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**Residents' apathy and its influence on tourism
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Residents' apathy and its influence on tourism development

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For the sake of life and nothing else

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Glossary of abbreviations

AMOS	the software Analysis of Moments Structures
AES	The Apathy Evaluation Scale
ASV	Average Shared Variance
AVE	Average Variance Extracted
BA	Brand Ambassadorship
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite Reliability
EFA	Exploratory Factor Analysis
eWOM	electronic word-of-mouth:
GFI	Goodness of Fit Index
H	Hypothesis
ICT	Information and Communications Technology
KMO	Kaiser-Myer-Olkin
MSV	Maximum Shared Variance
Ph.D.	Doctorate of Philosophy
RMSEA	The root mean square error of approximation
S.E.	Standardised Error
SEM	Structural Equation modelling
SPSS	Statistical Package for Social Sciences
TLI	Tucker-Lewis index
UN	United Nations
UNWTO	United Nations World Tourism Organization
WOM	Traditional Word of Mouth

Abstract

The purpose of this research is to conceptualise and analyse the concept of the residents' apathy toward tourism phenomenon and to investigate how it influences tourism development. To achieve this aim, both resident-based and tourist-based perspectives will be adopted. Firstly, the study reviews and discusses the existing literature devoted to community participation in tourism, paying particular attention to those who refer to, and describe, a kind of "passive" and "apathetic" attitude and behaviour of residents toward tourism development. Specifically, the literature review will focus on considering studies from three main disciplines (psychology, socio-politics and environment); thus, following a multidisciplinary approach, this will lead us to theoretically identify the main dimensions defining residents apathy (i.e. lack of interest, lack of initiative and environmental-based apathy). Secondly, the study aims at investigating the extent to which these different dimensions influence residents' support for tourism development and their brand ambassadorship behaviour. To achieve this goal, a survey was applied to three convenient samples of residents in three different destinations; namely Olbia (Italy), Lisbon (Portugal) and Isfahan (Iran). Hence, 1,334 questionnaires were used to test the conceptual model. Resident apathy was included in the three main constructs in this stage. Our findings highlight that apathy (and its dimensions) negatively influences residents' support for tourism and their brand ambassadorship behaviour. Thirdly, this study adopted a tourist-based perspective in order to investigate whether and how residents' apathy, as perceived by visitors, is able to influence tourists' perceptions of both service quality and the brand ambassadorship behaviour. To this purpose, visitors from the same tourism destinations used in the resident-based part of the study were interviewed (convenience samples); a total number of 947 completed questionnaires were collected. Adopting a tourist-based perspective, our findings seemed to identify a further dimension of residents' apathy to be considered (i.e. alienation). Then, our purpose was to test a conceptual model, aiming to analyse how residents' apathy (lack

of interest, lack of initiative, environmental-based apathy and alienation), as perceived by tourists, affects the host-guest interaction process and, more specifically, both the perceived service quality and visitors' behavioural intentions. The statistical analysis for both the resident-based and tourist-based studies followed a three step system of Structural Equation Modelling (SEM). Firstly, Exploratory Factor Analysis (EFA) was run to reveal the underlying factors in the data. Secondly, Confirmatory Factor Analysis (CFA) was performed to further confirm the structure of the identified factors. Then, finally, a Structural Equation Modelling (SEM) was used to test the hypotheses and to validate the conceptual models. In addition, a multi-group analysis was adopted to investigate whether any differences existed in the way the model worked in the three different research settings. Based on our findings, the contributions of this study to the current body of academic knowledge and managerial implications are discussed, together with the limitations of the study and suggestions for further research.

Keywords: Community participation, Barriers, Resident apathy, Tourism development, Brand ambassadorship behaviour.

Astratto

L'obiettivo della presente ricerca è quello di definire e analizzare il concetto di apatia dei residenti verso il fenomeno del turismo e verificare come questo concetto possa influenzare lo sviluppo turistico. A tale scopo sono state adottate sia la prospettiva dei residenti che la prospettiva dei turisti. In primo luogo, lo studio considera e discute l'esistente stato dell'arte riguardante la partecipazione della comunità nel turismo, prestando particolare attenzione agli studi che riguardano, e descrivono, un tipo di attitudine "passiva" e "apatica" e il comportamento dei residenti verso lo sviluppo turistico. Nello specifico, la revisione della letteratura si focalizza nel considerare studi provenienti da tre principali discipline (psicologica, socio-politica e ambientale); quindi, seguendo un approccio multidisciplinare, si arriverà a definire teoricamente le dimensioni principali che definiscono l'apatia dei residenti (i.e. mancanza di interesse, mancanza di iniziativa e apatia basata sul contesto ambientale). In secondo luogo, lo studio ha l'obiettivo di indagare la misura in cui queste differenti dimensioni siano in grado di influenzare il supporto dei residenti allo sviluppo turistico e il loro comportamento in qualità di ambasciatori del brand. Per raggiungere questo obiettivo, un'indagine è stata svolta utilizzando tre campioni di convenienza dei residenti di tre differenti destinazioni; cioè Olbia (Italia), Lisbona (Portogallo) e Isfahan (Iran). Per cui, 1334 questionari sono stati impiegati per testare il modello concettuale. In questa fase l'apatia dei residenti è stata inclusa nei tre principali costrutti. I risultati ottenuti hanno portato alla luce che l'apatia (e le sue dimensioni) influenza negativamente il supporto dei turisti verso il turismo e il loro comportamento come ambasciatori del brand. In terzo luogo, questo studio adotta la prospettiva dei turisti con la finalità di investigare se e come l'apatia dei residenti, percepita dai visitatori, fosse in grado di influenzare la percezione dei turisti riguardo la qualità del servizio e il comportamento dei residenti in qualità di ambasciatori del brand. Per cui, i visitatori delle stesse destinazioni turistiche usate nella parte dell'indagine dei residenti sono stati intervistati (campione di convenienza); un

numero totale di 947 questionari completi sono stati ottenuti. Adottando una prospettiva basata sui turisti, i nostri risultati sembrano individuare un'ulteriore dimensione dell'apatia dei residenti da considerare (i.e. alienazione). In seguito, il nostro obiettivo è stato quello di testare un modello concettuale, per analizzare come l'apatia dei residenti (mancanza di interesse, mancanza di iniziativa, apatia basata sul contesto ambientale e alienazione), percepita dai turisti, fosse capace di influenzare il processo di interazione tra chi ospita e l'ospite (host-guest) e, più specificamente, la percezione della qualità del servizio e le intenzioni comportamentali dei visitatori. L'analisi statistica per gli studi basati sulle percezioni dei residenti e su quelle dei turisti ha seguito un sistema di Modellizzazione di Equazioni Strutturali (SEM) a tre fasi. Innanzitutto, l'Analisi Fattoriale Esplorativa (EFA) è stata usata per rivelare i sottostanti fattori emersi dai dati. Secondariamente, l'Analisi Fattoriale Confermatrice (CFA) è stata svolta per confermare ulteriormente la struttura dei fattori identificati. Successivamente, infine, una Modellizzazione di Equazioni Strutturali è stata utilizzata per testare le ipotesi e validare il modello concettuale. In aggiunta, un'analisi multi-gruppo è stata adottata per indagare l'esistenza di differenze nel modo in cui il modello funziona nei tre differenti contesti di ricerca. Basandoci sui risultati ottenuti, i contributi di questo studio all'esistente corpo di conoscenza accademica e le implicazioni manageriali vengono discussi, insieme ai limiti dello studio e ai suggerimenti per ulteriori ricerche.

Parole chiave: Partecipazione della Comunità, Barriere, Apatia dei Residenti, Sviluppo Turistico, comportamento di ambasciatore del Brand.

Resumo

O objectivo desta investigação é conceptualizar e analisar o conceito de apatia dos residentes para com o fenómeno do turismo e investigar como ela influencia o desenvolvimento do Turismo. Para alcançar este objetivo, tanto perspectivas baseadas nos residentes como nos turistas foram adotadas. Primeiramente, o estudo revisa e discute a literatura existente dedicada à participação da comunidade no turismo, prestando particular atenção àquelas que se referem ou descrevem um tipo de atitude apática e passiva dos residentes para o desenvolvimento do turismo. De modo específico, a revisão de literatura irá focar em estudos que consideram três principais disciplinas (psicologia, política-social e meio ambiente); assim, seguindo uma abordagem multidisciplinar, seremos conduzidos a identificar teoricamente as principais dimensões que definem a apatia dos residentes (ou seja, falta de interesse, falta de iniciativa e apatia baseada no meio-ambiente). Segundo, o estudo objectiva investigar em que medida estas diferentes dimensões influenciam o apoio dos residentes ao desenvolvimento do Turismo e seus comportamentos de embaixadores da marca. Para alcançar este objectivo, um inquérito foi aplicado em 3 amostras convenientes de residentes em 3 diferentes destinos; nomeadamente, Olbia (Itália), Lisboa (Portugal) e Isfahan (Irão), Assim 1334 questionários foram usados para testar o modelo conceitual. Nesta etapa, a apatia dos residentes foi incluída entre os principais constructos. Nossos resultados salientam que a apatia (e suas dimensões) negativamente influencia o apoio dos residentes para com o turismo e seus comportamentos de embaixadores da marca. Em terceiro, este estudo adotou uma perspectiva baseada nos turistas para investigar o quanto e como a apatia dos residentes, tal como é percebida pelos visitantes, é capaz de influenciar as percepções dos turistas sobre a qualidade do serviço e o comportamento de embaixada da marca dos residentes. Para este propósito, os visitantes dos mesmos destinos turísticos utilizados na parte do inquérito baseado nos residentes foram entrevistados (amostras de conveniência); um total de 947 inquéritos preenchidos foram coletados. Adotando

uma perspectiva baseada em turistas, nossos resultados parecem identificar uma dimensão adicional da apatia dos residentes para ser considerada (ou seja, a alienação). Desse modo, nosso objetivo foi testar um modelo conceitual para analisar como a apatia dos residentes (falta de interesse, falta de iniciativa, apatia baseada no meio-ambiente e alienação), percebida pelos turistas, afeta o processo de interação anfitrião-visitante e, mais especificamente, a qualidade do serviço percebido e as intenções comportamentais dos visitantes. As análises estatísticas tanto para os estudos baseados nos residentes e nos turistas seguiram as três etapas do Modelo de Equações Estruturais (MEE). Primeiro, Análise Factorial Exploratória (AFE) foi conduzida para revelar os factores subjacentes aos dados. Segundo, a Análise Confirmatória Factorial foi usada para testar as hipóteses e validar o modelo conceptual. Além disso, uma análise multi-grupo foi adoptada para investigar se existiam diferenças na forma como o modelo funcionava nas três configurações distintas de investigação. Com base em nossos resultados, as contribuições deste estudo para o atual corpo do conhecimento acadêmico e implicações gerenciais são discutidas, juntamente com as limitações do estudo e sugestões para investigações futuras.

Palavras-chaves: Participação da comunidade, barreiras, apatia dos residents, desenvolvimento do turismo, comportamento de embaixador da marca.

هدف این تحقیق مفهوم پردازی و تجزیه و تحلیل مفهوم بی تفاوتی ساکنان نسبت به پدیده گردشگری و همچنین بررسی چگونگی تاثیر آن بر توسعه گردشگری است. برای دستیابی به این هدف، در این تحقیق از هر دو دیدگاه ساکنان و گردشگران استفاده شده است. نخست، تحقیق حاضر ادبیات موجود اختصاص یافته به مشارکت جامعه در گردشگری را که به طور خاص به رفتارهای منفعلانه و بی تفاوت نسبت به توسعه گردشگری دلالت می کنند، را مورد بررسی قرار داده است. در عین حال این تحقیق به ادبیات موجود مرتبط با بی تفاوتی در سه رشته روانشناسی، سیاست اجتماعی و محیط زیست توجه ویژه ای می کند. از این رو با استفاده از یک رویکرد چندرشته ای، این عمل منجر به شناسایی تئوریک ابعاد اصلی بی تفاوتی ساکنان شد (کمبود جذابیت، کمبود نوآوری و بی تفاوتی محیطی). دوماً، این مطالعه بررسی می کند که تا چه اندازه این ابعاد می توانند بر روی حمایت گردشگران از توسعه گردشگری آنها تاثیر داشته باشند. برای رسیدن به این هدف، پرسشنامه طراحی شده به سه نمونه از ساکنان در سه مقصد مختلف ارائه شد. این مقاصد عبارتند از شهر البیا (در ایتالیا)، لیسبون (پرتغال) و اصفهان (در ایران). به همین جهت، ۱۳۳۴ پرسشنامه برای آزمون مدل مفهومی جمع آوری شد. یافته های ما روشن می کند که بی تفاوتی (و ابعاد آن) اثر منفی بر حمایت ساکنان از گردشگری و همچنین رفتار ترویج دهنده آنها برای برند مقصد دارد. سوماً، این مطالعه دیدگاه گردشگران را به این منظور به کار برده است که چگونگی اثر بی تفاوتی ساکنان را با ادراک بازدیدکنندگان مورد بررسی قرار دهد؛ و همچنین چگونگی اثر بی تفاوتی ساکنان بر کیفیت خدمات درک شده گردشگران و رفتار ترویج کننده برند مقصد آنها را مورد آزمون قرار دهد. برای رسیدن به این هدف از گردشگرانی که از مقاصد گردشگری مطالعه اول بازدید می کردند مصاحبه انجام شد. این مرحله از تحقیق بعد دیگری از بی تفاوتی ساکنان را آشکار کرد (بعد بیگانگی درک شده ساکنان). در ادامه تحقیق با توجه به ابعاد شناسایی شده اثر بی تفاوتی ادراک شده ساکنان توسط گردشگران و مدل مفهومی مستخرج از ادبیات، کم و کیف اثر بی تفاوتی درک شده نسبت به تعامل مهمان و میزبان، کیفیت ادراک شده و قصد رفتاری بازدیدکنندگان مورد تجزیه و تحلیل قرار داده شد. تجزیه و تحلیل آماری برای هر دو مطالعه بر محور ساکنان و گردشگران از یک سیستم سه مرحله ای از مدل سازی معادلات ساختاری (SEM) استوار است. نخست، تجزیه و تحلیل عاملی اکتشافی (EFA) که برای استخراج عوامل اصلی از داده ها اجرا شد. در مرحله دوم، تحلیل عاملی تأییدی (CFA) برای تایید ساختار عوامل شناسایی شده مورد استفاده قرار گرفت. سپس، از مدل سازی معادلات ساختاری (SEM) برای آزمون فرضیه ها و آزمون اعتبارسنجی مدل های مفهومی استفاده شد. علاوه بر این، این تحقیق از تجزیه و تحلیل چند گروهی (Multi-group analysis) به منظور بررسی تفاوت های احتمالی مدل ها در سه مقصد بهره مند شده است. سهم و اثر این مطالعه در حوزه گردشگری و مفاهیم مدیریتی بر اساس یافته های آن، همراه با محدودیت های مطالعه و پیشنهادات برای تحقیقات آینده نیز مورد بحث و بررسی قرار گرفت.

کلیدواژگان: مشارکت جامعه، موانع، بی تفاوتی ساکنان، توسعه گردشگری، رفتار ترویج کننده برند مقصد.

Chapter 1

Introduction

1.1 Topic Definition and Justification

Identifying the research topic is the initial stage of any research project. Researchers can be influenced by different types of stimulus, such as the personal interest of the researcher, a suggestion from a supervisor, a client's briefing papers, the identification of a problem (complaints), information gaps, or government planning requirements (Jennings, 2010). For our study, the topic came from a successful collaboration between the author of this paper and his Ph.D. supervisor during the very early stages of the Ph.D. program. The aim of the research was to analyse residents' perceptions and attitudes towards tourism development and community integration in tourism planning in an island tourism destination (i.e. Arzachena-Costa Smeralda, - Sardinia, Italy) whose economy has been widely influenced by the presence of big external investors.

The study applied a cluster analysis to profile residents based on their perceptions and attitudes towards tourism development in their area (Del Chiappa, Atzeni and Ghasemi, 2016). During the data collection, the research team had the opportunity to talk with respondents about their general attitude towards the tourism phenomenon, what they liked and disliked and whether and how they would like to support the tourism phenomenon in their community. Residents were quite often unsatisfied, critics and/or indifferent to the tourism phenomenon. Despite this, when they were asked to say how they would like to change the situation, the mass response was one of apathy and disinterest towards any kind of active behaviour. They were complaining about their situation, but were not willing to, or interested in exerting themselves in an active roles favouring and supporting change. In other words, "respondents felt themselves poorly involved in tourism planning and did not think that institutions were currently doing enough to provide them, rather than others, with financial support to invest in tourism businesses" (Del Chiappa, Atzeni and Ghasemi, 2016, p.6). Therefore, this might contribute to explaining why tourism planning should be more sensitive to residents.

This is the major reason why my supervisor and I started to think about the possibility of devoting my Ph.D. Thesis to deepening the scientific knowledge of apathy and its role in tourism. This validity of this idea was soon reinforced when we carried out an extensive review of the literature in the field of community-based tourism in order to verify whether and how the apathy concept had been discussed.

Based on this, we realised that studies devoted to community-based tourism were citing apathy as one of the cultural barriers that can impede residents from exerting an active role in tourism development and activities. Specifically, Tosun (2000) identified three barriers to resident participation in tourism development: operational, structural, and cultural. The operational barrier refers mainly to a lack of coordination between stakeholders. The structural barrier refers to lack of financial resources, expertise, and trained human resources. Cultural barriers include a sense of alienation felt by residents, an unwillingness amongst the elite to share the benefits of development with the wider community, a poor knowledge of tourism amongst residents, an unrealistic understanding of the impacts of tourism amongst residents, a lack of indigenous tourism planners (which leads to communication barriers and language differences between planners and residents), and, finally, apathy (Tosun, 2000).

Hence, based on the knowledge we accumulated from our study that we applied in Arzachena Costa Smeralda and the preliminary literature review, realising that tourism-related academic literature often mentions apathy in order to identify a type of passive behaviour exhibited by residents. Nevertheless, we realised that the existing literature did not engage in any attempts to define this term and its dimensions, or make any effort to provide measurement scales to investigate how such dimensions affect residents' support for tourism and the quality of host-guest interactions. Hence, we finally decided to devote this Ph.D. Thesis to deepening the scientific debate around this somewhat under investigated area of research.

The next few paragraphs provide the reader with a preliminary presentation about the background of the study, the literary review devoted to the analysis of the concept of apathy, the aims of the Thesis and the applied methodology. Hence, the three main chapters of the Thesis (one theoretical in nature, and two empirical in nature) will thus be presented and discussed, followed by a conclusion summarising the overall theoretical and empirical contribution of the Ph.D. Thesis.

1.2 Background of the Study

Researchers concur that studying residents' perceptions of and attitudes towards tourism is relevant to the planning of a tourism development that is sensitive to the views, attitudes, needs and desires of residents and to obtaining a high level of community participation (Mitchell & Reid, 2001) and integration (Del Chiappa & Atzeni, 2015). Furthermore, considering residents' perceptions and attitudes helps destinations to achieve tourism sustainability (Woo, Kim & Uysal, 2015).

1.2.1 Community participation

Referring to the definition provided by the United Nations, Joppe (1996) defines community development as a "process designed to create conditions of economic and social progress for the whole community with its active participation" (Moser, 1989, p. 81).

Based upon this definition, Simmons (1994) introduces two main reasons why community participation is crucial for any tourism development project. "First, the impacts of tourism are felt most keenly at the local destination area and, second, community residents are being recognized as an essential ingredient in the 'hospitality atmosphere' of a destination" (Simmons, 1994, p.98). For the successful implementation of community participation plans, considerable public education is often required, especially if residents are the object/subject of tourism development.

Having analysed many case studies in the search for the meaning of community participation, Simmons (1994) argues that three fundamental objectives should be achieved through favouring community (public) participation, namely:

1. Obtaining a high degree of resident involvement (both in term of the number of individuals and the intensity of their involvement);
2. Gaining fairness and equity in the participation—equity being defined as the “the extent to which all potential opinions are heard” (Sewell & Phillips, 1979. p. 354);
3. Reaching efficiency in stimulating community participation—efficiency being defined as the amount of time, personnel and other agency resources required to plan and implement any actions/plans aimed at favouring participation programmes (Simmons, 1994).

On the one hand, it could be argued that there does not exist a single technique which is able to satisfy all the requirements of any participation programme. Such programmes require the implementation of a mix of different actions and techniques in order to promote the shift from policy planning to operations. Policy-makers and destination marketers attempting to favour and achieve community participation need to understand the barriers that could potentially inhibit community participation. This seems to be a necessary stage before any progress is possible (Sirakaya-Turk, Ekinici, & Kaya, 2007).

There are a wide range of factors that could hinder, and indeed constrain, the promotion of participatory development (Botes & Van Rensburg, 2000). Among them, external and internal factors can be considered. External obstacles refer “to those factors outside the end-beneficiary community that inhibit or prevent true community participation taking place” (Botes & Van Rensburg, 2000, p.42). External obstacles suggest the role of development professionals, the broader orientation of governments towards promoting participation, the tendency among development agencies to apply selective participation, and their techno-financial bias. Internal obstacles refer “to

conflicting interest groups, gate-keeping by local elites, and an alleged lack of public interest in becoming involved' (Botes & Van Rensburg, 2000, p.42).

1.2.2 Community integration

Mitchell & Reid (2001) defined community integration in tourism in terms of decision-making power structures and processes, local control or ownership, types and the distribution of employment, and the number of local people employed in the local tourism sector. Mitchell & Reid (2001) argue that locals should take an active and significant role in any decision-making affecting their socioeconomic situation, life satisfaction and wellbeing. According to these authors, an integrated community participation process in tourism is linked to three critical parameters: community awareness, community unity, and power or control relationships (Mitchell & Reid, 2001).

In order to reach desired levels of community participation and integration, there is the need to eliminate any barriers and impediments that prevent individuals from playing active/proactive roles. In this vein, as mentioned already, apathy has been considered as a factor that significantly limits community participation and integration. Specifically, Tosun (2000) considers apathy as a cultural barrier. This Thesis tries to deepen the knowledge of apathy in the field of tourism by conceptualising and testing its related dimensions.

1.2.3 Conceptualising and analysing apathy: a brief overview

The term "apathy" is normally defined in English language dictionaries as "a lack of interest or motivation in (or concern) for things". Several researchers have shown that apathy may influence residents' attitudes to acting in response to political affairs, environmental issues and/or any other aspects of their daily life, thus significantly affecting their lifestyle (e.g., Dean, 1961; Finifter, 1970; Van Snippenburg & Scheeper, 1991; Pinkleton & Weintraub, 2004; Yao, Takashima, Araki, Yuzuriha & Hashimdo, 2015; Pardini et al, 2016; Thompson & Barton, 1994).

Studies in psychology (e.g. Landes, Sperry, Strauss, & Geldmacher, 2001; Marin, 1990) suggest that the individual aspects of a personality may influence behavioural patterns, not only regarding the impacts of such personal factors on an individual, but also his/her relationships with family, colleagues, friends and the broader community to which they belong, thus affecting the way they manage their life (e.g. leisure activities).

Environmental-based studies suggest that attitudes, behaviour and an individual's level of awareness towards their environment are relevant predictors when seeking to explain apathy (Rankin, 1969; Pane, 2013).

In terms of socio-politics, Bennett (1986) also explains an individual's interest or apathy through his/her potential for political activity and psychologically engagement.

Moving from this brief introduction and conceptualization of apathy, this PhD Thesis intends to deepen the scientific debate surrounding apathy in the specific context of tourism. The next introductory sections describe our research aims and the applied methodology in greater detail.

1.3 Aims of the Thesis

The Thesis aims at deepening the academic knowledge of apathy and its influence upon tourism development. To achieve these aims, this Ph.D. Thesis is organised in two main parts: one theoretical and one mostly empirical.

In the theoretical part, relying on three main "disciplines" which deal with, define and interpret the concept of apathy (namely psychology, socio-politics and environment), an extensive and multi-disciplinary literature review is presented and discussed. Based on this literature review, the theoretical part ends by suggesting three main dimensions shaping residents' apathy (namely: lack of interest, lack of initiative and

environmental-based apathy); further, it proposes items and scales to be used to measure it.

The empirical part aims at investigating whether, and the extent to which, residents' apathy is able to influence tourism development. To achieve this aim, both a resident-based and tourist-based perspective is adopted. Hence, the empirical part devotes one Chapter to each of the perspectives.

The first empirical Chapter (i.e. the one adopting the resident-based perspective) specifically tests a conceptual model (see figure 1.2) investigating the extent to which each of the identified dimensions is able to negatively affect residents' willingness to support tourism development in their community, and to sustain the destination brand by talking positively about their destination and recommending it to others, both offline (traditional word-of-mouth: WOM) and online (electronic word-of-mouth: eWOM). To achieve this aim, the study applies a SEM analysis to three convenient data samples collected in three different tourism destination (i.e. Olbia, Italy; Lisbon, Portugal; Isfahan, Iran).

The second empirical Chapter (i.e. the one adopting a tourist-based perspective) specifically tests a conceptual model (see figure 1.3) investigating the effects, as perceived by visitors, that residents' apathy exerts on perceptions of service quality, the extent to which residents are seen to support the tourism phenomenon, and visitors' behavioural intentions and residents' support. According to the existing literature (e.g. Del Chiappa & Bregoli, 2012; Sautter & Leisen, 1999), our second conceptual model relies on the idea that residents can be considered as "frontline employees", able to significantly shape tourists' perceptions of quality and their behavioural intentions via offline and online word-of-mouth. To achieve this aim the study applies a SEM analysis to three convenient data samples collected in three different tourism destinations (i.e. Olbia, Italy; Lisbon, Portugal; Isfahan, Iran).

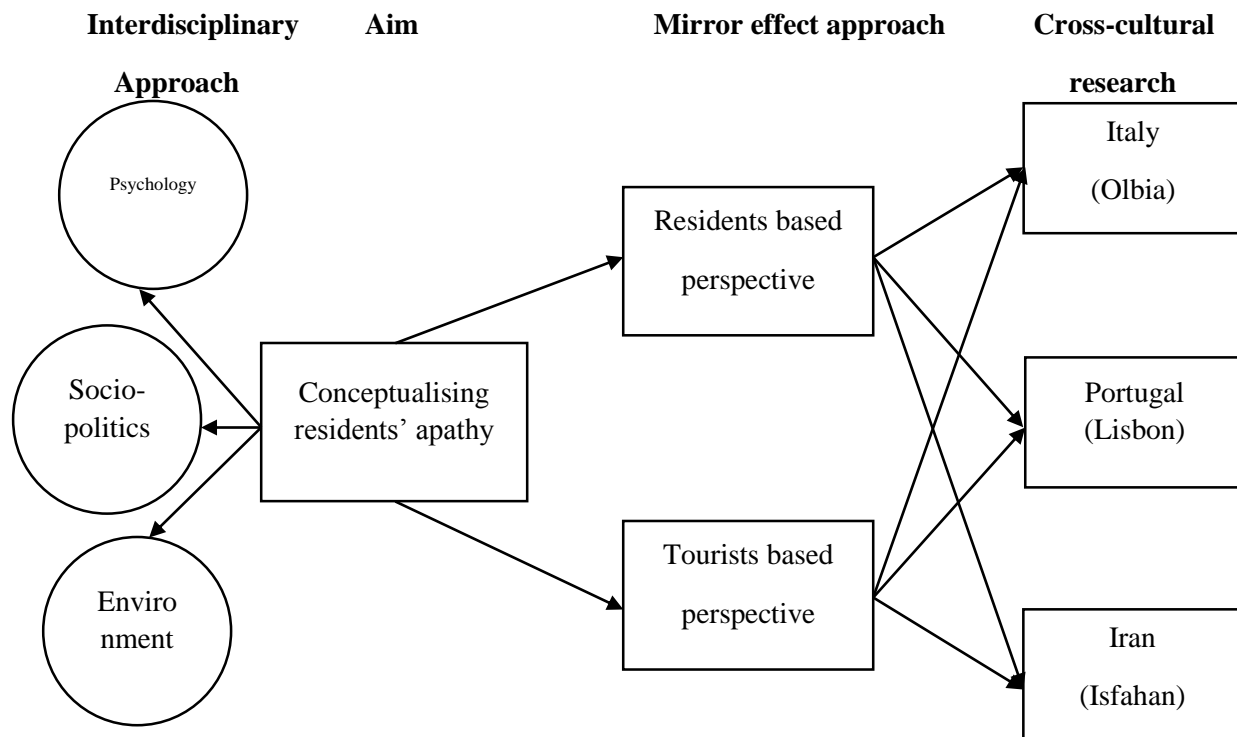


Figure 1. 1: The scope and realm of the Thesis

The reason why both the empirical studies were applied to three different tourism destinations located in three different countries can be explained by our desire to investigate whether and how cultural differences—in terms of collectivism, individualism, etc. (Hofstede, 1991)—between countries affected the way in which the models ran and worked. Hofstede's cultural dimensions theory is a framework for cross-cultural communication and studies. It describes the effects of a society's culture on the values of its members, and how these values relate to behaviour. The six dimensions of Hofstede model are power distance, individualism vs. collectivism, uncertainty avoidance, masculinity vs. femininity, and long-term orientation vs. short-term orientation. Power distance is defined as the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally and individualism vs. collectivism is described as the degree to which people in a society are integrated into groups (Hofstede, 1984; 1991). The theory has been widely used in several fields as

a paradigm for research, particularly in cross-cultural psychology, international management, and cross-cultural communication and tourism (e.g. Litvin, Crotts, & Hefner, 2004). Furthermore, the decision to include destinations from three different countries also related to observed differences between the type and intensity of tourism development in each country. All of the above are aspects that we expected to influence the way in which the conceptual models ran and worked. In this sense, in terms of its tourism industry, Lisbon has seen significant growth in recent years; Isfahan, is known as the capital of tourism in Iran; and Olbia, a municipality (partially included in the geographical boundaries delimiting the Emerald Coast) located in the north-east of Sardinia (Italy), the second largest island in the Mediterranean Sea, is one of the most famous luxury tourism destination in the world (created in the early Sixties by the Prince Aga Khan and currently owned by Prince Al Thani). Thus, to test whether the models worked differently when applied to specific tourism destinations, our study also runs a multi-group analysis in each of the two empirical studies.

1.4 Methodology

Given the research aims the research design included, a preliminary literature review was carried out to identify the academic disciplines in which studies have been devoted to defining, interpreting and analysing apathy (see the figure 1.1). Hence, three main disciplines were identified as the basis of our theoretical understanding of the concept under investigation: namely, psychology, socio-politics and environment.

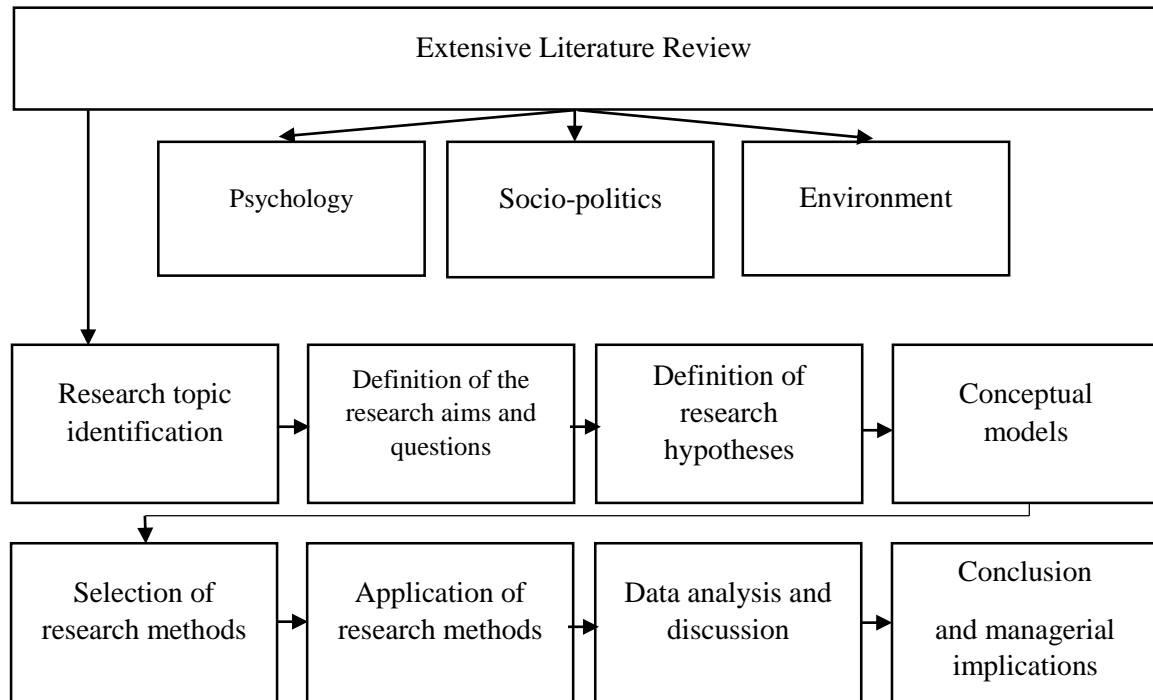


Figure 1. 2 Proposed Research Methodology

Based on this literature review, a list of potential items and scales for measuring apathy were identified and used to frame the two survey instruments that constituted the basis of the two empirical studies testing the two conceptual models: namely the resident-based (Figure 1.2) and the tourist-based (Figure 1.3).

