

An Examination of Residents' Support for Tourism Development: A Case Study in the City of Yogyakarta

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ABSTRACT

Tourism is recognized as the strategic industry that has created jobs and generated incomes for the nations. The tourism studies have admitted that residents are very important in tourism development because they are the main actors and they participate with tourism in many ways. Residents interact and share their local facilities, services, knowledge and talents with tourists. Residents are also those who receive most impacts from tourism in the long time and thus have more concern on the sustainability of their place. In managing tourism industry, support from the residents is necessary because successful operation and sustainability depend heavily on residents' good-will. This study constructed a model of residents' support for tourism development and its structural relationship with residents' satisfaction, involvement, and place attachments. Using a valid sample size of 179 residents from 14 districts in the city of Yogyakarta, the findings revealed that support for tourism development are influenced by residents' involvement and place attachment. Residents' satisfaction did not affect residents' support. Residents' involvement in tourism influenced both residents' satisfaction and place attachment. Place attachments influenced residents' support on tourism development. Considering the important role of city's residents' support on tourism development, therefore, understanding the factors that may lead to residents' support on tourism should be encouraged and well planned.

Keywords: Support for tourism development, residents' involvement, life satisfaction, and place attachments.

INTRODUCTION

Places are now competing in a more global level. Competition among places is to attract the best scarce resources such as investments, companies, talented residents, big events, etc. Tourism is an industry which closely related to place competition as it provides strategic opportunities and has multiple impacts to the growth of other industries. The same condition is also happening in Indonesia where tourism has been viewed as a tool to help the economic revitalization. Most governments have recognized the role of residents' support on tourism and thus many impacts of tourism development on residents have been increasingly prioritized in a hope of increasing residents' participation in the tourism development.

To be successful, tourism strategy and policy must be supported by the residents. In developing the tourism area, perceptions and attitudes of local residents towards tourism are particularly important for the future success of the tourism industry. For place marketers, the

knowledge of the perception of residents towards certain place is vital to the execution of proper marketing strategies. In the tourism sector, among the topics of interest is the notion of place attachments. Place attachment is an emotional and psychological bond which is formed between an individual and a particular place (Tsai, 2012). It is believed that residents' attachment to the place may influence how residents' perceive the impacts and their willingness to collaborate with the tourism industry (William *et al.*, 1995).

Apart from having residents' attachments, it is essential for the residents to also feel happy or to feel comfortable with their place of living. Feeling happy means that the residents enjoying their life. This can be achieved by having a safe place to live, having access to education, having affordable housing, health, etc. These aspects are commonly called as the satisfaction with life. Ko and Stewart (2002) have studied the relationship between how residents satisfied with their life and their support for tourism competitive strategies.

Taking into consideration on the importance of residents' contributions to support the government strategy in tourism development, this study is conducted to examine the perceptions of Yogyakarta residents in terms of place attachments, involvement, and satisfaction with life and how these perceptions would lead to further intention to support the tourism development strategy. Thus, the objective is to specifically examine the relationships between residents' place attachments, satisfaction with life, residents' involvement and their support on tourism development. Understanding the relationships would help the government and tourism marketers/agencies to design and implement policies and place marketing strategies which are more attractive in attracting Yogyakarta.

LITERATURE REVIEW

Satisfaction with Life

Once a place becomes a tourism destination, the residents' living experiences are affected by tourism. The purpose of tourism development should be to increase the wellbeing for the local residents. It is important that the local residents should receive the highest priority for tourism benefits since residents' support for tourism is essential for the development, planning, successful operation, and sustainability of tourism. There are different terms exist in many conditions of human life, thus satisfaction with life is interchangeably referred to different terms such as well-being, welfare, utility, quality of life, prosperity, needs fulfillment, empowerment, capability expansion, happiness, living standards, and development (Cascante, 2008). Satisfaction with life studies are aimed at understanding local residents' well-being, feelings, and perceptions, which are analyzed using satisfaction measurements (Yu, 2011). Measure for satisfaction with life includes satisfaction with local government services, satisfaction with local business services and non-profit services, satisfaction with community conditions, and satisfaction with other specific issues (Yu, 2011).

Place Attachments

The need to have residents support on the place marketing and place strategy has called many researchers to consider the contribution of place attachments. Place attachments have recently called the academic interest because understanding how people attach to a place provides opportunities to study human behavior (Dredge, 2010). Place attachments refer to the extent where individuals value a given place, which can be seen from the strength of association, the individual's emotional/symbolic, and functional feelings about the given place (Yoon, 2002; Ramkisson *et al.*, 2013). Yuksel *et al.*, (2010) argue place attachments as a process by which

humans form emotional bonds to places. In simple terms, place attachments describe the emotional ties that people have to a place (Smith, 2013).

Researchers from social science and environmental psychology have investigated the influence of place attachments on some human behaviour (e.g. Hernandez *et al.*, 2010). In particular, it appears that when an individual is positively attached to a place, such behaviors are more likely to also result in positive manner (Ramkissoon *et al.*, 2012). Some scholars see place attachments as having two components: place identity, which is a symbolic or affective attachment to a place, and place dependence, which refers to the functionality of a place (Lee, 2011). Some others see it as also consists of place affect and place social bonding. Building a better understanding of the values people attach to their community/place can be an essential step toward a more effective approach to place management.

Residents' Involvement

There are many ways in which tourism may influence satisfaction with life, place attachments and support for tourism development. An improvement of residents' life can be made through tourism products that can also be enjoyed by residents. Tourism products are for example festivals, ceremonies, day to day life, cooking, cultural attractions, and religious activities. As part of tourism circle, residents' interaction with tourists is critical to the success of tourism. Therefore, residents should ideally be involved in the planning of tourism and their attitudes toward tourism. Equally, their perceptions of the importance of tourism and its impact on the community should be continually assessed. Ko and Stewart (2002) said that local residents' involvement could lead to residents developing a positive attitude towards tourism and this would then lead them to support additional tourism development.

Intentions to Support

Typically, research on resident support for tourism development measures residents' behavioral intentions. Topic on resident support for tourism development varies including the opposition to or favoring to the current tourism development and other specific tourism development projects (Yu, 2011). Theory of Reasons and Actions (TRA) by Ajzen and Fishbein (1980) is commonly used in explaining the individual intention that is further reflected in individual's attitude. Numerous studies (e.g. Gupta and Pirsch, 2006) used the concepts of TRA to predict individuals' attitudes toward or perception of an object or entity related to marketing and promotion (advertising). Many marketing researches have repeatedly found that behavior is well explained by intentions, attitudes, and normative beliefs. Studies on resident attitude have frequently suggested that residents' support for destination competitive strategies is tied to their perceptions of tourism impacts and how they respond to it (Dyer *et al.*, 2007; Gursoy and Rutherford, 2004; McGehee and Andereck, 2004; Vargas-Sánchez *et al.*, 2009).

The Relationships

Ability for a place to provide residents' needs and expectations may increase residents' sense of attachments as well as calling other scarce resources to come. A happy and satisfied resident would build higher attachments and be willing to support tourism development. An improvement in residents' satisfaction life has been identified to create a positive impact towards tourism and brings sustainability in tourism development (Neal *et al.*, 2007). Nunkoo and Ramkissoon (2010) found that overall residents' satisfaction, satisfaction with the neighborhood conditions, and satisfaction with community services predict resident support for tourism

development. From the psychology literature, it is believed that satisfaction with place will build attachments and self-esteem to the cities where these are important to human mental health (Azevedo *et al.*, 2013). Place attachments have been identified to influence residents' preferences on the tourism attraction built by the government/tourism industry (Yoon, 2002; Al-Masroori, 2006). Andereck and Vogt (2000) identified that for some communities, perceived satisfaction with life was a significant predictor of support toward tourism development. Andereck *et al.*, (2005) argue that satisfaction with life may intrinsically (and perhaps extrinsically) motivate residents to support tourism program.

This paper is focused on the residents' perspective in analyzing the relationships between satisfaction with life, involvement, and place attachments and their implications for support on tourism development. The reasons for using residents as the object of the study are because residents spend most of their time in the location and are the most who interact with the visitors, government/policy makers, and the environment. Residents are also have long term time horizon connected with the place, thus have more knowledge and experiences on tourism resources (Merrilees *et al.*, 2009).

