

Residents' pro-tourism attitudes, intentions, and behaviours: A meta-analysis

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Abstract

The aim of this paper is to conduct a meta-analysis of 36 studies that analyse residents' intentions and pro-tourism behaviours as dependent variables in the light of the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), focusing on the relationship between the constructs "attitude," "intention" and "behaviour." The results confirmed our three starting hypotheses, two supporting the postulates of the TRA and TPB and a third suggesting a strong effect size and direct correlation between attitudes and pro-tourism behaviours. In addition, the study site and source of research are significant moderators of the relationship between intention and behaviour and between attitude and behaviour, respectively, explaining part of the variability in effect sizes. Nonetheless, overall, the results of the moderation analysis suggest that much of the moderation is due to the heterogeneous operationalization of the analysed constructs.

Keywords: Meta-analysis, pro-tourism behaviours, resident attitude, Theory of Reasoned Action, Theory of Planned Behaviour

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1. Introduction

One of the fundamental stakeholders in the tourism sector is, without a doubt, the resident (Easterling, 2004). Indeed, tourism activity takes place in a destination located in a territory that is habitually inhabited by a series of people who, during the visitor's tourist experience, will have to interact with the tourist and even "share" resources (e.g., infrastructures, landscapes, public services) (Vu *et al.*, 2021). Among the aspects determining visitor satisfaction during their trip is the attention and humane treatment the locals receive. This means that residents must be considered in the tourism planning of destinations, as the success or failure of a destination's tourism activities can depend, to a large extent, on their perceptions, attitudes, and behaviour.

The study of the resident as a key stakeholder in the development of a tourist destination has gradually raised concerns in the scientific literature regarding the need to 1) determine their perceptions of tourism impacts (the 1970s and 1980s) (Ap, 1992), 2) understand the attitudes of these residents towards further tourism development in their locality (increasing number of publications since 1984) (Hadinejad *et al.*, 2019) and, 3) more recently, identify and try to guide their behaviours concerning tourism and tourists.

The vast literature on Social Exchange Theory (SET) has produced considerable research on local attitudes to tourism development and has led to the publication of several theoretical reviews on studies of residents (Hadinejad *et al.*, 2019; Harrill, 2004) as well as a recent meta-analysis focusing on the use of this theoretical framework. In particular, Gursoy *et al.* (2018) analysed 28 articles on the attitudes of residents towards tourism that were published between 2010 and 2016 in seven of the most impactful international tourism research journals. They studied the average effects of five exogenous variables (perceived personal benefit, community attachment, power, economic dependence on tourism, and ecocentric attitudes) on the perceived effects of positive and negative tourism. The results confirm that the perceived benefits and costs of tourism significantly influence local support. In the case of benefits, this influence is strong and stable across regions and types of tourism. However, there are large differences between regions and types of tourism in the case of costs. Finally, the meta-analysis results suggest no publication bias in the studies.

The fact that over the last decade, there has been a proliferation of studies on residents' pro-tourism behaviour using the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) as a framework invites us to follow the path taken by Gursoy *et al.* (2018). However, this time, we focus our attention not on the attitudes of support for tourism but on residents' pro-tourism intentions and behaviours, filling an important gap in the scientific literature, which is the lack of a meta-analysis addressing the relationship between the attitudes, intentions, and pro-tourism behaviours of the resident.

The purpose of this work was to conduct a meta-analysis of studies that analyse the residents' intentions and pro-tourist behaviour as dependent variables in the light of the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), focusing on the relationship between three constructs: "pro-tourist attitude," "pro-tourist intention" and "pro-tourist behaviour."

2. Literature Review and Hypothesis Statement

2.1. Concept and Structure of Attitudes: The "Pro-Tourism Attitude."

Initially, research was focused on analysing the positive and negative impacts of tourism on economic, sociocultural, and environmental aspects, as well as understanding how local populations perceive these impacts (Sharpley, 2014). However, from the 1980s onwards, studies shifted towards exploring residents' attitudes towards tourism and its future development. Adopting the Social Exchange Theory as a primary theoretical framework (Hadinejad *et al.*, 2019), researchers aimed to understand the extent to which residents support or oppose further tourism development in their area—a critical aspect for the

success of any tourism planning initiative. Moreover, there was a growing interest in identifying antecedent variables that shape these attitudes and exploring mechanisms for potential attitude changes (Harrill, 2004). It was also recognized that the perceived impacts, benefits, and attitudes towards tourism vary among residents within a destination, prompting research aimed at segmenting the population based on these psychological variables (Sharpley, 2014).

