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The effect of place image and place attachment on residents' perceived value and support for tourism development

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ABSTRACT

Very few studies have investigated place image (PI) and place attachment (PA) from the perspective of the residents. Accordingly, this study aims to evaluate the effect of PI and PA on residents' perceived value of tourism development (PVTD) and their support for tourism development (STD). A sample of 390 residents of Isfahan, Iran completed a survey questionnaire. Data were analysed by the structural equation model technique using Smart PLS. Results indicated that PI influenced PA, the value of tourism development and STD. It is also shown that PA affected the PVTD and support of further tourism development. The mediation role of PVTD in the relationship of both PA and PI with the STD has been confirmed. Findings from this survey can help researchers and authorities to better recognize some of the driving factors including residents' PI, PA and PVTD that influence resident STD. Finally, implications and recommendations for the development of tourism in Isfahan city are provided.

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Place attachment; place image; support for tourism; residents' perceived value

Introduction

As the local community are the key stakeholder for the tourism industry (Ling et al., 2011), the development of sustainable tourism is difficult without the participation of the local residents (Gursoy & Rutherford, 2004; Nicholas et al., 2009). An influx of tourists causes interaction with locals and affects the lives of locals in positive and/or negative ways (Yoon et al., 2001). Moreover, societies with growing tourism demand are facing growing symptoms of different social reactions such as *tourism phobia* due to the growing tourism industry, showing the social discontentment of residents that has emerged in response to tourism pressure (Milano, 2017). Therefore, knowing residents' perceptions and variables influencing residents' support for tourism development (STD) is vital to help planners in various locations to better manage issues arising from a growing tourism industry.

Residents' attitudes for the support of tourism development (STD) and its predictors have been investigated in recent decades, with many contradictory findings which cannot be applicable to all destinations (Almeida-Garcia et al., 2015). However, researchers have highlighted that factors influencing local residents' perceptions are not similar in developed and developing countries (Dodds, 2010; Nunkoo & Ramkisson, 2011b; Sirakaya et al., 2002). There is a lack of empirical studies in developing countries. Previous studies refer to many constructs that have been shown to impact residents' perceptions towards STD, including attitudes (Lai & Nepal, 2006; Lepp, 2008), destination social responsibility (Sorkhan et al., 2020; Woo et al., 2015); perceived effect from tourism development (Gursoy

et al., 2002; Nunkoo & Ramkissoon, 2011a), community attachment (Nicholas et al., 2009) and place image (PI) (Tsai, 2015; Kock et al., 2016; Martín-Santana et al., 2017; Song et al., 2017; Styliidis, 2018; Stylos et al., 2017; Styliidis et al., 2018).

According to social exchange theory (SET) as the most popular theory to explain antecedents of residents' support for tourism (Nunkoo et al., 2013), if residents believe that the benefits of tourism development exceed the costs, they are more positive and supportive about the tourism industry (Ap, 1992). Local residents, based on their perception about the value of tourism, may or may not be supportive of further tourism development, and their support is regarded as a vital precondition for a destination's tourism development (Agapito et al., 2010; Sinclair-Maragh & Gursoy, 2013; Ribeiro et al., 2017; Shen et al., 2019; Nunkoo et al., 2013).

Two other concepts that affect perceived tourism development and residents' STD are PI and place attachment (PA). Although PA is considered as a fundamental component in the sustainability of a tourist destination (Shen et al., 2019), most previous studies have emphasized the perspective of tourists about PI and PA (Styliidis, 2016; Eusébio et al., 2018; Silva et al., 2013; Chew & Jahari, 2014; Özdemir & Şimşek, 2015; Tsai, 2015; Kock et al., 2016; Martín-Santana et al., 2017; Song et al., 2017; Stylos et al., 2017). There is a limited body of knowledge about the effect of PI and PA on the value that residents perceive in terms of tourism development and their supportive behaviour (Styliidis et al., 2014; Shen et al., 2019). We could find only a few studies investigating the link between PA and PI on other variables using structural equation modelling (Schroeder, 1996; Ramkissoon & Nunkoo, 2011; Styliidis et al., 2014, 2018; Shen et al., 2019). Moreover, relatively few studies have been conducted on PI and PA among residents in Middle Eastern nations. Thus, to fill these research gaps, this research aims to develop a theoretical model to examine the structural relationships between residents' support for sustainable tourism development and the variables of PA, PI and residents' perceived value from tourism development. The findings of this study yield valuable insight related to conceptualizing place as a tourist destination and sustainable tourism development.

