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### Analysis the Effects of Perceived Positive Impact of Tourism Development on the Attitude and Residence Support of Tourism Development (A Study of Mashhad City, Iran)

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**Abstract:** In the recent decades, tourism industry has been become one of the main important aspects of national economic development in the world scale. In other word, it has affected the various aspects of the residence life, in environmental, social, economic, and other areas. In order to, the aim of this research is examine the effects of perceived positive impact of tourism development on the attitude and residence support of tourism development in the Mashhad area. Applied methodology has documentary- analytical approach, based on the field studies and questionnaires. In continuous, we have used of Stratified non-random sampling method for actual respondents' selection and it was selected 387 persons. After gathering the data from questionnaires, they were analyzed using the SPSS and Smart PLS environment to calculation the mean test and structural equation. The results showed that tourism development has effected the residents' attitude toward the tourism development and support of tourism development. In addition, the results supported the partial mediating effect of attitude in the relationship between tourism development and residences intention to support of tourism development.

**Keywords:** Tourism Development, Behavior Supportive, Perceived Impact, Residence Attitude.

## **INTRODUCTION**

Nowadays, the tourism industry has considered as a major source of economic development and strategic planning efforts to every country in the world (Uysal & et al, 2016) The development of tourism is an increasingly popular option for community regeneration. Tourism has been found to stimulate local economies (Sharpley & Telfer, 2002), attract foreign investment (Liu, Sheldon, & Var, 1987; Sheng & Tsui, 2010), increase business activity (Prentice, 1993), enhance land value (Crompton, 2004), improve community infrastructure (Mathieson & Wall, 1982), and attract the wealthy middle class (Gotham, 2005; Liang & Bao, 2015). However, once a community becomes a tourist destination, the daily lives of its residents are transformed by the presence of increasing numbers of visitors and tourist-oriented activities (Jurowski, Uysal, & Williams, 1997) depending on the stage of tourism development in their community (Kim, Uysal, & Sirgy, 2013). Over the past decade, the effects of tourism development on QOL have received considerable attention (Woo, Kim, & Uysal, 2015; Xian Liang & Kee Hui, 2016). The new trend of empirical and theoretical research in tourism is focused on the effect of tourism behaviors on life and experiences of others such as residence (McCabe and Johnson, 2013). New research places a greater emphasis on the impacts of tourism development on residents' perception; the impacts are not only economic, but also cultural, social and environmental outcomes (e.g. Deery et al, 2012; Kim et al, 2013; Ozturk et al, 2015). From the views of residence, tourism development must be lead to the benefit and cost. Based on evaluation the benefit-cost ratio, residence should be having specific attitude toward tourism development and their supportive behavior related to the tourism. Supporting for tourism development can be contributed by many factors. One of most important component can be explained by perceived positive or negative impacts by local residents. Under sustainable tourism framework, the impacts to be evaluated are based on the Triple Bottom Line-model (TBL) which defines the impact of tourism as the mixture of the social, economic, cultural, and environmental benefits (Lundberk, 2011). Social exchange theory suggests that residents who perceive themselves as benefiting from tourism are likely to view it positively, while resident who perceive themselves as incurring costs are likely to view tourism negatively. Perceived positive or negative impacts, in turn, will affect the degree to which residents will support the tourism development (McCool and Moisey, 2008; Homsud & Promsaard, 2015). This article uses two theories to explain the model. According to social exchange theory, Ap (1992) suggests that residents evaluate in terms of expected benefits or costs obtained in return for the services they supply. He concludes that tourism impacts are viewed positively when exchange of resources is high for the host actor in either the balanced or unbalanced exchange relation, while if exchange of resources is low, tourism impacts are viewed negatively. According to the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975), attitude toward something leading to the intention to the behavioral reaction. Present study examines the effect of tourism development on intention to the supportive behavior of the tourism development. According to the reasoned action theory, attitude toward tourism development is the mediating role in this relationship.