Attitude serves as a means of understanding an individual's evaluation (favourable/unfavourable) of an object (Ajzen, 2005). Attitude object can be a phenomenon, thing, or reality (e.g., attitude towards tourism), a group of people (e.g., attitude towards tourists), an event (e.g., attitude towards the celebration of a festival or a sporting event), or a behaviour (e.g., attitude towards pro-tourism or anti-tourism behaviours).

In the context of the current study, the individual evaluating is typically a resident of a tourist destination. The attitude object related to tourism activity has been diverse, including tourism itself (Homsud, 2017; Martín *et al.*, 2018; Moghavvemi *et al.*, 2017; Shen *et al.*, 2019, 2022), its expansion (Vargas-Sánchez *et al.*, 2009, 2011; Yen & Kerstetter, 2008), the tourist (Martín *et al.*, 2018; Shen *et al.*, 2022), specific tourism sectors such as rural tourism (Wang & Luo, 2017; Wang *et al.*, 2020), ecotourism (Wu & Chen, 2018; Zhang & Lei, 2012), or oleotourism (Di-Clemente *et al.*, 2023). Additionally, attitudes may pertain to tourism-related events such as the Olympic Games (Jin *et al.*, 2011; Prayag *et al.*, 2013) or festivals (Chang & Hsieh, 2017), as well as promotional aspects associated with the tourism destination, such as branding or place marketing (Kwon & Vogt, 2010; Wassler *et al.*, 2019).

Additionally, concrete or specific behaviours have served as attitude objects. For instance, these include support for further tourism development (Erul, 2018; Erul & Woosnam, 2021; Erul *et al.*, 2020), ecological and environmental protection (Bezerra da Silva *et al.*, 2020; Lin & Huang, 2021; Zhang *et al.*, 2020), conservation of built heritage (Lwoga, 2017), word-of-mouth behaviour toward tourism (Porrás-Bueno *et al.*, 2023), gratuitous referrals at destination (GRAD) behaviour (Plaza-Mejía *et al.*, 2023), or self-consumption behaviour (Hsu & Huang, 2012; Juschten *et al.*, 2019; Quintal *et al.*, 2010; Ran *et al.*, 2021), among others. In summary, research on pro-tourism attitudes among residents has been diverse and extensive. Conversely, studies on attitudes related to anti-tourism and anti-tourist behaviours arising from phenomena such as overtourism or tourism phobia have, to date, been relatively scarce (González-Reverté, 2022; Kim & Kang, 2020). These studies have sometimes relied on qualitative methodologies despite the urgent need to identify and understand these types of attitudes due to their adverse consequences for tourists and the tourist destination (Monterrubio, 2016).

Attitudes can be categorized according to three models: the three-component model of attitude (Rosenberg & Hovland, 1960), the two-dimensional model (Shaw & Wright, 1967; Millar & Tesser, 1986), and the one-dimensional model (Fishbein & Ajzen, 1975).

The three-dimensional model of attitude posits that attitude comprises three components: cognitive (involving opinions, beliefs, and information about the attitude object), affective (pertaining to the emotions or feelings it generates), and conative or behavioural (related to behavioural actions or intentions towards the attitude object) (Vargas-Sánchez *et al.*, 2016). Some authors suggest that these components are distinct entities, and their interrelation depends on the nature of the attitude object (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). This model is hierarchical, with each component acting as first-order constructs used concurrently to measure the attitude, which is a second-order latent variable (Ajzen, 2005).