Literature review and hypotheses development

Residents STD

Local residents are one of the main stakeholders in the tourism industry. Although some studies consider local residents' support in terms of attitude (Gursoy et al., 2002), others emphasized it as behavioural intention (Jackson & Inbakaran, 2006; Shen et al., 2019). Accordingly, this research considers it as a perception of residents about tourism value (attitude perspective) and their supportive behaviour (behavioural intention perspective). Due to the necessity of knowing the extent of residents' STD, there is a growing literature on the incidents of residents' support based on different theoretical backgrounds such as SET (Andereck et al., 2005; Jurowski & Gursoy, 2004; Látková & Vogt, 2012; McGehee & Andereck, 2004; Wang & Pfister, 2008), tourist area life cycle (Látková & Vogt, 2012; Vargas-Sánchez et al., 2009) and the theory of reasoned action (Nunkoo et al., 2013; Kwan & McCartney, 2005). In this research, we consider SET as a theoretical basis to determine the effect of residents' perception of tourism value on their supportive behaviour.

The effect of PVTD on STD

SET has been the most popular theory employed by researchers to develop the impact of perceived impact of tourism development on resident's supportive behaviour (e.g. Gursoy et al., 2002; Nunkoo & Ramkissoon, 2011b; Styliidis, 2014). Ap (1992) first introduced SET to the tourism literature to explain the exchanges between residents and the impacts of tourism. This theory argues that residents provide some evaluation of tourism based on expected benefits or costs which they obtained in return for the services they provide (Styliidis, 2016). If residents understand that the potential

impact of tourism is more positive, they are more likely to support tourism development (Gursoy et al., 2010). SET in the tourism context suggests that locals' evaluation of the benefits and costs of tourism development in terms of social, cultural and economic matters determines their support for tourism (e.g. Perdue et al., 1990; Gnji et al., 2017). It explains that residents are more likely to show supportive behaviours toward tourism development if they believe that the benefits they gain are more than the potential costs (Meimand et al., 2017). To measure the residents' perception toward tourism development, although some research such as Butler (1980) and Ozturk et al. (2015) conceptualize the positive and negative effects of tourism development on residents' life, this study, like the studies of Rivera et al. (2016) and Gnji et al. (2017), considers just the positive effects of tourism development on residents' lives since this relationship was supported strongly in previous studies. For example, Gnji et al. (2017) show that Iranian residents are more likely to support tourism development when they consider it positive. Stylidis and Terzidou (2014) also show that economic, socio-cultural and environmental impacts have a positive impact on locals STD. Based on previous evidence, the following hypothesis is proposed:

H1: Residents' perceived value of tourism development is positively related to their support of tourism development.

The effect of PA on PVT and STD.

PA is a positive or negative connection, relationship or bonding between an individual and a particular place or location (Hidalgo & Hernandez, 2001; Lee, 2011; Scannell & Gifford, 2010). However, the concept of PA is a complex and multidimensional construct measured through several approaches and measurements (Lee, 2011; Wang & Chen, 2015; Wang & Xu, 2015). Some research considers PA as a multidimensional component (Chen, 2018; Huang et al., 2018). Researchers show that PA can be measured by place identity and place dependence (Yuksel et al., 2010; Eusébio et al., 2018; Shen et al., 2019; Chen et al., 2014). Researchers have strived to distinguish between these two dimensions. They define place dependence as functional and behavioural commitment to a specific place and consider place identity as symbolic meanings and place-specific beliefs (Raymond et al., 2017; Shen et al., 2019).

