THE EFFECT OF RESIDENTS' ATTITUDE TOWARD TOURISM TO PRO-TOURISM BEHAVIOR: A CASE STUDY OF HUA-HIN PRACHUBKIRIKHAN

NOPPANON HOMSUD

Department of Marketing Faculty of Management Science Silpakorn University
Email: noppanon@ms.su.ac.th

Abstract— This study focused on the impact of attitude toward tourism to pro-tourism behavior. The theories used to support this model are social exchange theory and theory of reasoned action. This study constructed a model for testing the relationship among welcome tourists behavior, perceived local economy, personal benefit, attitude toward tourism, and pro tourism behavior. Empirical testing was used for observing effect of the model. The sample was 408 people in Hua-hin Prachubkirikhan, who were selected by convenience sampling. The research instrument was questionnaire which divided into 4 parts, general data, perceived tourism impact (welcome tourists behavior, perceived local economy, and personal benefit), attitude toward tourism, and pro tourism behavior. The usage statistical methods containing of frequency, percentage, mean, standard deviation, and structural equation model. It was found that all of hypothesizes, affected the positive results significantly.

Index Terms—Attitude Toward Tourism, Pro-Tourism Behavior, Thailand, Residents' Effect

I. INTRODUCTION

The weakening of old-fashioned industries such as agriculture, farming, pottery, fishery, cultivation, or handicraft is factor that many countryside societies must seek substitute economic system to earnings through tourism which they can reinforce the strength of community development. Community-based tourism has become a possible choice for developing tourism in traditional rural area to be gathering economic benefits for local residents. However, the expansion of sustainable tourism is problematic if the residents in area do not support or contribute in all activities such as not welcome tourist or cheating tourists. A government agency that plans to use tourism as an alternative ways of support its economic development must improve sustainable tourism to meet the requirements, attitudes, and demands of its inhabitants. [1]

The generally accepted theory about attitudes predicted behaviors is theory of reasoned action [2]. This theory explained that intentions and behaviors were a function of three basic determinants: the attitude toward the behavior, the subjective norm, and the perceived behavioral control [3]. The other theory can explain the effect of attitudes to predicted behavior is social exchange theory which originated by Homans [4], Thibaut and Kelley [5], and Blau [6]. Social exchange theory started from the social psychology emphases on the perceptions of costs and benefits and their consequences to satisfaction. Assessment is a significant section of social exchange and provides the standard against which all relationships are decided. Comparative values are personal subjective and diverge through individuals and groups [7]. From a tourism side, social exchange theory can explain that individuals' attitudes towards tourism and their support for development will be influenced by the consequences of tourism for themselves and their communities [8].

Hua-Hin, where has 95,769 population, is one of district in Prachubkirikhan Province. Hua Hin is one of the most well-known tourist destinations among Thai tourists and visitors partly because its tourism has been promoted in various ways. For instance, the regattas, golf tournaments, seminars, jazz music festivals, etc. Besides, Hua Hin is a place of all-year-long tourist activities. For example, visitors can swim in the sea even in the monsoon because the wind is not so strong. Visitors can go to Hua Hin very easily as it is only 180 kilometers far from Bangkok, the capital of Thailand on the south and takes only 2 hours to Hua Hin [9].

II. REVIEW LITERATURE

1. Pro-Tourism Behavior and Attitude toward Tourism

Residents will support any activities tourism if they have a good attitude to tourism. It can be explained by Social exchange theory. Based on this theory, if the residents recognize that they will get advantage from tourism without suffering costs, and then the residents will prefer to contribute and participate in community-based tourism development and vice versa [10]. From many previous literatures, it was found based on social exchange theory that if respondents perceived benefits they will significantly and positively support for tourism development such as Nunkoo and Ramkissoon [11] studied in Grand-baie, Mauritius; Choi and Murray [12] studied in Texas, USA; Nicholas, Thapa, and Ko [13] studied in

Soufriere, a small town on the southwestern coast of the island of St. Lucia in the Caribbean; Kaltenborn, Andersen, Nellemann, Bjerke, & Thrane [14] studied in Øyer and Vestre Slidre, in Southeast Norway; and Oviedo-García, Castellano-Verdugo, & Martín-Ruiz [15] studied in Santiponce, a small community in southern Spain. It can conclude that residents will support tourism if they have a good attitude in all contexts both developed and developing country.