Studies examining residents' attitudes toward tourism are limited, particularly regarding the cognitive, affective, and behavioural dimensions (Monterrubio, 2016; Nghiễm-Phú, 2016; Porrás-Bueno *et al.*, 2024), while even fewer have utilized a hierarchical model for measurement. Typically, these studies, often rooted in SET, have overlooked this tri-dimensional perspective, constructing unidimensional scales predominantly focused on the cognitive component (Monterrubio, 2016; Woosnam *et al.*, 2009). The evaluation of the attitude object from the standpoint of opinion, information, and beliefs is common in literature initially focused on tourism impact analysis, with residents' perceptions of these impacts serving as an antecedent variable in SET. To standardize the measurement of residents' attitudes toward tourism, Lankford and Howard (1994) developed and validated a 27-item scale with two factors based on these impacts: The Tourism Impact Attitude Scale (TIAS). Despite being two-dimensional, the TIAS factors primarily assess cognitive aspects of attitude.

Recognizing this limitation and aiming to incorporate the affective component into studies on residents' tourism attitudes, Woosnam *et al.* (2009) proposed utilizing the Theory of Emotional Solidarity (TES) (Durkheim, 1995) as a theoretical framework to assess the resident-tourist relationship. They introduced a new construct, Emotional Solidarity (Woosnam & Norman, 2010), as an antecedent variable for Residents' Attitudes about Tourism and Tourism Development (Moghavvemi *et al.*, 2017; Woosnam, 2012), as well as Support for Tourism (Joo *et al.*, 2021). Other attempts to consider the emotional component in studies on residents' support for tourism include employing the Affect Theory of Social Exchange (ATSE) (Lawler, 2001) and cognitive appraisal theory (CAT) (Lazarus & Folkman, 1984) as theoretical frameworks either independently or in an integrated manner (Munanura *et al.*, 2023; Zheng *et al.*, 2019). These works lead us to consider a less recognized attitude model compared to the three-dimensional model, namely the two-dimensional model. In this model, attitude is perceived to be comprised solely of cognitive and affective components, with behavioural integration considered related to, but not part of, the attitude. From this perspective, the evaluation of the attitude object is influenced by both the subject's knowledge and their emotional responses toward the object.

Alongside the three-dimensional model, the most well-known attitude structure model is the unidimensional model. This model emphasizes the evaluative nature of attitude, equating it with a general feeling—permanently positive or negative—towards the attitude object (affective dimension). It distinguishes this evaluative aspect from cognitive elements such as beliefs and opinions about the attitude object and from the intention to engage in certain associated behaviours. Most resident attitude scales in the literature adopt a unidimensional approach consistent with this model. However, despite this prevalence, these scales have predominantly emphasized cognitive aspects, diverging from the core principles of this model, as discussed earlier.

According to Breckler (1984), the dimensionality of attitude can vary depending on the type of attitude object under consideration. Given the diverse range of attitude objects studied in research on residents' attitudes towards tourism, the complexity of choosing between different models becomes apparent.

2.2. *Intention and pro-tourism behaviour.*

The beginning of the 21st century saw a shift from studying residents' attitudes toward tourism to examining their intentions and behaviours. Carmichael (2000) pioneered the empirical testing of a dynamic matrix model that links attitudes and behaviours, identifying four potential combinations: positive attitude-active behaviour, negative attitude-active behaviour, positive attitude-passive behaviour, and negative attitude-passive behaviour. This model posits that regardless of whether the evaluation of the object is favourable or unfavourable, the behaviour exhibited by the evaluating individual towards it may be either explicit (active behaviour) or implicit (passive behaviour).

Subsequently, Tse and Tung (2022) introduced the criterion of valence to this behaviour classification using the BIAS (Behaviours from Intergroup Affect and Stereotype) map. This expanded classification identifies residents' behaviours as either facilitating (favourable for the object) or detrimental (unfavourable or negative).

