Socio-Economic Planning Sciences xxx (xxxx) xxx

Contents lists available at ScienceDirect

Socio-Economic Planning Sciences

journal homepage: http://www.elsevier.com/locate/seps

Validating a theoretical model of citizens' trust in tourism development

Francesca Pagliara [a,*], Massimo Aria [b], Lucia Russo [a], Valentina Della Corte [c], Robin Nunkoo [d,e,f,g]

[a] Department of Civil, Architectural and Environmental Engineering, University of Naples Federico II, Italy
[b] Department of Mathematics and Statistics, University of Naples Federico II, Italy
[c] Department of Economics, Management and Institutions, University of Naples Federico II, Italy
[d] Department of Management, University of Mauritius, Mauritius
[e] School of Tourism and Hospitality, University of Johannesburg, South Africa
[f] Griffith Institute for Tourism, Griffith University, Gold Coast, Australia
[g] Copenhagen Business School, University of Copenhagen, Denmark

ARTICLE INFO

Keywords:
Political trust
Tourism development
Tourism impact
Sustainable tourism

ABSTRACT

This research establishes the theoretical link between the development of tourism and citizens' trust. The research is grounded in political economy of state intervention in tourism and draws from social exchange theory to build the theoretical model. The latter incorporates variables such as trust, power, knowledge, and benefits and costs of tourism, which are central to any exchange process between social actors. The model distinguishes and proposes a theoretical relationship between domain specific political trust and generic political trust. The former refers to citizens' trust in local government in the specific context of tourism development while the latter refers to citizens' general level of trust in local government. The model is tested using data collected from residents of the metropolitan area of Naples, Italy. Results suggest that residents' trust in local government in the specific context of tourism strongly influences their general level of trust, suggesting a spill-over effect of political trust. We demonstrated empirically that political trust in the context of tourism and the general trust in an institution are theoretically distinct concepts. The constructs we used to conceptualize tourism development has distinct influence on the two dimensions of political trust.

1. Introduction

The purpose of this research is to theoretically establish and empirically test the link between the development of tourism and the trust that citizens place in tourism institutions' initiatives. It is important to understand if tourism policies implemented by the government foster citizens trust in local institutions. This is a significant research endeavor because trust is central to a modern and contemporary society and is essential for social, political, and community relations [1]. Citizens' trust in government, also known as political trust, is defined as citizens' beliefs that the political system or some of it will produce preferred outcomes even in the absence of constant scrutiny [2]. Trust allows a government to maintain effective legitimacy and authority in decision-making and is important for good governance, sustainability of the political system, and democratic consolidation [3,4]. Thus, maintaining citizens' trust is an important political objective of any government in power.

The concept of trust has evolved over time. Traditionally, from a political point of view, trust was conceived in a one-to-many relationship, rather than in a co-creating process of interaction between politicians and citizens, characterized by a continuous exchange of opinions, reciprocal understanding and perceptions. This approach leads to a new vision of trust, which is no longer a pre-condition, but rather the result of trustworthy behaviors by the parties involved in an exchange process. Therefore, citizens trust what they consider a trustworthy behavior. In order to build trust, knowledge and reciprocal benefits from the relationship are of extreme importance. Moreover, even policy-makers suggest that for a destination to develop in a socially compatible manner, trust is necessary. Trust is a glue that holds communities and societies together, and in the absence of trust, collective actions are not achievable. Besides, this also means that trust develops when there are reciprocal benefits in an exchange process through profitable interaction between involved parties [5].

The research is grounded in political economy of state intervention

* Corresponding author.
E-mail address: fpagliar@unina.it (F. Pagliara).

https://doi.org/10.1016/j.seps.2020.100922
Received 15 November 2019; Received in revised form 24 April 2020; Accepted 12 July 2020
Available online 28 July 2020

in tourism and draws from social exchange theory (SET) to build the theoretical model of political trust in tourism (Fig. 1). The model incorporates variables such as trust, power, knowledge, and benefits and costs of tourism which are central to any exchange process between social actors [6,7]. Following recommendations of researchers (e.g. Ref. [8], the model distinguishes and proposes a theoretical relationship between domain specific political trust and generic political trust. The former refers to citizens' trust in local government in the specific context of tourism development while the latter refers to citizens' general level of trust in local government. The model is tested using data collected from citizens living in the metropolitan area of Naples. The research makes an important theoretical contribution to the literature.

The research makes an important theoretical contribution to the literature. While the political nature of tourism has been the subject of debate among researchers since the 1990s [9–12], little is known about the implications of tourism development for citizens' trust in government. The proximity between tourism and local communities means that the industry can be an important agent of change in political trust in tourism institutions in a destination. For example, if developed in a socially compatible way, tourism can increase residents' trust in government, while a mismanagement of tourism impacts can have the opposite effect, creating suspicions among the local people about government's intention in development [13]. Therefore, it is important to understand the tourism development factors that can influence residents' trust in local government. This study also responds to the call of researchers to investigate the relationship between the "domain specificity of trust and trustworthiness" and the general level of trust in government [3,8]; p. 499).

2. Literature review and research hypotheses

Political economy considers government to have a central role in tourism development and planning [14]. Much of the responsibility of managing and developing tourism rests with local governments [10,15], who control most of the planning aspects needed for tourism development [16] as they are legislatively mandated to make policies regarding land-use planning and to regulate local development [17]. Governments have also been criticized for implementing tourism policies that are short-term and lack overall direction and coordination [18] and for embracing communities in tourism development only passively [19]. In other instances, governments have been found to engage in corrupt practices in tourism development and planning [20,21]. These threaten legitimacy of government institutions, creating political and social instability. This is probably why some researchers note that public trust in government in the context of tourism development is declining [22].