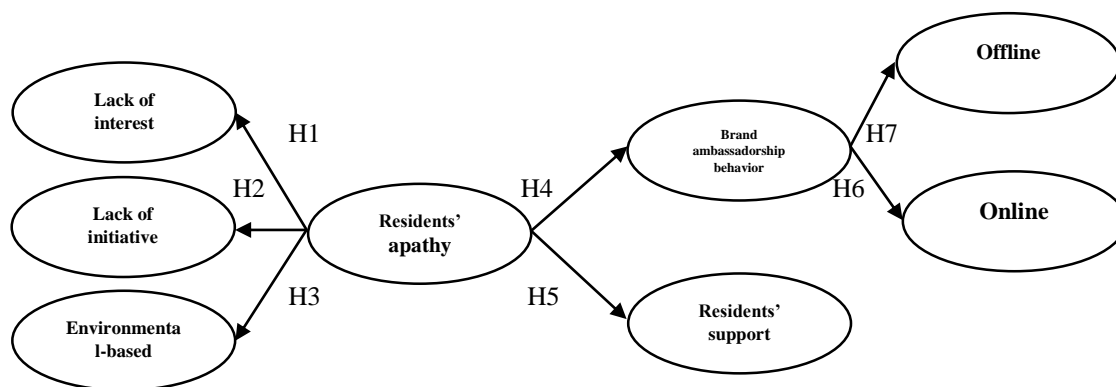


Figure 1. 3 The resident-based conceptual model

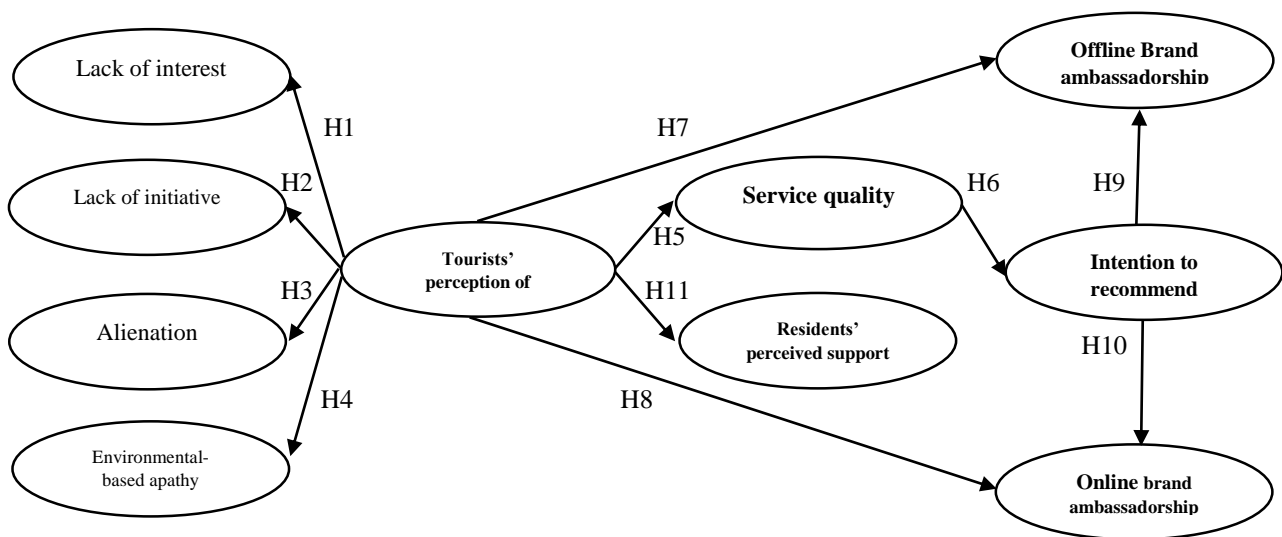


Figure 1. 4 The tourist-based conceptual model

The hypotheses of each model are presented and discussed in the related Chapter (figure 1.3: Chapter 3; figure 1.4: Chapter 4)

1.4.1 Questionnaire Design

For the purposes of this PhD dissertation, two specific survey instruments (based on the existing literature) were developed, one adopting a resident-based perspective and one adopting a tourist-based perspective.

Given the need to manage data collection processes in Italy, Portugal and Iran, the resident-based survey was translated into Italian, Portuguese and Persian. Amongst the various possible methods of translation (i.e. direct, back, de-centred and parallel, according to Pizam and Ellis, 1999), a back translation was chosen. A translation of the original English questionnaire was thus produced by bilingual speakers for each language, followed, upon completion, by a translation back into the original language by other bilingual speakers. This allowed us to check linguistic and functional aspects in order to gain equivalence and quality assurance. On the other hand, the survey instrument used for the tourist-based empirical study was written solely in English, given the fact that the researchers decides to focus their analysis on international travellers (the survey instruments are provided in the appendix).

The resident-based questionnaire included three sections. The first section asked respondents to assess their level of agreement with a list of 39 items specifically selected and adapted to investigate/measure the three different dimensions of residents' apathy (as identified in Chapter 2). The second section asked respondents to express their level of agreement to a list of 17 items used to measure the extent to which they were acting as brand ambassadors (offline and online) and whether they were willing to support further tourism development. The third section asked respondents some general information about their socio-demographic profile (age, gender, education, etc.).

The tourist-based questionnaire includes three sections. The first section asked respondents to assess their level of agreement with a list of 37 items specifically selected and adapted to measure residents' levels of apathy towards and support for tourism development as perceived by tourists (see the detailed references in Chapter 4). It should be noted that two items, which were specifically related to the resident-based perspective, were eliminated when framing the tourist-based survey. The second section asked respondents to assess the service quality that they perceived whilst interacting with residents (Cronin, Brady, & Hult, 2000). The third section asked respondents to express their level of agreement with a list of 17 items used to measure their intention to recommend the destination to others and to talk positively about it (brand ambassadorship behaviour), both offline and online. A 7-point Likert scale was used to obtain answers (1 = strongly disagree, 4 = neither disagree nor agree, and 7 = strongly agree). The fourth section invited respondents to provide their general socio-demographic characteristics (e.g. gender, age, education, length of stay, etc.).

1.4.2 Data collection and data analysis

Data was collected from residents aged 18 or above. For the purposes of the resident-based study, the data was collected online in Lisbon (Portugal), and in Isfahan (Iran). In Olbia (Italy), the data was collected face-to-face by the help of two

different trained interviewers in each destination. Ph.D. Candidate also participated personally in the whole collecting data process. The data was collected in 2016. A total of 303 completed questionnaires were obtained from Portugal, 471 from Iran and 560 from Olbia. Overall, 1334 completed resident questionnaires were obtained which were suitable for the purpose of analysis. All the samples obtained need to be considered as convenience samples.

As far as the tourist-bases study is concerned, responses were collected face-to-face by two trained interviewers who intercepted tourists visiting Lisbon (Portugal), Isfahan (Iran) and Olbia (Sardinia, Italy). Respondents were approached onsite whilst at the destinations and only individuals aged 18 or above were allowed to participate in the study. Overall, 947 complete questionnaires were obtained, of which 309 were collected in Lisbon, 338 in Isfahan and 300 in Olbia. All the samples obtained need to be considered as convenience samples.

A total of 1334 questionnaires from residents and 947 questionnaires from tourists were collected (2281 in total). After the data collection, the answers were introduced into Statistical Package for Social Sciences (SPSS), a specialised human and social sciences software that analyses quantitative data (Marôco, 2007) and provides descriptive and inferential statistical analysis (Jennings, 2010)

To achieve our aims, a Structural Equation Modelling (SEM) (i.e. AMOS) was adopted. Specifically, the software Analysis of Moments Structures (AMOS) graphics version 23 was used this software, which provides a wide array of drawing tools, was designed within the conventions of SEM, the ease and speed with which it formulates path diagrams being amongst the reasons why “most researchers will opt for the AMOS Graphics approach to analyses.” (Byrne, 2001, p.57).

1.4.3 Structural Equation Modelling

Structural equation models (SEMs) are often used to assess unobservable 'latent' constructs. A latent variable is a hypothesised and unobserved concept that can be

represented by observable or measurable variables. A latent variable is measured indirectly by examining the consistency exhibited by multiple measured variables (manifest variables) (Hair, Black, Babin, & Anderson, 2010; Marôco, 2010).

The use of SEM is commonly justified in the social sciences because of its ability to impute relationships between unobserved constructs (latent variables) from observable variables (Hancock, 2013). To analyse the items relating to the constructs (including residents' apathy, support, brand ambassadorship behaviour, service quality, and intention to recommend) employed in the current study in both the resident and tourist-based conceptual models, the researchers first used the Exploratory Factor Analysis (EFA) technique to examine the underlying patterns/structure or relationships between the set of items and to determine whether the information could be condensed into a smaller set of factors or components (Hair et al., 2010). Furthermore, EFA can play a unique role in terms of facilitating the application of other multivariate techniques, such as structural equations modelling (SEM). According to Hair et al. (2010), factor analysis provides tools for analysing the structure of interrelationships (correlations) amongst a large number of variables by defining sets of variables that are highly interrelated, also known as factors.

Such groups of variables, which are highly interrelated, are assumed to represent dimensions within the data. Therefore, this technique was used to reduce the proposed set of items, to find the factors or dimensions of residents' apathy toward tourism development, and as an analytic basis from which to apply SEM technique.

Through the use of EFA, the items in the questionnaire were reduced to factors. The reliability of the extracted factors was subsequently analysed followed by a Confirmatory Factor Analysis (CFA) in order to fulfil the objectives necessary to identify the main determinants of the residents' apathy (standardised regression coefficients) and to test relationships between the dimensions found in the conceptual models, in the context of tourism literature (see Chapters 3 and 4).

SEM was used to explain the relationships apparent amongst the variables. According to Hair et al. (2010), this technique expresses the structure of interrelationships in a series of equations. These equations describe all the relationships amongst the constructs under analysis. SEM's foundation lies in two multivariate techniques: factor analysis and multiple regression analysis (Ulman, 2001).

1.5 The overall depiction of the Thesis

The research design comprises three main parts I) The theoretical conceptualisation of apathy in tourism II) The resident-based empirical study III) The tourist-based study. The Thesis is organised in three papers which correspond to the different stages of the research (see figure 1.5).

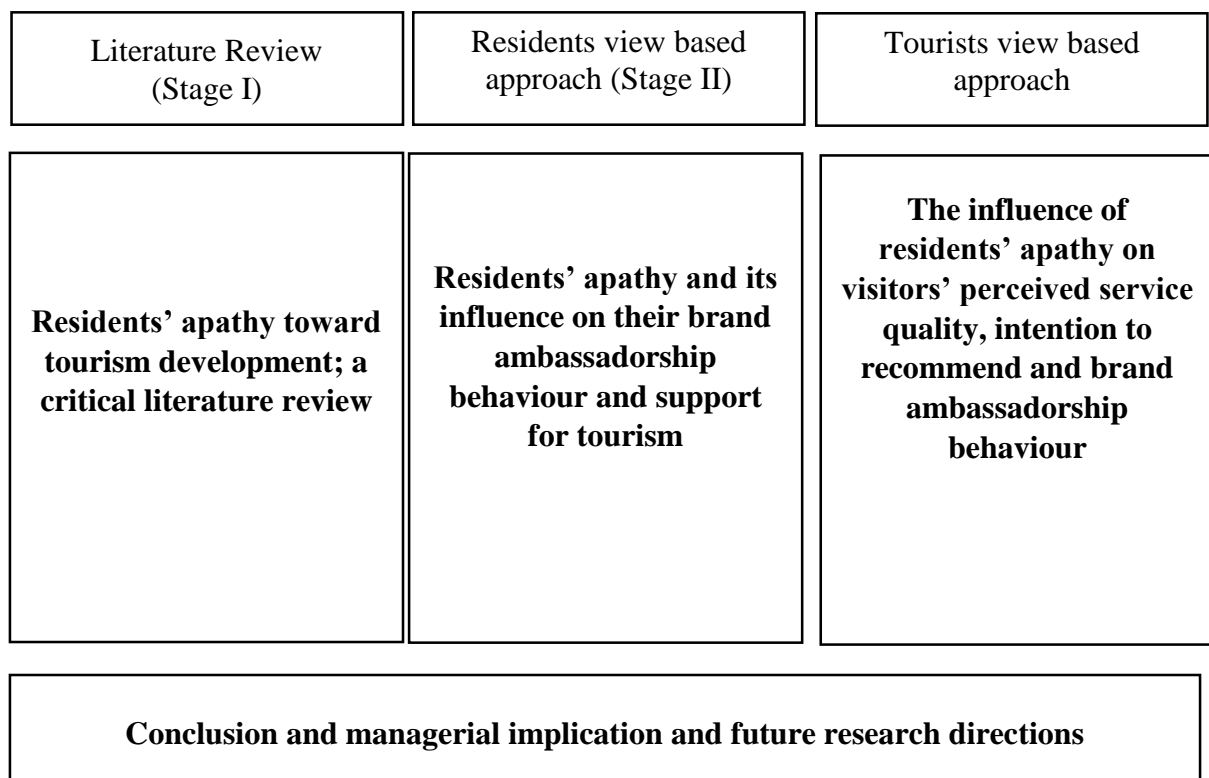


Figure 1. 5 - Papers in the Thesis

Based on the theoretical and empirical studies, the Ph.D. dissertation ends with concluding remarks aimed at describing the main contributions of this research to the current body of knowledge devoted to the analysis of the barriers that prevent residents from adopting an active role in tourism development and how such barriers influence perceived quality and behavioural intentions amongst tourists. Subsequently, both the managerial implications and the main limitations of the study are discussed and suggestion for future research are provided.

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Chapter 2:

Resident apathy toward tourism development

A critical literature review

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Resident apathy toward tourism development;

A critical literature review

Abstract

This study analyses the concept of resident apathy toward tourism and defines its underpinnings and influence on resident attitudes toward the development of tourism. It presents and discusses the existing literature devoted to community participation, paying particular attention to those who refer to and describe a “passive” attitude and resident behaviour toward tourism development. Adopting an interdisciplinary approach, the paper discusses the concept of apathy. It provides academicians and practitioners with information for interpreting and analysing resident apathy and for understanding the main dimensions that shape it. Meanwhile, the study suggests action and operations (e.g. internal marketing and branding) that are needed to increasing resident interest in and commitment toward the tourism phenomenon in their area and to increase their support for tourism development. Ideas for future research include finding conceptual frameworks to be tested empirically through quantitative study.

Keywords: Resident apathy, community participation, tourism development, barriers, sustainability.

2.1 Introduction

It is widely acknowledged that the study of host communities’ perceptions and attitudes toward tourism is essential to empowering and involving the local community in tourism planning, and to obtaining their support (Kim, Uysal, & Sirgy,

2013; Perdue et al., 1990). In other words, "development must coincide with community aspirations and abilities" (Simpson, 2001, p. 10). Further, researchers concur that tourism planning and development that is sensitive to residents' needs is integral to sustainable tourism and is needed to guarantee the quality of life in the local community (Williams & Lawson, 2001). According to Murphy (1988), involving the local community from the early stages of tourism development enhances the possibility that sustainable development choices will be made.

In past decades, many studies have analysed how residents perceive the economic, socio-cultural, and environmental impacts, positive and negative, generated by tourism development (Brougham & Butler, 1981; Lankford & Howard, 1994; Pizam, 1978; Woo et al., 2015). Researchers began discussing the positive aspects of tourism in the 1970s (Rothman, 1978) and have studied its negative impacts since the late 1970s and early 1980s (Belisle & Hoy, 1980; Brougham & Butler, 1981; Pizam, 1978). Currently, researchers concur that, to gain residents' support for further tourism development, a better understanding of their needs, values, attitudes, opinions, and desires is essential (Perdue et al., 1990; William & Lawson, 2001).

Accordingly, to achieve sustainable tourism development, community involvement and participation must be considered (Del Chiappa, Atzeni, & Ghasemi, 2016). To achieve participation in tourism planning and development, residents must have the opportunity, ability, and resources to achieve it. Limitations must not prevent residents from playing an active role in tourism development (Tosun, 2002).

Tosun (2000) identified three barriers to resident participation in tourism development: operational, structural, and cultural. The operational barriers refer mainly to a lack of coordination between stakeholders. The structural barriers refer to lack of financial resources, expertise, and trained human resources. Cultural barriers include a sense of alienation felt by residents, unwillingness of the elite to share the benefits of development with the wider community, poor resident knowledge of tourism, residents' unrealistic understanding of the impacts of tourism, a lack of

indigenous tourism planners, which leads to communication barriers and language differences between planners and residents, and, finally, apathy (Tosun, 2000).

Although apathy has been cited as a leading cultural barrier that prevents residents from playing an active role in tourism development, current academic literature has not yet defined this concept, its dimensions, and how they affect resident support of tourism. Many questions, therefore, remain unanswered, including how can resident apathy be defined according to its dimensions? How can apathy be conceptualised, based on existing research in different disciplines? How can apathy affect resident support for and involvement in tourism? What are apathy's main dimensions? How can apathy be removed or reduced?

This study attempts to answer some of these questions by reviewing existing literature that analyses how apathy has been conceptualised and analysed by different disciplines. Identifying relevant items and statements will be useful in developing a survey instrument for quantitative studies that identifies (1) the main dimensions shaping resident apathy and (2) how these dimensions can affect resident support for tourism and willingness to act as brand ambassadors of their destination (both off- and online).

2.2 Literature Review

2.2.1 Limits to achieving tourism sustainability

Existing literature concurs that all stakeholders need to be addressed through community involvement if policy-makers and destinations marketers wish to achieve community-based tourism development, and so favour sustainable tourism (Simpson, 2001). Many studies have underlined the need to create a framework able to identify any factors that can encourage greater tourism sustainability (Ko, 2005). Meanwhile, several researchers have developed measurement scales to assess tourism sustainability in tourism destinations (Ap & Crompton, 1998; Bell & Morse, 2013; Choi & Sirakaya, 2006; Faulkner & Tideswell, 1997; Rebollo & Baidal, 2003). However, the

difficulty of adopting and implementing a sustainable tourism programme in practice has often been discussed in terms of a community's political, cultural, economic, social, and psychological involvement (Harrison, Jayawardena, & Clayton, 2003). Further, some researchers have tried to identify and analyse barriers that could affect tourism sustainability (Dodds & Butler, 2010). Although many such barriers have been conceptualised theoretically, little research has been done to understand and measure the barriers and limitations to the suitability of tourism development based on community participation at the destinations (Aref, 2011; Marre & Weber, 2007).

For example, Dodds and Butler (2010) focused on the problems of sustainable policy implementation and analysed many barriers in both the public and private sectors. They reported several themes, ranging from power clashes between political parties at a national level to lack of stakeholder involvement and accountability at the local level (Figure 2.1). Broadly, they also highlighted that short-term vision in planning and implementing tourism policies, aimed at creating new jobs, and prioritising plans and activities economically could negatively affect the suitability of tourism. This would occur because the short-term priorities would deprioritise environmental and social concerns. On the other hand, it has been emphasised that often "the private sector mentality also feeds into this negative loop as its main considerations are most often focused on return on investment and the economic bottom line for understandable reasons" (Dodds & Butler, 2010, p. 41).

Reid and Schwab (2006) have also conducted research aimed at deepening the scientific debate devoted to analysing the barriers to sustainable development in Jordan. Despite the fact that the government was willing to implement sustainable tourism programmes, the study emphasised that the local community itself was not interested in being the catalyst because of place-specific institutional and cultural barriers that remained unrecognised in the community.

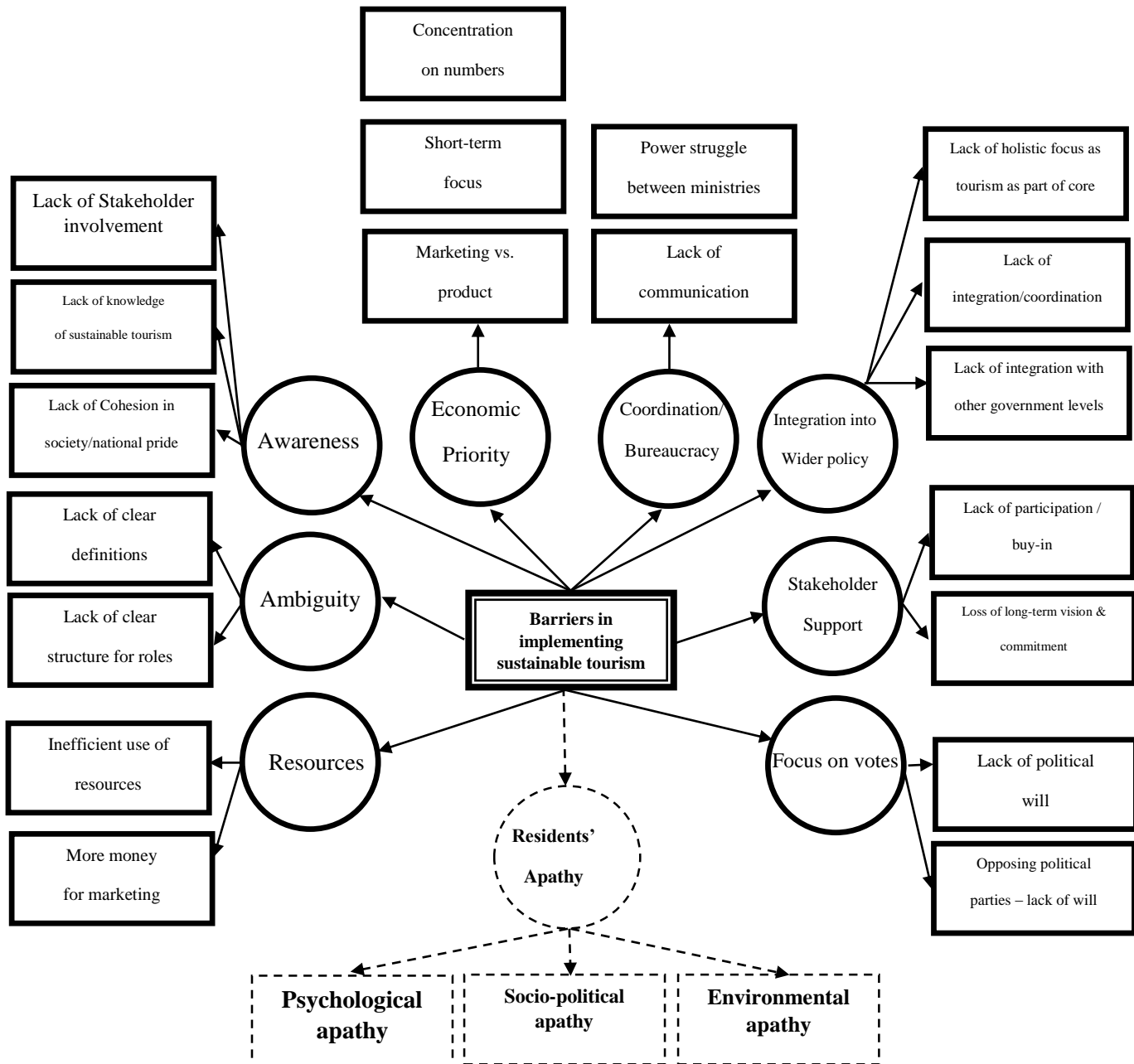


Figure 2. 1 Barriers to achieving successful sustainable tourism policy (adapted from Dodds & Butler, 2010)

2.2.2 Community participation and its limits

Communities play a pivotal role in the development of sustainable tourism (Moscardo, 2008; Simmons, 1994; Simpson, 2001; Tosun, 2000; Sharpley, 2014), and the literature supports the idea that local participation maximises the sustainability of a

change programme (Simpson, 2001). Therefore, the level of host-community involvement and their control should also be considered when struggling to achieve sustainable tourism (Murphy, 1985; Nyaupane, Morais, & Dowler, 2006; Simmons, 1994). The level of community participation is also related to the number and type of tourists visiting the destination (Butler, 1991).

In past years, several studies have focused on community participation, especially the advantage of community involvement and participation (Nyaupane, Morais, & Dowler, 2006). Some researchers have also focused on their limits (Tosun, 2000, 2002, 2006). Host-community participation brings advantages through the residents' historical understanding of the community, which can strongly affect the impact of tourism on the residents, and by making residents an integral part of the tourism product (Scheyvens, 1999; Simmons, 1994).

Despite the existing advantages, actual community integration and participation often faces several limitations (Hunt, 2005; Steven & Jennifer, 2002). These include residents' lack of information, attitudes of professionals, lack of expertise, lack of trained human resources, low level of awareness, and apathy (Tosun, 2000). Finally, a digital divide could prevent residents from using social media and information and communications technologies as tools to enhance their participation in tourism planning and development, driven by the principles of e-democracy and smart tourism (Del Chiappa et al., 2016). This study aims at a deeper understanding of apathy as a leading limitation, requiring better analysis that will provide researchers and policy-makers with a deeper understanding.

Table 2. 1 Limitations to community participation in tourism development and planning

Limitations at the operational level	Structural limitations to community participation in tourism development	Cultural limitations
Centralisation of public administration of tourism	Attitudes of professionals	Limited capacity of poor people
Lack of coordination	Lack of expertise	Apathy and low level of awareness in the local community
Lack of information	Elite domination	
	Lack of appropriate legal system	
	Lack of trained human resources	
	Relatively high cost of community participation	

Source: adapted from Tosun, 2000

2.2.3 What shapes resident support and what is needed to achieve it?

It is widely recognised that understanding the antecedents to resident support of tourism is decisive for local governments, policy-makers, researchers, and businesses. In fact, the success and sustainability of any development depend on the active support of the local population (Gursoy & Rutherford, 2004).

Resident attitudes and support of tourism have attracted substantial attention in academic research. Many studies have analysed resident perceptions of the economic (Walpole & Goodwin, 2000), socio-cultural (Mansfeld, 1992; Pizam & Milman, 1986; Rätz, 2000), and environmental (Liu & Sheldon, 1987) impacts of tourism and how this perception shapes their attitudes and support of tourism (e.g. Gursoy et al., 2002; Nicholas et al., 2009; Rasoolimanesh & Jaafar, 2017). Researchers have also examined factors that are likely to influence or mediate the influence that the perceived impacts exert on resident attitudes and tourism. Therefore, many factors have been studied and identified. These factors include: community attachment or length of residence

(Lankford, 1994; Besculides et al., 2002), perceived balance between positive and negative impacts (Dyer et al., 2007); level of knowledge of tourism and the local economy (Pizam & Milman, 1986), personal economic reliance on tourism (Liu & Var, 1986), proximity to the tourist zone or contact with tourists (Sheldon & Var, 1984), heritage proximity (Del Chiappa et al., 2016), levels of participation in recreation (Keogh, 1990), the strength of residents' ecocentric values (Gursoy et al., 2002), socio-demographic characteristics (Rasoolimanesh et al., 2015; Williams & Lawson, 2001), political and demographic position in society (Mansfeld, 1992), type and form of tourism (Ritchie & Root-Shaffer, 1988), and level of contact with tourists (Akis et al., 1996; Ap, 1992).

In addition to the influences mentioned above, aspects related to the way that hosts interact with guests is pivotal (Ap, 1992; Liu & Var, 1986; Lindberg & Johnson, 1997). This is particularly evident in tourism destinations that aim at achieving sustainable tourism development and that rely on the exploitation of local identity and authenticity and/or on attracting visitors who travel to be in touch with the local culture. In all of these circumstances, residents should be conscious that, in the eyes of visitors, they are cultural brokers (Smith, 2001), putting visitors in touch with authentic local identity, folklore, and traditions. Residents, therefore, should play this role proactively, because host–guest interactions are crucial in shaping and co-creating the tourist experience and in satisfying the visitors (Del Chiappa et al., 2016).

Thus, it is critical that policy-makers and destination marketers determine if residents in their community are conscious of this role and are willing to play it. Often, however, residents remain indifferent to tourism and tourists or even reject them, giving rise to what was recently referred to as “tourism-phobia” by the UN World Tourism Organization (Allis & Fraga, 2017; García-Hernández, de la Calle-Vaquero, & Yubero, 2017).

Resident attitudes toward tourism have been largely researched in the tourism field (Teye, Sirakaya, & Sönmez, 2002). Nevertheless, current literature tends to consider it

a “positive-oriented” dimension that tends to hide or ignore an analytical approach aimed at recognising: the passive or apathetic attitude and behaviour that residents could have toward tourists, what dimensions determine it, and how it can influence both resident support and visitor satisfaction and behavioural intentions. Hence, the role of passive resident attitude/behaviour toward tourism and tourists merit attention in both the academic and non-academic debate.

2.2.4 Is apathy a passive attitude or behaviour?

Apathy stems from the ancient Greek *apathies*, which means lack of feeling. The term *apathy* is normally defined as a lack of interest or motivation in, or concern for, things. Similarly, and based on Tosun (2000), resident apathy could generally be understood as a cultural barrier to community integration and participation that occurs when local residents have no interest in or motivation to be enthusiastically interested or involved in tourism activities.

It might be argued that, in attempting to define resident apathy, tourism researchers could benefit from previous academic research in different disciplines, mainly: psychology, socio-politics, and environmental studies (Table 2). Therefore, it could be useful to discuss apathy and its constructs in each of these disciplines.

For the purpose of this paper, we discuss the core components of each discipline. In this context, psychology certainly represents the main discipline from which to understand apathy and its elements effectively. The other two disciplines, however, are useful in identifying some aspects of apathy that can be easily recontextualised in a tourism-based discourse (Figure 2.2).

In psychology, researchers have defined apathy on the individual level of life domain. Landes et al., (2001) wrote that it “encompasses diminished initiation, poor persistence, lack of interest, indifference, low social engagement, blunted emotional response, and lack of insight” (p. 1703). Similarly, Levy & Dubois (2006, p. 916) defined apathy as “the quantitative reduction of self-generated voluntary and purposeful behaviours”. In psychology, apathy has been mostly analysed as having three main

dimensions: lack of interest, lack of initiative (Marin, 1990; Landes et al., 2001), and emotional blunting (Landes et al., 2001). Lack of interest refers to diminished goal-directed cognition, lack of initiative to diminished goal-directed behaviour, and emotional blunting to the lack of emotional responses (Landes et al., 2001).