To date, research has primarily focused on residents' facilitating behaviours or pro-tourism behaviours, defined as "positive discretionary behaviours that benefit local tourism performances but are not directly rewarded" (Zhang, 2022). To analyse such behaviours, multidimensional (Zhang, 2008; Zhang & Xu, 2019) and unidimensional (Ribeiro *et al.*, 2017) scales have been developed for general study, along with unidimensional scales for specific assessments. The types of pro-tourism behaviours exhibited by residents are diverse and include host or hospitality behaviour, Gratuitous Referrals At Destination (GRAD) behaviour (Plaza-Mejía *et al.*, 2023), resident's destination brand ambassador behaviour (RDBAB) behaviour (Wassler *et al.*, 2019), word-of-mouth behaviour (Porrás-Bueno *et al.*, 2023), protection behaviour (Bezerra da Silva *et al.*, 2020; Lin & Huang, 2021), support behaviour (Çelik & Rasoolimanesh, 2021; Erul & Woosnam, 2021; Martín *et al.*, 2018; Moghavvemi *et al.*, 2017; Schnitzer *et al.*, 2020), participation behaviour (Xu & Hu, 2021), and self-consumption behaviour (Kim *et al.*, 2019).

2.3. *Relating Attitude, Intention, and Protourism Behaviour*

Intentions are self-instructions to engage in a particular behaviour, serving as a motivational force (Sheeran, 2002). Adapting Ajzen's (1991) concept of intention, pro-tourism intention can be understood as a resident's willingness to undertake pro-tourist behaviours. Thus, the greater the intention, the more effort the resident intends to exert and the more actively involved they will be in performing such behaviours. Given that intention often serves as a reliable predictor of behaviour, some researchers have used intention rather than behaviour as the primary variable of interest, investigating diverse aspects such as residents' intention to conserve built heritage (Lwoga, 2017), behavioural intentions to support tourism development (Erul *et al.*, 2020; Shen & Shen, 2020; Yen & Kerstetter, 2008), intention to visit a destination (Hsu & Huang, 2012; Juschten *et al.*, 2019; Quintal *et al.*, 2010; Ran *et al.*, 2021), word-of-mouth intentions (Papadimitriou *et al.*, 2018), pro-tourism behavioural intentions (Shen *et al.*, 2019; Wong *et al.*, 2021), or rural tourism behavioural intentions (Wang & Luo, 2017; Wang *et al.*, 2020), among others.

To bridge the gap between attitude and behaviour, researchers have turned to psychological models such as the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980) and its extension, the Theory of Planned Behaviour (TPB) (Ajzen, 1991). Both theories propose that residents' attitudes toward pro-tourist behaviour serve as antecedents that explain their intentions toward such behaviour. These intentions, in turn, influence residents' actual pro-tourist behaviours.

Based on the postulates of both TRA and TPB, we will attempt to test the following initial hypotheses:

H1: A direct and significant positive relationship exists between pro-tourism attitudes and intentions.

H2: A direct and significant positive relationship exists between pro-tourism intentions and pro-tourism behaviours.

According to the TRA and TPB, the intention variable typically serves as a mediator between attitude and behaviour. However, some studies have directly linked attitudes and behaviours. For instance, Çelik and Rasoolimanesh (2021) and Schnitzer *et al.* (2020) propose that the Cost-Benefit Attitude or Overall attitude directly influences support for tourism development. Similarly, Martín *et al.* (2018) and Moghavvemi *et al.* (2017) suggest that Attitude toward Tourism serves as a direct antecedent for pro-tourism behaviour, while Homsud (2017) argues that the former directly affects Pro-tourism Behaviour.

It is important to note that in these studies, the attitude measured is often a generic attitude directed towards a broadly defined object (e.g., tourism) and is linked to a similarly general or unspecified behaviour, such as "support" or "pro-tourism behaviour." According to the correspondence principle (later termed compatibility) by Ajzen and Fishbein (1977), the relationship between attitudes and behaviours becomes stronger when both are measured with the same level of specificity or generality. Ajzen and Fishbein argue that to determine this level, four elements must be considered: action (the behaviour to be performed), target (the objective), context (the situation), and time (the moment). This explains why recent research that has linked specific pro-tourism attitudes and behaviours, such as word-of-mouth (WOM) or Gratuitous Referrals At Destination (GRAD), has made use of a specific attitude measure (attitude towards that specific type of behaviour) instead of the typical generic attitude towards the tourism object or tourism development inherited from Social Exchange Theory (Plaza-Mejía *et al.*, 2023; Porras-Bueno *et al.*, 2023).

