residents' support for tourism development (Franzidis & Yau, 2018; Nunkoo & So, 2016). Further, when tourists are perceived as respectful to the local culture, community, and the surrounding environment, residents are more prone to support tourism development (Franzidis & Yau, 2018). As being conceptualized as the antecedent of foreign tourist attractiveness in the present study, residents' cultural intelligence levels can also mitigate or amplify residents' positive perceptions about tourism (Sánchez Cañizares et al., 2016). Residents living in tourist destinations are deemed to have higher cultural intelligence due to their exposure to different cultural values and beliefs of foreign visitors (Ward & Berno,

2011). Consequently, due to their cultural background, they are more likely to develop positive attitudes toward tourism development, as much as toward tourists themselves (Sánchez Cañizares et al., 2016). The present study proposes that residents' cultural intelligence will enhance perceived foreign tourist attractiveness, which in return induces a more positive evaluation of tourism, thus intensifying residents' support for tourism development. As the prior literature has empirically illustrated the positive influence of cultural intelligence on tourism perceptions (Janusz et al., 2017; Sánchez Cañizares et al., 2016; Ward & Berno, 2011) as well as highlighting the positive correlation between tourism perceptions and support for tourism development (Ganji et al., 2020; Tosun et al., 2020; Woo et al., 2018), the following hypothesis was developed.

H3. Foreign tourist attractiveness significantly mediates the relationship between residents' cultural intelligence and support for tourism development.

2.5.4. Moderating role of residents' place image

The relationship between residents' place image and support for tourism development has been widely studied in tourism (Ganji et al., 2020; Homsud, 2015; Nunkoo & Ramkissoon, 2011; Styliadis et al., 2017; Tosun et al., 2020). In a study conducted on tourists visiting Port Louis, Nunkoo and Ramkissoon (2011) revealed that residents' place image significantly affects perceived tourism impacts and in turn their level of support for tourism development. Styliadis et al. (2014) illustrated that residents' place image influenced the perceived economic, social-cultural, and environmental impacts of tourism, as well as residents' positive attitudes toward tourism development. Also, a somewhat similar model to that of Styliadis et al. (2014) was offered by Tournois and Djerić (2018), who also checked for the moderating role of place attachment for the relationship between perceived tourism impact and support for tourism development. As their major finding, the authors noted that residents' place image had a direct impact on support for tourism development, along with its indirect effects mediated by perceived economic, environmental and social-cultural impacts (Tournois & Djerić, 2018). In a similar vein, two most recent studies have also posited that resident's place image positively influences the perceived positive impacts of tourism development and residents' support for tourism development (Ganji et al., 2020; Tosun et al., 2020). Based on these theoretical discussions, residents' place image appears to have both direct and indirect influence on the support for tourism development depending on the hypothesized relations in the previous studies (Ganji et al., 2020; Tournois & Djerić, 2018). Thus, the present study expects that residents' place image can moderate the relationship between foreign tourist attractiveness and residents' support for tourism development. Accordingly, the following hypothesis was formulated.

H4. Residents' place image moderates the relationship between foreign tourist attractiveness and support for tourism development.

Based on the review of mainstream literature, the theoretical model of support for tourism development in Cappadocia (Turkey), involving residents' cultural intelligence, place image and foreign tourist attractiveness has been presented as Fig. 1.

3. Methods

3.1. Sampling and data collection

This study used a quantitative approach to examine the proposed framework of residents' support for tourism development involving causal linkages with residents perceived place image, foreign tourist attractiveness, and resident's cultural intelligence. The sampling frame included residents living in the Cappadocia region. The study data was collected during the first-half of March 2020, through Google survey form. To gain a region-wide coverage of Cappadocian residents, the

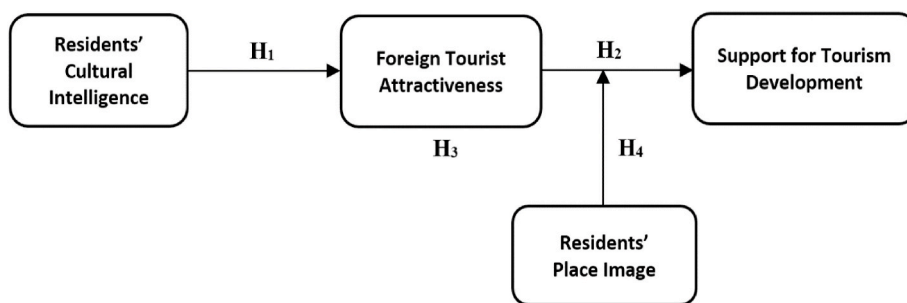


Fig. 1. Theoretical model of Resident's support for tourism development.

survey link was mainly shared through a local newspaper (fibhaber.net), which is one of the most popular and frequently visited news portals among the residents of Cappadocia. Also, residents were reached directly through the dominant social media platform (i.e., Facebook) and the survey link was shared to increase the participation rate. To overcome response bias, the respondents were ensured that their identities and survey information would be kept confidential. They were also informed that there were no wrong or right answers, and the participants were not provided any information about the aim of this study as well as the research conceptual model. These procedures helped to overcome the issue of common method bias (Zaman, 2020). Conformed with the recommended sample size for structural equation modeling (Chumney, 2013; Hair et al., 2016; Kline, 2015), a total number of 664 completed survey forms were finally used for the PLS-SEM assessments (Zaman, Jabbar, et al., 2019).