2. Welcome Tourists Behavior, Perceived Local Economy, and Personal Benefit

Based on the study of Ribeiro, Pinto, Silva, and Woosnam [16], they divided antecedent of attitude and pro-tourism behavior into 3 parts, namely welcome tourists behavior, perceived local economy, and personal benefit.

Woosnam and Norman [17] proposed emotional solidarity scale to explain the relationship between residents and tourists. The scale consists of three factors; sympathetic understanding, welcoming visitors, and emotional closeness. However, many researches such as Woosnam [18] and Woosnam and Aleshinloye [19] used only welcoming visitors factor to measure emotional solidarity scale.

Tourism also helps economic in the community. It brings in money that generated major percentage of the community income. It also provides works for the local residents and provides investment in infrastructure such as roads, rail, medical, and education. Moreover, it can provide incentives for a place to preserve and regenerate urban and wildlife areas and promotes international links in the medium to long term. Stylidis and Terzidou [20] and Gursoy, Chi, and Dyer [21] found that perceived local economy can affect to attitude toward tourism. While Dyer, Gursoy, Sharma, and Carter [22] found that perceived local economy can affect to support tourism that can imply to pro-tourism behavior.

Tourism can generate benefit to residents both directly and indirectly such as improve their quality of live or create jobs for residents personally. Nunkoo and So [23], Vargas-Sanchez, Valle, Mendes, and Silva [24], and Boley, McGehee, Perdue, and Long [25] found that residents who get personal benefit have higher attitude toward tourism than the others.Moreover, Boley, McGehee, Perdue, and Long [25] and McGehee and Andereck [26] found that residents who get personal benefit support tourism more than the other that can imply to pro-tourism behavior.

As the reason above, it can proposed 7 hypotheses:

H1: Residents' welcome tourist behavior affected the positive results to residents' attitude toward tourism.

H2: Residents' perceived local economy affected the positive results to residents' attitude toward tourism.

H3: Resident's perceived personal benefit affected the positive results to residents' attitude toward tourism.

H4: Residents' welcome tourist behavior affected the positive results to residents' pro tourism behavior.

H5: Residents' perceived local economy affected the positive results to residents' pro tourism behavior.

H6: Resident's perceived personal benefit affected the positive results to residents' pro tourism behavior.

H7: Resident's attitude toward tourism affected the positive results to resident's pro tourism behavior.

III. RESEARCH METHODOLOGY

The target population in this research was permanent residents of Hua-Hin, Prachubkirikhan (stay at Hua-Hin, Prachubkirikhan for more than one year) and is 20 years old or older. A sample size of at least 300 respondents was targeted with the requirements of Structural Equation Modeling (SEM) because of less than 7 constructs model [27]. The sample was selected by convenience sampling and was collected data with Thai language questionnaire by undergraduate student. The key point in collecting data was collecting only one person in one family. In final, 408 sample was collected.

The questionnaire which was in Thai language comprised four main sections, The first section aimed to ask about general data consisting of gender, age, occupation, education level, household income, number in family, working about tourism or not, and number of year stayed in Hua-Hin. The second part measured perceived tourism impact (welcome tourists behavior, perceived local economy, and personal benefit), using a Likert-type scale (1 strongly disagree to 5 strongly agree). The 12 attributes items to measure welcome tourists behavior, perceived local economy, and personal benefit were adapted from Choi and Sirikaya [28], Wang and Pfister [29], and Woosnam and Norman [17]. The third part measured attitude toward tourism using a Likert-type scale (1 strongly disagree to 5 strongly agree) comprised 6 attributes items adapted from Nunkoo and Gursoy [30]. The last part measured pro-tourism behavior. Four attributes were adapted from Valle, Guerreiro, Mendes, and Silva [31].

For testing reliability and validity, the questionnaire was considered by three professionals in tourism. Having some more recommendations on the validity, each question was cautiously selected in terms of Index of Item Objective Congruence (IOC) of more than 0.5. The pilot-test was done among 30 Hua-Hin residences. In overall, the questionnaires' coefficient alpha of cronbach nearly equaled to 0.877. As the estimations of alpha nearly touched 1, the questionnaires presented some confidence [32]. They were finally given to the samples as design above.

After checking missing values, it was calculated descriptive statistics for general data firstly, next was test welcome tourists behavior, perceived local economy, personal benefit, attitude toward tourism, and pro tourism behavior with Confirmatory Factor Analysis (CFA). Structural equation modeling (SEM) was used to calculate the effect of welcome tourists' behavior, perceived local economy, and personal benefit to attitude toward tourism; welcome tourists' behavior, perceived local economy, personal benefit to pro tourism behavior; and attitude toward tourism to pro tourism behavior. All of results were calculated by IBM SPSS Statistics 22 and IBM SPSS AMOS22 trial version. Model fit was assessed using six indicators (i.e., $\chi 2$/df, GFI, AGFI, RMSEA, CFI, and SRMR).

IV. FINDINGS

1. Most of samples of this study were female (69.61%), were 31 – 40 years old (31.13%), graduated in bachelor degree (76.23%), had monthly income 30,001 – 50,000 THB (about 875 – 1460 USD) (40.44%), had 4 people in family (35.30%), not worked in associate with tourism (56.62%) and stayed at Hua-Hin more than 5 years (63.73%). See Table 1

Table 1: General Data of Samples

Demographic		Sample (n = 400)	Percentage
Gender	Female	284	69.61%
	Male	124	30.39%
Age	21–30 years old	77	18.87%
	31–40 years old	127	31.13%
	41–50 years old	88	21.57%
	51–60 years old	65	15.93%
	More than 60 years old	51	12.50%
Educational Level	Lower Bachelor Degree	37	9.07%
	Bachelor Degree	311	76.23%
	Upper Bachelor Degree	60	14.70%
Monthly Income	Lower than 20,000 THB	60	14.71%
	20,000 – 30,000 THB	72	17.65%
	30,001 – 50,000 THB	165	40.44%
	50,001 – 100,000 THB	89	21.81%
	More than 100,000 THB	22	5.39%
Number of People in Family	Alone	22	5.39%
	2 People	84	20.59%
	3 People	95	23.29%
	4 People	144	35.30%
	5 People	49	12.00%
	More than 5 People	14	3.43%
Associate with Tourism	Yes	177	43.38%
	No	231	56.62%
Length stay in Hua-Hin	1-2 years	51	12.50%
	3 – 5 years	97	23.77%
	More than 5 years	260	63.73%

2. The next phase was considered measurement model by using confirmatory factor analysis with maximum likelihood estimation method. It was also conducted to establish the reliability and validity by composite reliability (CR) which must more than 0.70 to indicate that the measurement are reliable [33] while factor loadings and Average Variance Extracted (AVE) were used for validity measurement. Table 3 was shown that all factor loadings were above 0.5 [27] and also shown the AVE values. The initial measurement model had CMIN/DF = 2.786, CFI = 0.905, GFI = 0.868, RMR = 0.026, and RMSEA = 0.066 while the adjusted model had CMIN/DF = 0.938, CFI = 1.000, GFI = 0.964, RMR = 0.015, and RMSEA = 0.000 it was in acceptable value [27].

Table 2: The Measurement Model

Variables	Loading	Mean	S.D.	Skew	Kurt
Welcome Tourists Behavior (CR = 0.835 and AVE = 0.578)					
The community benefit from having tourists	0.921	4.36	0.57	-0.39	0.21
Proudness to have tourists come to city	0.958	4.39	0.58	-0.52	0.20

Variables	Loading	Mean	S.D.	Skew	Kurt
Treat all tourists fairly	0.525	4.32	0.60	-0.43	0.08
Appreciate to tourist contributions to city	0.521	4.36	0.61	-0.47	-0.29
Perceived Local Economy (CR = 0.778 and AVE = 0.474)					
Public agency should create more jobs in city	0.668	4.35	0.71	-0.86	0.66
Willing to pay more expenses if the economy in city is growing	0.719	4.37	0.72	-0.83	-0.05
Living standard is increasing because of tourism	0.702	4.35	0.69	-0.72	-0.08
Tourism increase jobs for local people	0.644	4.35	0.73	-0.80	-0.15
Personal Benefit (CR = 0.735 and AVE = 0.410)					
Personal economic depend on tourism	0.692	4.35	0.69	-0.76	0.14
Tourists help to pay taxed indirectly	0.580	4.40	0.73	-1.01	0.43
Household economic will be better from more tourists	0.637	4.40	0.72	-0.93	0.12
Local people get economic benefit from tourism	0.649	4.36	0.61	-0.99	0.83
Attitude toward Tourism (CR = 0.865 and AVE = 0.515)					
Create more jobs in city	0.693	4.40	0.61	-0.50	-0.63
Attract more investment to city	0.715	4.42	0.62	-0.58	-0.59
Lead to improvement of infrastructure	0.736	4.41	0.60	-0.44	-0.67
Increase cost of living	0.684	4.42	0.59	-0.48	-0.66
Loss traditional living	0.732	4.46	0.58	-0.49	-0.71
Damage in natural resource	0.747	4.42	0.61	-0.55	-0.60
Pro-tourism Behavior (CR = 0.758 and AVE = 0.439)					
Willingness to protect natural resource for tourism	0.664	4.37	0.64	-0.49	-0.66
Willingness to provide information for tourist	0.708	4.37	0.67	-0.57	-0.70
Willingness to promote city as tourist destination	0.620	4.37	0.67	-0.61	-0.70
Willingness to get inconvenience situation to get benefit from tourism	0.658	4.34	0.70	-0.58	-0.81