In any case, the assertion that attitude directly influences behaviour does not align with either the TRA or TPB model, as both theories suggest that the relationship between these variables is mediated by intention. However, alternative theories, such as the Value-Attitude-Behaviour Model (VABM), propose that values influence behaviours directly and indirectly through attitudes (Homer & Kahle, 1988). This model has recently attracted attention in tourism research, particularly in studies concerning residents, to understand pro-tourism behaviours and involvement in tourism (Erul *et al.*, 2023).

Therefore, from this perspective, we propose a third hypothesis:

H3: A direct and significant positive relationship exists between pro-tourism attitudes and pro-tourism behaviour.

Additionally, an attempt is made to identify potential categorical and quantitative moderating variables associated with the publication itself, the participants, or the methodological characteristics of the research (see Figure 1).

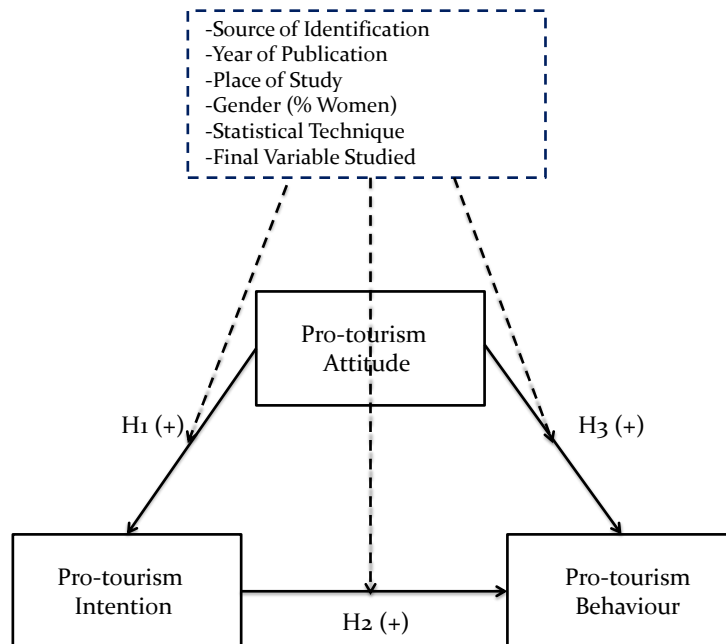


Figure 1. Model to be tested

3. Method

3.1. Study selection criteria

The selection of studies followed a two-step process. First, a formal search strategy was employed to review the titles and abstracts of articles retrieved from the main academic databases. Studies that may be relevant were then selected for further review. In addition, the bibliographic search was completed manually following the thread offered by the bibliographic references of the articles already found, which allowed for the incorporation of references not yet taken into account.

An article was eligible if (1) it is a quantitative study investigating the formation of residents' pro-tourist intentions/behaviours; (2) it applies TRA or TPB as a theoretical framework; (3) it reports sample sizes, correlation coefficients, and regression coefficients; and (4) the study is written in English or Spanish.

3.2. Search for studies

Online searches were conducted across various databases: Web of Science, Scopus, PsycINFO, and Google Scholar. In order to locate studies on residents' pro-tourist intentions and behaviours using TRA or TPB as a theoretical framework, *tourism, resident, Theory of Reasoned Action and Theory of Planned Behaviour* were used as relevant search terms. Terms that reflect the constructs under study, such as *attitude, intention, or behaviour*, were not considered in order to locate the largest possible number of studies on the subject in the various databases and to avoid omitting articles where any of these three constructs would have been named differently, as is the case with the "wildcard" term *"support."* The search equations applied in each database and the number of papers initially identified are listed in Appendix A, while the search flowchart is summarized in Figure 2.