However, some studies show that the attachment feelings of people towards the places where they live tends to affect their perceptions (Hidalgo & Hernandez, 2001). PA has not been analyzed often as an antecedent of locals' perceptions towards the value of tourism development (Gu & Ryan, 2008), based on the complexity of this construct in definition and operation (Shen et al., 2019). The connection between human beings and landscapes is probably expressed through emotional and behavioural actions (Bricker & Kerstetter, 2000) such as engagement (Loureiro & Sarmiento, 2019), revisit (Tsai, 2012), perceived value from tourism development (Eusébio et al., 2018) and supportive behaviour (Su & Qian, 2012; Shen et al., 2019). PA is impacted by physical constructs as well as knowledge and commitment which one associates with a specific place (Wang & Chen, 2015). So the more residents are attached with a place, the more positively they tend to view tourism development (Oviedo-Garcia et al., 2008; Stylidis, 2018). Researchers have found that PA correlated with perceived impact of tourism development and supportive behaviour of residents towards tourism development positively (Eusébio et al., 2018; Choi & Murray, 2010). For example, Eusébio et al. (2018) conducted a study in Boa Vista Island, Cape Verde, and showed that the residents' PA influenced perceived impact of tourism development positively. Choi and Murray (2010) also found that the residents with high levels of PA tend to have a positive evaluation towards additional tourism development. Based on these studies, the following hypotheses are proposed:

H2: Residents' place attachment is positively related to perceived value of tourism development.

H3: Residents' place attachment is positively related to their further support of tourism development.

H4: Residents' perceive value of tourism development positively mediates the relationship between place attachment and residents' support of tourism development.

The effect of PI on PVT and STD

In tourism studies, PI refers to a set of expectations and ideas about the specific destination (Assaker, 2014). In a tourism literature, PI is usually assessed using the term *destination image* (Gallarza et al., 2002; Tasci & Gartner, 2007). In this regard, studies usually focus on the effect of destination image on the behaviour of tourists and define it as the beliefs and impressions people hold of a specific place (Styliidis et al., 2014; Crompton, 1979). As PI is a mental variable based on some information about the place, it is a perception of specific aspects such as scenery of the place or location (Echtner & Ritchie, 2003; Elliot et al., 2011; Gallarza et al., 2002). We consider PI as a multidimensional construct including four dimensions of community services, physical appearance, social environment and entertainment activities. *Community services* show the basic requirements provided by the community for residents similar to the government services dimension explained in place branding studies (Merrilees et al., 2009; Santos et al., 2007). The other three relate to the *physical appearance* and refer to distinct physical attributes of the place (Styliidis et al., 2014) including its scenery and heritage. Moreover, the *social environment* is measured by safety and friendliness of locals. Similarly, *entertainment activities* include different ways people socially bond with a place like dining (Merrilees et al., 2009).

With the emphasis on PI as the unique characteristics of the place, PI tends to be a vital factor affecting STD (Styliidis et al., 2014). However, there are limited studies focused on the concept of residents' PI, specifically, in terms of its effect on residents' perception of tourism impacts as well as STD (e.g. Ramkissoon & Nunkoo, 2011; Schroeder, 1996; Styliidis et al., 2014). In terms of the consequences of tourism image from the residents' perspective, studies show that some variables such as the perceived impacts of tourism and supportive behavioural intention tend to be affected (Papadimitriou et al., 2018; Tsai, 2015; Kock et al., 2016; Martín-Santana et al., 2017; Song et al., 2017; Styliidis, 2018; Stylos et al., 2017; Styliidis et al., 2018). The few available studies suggest the importance of residents' image of their own place in shaping their perception of tourism impacts and support (e.g. Bandyopadyay & Morrais, 2005; Styliidis et al., 2014). For example, Schroeder (1996) shows that those residents with a positive PI tend to show a greater disposition to state funding for tourism development, recommend the destination as a place to visit to others and engage in more trips, in comparison with those with a lower level of positive PI. Ramkissoon and Nunkoo (2011) also conducted a study on Mauritian residents' PI and showed that PI directly and positively impacted STD. Similarly, Schroeder (1996), Tournois and Djeric (2019), Styliidis et al. (2014) and Styliidis et al. (2018) show that PI positively influenced support for tourism. Based on the above discussion, we hypothesize:

H5: Residents' place image is positively related to their perceived value of tourism development.

H6: Residents' place image is positively related to their support of tourism development.

H7: Residents' perceived value of tourism development positively mediates the relationship between place image and residents' support of tourism development.