3.2. Measures

The survey form contained two parts where the first part consisted of items to measure resident's place image, cultural intelligence, foreign tourist attractiveness and resident's support for tourism development. To assess the place image held by the Cappadocian residents, 12 items were adapted from the previous studies (Stylidis, 2018; Stylidis et al., 2014). The 12-item adapted scale of resident's place image involved universal attributes such as physical appearance (e.g., scenery, climate, and historical sites), social environment (e.g., safety, friendliness, and cleanliness), entertainment opportunities (e.g., shopping and restaurants) and community services (e.g., job opportunities, effectiveness of public services and government). However, based on the responses by 664 Cappadocian residents, several of the items (e.g., shopping, job opportunities, and cleanliness etc.) had reported factor loadings less than the threshold value i.e., 0.50, hence, were removed from the PLS-measurement model (Hair et al., 2016).

Residents' cultural intelligence levels were assessed with 6 items adapted from Thomas et al. (2015), and foreign tourist attractiveness was measured with 13 items adapted from the Kim et al.'s (2020) scale. Finally, the resident's support for tourism development was measured with four items used in previous studies (Stylidis et al., 2014; Tournois & Djeric, 2018; Yu et al., 2018). All of the constructs were assessed on a five-point Likert type scale, where respondents self-reported their level of agreement and disagreement with the provided statements. The second part of the survey comprised questions to assess respondent's demographics. In this respect, the length of residency was evaluated with 3 options: 1–5 years, 6–10 years, and more than 10 years. The education level of respondents was classified into three groups: high school or below, undergraduate, and graduate. Finally, to measure age, respondents were asked to choose one of the age groups ranging from 18 to 24 to 55 or older.

3.3. Data analysis

In the initial analysis, the demographics of the respondents were

examined using IBM SPSS software version 20. The respondent's demographic details have been presented in Table 1. According to the 2019 census of Turkish population, the individuals who were between 18 and 24 years old constituted the largest group of the Cappadocia population, which was followed by the age groups 25–34 and 35–44. Therefore, in terms of age, the study sample perfectly matched with the characteristics of the Cappadocia population. Moreover, the gender characteristic of the sample also partially aligned with Cappadocia's gender distribution, where the population of males and females were nearly equal (TurkStat, 2020). Thus, the actual study sample (N = 664) was deemed to have a moderate-to-good fit with the regional representativeness of Cappadocia (Grilli et al., 2020; TurkStat, 2020). In the next step, the empirical assessments of hypothesized relationships between resident's cultural intelligence, place image, foreign tourist attractiveness and support for tourism development, were tested using the partial least squares structural equation modeling (PLS-SEM) (Hair et al., 2016). The Smart PLS software version 3.2.7 provided the PLS-SEM two-stage model assessments (i.e. measurement model assessment followed by structural model assessment) of support for tourism development.

PLS-SEM technique has been widely recognized for its notable advantages over composite-based structural equation modeling (CB-SEM) and superior capabilities (e.g. predictive power in exploratory research, complex-model analysis, higher-order/formative assessments, handling non-normal distributions and overcoming normality assumptions) (Hair et al., 2011, 2016; Zaman, 2020). Due to the unique characteristics of this explorative research (i.e., nature of survey data, sample size and complex modeling requiring mediated-moderation analysis), the PLS-SEM was ideally suited for this investigation (Hair et al., 2016; Zaman, Nawaz, et al., 2019). Based on the recommended PLS-SEM guidelines (Hair et al., 2016), the bootstrapping procedure using 500-subsamples calculated the path-coefficients of the hypothesized relationship and corresponding t-values to determine their significance level (Hair et al., 2011; Zaman, 2020).

Table 1
Residents demographics.

	Profile Category	n	%
Age	18–24	231	34.8
	25–34	166	25.0
	35–44	167	25.2
	45–54	76	11.4
	55 and over	24	3.60
Gender	Male	400	60.2
	Female	264	39.8
Educational Status	High School or below	70	10.5
	Bachelor's Degree (or equivalent)	447	67.3
	Master's Degree (or equivalent)	147	22.1
Length of Residency	1–5 years	272	41.0
	6–10 years	105	15.8
	Over 10 years	287	43.2

*N = 664.