Table 2. 2 The meaning of apathy and related constructs, as discussed in many disciplines

Discipline	Broad definition	Investigated concepts	Concepts definitions	References
Psychology	1) "Apathy is defined as diminished motivation not attributable to diminished level of consciousness, cognitive impairment, or emotional distress" (Marin, 1990, p.22).	Lack of interest	Refers to diminished goal-directed cognition	Landes et al. (2001)
	2) Apathy is defined as lack of motivation affecting cognitive, emotional, and behavioural domains (Marin et al., 1991; Raimo et al., 2014).	Lack of initiative	Refers to diminished goal-directed behaviour	Landes et al. (2001)
	3) Apathy refers to absence of responsiveness to stimuli (external or internal) as characterised by a lack of self-initiated action (Stuss, Van Reekum, & Murphy, 2000).	Emotional blunting	Refers to the lack of emotional responses	Landes et al. (2001)
	4) "Apathy encompasses diminished initiation, poor persistence, lack of interest, indifference, low social engagement, blunted emotional response, and lack of insight" (Landes et al., 2001, p. 1703).			
	5) "Apathy defines as the quantitative reduction of self-generated voluntary and purposeful behaviors" (Levy & Dubois, 2006, p. 916).			
Socio-politics	1) Political apathy (or its opposite term, political participation), has been	Alienation	1) Alienation is that men pursue goal, and use means in their pursuit, determined either by	Gouldner (1950)

<p>generally defined simply as voting (or non-voting) (Dean, 1956).</p> <p>2) Apathy is defined either as a particular state of mind wherein there is a lack of feeling, passion, or interest or as a type of behaviour indicating the lack of participation and lack of action (Di Palma, 1970, p. 2).</p> <p>3) Political interest or apathy is "an important indicator of an individual's potential for political activity", and "useful device for estimating the degree to which citizens are psychologically 'engaged' in the political process" (Bennett, 1986, p. 37).</p> <p>4) Political apathy is a clear lack of political interest (van Deth & Elff, 2000).</p> <p>5) That feeling state rooted in a feeling of powerlessness ... political apathy is rooted in a perversion of the manner by which one's power is given to oneself (Davis, 2009).</p>		<p>social entities with which they do not feel intimately identified or by forces which they may be unable to recognise at all.</p> <p>2) Alienation is defined as having the feeling of powerlessness, normlessness, and social isolation.</p> <p>3) Political alienation involves not only apathy as a response to political powerlessness but also a general distrust of political leaders who are the wielders of this power.</p> <p>4) Political alienation as feelings of political estrangement and political powerlessness.</p> <p>5) Alienation is the sense of estrangement from a situation, society, group, or culture.</p>	<p>Dean (1956)</p> <p>Thompson and Horton (1960, p. 190)</p> <p>Ross (1975)</p> <p>Jafari (2002)</p>
	Powerlessness	<p>1) Political powerlessness is a belief that one has little or no control over input into the political decision-making process</p> <p>2) Powerlessness concerns the devaluing of a person in respect to his or her political subjectivity ... the person is revealed to him- or herself as having no significant political power.</p>	<p>Ross (1975)</p> <p>Davis (2009)</p>
	Normlessness	Those who, having lost altogether or in great measure, any system of values that might give purpose or direction to their lives ... those who having lost their ethical goals, having no longer any intrinsic and socialised values.	MacIver (1950)
	Social isolation	Feeling of separation from the group or of isolation from group standards.	De Grazia (1952)
	Authoritarianism	Authoritarianism is favouring complete obedience or subjection to authority as opposed to individual freedom.	Van Snippenburg et al. (1991)
	Anomie	Refers to social resignation, and a lack of willingness to stand up against authorities, that may eventually lead to political apathy.	Van Snippenburg et al. (1991)
1) Apathy has [sic] investigated to show the	Ecocentrism	Valuing nature for its own sake.	Thompson & Barton (1994)

Environment-based literature	level of public awareness and concern, with some attention to the perception of causes and effects toward environmental issues (Rankin, 1969)	Anthropocentrism	Valuing nature because of material or physical benefits it can provide for humans.	Thompson & Barton (1994)
	2) Reflects a lack of interest in environmental issues and the belief that environmental issues have been exaggerated (Thompson & Barton, 1994).	Self-efficacy	The belief that the things one can do will make a significant difference should be a prerequisite for the willingness to make any personal effort	Heath & Gifford (2006)

Based on social exchange theory (Ap, 1992), researchers argue that residents are willing to support tourism when they perceive a positive balance between its positive and negative economic, environmental, and socio-cultural impacts. In these circumstances, "they will be willing to participate in an exchange with visitors" (Yoon, Gursoy, & Chen, 2001, p. 364). Further, resident apathy, anger, or mistrust could ultimately be transferred to the tourists during the host-guest interaction (Del Chiappa & Atzeni, 2015; Del Chiappa et al., 2016; Yoon et al., 2001) thus, negatively affecting the tourist experience and satisfaction, memorability of the experience, and intention to return and/or to recommend the destination to others.

In politics, the concept of apathy has a long history, and it has been defined and employed in several ways. Di Palma (1970) considered apathy as a type of behaviour indicating the lack of participation and lack of action in political affairs. Likewise, Bennett (1986) explained an individual's interest or apathy through his/her potential for political activity. Many constructs relating the socio-political aspects of apathy have been identified. Among them alienation seems to have a strong effect (Dean, 1956; Mc Dill & Ridley, 1962). Thompson & Horton (1960) believe "Political alienation

involves not only apathy as a response to political powerlessness but also a general distrust of political leaders who are the wielders of this power" (p. 190). Similarly, Timothy (1999) gave an example that helps to explain how the host community could be alienated by tourism development. Specifically, Timothy (1999) suggests that residents in societies with heavily centralised political structures might think, accordingly, that the responsibility for tourism planning belongs entirely to the central government and related institutions. This, in turn, could cause residents to think that it would not be appropriate for them to take initiative, thus leading to an apathetic attitude and behaviour toward the tourism phenomenon in their area. Another example that contextualises resident apathy toward tourism is provided by Nyaupane, Morais, and Dowler (2006). They report hosts feeling that their land and culture had become simply a commodity that the government promotes and sells to tourists. Residents, in turn, believe that they can have little influence on how the culture is advertised and promoted. A similar situation was noted by Del Chiappa et al. (2016) in their analysis of residents' perception and attitude toward tourism in Costa Smeralda (Sardinia, Italy). It is a tourism destination strongly affected by a tourism model that is chiefly driven by the actions of large external investors.

Some studies have considered alienation by analysing social interactions that occur when travellers visit a certain tourism destination (see Tribe & Mkono, 2017)

Finally, in environment-based literature, Rankin (1969) states that "apathy has [*sic*] investigated to show the level of public awareness and concern, with some attention to the perception of causes and effects toward environmental issues" (p. 566). Environmental apathy reflects a lack of interest in environmental issues and the belief that environmental issues have been exaggerated (Thompson & Barton, 1994). This important branch of research in apathy was investigated in studies devoted to analysing environmental issues, which referred mostly to the concepts of ecocentrism and anthropocentrism. Ecocentrism aims at valuing nature for its own sake; anthropocentrism, aims at valuing nature because of material or physical benefits it

can provide for humans. Anthropocentrism and ecocentrism are also two ways of understanding an extension of ethics to nature (Kortenkamp & Moore, 2001). Accordingly, "in an anthropocentric ethic nature deserves moral consideration because how nature is treated affects humans" (Kortenkamp & Moore, 2001, p. 261).

The relationship between ecocentric and anthropocentric attitudes and environmentally relevant behaviour has been considered in environment-based literature. The ecocentric- and anthropocentric-attitudes scales were found to independently predict apathy toward environmental issues (Thompson & Barton, 1994), thus influencing attitudes toward the environment and actual behaviour.

In tourism, ecocentric approaches have been used particularly in the management of wildlife tourism (Burns, Macbeth, & Moore, 2011). Getting closer to the aims of our study, ecocentric values have also been analysed with attention to host-community reactions and attitudes toward the perceived impacts of tourism (Gursoy et al., 2002; Gursoy & Rutherford, 2004). In this sense, evidence confirms that the level of ecocentric attitudes significantly affects resident perception of the impacts of tourism and how they react to the tourism phenomenon (Jurowski et al., 1997).

2.3 Conceptual Framework

This research refers to three main disciplines (psychology, socio-politics, and environment-based literature) for specific reasons. Psychology can be considered the main discipline helping to define and interpret apathy of individuals. Specifically, the individual aspects of apathy help us understand what drives residents to express an apathetic attitude and behaviour toward visitors in their area and/or, broadly, toward the tourism phenomenon (Figure 2.2).

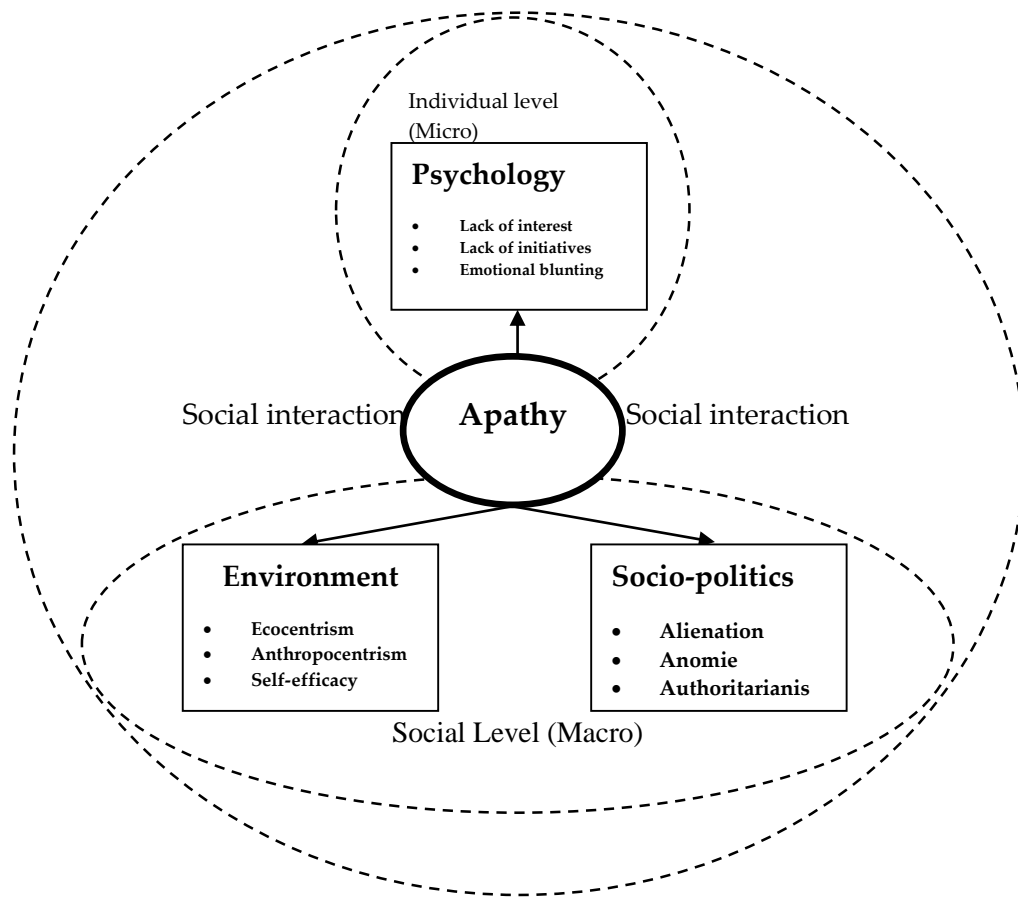


Figure 2. 2 Underlying dimensions of apathy based on the literature

However, because tourism research has not properly analysed and defined the concept of apathy, reliance on different disciplines (i.e. politics and environment-based literature) is desirable to reach a better understanding of how apathy can influence the way residents act or not act toward visitors and the tourism phenomenon in their destination. Therefore, a better understanding of the main dimensions/constructs shaping resident apathy may be useful to effectively remove it from or reduce it in the community.

This study intends to reply to these three theoretical strands of research to identify items and scales that can be used to identify the main dimensions that shape resident

apathy and, by adopting resident- and visitor-based perspectives, to assess how the dimensions can affect the tourism phenomenon. Specifically, the resident-based perspective investigates how the different dimensions of apathy shape resident support of tourism and resident willingness to act as brand ambassadors. The visitor-based perspective investigates how this apathy (as perceived by the visitor) is able to influence how they perceive service quality, how they perceive resident support for the tourism phenomenon in their area, and their intention to return and act as brand ambassadors.

2.4 Conclusion

Based on Tosun (2000), apathy is a leading limitation to a participatory-tourism development approach. This is particularly evident in tourism destinations that are significantly exposed to imperialism and/or that are still underdeveloped. In fact, as suggested by Tosun (2000, p. 626), apathy is more likely to occur given the “political instability, patron–client relationship, low level of literacy, unfair and unequal distribution of income, severe macro-economic problems, lack of services of a welfare state, lack of democratic institutions, lack of democratic understanding among state elites, unwillingness of elites to share fruits of development with majority of society” (Tosun, 2000, p. 626).

Resident apathy has often been mentioned in tourism literature. Despite this, it still remains unclearly defined and has not been operationalised. This study aims at deepening the scientific debate around the concept of apathy in tourism-related literature. To achieve this, the study relies on three main disciplines that could be usefully considered for our purposes: psychology, socio-politics, and environment-based literature. Based on these disciplines, we have attempted to interpret the concept of apathy and to contextualise it in a tourism discourse.

This interpretative effort, and related analysis, is valuable for both researchers and practitioners. It provides academia with knowledge of the main dimensions shaping resident apathy toward tourism; this could be of help in driving and informing future studies aimed at developing scales to measure this concept and its influence on tourism development (something that it will also be done in the subsequent parts of this Thesis). Hence, from a managerial point of view, policy-makers and destination marketers could be provided with a survey instrument to measure resident apathy in their area and identify the main reasons for it. This, in turn, will allow the planning and implementation of interventions aimed at largely eliminating such a cultural barrier to effective community integration with and involvement in tourism development. Specifically, these interventions will be related mainly to internal marketing and branding operations aimed at empowering residents and increasing their willingness to support tourism planning and implementation.

For example, considering the connection of a host community's ecocentric and anthropocentric attitudes, it could be suggested that to remove apathetic attitudes and behaviour toward tourism development "a new environmental ethic would have to be positioned within a non-anthropocentric context" (Holden, 2003, p. 105). Any communication plans or regulation activities (such as taxes, banning irresponsible resident behaviour, running advertising aimed at stimulating a shift from extrinsic to intrinsic social values and beliefs, etc.) that could be implemented to reach this aim would be desirable.

Any effort to reduce resident apathy would certainly support policy-maker and destination marketers' attempts to enhance resident well-being and quality of life, their support of tourism, and their ability to warmly welcome visitors. It would offer visitors increased possibilities to be in touch with local identity and authenticity, to be satisfied with their stay and, finally, to be more prone to return or recommend the destination to others.

2.5 References

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Chapter 3

Residents' apathy and its influence on their brand ambassadorship behaviour and support for tourism

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Abstract

Apathy has been considered as a barrier in community integration and participation in tourism planning. The current academic community urges us to have a deeper understanding about what effectively drives residents to be apathetic towards the tourism phenomenon; in addition to contributing to the current body of knowledge, this would be extremely useful for policymakers and destination marketers attempting to reduce/eliminate apathy. The aim of this study is to identify the underlying dimensions of apathy and to test the extent to which they influence residents' support for tourism development and their brand ambassadorship behaviour. For the purposes of this study, three tourism destinations were identified, namely: Olbia (Sardinia, Italy), Lisbon (Portugal) and Isfahan (Iran) and a Structural Equation Modelling analysis was applied. First, Exploratory Factor Analysis (EFA) was run to reveal the underlying factors in the data. Next, Confirmatory Factor Analysis (CFA) was performed to further confirm the structure of the identified factors. Then Structural Equation Modelling (SEM) was used to test the hypotheses and to validate the conceptual model. In addition, a multi-group analysis was adopted to investigate whether any differences exist in the way the model works in the three different settings. Based on our results, residents' apathy is mostly conceptualised by lack of interest, lack of initiative and environmental-based apathy. Furthermore, the findings highlight that apathy (and its dimensions) negatively influences residents' support of tourism and their brand ambassadorship behaviour. From a theoretical point of view, the paper conceptualises residents' apathy, proposes a conceptual

model and tests it through SEM applied in three different tourism destinations, thus highlighting differences among the research settings. Managerial implications are discussed as well as the main limitations, then suggestions for further research are given.

KEY WORDS: Apathy, Cultural barriers, Support for tourism, Brand ambassadorship behaviour, Tourism development.

3.1 Introduction

It has been widely recognised by the existing academic literature that tourism planning which is sensitive to resident's perceptions, needs, and attitudes to tourism is an integral component of sustainability (Choi & Sirakaya, 2006) and a necessary precondition to obtain residents' support for any tourism development projects (Ap, 1992). Furthermore, residents' attitude has been considered as a condition for obtaining a higher sense of belonging to a place (Del Chiappa & Atzeni, 2015), community empowerment, high level of individual participation (Mitchell & Reid, 2001), and brand ambassadorship behaviour (e.g., Simpson & Siguaw, 2008).

That said, it could be argued that achieving actual community integration and participation in tourism planning and development requires that residents have the necessary opportunities, abilities, and resources to carry it out. In other words, no limitations should exist preventing residents from exerting an active role in tourism development.

According to previous research (e.g., Tosun, 2000; Tosun, 2002), limitations to community participation in tourism can be divided into three categories: operational (e.g., lack of co-ordination between stakeholders), structural (e.g., lack of financial resources, expertise and trained human resources, investment capital, and/or know-

how, and the skills needed to take the initiative when developing tourism) and cultural. According to Tosun (2000), among the cultural barriers, the following can be considered: alienation of local people, unwillingness of the elite to share the benefits of development with the wider community, the potentially poor knowledge of tourism among local people, the fact that residents could not have a realistic understanding of the impact of tourism, the lack of indigenous tourism planners that leads to communication barriers and language differences between planners and residents and, finally, apathy.

Apathy is a construct that has been approached in different disciplines, mainly psychology, politics, and environmentally based-studies. Among these, psychology seems to be the key and it describes apathy as diminished goal-directed behaviour, not attributable to diminished level of consciousness, cognitive impairment, or emotional distress (Marin, 1990). Broadly speaking, it could be argued that apathy is a multidimensional concept that can be interpreted relying mostly on psychology (Esposito et al., 2014) and environmental issues (Heath & Gifford, 2006).

Despite its relevant role in influencing community-based tourism development, the concept of apathy has not been investigated in depth in the current body of tourism-related literature. Furthermore, when studies somehow relating to this concept exist they are mostly theoretical and do not carry out any effort to define its dimensions and to provide a scale to be used to measure it.

This study was therefore carried out to deepen the scientific debate around the concept of apathy in tourism-based settings by defining its main dimensions and by providing and testing a scale to be used to measure it. Hence, by applying SEM analysis, it further aims to test the extent to which each of the identified dimensions is able to negatively affect the extent to which residents are willing to support tourism development in their community, and to sustain the destination brand by talking positively about their destination and recommending it to others, both offline

(traditional word-of-mouth: WOM) and online (electronic word-of-mouth: eWOM) through positive offline and online word-of-mouth. To achieve this aim, three top destinations were specifically selected namely: Lisbon which is the capital city of Portugal and has been significantly growing in terms of its tourism industry in recent years; Isfahan, known as the capital of tourism in Iran; Olbia, a municipality located in the north-east of Sardinia (Italy), the second largest island in the Mediterranean Sea, that is partially included in the geographical boundaries delimitating the Emerald Coast, one of the most famous luxury tourism destination in the world (created in the early Sixties by the Prince Aga Khan and currently owned by Prince Al Thani).

3.2 Literature review

A number of studies have focused on community participation and also its limits to it in the tourism development (e.g., Rasoolimanesh, Jaafar, Ahmad, & Barghi, 2017; Tosun, 2000, 2002, 2006). Tosun (2000) argued that, although community participation in tourism development is essential, there seems to be strong operational, structural and cultural limitations to tourism development in many countries. Existing research acknowledges several examples of such limitations and barriers such as lack of information, poor proactive attitudes of professionals, lack of expertise, lack of trained human resources, low level of awareness, lack of usage of ICT and social media in the local community (Del Chiappa, Atzeni, & Ghasemi, 2016) and apathy (Tosun, 2000). Despite examples of limitations and barriers to community participation and integration in tourism planning that have been provided in existing studies, to the best of our knowledge, there is still a lack of research devoted to defining the dimensions of each type of barrier and, in addition, there is a lack of effort in providing a scale to be used to measure them. Hence, current literature (e.g., Tosun, 2000) calls for further

research aimed at filling this research gap and investigating the nature of these limitations and barriers.

3.2.1 Apathy as a limitation

Apathy has been approached in several disciplines, mainly psychology, socio-politics and environmental-based literature.

Based on theoretical contributions related to psychology, apathy has been defined as lack of motivation affecting cognitive, emotional, and behavioural domains and is usually assessed by standardised scales, such as the Apathy Evaluation Scale (AES) (Raimo et al., 2014). In psychology, apathy is usually analysed as having two main dimensions, namely: lack of interest and lack of initiative. According to Marin (1990) and Landes Sperry, Strauss, & Geldmacher (2001), lack of interest refers to diminished goal-directed cognition, while lack of initiative is related to diminished goal-directed behaviour.

In politics, the concept of apathy has a long history and it has been defined and employed in number of ways. Di Palma (1970) considered apathy as a type of behaviour indicating the lack of participation and lack of action in political affairs. Likewise, Bennett (1986) explained an individual's interest or apathy through his/her potential for political activity and psychological engagement.

Where apathy defined in environmental-based literature is concerned, Rankin (1969) gives an overview of environmental apathy: "Apathy has been investigated to show the level of public awareness and concern, with some attention to the perception of causes and effects toward environmental issues" (p. 566). In a similar way, environmental apathy reflects a lack of interest in environmental issues and the belief that environmental issues have been exaggerated (Thompson & Barton, 1994). This means that apathy is considered important because of its effect on attitude.

3.2.2 Brand ambassadorship

A brand ambassador classically refers to “a person who is included in prints, or in videos, and the presence of whom is expected to support the promotion of a product-service-destination, etc.” (de Diesbach, 2012, p. 231). An ambassador not only refers to an official envoy but also to an unofficial representative who is promoting a place/city/country with his/her goodwill and behaviour. Furthermore, according to de Diesbach (2012, p. 246) “a brand ambassador is a communication object which is not specifying the promoted brand, destination, product or service, but which is used in a peripheral manner to enrich and reinforce other elements of communication encapsulated in an ad, commercial or website. The objects “says” something, directly or symbolically, to a targeted audience”. In the specific context of resident/community-based studies, locals have recently been considered as brand ambassadors for their destination needing to be effectively involved in destination branding (Kavaratzis, 2012). For example, Chen, Dwyer, and Firth (2014) analysed how the different dimensions of place attachment (i.e., place identity, place dependence, affective attachment, social bonding, place memory, place expectation) affect residents' word-of-mouth behaviour. Rehmet and Dinnie (2013) analysed residents brand ambassadors' motivations and the effects they perceive to obtain from participating as a resident-focused ambassador. Overall, these authors found that very few locals engaged in the ambassador program due to a feeling of commitment or civic pride. Conversely, the greater part of participants in the study acted as ambassadors to enhance the reach and exposure of their individual projects, thus acting mostly egoistically rather than collectively.

Based on this strand of research, tourist destinations would greatly benefit if residents served as goodwill ambassadors through their attitudes and behaviour, advocating the destination to their friends and families, thereby saving the

promotional resources of the destination while enhancing perceived message credibility (e.g., Ahearne, Bhattacharya, & Gruen, 2005).

3.2.3 Residents' support

The importance of residents' support for tourism development has been stressed by researchers as being one of the main ingredients of tourism sustainability (e.g., Gursoy, Chi, & Dyer, 2010; Nunkoo & So, 2016; Sharpley, 2014). Hence, there is a wide agreement about the fact that tourism projects would need to be planned and implemented taking into proper consideration the needs, views, and concerns of residents. That said, there is a need to fully understand, to the greatest extent, what type of (pre)conditions/antecedents could explain the negative attitudes that might influence residents' support for tourism development (Pizam, 1978). Among these, the operational, structural and cultural barriers are certainly relevant. As suggested by a previous study (i.e., Tosun, 2000), in order to achieve the actual involvement and participation of residents in tourism planning, and in order to gain their support, any barriers should be identified and proper actions to deal with them should be adopted (e.g., in term of internal marketing operations: Presenza, Del Chiappa, & Sheehan, 2013) so that the level of community integration, local support for tourism and residents acting as brand ambassadors could be increased (e.g., Del Chiappa, 2012; Del Chiappa, Atzeni, & Ghasemi, 2016).

3.3 Conceptual model

This study focuses on apathy among residents by defining its antecedents and testing its influence on brand ambassadorship behaviour and support from residents. The theoretical model hypothesises that residents' apathy, as explained by the three dimensions (i.e., lack of interest, lack of initiative, and environmental-based apathy) influence residents' support for tourism and residents' willingness to recommend their destination to others, both offline and online (i.e., brand ambassadorship

behaviour). Figure 3.1 provides a visual representation of the conceptual framework and related hypotheses.

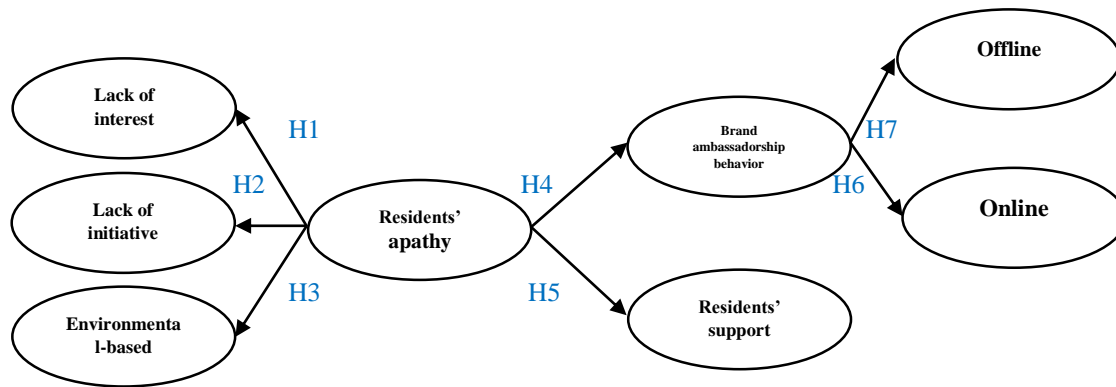


Figure 3. 1 The proposed conceptual model

Lack of interest has been broadly discussed as a dominant feature of apathy in psychology (Esposito et al., 2014; Levy & Dubois, 2006; Robert et al., 2009) which is frequently used to measure and control apathy in psychological conditions (Raimo et al., 2014; Marin, Biedrzycki, Firinciogullari, & 1991; Weiser, 2015). Hence, the following hypothesis was introduced:

H1: Lack of interest is directly related to residents' apathy.

In the existing literature, lack of initiative is another typical apathy dimension that is measured and analysed beside lack of interest as a psychological dimension of apathy (Esposito et al., 2014). Based on this evidence, the following hypothesis was framed.

H2: Lack of initiative is directly related to resident's apathy.

In environmental-related sciences, apathy has been considered to analyse the level of public awareness and concern that individuals have about the environment and the extent to which this environmental consciousness influences their attitudes towards environmental issues, their intention to adopt practices that can help to preserve the

environment, and their actual pro-environmentalist behaviour (Rankin, 1969). Current literature shows several items of evidence about the fact that an apathetic attitude towards environmental issues could cause negative behaviour towards the environment. For instance, Thompson and Barton (1994) tried to find out the relationship among conservation friendly behaviours, ecocentric and anthropocentric, and apathy towards environmental issues. Rankin (1969) explored the relationship between the perceived seriousness of air pollution and beliefs in order to investigate the possibility of controlling this issue by decreasing the apathy towards it. Based on the aforementioned considerations, the following hypothesis was framed:

H3: Environmental apathy is directly related to residents' apathy

Based on current literature, it could be hypothesised that residents' apathy, also by affecting the extent to which residents feel a sense of attachment to their place (Chen, Dwyer, & Firth, 2014), negatively influences locals' willingness to talk positively (both offline and online) about the destination to other individuals (e.g., residents, tourists, etc.). Hence the following hypothesis is suggested:

H4: Residents' apathy influences negatively the brand ambassadorship behaviour of residents.

According to existing studies, apathy can be described as a kind of unwillingness to show a certain level of interest about something and/or to behave in order to provide support for the achievement of a certain goal (Raimo et al., 2014). Based on this idea, the following hypothesis was postulated:

H5: Residents' apathy negatively influences residents' support for tourism development.

The importance of word-of-mouth (WOM) and brand ambassadorship has been widely recognised in the existing literature (e.g., Simpson & Siguaw, 2008). Word-of-mouth has been considered as being the most important information source driving

tourist choices (Litvin, Goldsmith, & Pan, 2008; Richins & Root-Shaffer, 1988) and influencing the destination branding of any tourism destination (e.g., Díaz-Martín, Iglesias, Vázquez, & Ruiz, 2000; Morgan, Pritchard, & Pride, 2002). The advent and uprise of ICT, internet and peer-to-peer platforms (Facebook, Twitter, Instagram, Pinterest, etc.) further emphasise the relevance of this information source (e.g., Del Chiappa, Lorenzo-Romero, & Alarcón-del-Amo, 2015) that is often sustained by conversations and materials uploaded online by residents. This underlines the positive role that locals could exert in contributing to destination branding (e.g., Braun, Kavaratzis, & Zenker, 2013). Obviously, this contribution can occur when residents are conscious about the role that they could have in branding their place and, furthermore, they are willing to contribute proactively to these offline and online conversations (i.e., they are not apathetic). Based on the aforementioned considerations, we postulate as follows:

H7: Residents' brand ambassadorship behaviour is explained by offline word-of-mouth.

H6: Residents' brand ambassadorship behaviour is explained by online word-of-mouth.

3.4 Methodology

For the purposes of this study, a survey instrument has been developed based on existing literature. The survey includes three sections. The first section asks respondents to assess their level of agreement with a list of 39 items specifically selected and adapted to define resident's apathy by its antecedents (see figure 3.1); the items were sourced and adapted adequately to suit the specific context under investigation from existing studies in the area of psychology (Esposito et al., 2014; Marin et al., 1991; Raimo, et al., 2014; Weiser, 2015), politics (Dean, 1956; Van

Snippenburg & Scheepers, 1991) and environmental-based studies (Thompson & Barton, 1994); based on studies approaching/measuring the apathy concepts in these field. The second section asks respondents to express their level of agreement to a list of 17 items used to measure the extent to which they are acting as brand ambassadors (offline and online) and whether they are willing to support further tourism development. Items were sourced and partially adapted from Arnett, German, and Hunt (2003), as applied by Morhart, Herzog, and Tomczak (2009), and Chen, Dwyer, and Firth (2014). A 7-point Likert scale is used to obtain the answers (1 = strongly disagree, 4 = neither disagree nor agree, and 7 = strongly agree). The third section invites respondents to provide their general socio-demographic characteristics (e.g., gender, age, education, length of residency, etc.). The items and scale were adapted to suit with the specific context of our research (i.e. tourism and community-based tourism).

Data were collected from residents aged 18 or above. For the purposes of the data collection, an online survey was used to collect data in Lisbon (Portugal), and Isfahan (Iran). In Olbia (Italy), data were collected face-to-face by two trained interviewers. Data were collected in 2016 and at the end of data collection, 303 complete questionnaires were obtained from Portugal, 471 from Iran and 560 from Olbia. All the samples obtained need to be considered as convenience samples.

For the purposes of the data analysis, a three stepwise model was adopted to identify the underlying dimensions in the data and to test the hypotheses of our conceptual model. We ran Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and a Structural Equation Model (SEM). Specifically, an EFA was run first followed by confirmatory factor analysis (CFA), using SPSS (23) and AMOS (15). This allows us to identify latent variables concerning apathy and brand ambassadorship behaviour. Hence, a structural model is estimated to evaluate the dimensions. EFA is used as a preliminary technique to find the underlying dimensions

or constructs in the data. A subsequent CFA allows for evaluation of the resulting scales. This analysis specifies the relationship between observed variables and latent constructs, and suggests that all the constructs can be freely intercorrelated (Joreskog, 1993). Finally, data analysis was followed by an invariance test through multi-group analysis to test the strength of the relations over differences between residents in the three countries (Portugal, Iran, and Italy).

3.5 Results

3.5.1 Sociodemographic profile of the sample

Table 3.1 shows the general socio-demographic characteristics of respondents. Most respondents were reported to be female (59.1%), in the 18–24 (31.3%) or 25–34 age group (25.4%), employed (36.2%) or student (24.7%), holding a secondary/high school (44%) or a university degree (27.6%). Furthermore, the majority of them declared that they have been in contact with tourists "sometimes" in their lives (35.4%). Also, the main proportion of the respondents' job was not related to the tourism industry (70.3%). In addition, the length of residency of respondents was generally more than 21 years in their area of residence (63.2%). Respondents have been living close to the historic centre of the city (29.9%).