Trust can be defined as a positive process of good expectations of others' intentions and behaviors [23], both in inter-firm relationships and among different actors in a territory. Trust in government is a subjective phenomenon because citizens use different criteria to determine their general trust in government [24]. This is because certain institutions of government and their services are more visible and judged more important by people than others [25]. The public may also trust government in some respects and contexts, but not in others [26]. The profound implications of tourism at the local level suggest that public trust in local government in the context of tourism development may have determining impact on the general level of political trust. For example, Nunkoo's [13] study on the Niagara Region, Canada, found that residents' level of trust in tourism-related institutions is positively related to their trust in the government, suggesting a spill-over effect of domain specific political trust (tourism) to the general level of trust in government. Accordingly, the following hypothesis is developed:

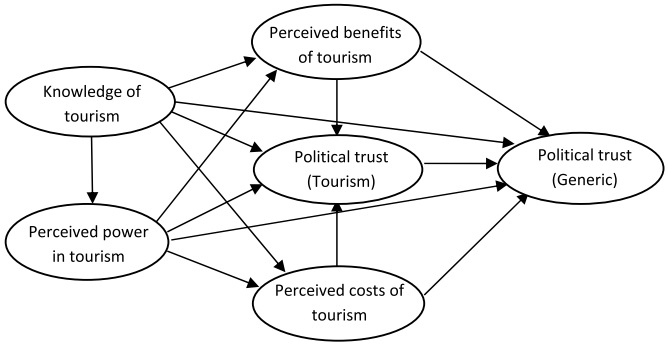

Fig. 1. Theoretical model linking tourism development with trust in government.

Hypothesis 1. Political trust in the specific context of tourism development positively influences the general level of political trust.

Tourism is widely perceived as an industry with several economic benefits [27–30]. Development of the industry provides employment and investment opportunities for local people and improves the local economy [5] and also increases personal income and enhances standard of living of local communities [31–33]. However, growth of the industry also results in several costs on communities [34]. Tourism increases prices of goods, services, land and property, destroys the natural environment, increases crime rate, and creates psychological tension among community members [27]. Government formulates tourism policies that in turn determine the level of benefits and costs of tourism for local communities, and in exchange, it receives trust from individuals who are satisfied with these policies and cynicism from dissatisfied ones [35]. For example, Nunkoo [13] empirically demonstrated that benefits of tourism positively influenced resident's trust in tourism institutions as well as their general level of trust in the government. The study also found that while residents' perceptions of the costs of tourism was not related to residents' trust in tourism institutions, it was inversely related to their general level of political trust. These findings suggest that the impacts of tourism have differential effects on the domain specific trust and the general level of trust. Hence, the following hypotheses are developed:

Hypothesis 2. Benefits of tourism positively influence political trust in the specific context of tourism development.

Hypothesis 3. Benefits of tourism positively influence the general level of political trust.

Hypothesis 4. Costs of tourism negatively influence political trust in the specific context of tourism development.

Hypothesis 5. Costs of tourism negatively influence the general level of political trust.

Residents' level of power is also a key consideration in the politics of tourism development. Power governs the interactions among actors influencing or trying to influence the formulation of tourism policy and the ways in which it is implemented [36]. This research conceptualizes power from the perspective of residents and it is defined as "the capacity of individuals to make decisions that affect their lives" [37]; p. 1892). Residents' level of power in tourism depends on the political arrangement of government institutions involved in tourism development. In tourism, less powerful actors are usually negatively disposed toward tourism and view its development skeptically [6,38]. Indeed, empirical studies using SET found residents' level of power to be positively related to perceived benefits and inversely related to perceived costs of tourism [30], although findings are inconclusive to-date. Therefore, the following hypotheses are developed:

Hypothesis 6. Power positively influences benefits of tourism development.

Hypothesis 7. Power negatively influences costs of tourism development.

In the event of power inequalities resulting from the political arrangements of government institutions, political trust is hindered [39–41]. In his study on the Nigara Region, Canada, Nunkoo [13] empirically found that residents' power in tourism development was positively related to their trust in tourism institutions as well as to their general disposition of trust in the government. Nunkoo and Ramkissoon's [30] research also revealed that residents' power in tourism development positively influenced their trust in government actors in tourism. Outside tourism, the relationship between power and trust has been established in a number of studies [42,43]. Therefore, the following hypotheses are developed:

Hypothesis 8. Power positively influences political trust in the specific context of tourism development.

Hypothesis 9. Power positively influences the general level of political trust.

Citizens' knowledge of the role of government is an important concept in the literature on political trust (e.g. Ref. [44]. Knowledge of the functioning of government allows individuals to make relatively confident predictions that the object of trust is trustworthy, while poor knowledge causes lack of trust [26]. For the purpose of this study, knowledge refers to residents' understanding of tourism development issues and of the role of local government in the industry. Political scientists have investigated the relationship between citizens' knowledge of the functioning of government (or of specific services) and political trust and have demonstrated a positive relationship between the two constructs (e.g. Ref. [44,45]. Some researchers note that local communities often have inadequate knowledge of the functioning of the tourism industry, hindering good governance (e.g. Ref. [46,47]. Lack of knowledge among communities may cause unfavorable bias in their opinions toward local government, undermining trust. Therefore, the following hypotheses are developed:

Hypothesis 10. Knowledge positively influences political trust in the specific context of tourism development.

Hypothesis 11. Knowledge positively influences the general level of political trust.

In a democracy, knowledge is power [48]. Not only does citizens' knowledge shapes their trust in government, but it also allows them to translate their opinions into meaningful forms of political participation [49]. Community knowledge of tourism development is central to good tourism governance [46]. Residents' lack of power in tourism planning is often the result of their poor knowledge of the industry which increases their reliance on other stakeholders to control the process of development [46,50]. Residents' knowledge of tourism development has also been found to shape their opinions about the benefits and costs of tourism development [46,51], although research is inconclusive to-date. Based on the above, we formulated the following hypotheses:

Hypothesis 12. Knowledge positively influences power in tourism development.

Hypothesis 13. Knowledge positively influences benefits of tourism.

Hypothesis 14. Knowledge negatively influences costs of tourism.

3. Research methodology

The survey was carried out using a structured questionnaire. The scale items were borrowed from Nunkoo and Ramkissoon [52] and Nunkoo [13]. In the first section, respondents were asked to state their general level of trust in two local government institutions: the municipal administration of Naples and the Campania Region. These institutions are responsible for the planning and development of tourism in the region, although they are not tourism-specific institutions. The second section asks for the level of trust in the same institutions, but with reference to the specific context of tourism development. In the third and fourth sections, respondents were asked to evaluate the positive and negative impacts of tourism on the city of Naples (benefits and costs). In the remaining two sections, respondents had to rate their knowledge of the tourism sector and their level of power in tourism decision-making in the city. All questions were measured on a 1–5 Likert scale. Table 1 presents the scale items that were measured to measure each construct in the theoretical model. The questionnaires were distributed to residents living in the metropolitan area of Naples with the assistance of trained students from the Faculties of Engineering and Economics of the University of Naples Federico II. Out of 1000 questionnaires that were distributed, 463 valid questionnaire were returned, resulting in a response rate of around 46%.