4. Results

4.1. Measurement model

The PLS reliability and validity assessment of the measures for resident’s cultural intelligence, place image, foreign tourist attractiveness and support for tourism development has been presented in Table 2. The internal consistency of each measure has been verified, including the cross-loading of all construct items showing values above the cut-off range (i.e., >0.5), graphically shown in Fig. 2 (Hair et al, 2011, 2016). Furthermore, the Cronbach’s alpha (CA ranging from 0.793 to 0.876), composite reliability (CR ranging from 0.865 to 0.901) as well as the average variance extracted (AVE ranging from 0.506 to 0.616) provided confirmation for the reliability and convergent validity (Hair et al., 2016).

The calculated values for each construct were within the acceptable range (Hair et al, 2011, 2016; Zaman, Jabbar, et al., 2019). To establish the discriminant validity across all constructs, the study used two recommended approaches i.e. Fornell-Larcker criterion (Hair et al., 2016)

Table 2
Construct reliability and validity.

Constructs/Indicators	Mean	Loadings
Residents’ Cultural Intelligence		
<i>Cronbach’s Alpha = 0.842; Composite Reliability = 0.884; AVE = 0.563</i>		
I know the ways in which cultures around the world are different	3.67	0.766
I have the ability to accurately understand the feelings of people from their cultures	3.94	0.808
I can change my behavior to suit different cultural situations and people	3.89	0.764
I am aware of the cultural knowledge I use when interacting with someone from another culture	4.18	0.780
I think a lot about the influence that culture has on my behavior and that of others who are culturally different	4.16	0.784
I am aware that I need to plan my course of action when in different cultural situations and with culturally different people	3.58	0.575
Foreign Tourist Attractiveness		
<i>Cronbach’s Alpha = 0.876; Composite Reliability = 0.901; AVE = 0.506</i>		
I could be friends with a foreign tourist	4.08	0.671
I would like spending time with foreign tourists	4.15	0.686
Foreign tourists are pleasant to be around	4.48	0.754
Foreign tourists are very friendly	3.94	0.731
Foreign tourists create economic benefits for Cappadocia	4.74	0.606
Foreign tourists respect the people living in Cappadocia	4.23	0.775
Foreign tourists respect the environment in Cappadocia	4.27	0.798
Foreign tourists respect the traditions and customs in Cappadocia	4.18	0.757
Foreign tourists have increased employment opportunities in Cappadocia	4.13	0.594
Residents’ Place Image		
<i>Cronbach’s Alpha = 0.818; Composite Reliability = 0.865; AVE = 0.518</i>		
Cappadocia has an attractive scenery	4.62	0.774
Cappadocia has a pleasant weather	3.97	0.729
Cappadocia has interesting historic sites	4.61	0.707
Cappadocia has good entertainment	3.77	0.669
Cappadocia is inhabited by friendly locals	3.22	0.673
Cappadocia is a safe place to live	4.05	0.758
Support for Tourism Development		
<i>Cronbach’s Alpha = 0.793; Composite Reliability = 0.865; AVE = 0.616</i>		
I support current tourism developments in Cappadocia	4.70	0.796
Tourism should be further developed in Cappadocia	4.75	0.829
The local government should fund the promotion of tourism in Cappadocia	4.63	0.703
The volume of tourists visiting Cappadocia should be increased	4.62	0.806

and Heterotrait-Monotrait (HTMT) ratio of correlations (Henseler et al., 2015). The Fornell-Larcker criterion (i.e. higher AVE square root than inter-construct correlations) established the discriminant validity of the study constructs, as represented in Table 3. Moreover, the superior approach of HTMT provided confirmation for the established discriminant validity for all constructs (HTMT values < 0.85) as represented in Table 4 (Hair et al., 2011, 2016; Zaman, Nawaz, et al., 2019).

The overall PLS assessment of the measurement model established adequate psychometric properties of the measures for resident’s cultural intelligence, place image, foreign tourist attractiveness and support for tourism development, graphically represented as Fig. 2. Moreover, the PLS assessment for the coefficient of determination for analyzing goodness of model fit showed $R^2 = 0.348$ for foreign tourist attractiveness and $R^2 = 0.208$ for support for tourism development. This implies that 34.8% of the variance in foreign tourist attractiveness is explained by resident’s cultural intelligence; alternatively, 20.8% of the variance in support for tourism development is explained by resident’s cultural intelligence, place image, and foreign tourist attractiveness. The R-square values showed adequate explanatory power (Cohen, 1992) for the PLS measurement model of support for tourism development, as shown in Fig. 2.