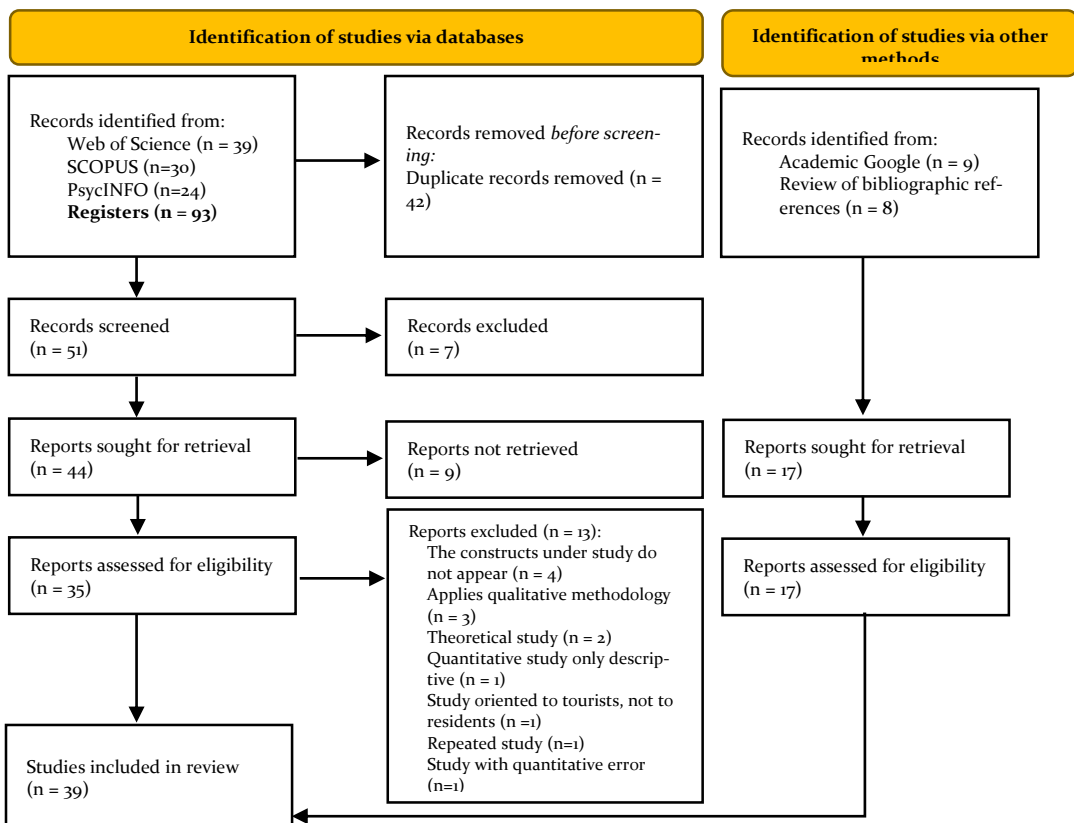


Figure 2. Search flowchart

Three of the total 39 studies included in the review were eliminated because, despite meeting the established selection criteria, they present certain peculiarities that make their inclusion impossible at an operational level. Thus, two studies address two concepts of attitude (positive and negative) rather than overall attitude, as found in the rest of the studies (Jordan *et al.*, 2018; Ribeiro *et al.*, 2017), while the third establishes a relationship between the variables attitude and intention in the opposite direction to that suggested by both the TRA and the TPB (Blasco-López *et al.*, 2020). Thus, a total of 36 studies were used to conduct the meta-analysis.

3.3. Coding of moderating variables.

Data from the 36 studies were entered into an extensive coding form containing ten main categories (See Table 1 and Appendix B). Following a coding strategy based on that employed by Gursoy *et al.* (2018), the selected articles were coded by the researcher on two occasions within a time interval of three weeks. Identical coding resulted from the two coding processes.

When the same article worked with different samples, as many contributions were considered as there were samples. Specifically, this occurred in two of the selected studies that tested hypothesis H₁ and, for this purpose, worked with three different samples each. Thus, Kwon & Vogt (2010) analysed the intention to support tourism products in three areas with varying degrees of tourism development, while Quintal *et al.* (2010) studied the intention to visit a destination (Australia) in three different countries: South Korea, China, and Japan. Ultimately, the number of records available to test the hypotheses was 31 for H₁, 9 for H₂, and 8 for H₃. Subsequently, to carry out the moderation analysis, it was decided to classify the possible moderating variables into three groups (Table 1)

Table 1. Coding and moderating variables

Coding Variables	Moderating Variables
1. Background information	1. Characteristics of the publication
1.1. Authors	1.1. Database
1.2. Year of publication	1.1.1. Bibliography
2. Study context (study location)	1.1.2. Google Scholar
3. Publication type and database	1.1.3. Main databases
4. Sample information	1.2. Year of publication
4.1. Size	2. Characteristics of the participants
4.2. Sampling year	2.1. Place of Study
4.3. Gender structure	2.1.1. Africa
5. Final dependent variable (type of intention/behaviour under study)	2.1.2. America
6. Data analysis technique	2.1.3. Asia
7. Construct reliability indicators	2.1.4. Europe
7.1. Cronbach's alpha	2.1.5. Other
7.2. CR	2.2. Gender structure of the sample
7.3. AVE	3. Characteristics of the study
8. Determination coefficient (R ²) of dependent variables	3.1. Statistical technique
9. Construct structure	3.1.1. AR
9.1. Number of items	3.1.2. CB-SEM
9.2. Items wording	3.1.3. PLS-SEM
10. Effect sizes (standardized regression coefficient)	3.2. Type of intention/behaviour studied
	3.2.1. "Intention/behaviour to visit a tourist destination"
	3.2.2. "Residents' support for tourism"
	3.2.3. "Other"
	3.3. Number of Items Construct

3.4. Calculation of the effect size.

The Pearson correlation or r -statistic was established as an effect size index, using the Fisher transformation and subsequent calculation of Fisher's Z (Z_r) before applying the statistical techniques of meta-analysis to provide r values once the final results had been obtained.

The effect size (r) corresponds in this case to the correlation between the latent variable attitude towards pro-tourism behaviour and the construct pro-tourism behaviour intention (H_1), to the correlation between the latent variable intention towards pro-tourism behaviour and the construct pro-tourism behaviour (H_2) and the correlation between the constructs attitude and pro-tourism behaviour (H_3).

3.5. Statistical analysis.

Separate meta-analyses were conducted with the effect sizes for each of the three hypotheses. Given that the studies included in our MA differ from each other not only based on sampling error (within-study variability) but also in many other characteristics – e.g., sociodemographic characteristics of the samples, type of intention/end behaviour analysed, and number of items used in constructs (inter-sample variability), we assume a random effects model. The homogeneity of effect sizes was tested using the Q statistic and the I^2 index. Then, we calculated the weighted mean effect size and confidence interval for each outcome measure.

To analyse the influence of moderating variables on effect sizes, a mixed-effects model was used, weighting each study by precision, which is a directly function of sample size. To examine how these moderating variables influence the variability of effect sizes, ANOVAs (in the case of qualitative moderators) and meta-regressions (in the case of quantitative moderators) were applied. To determine the statistical significance of a moderator variable, the statistics Q_B and Q_R were calculated for ANOVAs and meta-regressions, respectively. In contrast, in order to assess model misspecification, the statistics Q_W and Q_E were calculated. The percentage of variance explained by the moderator variable was calculated using R^2 , obtained by subtracting the result of dividing the residual inter-study variance by the total inter-study variance. Finally, as our meta-analysis did not include unpublished articles, publication bias was also analysed.

The Jamovi software Version 1.8.1 was used for calculations, pre-loading the MAJOR module, and the JASP software Version 0.14.1.0. Effect sizes were calculated directly from observed values (correlations and sample sizes).

4. Results

4.1. Descriptive characteristics of individual studies and their effect sizes.

Appendix B lists the total number of records for the 36 selected studies published between 2008 and 2021. It is worth highlighting the recency of the studies found on this subject, given that 28 of the 36 have been published in the last five years, with the surveys being carried out for the studies between 2006 and 2019. Evidence of the presumed quality of these studies is indicated by the fact that 24 of the 36 are JCR articles, 16 in the first quartile of the "Hospitality, