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Introduction
Since 1987, 53 heritage sites in China have been designated as World Heritage sites (WHSs), second only to Italy (UNESCO, 2019). The WHS designation aims to provide international preservation instructions, raise international visibility and draw public resources to better protect heritage sites (Rasoolimanesh, Jaafar, Kock, & Ahmad, 2017; Su & Wall, 2014). Nevertheless, the tourism development that inevitably follows WHS designation is often regarded as “a double-edged sword” for a destination (Kim, 2016). Newly designated WHSs face increasing pressure to deal with excessive demand and unexpected visitation. Concerns about carrying capacity and tourism overdevelopment are particularly pertinent to China, given its large population size, increasing wealth and visitor mobility. WHS designation generates significant social and economic benefits for residents including increased income and employment opportunities, enhanced infrastructure and entertainment facilities, as well as the promotion of local culture (Deery, Jago, & Fredline, 2012; Rasoolimanesh, Jaafar, et al., 2017). Nevertheless, residents face many dilemmas in supporting heritage tourism development by considering the immediate or future as well as individual or community incentives. Given the vital role of resident support to ensure the sustainable heritage tourism development (SHTD), it is therefore essential to explore the psychological conflicts that would affect resident behaviors.

It is argued that rather than rationally evaluating heritage tourism development by considering costs and benefits, residents’ behaviors are influenced by emotional responses related to individual differences in preference, knowledge and experience toward tourism (Zheng, Ritchie, Benckendorff, & Bao, 2019). As a precious heritage shared by the whole community, social emotions prevail as residents hold concerns about other people’s thoughts, feelings or actions toward heritage (Hareli & Parkinson, 2008). For instance, heritage tourism is often used as a mechanism for national identity building because it generates feelings of pride among residents. Conversely, residents may feel jealousy or envy if elite members or the community or their neighbors obtain more benefits from the heritage tourism development than themselves. With a sense of community commitment and social responsibly, they might also experience guilt or shame when heritage is not well preserved. Nevertheless, compared with the dominant literature on resident perceptions of tourism development, there is almost no research on resident emotions in the context of heritage sites with WHS designation.

By highlighting resident social dilemmas in supporting sustainable heritage tourism development, this paper aims to investigate the role of social emotion in affecting resident choices between temporal-future and social-personal interests. Applying the Social Dilemmas Theory, the study establishes a theoretical model for analyzing the interrelationship between social emotions (i.e., pride, jealous, shame, guilt), temporal concerns, efficacy beliefs and support behaviors toward heritage tourism development. Four research questions are addressed: (1) What social emotions exist among residents in heritage tourism sites? (2) What is the relationship between resident social emotion and their dilemmas evaluations? (3) How do social emotions affect resident supportive behaviors toward sustainable heritage tourism development? (4) How do dilemmas evaluations affect resident supportive behaviors toward sustainable heritage tourism development?
Literature Review

Residents’ support for heritage tourism development

Literature has demonstrated that the preservation and sustainable development of WHSs are heavily reliant on the support of residents (Rasoolimanesh, Jaafar, et al., 2017; Sharpley, 2014). To explore the underpinning reasons for resident support, the social exchange theory assumes that residents are rational decision makers who objectively evaluate positive and negative tourism values (e.g., Nunkoo & Gursoy, 2016; Rasoolimanesh, Ringle, Jaafar, & Ramayah, 2017). In addition, factors including community attachment (Lee, Lee, & Arcodia, 2014), power and trust (Gursoy, Yolal, Ribeiro, & Netto, 2016; Ouyang, Gursoy, & Sharma, 2017), emotional solidarity (Moghavvemi, Woosnam, Paramanathan, Musa, & Hamzah, 2017) and place image (Stylidis, Biran, Sit, & Szivas, 2014) have been introduced to analyze residents’ behaviors toward tourism development. However, most of these studies treat residents as isolated individuals and fail to acknowledge ambivalence when residents are considering immediate personal and future collective interests within a tourism community. Moreover, although a further investigation of residents’ psychology has been encouraged by many scholars, the role of resident emotions on their behavioral intentions are seldom discussed in heritage tourism contexts.

