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Emotional responses toward Tourism Performing Arts Development: A comparison of urban and rural residents in China

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ABSTRACT

In contrast to the substantial work on resident perceptions toward tourism development, relatively little is known about residents' emotional responses. By applying cognitive appraisal theory, this study aims to identify the causes and consequences of resident emotions toward Tourism Performing Arts (TPA) developments across urban and rural communities. Based on a quota sampling method, surveys of 438 and 435 residents were undertaken in two typical urban (Hangzhou) and rural (Yangshuo) TPA destinations in China. Results revealed that rural residents reported a higher intensity of positive emotions and were more supportive towards TPA development. Positive emotions (i.e., happy, loving and grateful) for rural and urban residents were elicited by outcome desirability, fairness, and coping potential whereas negative emotions were generated differently. Complex emotions, rather than specific emotions were found to be related behavioral intentions towards TPA development. Findings suggest targeted strategies such as promoting TPA in urban communities and offering preferential local access for rural communities.

1. Introduction

Tourism performing arts (TPA) combine artistic performance and entertainment through original, indigenous or innovative forms of cultural expression that are primarily intended for a tourist audience. Due in part to the tremendous growth of tourism to China and the Chinese government's goal to use cultural tourism as a development strategy (China Ministry of Culture, 2009), TPAs have become key attractions in many tourism destinations in China over the last decade. TPAs are responsible for 47.1 million visitors and contribute over 3.57 billion yuan each year to the Chinese economy (Daolue Performing Arts Research Center, 2016). TPA developments have spread across 200 rural and urban destinations in China and are now considered to be an effective strategy for enriching tourist experience and enhancing destination competitiveness (Kim, Chung, Petrick, & Park, 2018). One of the original TPAs, *The Romance of The Song Dynasty* in Hangzhou attracted approximately 50 million visitors every year, and is regarded as largest attended show in the world (Songcheng Group, 2018). China's first TPA, *Impression Liusanjie* in Yangshuo has had a major economic impact on the community by attracting more than 900,000 attendees per year (Mingyu, Yan, & Dongmei, 2014). However, the lack of academic studies on TPA developments is surprising given their popularity and significant contribution to many tourism destinations in China.

TPA brings economic benefits and intangible values such as cultural promotion and community pride, yet the influx of tourists to residential areas disrupts residents' daily lives, leading to social disharmony in tourism destinations (Lin, Chen, & Filieri, 2017). When personal interests toward TPA development are at odds with the collective benefits of the community residents' responses might be more complex than previous literature assumed. For instance, residents may feel gratitude or pride if they believe that TPA has preserved and promoted their local culture. In the other hand, the imbalanced distribution of profits between TPA providers and residents may generate emotions such as worry and anger. Moreover, considering the different lifestyle and disposable income between urban and rural residents, distinct emphases on the evaluation of TPA development are inevitable due to its nature of art and entertainment. Since a sustainable TPA development requires a high level of participation and support from local residents, it is important to understand residents' responses by exploring their psychological responses towards TPA development.

Although resident responses to tourism development have been a major topic since the emergence of tourism impact studies in the 1960s, the role of emotion in resident perceptions of tourism development has seldom been explored. Dominant approaches, such as *Social Exchange Theory*, assume that residents' perceptions are influenced by a tradeoff between the benefits and costs of tourism development (Ramkissoon &

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Nunkoo, 2012). However, these approaches have been criticized because they assume that individuals are isolated and respond rationally (e.g., Chhabra, 2007; Monterrubio & Andriotis, 2014; Sharpley, 2014). Alternatively, it could be argued that residents do not follow rational-choice principles when judging tourism developments. Perceptions or behaviors may be biased by emotional states or emotional attachments to the subject, event or object. Emotions are an intense feeling elicited by a particular referent (Barsade & Gibson, 2007) and offer another lens of understanding residents responses and behaviors toward specific types of tourism development.

While several studies have examined community responses to tourism in China (Gu & Ryan, 2008; Wang, Yang, Chen, Yang, & Li, 2010; Zhou, Chan, & Song, 2017), the distinction between rural and urban China is rarely appreciated. The education, culture and entertainment expenditure of urban residents is on average 2.59 times higher than that of rural residents (China National Bureau of Statistics, 2017), which suggests significant differences in lifestyles. Literature has confirmed significant differences in consumption pattern and tourism demand between urban and rural residents in China (Sun & Wu, 2004; Yang, Liu, & Qi, 2014). Although various perceptions and behaviors toward tourism development have been found between rural and urban residents in Malaysia (Rasoolimanesh, Roldán, Jaafar, & Ramayah, 2017), few studies have examined the Chinese contex, particularly in relation to specific types of tourism development. This research addresses the shortcoming by analyzing and comparing residents' responses toward TPA development in two typical urban and rural tourism communities in China.

It is argued that the artistic glamour of TPA may generate complex emotional responses among residents. While previous literature has explored resident perceptions based on rational cost-benefit trade-offs, this paper aims to fill a research gap by studying resident responses from an emotional perspective. Emotion provides specific information for understanding behavior (Breitsohl & Garrod, 2016). Therefore, this study provides insights into residents' behaviors toward specific types of tourism development by identifying emotional responses and their causes. Furthermore, the study makes a theoretical contribution by exploring differences in urban and rural residents' emotions, appraisals and behavioral intentions towards TPA development in China. Moreover, considering the rapid expansion of TPAs in China, the study examines practical implications by analyzing residents' responses in a way that has been seldomly explored in literature.

2. Literature review

2.1. Residents' response to tourism development

Although a significant body of literature has developed to examine the factors affecting resident perceptions of tourism, research on the role of resident emotions is largely absent. Some studies categorize the attributes or factors into an extrinsic and intrinsic dichotomy (e.g., Andriotis & Vaughan, 2003; Sharpley, 2014), while others partition the factors based on the consequences emerging from tourism development, such as socioeconomic, special and economic dependency factors (Smith, 1998; Xu, Barbieri, Anderson, Leung, & Rozier-Rich, 2016). Nevertheless, a majority of scholars use unidimensional factors to test hypotheses about resident attitudes towards tourism (e.g., Fletcher, Pforr, & Brueckner, 2016; Fredline & Faulkner, 2000).

At a macro and extrinsic level, theoretical models such as Doxey's 'Irridex' and Butler's Tourism Area Life Cycle Model) have been established to explain changes in residents' attitudes during different phases of tourism development (Butler, 1980; Doxey, 1975). Other extrinsic variables assume that resident responses to tourism are based on the influx of tourists, such as seasonality (e.g., Bimonte & Faralla, 2016), density of tourists (e.g.,Vargas-Sánchez, Porras-Bueno, & Plaza-Mejía, 2011), cultural differences (e.g., Tosun, 2002) and the degree of economic development at the destination (e.g., Lepp, 2007).