Table 3. 1 Socio-demographic characteristics of respondents (descriptive statistics in percentage, residents: n = 1334)

Gender	Portugal (n = 303)	Iran (n = 471)	Italy (560)	Whole data (1334)	Education	Portugal (n = 303)	Iran (n = 471)	Italy (n = 471)	Whole data (1334)
Male	42	40	40.5	40.9	Secondary/ high school	19	1	68.6	44
Female	58	60	59.5	59.1	Diploma/ Trade	4	14	0	6
Age	Portugal (n = 303)	Iran (n = 471)	Italy(n = 560)	Whole data	University degree	44	46	26.6	27.6
18–24	37	35	25.5	31.3	Master/ PhD	31	37	3.4	21.6
25–34	17	41	25.4	29.1	Other	1	2	1.4	0.8

35–44	20	15	19.1	17.8	Job relatedness to tourism	Portugal	Iran	Italy	Whole data
45–54	19	7	15.2	13	Yes	24	28	34.3	29.7
55–65	6	2	12.5	7.3	No	76	72	65.7	70.3
> 65	1	0	2.7	1.3					
Occupation	Portugal (n = 303)	Iran (n = 471)	Italy (560)	Whole data (1334)	Frequency of contact with tourists	Portugal (n = 303)	Iran (n = 471)	Italy (560)	Whole data (1334)
Employee	44	23	43.4	36.2	Never	10	5	3.9	5.8
Self-employed	1	18	9.3	10.6	Rarely	28	37	13.2	24.7
Student	10	36	23	24.7	Sometimes	31	38	35.5	35.4
Retired	6	2	4.5	3.8	Often	18	12	23.6	18.2
Unemployed	38	11	9.5	16.5	Frequently	11	7	21.8	14.2
Other	1	10	10.4	8.2	I do not know	2	1	2	1.6
Length of residency	Portugal (n = 303)	Iran (n = 471)	Italy (560)	Whole data (1334)	Distance from historic centre	Portugal (n = 303)	Iran (n = 471)	Italy (560)	Whole data (1334)
5>	13.2	12	10.2	11.5	<2	21.2	23.4	40	29.9
6–10	8.5	7	9	8.2	3–5	9.2	17	31	21.1
11–15	8	3.4	7.4	6.1	6–10	14	16	21	17.6
16–20	36.3	20.6	10.2	19.8	11–20	42	10.6	6.6	16.1
21<	34	57	63.2	54.4	21<	13.6	33	1.4	15.3

3.5.2 Exploratory Factor Analysis

For the purposes of the study, a factor analysis was adopted (Madrighal, 1995). Hence, an exploratory factor analysis Extraction Method: Generalized Least Squares and Varimax rotation and Kaiser Normalization were used to reveal the underlying factors. Hence, three factors were identified describing apathy (52.312% of total variance). The KMO-index (Kaiser-Myer-Olkin = 0.915(.000)) and the Bartlett's test of sphericity (chi-square = 10250.740; p-value < 0.000) confirm that the results are appropriate to explain the data. Cronbach's alpha was then calculated to test the reliability of the extracted factors; all values are 0.7 or higher (Factor 1: 0.903; Factor2: 0.832; Factor3: .0740), thus suggesting that the factors are reliable (Table 3.2); in the residents' support scale; one factor was identified (51.531% of total variance). The KMO-index (Kaiser-Myer-Olkin = 0.883) and the Bartlett's test of sphericity (chi-square = 4260.793; p-value < 0.000) confirm that the results are appropriate to explain the data. Cronbach's alpha was 0.896. The results allowed us to identify two factors describing residents' brand ambassadorship behaviour (68.363% of total variance).

The KMO-index (Kaiser-Myer-Olkin = 0.848) and the Bartlett's test of sphericity (chi-square = 8512.182; p-value < 0.000) confirm that the results are appropriate to explain the data. Cronbach's alpha was 0.889 for offline WOM factor and 0.906 for online WOM factor (see Table 3.2).

Table 3. 2 Exploratory Factor Analysis (Residents: n = 1334)

Rotated Factor Matrix^a - Impediments

Constructs and Indicators	Eigen values	Mean	Std. Deviation	Total variance explained (%)	Alpha Cronbach
Factor1: Lack of interest (psychological apathy)				35.37	0.903
I am always ready to learn new things and increase my knowledge about tourists	.703	5.5712	1.51826		
Tourists arouse my curiosity	.650	5.3478	1.48577		
I am an active person who takes the initiative to host or welcome tourists	.689	4.6087	1.71436		
Once I start an interaction with a tourist I see it through to the end	.700	5.3171	1.55636		
When I have to host or welcome tourists, I begin spontaneously (without being asked)	.729	5.1132	1.69813		
I make efforts to complete the commitments I have started with tourists	.682	5.3913	1.56378		
Getting together with my friends is important to me as a resident while I am involved in welcoming or hosting tourists	.581	4.8456	1.67282		
I'm interested in having new experiences in terms of welcoming or hosting tourists	.793	5.3201	1.63750		
Starting, on my own, to host or welcome tourists is important to me	.718	5.0517	1.72564		
Factor2: lack of initiative (psychological apathy)				11.61	0.832
I have no interested in hosting and welcoming tourists	.538	2.4550	1.78701		
For me, it is difficult to host or welcome tourists	.612	3.1492	1.83802		
I am less spontaneous and less active than usual while hosting or welcoming tourists	.741	2.7504	1.67947		
I don't feel emotional when I host or welcome tourists	.735	3.0232	1.79151		
I am less enthusiastic about hosting or welcoming tourists than about my usual interests	.690	3.3208	1.72634		
Factor3: Environmental apathy				5.31	0.740
I find it is hard to get too concerned about tourism environmental issues	.613	2.9843	1.73025		
For me, most environmental problems caused by tourism will be solved on their own over time	.725	2.4288	1.71283		
I don't care about environmental problems caused by tourism	.676	2.2684	1.73787	Total: 52.312	
Extraction Method: Generalized Least Squares - Rotation Method: Varimax with Kaiser Normalization - a Rotation converged in 5 iterations					
Factor 4: Brand ambassadorship offline				49.22	.889
I "talk up" my city as a tourism destination to people I know	.794	5.2901	1.64901		
I bring up my city as a tourism destination in a positive way in conversations I have with friends and acquaintances.	.895	5.4498	1.53238		
In social situations, I speak favourably about my city as a tourism destination.	.817	5.4820	1.52918		
Factor 5: Brand ambassadorship online				19.13	.906
I frequently provide online reviews about my city as a tourism destination on my social networking sites.	.665	4.0622	1.97316		
I often post images of my city on my social networking sites.	.621	4.3748	1.97292		
I often post information about my city on my social networking sites.	.701	4.1972	1.96120		
I frequently participate in knowledge sharing activities about my city as a tourism destination in travel or tourism online forums e.g., TripAdvisor.com.	.833	3.5030	1.95284		

I usually involve myself in discussions of various topics about my city as a tourism destination in travel or tourism online forums e.g., TripAdvisor.com.	.893	3.1529	1.89182		
When participating in travel or tourism online forums e.g., TripAdvisor.com, I usually actively share my knowledge about my city as a tourism destination with others.	.857	3.3141	1.94358	Total: 68.35	
Extraction Method: Generalized Least Squares - Rotation Method: Varimax with Kaiser Normalization - a Rotation converged in 3 iterations					
Factor 6: residents' support				51.53	.869
I perceive the overall impact of tourism development in my community positively.	.582	5.5097	1.56081		
I would support tourism development in my community.	.721	5.7796	1.43611		
Further tourism development would positively affect my community's quality of life.	.767	5.8081	1.41179		
Tourism is the most important industry for my community.	.619	5.5157	1.47629		
Tourism helps my community grow in the right direction.	.803	5.8658	1.26496		
Tourism continues to play an important economic role.	.787	6.0772	1.17904		
I am proud that tourists are coming in my community.	.716	6.2144	1.22020		
Extraction Method: Generalized Least Squares - Rotation Method: Varimax with Kaiser Normalization - a Rotation converged in 4 iterations					

3.5.3 Structural equation model (SEM)

Following the two-step approach proposed by Anderson & Gerbing (1988), the confirmatory factor analysis (CFA) was conducted using the Generalized Least Squares method. This was done to assess the validity and reliability of the constructs of the original model (Table 3.3). Hence, a preliminary CFA was triggered and the model fit was assessed through fit indices as suggested by Hair, Black, Babin, Anderson, & Tatham (2009). Given that the results of the main adjustment measures were not completely satisfactory compared to the reference values, some changes in the model were introduced by observing the modification indices data of the covariance matrix of the standardised residuals. As a result of this iterative process of adjustment, 33 indicators were retained for inclusion in the final model (the number of indicators was the same as in the Exploratory Factor Analysis). After this process, the adjustment results improved significantly, yielding the values in Table 3.3 and the adjustment values expressed in the last lines.

Table 3. 3 Confirmatory Factor Analysis (Residents: n=1334)

Residents' apathy, residents' support and brand ambassadorship behavior

Constructs and Indicators			Estimate	S.E	C.R.	P
I'm interested in having new experiences in terms of welcoming or hosting tourists	<---	Lack of interest	0.797			
Getting together with my friends is important to me as a resident while I am involved in welcoming or hosting tourists	<---	Lack of interest	0.555	0.036	19.52	***
I make efforts to complete the commitments I have had started with tourists	<---	Lack of interest	0.699	0.036	23.302	***
When I have to host or welcome tourists, I begin spontaneously (Without being asked)	<---	Lack of interest	0.744	0.038	26.01	***
Once I start an interaction with a tourist I see it through to the end	<---	Lack of interest	0.792	0.038	25.529	***
I am an active person who takes initiative to host or welcome tourists	<---	Lack of interest	0.765	0.039	26.652	***
Tourists arouse my curiosity	<---	Lack of interest	0.65	0.033	22.834	***
I am always ready to learn new things and increase my knowledge about tourists	<---	Lack of interest	0.715	0.033	25.036	***
I am less enthusiastic about hosting or welcoming tourists than about my usual interests	<---	Lack of initiative	0.724			
I don't feel emotional when I host or welcome tourists	<---	Lack of initiative	0.745	0.045	23.359	***
I am less spontaneous and less active than usual while hosting or welcoming tourists	<---	Lack of initiative	0.776	0.045	23.03	***
For me, it is difficult to host or welcome tourists	<---	Lack of initiative	0.625	0.047	19.109	***
I have no interest in hosting and welcoming tourists	<---	Lack of initiative	0.696	0.049	19.631	***
I don't care about environmental problems caused by tourism	<---	Environmental based apathy	0.864			
For me, most environmental problems caused by tourism will be solved on their own over time	<---	Environmental based apathy	0.652	0.061	12.125	***
I find it is hard to get too concerned about tourism environmental issues	<---	Environmental based apathy	0.712	0.066	12.591	***
I "talk up" my city as a tourism destination to people I know	<---	Brand Ambassadorship offline	0.742			
I bring up my city as a tourism destination in a positive way in conversations I have with friends and acquaintances.	<---	Brand Ambassadorship offline	0.89	0.04	27.411	***
In social situations, I speak favourably about my city as a tourism destination.	<---	Brand Ambassadorship offline	0.813	0.039	25.503	***
I perceive the overall impact of tourism development in my community positively	<---	Residents' support	0.586			
I would support tourism development in my community	<---	Residents' support	0.728	0.055	19.741	***
Further tourism development would positively affect my community's quality of life	<---	Residents' support	0.748	0.061	19.224	***
Tourism is the most important industry for my community	<---	Residents' support	0.662	0.069	16.533	***
Tourism helps my community grow in the right direction	<---	Residents' support	0.809	0.065	18.146	***
Tourism continues to play an important economic role	<---	Residents' support	0.802	0.061	17.741	***
I am proud that tourists are coming in my community	<---	Residents' support	0.708	0.056	17.032	***

When participating in travel or tourism online forums e.g. TripAdvisor.com, I usually actively share my knowledge about my city as a tourism destination with others.					<---	Brand ambassadorship online	0.883			
I usually involve myself in discussions of various topics about my city as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.					<---	Brand ambassadorship online	0.923	0.023	44.838	***
I frequently participate in knowledge sharing activities about my city as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.					<---	Brand ambassadorship online	0.825	0.026	36.269	***
I often post information about the city on my social networking sites.					<---	Brand ambassadorship online	0.757	0.034	24.485	***
I often post images of my city on my social networking sites.					<---	Brand ambassadorship online	0.57	0.033	18.761	***
I frequently provide online reviews about my city as a tourism destination on my social networking sites.					<---	Brand ambassadorship online	0.665	0.03	23.836	***
Starting, on my own, to host or welcome tourists is important to me					<---	Lack of interest	0.701	0.032	28.82	***
	CR	AVE	MSV	ASV	Brand Ambassadors hip offline	Lack of interest	Lack of initiative	Environmental based apathy	Brand ambassadorship online	Residents' support
Brand Ambassadors hip offline	0.857	0.668	0.212	0.100	0.817					
Lack of interest	0.904	0.514	0.256	0.158	0.317	0.717				
Lack of initiative	0.839	0.511	0.256	0.130	-0.136	-0.506	0.715			
Environmental based apathy	0.790	0.560	0.256	0.080	-0.110	-0.276	0.506	0.748		
Brand ambassadorship online	0.901	0.609	0.158	0.067	0.398	0.321	-0.135	0.035	0.780	
Residents' support	0.884	0.524	0.254	0.135	0.460	0.504	-0.317	-0.229	0.234	0.724
GOF Indexes		X ²	DF	P	X ² /df	GFI	CFI	TLI	RMSEA	
Whole sample (n=1334)		1511.21	466	0.0	3.243	0.931	0.729	0.693	0.041	

Notes: *** p-value < 0.01

In terms of validity and reliability, the final model results show levels that can be considered good or very good: composite reliability (CR) far exceeds the minimum recommended limits ($\alpha \geq 0.70$ and $\rho \geq 0.70$) (lack of interest: 0.904; lack of initiative: 0.839; environmental apathy: 0.790; residents' support: 0.884; brand ambassadorship offline WOM: 0.857; brand ambassadorship online WOM: 0.901). With regard to the average variance extracted (AVE), the value obtained also clearly exceeds the reference value (≥ 0.50) set in the literature (lack of interest: 0.514; lack of initiative:

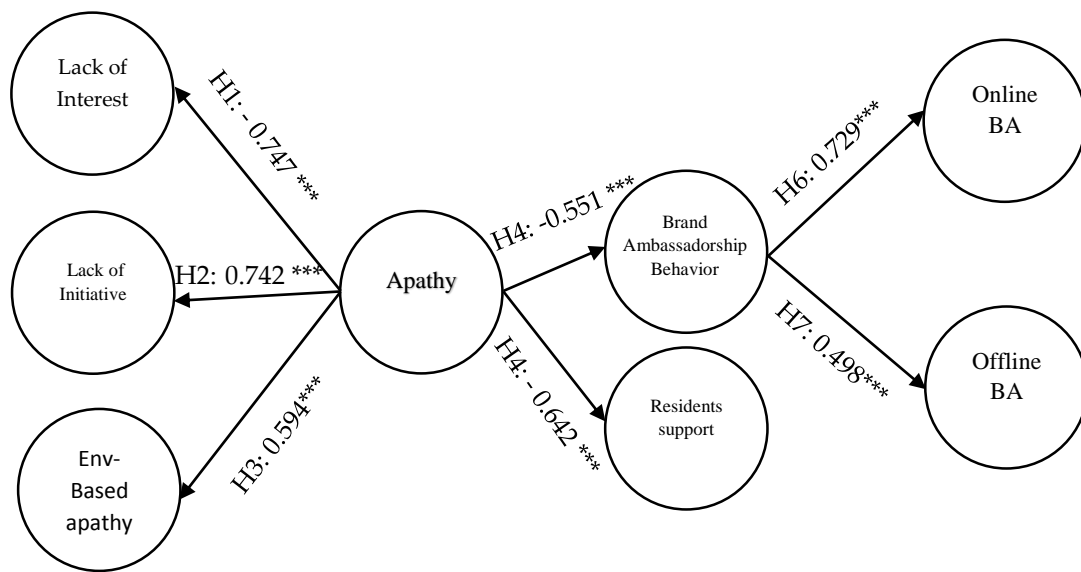
0.511; environmental apathy: 0.560; residents' support: 0.524; offline residents' WOM: 0.668; online residents WOM: 0.524) (Fornell & Larcker, 1981; Hair et al., 2009) (Table 3.3).

An initial step for evaluating the convergent validity of the measurement model is based on the observation of significant coefficient estimates (Hair et al., 2009). Results show that the values of standardised coefficients range between 0.555 and 0.923. The convergent validity of the items regarding their constructs is shown in the final model (Table 3.3). All indicators show a strong relationship with the construct to which they are related ($t\text{-value} > 1.96$; $p < 0.05$). In addition to this analysis, the verification of convergent validity was performed by examining the adjustment measures estimates by CFA. As shown in the last line of Table 3.3, the results of an adjustment of dimensional structural are very suitable. The Chi-square (χ^2), and the degrees of freedom for the dimensional model found, indicate that the fit is good with a χ^2 value that does not reject the null hypothesis, i.e., the model is supported by the data ($\chi^2 = 1511.21$, $p = 0.000$) and the values of the other indexes, all of them within the recommended values (GFI = 0.931; CFI = 0.729; TLI = 0.693; RMSEA = 0.041). The results support the reliability and validity of the constructs included in the conceptual model. To complete this phase of construct validity, the analysis of the discriminant validity of the measurement model followed to assess, to what extent, a measure of one construct is not correlated with measurements of other constructs. The evaluation of all variables allows the observation of the discriminant validity of the constructs involved in this research. Through observation of the data in Table 3.3, we can proceed to a comparative analysis of inter-construct correlation coefficients and the square root of the AVE, whose values are displayed in the main diagonal. To assess the discriminant validity, correlations between all latent variables were analysed.

According to Hair et al. (2009), the correlation between the variables must be less than 0.95. Based on this criterion, it can be observed that all variables comply with the

suggested limit. On the other hand, according to Fornell & Larcker (1981), the AVE can be used to assess discriminant validity. Thus the elements of main diagonal (square root of the AVE) for each construct must show values higher than the correlation coefficients between different constructs (elements of corresponding rows and columns that were not on the main diagonal) (Barclay, Higgins, & Thompson, 1995). The total latent variables satisfy this condition confirming the existence of discriminant validity and suggesting that the theoretical model fits the data well and, as such, the structural model was performed.

Structural equation modelling was applied. The step was to analyse the relationship between the constructs of the model using the Generalized Least Squares. The results of the model's overall fit indices ($\chi^2 = 1580.86$, $df = 470$, $\chi^2 / df = 3.364$, $p = 0.000$, $GFI = 0.928$, $CFI = 0.712$, $TLI = 0.677$, $RMSEA = 0.042$) are within the reference values based on Hair et al. (2009), confirming the goodness of fit of the model. These results suggest that the proposed model fits well with the empirical data. The estimated model and the values of standardised structural coefficients are shown in Figure 3.2. As can be seen, all of hypotheses were supported by the data.



Notes: *** p-value < 0.01; ** p-value < 0.05;

Figure 3. 2 The tested conceptual model

All are significant for p-value<0.01 ***

Chi-square = 1580.869

Degrees of freedom = 470

Probability level = .000

Table 3. 4 Structural Equation Modeling (Testing hypothesis) (Residents: n=1334)

Hypotheses				Estimate	S.E.	C.R.	P
H4	Brand ambassadorship	<---	Apathy	-0.551	0.063	-7.862	***
H1	Lack of interest	<---	Apathy	-0.747	0.086	-12.373	***
H2	Lack of initiative	<---	Apathy	0.742			
H3	Environmental apathy	<---	Apathy	0.594	0.079	10.613	***
H5	Residents' support	<---	Apathy	-0.642	0.055	-9.06	***
H7	Brand ambassadorship (offline WOM)	<---	Brand ambassadorship	0.729			
H6	Brand ambassadorship (online WOM)	<---	Brand ambassadorship	0.498	0.167	6.464	***

	GOF Indexes	X2	DF	P	X2/df	GFI	CFI	TLI	RMSEA
	Whole sample (n=1334)	1580.86	470	0.0	3.364	0.928	0.712	0.677	0.042

Notes: *** p-value < 0.01;

The evaluation of the significance of a regression coefficient is performed by analysis of its t-test (Garver & Mentzer, 1999). The existence of a significant regression coefficient (the value of t exceeds 1.645 or 1.96) involves a consideration that the relationship between the two latent variables is demonstrated empirically (Hair et al., 2009) and, in the case of a positive or satisfactory evaluation of adjustment measures, confirms the predictive validity of the model (Garver & Mentzer, 1999). Because, in this study, it was assumed that unilateral cases (direct and positive influence) with significant relations would present a t-value greater than 1.645 (Table 3.5).

According to the findings, apathy has been proved to be made up of three latent constructs; lack of interest (H1: -0.747, p-value<0.01), lack of initiative (H2: 0.742, p-value<0.01), and environmental-based apathy (H3: -0.594, p-value<0.01).

According to the results, brand ambassadorship behaviour has been made up of two constructs, namely offline residents' WOM (H7: 0.498, p-value<0.01) and online residents WOM (H6: 0.729, p-value<0.01).

Moreover, as assumed in the conceptual model based on the literature review, the data supports the idea that residents' apathy negatively influences their brand ambassadorship behaviour (H4: -0.551, p-value<0.01). Furthermore, the residents' apathy also influences negatively their support for tourism development (H5: - 0.642, p-value<0.01).

Finally, variables correlations were tested for invariance among three different groups of residents in the destinations. Multi-group analysis, as displayed in Table

3.5, highlights whether or not the conceptual model and related paths work in the same way or differently based on the specific research setting (i.e., Lisbon, Isfahan, & Olbia). Table 3.5 shows just those paths that were proved to be different within the countries.

Considering the examined dimensions of apathy, the results suggest that environmental-based apathy explains, to a high degree, residents' apathy in Olbia (Italy) (-0.765, 0.000) and is more evident than for the other two destinations where this dimension is not significant for the residents of Isfahan in Iran (Portugal: -0.349, 0.013; Iran: 0.166, $p = 0.765$). The other main difference between the examined destinations is related to the relationship of apathy and the brand ambassadorship behaviour of residents. Residents' apathy in Iran does not influence their brand ambassadorship behaviour (Iran: -0.445, $p = 0.317$), although this impact is evident in both Portuguese and Italian residents with a slightly higher impact on Italian residents (Portugal: -0.309, $p = 0.013$; Italian: -0.317, $p = 0.000$). It seems that collectivist behaviour of Iranians which is one of the main dimensions of Hofstede model (1991) helps people to interact with tourists more favourably than in the other destination. The other minor differences related to the items are shown in Table 3.5.

Destinations			Italy		Portugal		Iran		Portugal-Iran	Portugal-Italy	Italy-Iran
Constructs and items		Constructs	Standardized Regression	P-value	Standardized Regression	P-value	Standardized Regression	P-value	Z-score	Z-score	Z-score
Brand Ambassadorship	<---	Apathy	-0.317	0.000	-0.309	0.013	-0.445	0.317	-2.041**	0.203	-2.546**
Environmental apathy	<---	Apathy	0.765	0.000	0.349	0.000	0.166	0.765	-1.282	4.265***	-6.048***
Brand Ambassadorship offline	<---	Brand	0.716	0.000	0.120	0.323	0.357	0.716	1.254	5.755***	-5.371***
Getting together with my friends is important to me as a resident while I am involved in welcoming or hosting tourists	<---	lack of interest	0.629	0.000	0.337	0.000	0.469	0.629	2.611***	3.918***	-0.739
I make efforts to complete the commitments I have had started with tourists	<---	lack of interest	0.778	0.000	0.499	0.000	0.694	0.778	3.902***	3.791***	1.084
When I have to host or welcome tourists, I begin spontaneously (Without being asked)	<---	lack of interest	0.821	0.000	0.697	0.000	0.713	0.821	2.663***	1.712*	1.54
Once I start an interaction with a tourist I see it through to the end.	<---	lack of interest	0.86	0.000	0.606	0.000	0.722	0.86	5.048***	4.059***	2.393**
Tourists arouse my curiosity	<---	lack of interest	0.845	0.000	0.648	0.000	0.481	0.845	2.248**	4.68***	-1.288
I am always ready to learn new things and increase my knowledge about tourists	<---	lack of interest	0.865	0.000	0.625	0.000	0.626	0.865	3.92***	6.531***	-1.092
For me, it is difficult to host or welcome tourists	<---	lack of initiative	0.672	0.000	0.728	0.000	0.508	0.672	-1.674*	-1.395	-0.68
I have no interested in hosting and welcoming tourists	<---	lack of initiative	0.723	0.000	0.701	0.000	0.466	0.723	-2.91***	-0.818	-3.085***
For me, most environmental problems caused by tourism will be solved on their own over time	<---	Environmental apathy	0.653	0.000	0.749	0.000	0.701	0.653	1.871*	-1.501	2.444**
I bring up my city as a tourism destination in a positive way in conversations I have with friends and acquaintances.	<---	Brand Ambassadorship off	0.896	0.000	0.897	0.000	0.783	0.896	1.071	-0.425	1.662*
In social situations, I speak favourably about my city as a tourism destination.	<---	Brand Ambassadorship off	0.865	0.000	0.636	0.000	0.727	0.865	2.47**	2.033**	1.475
Further tourism development would positively affect my community's quality of life	<---	Residents' support	0.816	0.000	0.608	0.000	0.414	0.816	-0.196	1.681*	-1.417
Tourism helps my community grow in the right direction	<---	Residents' support	0.805	0.000	0.736	0.000	0.766	0.805	1.676*	0.972	1.241
Tourism continues to play an important economic role	<---	Residents' support	0.79	0.000	0.740	0.000	0.775	0.79	2.003**	0.964	1.627
I am proud that tourists are coming in my community	<---	Residents' support	0.704	0.000	0.496	0.000	0.537	0.704	1.791*	1.98**	0.759
I usually involve myself in discussions of various topics about Iran/Portugal/Italy as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.	<---	brand ambassadorship online	0.902	0.000	0.900	0.000	0.934	0.902	2.032**	0.79	1.605
I often post information about Iran/Portugal/Italy the on my social networking sites.	<---	brand ambassadorship online	0.874	0.000	0.732	0.000	0.757	0.874	0.696	2.143**	-1.731*
I often post images of Iran/Portugal/Italy on my social networking sites.	<---	brand ambassadorship online	0.819	0.000	0.627	0.000	0.676	0.819	0.629	3.415***	-3.443***
I frequently provide online reviews about Iran/Portugal/Italy as a tourism destination on my social networking sites.	<---	brand ambassadorship online	0.848	0.000	0.639	0.000	0.564	0.848	-1.264	2.12**	-4.161***

Table 3. 5 Multi-group analysis (Residents: n=1334)

Starting, on my own, to host or welcome tourists is important to me	<---	Lack of interest	0.776	0.000	0.597	0.000	0.704	0.776	3.685***	2.313**	2.279**
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Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.1

3.6 Conclusion

This study identifies the main dimensions identifying residents' apathy (i.e., lack of interest, lack of initiative and environmental-based apathy) and then contextualises them in a conceptual model aimed at testing the influences that apathy can exert on residents' support for tourism and residents' brand ambassadorship behaviour (both offline and online). Our findings significantly contribute to the current body of knowledge in several ways. Firstly, for the first time they identify the apathy dimensions and suggest a scale to be used to measure them. Secondly, they show empirically that apathy, support for tourism, and brand ambassadorship behaviour are somewhat, even if subjected to some site-specific exceptions, interrelated. The fact that some paths were not significant based on when a multi-group analysis was carried out, calls for future research in different tourism destinations.

Apart from the theoretical contribution of the study, our findings provide useful information for policy makers and destination marketers attempting to achieve a higher and sustainable level of community empowerment, engagement participation, and integration in tourism planning. For example, according to previous studies (e.g., Tosun, 2000; Del Chiappa et al., 2016), this study suggests that policymakers and destination marketers should act to remove any type of cultural barrier and impediment (apathy as considered in this study) that prevents locals from participating actively and supporting the tourism phenomenon in their community. Recent research on the topic of the smart tourism destination and e-democracy (Del Chiappa & Baggio, 2015; Presenza, Micera, Splendiani, & Del Chiappa, 2014; Sigala & Marinidis, 2012) suggests that Information and Communication Technology (ICT) and social media (Such as Facebook and Instagram) could be used as internal marketing tools to be used to empower the local community and to allow residents to participate in tourism planning. This, coupled with the fact that that our findings show that active (non-apathetic) residents would be willing to talk positively about their place to others

individuals especially through online platforms, suggests that destination marketers should try to do their best to eliminate any digital divide in their community.

Although this study helps to fill a gap in the existing body of knowledge and proposes, some implications for practitioners, limitations still remain.

First, it used convenience samples from each research setting, thus making the results for each destination hardly generalisable at least at a destination level. In addition, it did not examine explicitly whether intrinsic (socio-demographic and psychographic characteristics of respondents, pro-environmentalism, etc.) and extrinsic factors (stage of life cycle, economic reliance on tourism, etc.) characterising each tourism destination could moderate the way the model is working. These aspects would merit attention in future studies. In future research it would be interesting to investigate whether ICT and social media can actually be considered as an internal marketing tool/means that are able to catch the attention and the interest of the locals, especially those from younger generations, thus helping policy makers and destination marketers to activate them.

3.7 References

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Chapter 4

The influence of residents' apathy on visitors' perceived service quality, intention to recommend and brand ambassadorship behaviour

The influence of residents' apathy on visitors' perceived service quality, intention to recommend and brand ambassadorship behaviour

Abstract

Residents' apathy has been considered a cultural barrier to community integration and participation and also a factor that might negatively affect the quality of the host-guest interaction. Despite this, to best of our knowledge the influence that residents' apathy (as perceived by visitors) can exert on perceived service quality, satisfaction and behavioural intentions of tourists is theorized and sometimes considered. This study aims to contribute to filling this gap by proposing a theoretical model and testing it in three different destinations, namely, Lisbon (Portugal), Isfahan (Iran) and Olbia (Sardinia, Italy). Specifically, three convenience samples were used for the purposes of the statistical analysis: 309 were collected in Lisbon, 338 in Isfahan and 300 in Olbia (thus resulting in a total number of 947 completed questionnaires). Exploratory factor analysis (EFA) was run to reveal the underlying factors in the data; hence, confirmatory factor analysis (CFA) was applied to further confirm the structure of the identified factors and structural equation modelling (SEM) was used to test and validate the conceptual model. Finally, a multigroup analysis was adopted to identify whether differences exist in the way the conceptual model and related relationships work in each of the tourism destinations. This study contributes to the current body of knowledge by proposing and testing a conceptual model that aims to analyse how residents' apathy (i.e. lack of interest, lack of initiative, alienation and environmental-based apathy), as perceived by tourists, affects the host-guest interaction and, more specifically, the perceived service quality and the visitors' behavioural intentions. Managerial implications are discussed as well as the main limitations, then suggestions for further research are provided.

KEYWORDS: Resident's apathy, host-guest interaction, perceived quality, behavioural intentions, intention to recommend.

4.1 Introduction

During the last few decades, it has been widely recognized that a tourism planning that is sensitive to resident's perceptions, needs and attitudes towards tourism development is a key element to tourism sustainability (e.g. Choi & Sirakaya, 2006; Del Chiappa, Atzeni, & Ghasemi, 2016). Further, it is also a necessary condition to obtain residents' support for any tourism projects (Ap, 1992), for a higher sense of belonging (Del Chiappa & Atzeni, 2015), and to reach community empowerment, a high level of individual participation (Mitchell & Reid, 2001) and brand ambassadorship behaviour (e.g. Simpson & Siguaw, 2008).

That said, an actual community integration and participation in tourism planning and development is possible only if residents have the opportunities, the abilities and the resources to carry it out; said in other words, no constraints and barriers should exist that prevent residents from exerting an active role in tourism development.