The effect of PI and PA

One study investigated the relationship between PA and PI (Shen et al., 2019). Styliidis et al. (2018) found that locals with similar levels of PI also had a similar extent of PA. Similarly, Tsai (2015) found that destination image affected emotional PA positively. Based on the above discussion, the hypothesis is:

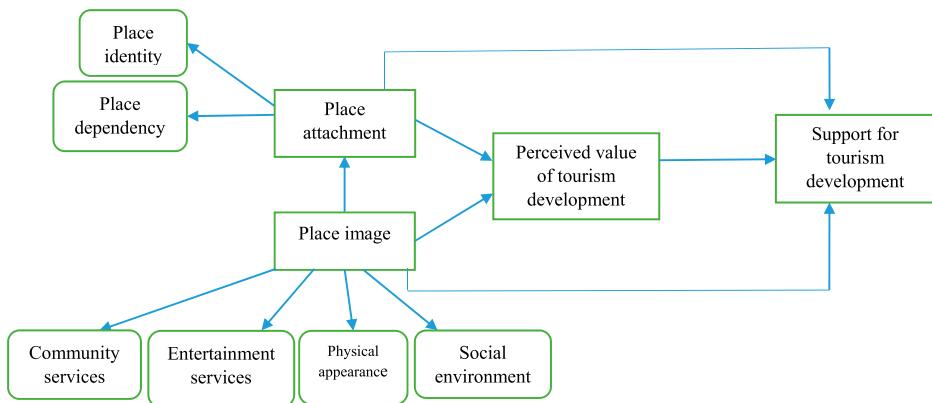


Figure 1. Conceptual model.

H8: Residents' place image is positively related to their place attachment.

Figure 1 demonstrates the hypotheses and relationships between constructs in this study.

Materials and methods

Location of study area

To test the conceptual model, a survey was administered in Isfahan City located in the centre of Iran (see Figure 2).

Isfahan is the third most populous city in Iran. This city is one of the popular tourist attraction destinations attracting tourists from home and abroad every year. The city of Isfahan has become more popular among tourists since becoming the first cultural capital of the Islamic countries in 2005. It is the most important city in the country in terms of handicrafts including engraving, embroidery, cashmere, etc. It is famous for its Persian-Islamic architecture, historical buildings, monuments, paintings and artefacts. The Naghsh-e Jahan Square is designated by UNESCO as a World Heritage Site.



Fig. 2. The location of Isfahan City in Iran.

Isfahan city, located in the centre of Iran, is one of the 10 most beautiful cities in the world attracting a lot of tourists every year. It seems that the tourism planning for this wonderful city is not sufficient (Nadeali & Movahhedi, 2012). So, reaching sustainable tourism in Isfahan city requires the residents' support. But Najizadeh and Nematolahi (2018) show that some of the residents are worried about the growing demand of tourism. Understanding the factors influencing support of local residents is crucial for sustainable tourism in Isfahan city because authorities can evaluate these precedents to predict the extent of residents' support (Lee et al., 2013) as one of the most important predictor of tourist experience.

Measurement scales

In this study, the construct of PI includes four dimensions (entertainment service, social environment, physical appearance and community service) measured by 12 questions extracted from Shen et al. (2019) and Stylidis et al. (2014). PA was evaluated by six questions including two dimensions (place identity and place dependence) based on the study by Tsai (2012). The questions measuring PVTD (macroeconomic value, social value, cultural value, socio-economic value and environmental value) were mainly derived from Kafashpor et al. (2018); Rivera et al. (2016) and Stylidis et al. (2014). Finally, the construct of STD was measured by three questions derived from Stylidis et al. (2014), Mihalić et al. (2016) and Gnji et al. (2017). **Table 1** shows the number of questions as well as the source of each variables.

The research questionnaire contained two sections; Part 1 included four demographic questions (sex, age, education and income). We also provide a control question to know whether respondents are residents of Isfahan City, and how long they have lived in the City.