4. Modelling process

The most suitable statistical approach for testing our theoretical model is the Structural Equation Modeling (SEM). SEM consists of the measurement model and the structural model (inner model) and the.

Table 1
Measurement scales.

Constructs	Scale items
General level of political trust (GPT)	1 = do not trust at all; 5 = trust very much.
Trust in the municipal administration of Naples	
Trust in the Campania Region	
Political trust in the specific context of tourism (PTT)	1 = do not trust at all; 5 = trust very much.
Trust in tourism decisions made by the municipal administration of Naples	
Trust in tourism decisions made by the Campania Region	
Trust in the municipal administration of Naples to make the right decisions in tourism	
Trust in the Campania Region to make the right decisions in tourism	
Trust in the municipal administration of Naples to look after the interest of the community in tourism development	
Trust in the Campania Region to look after the interest of the community in tourism development	
Trust in the municipal administration of Naples to make decisions relating to investments in the tourism sector	
Trust in the Campania Region to make decisions relating to investments in the tourism sector	
Perceived benefits of tourism (PBT)	1 = strongly disagree; 5 = strongly agree.
Employment opportunities	
Opportunities for local businesses	
More investment	
Development of sites of interest	
Preservation of cultural identity	
Development of other sectors	
Perceived costs of tourism (PCT)	1 = strongly disagree; 5 = strongly agree.
Traffic problems	
Litter	
Increases in prices of goods and services	
Environmental pollution	
Knowledge of tourism (KT)	1 = strongly disagree; 5 = strongly agree.
I know about tourism development in my community	
I know the possible impacts of tourism on my community	
I have knowledge about local government's tourism policies in general	
Perceived power in tourism (PWT)	1 = strongly disagree; 5 = strongly agree.
Personal influence in tourism planning and development	
Opportunity to participate in tourism planning and development	

The measurement model specifies the relationships between the latent variables and their indicators or measured variables. The structural model specifies the relationships between the theoretical constructs or latent variables [38,52]. There are two families of SEM techniques: covariance-based techniques, as represented by Linear Structural Relations of Joreskog (LISREL), and variance-based techniques, of which Partial Least Squares Path Modeling (PLS-PM) is the most prominent representative. Given the small size of our sample and the non-normal nature of our data, we use PLS-SEM to test our theoretical model. PLS-SEM works efficiently with small size and does not require the data to be normal. It achieves high level of statistical power with small sample sizes [53]. PLS-SEM has the ability to deal with both reflective as well as formative constructs [54]. In this study, all constructs were modeled reflectively in line with the research of Nunkoo [13,41]. We use the ADANCO software which uses a PLS path model.

5. Results

5.1. Sample profile

Male respondents slightly dominated the sample (51%). Forty-nine percent (49%) of the respondents were female. The age distribution of the sample was as follows: 18–24 years (28%), 25–34 years and 55–64 years (20% each), 45–54 years (17%), 35–44 years (10%) and 65–74 years (4%). Most of the respondents were single (49%), followed by married (35%), common-law partners (13%), widowed and separated/divorced (2% each). The sample was educated, with 94% of the respondents having at least the upper middle school license. Out of those, 47% had university level education. More than half of the respondents (59%) had an annual family income of less than € 25,000.

5.2. Residents' attitudes to tourism

Our findings indicate that respondents have a generally low level of trust in local government. Only around 31.4% of the sample trusts the Naples municipal administration, while only 26.6% of the respondents trusts the Campania Region. In the specific context of tourism, the proportion of respondents who trusts the municipal administration of Naples and the Campania region is 27.5% and 23.9% respectively. The majority of respondents (85%) believes that tourism is a source of employment for the local people; 80.5% find that tourism encourages public investments in territorial development; 83% believes that tourism encourages the development of other sectors interconnected with it and encourages the renewal of the offer of museums, sites of interest and cultural heritage. The majority of respondents (76%) finds that tourism helps to preserve the cultural identity of the community. A fair number of respondents believes that tourism involves costs for the population in terms of increase in the prices of goods and services (30.7%), increase in traffic (27%), increase in the problem of waste (25.3%) and increased environmental pollution (26.7%). Only a small proportion of the respondents (23.1%) is aware of the tourism development policies of the city and the impacts of tourism. Even fewer respondents (5.4%) feel that they have some influence over tourism planning and decision.

5.3. Testing the structural model

We followed the two-step approach to testing the theoretical model of the study. First, we assessed the reliability and validity of the measurement model. Results are presented in Table 2. We determined reliability using the Cronbach's α value [55], which provides an estimate for reliability based on indicator inter-correlations. An internal consistency reliability value greater than 0.7 in the early stages of research and values greater than 0.8 or 0.9 in more advanced stages of research are considered satisfactory [56], whereas a value below 0.6 indicates poor reliability. As shown in Table 2, the Cronbach's α values for all constructs are acceptable. However, Cronbach's alpha assumes that all indicators are equally reliable (i.e., all the indicators have equal outer loadings on the construct), while PLS-SEM prioritizes the indicators according to their individual reliability. Moreover, Cronbach's alpha is sensitive to the number of items in the scale and generally tends to underestimate the internal consistency reliability. Hence, we applied two additional measures of composite reliability: Joreskog's ρc [57] and Dijkstra-Henseler's ρa [58]. As shown in Table 2, the composite reliability values confirm good internal consistency for all constructs.

Table 2
Assessment of the measurement model: construct reliability and validity.

Construct	Dijkstra-Henseler's rho (ρ_A)	Jöreskog's rho (ρ_c)	Cronbach's alpha (α)	Average Variance Extracted (AVE)
GPT	0.8242	0.9184	0.8224	0.8491
PTT	0.9303	0.9402	0.9275	0.6630
PB	0.9303	0.9310	0.9118	0.6923
PC	0.9102	0.9169	0.8808	0.7340
KT	0.8859	0.9211	0.8722	0.7957
PWT	0.9287	0.9568	0.9103	0.9172

We assessed validity using convergent validity and discriminant validity. Convergent validity means that a set of indicators represents one and the same underlying construct. Fornell and Larcker [59] suggest using the Average Variance Extracted (AVE) as a criterion for convergent validity. An AVE value of 0.50 or higher indicates sufficient convergent validity, meaning that the construct is able to explain more than half of the variance of its indicators on average. Conversely an AVE of less than 0.50 indicates that, on average, more error remains in the items than the variance explained by the construct. The results in Table 2 confirm the convergent validity of all constructs given that all AVE values are higher than 0.5.