4.2. Structural model

The PLS assessment for the structural model of support for tourism development involving resident’s cultural intelligence, place image, and foreign tourist attractiveness was initially analyzed through path coefficients and corresponding t-values of the hypothesized relationships. The PLS structural model has been graphically presented in Fig. 3. The statistical results as shown in Table 5 provide empirical confirmation for the acceptance of the first hypothesis, with a significant positive effect of cultural intelligence on foreign tourist attractiveness ($\beta = 0.590$, $t = 18.385$, $p < 0.01$). Based on the stakeholder theory and social exchange theory, this finding closely aligns with the conclusions drawn by prior studies that culturally intelligent tourism actors (i.e., residents, tourists and tourism professionals) largely display positive attitudes and behaviors during their cross-cultural exchange (Darvishmotevali et al., 2018; Frías-Jamilena et al., 2018a; Janusz et al., 2017; Ljubica & Dulcic, 2012; Sánchez Cañizares et al., 2016; Ward & Berno, 2011). Especially, the finding aligns with Frías-Jamilena et al. (2018a) who have highlighted the effectiveness of culturally intelligent tourists in embracing foreign cultures and experiencing creative ways of cultural exchange. In addition, the results also provide empirical support for the acceptance of the second hypothesis that represents the significant positive effect of foreign tourist attractiveness on support for tourism development ($\beta = 0.267$, $t = 5.304$, $p < 0.01$). The finding complements prominent studies and the notion of social exchange theory that suggest that local residents would display greater support for tourism development if the resident-tourist interaction is perceived positively by the local residents (Franzidis & Yau, 2018; Ganji et al., 2020; Kim et al., 2020; Tosun et al., 2020; Yu et al., 2018).

Interestingly, the third hypothesis that represents the mediating influence of foreign tourist attractiveness on the relationship between resident’s cultural intelligence and support for tourism development, has been supported with a full-mediation model (DE = 0.016; IE = 0.153; TE = 0.169; VAF = 0.905) as represented in Table 6. This finding bridges the conclusions drawn by prior studies that have separately focused on the significant influence of cultural intelligence on resident-tourist interactions (Janusz et al., 2017; Sánchez Cañizares et al., 2016), as well as the quality of interaction on the support for tourism development (Ganji et al., 2020; Tosun et al., 2020). The full mediation model also extends support to the recent work by Kim et al. (2020) by establishing the significance of foreign tourist attractiveness as a building mechanism for support for tourism development.

Furthermore, the PLS-SEM assessment also revealed a significant positive effect of resident’s place image on support for tourism

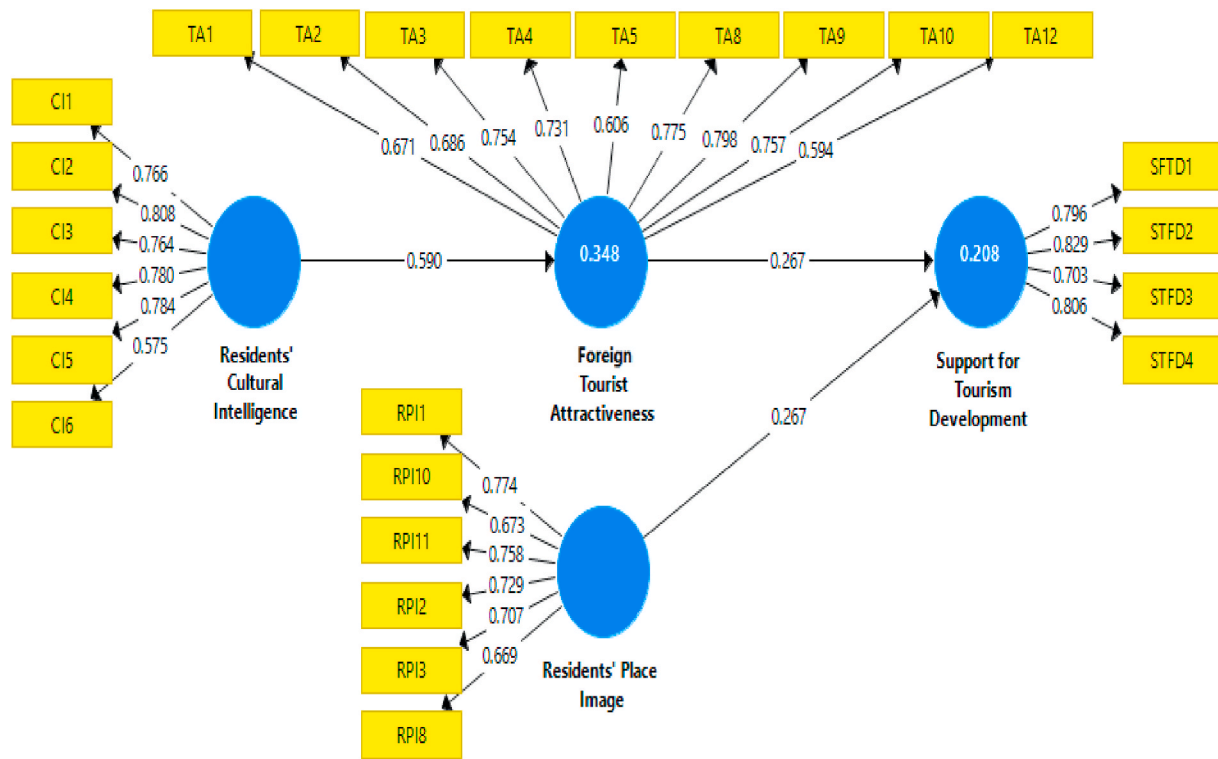


Fig. 2. Measurement model for residents' support for tourism development.