According to previous research (e.g. Tosun, 2000, 2002), limitations to community participation in tourism can be divided into three categories: operational (e.g. lack of coordination between stakeholders), structural (e.g. lack of financial resources, expertise and trained human resources, skills and competences needed to activate certain tourism activities) and cultural. Among cultural barriers, the following could be considered: alienation of residents, unwillingness of the elite to share the benefits of tourism development within the wider community, poor knowledge about the tourism phenomenon among local people, the fact that residents could be unable to correctly evaluate tourism's impact, the lack of indigenous tourism planners which leads to communication barriers and language differences between planners and residents and, finally, apathy (Tosun, 2000).

Quite surprisingly, tourism-related research aimed at analysing limitations to community integration and participation appear to be underdeveloped with limitations often being cited but not deeply defined, conceptualized and analysed. This is what happens, for example, when the concept of 'residents' apathy' is considered. Apathy is a construct approached in different disciplines. More specifically, apathy can be considered as a multidimensional construct with roots mainly in psychology (e.g. Esposito et al., 2014), socio-politics (e.g. Rosener, 1982), and environmental-based literature (e.g. Heath & Gifford, 2006). Based on an extensive literature review rooted in these chief different disciplines, this study attempts to identify the dimensions of residents' apathy and to analyse its influence on supporting tourism and on host-guest interaction. More specifically, it aims to investigate the effects that residents' apathy, as perceived by visitors, exerts on: perceived service quality, the extent to which residents are seen to support the tourism phenomenon, and visitors' behavioural intentions and residents' support. According to the existing literature (e.g. Del Chiappa & Bregoli, 2012; Sautter & Leisen, 1999), our conceptual model relies on the idea that residents can be considered as 'frontline employees', able to significantly shape tourists' perceived quality and their behavioural intentions via offline and online word-of-mouth.

For the purpose of our study, an empirical investigation has been carried out in three specific tourism destinations, namely: Lisbon, a sparkling and popular tourism destination in Portugal; Isfahan, one of the beautiful and famous destinations in Iran; and Olbia, a well-known tourism destination located on the beautiful island of Sardinia (Italy). The reasons for including these three research settings in the empirical study was mainly done to cross-validate the model in tourism destinations characterized by different cultural traits in local people and by a different life cycle of the tourism destination. Relying on Hofstede's cultural dimensions (e.g. Hofstede, 1991), several differences in term of cultural traits that could affect the host-guest interaction seem to exist among the three countries. For example, Italy scores the

highest in terms of individualism (Italy: 76, Portugal: 27, Iran: 41), masculinity (Italy: 70, Portugal: 31, Iran: 43), and long-term orientation (Italy: 61, Portugal: 28, Iran: 14). Portugal scores the highest in uncertainty avoidance (Italy: 75, Portugal: 99, Iran: 59). Iran scores the highest in term of indulgence (Italy: 30, Portugal: 33, Iran: 40). To better understand and investigate whether the conceptual model and related relationships works differently based on the specific tourism destinations, a destination-based multigroup analysis was also used when running SEM.

4.2 Literature review

There is wide agreement on the idea that residents' attitudes and behaviour are able to significantly affect the quality of host-guest interaction, thus influencing the quality of tourists' experiences (e.g. Gursoy, Jurowski & Uysal, 2002; Smith, 1989). Hence, it can intuitively be argued that residents' apathy, in its different dimensions and as perceived by visitors, is expected to negatively influence the extent to which guests think that residents are supporting the tourism phenomenon in their place and the extent to which they perceive the overall service quality related to their stay, which in turn negatively influences tourists' willingness to recommend the destination to others and/or to positively talk about it (i.e. brand ambassadorship behaviour), both offline and online (Figure 4.1). The following subsections introduce theoretical arguments needed to support the model and related hypotheses.

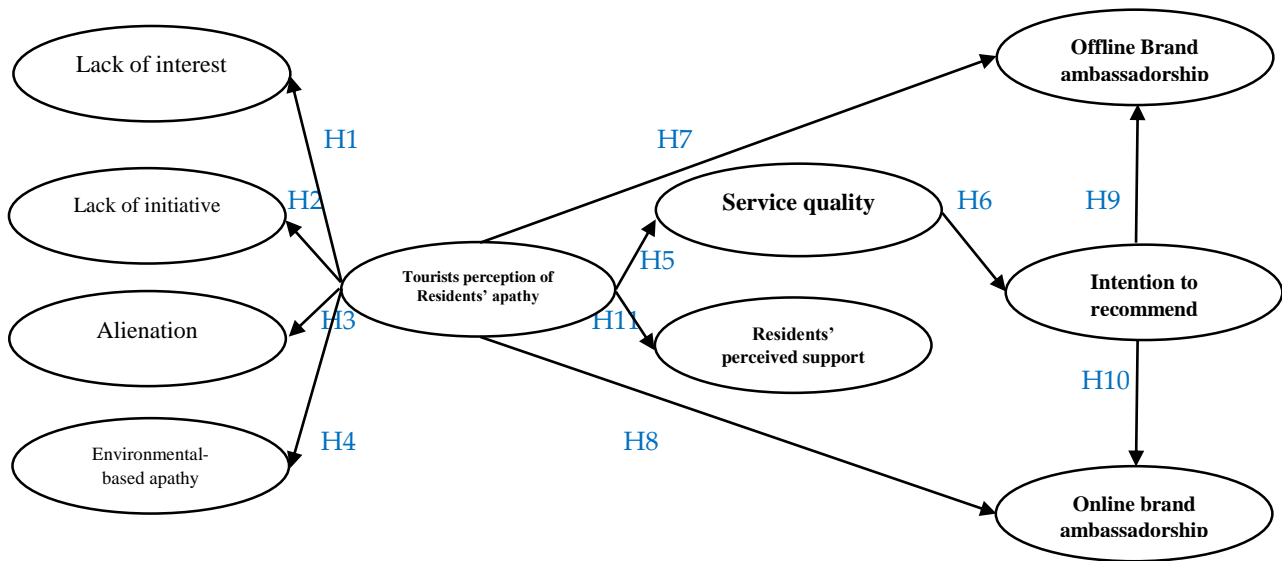


Figure 4. 1 The proposed conceptual model.

4.2.1 Apathy

Apathy has been approached in several disciplines; among these, psychology, socio-politics and environment appear to be those in which the concept has been conceptualized and considered the most.

In psychology, apathy has been defined as a lack of motivation affecting cognitive, emotional, and behavioural domains and it has usually been assessed by standardized scales, such as the Apathy Evaluation Scale (AES) (Raimo et al., 2014). Apathy is usually analysed referring to two main variables, namely lack of interest and lack of initiative. Lack of interest refers to diminished goal-directed cognition, whilst lack of initiative refers to diminished goal-directed behaviour (Landes et al., 2001; Marin, 1990).

In socio-politics, apathy has a long history and has been defined and employed in number of ways. Di Palma (1970) considered apathy as a type of behaviour indicating a lack of participation and lack of action in political affairs. Likewise, Bennett (1986) explained apathy as the disinterest of an individual to exploit his/her potential in political activity and psychological engagement. Socio-political literature also refers

to alienation as a concept related to apathy. In this vein, Ross (1975) defined political alienation as a feeling of political estrangement and political powerlessness. Hence, alienation has been conceptualized with concepts such as normlessness, meaninglessness, self-estrangement, isolation and powerlessness (Dean, 1956; Gouldner, 1950; Ross, 1975; Seeman, 1959).

Finally, in environmental-based literature, a first attempt to define apathy was offered by Rankin (1969) who argued that 'apathy has been investigated to show the level of public awareness and concern, with some attention to the perception of causes and effects toward environmental issues' (p. 566). Hence, environmental apathy occurs when the individual is affected by a lack of interest in environmental issues and/or when he/she thinks that environmental issues have been exaggerated and overestimated (Thompson & Barton, 1994).

Based on the aforementioned considerations, the following hypotheses are formulated:

H1: Perceived lack of interest is directly related to tourists perception toward residents' apathy.

H2: Perceived lack of initiative is directly related to tourists perception toward residents' apathy.

H3: Perceived alienation is directly related to tourists perception toward residents' apathy.

H4: Perceived environmental-based apathy is directly related to tourists perception toward residents' apathy.

4.2.2 Service Quality

Service quality has been widely investigated in marketing and tourism-related literature during the 1990s and early 2000s (e.g. Gallarza et al., 2011). Assuring service quality is a way to increase customer satisfaction (Fornell, 1996) and loyalty, to

increase/defend the market share and a way to economic sustainability (Munro-Faure & Munro-Faure, 1992). Based on previous research (e.g. Baker et al., 2002; Bitner, 1990; Dabholkar et al., 1996; Hartline & Ferrell, 1996), perceived service quality is hugely affected by the quality of the interactions between employees and customer during the experience consumption. Similarly, it could be argued that host-guest interactions exert a relevant role in influencing the perceived service quality that tourists distinguish in all the interactions (i.e. service encounters) that they have with residents while staying at the destination. To assure a high level of perceived service quality requires not only that visitors have positive feeling of security and comfort created by the physical structure, design, décor and location of the facilities; in addition, it is also required that the host-guest interactions are fostered by warm, friendly, courteous, open and proactive attitudes and behaviours toward visitors, which in turn require that the local community as a whole does not appear to be apathetic towards the tourism phenomenon. Hence, the following hypothesis is posited:

H5: Tourists perception toward residents' apathy negatively influences their perceived service quality.

4.2.3 Intention to Recommend to Others and Brand Ambassadorship Behaviour

In the existing literature, the positive relationship between service quality and behavioural intention has been widely studied and recognized (e.g. Prayag et al., 2017; Zeithaml, Berry, & Parasuraman, 1996). In this study, and based on this strand of research, we argue that the service quality that is perceived as a consequence of the many encounters that visitors experience during their holiday while interacting with residents, affects their behavioural intentions, namely their willingness to recommend the destination to others both offline and online.

The term "brand ambassador" is generally used to identify "a person who is included in prints, or in videos, and the presence of whom is expected to support the promotion of a product-service-destination, etc." (de Diesbach, 2012, p. 231). An ambassador not only refers to an official envoy but also to an unofficial representative

who is promoting a place/city/country with his/her goodwill behaviour. Brand ambassadorship behaviour can occur both offline (traditional word of mouth, WOM) and online (electronic word of mouth, eWOM). In the specific context of resident/community-based studies, residents have been recently considered as brand ambassadors of their destination but they would need to be effectively involved in destination branding (Kavaratzis, 2012). In general marketing literature, consumers have always been considered as acting as brand ambassadors (e.g. Malhotra, Malhotra & See, 2013) recommending the brand to others, or talking about the brand with others, again both offline and online (uploading comments, pictures and videos on peer-to-peer applications). Consumers usually consider traditional and electronic word of mouth to be more credible and trustworthy when compared to business and commercially driven communications, and thus more able to influence their choices, (Ahearne, Bhattacharya, & Gruen, 2005; Del Chiappa, Lorenzo-Romero, & Alarcón-del-Amo, 2015). Based on the aforementioned considerations, the following hypotheses are posited:

H6: Tourists perceptions of service quality positively influences tourists' intention to recommend the destination to others.

H7: Tourists perceptions of residents' apathy negatively influences tourists' offline brand ambassadorship behaviour.

H8: Tourists perceptions of residents' apathy negatively influences tourists' online brand ambassadorship behaviour.

H9: Tourists' intention to recommend influences their offline brand ambassadorship behaviour.

H10: Tourists' intention to recommend influences their online brand ambassadorship behaviour.

4.2.4 Residents' Support

Residents' support to tourism has been investigated in several theories such as social exchange theory (Ap, 1992) and identity theory (Nunkoo & Gursoy, 2012). Based on the social exchange theory of Ap (1992), residents would support tourism development (e.g. take part in tourism planning, express a positive attitude toward the idea of realizing certain tourism projects, warmly welcome guests, etc.) when tourism activity brings them more benefits than related costs. However, a real support to tourism can exist only when residents are not apathetic towards the tourism phenomenon in their community. It appears to be evident that visitors can perceive residents as being supportive of tourism activity only when the local community expresses a non-apathetic attitude and behaviour towards guests and, broadly, towards the tourism phenomenon (e.g. proactively providing information to visitors, trying to collect information about tourism in their place, telling visitors about their traditions and identity, etc.). Hence, the following hypothesis is put forth:

H11: Tourists perception of residents' apathy negatively influences their perception of residents' support of tourism.

4.3 Methodology

For the purposes of this study, a survey instrument has been developed based on existing literature devoted to analyse the concept of residents' apathy and support of tourism; further, scales and items traditionally used to measure perceived service quality, brand ambassadorship behaviour and intention to recommend to others were adapted to suit the specific research topic. Specifically, the instrument included four sections. The first section asked respondents to assess their level of agreement with a list of 37 items specifically selected and adapted to measure residents' level of apathy and support of tourism development as perceived by tourists (e.g. Esposito et al., 2014; Marin et al., 1991; Raimo et al., 2014; Thompson & Barton, 1994; Van Snippenburg & Scheepers, 1991). The questionnaire was developed reframing with a visitors-based

perspective the item used to measure resident apathy for the purpose of the empirical research presented and discussed in Chapter 2. The second section asked respondents to assess the service quality that they perceived while interacting with residents (Cronin et al., 2000). The third section asked respondents to express their level of agreement with a list of 17 items used to measure their intention to recommend the destination to others and to exchange positive comments about it (brand ambassadorship behaviour), both offline and online. A 7-point Likert scale was used to obtain their answers (1 = strongly disagree, 4 = neither disagree nor agree, and 7 = strongly agree). The fourth section invited respondents to provide their general socio-demographic characteristics (e.g. gender, age, education, length of stay, etc.).

Data was collected face-to-face through self-administered questionnaires from tourists aged 18 or above visiting three different countries, namely Lisbon (Portugal), Isfahan (Iran) and Olbia (Sardinia, Italy). Respondents were approached onsite while at the destination. Overall, 947 complete questionnaires were obtained, of which 309 were collected in Lisbon, 338 in Isfahan and 300 in Olbia. For the purposes of the statistical analysis, a three-stepwise model, exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation model (SEM), was used to test the conceptual model. The data analysis was developed in two phases. In the first phase, an EFA followed by a confirmatory factor analysis (CFA) was run by using SPSS (version 23) and AMOS (version 15). EFA is used as a preliminary technique to find the underlying dimensions or constructs in the data. A subsequent CFA allows for evaluation of the resulting scales. This analysis specifies the relationship between observed variables and latent constructs, and suggests that all the constructs can be freely interrelated (Joreskog, 1993). This allowed us to identify the underlying dimension contained in the data related to perceived residents' apathy. The same approach was adopted for the remaining data describing the other constructs included in the conceptual model (namely, service quality, residents' perceived support, intention to recommend to others and brand ambassadorship behaviour. In the second

phase, a structural model was estimated to evaluate the dimensions. In the third phase, a SEM analysis was run to test the hypotheses and the model fit. Hence, a multigroup analysis was also run to investigate whether differences could exist in the way the conceptual model and related paths work based on the specific tourism destinations.

4.4 Results

4.4.1 Sociodemographic and Tripographic Profile of the Sample

Table 4.1 shows the general socio-demographic characteristics and tripographic profile of respondents. Most respondents were reported to be females (55.5%), in the 25–34 age group (41.0%), employees (46.5%) or students (22.2%), mostly first-time visitors (67.7%), travelling with friends (41.7%) and most had a university degree (54.5%). Respondents were mostly leisure travelers (92.2%) with an average length of stay between 3–7 days (48%). The length of stay was slightly different in Iran with 74% of respondents staying at the destination longer than 7 days. Visitors were mostly from France (19.0%), Germany (9.2%) and Spain (6.3%).

Table 4. 1 Socio-Demographic Characteristic of Respondents (descriptive statistics in percentage, Tourists: n = 947)

Gender	Portugal (n = 309)	Iran (n = 338)	Italy (300)	Whole data (947)	Education	Portugal (n = 309)	Iran (n = 338)	Italy (n = 300)	Whole data (947)
Male	34.3	56.2	41.7	44.5	None	0.3	4.1	1.3	2.0
Female	65.7	43.8	58.3	55.5	Primary school	0.3	1.2	0.7	0.7
Age	Portugal (n = 309)	Iran (n = 338)	Italy (300)	Whole data (947)	High school	8.1	7.4	11	8.8
18–24	48.9	10.1	18.3	25.3	Secondary school	4.5	7.1	18.7	9.9
25–34	38.5	52.1	31.0	41.0	University degree	57.0	48.8	58.3	54.5
35–44	8.1	20.7	30.0	19.5	Master/ PhD	29.8	31.4	10.0	24.1
45–54	2.9	9.8	12.3	8.3	First trip?	Portugal (n = 309)	Iran (n = 338)	Italy (300)	Whole data (947)
55–65	1.3	5.3	6.3	4.3	Yes	67.6	87.0	44.0	67.1
> 65	0.3	2.1	2.0	1.5	No	32.4	13.0	56.0	32.9
Occupation	Portugal (n = 309)	Iran (n = 338)	Italy (300)	Whole data (947)	Accompan ying person/s	Portugal (n = 309)	Iran (n = 338)	Italy (300)	Whole data (947)
Employee	42.4	49.1	47.3	46.5	Alone	8.1	26.0	1.0	12.2
Self- employed	6.1	18.9	22.3	15.8	Girlfriend/ boyfriend	32.0	21.0	24.3	25.7
Retired	0.6	5.0	2.3	2.7	Family	16.2	14.2	31.7	20.4

Occasional worker	1.6	2.7	8	4.0	Friends	43.7	38.8	43.0	41.7
Unemployed	3.9	3.3	0.3	2.5	Reason for stay	Portugal (n = 309)	Iran (n = 338)	Italy (300)	Whole data (947)
Student	43.4	14.8	8.7	22.2					
Other	1.9	6.2	11.0	6.3					
Length of stay	Portugal (n = 309)	Iran (n = 338)	Italy (300)	Whole data (947)	Leisure	89.6	90.8	96.3	92.2
Less than 3 days	16.2	6.5	8.3	10.3	Business	4.9	7.4	1.0	4.5
Between 3–7 days	59.5	19.5	48.3	41.7	Other	5.5	1.8	2.7	3.3
More than three days	24.3	74.0	43.3	48.0	Nationalities	French	German	Spanish	Other nationalities
						19.0	9.2	6.3	65.3

4.4.2 Exploratory Factor Analysis

For the purposes of the study an exploratory factor analysis (extraction method: generalized least squares) with Varimax rotation and Kaiser normalization was used to reveal the underlying factors in the data. The EFA was run separately for each factor. Four factors were identified describing the perceived residents' apathy (54.15 % of total variance). The KMO index (Kaiser-Myer-Olkin = 0.857(.000)) and the Bartlett's test of sphericity (chi-square = 7078.595; p-value < 0.000) confirm that the results are appropriate to explain the data. Cronbach's alpha was then calculated to test the reliability of the extracted factors; all values are 0.7 or higher (Factor 1: 0.893; Factor 2: 0.857; Factor 3: .0705; Factor 4: 0.734), thus suggesting that the factors are reliable (Table 4.2); on the service quality scale one factor was identified (58.372 % of total variance). The KMO index (Kaiser-Myer-Olkin = 0.928(.000)) and the Bartlett's test of sphericity (chi-square = 5366.439; p-value < 0.000) confirm that the results are appropriate to explain the data as well. Cronbach's alpha was 0.918. One factor was identified describing the perceived residents' support (53.336 % of total variance). The KMO index (Kaiser-Myer-Olkin = 0.845(.000)) and the Bartlett's test of sphericity (chi-square = 2653.871; p-value < 0.000) confirm that the results are appropriate to explain the data. Cronbach's alpha was 0.863. Two factors were identified describing the brand ambassadorship behaviour (60.308 % of total variance). The KMO index (Kaiser-Myer-Olkin = 0.782(.000)) and the Bartlett's test of sphericity (chi-square = 5829.611; p-value < 0.000) confirm that the results are appropriate to explain the data. Cronbach's alpha

was 0.859 for offline brand ambassadorship behaviour factor and 0.874 for online brand ambassadorship behaviour. Finally, one factor was identified describing the intention to recommend to others (72.318 % of total variance). The KMO index (Kaiser-Myer-Olkin = 0.744 (p-value < 0.000) and the Bartlett's test of sphericity (chi-square = 1587.260; p-value < 0.000) confirm that the results are appropriate to explain the data. Cronbach's alpha was 0.884 (see Table 4.2).

Table 4. 2 Exploratory Factor Analysis (Tourists: n = 947)

Rotated Factor Matrix^a—Impediments

Constructs and Indicators	Eigen values	Mean	Std. Deviation	Total variance explained (%)	Cronbach's Alpha
Factor 1: Lack of interest (psychological apathy)				26.239	.893
I think residents are always ready to learn new things and increase their knowledge about tourists.	.738	4.7793	1.40026		
I feel tourists arouse residents' curiosity.	.699	4.8944	1.48119		
In my experience, residents are active persons who take the initiative to host or welcome tourists.	.784	5.0327	1.40596		
In my experience, once a resident starts an interaction with a tourist s/he sees it through to the end.	.672	4.8691	1.34674		
I think when a resident has to host or welcome tourists, s/he begins spontaneously (without being asked).	.650	4.8226	1.42916		
I think residents make an effort to complete the commitments they have started with tourists (commitments such as having interactions, hosting or welcoming tourists).	.778	5.0581	1.28243		
In my mind, getting together with friends is important to them while they are involved in welcoming or hosting tourists.	.657	4.9314	1.32009		
I feel residents are interested in having new experiences in terms of welcoming or hosting tourists.	.731	4.8733	1.40551		
Factor 2: Lack of initiative (psychological apathy)				14.152	.857
For me, residents have no interest in hosting and welcoming tourists.	.646	2.8194	1.61916		
I feel it is difficult for residents to host or welcome tourists.	.694	3.1499	1.66252		
In my opinion, residents are less spontaneous and less active than usual while hosting or welcoming tourists.	.731	3.0718	1.56842		
I feel residents don't feel emotions when they host or welcome tourists.	.816	2.9113	1.57294		
I feel residents are less enthusiastic about hosting or welcoming tourists than about their usual interests.	.798	3.2228	1.65528		
Factor 3: Alienation				8.686	.705
I feel residents often wonder what the meaning of hosting or welcoming tourists is.	.695	3.9652	1.55105		
In my opinion, today residents need experts in the tourism industry more than before.	.744	4.4087	1.74022		
Factor 4: Environmental-based apathy				5.073	.734
I find it is hard for residents to get too concerned about tourism environmental issues.	.681	4.3041	1.43072		
I feel residents have the idea that most environmental problems caused by tourism will be solved on their own over time.	.774	4.2682	1.38928		
I feel residents don't care about environmental problems caused by tourism.	.653	4.2112	1.69371	Total:54.150	
Extraction Method: Generalized Least Squares—Rotation Method: Varimax with Kaiser Normalization - a Rotation Converged in 5 Iterations					
Factor 5: Service quality				58.372	.918
Residents are always willing to help tourists.	.781	5.4256	1.35290		
The behaviour of residents should instil confidence in tourists	.653	5.5407	1.17730		

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Generally, the residents provide information on the area reliably, consistently, and dependably.	.756	5.4013	1.20671		
Generally, the residents are competent and well informed about the tourist offerings of the area.	.717	5.2091	1.33604		
Generally, the residents enjoy interacting with people from different cultures.	.840	5.4836	1.29420		
Generally, the residents are approachable and easy to contact.	.827	5.5671	1.32806		
Generally, the residents are courteous, polite, and respectful.	.792	5.6853	1.23130		
Generally, the residents are trustworthy, believable, and honest.	.729	5.1162	1.49743		
Generally, the residents make the effort to understand my needs.	.763	5.6558	1.24731		
Extraction Method: Generalized Least Squares—Rotation Method: Varimax with Kaiser Normalization - a Rotation Converged in 4 Iterations					
Factor 6: Offline brand ambassadorship behaviour				37.636	.859
I 'talk up' this destination as a tourism destination to people I know.	.791	5.8944	1.36532		
I bring up this destination as a tourism destination in a positive way in conversations I have with friends and acquaintances.	.920	6.0148	1.16856		
In social situations, I speak favourably about this destination as a tourism destination.	.747	5.9789	1.18998		
Factor 7: Online brand ambassadorship behaviour				22.672	.874
I have provided online reviews about this destination as a tourism destination on my social networking sites.	.664	4.0602	2.07155		
I frequently provide online reviews about this destination as a tourism destination on my social networking sites.	.716	3.5892	1.96836		
I often post images of the city on my social networking sites.	.554	4.2450	2.11737		
I often post information about this destination on my social networking sites.	.688	3.7043	2.02448		
I frequently participate in knowledge-sharing activities about this destination as a tourism destination in travel or tourism online forums, e.g. TripAdvisor.com.	.833	2.9820	1.91486		
I usually involve myself in discussions of various topics about this destination as a tourism destination in travel or tourism online forums, e.g. TripAdvisor.com.	.847	2.7804	1.80916		
When participating in travel or tourism online forums, e.g. TripAdvisor.com, I usually actively share my knowledge about this destination as a tourism destination with others.	.781	2.8923	1.87253		
				Total: 60.308	
Extraction Method: Generalized Least Squares—Rotation Method: Varimax with Kaiser Normalization - a Rotation Converged in 3 Iterations					
Factor 8: Residents' perceived support				53.336	.863
I perceive the overall impact of tourism development in this community positively.	.673	5.1700	1.40357		
I think residents would support tourism development in their community.	.741	5.2777	1.28084		
I feel further tourism development would positively affect this community's quality of life.	.804	5.3516	1.35071		
Tourism is the most important industry for this community.	.738	5.0053	1.52948		
Tourism helps this community grow in the right direction.	.765	5.2429	1.37254		
Tourism continues to play an important economic role in this community.	.651	5.6051	1.23047		
Extraction Method: Generalized Least Squares—Rotation Method: Varimax with Kaiser Normalization - a Rotation Converged in 3 Iterations					
Factor 9: Intention to recommend to others				72.318	.884
I will say positive things about this destination to other people.	.846	6.2946	.97474		
I will recommend this destination to someone who seeks my advice.	.884	6.2471	1.04860		
I will encourage friends and relatives to visit this destination.	.820	6.1616	1.13203		
Extraction Method: Generalized Least Squares—Rotation Method: Varimax with Kaiser Normalization - a Rotation Converged in 4 Iterations					

4.4.3 Structural Equation Model (SEM)

Following the two-step approach proposed by Anderson & Gerbing (1988), the confirmatory factor analysis (CFA) was conducted using the generalized least squares method in order to assess the validity and reliability of the constructs of the original

model (Table 4.3 and Table 4.4). The scale used to measure the perceived residents' apathy was conducted separately in addition to the other set of constructs. A preliminary CFA was triggered and the model fit was assessed through fit indices as suggested by Hair et al. (2009). As the results of the main adjustment measures did not prove satisfactory compared to the reference values, some changes in the model were introduced by observing the modification indices data of the covariance matrix of the standardized residuals. As a result of this iterative process of adjustment, 45 indicators were retained for inclusion in the final model (the number of indicators were the same as found previously in the exploratory factor analysis stage). After this process, the adjustment results improved significantly, yielding the values in Table 4.3 and Table 4.4 and the adjustment values expressed in the last lines.

Table 4. 3 Confirmatory Factor Analysis (Tourists: n=947), Tourists perception of residents' apathy

Constructs and Indicators			St. Regression	S.E	C.R.	P
I feel residents are interested in having new experiences in terms of welcoming or hosting tourists.	<---	Lack of interest	0.736			
I think residents make an effort to complete the commitments they have had started with tourists (commitments such as having interactions, hosting or welcoming tourists).	<---	Lack of interest	0.825	0.044	23.911	***
I think when a resident has to host or welcome tourists, s/he begins spontaneously (without being asked).	<---	Lack of interest	0.686	0.051	19.344	***
In my experience, once a resident starts an interaction with a tourist s/he sees it through to the end.	<---	Lack of interest	0.71	0.05	18.843	***
In my experience, residents are active persons who take initiative to host or welcome tourists.	<---	Lack of interest	0.815	0.051	22.591	***
I feel tourists arouse residents' curiosity.	<---	Lack of interest	0.735	0.053	19.961	***
I feel residents are less enthusiastic about hosting or welcoming tourists than about their usual interests.	<---	Lack of initiative	0.799	0.067	18.519	***
I feel residents don't feel emotional when they host or welcome tourists.	<---	Lack of initiative	0.837	0.064	19.395	***
In my opinion, residents are less spontaneous and less active than usual while hosting or welcoming tourists.	<---	Lack of initiative	0.771	0.061	18.808	***
I feel, it is difficult to host or welcome tourists for residents.	<---	Lack of initiative	0.678	0.056	19.389	***
For me, residents have no interested in hosting and welcoming tourists.	<---	Lack of initiative	0.655			
I feel residents often wonder what the meaning of hosting or welcoming tourists is.	<---	Alienation	0.842			

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In my opinion, today residents need experts in the tourism industry more than before.					<---	Alienation	0.618	0.133	6.106	***
I find, for residents, it is hard to get too concerned about tourism environmental issues.					<---	Environmental-based apathy	0.808			
I feel residents has the idea of, most environmental problems caused by tourism will be solved on their own over time.					<---	Environmental-based apathy	0.674	0.126	6.377	***
I feel residents don't care about environmental problems caused by tourism.					<---	Environmental-based apathy	0.744	0.07	15.196	***
To my mind, getting together with friends is important to them while they are involved in welcoming or hosting tourists.					<---	Lack of interest	0.636	0.041	20.17	***
I think residents are always ready to learn new things and increase their knowledge about tourists.					<---	Lack of interest	0.784	0.049	21.813	***
	CR	AVE	MSV	ASV	Alienation		Lack of interest	Lack of initiative		Environmental-based apathy
Alienation	0.701	0.545	0.042	0.035	0.739					
Lack of interest	0.908	0.553	0.065	0.045	-0.192		0.743			
Lack of initiative	0.865	0.564	0.065	0.037	0.205		-0.254	0.751		
Environmenta l apathy	0.787	0.554	0.033	0.021	0.161		0.182	0.064		0.744
GOF Indexes		X ²	df	P	X ² /df	GFI	CFI	TLI		RMSEA
Whole sample (n=947)		457.656	126	0.0	3.632	0.946	0.777	0.73		0.053

Notes: *** p-value < 0.01

In terms of validity and reliability, the final model results show levels that can be considered good or very good: composite reliability (CR) far exceeds the minimum recommended limits ($\alpha \geq 0.70$ and $\rho \geq 0.70$). With regard to the average variance extracted (AVE), the value obtained also clearly exceeds the reference value (≥ 0.50) set in the literature (Fornell & Larcker, 1981; Hair et al., 2009) (Table 4.3 and Table 4.4).

An initial step for evaluating the convergent validity of the measurement model is based on the observation of significant coefficient estimates (Hair et al., 2009). As can be observed, the values of standardized coefficients are between 0.513 and 0.894. The convergent validity of the items regarding their constructs is shown in the final model (Table 4.3 and Table 4.4). All indicators show a strong relationship with the construct to which they are attached (t-value > 1.96; $p < 0.05$). In addition to this analysis, the verification of convergent validity was performed by examining the adjustment measures' estimates by CFA. As can be seen (bottom line of Table 4.3 and 4.4) the

results of an adjustment of dimensional structure are very suitable. The chi-square (χ^2), and the degrees of freedom for the dimensional model found indicate that the fit is good with a χ^2 value that does not reject the null hypothesis, i.e. the model is supported by the data ($\chi^2 = 457.656$ for apathy, $\chi^2 = 961.74$ for the second part of the model, $p = 0.000$) and the values of the other indexes are all within the recommended values (GFI = 0.946; CFI = 0.777; TLI = 0.730; RMSEA = 0.053; GFI = 0.927; CFI = 0.766; TLI = 0.732; RMSEA = 0.045). Given the results, it is considered that there is evidence of the reliability and validity of the constructs that compose the model. To complete this phase of the construct's validity, the analysis of the discriminant validity of the measurement model followed to assess to what extent a measure of one construct is not correlated with measurements of other constructs. This allows for those constructs which are extremely correlated with each other (more than 0.95) not to be considered. Further, the evaluation of all variables allows the observation of the discriminant validity of the constructs involved in this research. Through observation of the data in Table 4.3 and Table 4.4 we can proceed to a comparative analysis of inter-construct correlation coefficients and the square root of the AVE, whose values are displayed in the main diagonal. To assess the discriminant validity, correlations between all latent variables were analysed.