At an individual and intrinsic level, attribution theory (Pearce, 1989), dependency theory (Preister, 1989), social representation theory (Andriotis & Vaughan, 2003), and social exchange theory (Ap, 1992a) have been used to understand residents' perceptions of the value associated with tourism developments. Sociodemographic variables are also widely applied to distinguish different perceptions of residents. Although some studies have argued that most demographic factors are irrelevant to resident attitudes (Milman, 1988; Perdue, Long, & Allen, 1990), the majority of studies have suggested that sociodemographic characteristics such as gender, age, education and income do influence resident perceptions (McGehee & Andereck, 2004; Sharma & Gursoy, 2015). Moreover, the extent to which residents rely economically on the tourism industry is an important factor which may affect their attitudes and support for tourism. It is widely accepted that those who are employed or gain revenue from the tourism industry are more satisfied and therefore more supportive towards tourism (Ap, 1992a; Wang & Pfister, 2008). In addition, situational differences such as the length of residence (Khoshkam, Marzuki, & Al-Mulali, 2016), proximity of residence to tourist developments (Long, Perdue, & Allen, 1990), and knowledge about tourism (Andereck, Valentine, Knopf, & Vogt, 2005) also influence resident perceptions toward tourism.

More recently, the resident perceptions literature has moved beyond cognitive evaluations of tourism development to examine other psychological factors. For example, the role of trust (Ouyang, Gursoy, & Sharma, 2017), emotional solidarity (Moghavvemi, Woosnam, Paramanathan, Musa, & Hamzah, 2017) and commitment (Chien, Ritchie, Shipway, & Henderson, 2012; Moghavvemi et al., 2017) have been linked to positive resident perceptions. Nevertheless, studies of residents' emotional responses to tourism developments are conspicuously absent from the tourism literature. While some studies have focused on residents' subjective wellbeing (Naidoo, Pearce, & Sharpley, 2017, pp. 179–188; Theodori, 2001) and quality of life (e.g., Jeon, Kang, & Desmarais, 2016; Yu, Charles Chancellor, & Tian Cole, 2011), most are concerned with general well-being rather than emotional responses to specific types of tourism development.

In parallel with recent work on tourist emotions, it is argued that residents have specific emotional responses toward tourism and that these responses influence their intentional behaviors regarding tourism developments (e.g., Hosany, Prayag, Deesilatham, Cauševic, & Odeh, 2014; Prayag, Hosany, Muskat, & Del Chiappa, 2017). While some residents feel happy, proud or satisfied when new developments boost the vitality of the local culture and economy, the inequity of benefits or investment risks may generate anger, frustration or stress (e.g., Jordan, Vogt, & DeShon, 2015). Rather than assuming residents are homogenous and rational (e.g., Chhabra, 2007; Monterrubio & Andriotis, 2014; Sharpley, 2014), the study of residents' emotional responses identifies differences among individuals living in the same community (Zhang, Inbakaran, & Jackson, 2006).

2.2. Approaches to studying emotions

Emotion represents a personal experience manifested through psychological and physiological mechanisms, and is a means of social communication influenced by society and cultural frameworks (Stearns, 2009). Emotions are differentiated and can be elicited by a wide range of triggers (e.g., an object, a person or an event), therefore they may provide more attitude- and behavior-specific information than cognitive processes (Cohen, Pham, & Andrade, 2008). In psychology, three dominant approaches (i.e., categories, dimensions and cognitive appraisals) have been applied to investigate emotions in tourism and marketing contexts (Watson & Spence, 2007). The category approach is based on the notion that emotions are distinct events that contain several underlying emotions (Ekman, 1999), which groups emotions based on their similarities (e.g., Consumption Emotion Set, Destination Emotional Scale) (Hosany & Gilbert, 2010; Richins, 1997). The dimension approach indicates that emotions lie along a continuum, which

attempts to distinguish emotions by investigating their valence (i.e. positive and negative) and activation state (i.e. active and passive) (Russell, 1980).

However, while the first two approaches help to identify different emotions, they fail to explain how specific emotions are evoked and how these emotions affect behavior (Johnson & Stewart, 2005). Originally proposed by Arnold (1960), and popularized by Lazarus (e.g., Folkman, Lazarus, Dunkel-Schetter, DeLongis, & Gruen, 1986; Lazarus, 1991), Cognitive Appraisal Theory (CAT) offers a more comprehensive explanation of individuals' emotions and behavior (Watson & Spence, 2007). Cognitive appraisal is the process by which an individual determines whether an interaction or incident is relevant to his or her well-being (Folkman et al., 1986, p. 992). It defines emotion as a mental status elicited by appraising or processing personally relevant information (Roseman, Spindel, & Jose, 1990). By appraising stimuli in relation to people's goals, motives, wants and needs (Chadwick, 2015), CAT provides insights into how and why people have varying emotional responses to the same subject or event.

2.3. Cognitive appraisals of residents' emotions

In a tourism context, Hosany (2012) revealed that the three major positive emotions (i.e., joy, love and positive surprise) are determined by appraisals of pleasantness, goal congruence and internal self-compatibility. Ma, Gao, Scott, and Ding (2013) found four paths (i.e., surprise, high-degree goal realization, goal importance and goal interest) contributing to theme park tourist delight. While there is a strong focus on consumers and travelers, few studies have utilized CAT to interpret resident emotions toward tourism development. However, based on the wider CAT literature, it is proposed that four appraisal dimensions (i.e., outcome desirability, fairness, certainty and coping potential) may be linked to residents' emotional responses to TPA developments.

Outcome desirability is a fundamental dimension based on an initial assessment of whether an outcome is positive or negative (Watson & Spence, 2007). In line with the cost-benefit model, it is believed that residents emotions are influenced by the appraisal of person-environment relationships (Lazarus, 1991) as well as the consistency of personal motivation. *Fairness* in social structures is associated with individuals' thoughts, feelings and actions (Skitka & Crosby, 2003). Generally, fairness refers to how morally appropriate an individual perceives an event to be (Smith & Ellsworth, 1985). Several studies have confirmed that the perceived fairness of tourism impacts is essential to residents' responses (Chien et al., 2012; Jamal & Camargo, 2014). *Certainty* represents an assessment of the possibility of a particular outcome and its influence on emotional states (Smith & Ellsworth, 1985). By considering the outcome of past or future events, the level of certainty is a significant determinant differentiating various emotions. Empirical research in customer and tourist contexts has confirmed that emotions such as happiness and anger may be elicited by a high degree of certainty, while emotions such as anxiety or surprise are associated with a low degree of certainty (Ruth, Brunel, & Otnes, 2002). *Coping potential* refers to individual's perceived ability to manage or change a situation (Watson & Spence, 2007). Although most scholars argue that coping is a consequence of an emotion rather than a necessary appraisal, research suggests that coping potential facilitates the reappraisal and management of primitive emotions and therefore formulates the sequence of emotional responses (Jordan et al., 2015). Therefore, it is argued that the appraisal of coping potential influences residents' emotions towards tourism developments.