Part 2 contained 39 questions with a five-point Likert scale (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree and 5 = strongly agree) as it has been most recommended by the researchers as meaningful in measuring destination image (e.g.. Lin et al., 2007; Stylidis et al., 2014), destination attachment (Stockton, 2011), PVTD (Stylidis et al., 2014; Kafashpor et al., 2018; Boley et al., 2018; Gholami et al., 2019), STD (Stylidis, 2016; Gnji et al., 2017; Meimand et al., 2017). Although some other articles used a seven-point Likert scale to measure residents' responses (e.g. Jun et al., 2012; Hammad et al., 2019), Dawes (2008) has shown that there was very little difference between a five-point and seven-point Likert scale in terms of data characteristics such as variation about the mean, skewness or kurtosis. Moreover, a five-point Likert scale is quite simple for the interviewer to read out the complete list of scale descriptors (Dawes, 2008). Finally, since Cronbach's alpha (**Table 3**) in a 30-respondent pre-test sample is more than the 0.70 threshold, which is a minimum acceptable value for reliability, the 5-point Likert scale appears to be well justified.

Table 1. Variables and the sources of measures.

Variable	Sub-variable	Questions	Sources
Place image	Entertainment Service	1–3	Shen et al. (2019); Stylidis et al. (2014)
	Social environment	4–6	
	Physical appearance	7–9	
	Community service	10–12	
Place attachment	Place identity	13–15	Loureiro and Sarmento (2019)
	Place dependence	16–18	
Perceive value of tourism development	Macro-economic value	19–22	Kafashpor et al. (2018); Rivera et al. (2016); Stylidis et al. (2014)
	Social value	23–27	
	Cultural value	28–31	
	Socio-economic value	32–34	
	Environmental value	35–36	
Support for tourism development	-	37–39	Stylidis et al. (2014); Mihalić et al. (2016); Gnji et al. (2017)

Table 3. Reliability and validity.

Variable	Cronbach's α	Composite reliability	AVE
Community service	0.812	0.670	0.543
Entertainment service	0.825	0.753	0.588
Physical appearance	0.740	0.714	0.614
Social environment	0.864	0.829	0.551
Place identity (PI)	0.755	0.723	0.503
Place dependence	0.794	0.612	0.632
Perceived value of Tourism Development (PVTD)	0.860	0.677	0.547

Data collection

For measuring Isfahan residents' PI, PA as well as their perception toward the value of tourism development and their support from tourism, a self-administered survey was conducted. The data were collected in January to February 2020 by using a convenience sampling technique. The target subjects were the residents of Isfahan aged more than 18 years and living in the city. In this research, supermarket entrances, streets and squares located in the downtown area were the main places for data gathering. We asked respondents to sit down in nearby park, coffee shop or restaurant and answer the questionnaire accurately. A small gift was offered to participants. A total of 420 residents accepted the invitation to answer the questionnaire. A total of 30 questionnaires were discarded because of lots of missing values or responses that were the same for almost all questions. Finally, 390 valid questionnaires were analysed using Smart PLS 2 software.

Results

Sample characteristics

In the sample of 390 participants, the distribution of males was 49% ($n = 191$). Residents aged between 25 and 40 were the largest group (32.82%, $n = 128$), residents aged less than 25 accounted for 27.94% ($n = 109$), the age between 40 and 60 was 22.30% ($n = 87$), whereas the smallest age group was residents aged over 60 years accounting for 16.94% ($n = 66$) of the respondents. In terms of education, most participants had a bachelor's degree with 38.97% ($n = 152$), followed by undergraduates ($n = 118$), master's degree ($n = 91$) and Ph.D. degree ($n = 29$), respectively. The income of 48% of respondents were between 2,000,000 and 5,000,000 Toman ($n = 187$), 30% earned less than 2,000,000 Toman ($n = 117$), While the monthly income of just 86 participants was more than 10,000,000 Toman.

Measurement model and structural model

To test the model, this study assesses the measurement model and the structural model (Hair et al., 2010). Firstly, the reliability and validity of the measurement or outer model were tested. According to Table 2, all factor loadings were above 0.7, which means they are suitable (Barclay et al., 1995).

According to Table 3, composite reliability and Cronbach's alpha values were more than 0.6 and 0.7, respectively, establishing satisfactory internal reliability (Shen et al., 2019). We employ average variance extracted (AVE) to assess convergent validity of the data. The range of suitable AVEs of each construct should be more than 0.5 (Hair et al., 2014), thus the convergent validity of the data was confirmed.