Table 3
Discriminant Validity (Fornell-Larcker criterion).

	Residents' Cultural Intelligence	Residents' Place Image	Support for Tourism Development	Foreign Tourist Attractiveness
Residents' Cultural Intelligence	0.750			
Residents' Place Image	0.343	0.720		
Support for Tourism Development	0.258	0.389	0.785	
Foreign Tourist Attractiveness	0.590	0.454	0.389	0.711

Table 4
Discriminant validity (HTMT criterion).

	Residents' Cultural Intelligence	Residents' Place Image	Support for Tourism Development	Foreign Tourist Attractiveness
Residents' Cultural Intelligence				
Residents' Place Image	0.407			
Support for Tourism Development	0.315	0.444		
Foreign Tourist Attractiveness	0.684	0.531	0.452	

development ($\beta = 0.267, t = 5.834, p < 0.01$). Notably, the moderating effect of resident's place image ($\beta = -0.204, t = 5.879, p < 0.01$) in the structural model of support for tourism development has also been empirically confirmed, as graphically represented in Fig. 4. Hence, the fourth hypothesis that represents the moderating influence of the resident's place image on the relationship between foreign tourist attractiveness and support for tourism development has been accepted, as shown in Table 5. Unlike prominent studies that have largely concentrated on the positive effects of resident's place image (Ganji et al., 2020; Styliadis, 2017, 2018; Styliadis et al., 2014, 2016; Tosun et al., 2020), this new finding empirically validates the negative interaction of resident's place image ($\beta = -0.204, t = 5.879, p < 0.01$) on the relationship between foreign tourist attractiveness and support for tourism development. This implies that the resident's perception of a strong place image would offset the positive effects of perceived foreign tourist attractiveness on the support for tourism development. Despite signaling a positive influence of foreign tourist attractiveness on the support for tourism

development, the relationship could still be undermined if the residents start perceiving their place image as strong (Ganji et al., 2020).

5. Discussion

The previous research that has centered on support for tourism development has extensively focused on resident's perception of place image (Ganji et al., 2020; Tosun et al., 2020; Tournois & Djeric, 2018); however, the substantial role of resident's cultural intelligence (Frías-Jamilena et al., 2018a), as well as perceived foreign tourist attractiveness have been largely ignored (Frías-Jamilena et al., 2018a; Kim et al., 2020; Styliadis et al., 2014; Tosun et al., 2020). Recognizing the scarcity of tourism literature on resident's cultural intelligence (Frías-Jamilena et al., 2018a, 2018b) and foreign tourist attractiveness (Kim et al., 2020), the present study has identified some significant relationships that were not verified in tourism literature before (Lee, 2013; Nunkoo & Gursoy, 2012; Oviedo-Garcia et al., 2008; Ramkissoon & Nunkoo, 2011;