Discriminant validity is the extent to which a construct is truly distinct from other constructs by empirical standards. Thus, establishing discriminant validity implies that a construct is unique and captures a phenomena not represented by other constructs in the model. In PLS, this aspect is evaluated by means of three measures: (i) the Fornell and Larcker criterion; (ii) the Heterotrait-monotrait (HTMT) ratio of correlations; and (iii) cross-loading. According to the Fornell-Larcker [59]; discriminant validity can be assessed by comparing the amount of the variance capture by the construct (AVE) and the shared variance with other constructs. Thus, the levels of square root of the AVE for each construct should be greater than the correlation involving the constructs. The second criterion measures validity as the ratio between the heterotrait correlation (HT, the average correlations of indicators across constructs measuring different phenomena) and the monotrait correlations (MT, the correlations of indicators within the same construct) for each construct [56]. The authors suggested a ceiling value of 0.90. The third criterion implies that the loading of each indicator is expected to be greater than all of its cross-loadings [60]. Results presented in Table 3 (Fornell and Larcker criterion), Table 4 (HTMT) ratio of correlations), and Table 5 (cross-loading) suggest that discriminant validity is achieved across all three criteria.

Now that the measurement model has been assessed for its reliability

Table 3
Discriminant validity (Fornell and Larcker criterion). Squared bivariate correlations between constructs.

Construct	GPT	PTT	PB	PC	KT	PWT
GPT	**0.8491**					
PTT	0.4184	**0.6630**				
PB	0.0304	0.0081	**0.6923**			
PC	0.0108	0.0154	0.0035	**0.7340**		
KT	0.1175	0.1337	0.0288	0.0053	**0.7957**	
PWT	0.0165	0.0416	0.0032	0.0122	0.0845	**0.9172**

Diagonal elements represent AVE. * indicates a squared correlation not satisfying the FL criterion.

Table 4
Discriminant validity. Heterotrait-Monotrait Ratio of Correlations (HTMT).

Construct	GPT	PTT	PB	PC	KT	PWT
GPT						
PTT	0.7325					
PB	0.1934	0.0896				
PC	0.1159	0.1342	0.0756			
KT	0.4007	0.4018	0.1817	0.0662		
PWT	0.1446	0.2231	0.0671	0.1218	0.3202	

* indicates a ratio not satisfying the HTMT criterion.

Table 5
Discriminant validity (cross loadings criterion). Loadings (in bold font) and cross loadings (in normal font).

Indicator	GPT	PTT	PB	PC	KT	PWT
GPT1	0.9169	0.5876	0.1798	0.0556	0.3031	0.0794
GPT2	0.9260	0.6042	0.1428	0.1339	0.3279	0.1550
PTT1	0.6081	0.8108	0.1184	0.0532	0.3366	0.0948
PTT2	0.6393	0.8193	0.1222	0.1316	0.3060	0.1502
PTT3	0.4945	0.8046	−0.0017	0.0094	0.3134	0.2155
PTT4	0.4402	0.7973	−0.0157	0.1188	0.2367	0.2177
PTT5	0.4899	0.8267	0.0927	0.0905	0.3150	0.1489
PTT6	0.5111	0.8399	0.0552	0.1463	0.2640	0.1749
PTT7	0.4833	0.7977	0.0707	0.0757	0.3149	0.1663
PTT8	0.5035	0.8166	0.1176	0.1805	0.2833	0.1795
PB1	0.1760	0.0742	0.8353	0.0588	0.0806	−0.1111
PB2	0.1171	0.0659	0.8308	0.0731	0.1161	−0.0941
PB3	0.0692	0.0650	0.8175	0.1044	0.1224	−0.0126
PB4	0.1805	0.1165	0.8672	0.0169	0.1960	−0.0240
PB5	0.1484	0.0575	0.7937	0.0402	0.1694	−0.0272
PB6	0.1431	0.0543	0.8459	0.0335	0.1360	−0.0154
PC1	0.1212	0.0946	0.0978	0.8584	0.1042	0.0857
PC2	0.0416	0.0974	0.0359	0.8470	−0.0242	0.0896
PC3	0.1045	0.0907	0.0901	0.8252	0.0406	0.0718
PC4	0.0752	0.1345	−0.0131	0.8948	0.0883	0.1236
KT1	0.3457	0.3529	0.2037	0.1027	0.9151	0.2739
KT2	0.2724	0.2898	0.1612	0.0421	0.8707	0.1969
KT3	0.2915	0.3299	0.0844	0.0428	0.8897	0.2995
PWT1	0.1442	0.2163	−0.0097	0.0956	0.3064	0.9648
PWT2	0.0978	0.1707	−0.1068	0.1178	0.2459	0.9506

* indicates a ratio not satisfying the cross loadings criterion.

and validity, the structural model is tested. Table 6 presents the goodness of fit of the PLS-PM structural model which represents the discrepancy between observed values and the values expected under the model in question. The ADANCO software uses the standardized root mean square residual (SRMR [61], which represents the square root of the discrepancy between the sample covariance matrix and the model covariance matrix. SRMR ranges from 0 to 1, with a value of 0.08 or less indicating an acceptable model.

The essential criterion for structural or inner model assessment is the coefficient of determination R^2 of the dependent or endogenous latent variables. Chin [60] describes R^2 values of 0.67, 0.33, and 0.19 in PLS path models as substantial, moderate, and weak respectively. If the inner path model structures explain an endogenous latent variable by only a few (e.g., one or two) independent or exogenous latent variables, a "moderate" R^2 value may be acceptable. Table 7 shows R^2 values for all endogenous latent variables.