Table 4. 4 Confirmatory Factor Analysis (Tourists: n=947), Tourists perception of residents' support, Service quality, Intention to recommend and brand ambassadorship behaviour

Constructs and Indicators			Estimate	S.E	C.R.	P
Residents are always willing to help tourists.	<---	Service Quality	0.762			
The behaviour of residents should instil confidence in tourists	<---	Service Quality	0.623	0.034	20.689	***
Generally, the residents provide information on the area reliably, consistently, and dependably.	<---	Service Quality	0.711	0.036	23.336	***
Generally, the residents are competent and well informed about the tourist offer of the area.	<---	Service Quality	0.72	0.043	21.251	***
Generally, the residents enjoy interacting with people from different cultures.	<---	Service Quality	0.873	0.039	27.81	***
Generally, the residents are approachable and easy to contact	<---	Service Quality	0.851	0.041	26.374	***
Generally, the residents are courteous, polite, and respectful.	<---	Service Quality	0.792	0.039	23.821	***

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Generally, the residents are trustworthy, believable, and honest.					<---	Service Quality	0.701	0.039	20.016	***
Generally, the residents make the effort to understand my needs.					<---	Service Quality	0.753	0.039	22.37	***
I "talk up" this destination as a tourism destination to people I know					<---	Offline BA	0.77			
I bring up this destination as a tourism destination in a positive way in conversations I have with friends and acquaintances.					<---	Offline BA	0.907	0.045	22.516	***
I "talk up" this destination as a tourism destination to people I know					<---	Offline BA	0.722	0.042	19.253	***
I have provided online reviews about this destination as a tourism destination on my social networking sites.					<---	Online BA	0.568			
I frequently provide online reviews about this destination as a tourism destination on my social networking sites.					<---	Online BA	0.626	0.049	21.374	***
I often post images of the city on my social networking sites.					<---	Online BA	0.459	0.07	11.63	***
I often post information about this destination on my social networking sites.					<---	Online BA	0.591	0.071	14.522	***
I frequently participate in knowledge sharing activities about this destination as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.					<---	Online BA	0.878	0.098	15.961	***
I usually involve myself in discussions of various topics about this destination as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.					<---	Online BA	0.91	0.095	15.766	***
When participating in travel or tourism online forums e.g. TripAdvisor.com, I usually actively share my knowledge about this destination as a tourism destination with others.					<---	Online BA	0.843	0.092	15.534	***
I will say positive things about this destination to other people.					<---	Intention to recommend	0.834			
I will recommend this destination to someone who seeks my advice.					<---	Intention to recommend	0.845	0.043	25.439	***
I will encourage friends and relatives to visit this destination.					<---	Intention to recommend	0.773	0.046	23.172	***
Tourism continues to play an important economic role in this community.					<---	Residents' perceived Support	0.63			
Tourism helps this community grow in the right direction.					<---	Residents' perceived Support	0.773	0.08	17.559	***
Tourism is the most important industry for this community.					<---	Residents' perceived Support	0.728	0.082	17.676	***
I feel further tourism development would positively affect this community's quality of life.					<---	Residents' perceived Support	0.773	0.088	16.182	***
I think residents would support tourism development in their community.					<---	Residents' perceived Support	0.792	0.087	15.402	***
I perceive the overall impact of tourism development in this community positively.					<---	Residents' perceived Support	0.701	0.089	14.114	***
	CR	AVE	MSV	ASV	Intention to recommend	Service Quality	Offline BA	Online BA	Residents' perceived Support	
Intention to recommend	0.858	0.669	0.288	0.154	0.818					
Service Quality	0.923	0.574	0.281	0.134	0.530	0.758				
Offline BA	0.844	0.646	0.288	0.124	0.537	0.340	0.803			
Online BA	0.874	0.512	0.035	0.011	-0.056	0.064	0.017	0.716		

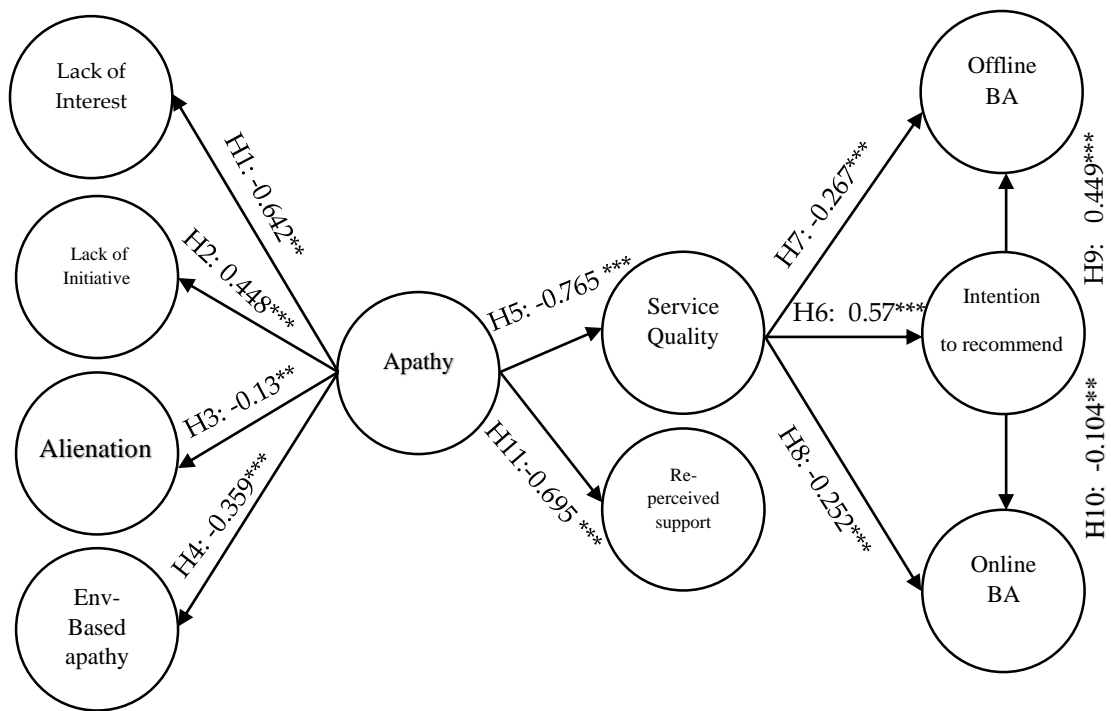
Residents' perceived Support	0.875	0.540	0.135	0.076	0.205	0.367	0.301	0.187	0.735
GOF Indexes	X²	DF	P	X²/df	GFI	CFI	TLI	RMSEA	
Whole sample (n=947)	961.74	330	0.0	2.914	0.927	0.766	0.732	0.045	

Notes: *** p-value < 0.01

According to Hair et al. (2009), the correlation between the variables must be less than 0.95. Based on this criterion, it can be observed that all variables comply with the suggested limit. On the other hand, according to Fornell & Larcker (1981), the AVE can be used to assess discriminant validity. Thus, the elements of the main diagonal (square root of the AVE) for each construct must show values higher than the correlation coefficients between different constructs (elements of corresponding rows and columns that were not on the main diagonal) (Barclay, Higgins, & Thompson, 1995). The total latent variables satisfy this condition, confirming the existence of discriminant validity and suggesting that the theoretical model fits the data well and as such, the structural model was performed.

In the last stepwise analysis, structural equation modelling (SEM) was applied and the relationships between the constructs of the model were analyzed using generalized least squares. The results of the model's overall fit indices ($\chi^2 = 2849.417$, $df = 977$, $\chi^2 / df = 2.916$, $p = 0.000$, $GFI = 0.896$, $CFI = 0.54$, $TLI = 0.513$, $RMSEA = 0.045$) resulted in being coherent with what is suggested by the existing literature (Hair et al., 2009), confirming the goodness of fit of the model. These results suggest that the proposed model fits well with the empirical data. It should be also taken into consideration that in SEM, there is several Fitness Indexes that reflect how fit is the model to the data at hand. Specifically, there are three model fit categories namely Absolute Fit, Incremental Fit, and Parsimonious Fit. In the current study, Absolute model fit considered by three main indices Chi-Square, RMSEA and GFI. Their values are supported by literature (e.g. Browne and Cudeck, 1993; and Joreskog and Sorbom, 1984; Rigdon, 1996; Wheaton, Muthen, Alwin & Summers, 1977). The

estimated model and the values of standardized structural coefficients are shown in Figure 4.2 and Table 4.5. As can be seen, all hypotheses were supported by the data.



Notes: *** p-value < 0.01; ** p-value < 0.05;

Figure 4. 2 Structural Equation Modelling

Chi-square = 2849.417

Degrees of freedom = 977

Probability level = .000

Table 4. 5 Structural Equation Modeling (Testing hypothesis) (Tourists: n=947)

Standardized Regression Weights: (Default model)

Hypotheses				Estimate	S.E.	C.R.	P
H5	Service Quality	<---	Perceived Apathy	-0.765	0.19	-8.26	***
	Intention to recommend	<---	Service Quality	0.57	0.032	13.502	***
H1	Lack of interest	<---	Perceived Apathy	-0.642	0.141	-7.439	***
H2	Lack of initiative	<---	Perceived Apathy	0.448			
H3	Alienation	<---	Perceived Apathy	-0.13	0.148	-2.313	0.021**
H4	Environmental based Apathy	<---	Perceived Apathy	-0.359	0.159	-5.22	***

H11	Residents' perceived Support	<---	Perceived Apathy	-0.695		0.147	-7.213		***
H9	Offline brand ambassadorship	<---	Intention to recommend	0.449		0.056	10.434		***
H10	Online brand ambassadorship	<---	Intention to recommend	-0.104		0.062	-2.144		0.032**
H8	Online brand ambassadorship	<---	Perceived Apathy	-0.252		0.132	-3.817		***
H7	Offline brand ambassadorship	<---	Perceived Apathy	-0.267		0.106	-5.134		***
	GOF Indexes	X2	DF	P	X2/d f	GFI	CFI	TLI	RMSEA
	Whole sample (n=947)	2849.417	997	0.0	2.916	0.869	0.54	0.513	0.045

Notes: *** p-value < 0.01; ** p-value < 0.05;

The evaluation of the significance of a regression coefficient is performed by analysis of its t-test (Garver & Mentzer, 1999). The existence of a significant regression coefficient (the value of t exceeds 1.645 or 1.96) involves a consideration that the relationship between the two latent variables is demonstrated empirically (Hair et al., 2009) and in the case of a positive or satisfactory evaluation of adjustment measures, this confirms the predictive validity of the model (Garver & Mentzer, 1999). Because in this study it was assumed that unilateral cases (direct and positive influence), significant relations would present a t-value greater than 1.645 (Table 4.5).

According to the results, residents' apathy as perceived by tourists has been proven to consist of four latent constructs: lack of interest (H1: -0.642, p-value < 0.01), lack of initiative (H2: 0.472, p-value < 0.01), alienation (H3: -0.13, p-value < 0.05) and environmental-based apathy (H4: -0.359, p-value < 0.01).

In terms of the other hypotheses, tourists perception of residents' apathy was reported to negatively influence perceived service quality (H5) (0.765; p-value < 0.01). This confirms prior research stressing the fact that tourists' experiences consider in a relevant way the possibility of interacting with locals while on holiday (e.g. Correia, Kozak, & Ferradeira, 2011). Results also confirm that tourist perception of service quality influences positively the intention to recommend to others (H6: 0.57, p-value < 0.01). Further, tourists perception of residents' apathy negatively influences ambassadorship behaviour of tourists both offline (H7: -0.267, p-value < 0.01) and

online (H8: -0.252, p-value < 0.01). This suggests that service quality is critical to retain and attract brand ambassadors (e.g. Ahearne et al., 2005; Gremler et al., 2001).

Furthermore, the two hypotheses which are assumed, that intention to recommend influences the offline brand ambassadorship behaviour (H9) and online brand ambassadorship behaviour of tourists (H10), were supported by data (H9: 0.449, p-value < 0.01; H10: -0.104, p-value < 0.05).

Finally, the tourists perception of residents' apathy influenced negatively the perceived residents' support of tourism (H11: -0.695, p-value < 0.01).

After the SEM analysis was done, variable correlations were tested for invariance among three different groups of tourists. Multigroup analysis, as displayed in Table 4.6, highlights how tourists perception of residents' apathy in Portugal (Lisbon), Iran (Isfahan) and Italy (Olbia) differ from each other from the tourists' perspective. Table 4.5 includes only those paths that were proved to be different within the countries.

Destinations			Italy		Portugal		Iran		Portugal-Iran	Portugal-Italy	Italy-Iran
Constructs and items		Constructs	Standardized Regression	P-value	Standardized Regression	P-value	Standardized Regression	P-value	Z-score	Z-score	Z-score
Lack of interest	<---	Perceived Apathy	-0.447	0.000	-0.813	0.000	-0.655	0.000	-2.618***	-4.326***	-1.619
Lack of initiative	<---	Perceived Apathy	0.471		0.775		0.75				
Alienation	<---	Perceived Apathy	-0.382	0.002	0.341	0.001	0.567	0.000	0.025	-8.54***	-4.47***
Environmental based Apathy	<---	Perceived Apathy	-0.459	0.000	0.258	0.012	0.276	0.021	1.092	-6.191***	-3.978***
Residents' perceived Support	<---	Perceived Apathy	-0.576	0.000	-0.626	0.000	-0.191	0.049	-2.684***	0.11	-3.842***
Online brand ambassadorship	<---	Intention to recommend	-0.18	0.108	-0.135	0.185	-0.086	0.427	0.486	-6.989***	-0.648
Online brand ambassadorship	<---	Perceived Apathy	-0.439	0.003	-0.113	0.315	-0.056	0.654	0.051	7.349***	-2.349**
Residents are always willing to help tourists.	<---	Service Quality	0.903		0.716		0.755				
The behaviour of residents should instil confidence in tourists	<---	Service Quality	0.878	0.000	0.568	0.000	0.588	0.000	-0.55	2.904***	0.777
Generally, the residents provide information on the area reliably, consistently, and dependably.	<---	Service Quality	0.878	0.000	0.711	0.000	0.644	0.000	0.554	10.965***	-0.067
Generally, the residents are competent and well informed about the tourist offer of the area.	<---	Service Quality	0.872	0.000	0.712	0.000	0.525	0.000	1.386	9.881***	0.552
Generally, the residents enjoy interacting with people from different cultures.	<---	Service Quality	0.948	0.000	0.822	0.000	0.793	0.000	1.119	-0.992	-1.234
Generally, the residents are approachable and easy to contact	<---	Service Quality	0.919	0.000	0.807	0.000	0.697	0.000	1.574	1.862*	-0.172
Generally, the residents are courteous, polite, and respectful.	<---	Service Quality	0.811	0.000	0.818	0.000	0.693	0.000	1.649	3.87***	-1.483
Generally, the residents are trustworthy, believable, and honest.	<---	Service Quality	0.652	0.000	0.77	0.000	0.666	0.000	0.733	0.628	-3.944***
Generally, the residents make the effort to understand my needs.	<---	Service Quality	0.583	0.000	0.785	0.000	0.729	0.000	1.225	-5.284***	-4.609***
I "talk up" this destination as a tourism destination to people I know	<---	Offline brand ambassadorship	0.832		0.769		0.795				
I bring up this destination as a tourism destination in a positive way in conversations I have with friends and acquaintances.	<---	Offline brand ambassadorship	0.927	0.000	0.876	0.000	0.936	0.000	0.547	-6.848***	1.549
I "talk up" this destination as a tourism destination to people I know	<---	Offline brand ambassadorship	0.76	0.000	0.848	0.000	0.599	0.000	4.075***	0.122	4.645***
I have provided online reviews about this destination as a tourism destination on my social networking sites.	<---	Online brand ambassadorship	0.805		0.334		0.768				
I frequently provide online reviews about this destination as a tourism destination on my social networking sites.	<---	Online brand ambassadorship	0.737	0.000	0.479	0.000	0.837	0.000	0.556	-1.331	-1.102
I often post images of the city on my social networking sites.	<---	Online brand ambassadorship	0.92	0.000	0.615	0.000	0.727	0.000	1.949*	-1.379	3.138***

Table 4. 6 Multi-group analysis (Tourists: n=947)

I often post information about this destination on my social networking sites.	<---	Online brand ambassadorship	0.878	0.000	0.801	0.000	0.718	0.000	2.384**	-1.737*	3.01***
I frequently participate in knowledge sharing activities about this destination as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.	<---	Online brand ambassadorship	0.144	0.342	0.744	0.000	0.701	0.000	2.674***	-0.936	-3.694***
I usually involve myself in discussions of various topics about this city as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.	<---	Online brand ambassadorship	0.022	0.941	0.904	0.000	0.689	0.000	2.755***	2.843***	-4.548***
When participating in travel or tourism online forums e.g. TripAdvisor.com, I usually actively share my knowledge about this city as a tourism destination with others.	<---	Online brand ambassadorship	0.056	0.686	0.893	0.000	0.509	0.000	2.872***	2.811***	-3.553***
Tourism continues to play an important economic role in this community.	<---	Residents' perceived Support	0.92		0.516		0.563				
Tourism helps this community grow in the right direction.	<---	Residents' perceived Support	0.923	0.000	0.545	0.000	0.687	0.000	-0.991	0.497	-1.59
Tourism is the most important industry for this community.	<---	Residents' perceived Support	0.898	0.000	0.435	0.000	0.697	0.000	-2.688***	-1.051	-2.482**
I feel further tourism development would positively affect this community's quality of life.	<---	Residents' perceived Support	0.89	0.000	0.577	0.000	0.705	0.000	0.116	-1.914*	-1.229
I think residents would support tourism development in their community.	<---	Residents' perceived Support	0.894	0.000	0.843	0.000	0.518	0.000	3.282***	-2.405**	1.053
I perceive the overall impact of tourism development in this community positively.	<---	Residents' perceived Support	0.72	0.000	0.691	0.000	0.623	0.000	1.166	-1.964**	-0.654
I will say positive things about this destination to other people.	<---	Intention to recommend	0.776		0.885		0.833				
I will recommend this destination to someone who seeks my advice.	<---	Intention to recommend	0.968	0.000	0.944	0.000	0.757	0.000	-0.108	-2.331**	3.788***
I will encourage friends and relatives to visit this destination.	<---	Intention to recommend	0.77	0.000	0.883	0.000	0.722	0.000	-0.218	-2.363**	2.717***
I feel residents don't care about environmental problems caused by tourism	<---	Environmental-based Apathy	0.632		0.678		0.497				
I find, for residents, it is hard to get too concerned about tourism environmental issues	<---	Environmental-based Apathy	0.763	0.000	0.512	0.000	0.634	0.000	-1.96**	-0.161	-0.735
In my opinion, today residents need experts in the tourism industry more than before	<---	Alienation	0.81		0.733		0.532				
I feel residents often wonder what the meaning of hosting or welcoming tourists is.	<---	Alienation	0.72	0.000	0.421	0.056	0.899	0.000	-2.416**	0.21	-1.649
I feel residents are less enthusiastic about hosting or welcoming tourists than about their usual interests	<---	Lack of initiative	0.792		0.644		0.789				

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.1

I feel residents don't feel emotional when they host or welcome tourists	<---	Lack of initiative	0.814	0.000	0.808	0.000	0.815	0.000	2.026**	-1.795*	-0.444
In my opinion, residents are less spontaneous and less active than usual while hosting or welcoming tourists.	<---	Lack of initiative	0.801	0.000	0.71	0.000	0.731	0.000	1.066	-3.028***	-0.911
I feel, it is difficult to host or welcome tourists for residents.	<---	Lack of initiative	0.868	0.000	0.585	0.000	0.705	0.000	0.889	-3.001***	1.665*
For me, residents have no interest in hosting and welcoming tourists.	<---	Lack of initiative	0.79	0.000	0.659	0.000	0.671	0.000	0.836	-2.397**	0.601
I feel residents are interested in having new experiences in terms of welcoming or hosting tourists.	<---	Lack of interest	0.819		0.735		0.652				
To my mind, getting together with friends is important to them while they are involved in welcoming or hosting tourists.	<---	Lack of interest	0.827	0.000	0.342	0.000	0.666	0.000	-3.7***	-7.877***	-0.997
I think residents make efforts to complete the commitments they have had started with tourists (commitments such as making interaction, host or welcome tourists).	<---	Lack of interest	0.881	0.000	0.792	0.000	0.727	0.000	0.738	-4.64***	-0.316
I think when a resident has to host or welcome tourists, s/he begins spontaneously (without being asked).	<---	Lack of interest	0.787	0.000	0.595	0.000	0.512	0.000	0.773	-3.723***	-0.067
To my experience, once a resident starts an interaction with a tourist s/he sees it through to the end.	<---	Lack of interest	0.837	0.000	0.625	0.000	0.644	0.000	-0.504	-7.105***	-1.122
To my experience, residents are active persons who take initiative to host or welcome tourists.	<---	Lack of interest	0.859	0.000	0.707	0.000	0.7	0.000	0.065	-7.866***	-0.966
I feel tourists arouse residents' curiosity.	<---	Lack of interest	0.721	0.000	0.427	0.000	0.567	0.000	-0.696	-6.744***	-1.173
I think residents are always ready to learn new things and increase their knowledge about tourists.	<---	Lack of interest	0.782	0.000	0.511	0.000	0.632	0.000	-2.446**	-5.441***	-1.417
I feel residents have the idea of, most environmental problems caused by tourism will be solved on their own over time	<---	Environmental-based Apathy	0.942	0.000	0.53	0.000	0.617	0.000	-1.676*	6.736***	0.653
Service Quality	<---	Perceived Apathy	-0.547	0.000	-0.725	0.000	-0.7	0.000	-1.711*	1.968**	-2.084**
Intention to recommend	<---	Service Quality	0.022	0.873	0.453	0.000	0.674	0.000	-0.789	0.754	-5.105***
Offline BA	<---	Perceived Apathy	0.76	0.505	0.14	0.493	0.139	0.848	0.065	5.426***	0.543
Offline BA	<---	Intention to recommend	0.962	0.164	0.675	0.000	0.314	0.036	1.089	0.123	0.957

Results suggest that lack of interest greatly explains tourist perception of residents' apathy in Portugal (-0.813, 0.000); this construct is more evident when compared to the other two countries (Italy: -0.447, 0.000; Iran: 0.655, $p = 0.000$). For the lack of initiative, the situation is almost the same regardless of the specific tourism destinations considered (Portugal: 0.775; Iran: 0.750; Italy: 0.471). Alienation is more evident in Iran than in Portugal and Italy (Italy = -0.382, $p = 0.002$; Portugal = 0.341, $p = .001$; Iran = 0.567, $p = 0.000$). This evidence could be explained by referring to the strong control to which residents are subject in Iran, that is perceived by tourists. Environmental-based apathy is more perceived within tourists visiting Italy (0.942, $p = 0.000$) than in Portugal (0.530, $p = 0.000$) and Iran (0.617, $p = 0.000$), thus suggesting that Italians are perceived within tourists as more apathetic toward the environment when compared to residents in the other two destinations. Further, our findings showed that tourists perception of residents' apathy is negatively affecting perceived service quality in Lisbon (Portugal) (-0.725, $p = 0.00$) when compared to what happens in Iran (-0.700, $p = 0.000$) and Italy (-0.547).

In terms of the path of service quality on intention to recommend in the conceptual model, it could be argued that service quality influences greatly the intention to recommend to others in both Iran (0.674, $p = 0.000$) and Portugal (0.453, $p = 0.000$) with very slight differences; however, this path is not significant in the context of the Italian destination (0.022, $p = 0.873$). Results show that even though tourist perceived that apathetic residents in destinations are not contributing to tourism development appropriately, according the results, this does not influence the tourists' online brand ambassadorship behaviour for two destinations (Iran: 0.056, $p = 0.645$; Portugal: 0.113, $p = 0.315$); however, tourists perception of residents' apathy in Italy (Olbia) influences negatively tourists' brand ambassadorship behaviour (-0.439, $p = 0.000$). Overall our findings seem to suggest that tourists are perceiving their interaction with residents in Iran (Isfahan) and Portugal (Lisbon) more favourably and although results indicate tourists perception of residents' apathy exists in the destination, residents probably

feel that tourism can contribute well to their community in both Iran and Portugal as tourist destinations. The offline brand ambassadorship behaviour shows no significant difference between the three destinations. In terms of the impact of tourists perception of residents' apathy on residents' perceived support, it could be suggested that this relationship is stronger in Portuguese ($-0.626, p = 0.000$) and Italian ($-0.576, p = 0.000$) residents and that the influence works negatively. This path is also significant at the $p < 0.05$ level for Iranian residents, but with less effect ($-0.191, p = 0.049$).

4.5 Conclusion

Based on psychology, socio-politics and environmentally related literature, this study contributes to the current body of knowledge by proposing and testing a conceptual model that aims to analyse how residents' apathy as perceived by tourists (i.e. lack of interest, lack of initiative, alienation and environmental-based apathy), affects the host-guest interaction and, more specifically, the service quality that visitors perceive during their stay and, finally, their brand ambassadorship behaviour and intention to recommend a destination to others.

Findings reveal that residents' apathy (as perceived by tourists) is able to shape visitors' perceived service quality, residents' support of tourism (as perceived by visitors), the likelihood of tourists acting as brand ambassadors of the destination (both offline and online) and their willingness to recommend the place to others (both offline and online). Specifically, findings show that apathy directly and negatively influences perceived service quality and brand ambassadorship behaviour, and indirectly (via perceived service quality) influences the intention to recommend to others. From a managerial point of view, our findings suggest that policymakers and destination marketers should perform internal marketing operations to make residents aware of the relevant role that their attitude and behaviour toward guests could have in guaranteeing visitors a high level of perceived service quality, thus stimulating them

to spread positive talk and recommendations about the visited destination. While doing this, residents should be 'trained' and made sensitive to the local tourist resources and attractions with particular attention to what related to the intangible aspects of their local identity and authenticity; this would help guarantee that an effective storytelling can occur during the host-guest interaction, thus favoring an increase in the perceived service quality and in the willingness to talk about the destination to others. In other words, training and internal marketing programmes should be planned, implemented and delivered to let residents act as 'frontline employees', fully conscious of the consequences that their behaviour can generate in the tourists' experiences. To successfully achieve this goal, an early involvement of the whole local community would be needed to empower the residents and to generate the enthusiasm and the commitment that is needed to ensure the success of the program (Munro-Faure & Munro-Faure, 1992); in fact, if residents do not remain informed and involved from an early stage, they may feel out of the programme and could feel a sense of marginalization that might render them less enthusiastic and less willing to play an effective and active role in welcoming visitors.

In spite of the theoretical and managerial contributions, this study does have its limitations. First, it is highly site-specific and based on a convenience sample; this renders our findings barely generalizable. It would be useful to repeat the study in other countries and destinations in order to cross-validate the findings. Further, it would be useful to more deeply investigate whether and how different intrinsic and extrinsic factors related to the destination (e.g. personal values of residents, their psychographic profile, their sense of belonging, their economic reliance on tourism, the host-guest ratio, the stage of the destination life cycle, etc.) might moderate the way the model and its relationship work.

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Chapter 5

Conclusion

5.1 Summary of the major findings

This research aimed at deepening the scientific debate around the concept of apathy in tourism-related literature. Based on the existing knowledge, many research questions remained unanswered in regard to this concept, such as: How can resident apathy be defined according to its dimensions? How can apathy be conceptualised, based on available researches in different disciplines? What are the main dimensions shaping residents' apathy? How can residents' apathy be measured? How does residents' apathy affect their support of tourism and their willingness to act as brand ambassadors of their place? How can apathy influence tourists' perceived quality and their willingness to sustain word-of-mouth activities, both offline and online?

With these unanswered research questions in mind, this PhD Thesis aimed to understand the concept of apathy in tourism-based settings deeply by defining its main dimensions and by providing and testing scales to be used to measure it. Further, this research attempted to deepen the knowledge about how the identified dimensions are able to influence residents' support of tourism in their community and their willingness to sustain destination brand positioning by talking positively about their destination and recommending it to others, both offline (traditional word-of-mouth: WOM) and online (electronic word-of-mouth: eWOM). Further, it aimed at testing the influence of residents' apathy, as perceived by tourists, on perceived service quality and tourists' willingness to recommend the destination to others, both offline and online.

To achieve these aims, this Thesis was divided in two main parts, a theoretical one and an empirical one.

The theoretical part (one Chapter) investigated the concept of apathy by relying on three different disciplines (psychology, socio-politics and environmental-based literature) that have been devoted to discussions of the meaning of apathy as a general concept. This made it possible to root the concept theoretically and to identify its main

dimensions when contextualised in tourism settings. Hence, this knowledge was used to frame the items and the scale to be used to measure apathy and its influence on tourism development.

The empirical part included two Chapters, each of which proposed and tested a different conceptual framework. Chapter Three adopted a resident-based perspective, whereas Chapter Four adopted a tourist-based perspective. Both conceptual models were tested by using data collected in three different tourism destinations, namely Lisbon, which is the capital city of Portugal; Isfahan, known as the capital of tourism in Iran; and Olbia, a municipality located in the north-east of Sardinia (Italy).

Specifically, the conceptual model proposed in Chapter Three aimed at assessing the extent to which three different dimensions of apathy existed in three different tourism destinations and testing how residents' apathy can affect their support of tourism and their willingness to act as brand ambassadors offline and online. The research was based on an SEM approach, and all the hypotheses postulated in the theoretical model were supported by the data, providing clear evidence that residents' apathy (shaped by a lack of interest, lack of initiative and environmental-based apathy) negatively affects residents' support of tourism and their offline and online brand ambassadorship behaviour. This significantly added to the current body of knowledge where apathy was not previously ever investigated.

The theoretical model in Chapter Four aimed at testing apathy from a tourist perspective and through a tourist lens. Specifically, it aimed at testing how residents' apathy, as perceived by tourists, can affect the perceived quality that tourists experience during host–guest encounters and how this influences, in turn, tourists' willingness to act as brand ambassadors of the destination, both offline and online. In this case, data were collected from the same three tourism destinations used as the research setting in the resident-based study. The research again adopted an SEM approach, and the hypotheses were supported, showing that residents' apathy

negatively affects perceived service quality and tourists' willingness to act as brand ambassadors, both offline and online.

Multi-group analysis was also run in both empirical Chapters to assess whether cultural differences among countries could affect the way the conceptual model and related paths can work. Results showed that some differences exist among countries, thus suggesting that somehow cultural differences can discriminate residents' behaviour and host–guest interactions.

The findings are significantly relevant for both theory and practice. From a theoretical point of view, this study is the first attempting to analyse deeply the concept of residents' apathy in tourism settings, to identify its main dimensions and to propose items and scales to be used to measure it. Second, it proves that residents' apathy exerts a significant influence over residents' support of tourism and their willingness to support brand ambassadorship behaviours offline and online. Further, it proves that residents' apathy significantly affects the service quality that tourists might perceive during host–guest interactions, which, in turn, significantly affects tourists' offline and online brand ambassadorship behaviour.

That said, it should also be noted that some paths of both theoretical models were not significant when multi-group analysis was run, suggesting that cultural differences need to be considered when attempting to analyse host–guest interactions.

When running the resident-based model, residents' apathy did not have a significant impact on residents' brand ambassadorship behaviour in Iranian residents (in Isfahan). When considering the tourist-based model, alienation is the main dimension of residents' apathy that seems to be perceived by tourists. These findings seem to suggest that, in tourists' eyes, residents in Isfahan appear to be alienated from the tourism phenomenon. This suggests that the relevant cultural distance that exists among residents and people visiting the destination situations should be removed so that locals can act more proactively and empathetically towards visitors, thus filling

out the host–guest distance. To achieve this aim, attempts should be made to acculturate and educate locals and guests to adapt themselves to one another’s culture while simultaneously preserving the main culture’s own traits and habits.