## **BACKGROUND**

### **Perceived Tourism Development**

In the past six decades, tourism has turned into one of the largest and most growing industries in the world (Ozturk et al, 2015). Tourism has a multipurpose affect to the residence life negatively and positively. For

example, by generating economic benefits which result in improved quality of life among residents. Tourism development provides residents recreational facilities and many opportunities for enjoyment. The research shows residents believe that tourism development promotes the society's image but also will increase pollution. This suggests that tourism is a multidimensional concept affecting resident's life in cultural, economic, social, and environmental areas (Rivera et al, 2015). Butler (1980) noted that positive and negative attitudes can be considered in tourism development, so that by perception of negative effects attributed to tourism development, attitude of residents may become negative. Also, Ozturk et al (2015) following an exploratory factor analysis found both positive and negative effects. In this research, we have considered positive effects of tourism development similar to Rivera et al. (2015).

### **Attitude Toward Tourism Development**

Attitudes are defined as “an enduring predisposition towards a particular aspect of one's environment” (McDougall & Munro 1987). And as “a state of mind of the individual toward a value” (Allport 1966). In response to establishing standardized instrumentation for use in tourism impact research, Lankford and Howard (1994) developed the tourism impact attitude scale (TIAS), which can be used to measure residents' attitudes toward tourism in different contexts (wang et al., 2007). The dimension of TIAS extracted by wang et al. (2007), named by Exploratory factor analysis. The result indicates that attitude toward tourism development Is composed of quality of life and concern of residence about tourism. In this paper we use Lankford and Howard (1994) scales as a Measurement of attitude toward tourism development.

### **Tourism development and support of tourism development**

Social exchange theory from the perspective of tourism development suggests that residents' evaluation of the outcomes of tourism development in their community affects their support for tourism development (e.g., Perdue et al, 1990). Residents consider the personal benefits and cost when evaluating an exchange (Ap, 1992). Some studies show that the residents are more likely to support tourism and participate in tourism activities when they perceived a positive benefit-cost ratio (e.g., Gursoy& Rutherford, 2004; Woo et al., 2015).

## **MEDIATING ROLE OF ATTITUDE TOWARD TOURISM DEVELOPMENT**

Some of the research has demonstrated that resident attitudes toward tourism are also a function of perceived power relative to the tourism industry such as perceived influence over tourism development (Lindberg and Johnson, 1997). The effect of tourism development is a double-edged sword for host communities. Not only it generates benefits, but it also inflicts costs (Jafari 2001). Local residents' attitudes toward tourism developed by evaluating these benefits and costs (wang et al., 2007). For example, Lindberg and Johnson (1997) show that the economic consideration of residence was associated positive attitudes towards tourism development.

## **MATERIAL & METHODS**

The aim of this research is examine the effects of perceived positive impact of tourism development on the attitude and residence support of tourism development in the Mashhad area. Applied

methodology has documentary- analytical approach, based on the field studies and questionnaires. In continuous, we have used of Stratified non-random sampling method for actual respondents' selection and it was selected 387 persons. After gathering the data from questionnaires, they were analyzed using the SPSS and Smart PLS environment to calculation the mean test and structural equation. Researches show that residents' perceived value of tourism development is a predictor of community life satisfaction, quality of life, and support for further tourism development (woo et al., 2015). Perdue, et al. (1990) indicates that perceived positive and negative impact of tourism development affect to the Support for additional tourism development. According to social exchange theory, residents' attitudes towards tourism, their level of support for tourism development, can vary depending on the nature of evaluation (woo et al., 2015). Residents who perceive higher economic or personal benefits in their community compared to the costs are more likely to have a positive attitude about tourism activities (e.g., Jurowski et al., 1997; Lankford & Howard, 1994) and support of future tourism activity (e.g., Lindberg and Johnson, 1997; Perdue, et al., 1990). Thus, given the above empirical finding, the following hypotheses are posited:

Hypothesis 1: Perceived positive Impact of tourism development positively affects support of tourism development.

Hypothesis 2: Perceived positive Impact of tourism development positively affects attitude toward tourism development.

Hypothesis 3: Attitude toward tourism development positively affects support of tourism development

Hypothesis 4: Attitude toward tourism development is mediation in the relationship between Perceived Positive Impact of tourism development and residences support of tourism development