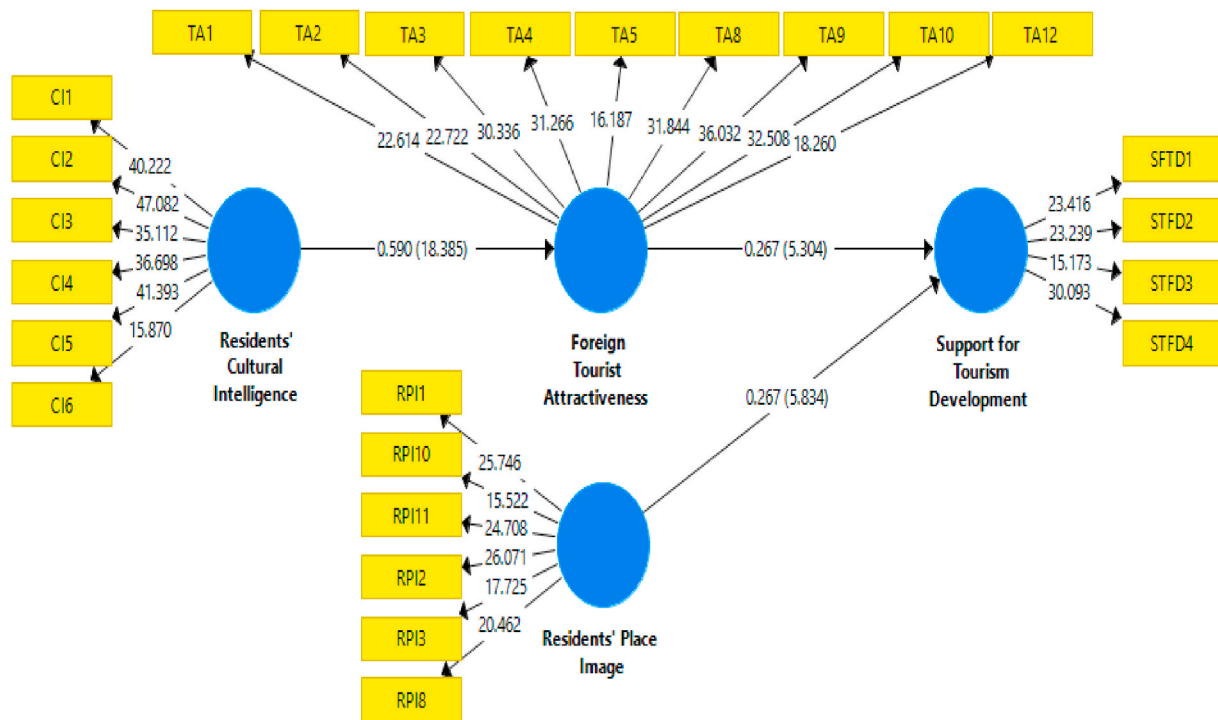


Fig. 3. Structural model for residents' support for tourism development.

Table 5
Structural model assessments.

	β	S.D	t-values	p-values	Result
Residents' Cultural Intelligence -> Foreign Tourist Attractiveness	0.590	0.032	18.385	0.000	Supported
Residents' Place Image -> Support for Tourism Development	0.267	0.046	5.834	0.000	Supported
Foreign Tourist Attractiveness -> Support for Tourism Development	0.267	0.050	5.304	0.000	Supported
Moderating Effect FTA*RPI -> Support for Tourism Development	-0.204	0.035	5.879	0.000	Supported

Coefficient of determination ($R^2 = 0.348$ for foreign tourism attractiveness; $R^2 = 0.208$ for support for tourism development); Model fit (SRMR = 0.073; $Q^2 = 0.111$).

Table 6
Mediating effects of foreign tourist attractiveness.

	Direct Effect (DE)	Indirect Effect (IE)	Total Effect (TE)	VAF	Mediation Type	Result
Residents' Cultural Intelligence -> Foreign Tourist Attractiveness -> Support for Tourism Development	0.016	0.153	0.169	0.905	Full Mediation	Supported

Stylidis et al., 2014). The present study has introduced and empirically validated an integrated framework that explored the direct and indirect effects of residents' cultural intelligence (Frías-Jamilena et., 2018a), place image (Stylidis et al., 2014), and foreign tourist attractiveness (Kim et al., 2020) on the support for tourism development in Cappadocia, Turkey (Erul et al., 2020; Lee, 2013; Stylidis et al., 2014). Importantly, the present study is the first to empirically examine whether foreign tourist attractiveness (Kim et al., 2020) mediates resident's cultural intelligence (Frías-Jamilena et al., 2018a) and support for tourism development (Tosun et al., 2020). In addition, the present study has also made the initial attempt to examine the moderating influence of residents' place image (Stylidis et al., 2014) on the relationship between foreign tourist attractiveness (Kim et al., 2020) and support for tourism development (Tosun et al., 2020; Tournois & Djeric, 2018).

Kim et al. (2020) recently developed a scale on the resident's perception of foreign tourist attractiveness and argued that foreign tourist attractiveness is fundamental for the development of tourism

destinations. However, the pioneering findings of this study pinpointed that resident's cultural intelligence can significantly enhance support for tourism development through the mediating role of foreign tourist attractiveness (Frías-Jamilena et., 2018a; Kim et al., 2020; Tosun et al., 2020; Tournois & Djeric, 2018). Although this study presents a rare examination of cultural intelligence and foreign tourist attractiveness from the resident's perspective, the present findings are consistent with the conclusions drawn by prominent studies on tourist's cultural intelligence (Frías-Jamilena et al., 2018a), tourist attractiveness (Kim et al., 2020) as well as residents' perception of tourism development (Janusz et al., 2017; Sánchez Cañizares et al., 2016). The most interesting finding of this research is that the resident's perception of foreign tourist attractiveness fully mediates the relationship between residents' cultural intelligence and support for tourism development. This implies that residents' cultural intelligence does not directly influence support for tourism development, rather indirectly through foreign tourist attractiveness (Frías-Jamilena et., 2018; Kim et al., 2020). This finding shows consistency with prior research that highlighted the influence of