For testing the structural model, a bootstrapping resampling method (390 samples) was used to measure the statistical significance among contrasts. In the structural model, the coefficient of determination values (R^2) was satisfactory (PA: 0.7; PVTD: 0.654 and STD: 0.825) (Urbach & Ahlemann, 2010) (see Figure 2). Predictive relevance (Q^2) assesses how much each prediction is successful; since the Q^2

Table 2. Factor loadings and means.

Item	Factor loading	Mean
Community service		3.42
Isfahan city has good job opportunity	0.872	
Isfahan city has effective government	0.793	
Isfahan city has good public transportation	0.820	
Entertainment service		3.12
Isfahan city has good restaurants	0.912	
Isfahan city has good nightlife	0.754	
Isfahan city is a good place for shopping	0.861	
Physical appearance		4.26
Isfahan city has pleasant weather	0.872	
Isfahan city has attractive scenery	0.854	
Isfahan city has interesting historic sites	0.823	
Isfahan city has nice architecture	0.812	
Social environment		4.10
Isfahan city is the safe place to live	0.783	
Isfahan city is clean	0.714	
Isfahan city people are friendly	0.825	
Place identity		3.95
I feel Isfahan city is a part of me	0.719	
I identify strongly with Isfahan city	0.847	
Being in this city says a lot about who I am	0.765	
Place dependence		3.68
Living in Isfahan is more important to me than living in any other place	0.815	
I enjoy Living in Isfahan more than any other place in Iran	0.733	
I would not substitute to any other city in Iran for the type of experience I have in Isfahan	0.829	
Macroeconomic value		4.33
Tourism brings more investment to the community's economy	0.881	
Local businesses benefit the most from tourists	0.749	
One of the most important aspects of tourism is that it creates a variety of jobs for the residents in the community	0.716	
Tourism promotes the community standards of living	0.826	
Social value		3.33
Tourism development disrupted the community life	0.756	
Family life of local residents has been disrupted by the presence of tourists	0.816	
Local residents view foreign tourists as intruding into their community	0.745	
Local people are being exploited because of the growth of tourism	0.719	
Tourism increase social problems including crime, drug use, prostitution, and so on in community	0.698	
Cultural value		3.65
Tourism promote the production and sale of local foods	0.871	
Tourism encourages residents' participation and enjoyment of local performing arts such as music	0.736	
Tourism increases residents' pride in local culture	0.852	
Tourism helps to conserve the cultural identity and heritage of Isfahan	0.921	
Socio-economic value		2.82
Tourism holds great promise for Isfahan's economic future	0.756	
Tourism provides many worthwhile employment opportunities for residents	0.742	
By creating jobs and generating income, tourism promotes an increase in the social well-being of residents	0.819	
Environmental value		2.50
The development of tourism has generally improved the appearance of Isfahan	0.792	
Tourism development protects the environment in Isfahan	0.718	
Support of tourism development (STD)		3.66
I support tourism industry and its vital economic role in the community	0.712	
I support tourism development in my community	0.815	
I have had financially support the development of tourism in Isfahan if there would be any public funding for tourism promotion	0.753	

value of each endogenous construct was positive (PA: 0.212; PVT: 0.258; STD: 0.243), the predictive relevance of the model was confirmed (Urbach & Ahlemann, 2010).

Figure 3 shows the standard path coefficients between variables. The *t*-values and path coefficients are also shown in Table 4.