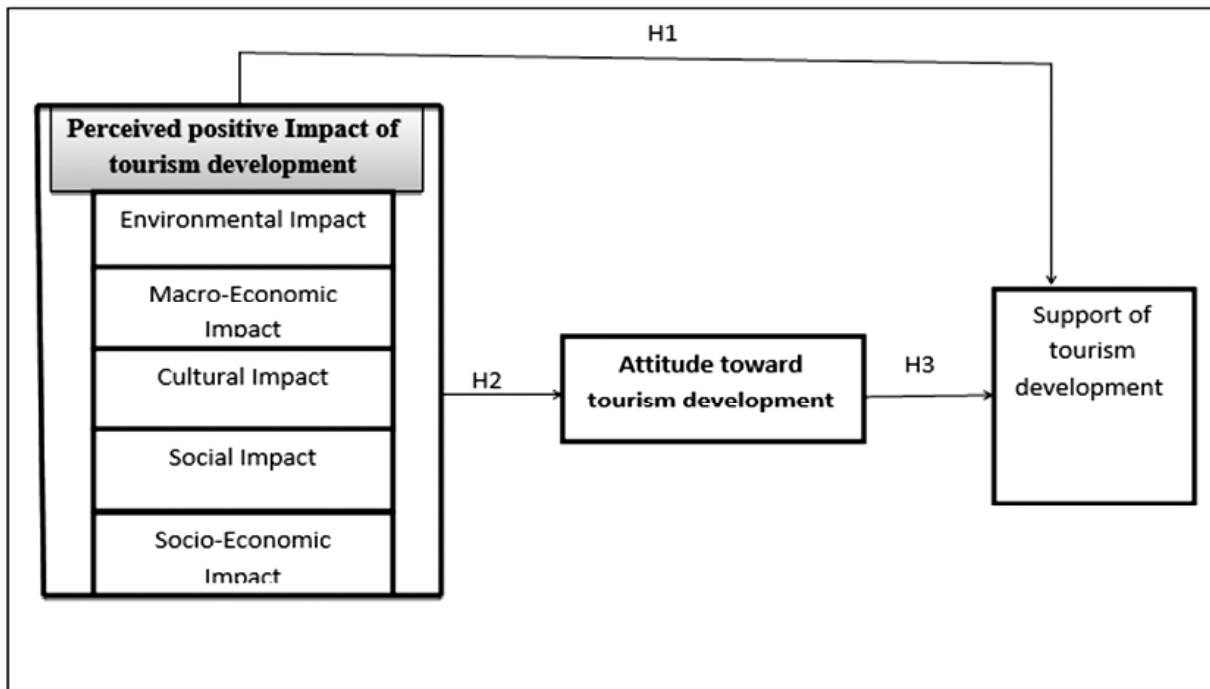


Figure 1: Conceptual model

## STUDY AREA

Mashhad is the second most populous city in Iran and the capital city of the Razavi Khorasan Province. It is located in the northeast of the country, close to the borders of Turkmenistan and Afghanistan. Mashhad city population was 2,749,374 at the 2011 census and its built-up area was home to 2,782,976 inhabitants including Mashhad and Torqabeh cities. The city is most famous and revered for housing the tomb of Imam Reza and every year several millions of pilgrims visit the Imam Reza shrine and pay their tributes to Imam Reza (Wikipedia, 2016 & Mashhad Municipality, 2016). It has an area of 148 km<sup>2</sup> in the 2016 and it has witnessed rapid growth in the last two decades, mostly because of its economic, social and religious attractions. Since 1987, its population has grown 3.6 times while its extent at the same time period has doubled (Rafiee, 2007; Rafiee & et al, 2009).