Based on the above arguments, therefore, this study proposes these following hypotheses:

- H1: Satisfaction with life is positively correlated with residents' intention to support tourism development.
- H2: Place attachment is positively correlated with residents' intention to support for tourism development.
- H3: Residents' involvement is positively correlated with residents' intention to support for tourism development.
- H4: Residents' involvement is positively correlated with satisfaction with life.
- H5: Residents' involvement is positively correlated with place attachments.

RESEARCH METHODOLOGY

In order to achieve the objective of the study, residents of Yogyakarta city (Kotamadya Yogyakarta) are targeted as respondents. Being the centre of tourism, the residents living in Kotamadya Yogyakarta are more affected by tourism activities as compared to other districts. In order to represent the whole areas of Kotamadya, all 14 municipals (Kecamatan) were surveyed. This study has to ensure that respondents should be the residents of Yogyakarta (not visitors) and data from respondents' in 14 municipals should be achieved. Thus, purposive sampling was chosen as the most appropriate method for this study. There are two statistical tools used for this study: Descriptive analysis using SPSS and PLS (Partial Least Squares). PLS model evaluation is commonly examined by analyzing the measurement model and the structural model. The validity and reliability of the survey instruments will be analyzed by the measurement model. The measurement model tests individual loadings, internal composite reliability (ICR), average variance extracted (AVE), and discriminant validity (Chin, 1998). The structural model, is conducted after all tests in the measurement model satisfy the requirements as valid and reliable measures. The structural model assesses the causal relationship between constructs. In the structural model, the hypotheses are tested by assessing the path coefficients (standardized beta), t-statistics, and r-squared value (Chin, 1998).

RESULTS

Descriptive Analysis

By distributing the questionnaires to all 14 municipals, it is expected that the sample could better represent the population in Kotamadya Yogyakarta. The questionnaires distributed were 224 questionnaires. Overall, only 179 questionnaires returned and contained valid data as required. The SPSS results revealed that among respondents whose age range from 16 to 58 years old, the means is 40 years old. The Education level varies from junior high school, senior high school, diploma, bachelor, and master degree. According to the education level, majority of the respondents has bachelor degree, while also many are senior high school and diploma graduates.

Assessments of Validity and Reliability

In PLS, reliability and construct validity are assessed by examining the measurement model. The measurement model specifies the relationships between the indicators and their respective constructs. The measurement model is important in identifying good measures of each construct. Assessment of convergent validity was measured by using the item loadings, ICR and AVE. ICR can be used as a measure for convergent validity since it seeks to ensure that the indicators that measure the respective construct are highly correlated. The reliability (internal consistency) of the reflective construct measured by ICR should produce a value of 0.7 or higher (Fornell and Larcker, 1981). ICR ranged from 0.8731 to 0.97315 which were within the recommended value of 0.70. AVE measures the average variance that is shared between a set of items and their respective construct (Hulland, 1999). It is used to assess how well a latent construct explains the variance of a set of items that are supposed to measure that latent construct. A construct displays convergent validity if its AVE value is at least 0.50, which explains that at least 50% variance of the indicators are captured by the construct (Chin 1998; Fornell & Larcker 1981). AVE scores were 0.6352 for residents involvement, 0.5331 for place attachments, 0.5924 for residents atisfaction, and 0.631 for support on tourism development. All the scores were close to and above 0.5, a rule-of-thumb as recommended by Fornell & Larcker (1981) and Chin (1998).

Table 1. PLS results for ICR, AVE, Cronbach Alpha

	AVE	Composite Reliability	R Square	Cronbachs Alpha	Communality
Involvement	0.6352	0.8731	0	0.8164	0.6352
Place Attach	0.5331	0.9258	0.3155	0.9122	0.5331
Res Satisfaction	0.5923	0.8786	0.0739	0.8358	0.5923
Support Tourism Dev	0.631	0.9315	0.2607	0.9154	0.631

Table 2. Average Square Root

	Involvement	Place Attach	Res Satisfaction	Support Tourism Dev
Involvement	0.797	0	0	0
Place Attach	0.3763	0.730	0	0
Res Satisfaction	0.2718	0.5036	0.7696	0
Support Tourism Dev	0.3557	0.4709	0.2914	0.795

The assessment of discriminant validity was assessed using *cross loadings* and AVE *square root*. The cross loadings are found to be satisfactory. The last procedure, the square root of the AVE, was demonstrated by comparing the square root of the AVE for each constructs with the correlations between the construct and other constructs in the model. As seen in Table 2, the AVE square root of residents' involvement is (0.797), which is higher than the other inter-construct correlations. This study have shown a satisfactory level where all larger than the correlations between the construct and any other constructs (see Table 2).