Generally, as many psychologists note, emotions are the consequence of cognitive appraisals toward objects and events (Arnold, 1960; Lazarus, 1991). Literature has applied CAT to explain the causes of customer and tourists' discrete emotions, which further helps to explain the emotional influences on their behavioral intentions. In a tourism community context, it is believed that residents' emotions toward TPA development should also follow the same cognitive information-processing mechanism.

2.4. Rural and urban tourism communities

In terms of economic, social and even cultural conditions, apparent distinctions exist between rural and urban tourism communities (Rasoolimanesh et al., 2017). In rural regions, tourism development is treated as an indispensable driving force to eliminate poverty, protect the environment, and promote local culture (Ryan & Gu, 2009). As rural tourism is attractive to tourists who are searching for authentic natural and cultural resources, a wide range of job opportunities related to nature and culture (e.g., art performers, tour guide) are generated for residents (Briedenhann & Wickens, 2004). Meanwhile, rural tourism stimulates entrepreneurship and foreign sources of revenue, which generates local economic growth and increases the standard of living for residents' (Jaafar & Rasoolimanesh, 2015).

Urban tourism communities involve more complex social, environmental and economic issues in the context of the city (Ashworth & Page, 2011; Rasoolimanesh, Ringle, et al., 2017). In contrast to rural communities, tourism is “one among many social and economic forces in the urban environment” (Edwards, Griffin, & Hayllar, 2008, p. 1038). Although urban tourism generates economic and social benefits, only a fraction of a city's residents may perceive the value of tourism development (Ashworth & Page, 2011). Given the diversity and dynamic nature of the urban economy, it is argued that an urban community's economic dependence on tourism is much lower than rural communities (Chen, 2000). Considering the intrinsic demand on tourism, emphasis of perceived tourism impacts, as well as social and economic conditions, it is therefore argued that residents' emotional responses and their appraisals of TPA development are different across rural and urban settings.

In sum, the literature review highlights that the study of emotion by means of CAT helps to comprehend the causes of individuals discrete emotional responses toward an event or object. However, none of the previous studies have investigated residents' emotions in tourism context. Especially, the differences between urban and rural residents' responses toward specific types of tourism development have unexplored before. Based on the preceding discussion, three research questions were constructed to analyze the causes and consequences of urban and rural residents' emotional responses toward TPA development: (1) What are the differences between urban and rural resident emotional responses, cognitive appraisals and intentional behaviors toward TPA development? (2) Are there differences in the cognitive appraisals leading to emotional responses between urban and rural residents? (3) Are there differences in the influences of emotional responses on intentional behaviors between urban and rural residents?

3. Method

3.1. Study sites

This study is based on a comparative analysis of two typical TPA destinations in China. The rural case, Yangshuo, with 465,000 residents living in an area covering 76.5 square kilometers, is a county under the jurisdiction of Guilin city in the south of China. Celebrated for its Karst scenery, tourism is the pillar industry of Yangshuo since the 1980s. To enrich the night tourism experience, a landscape theatrical performance called *Impression of Liusanjie* was developed in 2004. Since its first public performance, the show has become a major performing arts event, attracting more than 900,000 attendees per year. This TPA development has had a considerable impact on the community as a result of increased tax revenue (contributing approximately 11.5% of the county's total tax revenue), local incomes, enhanced tourism image, extended tourism stays and other spill-over effects of tourism consumption (Zheng, 2008). Moreover, over 400 residents who are fishermen or peasants from five local villages are hired as performers in the

Table 1
Comparison between Hangzhou and Yangshuo cases.
Source: China National Bureau of Statistics (2015).

Comparison	Hangzhou	Yangshuo
Type and form of tourism	Landscape, culture tourism, TPA	Landscape, culture tourism, TPA
Regional size	Metropolitan, Capital city of Zhejiang province	Rural county, under jurisdiction of Guilin City
Population	9,188,000	465,000
Economic development degree	Highly developed	Underdeveloped
Economic dependency	Low reliance on tourism	High reliance on tourism
Per capita GDP	RMB 113,063	RMB 34,634

TPA, accounting for over 70% of performers in the show (Huang, Luo, Ding, & Scott, 2014).

Hangzhou, is the capital city of Zhejiang province in east China. Located in the commercial center of the Yangtze River Delta, Hangzhou became one of the most prosperous and modern cities in China. Listed as the fourth largest metropolitan city in China, there are 9.18 million people over an area of 16,596 square kilometers in Hangzhou. As an indispensable component of cultural tourism, a number of TPAs have been designed and staged in Hangzhou. In 2000, *The Romance of the Song Dynasty* was developed by the Songcheng Group. The *Impression of West Lake*, which was designed by the same team as *Impression of Liusanjie*, won international acclaim during the G20 Summit in Hangzhou in 2016.

Both selected cases present similar tourism resources (i.e., landscape, cultural tourism, TPA), yet the regional size, population, and degree of economic development differ significantly (Table 1, Fig. 1). Although Hangzhou is an important tourism destination in China, its economic dependency on tourism is much lower than Yangshuo.

3.2. Sampling and data collection

Utilizing a quota sampling approach, data were collected using a self-administered survey distributed to residents at the two selected study sites. Quotas were imposed for sociodemographic characteristics (i.e., gender, age, education) based on national population statistics (China National Bureau of Statistics, 2010), to ensure the representativeness of the sample (Ridderstaat, Croes, & Nijkamp, 2016; Veal, 2006). The questionnaires at Hangzhou were collected outside three commercial shopping centers, while the data collection in Yangshuo were collected at leisure and shopping precincts. Trained interviewers approached residents to complete the survey. Once respondents provided their consent to participate, they were presented with six information cards describing general facts about TPA development in Hangzhou or Yangshuo. Residents were then asked to complete the survey.

Table 2
Profile of respondents.

Characteristics	Frequency		Percentage	
	Hangzhou	Yangshuo	Hangzhou	Yangshuo
Gender				
Female	220	211	50.2	48.5
Male	218	224	49.8	51.5
Age				
18-34	115	206	26.3	47.4
35-60	209	138	47.7	31.7
60 or above	114	91	26.0	20.9
Education				
Junior Primary School	205	162	47.7	50.1
High School	103	162	23.5	27.6
College/University or above	130	111	28.8	22.2
Level of Income				
Below ¥5000	56	225	12.8	51.7
¥5000–10,000	152	124	34.7	28.5
¥10,000–30,000	153	59	34.9	13.6
¥30,000 or above	77	27	17.5	6.2
Economic involvement in TPA				
Yes	30	166	6.8	38.2
No	408	269	93.2	61.8
Watched TPA				
Never	103	79	23.5	18.2
1–2 times	214	147	48.9	33.8
3–5 times	68	45	15.5	10.3
More than 5 times	53	164	12.1	37.7
Total	438	435		

A total of 438 valid surveys were collected from Hangzhou and 435 surveys were collected from Yangshuo residents (permanent residents aged 18 or older). The basic socio-demographic data of gender, age, education, level of income, economic involvement and times watching TPA is shown in Table 2. A greater proportion of youth and low educated residents live in the outer area of Hangzhou, who frequent shopping centers in smaller numbers. The final survey collected approximately two percent less youth and four percent more college/university educated respondents than the quota sample. Generally, the Hangzhou residents' level of income (family) has significantly overtaken Yangshuo residents. Especially for the lowest income group, over 51.7 percent Yangshuo residents belonged to this category whereas fewer Hangzhou residents were grouped in this income level. Residents in Yangshuo showed high levels of participation in TPAs whereas fewer Hangzhou residents were economically involved in the TPA industry. In addition, Yangshuo residents were more familiar with TPA than Hangzhou residents, and had higher attendance levels in TPA activities.