Table 8 presents the estimation of the path coefficients and Fig. 2 illustrates the tested model with the *b* coefficients and R^2 values. The individual path coefficients can be interpreted as linear bivariate correlation coefficients, which are equivalent to the standardized beta coefficients of ordinary least square regressions. A *p* value of ≤ 0.05 implies that the coefficient is significantly different from 0. Structural paths, whose sign is in line with a priori postulated algebraic signs, provide a partial empirical validation of the theoretically assumed relationships between latent variables. Paths that possess an algebraic sign contrary to expectations do not support the hypotheses formulated a priori. Confidence intervals and *p* values for path coefficients were obtained using the bootstrap resampling technique in order to determine the statistical significance of the results [62]. Results from Table 8 suggest that of the 14 hypotheses proposed, seven were supported (H1, H3, H6, H8, H10, H11, and H12) while the remaining seven were rejected (H2, H4, H5, H7, H9, H13 and H14) by our findings.

Table 6
Measurement model assessment: Goodness of model fit.

Model	SRMR
Saturated model	0.0583
Estimated model	0.0596

Table 7
Structural model assessment: R Squares.

Construct	R^2	Strength
GPT	0.4423	Moderate
PTT	0.1532	Weak
PB	0.0411	Low
PC	0.0140	Low
PWT	0.0845	Low

6. Discussion of results

This study develops a model that links important variables of tourism development to political trust. The results provide support for Hypothesis 1 proposing a relationship between domain specific political trust (tourism) and the general level of political trust ($b = 0.559$). The high path coefficient suggests that citizens consider tourism an important function of local government such that their level of trust in those institutions in the specific context of tourism has a strong effect on their general level of trust in those institutions. On the other hand, it is possible to also affirm that the lack of trust in the context of tourism can compromise citizens' trust in local governments, creating suspicious among local people and leading to a lack of endorsement for tourism development policies. This is because public trust influences citizens' policy attitudes and judgments about acceptability of development projects [63,64].

Interestingly, while residents' perceptions of the benefits of tourism is insignificantly related to their political trust in the specific context of tourism, leading us to reject Hypothesis 2 ($b = 0.036$), it is positively related to their general level of political trust, allowing us to accept Hypothesis 3 ($b = 0.099$). These findings suggest that residents' expectation to receive benefits from the development of tourism creates a basis for the development of political confidence in general, but does not change their level of trust in institutions in the specific context of tourism. From a theoretical standpoint, this finding confirms the social exchange theory, postulating that benefits results from an exchange between actors lead to an increase in trust [39,65]. The relationships between perceived costs and the two dimensions of political trust examined by Hypothesis 4 ($b = 0.087$) and Hypothesis 5 ($b = 0.018$) have been rejected by our study findings. These insignificant findings can be theoretically justified. Researchers argue that it is not always necessary that the costs derived from an exchange relationship between social actors prevent the development of trust. On the contrary, presence of costs in a relationship acts as a catalyst for development of trust because an exchange partner judges the trustworthiness of the other partner based on the latter's ability to minimize costs [65]. This is in line with studies that emphasize how trust is a social capital [66] and how a different approach is necessary: no more the person-centric, modirectional approaches, but rather a focus on inter-personal mediating trust in relationships among stakeholders [13].

Hypothesis 6 proposing a positive relationship between residents' perceived power in tourism and benefits of tourism is supported ($b =$

Table 8
Structural model assessment: Direct Effects.

Effect	*b*	Standard bootstrap results			Percentile bootstrap quantiles		Result
		Standard error	t-value	p-value	97.5%	99.5%	
H1: PPT→GPT (+)	0.599	0.047	12.657	<0.001***	0.683	0.707	Supported
H2: PB→PTT (+)	0.036	0.052	0.691	0.245	0.138	0.159	Rejected
H3: PB→GPT (+)	0.099	0.042	2.343	0.009**	0.180	0.202	Supported
H4: PC→PPT (−)	0.087	0.050	1.729	0.042*	0.188	0.228	Rejected
H5: PC→GPT (−)	0.018	0.039	0.472	0.319	0.096	0.111	Rejected
H6: PWT→PB (+)	0.203	0.048	4.280	<0.001***	0.297	0.327	Supported
H7: PWT→PC (−)	0.045	0.057	0.776	0.219	0.146	0.184	Rejected
H8: PWT→PTT (+)	0.102	0.050	2.065	0.020*	0.202	0.223	Supported
H9: PWT→GPT (+)	−0.023	0.038	−0.612	0.271	0.054	0.074	Rejected
H10: KT→PTP (+)	0.324	0.051	6.378	<0.001***	0.420	0.455	Supported
H11: KT→GPT (+)	0.112	0.046	2.432	0.008**	0.205	0.222	Supported
H12: KT→PWT (+)	0.291	0.052	5.578	<0.001***	0.396	0.419	Supported
H13: KT→PB (+)	−0.116	0.054	−2.147	0.016*	−0.014	0.013	Rejected
H14: KT→PC (−)	0.097	0.056	1.751	0.040*	0.207	0.236	Rejected

* indicates that a direct effect between the two constructs is significant ($p \leq 0.05$.), ** ($p \leq 0.01$) or *** ($p \leq 0.001$) using bootstrap procedure with 1000 replications.