3. The hypothesized relationships among the study's constructs were tested in the structural model with maximum likelihood estimation. The results indicated an adequate of the structural model with Chi-Square = 594.362 (sig. = 0.000) CMIN/DF = 2.942, CFI = 0.895, GFI = 0.859, RMR = 0.038, and RMSEA = 0.069 and the adjusted model had Chi-Square = 222.849 (sig. = 0.042) CMIN/DF = 1.185, CFI = 0.991, GFI = 0.954, RMR = 0.029, and RMSEA = 0.021 it was in acceptable value [26].

It can conclude that the hypothesized model was a good fit for the empirical data. As seen on Table 3, standardized coefficients of the seven hypothesized relationships were significant as the expected direction. In table 4-6 was shown the direct, indirect, and total effect of each construct relationship. Moreover, figure 1 was shown the adjusted calculating model that presented that the seven hypothesized relationships were significant as the expected.

Table 3: Standardized Coefficients of all Hypothesizes

Hypothesis	Relationship			S.Est.	t-stat
H1:	Residents' welcome tourist behavior	→	Resident's attitude toward tourism	0.216	3.307***
H2:	Residents' perceived local economy	→	Resident's attitude toward tourism	0.379	6.231***
H3:	Resident's perceived personal benefit	→	Resident's attitude toward tourism	0.321	5.360***
H4:	Residents' welcome tourist behavior	→	Resident's pro tourism behavior	0.227	3.123**
H5:	Residents' perceived local economy	→	Resident's pro tourism behavior	0.200	3.084**
H6:	Resident's perceived personal benefit	→	Resident's pro tourism behavior	0.143	2.255*
H7:	Resident's attitude toward tourism	→	Resident's pro tourism behavior	0.239	2.913**

*** sig. at 0.001 **sig. at 0.01 *sig. at 0.05

Table 4: Total Effects

	Attitude	Protourism
Welcome Tourism	0.216	0.279
Local Economy	0.379	0.291
Personal Benefit	0.321	0.219
Attitude		0.239

Table 5: Direct Effect

	Attitude	Protourism
Welcome Tourism	0.216	0.227
Local Economy	0.379	0.200
Personal Benefit	0.321	0.143
Attitude		0.239

Table 6: Indirect Effect

	Attitude	Protourism
Welcome Tourism	0.000	0.052
Local Economy	0.000	0.091
Personal Benefit	0.000	0.077
Attitude		0.000

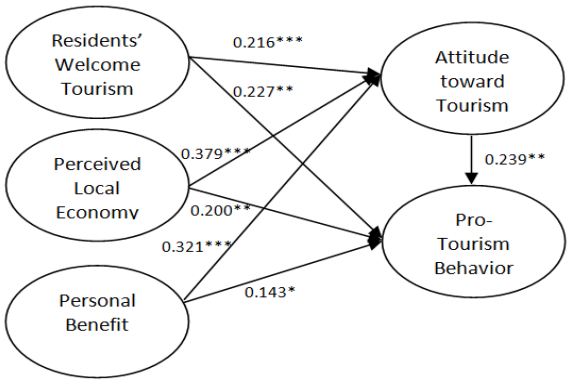


Figure 1: The Adjusted Calculation Model

CONCLUSION, IMPLICATION, AND RECOMMENDATION

This study was shown that attitude toward tourism affected pro-tourism behavior positively. It was also shown that welcome tourists behavior, perceived local economy, and personal benefit affected attitude toward tourism positively. Moreover, welcome tourists behavior, perceived local economy, and personal benefit affected pro-tourism behavior positively.