3.3. Instrument design

Following similar protocols to previous cognitive appraisal studies

Fig. 1. Picture of Hangzhou and Yangshuo.

(e.g., Anaya et al., 2016; Hosany, 2012; Ma et al., 2013), the survey consisted of four main sections: (1) emotional response to TPA development; (2) cognitive appraisal dimensions; (3) behavioral intentions to support TPA and (4) demographic information. To measure emotions, residents were asked to select their initial emotional state and rate the intensity of basic emotions toward TPA development on a 7-point scale. The initial emotion stands for the most appropriate emotion related to TPA development. Basic emotions are the fundamental discrete emotions different other subordinate emotions from a categorization standpoint (Ekman, 1999). Based on pilot testing, 17 initial emotion adjectives (including 7 positive, 6 neutral and 4 negative emotions) were retained for the formal survey. To select the basic emotions that are relevant to resident in tourism context, we first referred to the lists of basic emotions that scholars summarized in literature, which generally contained the following: happy, loving, grateful, angry, fear (or worry) and sad (Ruth et al., 2002; Shaver, Schwartz, Kirson, & O'connor, 1987; Zelenski & Larsen, 2000). As sad emotion is seldomly related to resident emotions toward tourism, five basic emotions (i.e., *happy, loving, grateful, worry and angry*) were finally chosen to explore their relationship between appraisals and intentional behaviors. The instrument of appraisal dimensions (i.e., outcome desirability, fairness, certainty and coping potential) were chosen and revised from the literature. In addition, four items were chosen as resident intentional behaviors (i.e., *embrace, tolerance, displacement and withdraw*) adapted from the literature (Ap, 1992b). Respondents were asked to score each statement on a 7-point agreement scale (1 = *strongly disagree*; 7 = *strongly agree*). The reliability and validity of the indicators have been assessed in previous theoretical and empirical studies (e.g., Hosany, 2012; Jordan et al., 2015; Ruth et al., 2002; Smith & Ellsworth, 1985). Prior to implementation, 20 semi-structured interviews were undertaken and a pilot study of 60 Hangzhou residents was conducted to check the appropriateness of the questionnaire.

3.4. Data analysis

The data were coded and entered into the Statistical Package for Social Sciences (SPSS; IBM, V22, Chicago, IL) database. Prior to starting formal analysis, the data were cleaned and screened in three steps: (1) assessing outliers and errors, (2) dealing with missing data, and, (3) checking normality of the observed variables (Kline, 2015). Correspondingly, z-scores and the Mahalanobis distance statistics were checked. Meanwhile, a variance inflation factor (VIF) test and correlation coefficients among three sets of variables (i.e., emotions, cognitive appraisals, and intentional behaviors) were computed to assess linearity, normality and homoscedasticity of the theoretical assumptions (Appendix A, B). Independent samples *t*-tests, One-Way ANOVAs and *post hoc* Scheffe tests were conducted to check the effects of socio-demographic variables as well as the statistical differences between urban (Hangzhou) and rural (Yangshuo) residents.

Mean scores and frequencies were applied to detect residents' first and basic emotions towards TPA development. To identify the relationship between latent variables in the cognitive appraisal, emotional response and intentional behavior variable sets, canonical correlation analysis (CCA) was conducted using SPSS (version 23) syntax commands. As a multivariate technique, CCA helps to observe the relationship patterns between predictor and dependent sets of variables, and has been widely applied in understanding consumer emotions (e.g., Anaya et al., 2016; Hosany, 2012). By applying a linear equation, the observed dependent and independent variables are bonded into one synthetic (or latent) variable, thereby providing the maximum simple correlation between the two sets (Hair, 2010; Sherry & Henson, 2005).

4. Results

The internal reliability of the cognitive appraisal scale was calculated using Cronbach's α. All the dimensions (Outcome desirability α = 0.80; Fairness α = 0.91; Certainty α = 0.81; Coping potential α = 0.74) were higher than the acceptable level of reliability (0.70), indicating good internal reliability (Hair, 2010). All the VIF values were less than 2.6, well below the commonly accepted threshold of 10. Meanwhile, all the inter-correlation coefficients were under 0.80, which indicates low multicollinearity among the variables.

Firstly, the results revealed that there were no statistically significant differences in emotions, appraisals and behavior intentions among the variables of gender, education, age and income. Nevertheless, economic involvement in TPA was found to influence the emotions of gratefulness (4.51 vs. 3.74, $t = 4.90$, $df = 871$, $p < 0.001$) and anger (1.91 vs. 1.65, $t = 2.41$, $df = 871$, $p = 0.016$). Respondents who were economically involved in the TPA industry had higher scores for cognitive appraisal dimensions, including outcome desirability (5.16 vs. 4.94, $t = 2.15$, $df = 871$, $p = 0.032$), certainty (5.15 vs. 4.48, $t = 9.27$, $df = 871$, $p < 0.001$) and coping potential (4.52 vs. 4.23, $t = 6.37$, $df = 871$, $p < 0.001$). Meanwhile, residents who have watched TPA shows elicited higher scores for happiness (F [3869] = 5.45, $p < 0.001$), love (F [3869] = 8.30, $p < 0.001$), and gratefulness (F [3869] = 12.94, $p < 0.001$) and a lower score for anger (F [3869] = 3.65, $p < 0.05$). Significant differences were found in outcome desirability (F [3869] = 13.58, $p < 0.001$), fairness (F [3869] = 5.45, $p < 0.01$), certainty (F [3869] = 32.76, $p < 0.001$) and coping potential (F [3869] = 7.17, $p < 0.001$). After a *post hoc* Scheffe test, it was found that those respondents who watched more TPA shows scored higher in positive emotions and supportive behaviors and vice versa.