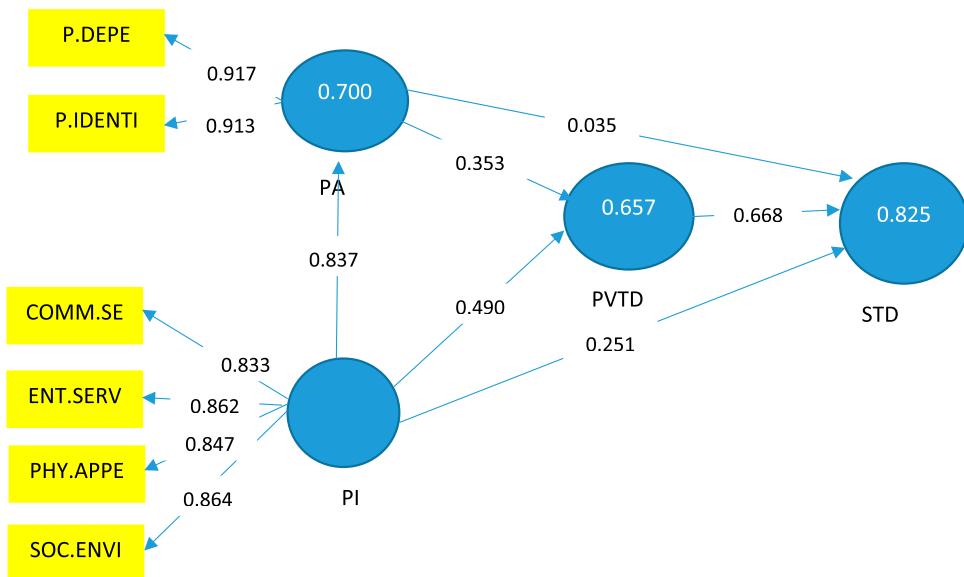


Figure 3. Standardized path coefficients.

The value of β shows the strength of the effect. Thus, residents' PVTD positively influenced the STD ($\beta = 0.668$, t -value = 11.17) as predicted by H1. Place attachment was found to positively and significantly affect PVTD ($\beta = 0.353$, t -value = 4.155), which means supporting H2. However, the direct effect of PA on STD (H3) was rejected ($\beta = 0.035$, t -value = 0.661). Moreover, PI was shown to positively and significantly relate to PVTD ($\beta = 0.490$, t -value = 3.063), STD ($\beta = 0.251$, t -value = 3.873) and PA ($\beta = 0.837$, t -value = 36.66), thus, respectively, supporting H5, H6 and H8.

Based on H1, H2 and H3, the partial mediation role of PVTD in the relationship between PA and STD was supported (H4). According to the support of H1, H5 and H6, the full mediation role of PVTD in the relationship between PI and STD was supported (H7).

Discussion and conclusion

The aim of this study was to deepen the concept of PI and PA in predicting the PVTD and support of tourism. The result shows that seven of the eight hypotheses were supported. According to the result, the residents' PVTD positively affected STD (H1), which accords with SET as well as some previous research including Gnji et al. (2017); Styliidis et al. (2014); Gursoy and Rutherford (2004) and Woo et al. (2015). Moreover, the positive relationship between PA and PVTD (confirming H2) is in line with the findings of Eusébio et al. (2018). It is also suggested by Oviedo-Garcia et al. (2008) that the higher the attachment to the destination, the higher the residents' evaluation of tourism benefits. Surprisingly, the positive effect of PA on the support of residents for tourism development predicted by H5 was not found to be statistically significant, contradicting the results of Shen et al.

Table 4. Path coefficients.

Hypothesis	Path	β	t -value	Support
H1	PVTD \rightarrow STD	0.668	11.17	Yes
H2	PA \rightarrow PVTD	0.353	4.155	Yes
H3	PA \rightarrow STD	0.035	0.661	No
H5	PI \rightarrow PVTD	0.490	3.063	Yes
H6	PI \rightarrow STD	0.251	3.873	Yes
H8	PI \rightarrow PA	0.837	36.66	Yes

(2019) and Choi and Murray (2010). The difference between our results and these studies may be attributable to differences between the context of the study. Iran is a developing country, which makes the residents' PA possibly different from developed countries. High PA can lead to high STD when it comes with the positive perceived impact from tourism development (H4). This indirect effect of PA on STD with the mediation of residents' PVTD has been supported by Shen et al. (2019). Our finding of a positive relationship between residents' PI and the PVTD (supporting H5) reinforces previous studies' results (Styliidis et al., 2014; Shen et al., 2019). Styliidis (2016) confirms that higher community attachment among residents resulted in stronger perceived impact of tourism development. The result of our study also shows that PI affects STD positively and significantly (H6). This result was supported by other studies such as Shen et al. (2019) and Styliidis et al. (2014). This finding suggests that stronger PI of residents positively predicts STD. The indirect effect of PI on residents' STD with the mediation of PVTD was confirmed (H7) which is supported by Styliidis (2016). Finally, PI impacted PA positively and significantly supporting H8, which is also supported in previous studies (Shen et al., 2019). For example, Styliidis et al. (2018) show that residents with the most favourable PI had high PA and vice versa.