Social dilemmas in residents’ cooperation

Social dilemmas are situations in which short-term, self-interest are at odds with longer-term, collective interests (Levine, 2010). In a community, individuals face conflicts by considering efficacies and temporal consequence (Van Lange, Joireman, Parks, & Van Dijk, 2013). Correspondently, they desire to maximize individual interests and support collective benefits in parallel. Meanwhile, they want to grasp immediate incentives and also consider the future results. Although seldomly discussed in literature, resident dilemmas are pervasive in tourism contexts (e.g., Chien, Ritchie, Shipway, & Henderson, 2012). Especially, the long-term preservation objectives of WHSs are inherently linked with future collective interests and this causes further tension in heritage tourism scenarios. The literature has demonstrated that an individual’s cooperative behaviors are significantly related to their evaluations of social dilemmas (e.g., Balliet & Ferris, 2013; Doran & Larsen, 2016). Therefore, it is proposed that residents’ supportive behaviors toward WHS nomination and sustainable heritage development would also be related to their assessment of social and temporal concerns. Consequently, this study proposes the following hypotheses:

Hypothesis 1a-c. Residents’ efficacy beliefs (i.e., individual efficacy, collective efficacy, others’ cooperation) have a significant impact on their intention to support WHS.

Hypothesis 2a-b. Residents’ temporal concerns (i.e., immediate outcome, future outcome) have a significant impact on their intention to support WHS.

Hypothesis 3a-c. Residents’ efficacy beliefs (i.e., individual efficacy, collective efficacy, others’ cooperation) have a significant impact on their intention to support SHTD.

Hypothesis 4a-b. Residents’ temporal concerns (i.e., immediate outcome, future outcome) have a significant impact on their intention to support SHTD.
Effects of social emotions

Social emotions are emotions relevant with social concerns, which are not only elicited by self-evaluation, but also connected to the relationships with welfare of society or other people (Haidt, 2003; Helm, Renk, & Mishra, 2016; Williams & DeSteno, 2008). Since these emotions (e.g., pride, shame, guilt, envy) are the outcome of individuals’ sensed social responsibility and social comparison, literature has certified that they could significantly encourage or undermine people’s cooperation in social dilemmas (Dorfman, Eyal, & Bereby-Meyer, 2014; Ketelaar & Tung Au, 2003). For instance, individuals who experience guilt or shame may focus more on collective interests and future consequences and are likely to be more cooperative than the individuals with non-social emotions (e.g., fear) (De Hooge, Breugelmans, & Zeelenberg, 2008).

In a tourism context, the intrinsic values that WHS designation bring to the community raises residents’ social responsibility toward its development, eliciting social emotions such as pride and guilt. Meanwhile, the unequal distribution of tourism benefits among residents leads to social comparison, which generates emotions such as envy and jealousy. Given the relationship between social emotion, dilemmas and cooperative behaviors, the following additional hypotheses are proposed (see Figure 1):

**Hypothesis 5.** Residents’ social emotions have a significant impact on their intention to support for WHS.

**Hypothesis 6.** Residents’ social emotions have a significant impact on their intention to support SHTD.

**Hypothesis 7a-c.** Residents’ social emotions have a significant impact on their efficacy beliefs (i.e., individual efficacy, collective efficacy, others’ cooperation) of heritage tourism development.

**Hypothesis 8a-b.** Residents’ social emotions have a significant impact on their temporal concerns (i.e., immediate outcome, future outcome) of heritage tourism development.

**Methodology**

Wulingyuan Scenic and Historic Interest Area in Zhangjiajie (natural WHS, nominated in 1992) is selected as the case of this research. As one of the most iconic and oldest heritage destinations in China, the site offers a comprehensive analysis of residents’ potential conflicts in supporting heritage tourism development. By applying a quota sampling method, 500 responses will be collected during March to May in 2019 using a self-administered questionnaire. To explore the relationships in the proposed model, the instruments of residents’ social emotion (Hareli & Parkinson, 2008), efficacy beliefs (Doran & Larsen, 2016), temporal concerns (Joireman, Shaffer, Balliet, & Strathman, 2012) and support (Nicholas, Nicholas, Thapa, & Ko, 2009) are chosen from literature on a 5-point agreement scale. Using SPSS (version 23) and Mplus 1.4, Structural Equation Modelling (SEM) will be applied to test the hypothesized relationships between multiple latent constructs.
Conclusion and Discussion

The results will contribute to the exploration of resident behaviors and perceptions of tourism development from a social dilemmas perspective. Given the limited knowledge of resident emotional affects, the introduction of social emotion seeks to address a research gap by explaining resident cooperative behaviors psychologically. Moreover, this paper establishes a theoretical model to comprehensively examine residents’ conflict evaluations. The findings will help tourism authorities to implement strategies to encourage resident support for the preservation of WHSs. The aim is to reduce community conflicts by adopting relevant strategies that would affect residents’ dilemmas evaluations.

References