Structural Model

By using the valid and reliable output from the measurement model, the structural model was used to test the proposed hypotheses. The structural model identified that all the proposed hypotheses are supported with significance at 0.01 except satisfaction with life direct relationship to support tourism development which is only significant at 0.05 level. As can be seen in Figure 1 the path coefficient between satisfaction with life to support for tourism development 0.05. The path coefficient between place attachments and support for tourism development was 0.369. The path coefficient between residents' involvement and place attachments was 0.259. The path coefficient between residents' involvement and satisfaction with life was 0.272. The path coefficient between residents' involvement and support for tourism development was 0.433. Detail discussion on the relationships within structural model is provided in the next section.

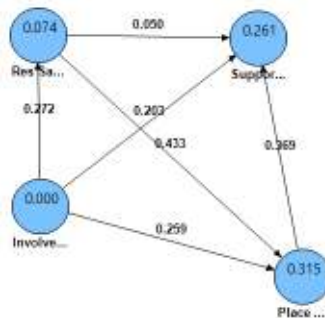


Figure 1

DISCUSSIONS

Findings show that all causal relationships are significant at 0.05 level except satisfaction with life and support for tourism development. Previous studies have identified different findings relating to the satisfaction with life and support for tourism development. Azevedo *et al.*, (2013) found the significant relationships between satisfaction with life and support for tourism development. Andereck and Vogt (2000) identified that satisfaction with life was a significant predictor of support for tourism development. Andereck *et al.*, (2005) also found that satisfaction with life creates motivation to residents to support tourism program. Kaplanidou (2013) found satisfaction with life as a significant mediating variable between tourism impacts and increased residents' support on tourism program. Similarly, Neal *et al.*, (2007) and Nunkoo and Ramkissoon (2010) also confirmed satisfaction with life influences to sustainability in tourism development and residents' support for tourism development. A positive relationship between satisfaction with life and support for destination competitive strategies was examined by Ko and Stewart (2002). However, Ko and Stewart (2002) study did not find the significant existence of the relationship due the limited level of capacity to absorb tourists in the area being investigated. The relationship is also affected by the degree and the stage of tourism development. These

previous findings provide evidences of different findings in satisfaction with life and support for tourism development.

Finding from the medium effect between place attachments and support for tourism development in this study can be interpreted as there is an important role of having residents' place attachments since this affective attitude could lead to residents' positive intention to support. The place attachment is believed to enable creating the bond between the residents and tourists to the place and further also build the sense of pride. The significant relationship between place attachments and support for tourism development has been identified by some previous researches (eg. Yoon, 2002; Al-Masroori, 2006; Ramkissoon *et al.*, 2012; Yuksel *et al.*, 2010). Dredge (2010) stated that understanding people attachments to a place provides opportunities to study human behavior. This implies that when someone is happy and attached with a particular place, one's behavior can be better predicted.

CONCLUSION

For the governments as well as tourism marketers, knowledge of the perception of residents towards the place they live is vital to the implementation of place and tourism development strategies. This study aims to contribute to place marketing strategies discipline by analyzing residents' perception of satisfaction with life, residents' involvement, and place attachments, in order to predict their behavior to support tourism development in Yogyakarta. By investigating 179 valid questionnaires and conducted interviews, this study identified all hypotheses supported. The contributions for the academic are this study provides the empirical evidence on the role of satisfaction with life, involvement and place attachments in leading to residents' attitude to support their government strategies in tourism sector. For marketers, governments, and tourism planners, all items in increasing the 'satisfaction with life' and 'place attachments' should be carefully managed as all of those items may trigger to positive attitude performed by residents to support the marketers, governments, and tourism planners. While it cannot be denied that other stakeholders also deserve the benefits from the development, the priority to the residents should be placed in priority.

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