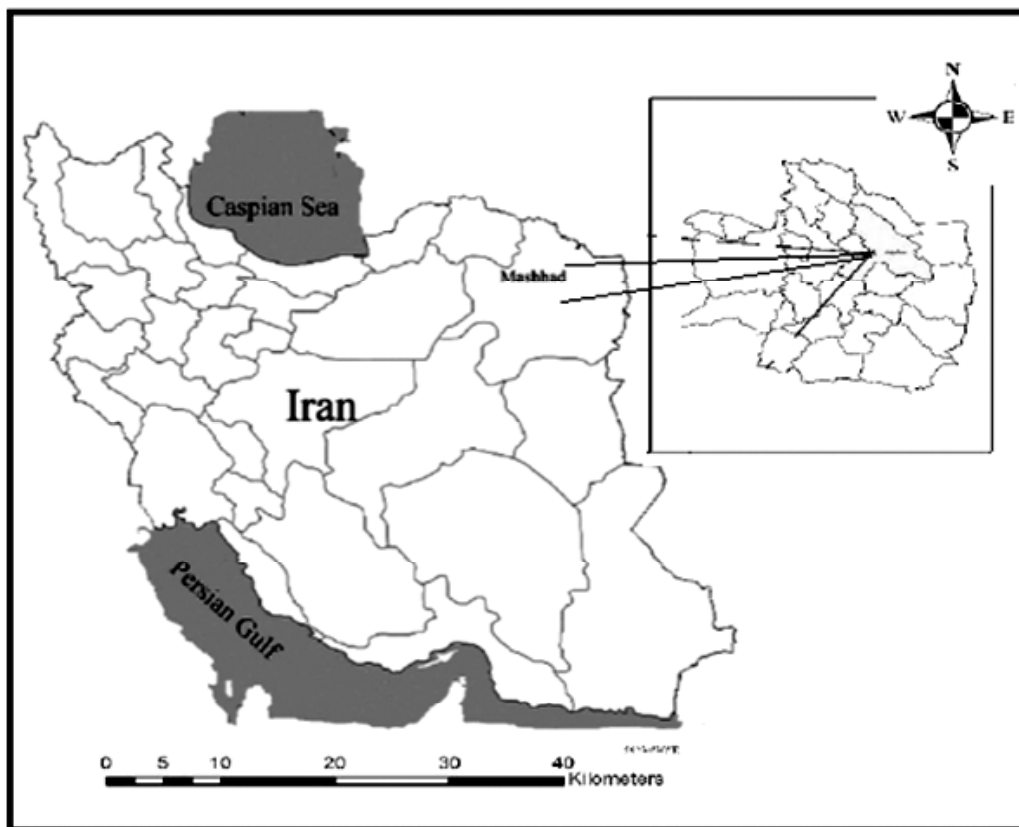


Figure 2: A view of case study region.

## FINDINGS & DISCUSSIONS

### Measurement Scales

This research attempts to examine the effects of residents' perceived positive impact of tourism development on their attitudes toward tourism and their support of tourism development. To examine residents' attitudes toward tourism, the researchers adopted 20 statements from Wang et al., (2007) and built a 20-item, five-point Likert-type response format based on the following scale: (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree). This scale uses in the previous studies, the results have proven TIAS

as a reliable and valid instrument to measure residents' attitudes (e.g. Lankford, 1994; Lankford et al., 1994; Harrill et al., 2003; Wang et al., 2007). For measurement of the variable tourism development, the questionnaire in Rivera et al (2015) with 19 items were adopted in this research. This study measured the support of tourism development with 3 questions used in woo et al., (2015).

### Questioner Design and Sampling

In the course of the stratified non-random sampling, proximity to the city's historical sites was incisive, so as it was made sure that the recipients of the research questionnaire were the citizens – both residents and businessmen – who had a place nearby the city's famous tourist sites. First, the city's tourist locations were identified as strata and then in each stratum, to an equal number, non-random sampling was conducted. Given the infinite size of the research statistical population, using Morgan table the sample size was set at 384. Eventually, 450 questionnaires were completed of which 387 questionnaires were qualified. The response rate was 86%; with an age range of 20–60 years ( $M = 36.21$ ,  $SD = 14.12$ ) and work experience of 2–30 years ( $M = 6.21$ ,  $SD = 11.25$ ). The mean age of study subjects was 50.2 years old, 57.3 percent of subject are men and 43.7 percent are women. Educational levels were also roughly evenly distributed, with 12.6 percent possessing a high school diploma or less, 53.4 percent having a MA or BA degree, 25.8 percent master degree, and 8.2 percent having a Ph.D. degree.

### Validity and Reliability

The content validity of the scales was evaluated by an expert panel that consisted of 5 tourism management professors who had over 5 years' experience in tourism management in Mashhad. All panel members generally agreed that the test items were valid. We used Cronbach's alpha, Composite reliability, AVE and factor loading for evaluating questionnaire's reliability.

**Table 1**  
**Research Reliability Test**

<i>Variables</i>	<i>AVE</i>	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
Tourism Development	0.708688	0.978477	0.975900
Attitude toward tourism development	0.740174	0.982706	0.981344
Supportive behavior	0.849897	0.944373	0.911523

Cronbach's  $\alpha$  values of all constructs are higher than 0.8 (Table 1), that meet the criterion of strong reliability. All the Composite Reliability (CR) values are higher than 0.8 (Table 1), that meet the criterion of strong reliability suggested by Chin and Gopal (1995). The loading values of all items are above 0.7. The average variance extracted (AVE) values of all constructs are above 0.6 (Table 1), met the criterion of discriminant validity (Fornell and Larcker, 1981).