From the result shown that attitude toward tourism affected pro-tourism behavior, it supported the research of Nunkoo and Ramkissoon [11], Choi and Murray [12], Nicholas, Thapa, and Ko [13], Kaltenborn, Andersen, Nellemann, Bjerke, and Thrane [14], and viedo-García, Castellano-Verdugo, & Martín-Ruiz [15]. As for the result shown that welcome tourists behavior affected attitude toward tourism and pro-tourism behavior, it supported the research of Woosnam [18] and Woosnam and Aleshinloye [19]. It was the same direction of Stylidis and Terzidou [20] ,Gursoy, Chi, and Dyer [21], and Dyer, Gursoy, Sharma, and Carter [22] in the point of perceived local economy affected both attitude toward tourism and pro-tourism behavior. Finally, this research results conform to the findings of Nunkoo and So [23], Vargas-Sanchez, Valle, Mendes, and Silva [24], and Boley, McGehee, Perdue, and Long [25], and McGehee and Andereck [26] which found personal benefit will affect positively to attitude toward tourism and pro-tourism behavior.

The results can extend body of knowledge in tourism especially in resident tourism. It also supports using social exchange theory and theory of reason action to explain residents' support to tourism. In this research, attitude toward tourism is mediator between pro-tourism behavior and other factor therefore one of the methods to increase support from residents is improving their attitudes toward tourism. From

standardized coefficient, it was shown that making residents' perceived economic side both local economy and personal benefit be better in increasing their attitude toward tourism and pro-tourism behavior.

Since resident support is important for community tourism development, government agency can use the result from this research to emphasize on residents such as giving information about benefit from tourism to residents, giving opportunity for residents to participate or involve in tourism project, or creating events that both residents and tourists can do together. There are many limitations in this research. Firstly, studying in attitude should divide into two points, negative and positive such as the research of Ribeiro, Pinto, Silva, and Woosnam [16]. Second, this research conducted in Hua-Hin that is a prosperous city in Thailand. If it is possible, next study should select impoverished city as study area. Finally, concepts of individualism and collectivism should apply to this study because residents who are different in lifestyle or different in attitude of living are different in attitude and behavior, too.

REFERENCES

[1] T. H. Lee, "Influence analysis of community resident support for sustainable tourism development," Tourism Management, vol.34, pp.37-46, February 2013.

[2] I. Ajzen, and M. Fishbein, "Understanding attitudes and predicting social behavior," Englewood Cliffs, NJ: Prentice-Hall, 1980.

[3] I. Ajzen, "Attitudes, personality, and behavior (2nd ed.)," New Delhi: Tata McGraw-Hill, 2010.

[4] G. C. Homans, "Social behavior as exchange," American Journal of Sociology, vol.63(6), pp. 597-606, May 1958.

[5] J. W. Thibaut, and H. H. Kelley, "The social psychology of groups," New York: Wiley, 1959.

[6] P. M. Blau, "Exchange and power in social life," New York: Wiley, 1964.

[7] C. Ward, and T. Berno, "Beyond social exchange theory: attitudes toward tourists," Annals of Tourism Research, vol.38(4), pp. 1556-1569, October 2011.

[8] K. L. Andereck, K. M. Valentine, R. C. Knopf, and C. A. Vogt, "Residents' perceptions of community tourism impacts," Annals of Tourism Research, vol.32(4), pp. 1056–1076, October 2005.

[9] M. Boonmeeseesanga, "The identity construction of destination branding amphoe Hua – Hin, changwat Prachuap Khiri Khan amongst young tourists' perspective," Veridian E-Journal, SU, vol.6(1), pp. 548 – 560, 2013.

[10] C. Jurowski, M. Uysal, and D. R. Williams, "A theoretical analysis of host community resident reactions to tourism," Journal of Travel Research, vol.36(2), pp. 3-11, November 1997.

[11] R. Nunkoo and H. Ramkissoon, "Residents' satisfaction with community attributes and support for tourism," Journal of Hospitality & Tourism Research, vol.35(2), pp. 171-190, May 2011.

[12] H. C. Choi and I. Murray, "Resident attitudes toward sustainable community tourism," Journal of Sustainable Tourism, vol.18(4), pp.575-594, May 2010.