Meanwhile, the result of chi-square difference test confirms the significant difference in the distribution of residents' initial emotions toward TPA development between Hangzhou and Yangshuo residents ($\chi^2 = 173$, $df = 16$, $p < 0.001$). Generally, positive emotions (e.g., interest, love, anticipation, satisfaction, pride) outweighed negative emotions (e.g., dislike, disappointment, worry, hostility) while neutral emotions (i.e., apathy, acceptance) were also detected in both cases. Similarly, interest (18.7% vs. 20.9%) and love (17.4% vs. 20.2%) were the two most frequent emotions selected by Hangzhou and Yangshuo residents. The similarity was also found in the frequency of initial emotions including desire (1.4% vs. 0.9%), disappointment (2.3% vs.2.1%), hostility (0.7% vs. 0.5%), surprise (0.5% vs. 0.7%) and worry (2.3% vs. 2.3%). The most notable distinctions between Hangzhou and Yangshuo residents' initial emotions were pride (5% vs. 11.3%), anticipation (12.6% vs. 6.9%), apathy (7.5% vs. 2.3%), satisfaction (6.6% vs. 10.3%) and happiness (4.1% vs.7.1%) in descending order. Specifically, more Yangshuo residents expressed pride, satisfaction and happiness toward TPA development whilst Hangzhou residents were more likely to report neutral emotions such as apathy. Although few residents elicited negative emotions, more Hangzhou residents felt a sense of dislike (4.1%) than Yangshuo residents (2.1%). Further, more Hangzhou residents have expectations on TPA development, which shows a higher frequency of anticipation and hope emotional responses than Yangshuo residents (See Fig. 2).

Regarding the rate of residents five basic emotions, Yangshuo residents expressed a higher intensity of all basic emotions (i.e., happiness, anger, love, gratefulness) except worry. An independent *t*-test further revealed a significant difference in anger and gratefulness. For cognitive appraisals, the composite mean score showed that Yangshuo residents' sensed fairness, certainty and coping potential toward TPA development are higher than Hangzhou residents in general. Specifically, Hangzhou residents were more likely to believe that TPA development was more important to their personal life but much less important to their community. Significant differences were found in all three items of fairness, which revealed that Yangshuo residents perceived more equitable TPA impacts between themselves, their community, TPA providers and government. In addition, Yangshuo residents were more certain that the TPA development was changing their personal life and especially their community. They were also more

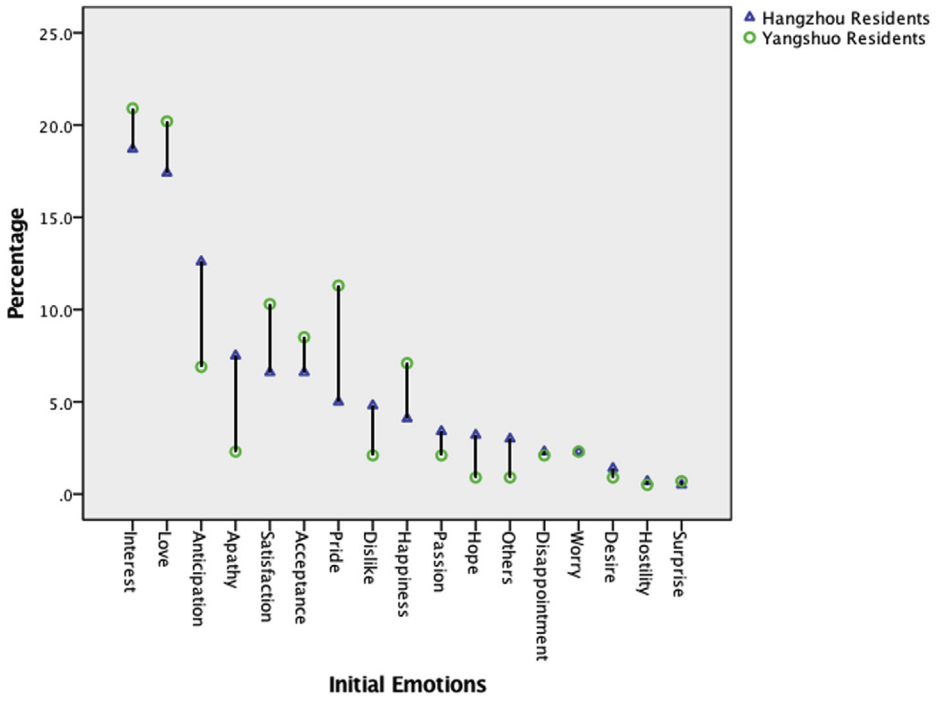

Fig. 2. Comparison of initial emotions between Hangzhou and Yangshuo residents.

Table 3
Means and *t*-test Comparison between Hangzhou and Yangshuo Residents.

	Hangzhou residents (n = 438)		Yangshuo residents (n = 435)		*t*-score (sig.)	*df*	Mean difference
	Mean	SD	Mean	SD			
Emotions							
Happiness	5.24	1.44	5.35	1.47	−1.12	871	−0.11
Anger	1.62	1.14	2.06	1.51	−4.87***	871	−0.44
Love	5.13	1.53	5.23	1.50	−0.99	871	−0.10
Gratefulness	3.59	1.99	4.24	1.87	−4.91***	871	−0.65
Worry	2.13	1.48	1.96	1.58	−0.67	871	0.07
Cognitive Appraisals							
Outcome desirability							
Pleasantness of the TPA development	5.37	1.39	5.30	1.51	0.66	871	0.07
Consistency with your expectation	4.93	1.53	4.93	1.54	−0.04	871	0.00
Importance of TPA development (community)	4.97	1.52	5.92	1.30	−9.93***	871	−0.95
Importance of TPA development (personal life)	4.67	1.74	4.26	1.90	3.32***	871	0.41
Interest in TPA	4.87	1.73	4.66	1.89	1.77	871	0.22
Fairness							
Fairness between you and your neighbors	4.06	1.62	4.45	1.76	−3.16**	871	−0.36
Fairness between you and TPA providers	3.83	1.54	4.32	1.77	−4.39***	871	−0.49
Fairness between you and government	3.85	1.63	4.26	1.86	−3.21***	871	−0.38
Certainty							
Familiarity with TPA	4.16	1.89	4.21	1.94	−0.35	871	−0.05
Certain that TPA is changing my life	3.89	1.77	4.46	1.39	−4.84***	871	−0.58
Certain that TPA is changing the community	4.7	1.60	5.65	1.88	−9.41***	871	−0.95
Certain that TPA will change my life	4.46	1.89	4.54	1.88	−0.62	871	−0.08
Certain that TPA will change the community	5.11	1.69	5.60	1,46	−4.56***	871	−0.49
Coping potential							
Benefits more important than costs	4.99	1.77	4.99	1.54	0.00	871	0.00
Impact controllability of stakeholders	4.16	1.80	4.44	1.53	−2.53*	871	−0.28
Confidence to deal with TPA impacts	3.77	1.79	4.09	1.68	−2.71**	871	−0.32
Behavioral Intentions							
Embrace	4.19	1.85	4.93	1.59	−6.29***	871	−0.74
Tolerance	4.77	1.32	5.14	1.23	−4.24***	871	−0.37
Displacement	4.15	1.18	3.32	1.25	10.06***	871	0.83
Withdraw	2.84	1.75	2.63	1.58	1.83	871	0.21