By investigating the relationship among residents' PI, PA, PVTD and STD, this study deepens the scholarly understanding in the scope of tourism. Results show that residents' PA positively and directly influenced the PVTD and indirectly influenced STD via PVTD. This result widens limited previous studies on PA as direct and indirect antecedents of residents' STD (Eusébio et al., 2018). In terms of PI, the results revealed that PI had direct effect on PVTD, PA as well as supportive behaviour which extends current limited literature on residents' PI (Styliidis et al., 2018) and its effect on residents' PA (Shen et al., 2019). In contrast with prior studies such as Shen et al.'s (2019), the direct effect of PA on residents' STD is not significant, showing the need to further research in this regard. Although residents' PA was not directly related to their STD, it could indirectly affect it through the PVTD. Therefore, to gain residents' STD, the local tourism sector should concentrate on improving a destination's attachment such as providing good job opportunities, public transportation, restaurants, shopping centres and cleanliness which increases the attachment of locals to place influencing the perceived value from tourism development and increases their support from tourism development indirectly. It is also important to focus on increasing residents' PI as it influences residents' PA, the PVTD and their STD.

Theoretical and practical implications

The current study reinforces the proposition of SET, whereby residents tends to support tourism development when they believe its benefits outweigh the potential costs. We also provided two other incidents of residents perceive value and their support, including PI and PA, which is not sufficiently considered in the current literature. The findings of the study are useful for understanding why there are different amounts of support within the same community. Moreover, the current research represents further evidence for considering residents' PI and PA in the planning of tourism as the community-responsive approach (Styliidis et al., 2016). The findings also highlight the importance of considering PI and PA, not only through tourists' perspective, as is frequently done in tourism research but also through the host community.

This research also provides insights for sustainable tourism in practice. Based on the research findings, to positively affect perceived residents' value of tourism development and encourage their support for further development, developers should improve the residents' PA including place identity and place dependence. PA is difficult to change since it depends on different personal, social, physical and cultural context (Scannell & Gifford, 2013). This study shows that PI can predict PA. Positive PI can be achieved by addressing the negative attributes of the place's image and increasing the positive attributes. For example, in relation to Isfahan city, authorities should have focused the most on improving community and entertainment service based on one sample mean test (Table 2). Local developers also should highlight the positive aspects of the city image by means of media as well as internal marketing.

Additionally, while authorities predominantly emphasize the economic value of tourism (Hardy et al., 2002), this study emphasized on the multidimensional context of residents perceive value including social, economic, environmental and cultural dimensions. Thus developers should focus on those aspects which consider inappropriate in residents' perspective. For example, in the case of Isfahan city, current development plans should concentrate more on improving socio-economic and environmental impact of tourism development based on the low average values of these constructs (see Table 2). Effective use of media to reflect the positive effect of tourism development is also recommended. These broadcasts may be specifically crucial for Isfahan city where residents are not sufficiently aware of the various positive impacts of tourism development such as the important role of tourism to provide vast economic and local development based on its potential contract with other parts of the city economy (Hardy et al., 2002; Dyer et al., 2007).

Limitations and future research directions

This research has its own limitations, providing opportunities for further research. The first limitation is generalizability. The data were gathered using non-random sampling just in the downtown area, so there is not the same chance for all locals to participate. Moreover, the model was investigated in only one developed city in Iran, limiting the generalizability of the results. Other researchers may employ the model by some consideration since each destination varies in terms of PI, PA and the extent of tourism development. Secondly, we only consider the effect of PA and PI on PVT and STD. Some variables such as empowerment (Boley et al., 2014) and emotional solidarity (Woosnam, 2012) can be considered as potential predictors. There are also some moderator variables such as tourism-related job and socio-demographic information to consider. For example, locals working in the hospitality industry will perceive value of tourism more positively and tend to support it more in comparison with those who are outside of this industry. Finally, current research has focused on the functional attributes of place image including community service, entertainment service, physical appearance and social environment. Other researchers can conceptualize this measurement-based psychological attributes (Echtner & Ritchie, 2003) or affective attributes (Lin et al., 2007).

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