[13] L. N. Nicholas, B. Thapa, and Y. J. Ko, "Residents' perspectives of a world heritage site: the Pitons management area, St. Lucia," Annals of Tourism Research, vol.36(3), pp. 390-412, July 2009.

[14] B. P. Kaltenborn, O. Andersen, C. Nellemann, T. Bjerke, and C. Thrane, "Resident attitudes towards mountain second-home tourism development in Norway: the effects of environmental attitudes," Journal of Sustainable Tourism, vol.16(6), pp. 664-680, 2008.

[15] M. Oviedo-Garcia, M. Castellanos-Vergudo, and D. Martin-Ruiz, "Gaining residents' support for tourism and planning," International Journal of Tourism Research, vol.10(2), pp.95-109, March-April 2008.

[16] M. A. Ribeiro, P. Pinto, J. A. Silva, and K. M. Woosnam, "Residents's attitudes and the adoption of pro-tourism behaviours: The case of developing island countries," Tourism Management, vol.61, pp.523-537, August 2017.

[17] K. M. Woosnam, and W. C. Norman, "Measuring residents' emotional solidarity with tourists: Scale development of Durkheim's theoretical constructs," Journal of Travel Research, vol. 49(3), pp.365-380, August 2010.

[18] K. M. Woosnam, "Testing a model of Durkheim's theory of emotional solidarity among residents of a tourism community," Journal of Travel Research, vol. 50(5), pp.546-558, September, 2011.

[19] K. M. Woosnam, and K.D. Aleshinloye, "Can tourist experience emotional solidarity with residents? Testing Durkheim's model from a new perspective," Journal of Travel Research, vol. 52(4), pp. 494-505, July 2013.

[20] D. Stylidis and M. Terzidou , "Tourism and the economic crisis in Kavala, Greece," Annals of Toursim Research, vol. 44, pp.210-226, January 2014.

[21] D. Gursoy, C. G. Chi, P.Dyer, "Locals' Attitudes toward Mass and Alternative Tourism: The Case of Sunshine Coast, Australia," Journal of Travel Research, vol. 49(3), pp.381-394, August 2010.

[22] P. Dyer, D. Gursoy, B. Sharma, and J. Carter," Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia," Tourism Management, vol. 28(2), pp.409-422, April 2007.

[23] R. Nunkoo, and K. K. F. So, "Residents' support of tourism: Testing alternative structural models," Journal of Travel Research, vol. 55(7), pp. 847-861, September 2016.

[24] A. Vargas-Sanchez, P. O. D. Valle, J. D. C. Mendes, and J. A. Silva, "Residents' attitude and level of destination development: An international comparison," Tourism Management, vol. 48, pp. 199-210, June 2015.

[25] B. B. Boley, N. G. McGehee, R. R. Perdue, and P. Long, "Empowerment and resident attitudes toward tourism: Strengthening the theoretical foundation through a Weberian lens," Annals of Tourism Research, vol. 49, pp.33-50, November 2014.

[26] N. G. McGehee and K. L. Andereck, "Factors predicting rural residents' support of tourism," Journal of Travel Research, vol. 43(2), pp.131-140, November 2004.

[27] J. F. Hair, W. C. Black, B. J. Babin, and R. E. Anderson, "Multivariate Data Analysis," New Jersey: Prentice Hall, 2010.

[28] H. S. Choi, and E. Sirikaya, "Measuring residents' attitudes toward sustainable tourism: Development of sustainable tourism attitude scale," Journal of Travel Research, vol. 43(4) pp. 380-394, May 2005.

[29] Y. Wang, and R. E. Pfister, "Residents' attitudes toward tourism and perceived personal benefits in a rural community," Journal of Travel Research, vol. 47(1), pp. 84-93, August 2008.

[30] R. Nunkoo, and D. Gursoy, "Residents' support for tourism: An identity perspective," Annals of Tourism Research, vol. 39(1), pp. 243-268, January 2012.

[31] P. O. Valle, M. Guerreiro, J. Mendes, and J. A. Silva, "The cultural offer as a tourist product in coastal destinations: The Case of Algarve, Portugal," Tourism and Hospitality Research, vol. 11(4), pp. 233-247, October 2011.

[32] L. J. Cronbach, "Coefficient alpha and the internal structure of tests," Psychometrika, vol. 22(3), pp. 297-334, September 2011.

[33] J. C. Nunnally, and I. Bernstein, "Psychometric Theory," New York: McGraw-Hill, 1994.

★★★