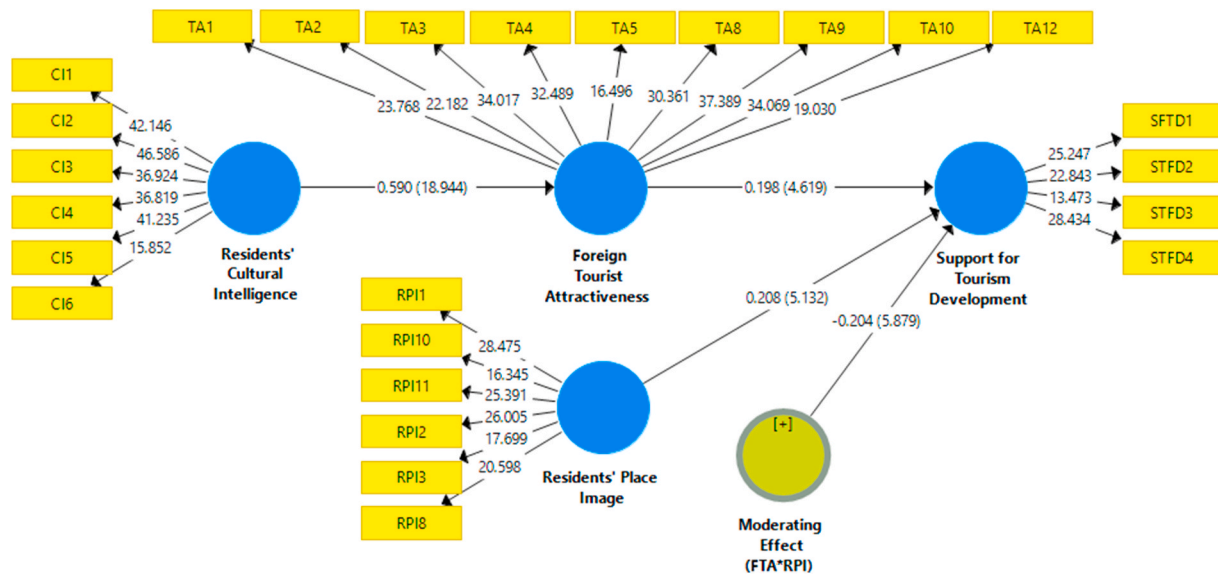


Fig. 4. Moderating effect of Residents' Place Image.

cultural intelligence on residents' tourism perceptions (Janusz et al., 2017; Sánchez Cañizares et al., 2016; Ward & Berno, 2011), as well as support for tourism development (Ganji et al., 2020; Tosun et al., 2020; Woo et al., 2018). Based on this finding, the study suggests that resident's perception of foreign tourist attractiveness is a potential factor that influences support for tourism development while being significantly dependent on the degree of residents' cultural intelligence (Frías-Jamilena et., 2018a; Kim et al., 2020). Hence, residents with high cultural intelligence (i.e. knowledge, skill, and metacognition) are likely to better perceive foreign tourist attractiveness (i.e. perceptions of tourist's compatibility, financial capacity, responsibility, and positive influence), consequently displaying greater support for tourism development in their region (Frías-Jamilena et., 2018; Kim et al., 2020; Tournois & Djeric, 2018).

Despite a significant positive effect of resident's place image on the support of tourism development, the findings also revealed that resident's place image can significantly alter the relationship between foreign tourist attractiveness and support for tourism development, through a negative moderation. This implies that the resident's superior perception of their place image can diminish the effects of foreign tourist attractiveness on the support for tourism development. As the residents feel more confident about the strengths of their place image, they may become less dependent on foreign tourists and consider them less attractive. Also, residents' may want to preserve the authenticity of destinations as excessive tourism can damage locals' sense of place and sense of belonging (Coban & Yildiz, 2019; Özel & Kozak, 2017). Hence, the resident's strong impressions about their place image may eventually weaken the effects of foreign tourist attractiveness on the support for tourism development. Conversely, a mediocre place image as perceived by the residents would consequently amplify the effects of foreign tourist attractiveness on the support for tourism development. These unexpected yet interesting study findings contradict previous studies that have generally illustrated a positive influence of residents' place image on the support for tourism development (Ganji et al., 2020; Styliadis et al., 2014; Tosun et al., 2020; Tournois & Djeric, 2018). Hence, this study advances the knowledge on residents' place image and support for tourism development in prior literature, and uncovers the negative interaction effect of residence place image on the support for tourism development, especially in Cappadocia, Turkey.

5.1. Theoretical and managerial implications

This research concedes the findings of the large majority of studies on residents' place image and support for tourism development (Dimitrios et al., 2014; Ganji et al., 2020; Styliadis et al., 2014; Styliadis, 2016; Tosun et al., 2020; Tournois & Djeric, 2018), besides offering a new perspective (i.e., a negative moderating influence) of residents' place image in tourism literature. Compared with prior research, the present study introduces and validates a mediated-moderation model by highlighting the instrumental role of resident's cultural intelligence, place image, and foreign tourist attractiveness in extending support for tourism development. Importantly, this research has shifted the focus from the wider theoretical and methodological approaches in measuring 'tourism attractiveness of destinations' to 'resident's perception of tourist attractiveness' which has recently gained the attention of tourism scholars (Kim et al., 2020). The study findings set scholarly directions for future research by expanding on inter-relational perspectives of resident's cultural intelligence, foreign tourist attractiveness and place image in developing support for tourism development. Also, this study addresses and responds to the recent calls for a more nuanced approach in understanding resident-tourist interaction based on the resident's perceptions of foreign tourist attractiveness (Kim et al., 2020). Hence, the present study diversifies prior knowledge on sustainable tourism management by examining the resident-tourist relationship through the resident's perception of foreign tourist attractiveness (Kim et al., 2020).