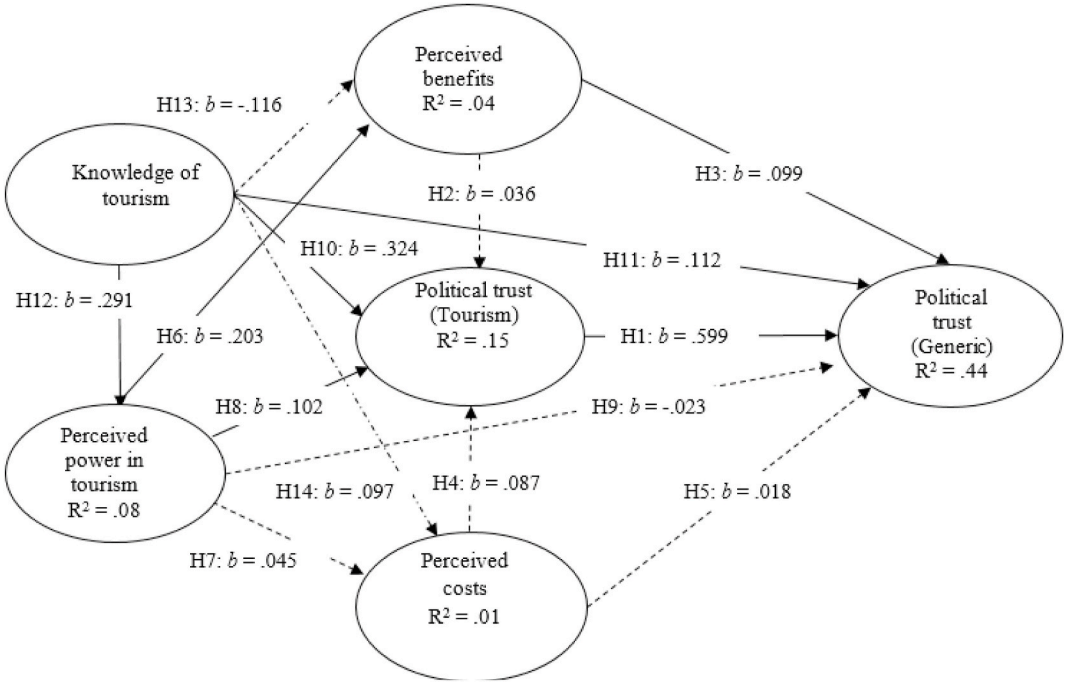

Fig. 2. The tested theoretical mode with *b* coefficient and R^2 values.
Broken path indicates an insignificant relationship between two constructs.

.203), while Hypothesis 7 proposing an inverse relationship between perceived power and costs of tourism is rejected ($b = 0.045$). These findings suggest that while more powerful residents are able to derive higher benefits from tourism in the region, less powerful ones are not necessary negatively disposed toward development. Our findings support the mixed empirical evidence with respect to the influence of power on residents' perceptions of the benefits and costs of tourism [5,30], but provide only partial support to the social exchange theory postulating that less powerful residents are more inclined to view tourism to result in negative impacts (Ap, 992). The relationships between residents' perceptions of their level of power in tourism development and the two types of political trust were examined by Hypotheses 8 and 9. Results indicate that while residents' power was insignificant related to their general level of trust in the local government ($b = -.023$), it exerted a positive effect on the domain specific level of trust ($b = 0.102$). Our results suggest that powerful residents were only more likely to trust local government in the specific context of tourism, confirming the result of Nunkoo [13]. Theoretically, this finding confirm the joint and fundamental role of power and trust in a successful exchange relationship as postulated by the social exchange theory [65].

We found support for Hypothesis 10 proposing that knowledge positively influence trust in the specific context of tourism ($b = 0.112$) and for Hypothesis 11 proposing that knowledge influence the general level of trust in local government ($b = 0.324$). Residents who are more aware of tourism development policies are more likely to trust local government actors in the specific context of tourism development as well as more generally. Residents' knowledge of tourism development helps people develop stable and consistent views on government that are then translated into higher levels of political trust. This is because knowledgeable individuals are able to understand the political-administrative system of governments and are in a better position to appreciate the ways in which public services are organized and structured [3]. However, an uneven distribution of knowledge biases collective opinions about government, impeding political trust [67].

The Hypothesis 12 which proposed a positive direct relationship between the knowledge of residents and their power in tourism was

supported by the results of the study ($b = 0.291$). This suggests that the greater the knowledge of tourism development policies on the part of the residents, the more powerful they consider themselves in tourism development. Finally the hypotheses 13 and 14 that postulating a positive relationship between residents' knowledge of tourism and the perceived benefits (Hypothesis 13) and an inverse relationship between the knowledge of tourism and the costs perceived by the development of tourism (Hypothesis 14) have been both rejected. This suggests that there is no significant relationship between residents' knowledge of tourism development and their perceptions of the benefits and costs of tourism.

6.1. Implications

The findings provide valuable insights for tourism policy-makers to ensure that the industry is developed in a socially compatible manner, while ensuring the good tourism governance. The results suggest that fostering residents' trust in the local government in the specific context of tourism is an effective strategy for increasing their general level of trust. Thus, it is important that policies and strategies are designed so that residents consider local government as trustworthy in tourism development. The results of the study suggest that the benefits for residents arising from the development of tourism are important for their political confidence in general, but not in the specific context of tourism. Therefore, it is important that the local government is more efficient in tourism by ensuring that development produces benefits for the community. Unequal distribution of the benefits of tourism could hinder the development of trust, especially among communities that feel marginalized in the process. Local government should also ensure that these benefits are not only confined to limited segments of the population, but that they are more evenly distributed among residents of different social spectrum.

Power, which is a central element of the tourism development process, has emerged as a determining factor of political trust in tourism. Therefore, local government can increase political confidence by empowering residents in the development of tourism. In addition, power positively influences the perception of the benefits that tourism brings to the community. The knowledge of residents on the development of tourism has emerged as another important basis for their trust in local government in the specific context of tourism but not in general. Institutions are likely to foster political trust by providing information about their actions to citizens [68]. Our results suggest that a low level of knowledge about tourism development and the role of local government may impede political confidence. It is therefore extremely important that the local government informs residents about tourism issues and its roles and responsibilities in the development of tourism.

7. Conclusion

The study developed a theoretical model of political trust which was tested using data collected from residents of the metropolitan area of Naples, Italy. The results of the structural equation modeling analysis provided support for seven hypotheses. The research makes some important theoretical contributions to the literature on the political implications of tourism development in a community. Responding to the call of researchers to investigate the relationship between domain specific political trust and the general level of political trust [3,8,13], this research empirically demonstrated that residents' trust in the specific context of tourism influences their general level of trust in local government. So far, the political implications of tourism have been mainly understood from an impact perspective, while only a few studies have investigated the role of tourism development in fostering political trust government [13]. In the present study, we demonstrated empirically that political trust in the context of tourism and the general trust in an institution are theoretically distinct concepts. The constructs we used to conceptualize tourism development have distinct influence on the two dimensions of political trust. For example, while residents' perceptions of tourism benefits significant influenced the general level of political trust, this variable was insignificantly related to political trust in the specific context of tourism. Our study suggests that it is of value for tourism researchers to distinguish theoretically between domain specific political trust and general political trust.