Note. *p < 0.05. **p < 0.01. ***p < 0.001.

confidant that TPA would continue to change their community in the future. Moreover, Yangshuo residents scored higher in stakeholder control and confidence to deal with TPA impacts than Hangzhou respondents. Regarding behavioral intentions, three out of four items were found to be significantly different. Positive behaviors including embrace and tolerance scored higher while the negative behavior of

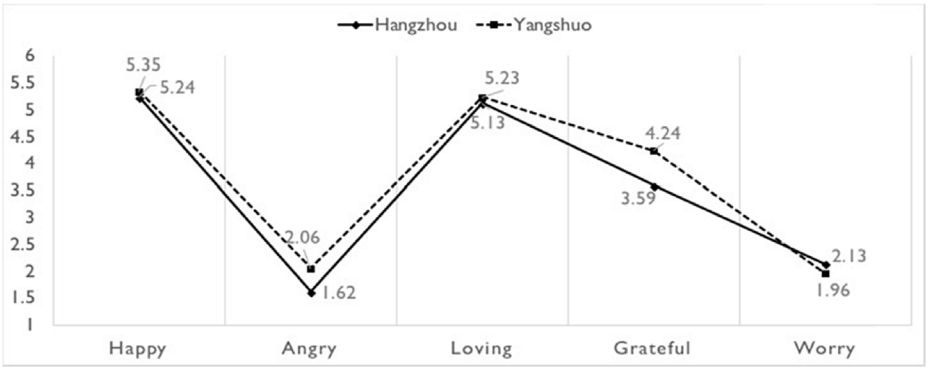

Fig. 3. Comparison of emotional responses between Hangzhou and Yangshuo residents.

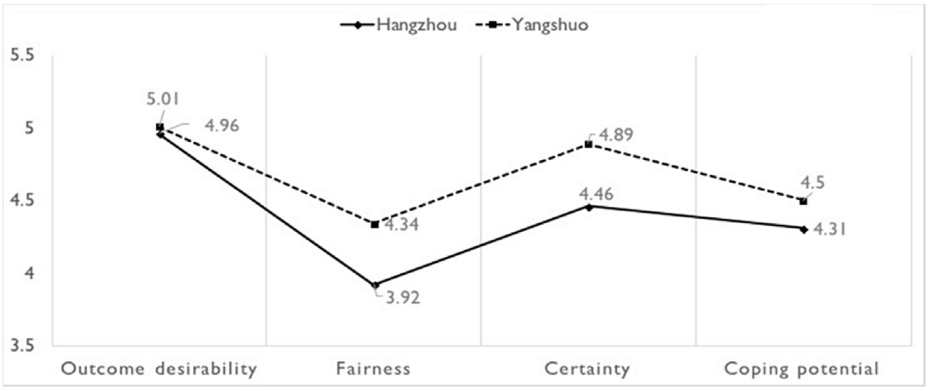

Fig. 4. Comparison of Cognitive Appraisal Dimensions between Hangzhou and Yangshuo Residents. *Note.* Scores are composite means of each cognitive appraisal dimension.

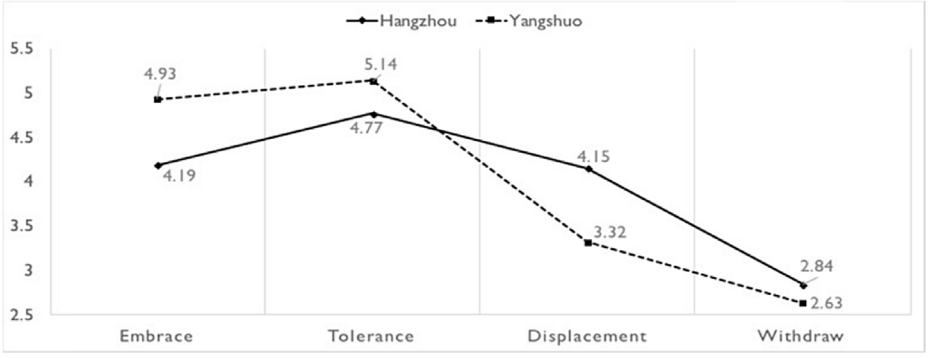

Fig. 5. Comparison of intentional behavior between Hangzhou and Yangshuo residents.

displacement scored lower among Yangshuo residents (Table 3, Figs. 3–5).

The full CCA model (see Figs. 6 and 7) revealed a statistically significant relationship between predictor variables (cognitive appraisals) and criterion variables (emotions) for both study sites. For the Hangzhou case, the full CCA model generated four functions, Wilks' $\lambda = .281$, $F(20,1423) = 33.21$, $p < 0.001$, which revealed a statistically significant relationship between predictor variables (cognitive appraisals) and criterion variables (emotions). As Wilks' λ represents the variance unexplained by the model, 1- λ provides the effect size of the full model by means of an r^2 metric. The r^2 type effect size of the five functions was 0.719, which showed that the full model explained a substantial proportion (71.9%) of the variance shared between the appraisal and emotion variable sets. Only the first three functions produced were statistically significant. The R_c (canonical correlation) of root 2 was 0.438, Wilks' $\lambda = 0.779$, $F(12,1138) = 9.39$, $p < 0.001$, accounting for 19.18% between the canonical composites of variables. R_c^2 effect (squared canonical correlations) less than 10% cannot be interpreted meaningfully (Tabachnick & Fidell, 2014), therefore root 3, Wilks' $\lambda = 0.964$, $F(6,862) = 2.67$, $p < 0.05$ was further deleted as its R_c^2 effect only explained 3.5% of the remaining variance. For the Yangshuo case, the R^2 effect size of the full model was 0.745, Wilks' $\lambda = 0.255$, $F(20,1414) = 36.02$, $p < 0.001$, which was considered as a large-sized effect. The other two functions were generated and interpreted meaningfully. Root 2 Wilks' $\lambda = 0.627$, $F(12,1130) = 18.20$, $p < 0.001$, occupied 22.18% of the variance explained whereas the percentage in Root 3 Wilks' $\lambda = 0.805$, $F(6,856) = 16.36$, $p < 0.001$ was 19.45%.

The canonical loadings were interrogated to examine the relationship between two sets of variables. The value of a canonical loading explains the correlations between origin variables and their canonical variables, which is more stable than canonical weight (Hair, 2010).