The study findings also set strategic direction for policymakers, destination planners, and marketers to develop resident-oriented policies and strategies to promote foreign tourist attractiveness and support for sustainable tourism development. Bearing strategic implications, such initiatives could assist in early detection and proactive deterrence of unfavorable resident's behaviors (e.g., hostility toward foreign tourists) and create a more congenial environment for welcoming foreign visitors. Prior studies support this implicit assumption that the residents' place image can significantly enhance support for tourism development (Ganji et al., 2020; Styliadis, 2016; Styliadis et al., 2014; Tosun et al., 2020; Tournois & Djeric, 2018). However, the present study findings also suggest that a stronger perception of residents' place image, can also diminish the positive influence of foreign tourist attractiveness on the support for tourism development. Hence, tourism planners and managers should be considerate of the residents' perception of their place image to effectively manage their positive and/or negative impressions towards foreign tourists (i.e., perceived social, economic,

cultural, and environmental impact) on destinations, as well as support for local tourism development. The study findings suggest that the destination-marketing policies and strategies should be customized towards specific preferences of local residents, besides the prioritized attention towards the key stakeholders (i.e., foreign tourists and local residents) for sustainable tourism development (Kim et al., 2020; Tosun et al., 2020). Lastly, destination marketers can use the influential role of residents and their positive perceptions of a place image to shape up the organic perceptions of non-residents or foreign tourists (Styliadis et al., 2014).

5.2. Limitations and future research

Despite the significant contributions within the mindful study scope and resource availability for this study, there are some limitations that can be overcome in future research. For instance, the conceptualized model of resident's support for tourism development was empirically tested among the residents of Cappadocia; however, a replication study, as well as a comparative analysis across other touristic places, can enhance the generalizability of the findings. Future studies may also consider the resident's quality of life and/or community attachment, to explore their moderating influences between foreign tourist attractiveness and resident's support for tourism development. Besides, to extensively validate the model offered in this study, future research should also empirically assess residents' perceptions of tourism development in different geographical settings. Moreover, social psychology theories (e.g. Heuristic-Systematic Model or Elaboration Likelihood Model, etc.) can also provide highly useful insights on resident's supportive behavior towards tourism development (Hadinejad et al., 2019). Furthermore, as an appetite for scholarly discourse in the future, studies may also consider other potential antecedents of foreign tourist attractiveness (e.g., residents' personality, national identity and cultural heritage values, etc.) which can create a deeper understanding of resident's perceptions about foreign tourist attractiveness, as well as support behavior for tourism development. Future studies may also examine how taxation on non-resident tourists can influence tourist-resident interaction, foreign tourist attractiveness, and support for tourism development. Lastly, a limited number of demographic characteristics of Cappadocian residents (i.e., age, gender, education, and length of residency) were analyzed in the study. However, the study findings may differ for non-Cappadocian nationals based on related socio-demographic factors such as ethnicity, religion, language, occupation, GNI per capita, and extent of urbanization (Ganji et al., 2020). Moreover, the present study findings may show different results for Cappadocian residents versus non-residents, based on differences in cultural heritage and awareness, psychological mechanisms (e.g., affective connections or place attachment), that may display varying degrees of support for tourism development. Hence, more diverse profiling of the participant groups based on socio-demographic characteristics and use of psychological constructs can be beneficial in future research (Eslami et al., 2019).

6. Conclusions

Resident's support has been considered vital for comprehensive planning and strategy in economic development, as well as tourism development (Lee, 2013; Perdue et al., 1990). Hence, this study hopes to provide useful insights to the global tourism planners and national tourism authorities, especially those in Cappadocia, Turkey, to gather greater support of their residents for successful tourism development. The findings of this study's explorative effort confirm that residents with a high level of cultural intelligence (through knowledge, skills, and metacognition) can have high feelings of foreign tourist attractiveness (e.g. perceptions on tourist's compatibility, financial capacity, responsibility, and positive influence) that subsequently increases support for tourism development in their region. Even though prior research

does not provide a direct link between cultural intelligence and support for tourism development, this study offers empirical evidence on the indirect effect of resident's cultural intelligence on support for tourism development, through foreign tourist attractiveness. Hence, the pivotal role of residents and their cultural intelligence in orchestrating supportive platforms for tourism development cannot be ignored. Lastly, this study findings argue that the resident's place image warrants careful attention and analysis by tourism planners, scholars, and experts, as a strong place image, can substantially diminish the positive effects of foreign tourist attractiveness on the support for tourism development.

Declaration of competing interest

None.

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None.

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