Finally, when running the tourist-based model for the city of Olbia, findings suggested that residents’ apathy, as perceived by tourists, negatively affects their online brand ambassadorship behaviour. This strongly suggests the need to make residents fully conscious about the extent to which it is important to adopt a proactive role toward tourists and to welcome them warmly to the destination. This will incentivize visitors to talk about the destination positively and recommend the destination, both offline and online, thus effectively sustaining the destination’s brand positioning and creating savings in available economic budgets for the promotion of tourism.

5.2 Limitations of the research and future research directions

Along with its theoretical and managerial contributions, this study is not free of limitations. First, it used convenience samples from each research setting, thus making the results hardly generalisable at the individual destination level. Further, it did not examine explicitly whether intrinsic (socio-demographic and psychographic characteristics of respondents, pro-environmentalism etc.) and extrinsic factors (stage of life cycle, the density of tourists, and the degree of economic dependence of the locality on tourism etc.) characterizing each tourism destination could moderate the way the models worked.

Both theoretical models lack the ability properly to take into account other factors (such as cultural values, personal norms and past perceived needs) that could affect the way they run. These factors could, obviously, influence the predictive power of the models (Nunkoo & Ramkissoon, 2010). These aspects would merit attention in future studies, and repeating the study in other tourism destinations could help to validate the models and related hypotheses in different settings.

Another interesting future research path is related to the opportunity to carry out research specifically aimed at deeply investigating the views that policy makers and destination managers have about the main decisions that could be taken to reduce residents' apathy in their community so that its negative effects on both residents' support of tourism and tourists' experience can be eliminated to a greater extent.

Future studies could also try to identify potential antecedents of residents' apathy and to investigate the extent to which the antecedents influence the different dimensions of residents' apathy. In this vein of research, for example, future studies could examine the role of residents' trust or distrust (Nunkoo & Ramkissoon, 2012; Zuo, Gursoy & Wall, 2017) in shaping their active or apathetic behaviour with tourists.

Further research is also needed to determine if the model can be applied to the same forms of tourism examined in this research in order to find out if there are similarities and differences in the development nature of destinations regarding residents' apathy. It is possible that the specification of the level and type of tourism development may alter the magnitude and direction of the relationships in the model.

5.3 Managerial implications

Policy makers and destination marketers in any tourism destination need to remove barriers that prevent members of the local community from playing an active role in tourism development (e.g., Oviedo-Garcia, Castellanos-Verdugo & Martin-Ruiz, 2008). Apathy has been considered as one of these potential barriers.

Overall, this study's findings suggest that destination marketers and policy makers should plan and implement significant internal marketing operations with the aim of empowering residents, to let them feel themselves to be powerful and active actors in the tourism phenomenon in their community. Particularly, they should be 'trained' to understand that their behaviour during host-guest interactions shapes tourists' perceived service quality and influences the likelihood that tourists will positively talk about the destination, both online and offline. In this way, residents could be more

aware and conscious about the consequences of their behaviour and, thus, more prone to change and improve their behaviour, with the aim of further improving their ability to welcome visitors in their community positively. Recent research on the topic of the smart tourism destination and e-democracy (Del Chiappa & Baggio, 2015; Presenza, Micera, Splendiani & Del Chiappa, 2014; Sigala & Marinidis, 2012) suggests that information and communication technology (ICT) and social media (such as Facebook and Instagram) could be used as internal marketing tools to empower the local community and to allow residents to participate in tourism planning. This, coupled with the fact that this study's findings show that active (non-apathetic) residents would be willing to talk positively about their place to other individuals, especially through online platforms, suggests that destination marketers should do their best to eliminate any digital divides in their community.

Besides these general managerial implications, the study seems to offer tailored suggestions for each country. For example, the findings in the specific context of Isfahan seem to suggest that, in order to eliminate the sort of alienation tourists perceive while interacting with residents, policy makers and destination marketers should let residents have a clear picture of the positive impact that tourism can create for their place (delivering messages about the positive and objective economic, socio-cultural and environmental tourism impacts) and train them in skills to sustain positive host–guest interactions (for example, training them about the importance of cultural differences in interpersonal communication). Further, policy makers should more carefully take into account the need to recover their image so that they can gain higher levels of residents' trust in local authorities and in the way they take decisions about tourism policies.

When the specific context of Olbia is considered, it appears to be evident that residents' apathy is mostly shaped by the environmental-based dimension. This suggests that policy makers and destination marketers should make efforts to run internal marketing operations to make residents more conscious about the local

environment. They should also encourage residents to take daily life initiatives to improve the environment's wealth and should favour any project that local authorities would like to implement with the aim of achieving the same goal.

Finally, when the specific context of Lisbon is considered, some managerial implications appear to be quite evident. In particular, the fact that in Lisbon we found the strongest relationship between residents' apathy and their willingness to act as brand ambassadors (both offline and online) should urge policy makers and destination marketers to take any action that could 'shake' residents from feeling disinterest in the tourism phenomenon and to eliminate any digital divide that could prevent residents from using social media to talk positively about their destination. In this sense, policy makers and destination marketers could and should, for example, do their best to plan and implement a 2.0 destination brand strategy where residents are incentivised to feel themselves gatekeepers of the brand identity of their place. Residents should be encouraged to represent and promote the city in social media and sustain online conversations in which they talk (via text, video, pictures etc.) about the things that they like the most in their community.

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Appendix-A

Questionnaires

Residents questionnaire (English Version)



Good morning/good afternoon,

This questionnaire is part of a PhD research being carried out at the University of Cagliari (Italy) supervised by Professor Giacomo Del Chiappa (University of Sassari) and Professor Antonia Correia (Universidade Europeia). The objective of this study is to create a measurement scale to assess residents' apathy toward tourism development. This survey is entirely anonymous and confidential. All the information collected will only be used for the purpose of this study. It will only take 10 minutes of your time and your contribution is especially important for this dissertation.

We thank you in advance and appreciate your sincerity when answering the following questions.

Section 1: Demographic information

1. **Gender:** ☐ Male ☐ Female

2. **Age:** ☐ 18 – 24 ☐ 25 – 34 ☐ 35 – 44 ☐ 45 – 54 ☐ 55 – 65 ☐ > 65

3. **Education:**

☐ Secondary/High school ☐ Diploma/Trade ☐ University degree
☐ Post graduate degree (Master/PhD) ☐ other please specify

4. **Professional status:**

☐ Employee ☐ Self-employed ☐ Student
☐ Retired ☐ Unemployed ☐ Other

5. **Does your job relate to tourism?** Yes ☐ No ☐

If your answer was YES, please specify your job?

6. **City of residence:** _____

7. **How many years have you been living in the area?** _____

8. **How far is your home from the area where tourists spend their time and are concentrated in? (N° of km):** _____

9. **How frequently are you in contact with tourists or meet tourists in your daily life?**

☐ never ☐ rarely ☐ sometimes ☐ often ☐ frequently ☐ I do not know

10. **What kind of tourism activities (interactions) related with hosting or welcoming tourists have you been involved in?**

11. Please describe the two activities (interactions) that marked you the most:

QUESTION 1: Please think about your behavior as a resident in Sardinia while you welcome or host tourists. Please read each statement and circle the number between 1 and 7 that best reflects your level of agreement with what is stated (**1 = strongly disagree, 4 = neither disagree or agree, and 7 = strongly agree**).

1. I am always ready to learn new things and increase my knowledge about tourists	1	2	3	4	5	6	7
2. Tourists arouse my curiosity	1	2	3	4	5	6	7
3. I am an active person who takes initiative to host or welcome tourists	1	2	3	4	5	6	7
4. Once I start an interaction with a tourist I see it through to the end.	1	2	3	4	5	6	7
5. When I have to host or welcome tourists, I begin spontaneously (Without being asked)	1	2	3	4	5	6	7
6. I make efforts to complete the commitments I have had started with tourists	1	2	3	4	5	6	7
7. Getting together with my friends is important to me as a resident while I am involved in welcoming or hosting tourists	1	2	3	4	5	6	7
8. I'm interested in having new experiences in terms of welcoming or hosting tourists.	1	2	3	4	5	6	7
9. Starting, on my own, to host or welcome tourists is important to me	1	2	3	4	5	6	7
10. As a resident I do not put too much effort on hosting or welcoming tourists	1	2	3	4	5	6	7
11. When tourists seem to be happy I get excited	1	2	3	4	5	6	7
12. Someone has to tell me what I should do to host or welcome tourists each time	1	2	3	4	5	6	7
13. I have no interested in hosting and welcoming tourists	1	2	3	4	5	6	7
14. For me, it is difficult to host or welcome tourists	1	2	3	4	5	6	7
15. I am less spontaneous and less active than usual while hosting or welcoming tourists	1	2	3	4	5	6	7
16. I don't feel emotional when I host or welcome tourists	1	2	3	4	5	6	7
17. I am less enthusiastic about hosting or welcoming tourists than about my usual interests	1	2	3	4	5	6	7
18. In my opinion, this area needs a few courageous, fearless, devoted leaders in whom the tourists can trust more than laws and tourism development programs	1	2	3	4	5	6	7
19. A tourist who has bad manners, habits and breeding can hardly expect to get along with me.	1	2	3	4	5	6	7
20. In my opinion, in spite of what people say, tourists' behaviour is getting worse, not better.	1	2	3	4	5	6	7
21. I get involved in hosting or welcoming tourists at the present, but I have no future plans regarding this.	1	2	3	4	5	6	7
22. There is little use in writing to public officials because most of the time they aren't really interested in tourism problems	1	2	3	4	5	6	7
23. These days I think a person doesn't really know whose tourists we could count on	1	2	3	4	5	6	7
24. life is just one worry after another, so I don't care about tourism	1	2	3	4	5	6	7
25. I think we should leave decisions such as tourism, etc., to professional experts	1	2	3	4	5	6	7

26. In my opinion, tourism and policymakers are too complicated and most people can't really understand what's going on.	1	2	3	4	5	6	7
27. Today, for me the achievement of certain goals in tourism is less important than the ability to get along with people	1	2	3	4	5	6	7
28. I don't get to be in touch with tourists as much as I wish	1	2	3	4	5	6	7
29. I often wonder what the meaning of hosting or welcoming tourists is	1	2	3	4	5	6	7
30. In my opinion, today we need experts in the tourism industry more than before	1	2	3	4	5	6	7
31. In my opinion, common people don't seem to count much in tourism policies nowadays	1	2	3	4	5	6	7
32. I prefer to spend time alone rather than with tourists	1	2	3	4	5	6	7
33. I think it's hard to decide which is better: to work hard to get ahead in one's job, or to spend more time improving tourism development in Sardinia	1	2	3	4	5	6	7
34. There isn't much opportunity for me to advance further in a job related to tourism.	1	2	3	4	5	6	7
35. I think most people are more concerned about the tourism development of their own region rather than about their own private gains.	1	2	3	4	5	6	7
36. In my opinion, too much emphasis has been given to tourism sustainability	1	2	3	4	5	6	7
37. I find it is hard to get too concerned about tourism environmental issues	1	2	3	4	5	6	7
38. For me, most environmental problems caused by tourism will be solved on their own over time	1	2	3	4	5	6	7
39. I don't care about environmental problems caused by tourism	1	2	3	4	5	6	7

QUESTION 2: Please read each statement and circle the number between 1 and 7 that best reflects your level of agreement with what is stated (1 = **strongly disagree**, 4 = **neither disagree or agree**, and 7 = **strongly agree**)

I "talk up" Sardinia as a tourism destination to people I know	1	2	3	4	5	6	7
I bring up Sardinia as a tourism destination in a positive way in conversations I have with friends and acquaintances.	1	2	3	4	5	6	7
In social situations, I speak favourably about Sardinia as a tourism destination.	1	2	3	4	5	6	7
I have provided online reviews about Sardinia as a tourism destination on my social networking sites.	1	2	3	4	5	6	7
I frequently provide online reviews about Sardinia as a tourism destination on my social networking sites.	1	2	3	4	5	6	7
I often post images of the city Sardinia on my social networking sites.	1	2	3	4	5	6	7
I often post information about the city Sardinia on my social networking sites.	1	2	3	4	5	6	7
I frequently participate in knowledge sharing activities about Sardinia as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.	1	2	3	4	5	6	7
I usually involve myself in discussions of various topics about Sardinia as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.	1	2	3	4	5	6	7
When participating in travel or tourism online forums e.g. TripAdvisor.com, I usually actively share my knowledge about Sardinia as a tourism destination with others.	1	2	3	4	5	6	7
I perceive the overall impact of tourism development in my community positively	1	2	3	4	5	6	7
I would support tourism development in my community	1	2	3	4	5	6	7
Further tourism development would positively affect my community's quality of life	1	2	3	4	5	6	7
Tourism is the most important industry for my community	1	2	3	4	5	6	7
Tourism helps my community grow in the right direction	1	2	3	4	5	6	7
Tourism continues to play an important economic role	1	2	3	4	5	6	7
I am proud that tourists are coming in my community	1	2	3	4	5	6	7

Thank you for your valuable cooperation, have a nice day

Residents questionnaire (Italian Version)



Polo universitario di Olbia
Università degli Studi di Sassari

Buongiorno,

insieme al mio relatore di tesi (Prof. Del Chiappa) sto conducendo una ricerca per analizzare come i residenti della città di Olbia si pongono nei confronti del turismo. Per questo le chiediamo di dedicarci **10 minuti** del suo tempo per la buona riuscita della ricerca. I dati forniti saranno trattati per scopi scientifici.

Grazie per la preziosa collaborazione.

Francesca Piroddi & Giacomo Del Chiappa

1. Lei è residente nel comune di Olbia ? ☐ Si ☐ No

2. Sesso: ☐ Maschio ☐ Femmina

3. Et : (La scriva per favore): _____

4. Livello di istruzione

☐ Scuola elementare ☐ Scuola media ☐ Scuola superiore
☐ Universit  ☐ Master/Dottorato di ricerca ☐ Altro,
specificare: _____

5. Occupazione

☐ Impiegato ☐ Libero professionista ☐ Studente ☐ Pensionato
☐ Disoccupato ☐ Insegnante/professore ☐ Dirigente ☐ Altro

6. Stato civile ☐ Single ☐ Sposato/convivenza ☐ Separato/divorziato ☐ Fidanzato/a ☐ Vedovo/a

7. Si considera occupato direttamente/indirettamente in attivit  di tipo turistico? ☐ Si ☐ No

Se la sua risposta   s , scriva per favore tipo di occupazione: _____

8. Da quanti anni vive nel comune di Olbia? (lo scriva per favore): _____

9. Quanto dista la zona in cui vive dalle zone a frequentazione turistica? (indichi quanti km circa) _____

10. Quanto di frequente entra in contatto con i turisti nella sua vita quotidiana?

☐ per niente ☐ raramente ☐ qualche volta ☐ spesso ☐ molto spesso

☐ non so

11. Durante la sua vita quotidiana le capita interagire e/o fare una qualche forma di attivit  di accoglienza ai turisti?

☐ Si ☐ No

Se s , potrebbe descriverci in che modo le capita di interagire e dare accoglienza ai turisti nella sua citt ? (lo scriva sotto per favore)

12. Per favore pensi alle attivit  che le   capitato di fare per interagire e/o accogliere i turisti nel suo territorio, ci descriva le due che lei ricorda di pi  (lo scriva sotto per favore)

13. Pensa qualche istante al comportamento che sei solito tenere quando ti capita di interagire e/o di accogliere i turisti in vacanza nel territorio di Olbia, esprimi quindi il tuo grado di accordo con ognuna delle seguenti affermazioni. Per farlo seleziona un numero da 1 a 7 (1= completamente in disaccordo, 4= né in accordo né in disaccordo, 7= completamente d'accordo)

Sono sempre pronto/interessato ad imparare nuove cose sui turisti	1	2	3	4	5	6	7
I turisti mi incuriosiscono	1	2	3	4	5	6	7
Sono una persona attiva a cui piace prendere iniziative per ospitare e accogliere i turisti	1	2	3	4	5	6	7
Quando inizio ad interagire con un turista mi impegno fino in fondo	1	2	3	4	5	6	7
Quando si tratta di accogliere un turista, sono il primo a prendere l'iniziativa	1	2	3	4	5	6	7
Porto sempre a termine gli impegni che prendo quando interagisco con i turisti	1	2	3	4	5	6	7
Interagire con i miei amici ed avere il loro aiuto è importante quando accolgo i turisti	1	2	3	4	5	6	7
Sono interessato ad imparare nuove cose su come accogliere al meglio i turisti	1	2	3	4	5	6	7
Per me è importante prendere l'iniziativa di accogliere e dare il benvenuto ai turisti	1	2	3	4	5	6	7
Non metto molto impegno nell'accogliere e dare il benvenuto ai turisti nel mio territorio	1	2	3	4	5	6	7
Sono molto entusiasta quando i turisti in città sono felici e si divertono	1	2	3	4	5	6	7
Ho sempre bisogno che qualcuno mi dica cosa dovrei fare per accogliere al meglio i turisti	1	2	3	4	5	6	7
Non sono interessato a dare il benvenuto ed ad accogliere i turisti	1	2	3	4	5	6	7
Per me è difficile capire cosa potrei fare per accogliere al meglio i turisti nel territorio	1	2	3	4	5	6	7
Quando interagisco con i turisti sono meno entusiasta del solito	1	2	3	4	5	6	7
Accogliere i turisti in città non mi dà soddisfazione e non mi "emoziona"	1	2	3	4	5	6	7
Rispetto ai miei interessi, pensare ad accogliere i turisti è quello che mi entusiasma meno	1	2	3	4	5	6	7
Più che di leggi e piani marketing, secondo me questa città ha bisogno di un leader credibile che sia capace di far pensare ai turisti che i loro bisogni saranno soddisfatti	1	2	3	4	5	6	7
Non mi piace interagire con i turisti che hanno comportamenti scorretti e cattive maniere	1	2	3	4	5	6	7
Secondo me il comportamento dei turisti in città sta peggiorando, più che migliorando	1	2	3	4	5	6	7
Mi piace impegnarmi per accogliere i turisti in città ma non so se lo farò anche in futuro	1	2	3	4	5	6	7
Non ha senso fare segnalazioni agli organi di promozione turistica locale perché nella maggior parte delle volte non sono davvero interessati a risolvere i problemi del turismo	1	2	3	4	5	6	7
Penso che la maggior parte dei residenti in città non sappiano su quali turisti sia meglio puntare per far crescere il turismo nel nostro territorio	1	2	3	4	5	6	7
La vita è un susseguirsi di problemi e preoccupazioni, non ho tempo per pensare a come migliorare il turismo nel territorio	1	2	3	4	5	6	7
Penso che le decisioni di sviluppo turistico andrebbero lasciate ai professionisti di settore	1	2	3	4	5	6	7
Gli amministratori locali sono così complicati che la maggior parte dei residenti non capisce cosa si stia facendo per il turismo in città	1	2	3	4	5	6	7
Per me raggiungere certi obiettivi di crescita del turismo è meno importante che andare d'accordo con le persone che mi circondano	1	2	3	4	5	6	7
Non riesco ad interagire con i turisti quanto vorrei	1	2	3	4	5	6	7
Spesso mi chiedo cosa significhi accogliere e dare il benvenuto ai turisti	1	2	3	4	5	6	7
Sono convinto che oggi, più che mai, il turismo abbia bisogno di veri professionisti	1	2	3	4	5	6	7
Penso che le persone nonentino molto sulle politiche pubbliche di sviluppo turistico	1	2	3	4	5	6	7
Preferisco trascorrere il mio tempo da solo che interagendo con i turisti	1	2	3	4	5	6	7
E' difficile capire se sia meglio lavorare duro per il proprio lavoro o dedicare un po' del proprio tempo per partecipare ad iniziative volte a migliorare il turismo nel territorio	1	2	3	4	5	6	7
Nel mio territorio non ho molte opportunità di crescita professionale nel settore turistico	1	2	3	4	5	6	7
Penso che molti residenti siano preoccupati più per le sorti del turismo in città piuttosto che per il proprio benessere personale	1	2	3	4	5	6	7
Penso che il tema della sostenibilità turistica abbia ricevuto fin troppa attenzione	1	2	3	4	5	6	7
E' difficile che io mi preoccupi delle questioni ambientali legate allo sviluppo turistico	1	2	3	4	5	6	7
Penso che la maggior parte dei problemi ambientali generati dal turismo in città si risolveranno da soli nel tempo	1	2	3	4	5	6	7
Non mi interessano i problemi ambientali legati allo sviluppo del turismo nel territorio	1	2	3	4	5	6	7

14. Per favore esprimi il tuo grado di accordo rispetto ad ognuna delle seguenti affermazioni, per farlo seleziona un numero da 1 a 7 (1= completamente in disaccordo, 4= né in accordo né in disaccordo, 7= completamente d'accordo).

Sono solito lodare/magnificare Olbia come una località turistica ai miei conoscenti	1	2	3	4	5	6	7
Nelle conversazioni con amici e conoscenti sono solito menzionare positivamente Olbia come località turistica	1	2	3	4	5	6	7
In occasioni pubbliche o quando mi trovo in compagnia, parlo positivamente di Olbia come località turistica	1	2	3	4	5	6	7
Nei miei profili social ho scritto commenti positivi su Olbia come località turistica	1	2	3	4	5	6	7
Nei miei profili social scrivo spesso commenti positivi su Olbia come località turistica	1	2	3	4	5	6	7
Nei miei profili social posto spesso foto di Olbia	1	2	3	4	5	6	7
Nei miei profili social posto spesso informazioni su Olbia	1	2	3	4	5	6	7
Nei forum, blog e social network turistici condivido frequentemente informazioni che riguardano Olbia come località turistica	1	2	3	4	5	6	7
Nei forum, blog e social network turistici (ad esempio, TripAdvisor) partecipo spesso a conversazioni che parlano in qualche modo di Olbia come località turistica	1	2	3	4	5	6	7
Nei forum, blog e social network turistici (ad esempio, TripAdvisor) sono solito condividere attivamente le conoscenze che possiedo sull'offerta turistica di Olbia	1	2	3	4	5	6	7
Penso che lo sviluppo turistico in città produca più benefici che costi per la comunità	1	2	3	4	5	6	7
Sarei disposto a supportare un ulteriore sviluppo turistico del territorio	1	2	3	4	5	6	7
Un ulteriore sviluppo turistico aumenterebbe la qualità della vita della comunità	1	2	3	4	5	6	7
Il turismo è il settore più importante per l'economia di Olbia	1	2	3	4	5	6	7
Il turismo aiuta la città a crescere nella giusta direzione	1	2	3	4	5	6	7
Il turismo continua a svolgere un ruolo importante per l'economia di Olbia	1	2	3	4	5	6	7
Sono orgoglioso che i turisti decidano di fare le loro vacanze nel territorio di Olbia	1	2	3	4	5	6	7

GRAZIE PER LA COLLABORAZIONE E BUONA GIORNATA

Residents questionnaire (Portuguese Version)



**Universidade
Europeia**

LAUREATE INTERNATIONAL UNIVERSITIES

Bom dia/Boa tarde,

Este questionário é parte duma tese de doutoramento que pretende desenvolver uma escala de medida para avaliar a apatia dos residentes face ao desenvolvimento turístico. Toda a informação recolhida será apenas utilizada para o desenvolvimento deste estudo.

O seu contributo é fundamental e totalmente confidencial e anónimo.

Agradecemos a sua participação e a sinceridade nas respostas.

Questão 1: Informação demográfica

1. **Género:** ☐ Masculino ☐ Feminino

2. **Idade:** ☐ 18 – 24 ☐ 25 – 34 ☐ 35 – 44 ☐ 45 – 54 ☐ 55 – 65 ☐ > 65

3. **Educação:**

☐ Secundário ☐ Curso técnico ☐ Superior

☐ Pos-graduação (Mestrado/PhD) ☐ Outro (por favor especifique)

4. **Situação profissional:**

☐ Empregado ☐ Trabalhador por conta própria

☐ Reformado ☐ Desempregado ☐ Estudante ☐ Outro

5. **O seu trabalho está relacionado com o turismo?** sim ☐ não ☐

Se respondeu sim, pode por favor especificar qual é o seu emprego?

6. **Onde vive?** _____

7. **Há quantos anos vive na área?** _____

8. **A que distância reside dos centros turísticos do seu país ? (km):** _____

9. **Com que frequência recebe/acolhe ou contata com os turista no seu dia-a-dia?**

☐ nunca ☐ muito pouco ☐ algumas vezes ☐ frequentemente ☐ muito frequentemente ☐ não sei

10. **Em que tipo de atividades turísticas (interacções) relacionadas com hospedagem o acolhimento de turistas tem estado envolvido?**

11. Por favor descreva as duas atividades (interacções) que mais o marcaram

QUESTÃO 1) Por favor, pense sobre o seu comportamento como residente em Portugal, quando recebe/encontra ou acolhe um turista. Por favor, leia cada afirmação e circule o número entre 1 e 7 que melhor reflete o seu nível de concordância com o que está indicado (1 = discordo totalmente , 4 = nem discordo nem concordo, e 7 = concordo totalmente) .

Eu estou sempre pronto para aprender coisas novas e aumentar o meu conhecimento sobre os turistas	1	2	3	4	5	6	7
Os turistas despertam a minha curiosidade	1	2	3	4	5	6	7
Sou uma pessoa ativa que toma a iniciativa para receber ou acolher turistas	1	2	3	4	5	6	7
Quando inicio uma interação com um turista, levo-a até ao fim	1	2	3	4	5	6	7
Quando recebo ou acolho um turista faço-o de forma espontanea (sem precisar de ser obrigado)	1	2	3	4	5	6	7
Faço um esforço para terminar os compromissos que assumo com os turistas	1	2	3	4	5	6	7
Estar com os meus amigos é importante para mim quando interajo com os turistas	1	2	3	4	5	6	7
Estou interessado em ter novas experiências de receber ou acolher turistas	1	2	3	4	5	6	7
É importante para mim ser eu a tomar a iniciativa de receber ou acolher turistas	1	2	3	4	5	6	7
Como residente não dou muita importância a receber ou acolher turistas	1	2	3	4	5	6	7
Fico satisfeito quando percebo que os turistas estão felizes	1	2	3	4	5	6	7
Alguém tem que me explicar diariamente como receber/acolher os turistas	1	2	3	4	5	6	7
Não tenho qualquer interesse em receber/acolher turistas	1	2	3	4	5	6	7
É difícil para mim receber/acolher turistas	1	2	3	4	5	6	7
Sou menos espontâneo e menos ativo quando recebo/acolho turistas	1	2	3	4	5	6	7
Receber ou acolher turistas não me emociona	1	2	3	4	5	6	7
Sou menos entusiasta a receber/acolher turistas do que em relação aos meus outros interesses	1	2	3	4	5	6	7
Na minha opinião, Portugal precisa de líderes com coragem para desenvolver o turismo e nos quais se possa confiar. mais do que leis e programas de desenvolvimento turístico							
Um turista com maus modos, hábitos ou má educação não é bem recebido por mim	1	2	3	4	5	6	7
Na minha opinião, ao contrário do que se diz, o comportamento dos turistas está cada vez pior	1	2	3	4	5	6	7
Atualmente estou envolvido em receber/acolher turistas mas não tenho planos para o futuro	1	2	3	4	5	6	7
Na minha opinião, não vale a pena reportar os problemas turísticos às autoridades públicas porque eles não estão realmente interessados em resolvê-los.							
Na minha opinião, atualmente nunca se sabe se podemos contar com os turistas ou com que turistas podemos contar	1	2	3	4	5	6	7
A vida é uma preocupação permanente por isso não me preocupo com o turismo	1	2	3	4	5	6	7
Na minha opinião decisões sobre desenvolvimento turístico devem ser tomadas por especialistas	1	2	3	4	5	6	7

Na minha opinião as políticas turísticas são muito complicadas para serem percebidas pelos residentes.	1	2	3	4	5	6	7
Para mim, atualmente, alcançar certos objetivos em turismo é menos importante do que estar bem com os outros	1	2	3	4	5	6	7
Não estou em contato com os turistas tanto quanto gostaria	1	2	3	4	5	6	7
Costumo questionar-me sobre o que significa receber ou acolher turistas	1	2	3	4	5	6	7
Na minha opinião, precisamos cada vez mais de especialistas em turismo	1	2	3	4	5	6	7
Na minha opinião, os residentes não são considerados na definição de políticas de desenvolvimento turístico	1	2	3	4	5	6	7
Gosto mais de estar sozinho do que com turistas	1	2	3	4	5	6	7
Na minha opinião, é difícil decidir se é melhor apostar num bom emprego ou contribuir para o desenvolvimento turístico em Portugal	1	2	3	4	5	6	7
Para mim não há muitas oportunidades de ter um bom emprego na área do turismo	1	2	3	4	5	6	7
Na minha opinião a maior parte dos residentes estão mais preocupados com o desenvolvimento turístico da sua região do que com os seus ganhos pessoais	1	2	3	4	5	6	7
Considero que tem sido colocada um grande ênfase na sustentabilidade turística	1	2	3	4	5	6	7
Estar preocupado com as questões ambientais turísticas é difícil para mim	1	2	3	4	5	6	7
A maioria dos problemas turísticos ambientais resolvem-se por si próprios ao longo do tempo	1	2	3	4	5	6	7
Não me preocupo com as questões ambientais provocadas pelo turismo	1	2	3	4	5	6	7

QUESTÃO 2: leia cada uma das afirmações e identifique o seu grau de concordância com cada uma delas numa escala de 1 a 7 (1 = discordo totalmente, 4 = não concordo nem discordo, e 7 = concordo totalmente)

Eu falo de Portugal, enquanto destino turístico, com as pessoas que conheço.	1	2	3	4	5	6	7
Converso positivamente sobre Portugal como um destino turístico com os meus amigos e conhecidos	1	2	3	4	5	6	7
Socialmente, dou uma opinião favorável sobre Portugal como um destino turístico	1	2	3	4	5	6	7
Já escrevi e/ou publiquei comentários sobre Portugal, enquanto destino turístico, nas minhas redes sociais.	1	2	3	4	5	6	7
Frequentemente escrevo/publico comentários sobre Portugal, enquanto destino turístico, nas minhas redes sociais	1	2	3	4	5	6	7
Coloco imagens de Portugal nas minhas redes sociais	1	2	3	4	5	6	7
Coloco opiniões favoráveis sobre Portugal como um destino turístico nas minhas redes sociais	1	2	3	4	5	6	7
Frequentemente partilho informação sobre Portugal em fóruns turísticos online tais como o TripAdvisor.com.	1	2	3	4	5	6	7
Eu costumo envolver-me em discussões sobre Portugal como destino turístico em fóruns online como por exemplo, TripAdvisor.com.	1	2	3	4	5	6	7
Ao participar em fóruns online como por exemplo, TripAdvisor.com, partilho frequentemente o meu conhecimento sobre Portugal como destino turístico.	1	2	3	4	5	6	7
Percebo o impacto do desenvolvimento turístico como extremamente positivo	1	2	3	4	5	6	7
Apoio o desenvolvimento turístico no meu país	1	2	3	4	5	6	7
O desenvolvimento turístico afeta positivamente a qualidade de vida da minha comunidade	1	2	3	4	5	6	7
O turismo é a atividade económica mais importante do meu país	1	2	3	4	5	6	7
O turismo ajuda o meu país a crescer na direção certa	1	2	3	4	5	6	7
O turismo mantém uma posição económica relevante	1	2	3	4	5	6	7
Tenho orgulho que os turistas escolham o meu país para passarem férias	1	2	3	4	5	6	7

Obrigado pela sua preciosa colaboração.

Residents questionnaire (Persian Version)



سلام وقت شما بخیر

این پرسشنامه بخشی از یک پروژه تحقیقاتی است که قرار است با همکاری شما به ما کمک کند تا تصویر روشنی نسبت به توسعه گردشگری از دیدگاه ساکنان در کشورمان داشته باشیم. هدف این پروژه پژوهشی ساختن یک مقیاس اندازه‌گیری برای ارزیابی بی‌تفاوتی (بی میلی) ساکنان نسبت به توسعه گردشگری است. اطلاعات جمع‌آوری شده از این پرسشنامه کاملاً بدون نام و محرمانه خواهد بود. همچنین یادآور می‌شویم، تمام اطلاعات جمع‌آوری شده از طریق این پرسشنامه برای هدف تعریف شده در این پروژه مورد استفاده قرار خواهد گرفت.