### Test of the Measurement Model

The fit indices for the Confirmatory factor analysis (CFA) model use Smart were as follows:  $\chi^2 = 967.59$ ,  $df = 412$ ,  $GFI = .89$ ,  $AGFI = .84$ ,  $CFI = .93$ , and  $RMSEA = 0.05$ . these values showed an adequate level of overall model fit. All items in the model had significant parameter estimates with standardized estimates

**Table 2**  
**Research Reliability Test**

<i>Survey items</i>	<i>Factor loading</i>
<i>Tourism Development</i>	
<i>Macro-economic impact (ME)</i>	
ME1 Tourism brings more investment to the community's economy	0.753
ME2 Local businesses benefit the most from tourists	0.812
ME3 One of the most important aspects of tourism is that it creates a variety of jobs for the residents in the community	0.655
<i>Social impact (SI)</i>	
SI1 Community life has become disrupted as a result of the development of tourism in Mashhad.	0.823
SI2 Family life of local residents has been disrupted by the presence of tourists	0.852
SI3 Local residents view foreign tourists as intruding into their community	0.769
SI4 Local people are being exploited because of the growth of tourism	0.695
<i>Cultural impact (CI)</i>	
CI1 Tourism encourages the production and availability of local foods	0.871
CI2 Tourism encourages residents' participation and enjoyment of local performing arts such as music	0.769
CI2 Tourism encourages residents' participation and enjoyment of local performing arts such as music	0.882
CI3 Tourism increases residents' pride in local culture	0.716
CI4 Tourism promotes authenticity in Mashhad	0.693
CI5 Tourism helps to conserve the cultural identity and heritage of Mashhad	0.598
<i>Socio-economic impact (SE)</i>	
SE1 Tourism holds great promise for Mashhad's economic future	0.826
SE2 Tourism provides many worthwhile employment opportunities for residents	0.712
SE3 Tourism has already improved the economy of Mashhad	0.648
SE4 By creating jobs and generating income, tourism promotes an increase in the social well-being of residents	0.773
<i>Environmental impact (EN)</i>	
EN1 The development of tourism has generally improved the appearance of Mashhad.	0.859
EN2 Residents are satisfied with the manner in which tourism development and planning is currently taking place	0.824
EN3 Tourism development protects the environment in Mashhad	0.725
<i>Attitude Toward Tourism Development (ATTD)</i>	
ATTD1 I believe tourism should be actively encouraged in my community.	0.833
ATTD2 I support tourism and would like to see it become an important part of my Community.	0.818
ATTD3 I am against new tourism facilities which will attract more tourist to mycommunity.	0.772
ATTD4 I believe tourism should be actively encouraged in Mashhad.	0.729
ATTD5 The city government was correct in supporting the promotion of tourism.	0.716
ATTD6 Generally, the positive benefits of tourism outweigh the negative impacts.	0.802
ATTD7 My community should become more of a tourist destination.	0.651
ATTD8 Long-term planning by city officials can control the negative impacts of tourism on the environment	0.519
ATTD9 Tourism has reduced the quality of outdoor recreation opportunities in mycommunity.	0.722

(contd...Table 2)

Survey items	Factor loading
ATTD10 It is important to develop plans to manage the growth of tourism.	0.567
ATTD11 The tourism sector will continue to play a major role in the economy of the community.	0.612
ATTD12 One of the most important benefits of tourism is how it can improve the local standard of living.	0.812
ATTD13 Our household standard of living is higher because of money tourists spend here.	0.714
ATTD14 Local recreation programs have expanded due to the influx of tourist in my community.	0.765
ATTD15 The quality of public services has improved due to more tourism in myCommunity	0.611
ATTD16 Since tourists have arrived I have more recreational opportunities available to me.	0.663
ATTD17 Quality of life in my community has improved because of tourism facilities in this community.	0.628
ATTD18 Tourism sector provides many desirable employment opportunities for residents.	0.609
ATTD19 My community has better roads due to tourism.	0.707
A20 Shopping opportunities are better in my community as a result of tourism.	0.663
<i>Support of Tourism Development (STD)</i>	
STD1 I perceive the overall impact of tourism development in my community positively.	0.647
STD2 I support tourism development in my community	0.783
STD3 Further tourism development would positively affect my community's quality of life	0.858

greater than .50 (table 2). These results also suggest that data reflect satisfactory convergent validity for each subscale which was able to explain the items it measured better than other subscales (Fornell and Larcker, 1981; Hair et al., 2010).

## RESULTS

Data were analyzed by conducting one-sample t-test, correlation by SPSS, and structural equation modeling by Smart-PLS. The Sobel test was employed for the significance of the mediating effects.

### One-sample t-test and Bivariate correlation

One sample t-test, standard deviations, inter-correlations among the variables shown in table 2.

**Table 3**  
Variable mean and Bivariate correlation

Variables	Mean	SD	1	2	3
1. Tourism development					
Cultural impact	3.74	1.2804			
Socio-economic impact	3.70	1.2330			
Social impact	3.45	1.7342	1	0.978208** .000	0.938049** .000
Environmental impact	3.12	1.0654			
Economic impact	3.50	1.8754			
2. Attitude Toward Tourism Development	3.92	1.876	0.978208** .000	1	0.930037** .000
3. Supportive Behavior	3.14	1.634	0.938049** .000	0.930037** .000	1

\* p < .05 (two-tailed) \*\* p < .01 (two-tailed)



### Hypotheses testing

Our study was aimed at proposing and testing a research model that examined the mediating role of attitude toward tourism development in the association between FESS and job response. For analyzing data used smart PLS 3.

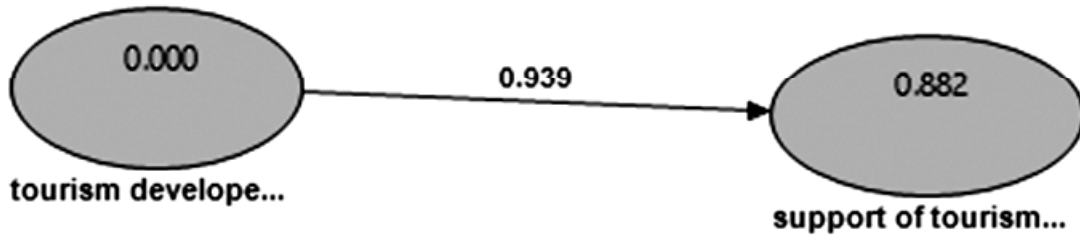


Figure 3: Model before mediating role

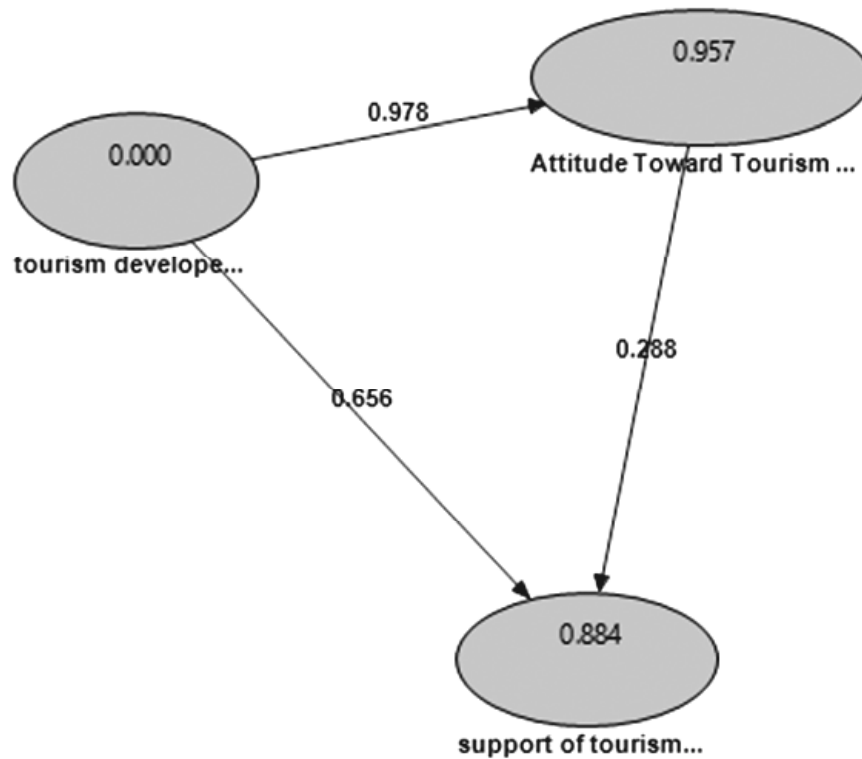


Figure 4: Research structural model after mediating role

Table 4  
Results of structural model

	<i>Before mediating effect</i>		<i>after mediating effect</i>	
	<i>path coefficient</i>	<i>T-statistic</i>	<i>path coefficient</i>	<i>T-statistic</i>
Tourism development → Attitude	–	–	0.978	9476.612
Attitude → Support of TD	–	–	0.288	4.158
TD → Support of TD	0.939	177.599	0.656	9.553

Note: \* Statistically significant to a degree of 0.05 where: ( $t > 1.98$ ).

We followed Baron and Kenny (1986) to test mediating effects of attitude toward tourism development. For mediation, four conditions must be satisfied: (1) the independent variable must have an effect on the dependent variable; (2) the independent variable must have an effect on the mediator variable; (3) the mediator variable must have an effect on the dependent variable, which is tested by investigating the simultaneous effect of the mediator variable and the independent variable on the dependent variable; and (4) the effect of the independent variable on the dependent variable has to be significant (partial mediation) or become non-significant (full mediation) when simultaneously investigating the effects of the independent variable and the mediator on the dependent variable. According to the research model, results show that the attitude toward tourism development has the partial mediating role in the relationship between tourism development and support of tourism development so hypothesis 4 is supported.

## CONCLUSION

According to the results of the structural equation (Figure 3), Hypothesis 1 is supported because perceived tourism development proved a positive relationship with residences support of tourism development ( $b_{13} = 0.656$ ,  $t = 9.553$ ). The results provide empirical support for Perdue et al. (1990), Gursoy and Rutherford (2004) and Woo et al. (2015), who reported a positive relationship between tourism development and supportive behavior of residence toward tourism development. The results illustrated that tourism development impact positively related to attitude toward tourism development ( $b_{12} = 0.978$ ,  $t = 9476.612$ ). Therefore, hypothesis 2 is supported. Contrary to our hypothesis, attitude toward tourism development revealed significantly influence on support of tourism development ( $b_{23} = 0.288$ ,  $t = 4.158$ ). Therefore, hypothesis 3 is supported. This paper tastes the reasoned action (TRA) theory in tourism industry. According to this theory, attitude toward something is cause of the behavioral intention. We defined attitude toward tourism development as a residence concentration toward tourism and contribution to the residence quality of life. Some of the previews researches confirm the relationship between perceived impact of tourism development and quality of life -as a one of the dimensions of attitude toward tourism development- and its effect to the supportive behavior (eg: Aref, 2011; Rivera et al., 2016).

Finding of this study show that perceived tourism development affect to the attitude and attitude affect to the support of the tourism development (intention). According to Baron and Kenny (1986) mentioned above, the hypothesis 4 is supported. These results suggest that attitude toward tourism development plays a partial mediating role in the relationship between perceived tourism development and support of tourism development, so hypothesis 4 is supported. The results of the structural model test show that all standardization path coefficients are statistically significant ( $t > 1.98$ ). The  $R^2$  of attitude toward tourism and support of tourism development is 0.957 and 0.884 (Fig. 2). According to the level of  $R^2$  values in the second figure, 95% of the changes of attitude toward tourism are accounted by the present model. This means that other variables also affect attitude toward tourism that has not been addressed in the present study. However, the tourism development impact can be regarded as important variable which affect attitude toward tourism. 88% of supportive behavior toward tourism development's changes is accounted for by the present model. This means attitude toward tourism and tourism development impact can be regarded as important variable which affect support of tourism development. This study offers some major contributions. First, our study contributes to answering the question of how tourism development influences supportive behavior of residence toward tourism development by investigating

the moderating role of attitude toward tourism development. Second and most importantly, this paper tested the applicability of reasoned action (TRA) theory on the tourism industry and show that the perceived impact of tourism development affect to the supportive behavior via attitude toward tourism development, third, our study provides evidence in Iran, a nonwestern cultural country, enriching the existing body of studies, which sample exclusively from western culture. Future research should focus on identifying the other behavioral or emotional reaction caused of the attitude toward tourism development. This paper examines the positive impact of tourism development on attitude, future study should consider positive and negative impact of tourism development on attitude and supportive behavior.

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