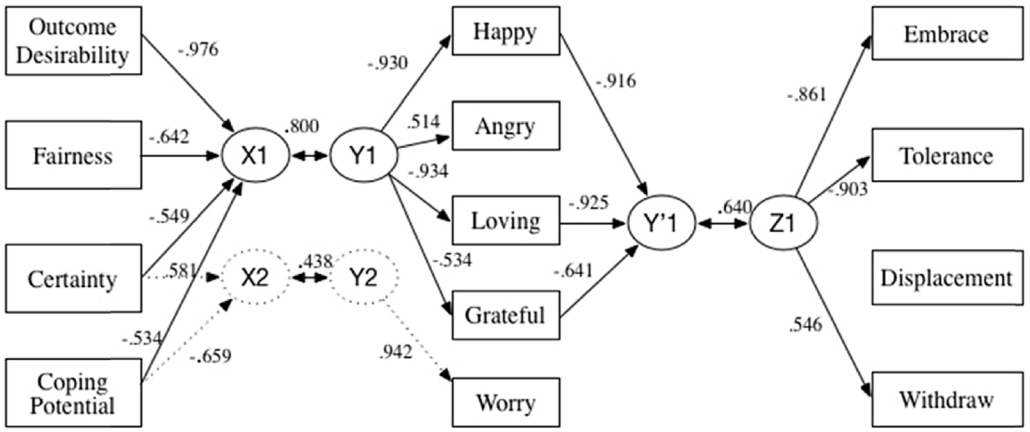

Fig. 6. Canonical Correlation between Urban Residents' Appraisals, Emotions and Intentional Behaviors. *Note.* X1, X2 = appraisals canonical variables,Y1, Y2, Y′1 = emotion canonical variables, Z1 = intentional behavior canonical variables. Variables of canonical loadings > 0.45 were chosen in the relationship.

Applying a recommended cut-off score of 0.45 (Sherry & Henson, 2005), the significant variables contributing to the sets of predictor and criterion variables in the relationship were revealed. In the case of Hangzhou, the most salient Function 1 emotional response variables were happiness, love, gratefulness and anger. All the predictor variables, including outcome desirability, fairness, coping potential and certainty were found to be primary contributors. Under Function 2, worry was significant, and it was positively related to certainty yet negatively associated with coping potential. For Yangshuo, three predictors including outcome desirability, fairness and coping potential were relevant to all the five basic emotions of happiness, love, gratefulness, anger and worry. In addition, anger was further determined by coping potential under function 2 while gratefulness and worry were elicited by outcome desirability, certainty and coping potential.

In terms of the association between emotional responses and supportive behaviors, both the Hangzhou and Yangshuo cases generated one function and presented a similar pattern. Accordingly, the full CCA model (Hangzhou) Wilks' $\lambda = 0.575$, $F(20,1423) = 33.21$, $p < 0.001$, explained 45.5% of the variance between two sets of variables while model (Yangshuo) Wilks' $\lambda = 0.648$, $F(20,1414) = 9.88$, $p < 0.001$, contributed to 35.2% explanation. The results revealed that positive emotions including happiness, love, gratefulness and anger predicted residents' intentional behaviors. Apart from displacement behaviors in the Hangzhou case, the canonical loadings of all the other variables in both cases were greater than 0.45.

5. Discussion

The results corroborate previous research (Cui & Ryan, 2011; Rasoolimanesh, Ringle, et al., 2017), which indicated significant differences exist between urban and rural residents' perceptions and support for tourism development. Instead of identifying residents' attitudes by testing the traditional cost-benefit model as most literature does (e.g., Nunkoo & Ramkissoon, 2011; Rasoolimanesh & Jaafar, 2016), this study examined the influence of emotions on residents' perceptions and behavioral intentions based on a specific type of tourism development with strong links to local culture and history. The overall results show that rural residents elicited higher intense of emotions toward tourism compared with urban residents, which might be explained by the differences on the nature of the two destinations. Compared with Hangzhou, Yangshuo is much less-developed and highly reliant on tourism, therefore the tourism dependent community generates more positive responses among residents as previous literature revealed (Andereck et al., 2005; Nunkoo & Ramkissoon, 2010; Smith, 1998). This finding was further confirmed in this study, which found that higher gratefulness and lower anger emotions were elicited when residents were economically involved in TPA industry. Meanwhile their knowledge about TPA is also positively related to residents' emotional responses and support behaviors, which is consistent with other scholars' findings (Andereck et al., 2005; Lankford & Howard, 1994).

Furthermore, the study identified that interest and love were the top two initial emotional responses to TPA development in both two cases. Rather than considering TPAs as performances served for tourists only,

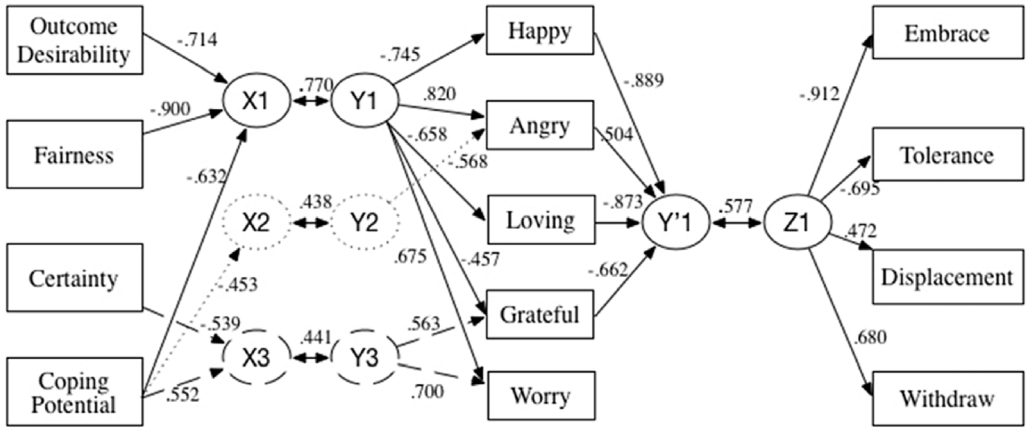

Fig. 7. Canonical Correlation between Rural Residents' Appraisals, Emotions and Intentional Behaviors. *Note.* X1, X2 = appraisals canonical variables,Y1, Y2, Y′1 = emotion canonical variables, Z1 = intentional behavior canonical variables. Variables of canonical loadings > 0.45 were chosen in the relationship.

local residents also regarded TPA as a potential tourism resource for themselves by indicating interest and love. The findings confirm that TPA facilitate the promotion and preservation of culture by presenting local history, art, music, and lifestyle to tourists, resulting in feelings of pride amongst residents (Jaafar & Rasoolimanesh, 2015; Rasoolimanesh, Ringle, et al., 2017). Specifically, rural residents had a stronger sense of pride toward TPA, which might be explained by the differences of regional size and population mobility between the two cases. Since a higher proportion of respondents from Yangshuo were native and lived a short residence distance from a TPA venue, they may be more inclined to express pride when their culture and traditions are represented. In contrast, many Hangzhou residents felt apathy towards TPA development, a neutral emotion. This could perhaps be explained by different levels of tourism dependency between urban and rural residents in China (Yang et al., 2014). With relatively higher reliance on tourism, rural residents show more positive emotions such as love and pride. While urban residents have a more diversified economic base, therefore they are more neutral toward tourism.