Despite the theoretical value of the study, it is not free from limitations. First, the study did not consider the "dark side of the coin". For example, the theoretical model did not analyze variables such as citizens' perceptions of corruption in local government and its influence on political trust. Previous studies suggest a strong empirical link between these two constructs [69]. Therefore, it is important that future research includes such variables in the theoretical model to improve its predictive power. Second, the political nature of tourism policy and planning is place specific. Therefore, findings of the study may have limited applicability to other regions in and outside Italy. To validate our findings and confirm the theoretical relationships among the variables, researchers should test the model in other geographical locations. Third, the small sample makes it less likely that statistically significant relationships between the theoretical constructs will be detected. Thus, it may be useful for future studies to test the theoretical model using a larger sample size, which may also increase the extent to which the results may be generalized to the wider population [70]. Finally, political trust is influenced by factors exogenous to the political system such as demographic variables like gender, race, and ethnicity. The present study does not take into account such determinants and it is therefore recommended that future research analyze their influence on citizens' trust in local government. Despite these limitations, the study makes an important theoretical contribution to tourism research and can be used as a foundation for future studies on the political nature of tourism development.

Author statement

Francesca Pagliara is Assistant Professor of Transport.

Massimo Aria is Full Professor of Statistics.

Lucia Russo holds a Master degree in Environmental and Territorial Engineering.

Valentina Della Corte is Full Professor of Strategic Management and Marketing.

Robin Nunkoo is Associate Professor of Management.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.seps.2020.100922.

References

[1] Freitag M, Bühlmann M. Crafting trust: the role of political institutions in a comparative perspective. Comp Polit Stud 2009;42(12):1537e1566.
[2] Miller AH, Listhaug O. Political parties and confidence in government: a comparison of Norway, Sweden and the United States. Br J Polit Sci 1990;20(3):357e386.
[3] Christensen T, Lægreid P. Trust in government: the relative importance of service satisfaction, political factors, and demography. Publ Perform Manag Rev 2005;28(4):487e511.
[4] Park H, Blenkinsopp J. The roles of transparency and trust in the relationship between corruption and citizen satisfaction. Int Rev Adm Sci 2011;77(2):254e274.
[5] Nunkoo R, Smith SL, Ramkissoon H. Residents' attitudes to tourism: a longitudinal study of 140 articles from 1984 to 2010. J Sustain Tourism 2013;21(1):5–25.
[6] Ap J. Residents' perceptions on tourism impacts. Ann Tourism Res 1992;19:665e690.
[7] Cropanzano R, Mitchell MS. Social exchange theory: an interdisciplinary review. J Manag 2005;31:874e900.
[8] Levi M, Stoker L. Political trust and trustworthiness. Annu Rev Polit Sci 2000;3(1):475e507.
[9] Bowen D, Zubair S, Altinay L. Politics and tourism destination development: the evolution of power. J Trav Res 2017;56(6):725–43.
[10] Elliot J. Tourism: politics and public sector management. London: Routledge; 1997.