با علم به ارزشمندی وقت شما، قول می‌دهیم پاسخ دادن به این پرسشنامه بیشتر از حدود ده تا پانزده دقیقه از وقت شما را به خود اختصاص ندهد. همکاری شما در پاسخ به این پرسشنامه برای ما و نتایج حاصل از آن بسیار ارزشمند خواهد بود.

ما پیشاپیش دوست داریم از همکاری شما تشکر کنیم و به شما اطمینان دهیم که قردادان پاسخ‌های صادقانه‌تان به پرسش‌های مطرح شده خواهیم بود. با احترام

بخش یک: اطلاعات دموگرافیک

- (۱) جنسیت: (۱) مرد ☐ (۲) زن ☐
- (۲) سن: ☐ ۱۸ تا ۲۴ ☐ ۲۵ تا ۳۴ ☐ ۳۵ تا ۴۴ ☐ ۴۵ تا ۵۴ ☐ ۵۵ تا ۶۵ ☐ ۶۵ به بالا ☐
- تحصیلات:
- (۳) کمتر از دیپلم ☐ دیپلم ☐ کارشناسی (مدرک دانشگاهی) ☐ تحصیلات عالی (ارشد، دکترا) ☐ سایر ☐ لطفاً برایمان بنویسید.....
- (۴) وضعیت شغلی:
- کارمند ☐ خویش فرما (یا شغل آزاد) ☐ دانشجو ☐
- بازنشسته ☐ بیکار / در جستجوی کار ☐ سایر ☐
- (۵) آیا شغل شما با گردشگری مرتبط است؟ ☐ بلی ☐ خیر ☐
- اگر پاسخ شما "بلی" است، لطفاً عنوان شغل‌تان را برایمان بنویسید.....
- (۶) شهر محل اقامت شما.....
- (۷) چند سال است که در این شهر/منطقه زندگی می‌کنید؟.....
- (۸) محل زندگی شما چند کیلومتر از محلی که اغلب گردشگران وقت خود را در آنجا می‌گذرانند (مراکز گردشگری معروف)، فاصله دارد؟ (لطفاً به کیلومتر برایمان بنویسید)
- (۹) تعداد دفعات روبرویی شما با گردشگران و دیدار با آنها در زندگی روزانه‌تان چقدر است؟
- هرگز ☐ به ندرت ☐ گه‌گاه ☐ اغلب ☐ مکرراً ☐ نمی‌دانم ☐
- (۱۰) چه نوع فعالیت‌های گردشگری (بیشتر از نوع تعامل و گفت و گوی رودرو) مربوط به میزبانی و یا خوش آمدگویی به گردشگران را تجربه می‌کنید/ کرده‌اید؟

(۱۱) لطفاً اگر دوست داشتید دو نوع از فعالیت‌هایی که برایمان در جواب سوال بالا اشاره کردید را به صورت مختصر بنویسید.

سوال ۱:



لطفاً به عنوان یک ساکن و شهروند در مورد رفتار خود در محل زندگی خود به هنگام رودرو شدن با یک گردشگر فکر کنید. سپس به هریک از جمله‌های زیر با انتخاب محل تعیین شده امتیازی بین ۱ تا ۷ بدهید. در نظر داشته باشید که ۷ یعنی به طور کامل با جمله بیان شده موافقت، ۴ یعنی نه به طور کامل موافقت هستید نه به طور کامل مخالف و امتیاز ۱ یعنی با جمله بیان شده به طور کامل مخالف هستید.

۷	۶	۵	۴	۳	۲	۱	(۱) من همیشه آماده هستم که چیزهای جدیدی یاد بگیرم و دانش خود را در مورد گردشگران افزایش دهم.
۷	۶	۵	۴	۳	۲	۱	(۲) گردشگران کنجکاوی من را برانگیخته می‌کنند.
۷	۶	۵	۴	۳	۲	۱	(۳) من فرد فعالی هستم که ابتکار عمل را در میزبانی و خوش‌آمدگویی به گردشگران در دست می‌گیرم.
۷	۶	۵	۴	۳	۲	۱	(۴) وقتی که یک تعامل رودرویی با یک گردشگر آغاز می‌کنم دوست دارم تا آنرا به انتها برسانم.
۷	۶	۵	۴	۳	۲	۱	(۵) زمانی که مجبور می‌شوم از گردشگران میزبانی کنم و یا خوش و بشی با آنها داشته باشم، به طور خودانگیخته (با میل خود) آن را انجام می‌دهم.
۷	۶	۵	۴	۳	۲	۱	(۶) من تلاش می‌کنم تا تعهداتی (مانند میزبانی و خوش و بش کردن) که با رودرویی با گردشگران شروع کرده‌ام به پایان برسانم.
۷	۶	۵	۴	۳	۲	۱	(۷) همراهی با دوستانم برای من در زمانی که در کنار همدیگر با گردشگران مواجه می‌شویم اهمیت دارد.
۷	۶	۵	۴	۳	۲	۱	(۸) به دست آوردن تجربیات جدید به هنگام رویارویی با یک گردشگر برایم اهمیت دارد.
۷	۶	۵	۴	۳	۲	۱	(۹) شروع یک میزبانی و مهمان‌نوازی با یک گردشگر از جانب خودم برایم اهمیت دارد.
۷	۶	۵	۴	۳	۲	۱	(۱۰) به عنوان یک ساکن تلاش زیادی برای میزبانی و مهمان‌نوازی برای گردشگران انجام نمی‌دهم.
۷	۶	۵	۴	۳	۲	۱	(۱۱) زمانی که به نظر می‌رسد گردشگران خوشحال هستند، من نیز هیجان‌زده می‌شوم.
۷	۶	۵	۴	۳	۲	۱	(۱۲) کسی باید به من توضیح دهد چه کاری در مواجهه با گردشگران می‌توانم برای آنها انجام دهم.
۷	۶	۵	۴	۳	۲	۱	(۱۳) من هیچ علاقه‌ای برای میزبانی و مهمان‌نوازی گردشگران ندارم.
۷	۶	۵	۴	۳	۲	۱	(۱۴) برای من رودرویی و خوش‌و‌بش کردن با گردشگران سخت است.
۷	۶	۵	۴	۳	۲	۱	(۱۵) من به طور خودخواسته کمتر برای ارتباط با گردشگران علاقمند می‌شوم و فکر می‌کنم کمتر از حد معمول برای مهمان‌نوازی و خوش‌و‌بش با گردشگران راغب هستم.
۷	۶	۵	۴	۳	۲	۱	(۱۶) من در مواجهه با گردشگران برای میزبانی و خوش‌و‌بش کردن با آنها احساساتی نمی‌شوم (یا احساساتی از خود بروز نمی‌دهم).
۷	۶	۵	۴	۳	۲	۱	(۱۷) من برای میزبانی و خوش‌و‌بش کردن با گردشگران کمتر از علایق شخصی خودم مشتاق هستم.
۷	۶	۵	۴	۳	۲	۱	(۱۸) به نظر من، محل زندگی ما به چند لیدر و رهبر شجاع و بی‌باک نیاز دارد تا ساکنان بیش از قوانین و برنامه‌های توسعه گردشگری، به آنها اعتماد کنند.
۷	۶	۵	۴	۳	۲	۱	(۱۹) گردشگرانی که خلق‌و‌خو و عادت‌های بدی داشته باشند شانس کمتری دارند تا بتوانند از همراهی من بهره‌مند شوند.



۷	۶	۵	۴	۳	۲	۱	(۲۰) به نظر من برخلاف آنچه مردم می‌پندارند، رفتار گردشگران در حال بدتر شدن است و نه بهتر شدن.
۷	۶	۵	۴	۳	۲	۱	(۲۱) من در حال حاضر درگیر میزبانی از گردشگران هستم اما برنامه مشخصی برای این منظور در آینده ندارم.
۷	۶	۵	۴	۳	۲	۱	(۲۲) فکر می‌کنم نامه‌نگاری در مورد مشکلات توسعه گردشگری به مقامات دولتی کمتر سودمند باشد؛ به این خاطر که در اکثر مواقع آنها واقعا علاقه‌مند به حل این مشکلات نیستند.
۷	۶	۵	۴	۳	۲	۱	(۲۳) به نظر من این روزها افراد واقعا نمی‌دانند به چه دلیل ما می‌توانیم روی گردشگری حساب باز کنیم.
۷	۶	۵	۴	۳	۲	۱	(۲۴) من فکر می‌کنم زندگی فقط شامل نگرانی‌های پی‌درپی است، بنابراین من به موضوعات گردشگری اعتنایی نمی‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۲۵) من فکر می‌کنم ما باید تصمیماتی مانند گردشگری را به متخصصان حرفه‌ای واگذار کنیم.
۷	۶	۵	۴	۳	۲	۱	(۲۶) به نظر من گردشگری و سیاست‌گذاران آن خیلی پیچیده هستند و بیشتر مردم واقعا از کارهای آنها سردر نمی‌آورند.
۷	۶	۵	۴	۳	۲	۱	(۲۷) برای من این روزها دستیابی به اهداف مشخص در برنامه‌های گردشگری منطقه‌ای که در آن زندگی می‌کنم کمتر از توانایی همراهی با مردم اهمیت دارد.
۷	۶	۵	۴	۳	۲	۱	(۲۸) من به اندازه‌ای که دوست دارم با گردشگران در تماس و ارتباط نیستم.
۷	۶	۵	۴	۳	۲	۱	(۲۹) من گاهی در مورد اینکه واقعا معنی میزبانی و مهمانوازی گردشگری چیست متعجب و حیرت‌زده می‌شوم.
۷	۶	۵	۴	۳	۲	۱	(۳۰) به نظر من نیاز امروز ما به متخصصان حوزه گردشگری بیشتر از گذشته است.
۷	۶	۵	۴	۳	۲	۱	(۳۱) به نظر من افراد عادی خیلی در سیاست‌های گردشگری مهم شمرده نمی‌شوند.
۷	۶	۵	۴	۳	۲	۱	(۳۲) من ترجیح می‌دهم بیشتر تنها باشم تا با گردشگران وقتم را بگذرانم.
۷	۶	۵	۴	۳	۲	۱	(۳۳) فکر می‌کنم سخت است که تصمیم بگیریم کدام یک بهتر است: سخت‌کوشی برای پیشرفت در شغل خود و یا وقت گذاشتن برای توسعه و تقویت گردشگری در محل زندگی‌ام
۷	۶	۵	۴	۳	۲	۱	(۳۴) فکر می‌کنم فرصت‌های شغلی زیادی برای پیشرفت بیشتر در یک شغل مربوط به گردشگری برای من فراهم نیست.
۷	۶	۵	۴	۳	۲	۱	(۳۵) من فکر می‌کنم دغدغه بیشتر مردم در محل زندگی خودشان برای توسعه گردشگری اگر از منفعت‌های شخصی خودشان بیشتر نباشد کمتر نیست.
۷	۶	۵	۴	۳	۲	۱	(۳۶) به نظر من تاکید خیلی زیادی در بحث گردشگری پایدار در منطقه صورت گرفته شده است.
۷	۶	۵	۴	۳	۲	۱	(۳۷) من فکر می‌کنم که داشتن دغدغه بیش از حد نسبت به مشکلات زیست محیطی گردشگری سخت‌گیرانه است.
۷	۶	۵	۴	۳	۲	۱	(۳۸) به نظر من بیشتر مشکلات محیط زیستی ناشی از گردشگری به خودی خود در طول زمان حل خواهد شد.
۷	۶	۵	۴	۳	۲	۱	(۳۹) من اهمیتی به مشکلات زیست محیطی به وجودآمده از گردشگری نمی‌دهم.



سوال ۲:

لطفاً به عنوان یک ساکن و شهروند در مورد رفتار خود در مورد کشور ایران به عنوان یک مقصد گردشگری فکر کنید. سپس به هریک از جمله‌های زیر با انتخاب محل تعیین شده امتیازی بین ۱ تا ۷ بدهید. در نظر داشته باشید که ۷ یعنی به طور کامل با جمله بیان شده موافقت، ۴ یعنی نه به طور کامل موافقت هستید نه به طور کامل مخالف و امتیاز ۱ یعنی با جمله بیان شده به طور کامل مخالف هستید.

۷	۶	۵	۴	۳	۲	۱	(۱) من در مورد کشورم ایران به عنوان یک مقصد گردشگری با افرادی که می‌شناسم با نظر مساعدی بحث می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۲) من ایران را به عنوان یک مقصد گردشگری به طور مثبتی در صحبت‌هایی که با دوستان و آشنایانم دارم، مطرح می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۳) در موقعیت‌های اجتماعی، من در مورد ایران به عنوان یک مقصد توریستی با دید مطلوبی بحث می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۴) من نظرات آنلاین خودم را در مورد ایران به عنوان یک مقصد توریستی در سایت‌های شبکه های اجتماعی مطرح می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۵) من مکرراً نظرات آنلاین خودم را در مورد ایران به عنوان یک مقصد توریستی در سایت‌های شبکه های اجتماعی مطرح می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۶) من اغلب تصاویری از کشور ایران در سایت‌های شبکه‌های اجتماعی پست می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۷) من اغلب اطلاعاتی در مورد کشور ایران در سایت‌های شبکه های اجتماعی پست می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۸) من اغلب در فعالیت‌های به اشتراک‌گذاری دانش در فروم‌های آنلاین گردشگری مثل Tripadvisor.com در مورد ایران به عنوان مقصد گردشگری مشارکت می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۹) من معمولاً در بحث‌های مختلف در مورد ایران به عنوان یک مقصد گردشگری در فروم‌های آنلاین سفر و گردشگری مانند Tripadvisor.com شرکت می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۱۰) به هنگام مشارکت در فروم‌های آنلاین گردشگری و سفر مانند Tripadvisor.com ، من معمولاً به صورت فعالانه دانش‌ام را در مورد ایران به عنوان یک مقصد توریستی با دیگران به اشتراک می‌گذارم.
۷	۶	۵	۴	۳	۲	۱	(۱۱) من تأثیر کلی توسعه گردشگری در جامعه خودم را مثبت ارزیابی می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۱۲) من از توسعه گردشگری در جامعه خودم حمایت می‌کنم.
۷	۶	۵	۴	۳	۲	۱	(۱۳) توسعه بیشتر گردشگری به طور مثبتی، کیفیت زندگی جامعه من را تحت تأثیر قرار خواهد داد.
۷	۶	۵	۴	۳	۲	۱	(۱۴) گردشگری مهمترین صنعت برای جامعه من است.
۷	۶	۵	۴	۳	۲	۱	(۱۵) گردشگری کمک می‌کند تا جامعه من در مسیر درستی رشد کند.
۷	۶	۵	۴	۳	۲	۱	(۱۶) گردشگری به داشتن نقش مهم اقتصادی ادامه خواهد داد.
۷	۶	۵	۴	۳	۲	۱	(۱۷) من افتخار می‌کنم که گردشگران در حال آمدن به جامعه من هستند.

از همکاری صمیمانه و ارزشمند شما سپاسگزاریم.

روز خوبی داشته باشید

Tourists questionnaire English Version



Good morning/good afternoon,

This questionnaire is part of a PhD research being carried out at the University of Cagliari and the University of Sassari. The objective of this study is to create a measurement scale to assess residents' apathy toward tourism development perceived by tourists. All the information collected will only be used for the purpose of this study.

We will be grateful if you participate in the survey (10 minutes, even less), your contribution is especially important for this study. This survey is entirely anonymous and confidential.

We appreciate your sincerity when answering the following questions. We wish you a nice day.

Kindest regards.

QUESTION 1: Please think about residents in general and residents' behavior during your stay in Sardinia/Olbia and read each statement and circle the number between 1 and 7 that best reflects your level of agreement with what is stated (**1 = strongly disagree, 4 = neither disagree or agree, and 7 = strongly agree**).

1 = strongly disagree —————> 4 = neither disagree or agree —————> 7 = strongly agree	1	2	3	4	5	6	7
I think residents are always ready to learn new things and increase their knowledge about tourists.							
I feel tourists arouse residents' curiosity.							
To my experience, residents are active persons who take initiative to host or welcome tourists.							
To my experience, once a resident starts an interaction with a tourist s/he sees it through to the end.							
I think when a resident has to host or welcome tourists, s/he begins spontaneously (without being asked).							
I think residents make efforts to complete the commitments they have started with tourists (commitments such as making interaction, host or welcome tourists).							
In my opinion, getting together with friends is important to residents while they are involved in welcoming or hosting tourists.							
I feel residents are interested in having new experiences in terms of welcoming or hosting tourists.							
I feel starting an interaction, by themselves, with tourists is important to residents.							
I think residents do not put too much effort on hosting or welcoming tourists.							
I feel when tourists seem to be happy, residents get excited.							
In my opinion, someone has to tell to residents what they should do to host or welcome tourists each time.							
For me, residents have no interest in hosting and welcoming tourists.							
I feel it is difficult to host or welcome tourists for residents.							
In my opinion, residents are less spontaneous and less active than usual while hosting or welcoming tourists.							
I feel residents don't feel emotional when they host or welcome tourists							
I feel residents are less enthusiastic about hosting or welcoming tourists than about their usual interests							
In my opinion, this area needs a few courageous, fearless, devoted leaders in whom the tourists can trust more than laws and tourism development programs							
I think a tourist who has bad manners, habits and breeding can hardly expect to get along with residents.							
In my opinion, in spite of what people say, residents' behaviour is getting worse, not better.							



I feel residents get involved in hosting or welcoming tourists at the present, but they have no future plans regarding this.	1	2	3	4	5	6	7
These days I think a resident doesn't really know whose tourists we could count on	1	2	3	4	5	6	7
1 = strongly disagree —————> 4 = neither disagree or agree —————> 7 = strongly agree							
I think, residents feel life is just one worry after another, so they don't care about tourism	1	2	3	4	5	6	7
I think residents should leave decisions such as tourism, etc., to professional experts	1	2	3	4	5	6	7
In my opinion, today, for residents the achievement of certain goals in tourism is less important than the ability to get along with people.	1	2	3	4	5	6	7
I feel residents don't get to be in touch with tourists as much as they wish.	1	2	3	4	5	6	7
I feel residents often wonder what the meaning of hosting or welcoming tourists is.	1	2	3	4	5	6	7
In my opinion, today residents need experts in the tourism industry more than before	1	2	3	4	5	6	7
In my opinion, residents don't seem to count much in tourism policies nowadays	1	2	3	4	5	6	7
I feel residents prefer to spend time alone rather than with tourists	1	2	3	4	5	6	7
I think for residents it's hard to decide which is better: to work hard to get ahead in one's job, or to spend more time improving tourism development in their destination	1	2	3	4	5	6	7
In my opinion, there isn't much opportunity for them to advance further in a job related to tourism.	1	2	3	4	5	6	7
I think most residents are more concerned about the tourism development of their own region rather than about their own private gains.	1	2	3	4	5	6	7
In my opinion, too much emphasis has been given to tourism sustainability in this destination	1	2	3	4	5	6	7
I find, for residents, it is hard to get too concerned about tourism environmental issues	1	2	3	4	5	6	7
I feel residents has the idea that most environmental problems caused by tourism will be solved on their own over time	1	2	3	4	5	6	7
I feel residents don't care about environmental problems caused by tourism	1	2	3	4	5	6	7

QUESTION 2: Please read each statement and circle the number between 1 and 7 that best reflects your level of agreement with what is stated (**1 = strongly disagree, 4 = neither disagree or agree, and 7 = strongly agree**)

1 = strongly disagree —————> 4 = neither disagree or agree —————> 7 = strongly agree							
I "talk up" Sardinia/Olbia as a tourism destination to people I know	1	2	3	4	5	6	7
I bring up Sardinia/Olbia as a tourism destination in a positive way in conversations I have with friends and acquaintances.	1	2	3	4	5	6	7
In social situations, I speak favourably about Sardinia/Olbia as a tourism destination.	1	2	3	4	5	6	7
I have provided online reviews about Sardinia/Olbia as a tourism destination on my social networking sites.	1	2	3	4	5	6	7
I frequently provide online reviews about Sardinia/Olbia as a tourism destination on my social networking sites.	1	2	3	4	5	6	7
I often post images of the city Sardinia/Olbia on my social networking sites.	1	2	3	4	5	6	7
I often post information about Sardinia/Olbia on my social networking sites.	1	2	3	4	5	6	7
I frequently participate in knowledge sharing activities about Sardinia/Olbia as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.	1	2	3	4	5	6	7
I usually involve myself in discussions of various topics about Sardinia/Olbia as a tourism destination in travel or tourism online forums e.g. TripAdvisor.com.	1	2	3	4	5	6	7



When participating in travel or tourism online forums e.g. TripAdvisor.com, I usually actively share my knowledge about Sardinia/Olbia as a tourism destination with others.	1	2	3	4	5	6	7
I perceive the overall impact of tourism development in this community positively	1	2	3	4	5	6	7
I think residents would support tourism development in their community	1	2	3	4	5	6	7
I feel further tourism development would positively affect this community's quality of life	1	2	3	4	5	6	7
Tourism is the most important industry for this community	1	2	3	4	5	6	7
Tourism helps this community grow in the right direction	1	2	3	4	5	6	7
Tourism continues to play an important economic role in this community	1	2	3	4	5	6	7
I think residents are proud that tourists are coming to their community	1	2	3	4	5	6	7

QUESTION 3: Please read each statement, consider Sardinia/Olbia and circle the number between 1 and 7 that best reflects your level of agreement with what is stated (1 = **strongly disagree**, 4 = **neither disagree or agree**, and 7 = **strongly agree**).

1 = strongly disagree	→ 4 = neither disagree or agree			→ 7 = strongly agree			
Residents should make information easily obtainable by the tourists.	1	2	3	4	5	6	7
Residents are always willing to help tourists.	1	2	3	4	5	6	7
The behaviour of residents should instil confidence in tourists	1	2	3	4	5	6	7
Generally, the residents provide information on the area reliably, consistently, and dependably.	1	2	3	4	5	6	7
Generally, the residents are competent and well informed about the tourist offer in the area.	1	2	3	4	5	6	7
Generally, the residents enjoy interacting with people from different cultures.	1	2	3	4	5	6	7
Generally, the residents are approachable and easy to contact.	1	2	3	4	5	6	7
Generally, the residents are courteous, polite, and respectful.	1	2	3	4	5	6	7
Generally, the residents listen to me and speak in a language that I can understand.	1	2	3	4	5	6	7
Generally, the residents are trustworthy, believable, and honest.	1	2	3	4	5	6	7
Generally, the residents make the effort to understand my needs.	1	2	3	4	5	6	7
I'm satisfied with my holidays in this tourist area.	1	2	3	4	5	6	7
I'm glad I chose this area as a destination for my holidays.	1	2	3	4	5	6	7
This holiday has met my expectations.	1	2	3	4	5	6	7
I will say positive things about this destination to other people.	1	2	3	4	5	6	7
I will recommend this destination to someone who seeks my advice.	1	2	3	4	5	6	7
I will encourage friends and relatives to visit this destination.	1	2	3	4	5	6	7
I would recommend this destination to other people through my social network account.	1	2	3	4	5	6	7
I would share positive comment about this destination over social media (Tripadvisor, Zoover, etc).	1	2	3	4	5	6	7
I will consider this destination as my first choice for my next holiday.	1	2	3	4	5	6	7
I will be back to visit this destination in the next few years.	1	2	3	4	5	6	7

DEMOGRAPHIC INFORMATION

Gender: ☐ Male ☐ Female

Age: ☐ 18 – 24 ☐ 25 – 34 ☐ 35 – 44 ☐ 45 – 54 ☐ 55 – 65 ☐ > 65

Education: ☐ None ☐ Primary school ☐ High school ☐ Secondary school

☐ University degree ☐ Master/ PhD



Occupation: ☐ Employee ☐ Self-employed ☐ Retired
 ☐ Occasional worker ☐ Unemployed ☐ Student ☐ Other

Length of stay: ☐ Less than 3 days ☐ 3-7 days ☐ More than 7 days

With whom did you come to Sardinia/Olbia? ☐ Alone ☐ My girlfriend/boyfriend
 ☐ Family ☐ With friends

Reason for your stay: ☐ Leisure ☐ Business ☐ Other, please specify:

Is this your first trip to Sardinia/Olbia? ☐ Yes ☐ No

If your answer to the previous question was “No”, how many times have you already been in Sardinia (please specify)? ____

In which tourist area in Sardinia did you spend your holiday (Please specify):

Your Nationality (please specify):_____

If you would like to receive the result of this study, please write your email address:

THANK YOU SO MUCH FOR YOUR VALUABLE COLLABORATION, HAVE A NICE DAY!

Appendix-B

Structural Equation Modelling (SEM) Outputs

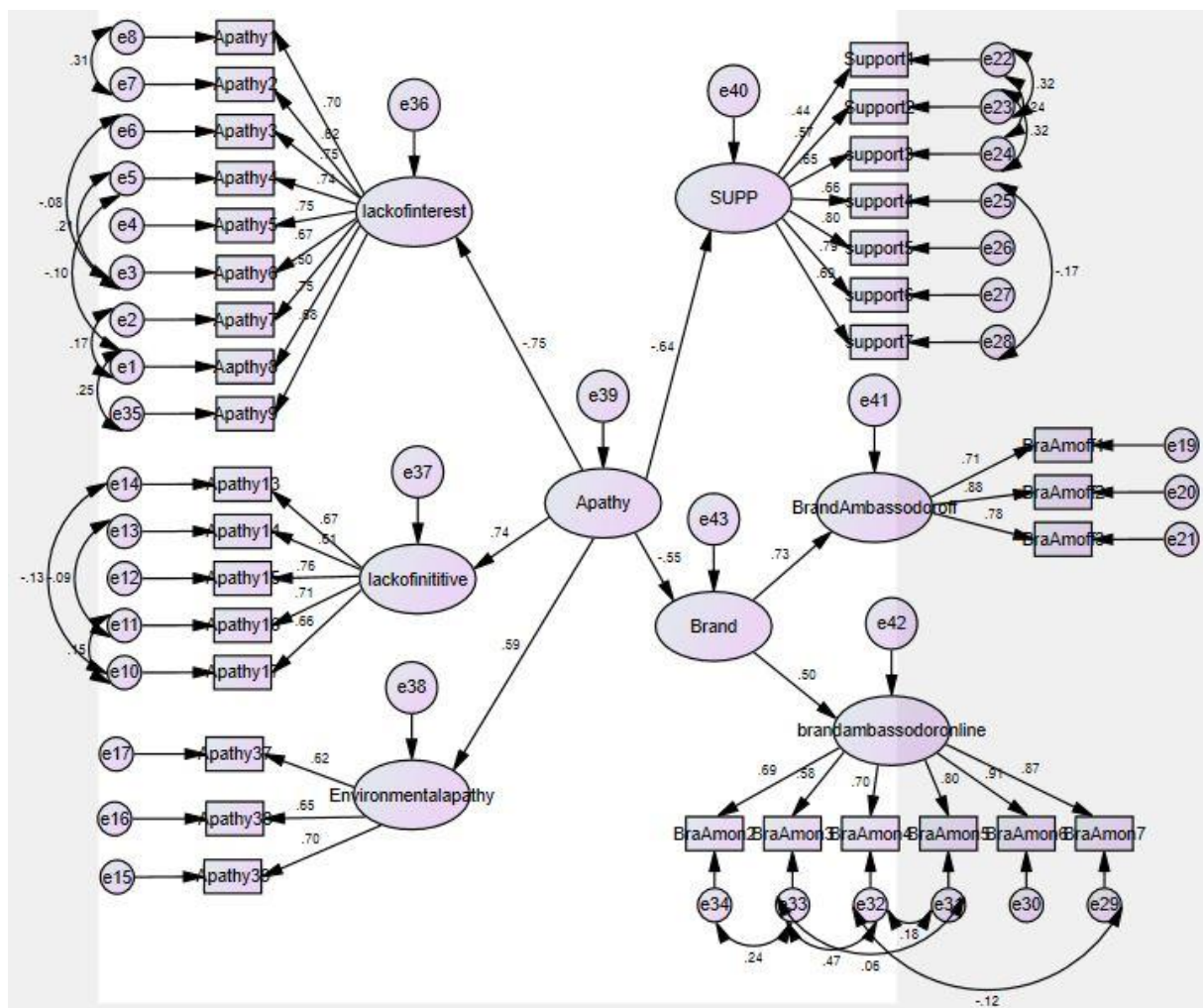


Figure A 1 Structural Equation Modelling (SEM) diagram (reident-based model)

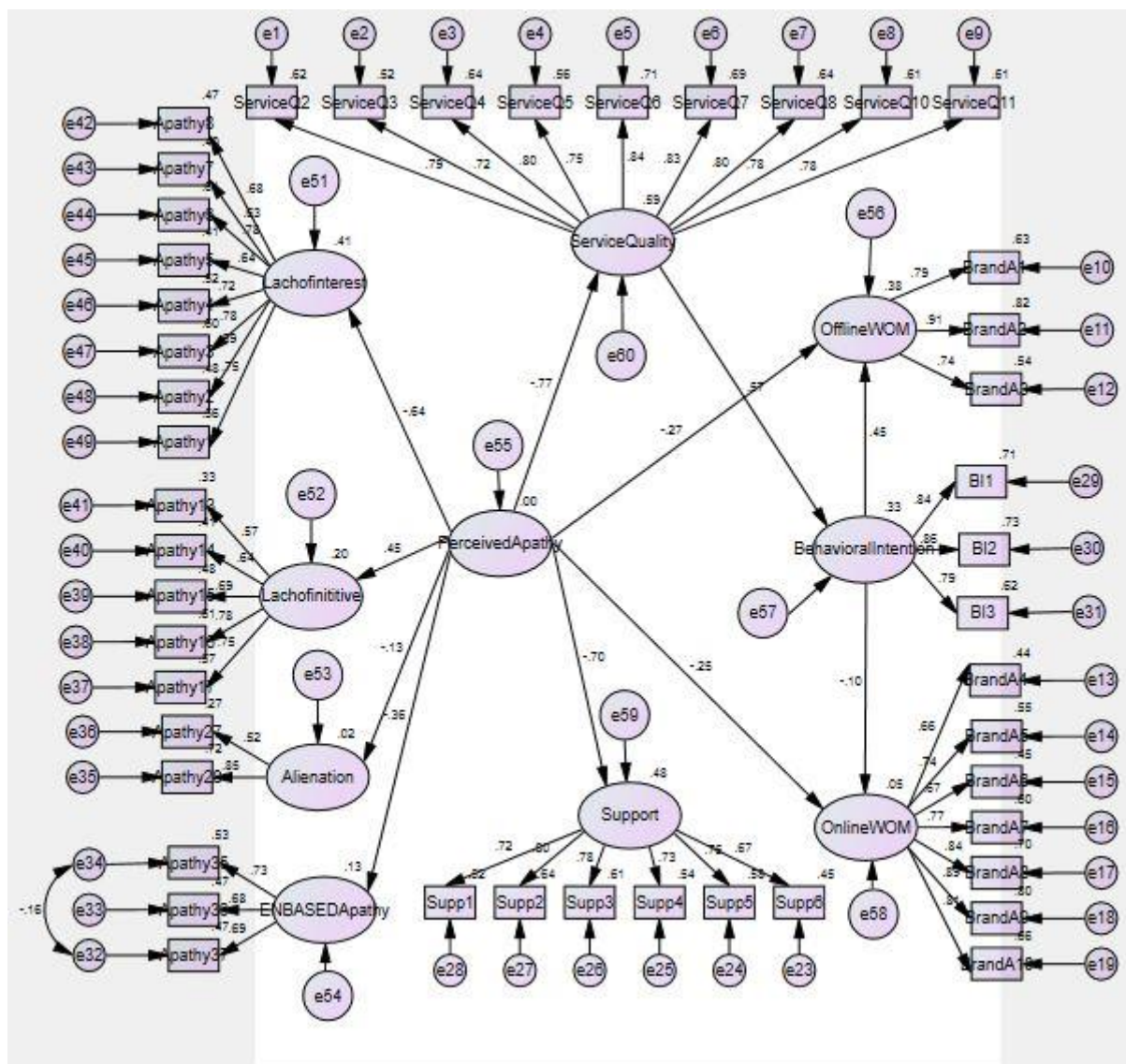


Figure A 2 Structural Equation Modelling (SEM) diagram (tourist-based model)