Significant differences between urban and rural residents were also identified in residents' cognitive appraisals and supportive behaviors. The results revealed that rural residents regard TPA development as more important to their community compared with urban residents. They also scored higher on fairness, certainty and coping potential dimensions. Meanwhile rural residents were more likely to embrace and tolerate TPA development and reported fewer negative behaviors, such as displacement. Previous studies have identified that negative perceptions are detrimental to residents' support for tourism development (Látková & Vogt, 2012; Wang & Pfister, 2008). However, this study revealed that although they reported higher levels of anger, rural residents were still more supportive of TPA developments. This may be because residents' intentional behaviors are not linked to a single emotion but a complex set of emotional responses. Higher means for other emotions, such as gratitude, may increase supportive behaviors toward TPA development. Moreover, rural residents were more certain that TPA developments would change their life and community, and they perceived more fairness of TPA impacts between themselves and other stakeholders.

Referring to the relationship between cognitive appraisals, emotional responses and support behaviors, this study also confirmed that cognitive appraisals predicted emotional responses while emotional responses predicted support behavior in a tourism community context. In the case of Hangzhou, outcome desirability, fairness, certainty and coping potential is positively related to happy, loving and grateful emotions. Anger was negatively associated with the four variables, whereas worry was elicited by high certainty and low coping potential. In the rural case, it was revealed that residents felt anger when they perceived low fairness between themselves and other stakeholders. Yet in contrast to worry, coping potential is positively related to anger. The result revealed that urban residents' positive emotions and anger are determined by the four identified cognitive appraisals. However, individuals reported worry when they believed TPA developments were certain but their coping potential was low. In addition to residents' coping potential and stress relationship findings (Jordan & Vogt, 2017; Jordan et al., 2015), this study suggests certainty about tourism impacts elicited worry. The results also identified that rural residents' anger was mainly determined by low fairness, and those who had higher ability to cope with the impacts elicited higher anger. Although this relationship was not found in the urban case, the result has helped to explain why rural residents may feel anger toward TPA developments and highlights the benefits of cross case comparisons.

Moreover, this research finds similarities in the relationship between residents' positive emotions (i.e., happy, loving and grateful) and supportive behaviors (i.e., embrace, tolerance, displacement, withdraw) in urban and rural communities. Although the extant literature has revealed that residents' positive perception or satisfaction is positively associated with their support for tourism development (Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2011), this study further confirmed the effects of residents' happy, loving and grateful emotions on their behaviors both in rural and urban communities.

6. Conclusions

Theoretically, this paper fills a research gap by identifying significant differences between urban and rural residents' emotional responses and intentional behaviors towards a specific type of tourism development. Given the paucity of emotion-appraisal models in tourism (Hosany, 2012), this research provides psychological insights by identifying the antecedents of residents' emotions in both urban and rural tourism host communities. In addition, it further completes cognitive appraisal theory by empirically investigating the relevant cognitive appraisals eliciting residents' emotions in a tourism context. The identified cognitive appraisals (outcome desirability, fairness, coping potential and certainty) provide a common framework to examine patterns of emotional responses to tourism development in different communities. Meanwhile, the findings identify important links between positive emotions and behavioral intentions, contributing to tourism community research by adding emotion elements to help explain residents' supportive behaviors.

Practically, this study highlighted the significant effect of TPA familiarity and involvement on residents' positive emotions and behavioral intentions towards TPA development. Most residents reported emotions of interest and love toward TPA development, highlighting that conventional measures of 'satisfaction' may be too simplistic. These findings can help identify recommendations for urban and rural authorities as local residents are vital to sustainable TPA development. For urban residents, organizers could put more emphasis on the local market by promoting TPA performances. This could help to address internal needs (i.e., expectation, interest) in relation to TPA development, leading to more positive emotions by increasing outcome desirability. Since worry was related to high certainty and low coping potential, authorities could design actions to enhance residents' coping abilities by providing positive up-to-date TPA information, or involving them in the planning and staging of TPA developments.

To reduce or eliminate anger in rural communities, it is essential for TPA providers or government authorities to promote a sense of fairness by encouraging contributions to the community in return. For instance, concessional polices and children performing arts programs could be designed specifically for the local community, which can increase local acceptance of TPA development. Since rural residents place much higher importance on community development than urban residents, the collective benefits of local community such as infrastructure improvement, culture promotion should be emphasized by TPA providers in rural communities. Moreover, this study reveals the strong influence of positive emotions on behavioral intentions. Therefore, it is important to cultivate pride and gratitude by building a sense of commitment toward TPA developments.

Despite these contributions, this study has a number of limitations. Firstly, like most previous CAT studies the data reported in this study were based on a self-administered questionnaire (Hosany, 2012; Ma et al., 2013). Although the data were collected immediately after respondents were informed about TPA facts, self-reported measures can cause cognitive bias and memory errors based on respondents' previous experience (Li, Scott, & Walters, 2015). Future studies could capture residents' emotional responses more accurately by combining psychophysiological measures (e.g., electro-dermal analysis, facial muscle activity) or qualitative research (e.g., deep interview, focus group) alongside self-reported surveys. Secondly, as the data in Hangzhou was collected at inner-city locations, residents who live in the peripheral suburbs were excluded. Furthermore, the two study sites were in China, which is a collectivist culture and the results of this study may vary if applied to more individualistic western cultural contexts (Fischer, Rodriguez Mosquera, Van Vianen, & Manstead, 2004; Scherer, 1997).

Therefore, future research could test the theory and relationships in an individualistic culture to enhance the representativeness of the results. Finally, as this study attempts to examine the combined relationship between discrete emotions, cognitive appraisals and intentional behaviors, it has not combined emotions into positive and negative dimensions. Future research could confirm the causes and consequences of positive and negative emotions by applying a confirmatory SEM model. Meanwhile, other psychological factors could be added to complete the model such as commitment and personality, which may be important factors to consider.

To conclude, since discrete resident emotions do exist toward tourism development, it is essential for scholars who traditionally investigate resident perceptions to take the role of emotions into account. Meanwhile, this research confirmed the important differences between urban and rural residents toward specific types of tourism development, which provides a platform of knowledge that future studies could continue to expand understanding of the complexities in the tourism field.

Author contribution

Danni Zheng: Conceived and designed the research. Launched the investigation, performed analysis, wrote manuscript and acted as corresponding author.

Brent W. Ritchie: Supervised development of work, helped in concept and theory construction, data interpretation and manuscript evaluation.

Pierre J. Benckendorff: Supervised development of work, helped in data interpretation, manuscript editing and evaluation.

Jigang Bao: Helped in research investigation and background interpretation of China.

Appendix A. Supplementary data

Supplementary data related to this article can be found at https://doi.org/10.1016/j.tourman.2018.08.019.

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