[11] Richter LK. Tourism politics and political science: a case of not so benign neglect. Ann Tourism Res 1983;10(3):313–35.
[12] Su X, Teo P. Tourism politics in Lijiang, China: an analysis of state and local interactions in tourism development. Tourism Geogr 2008;10(2):150–68.
[13] Nunkoo R, Smith SL, Nunkoo R, Smith S. Trust, tourism development and planning. In: Nunkoo R, Smith S, editors. Trust, tourism development and planning. Oxon: Routledge; 2015. p. 1–9. 2015.
[14] Wang Y, Bramwell B. Heritage protection and tourism development priorities in Hangzhou, China: a political economy and governance perspective. Tourism Manag 2012;33(4):988e998.
[15] Ruhanen L. Local government: facilitator or inhibitor of sustainable tourism development? J Sustain Tourism 2013;21(1):80e98.
[16] Dredge D, Jenkins J. Tourism and policy and planning. Milton: John Wiley; 2007.
[17] Dredge D, Moore S. A methodology for the integration of tourism in town planning. J Tourism Stud 1992;3(1):8e21.
[18] Madrigal R. Residents' perceptions and the role of government. Ann Tourism Res 1995;22(1):86e102.
[19] Godfrey KB. Attitudes towards 'sustainable tourism' in the UK: a view from local government. Tourism Manag 1998;19(3):213e224.
[20] de Araujo LMD, Bramwell B. Stakeholder assessment and collaborative tourism planning: the case of Brazil's Costa Dourada Project. J Sustain Tourism 1999;7 (3e4):356e378.
[21] Morah EU. Obstacles to optimal policy implementation in developing countries. Third World Plann Rev 1996;18(1):79e105.
[22] Bramwell B. Governance, the state and sustainable tourism: a political economy approach. J Sustain Tourism 2011;19(4e5):459e477.
[23] Della Corte V. The light side and the dark side of inter-firm collaboration: how to govern distrust in business networks. Corp Ownersh Control 2009;6(4):407–28.
[24] Bouckaert G, Van de Walle S. Comparing measures of citizen trust and user satisfaction as indicators of 'good governance': difficulties in linking trust and satisfaction indicators. Int Rev Adm Sci 2003;69(3):329e343.
[25] Bouckaert G, Van de Walle S. Government performance and trust in government. In: Paper presented at the EGPA Annual Conference: trust building network: how the government meets citizen in the post bureaucratic era: citizen direct government through quality, satisfaction, and trust in government; 2001 [Vaasa, Finland].
[26] Lewis JD, Weigert A. Trust as a social reality. Soc Forces 1985;63(4):967e985.
[27] Andereck KL, Valentine KM, Knopf RC, Vogt CA. Residents' perceptions of community tourism impacts. Ann Tourism Res 2005;32(4):1056e1076.
[28] Nunkoo R, Gursoy D. Residents' support for tourism: an identity perspective. Ann Tourism Res 2012;39(1):243–68.
[29] Nunkoo R, Ramkissoon H. Developing a community support model for tourism. Ann Tourism Res 2011;38(3):964–88.
[30] Nunkoo R, Ramkissoon H. Power, trust, social exchange and community support. Ann Tourism Res 2012;39(2):997e1023.
[31] Haralambopoulos N, Pizam A. Perceived impacts of tourism: the case of Samos. Ann Tourism Res 1996;23(3):503e526.
[32] Nunkoo R, Ramkissoon H. Small island urban tourism: a residents' perspective. Curr Issues Tourism 2010;13(1):37–60.
[33] Nunkoo R, Ramkissoon H. Modeling community support for a proposed integrated resort project. J Sustain Tourism 2010;18(2):257–77.
[34] Nunkoo R, So KKF. Residents' support for tourism: testing alternative structural models. J Trav Res 2016;55(7):847–61.
[35] Citrin J. Comment: the political relevance of trust in government. Am Polit Sci Rev 1974;68(3):973e988.
[36] Hall CM. Tourism and politics: policy, power and place. Chichester: John Wiley; 1994.
[37] Johnson H, Wilson G. Biting the bullet: civil society, social learning and the transformation of local governance. World Dev 2000;28(11):1891e1906.
[38] Nunkoo R, Ramkissoon H, Gursoy D. Use of structural equation modeling in tourism research: past, present, and future. J Trav Res 2013;52(6):759–71.
[39] Farrell H. Trust, distrust and power. In: Russell H, editor. Distrust. New York: The Russell Sage Foundation; 2004. 85e105.
[40] Gabriel OW, Kunz V, Rossdeutscher S, Deth JW. Social capital and democracy: the resources of civil society in a comparative perspective. Wien, Austria: WUV Universitatsverlag; 2002.
[41] Nunkoo R, Ramkissoon H, Gursoy D. Public trust in tourism institutions. Ann Tourism Res 2012;39(3):1538–64.
[42] Oberg P, Svensson T. Does power drive our trust? Relations between labor market actors in Sweden. Polit Stud 2010;58:143e166.
[43] Oskarsson S, Svensson T, Oberg P. Power, trust, and institutional constraints: individual level evidence. Ration Soc 2009;21:171e195.
[44] Grimmelikhuijsen S. Linking transparency, knowledge and citizen trust in government: an experiment. Int Rev Adm Sci 2012;78(1):50e73.
[45] Li L. Political trust in rural China. Mod China 2004;30:228e258.
[46] Moscardo G. The role of knowledge in good governance for tourism. In: Laws E, Richins H, Agrusa J, Scott N, editors. Tourist destination governance: practice, theory and issues. Wallingford: CABI; 2011. 67e82.
[47] Zhang Y, Cole ST, Chancellor CH. Residents' preferences for involvement in tourism development and influences from individual profiles. Tourism Plan Dev 2013;10(3):267e284.
[48] Jerit J, Barabas J, Bolsen T. Citizens, knowledge, and the information environment. Am J Polit Sci 2006;50(2):266e282.
[49] Carpini MXD. What Americans know about politics and why it matters. New Haven: Yale University Press; 1996.
[50] Moscardo G. Peripheral tourism development: challenges, issues, and success factors. Tour Recreat Res 2005;30(1):27e43.
[51] Davis D, Allen J, Cosenza RM. Segmenting local residents by their attitudes, interests, and opinions toward tourism. J Trav Res 1988;27(2):2e8.
[52] Nunkoo R, Ramkissoon H. Structural equation modelling and regression analysis in tourism research. Curr Issues Tourism 2012;15(8):777–802.
[53] Hair Jr JF, Hult GTM, Ringle CM, Sarsted M. A primer on partial least squares structural equation modeling (PLS-SEM). 2014.
[54] Götz O, Liehr-Gobbers K, Krafft M. Evaluation of structural equation models using the partial least squares (PLS) approach. In: Handbook of partial least squares. Berlin, Heidelberg: Springer; 2010. p. 691–711.
[55] Cronbach LJ. Coefficient alpha and the internal structure of tests. Psychometrika 1951;16(3):297–334.
[56] Henseler J, Hubona G, Ray PA. Using pls path modeling in new technology research: updated guidelines. Ind Manag Data Syst 2016;116(1):2–20.
[57] Werts CE, Linn RL, Jöreskog KG. Intraclass reliability estimates: testing structural assumptions. Educ Psychol Meas 1974;34(1):25–33.
[58] Dijkstra TK, Henseler J. Consistent and asymptotically normal pls estimators for linear structural equations. Comput Stat Data Anal 2015;81:10–23.
[59] Fornell C, Larcker DF. Structural equation models with unobservable variables and measurement error: Algebra and statistics. J Market Res 1981:382–8.
[60] Chin WW. The partial least squares approach to structural equation modeling. In: Modern methods for business research. 295; 1998. p. 295–336 (2).
[61] Hu LT, Bentler PM. Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives. Struct Equ Model 1999;6(1):1–55.
[62] Tenenhaus M, Vinzi VE, Chatelin Y-M, Lauro C. Pls path modeling. Comput Stat Data Anal 2005;48(1):159–205.
[63] Bronfman NC, Vazquez EL, Dorantes G. An empirical study for the direct and indirect links between trust in regulatory institutions and acceptability of hazards. Saf Sci 2009;47:686e692.
[64] Easton D. A system analysis of political life. New York: Wiley; 1965.
[65] Blau PM. Exchange and power in social life. New York: John Wiley & Sons; 1964.
[66] McTiernan, C., Thomas R., and Jameson S, Focusing on knowledge exchange: the role of trust in tourism networks, Ch. 16, in.
[67] Althaus SL. Collective preferences in democratic politics: opinion surveys and the will of the people. Cambridge, U.K: Cambridge University Press; 2003.
[68] Farrell H, Knight J. Trust, institutions, and institutional change: industrial districts and the social capital hypothesis. Polit Soc 2003;31(4):537e566.
[69] Nunkoo R, Ribeiro MA, Sunnassee V, Gursoy D. Public trust in mega event planning institutions: the role of knowledge, transparency and corruption, Tourism management. 2019.
[70] Teeroovengadum V, Nunkoo R. Sampling design in tourism and hospitality research. In: Nunkoo R, editor. Handbook of research methods for tourism and hospitality management. Edward Elgar Publishing; 2018.

Francesca Pagliara is Assistant Professor in Transportation Engineering at the Department of Civil, Architectural and Environmental Engineering of the University of Naples Federico II.

Lucia Russo holds a Master degree in Environmental and Territorial Engineering at University of Naples Federico II.

Massimo Aria is Full Professor of Statistics in Social Sciences at the Department of Mathematics and Statistics of the University of Naples Federico II.

Valentina Della Corte is Full Professor of strategic management and marketing at the Department of Economics, Management, Institutions of the University of Naples Federico II.

Robin Nunkoo is Associate Professor of Management at the Department of Management of the University of Mauritius. He is also affiliated to the School of Tourism and Hospitality, University of Johannesburg, South Africa; to the Griffith Institute for Tourism, Griffith University, Gold Coast, Australia and to the Copenhagen Business School, University of Copenhagen, Denmark.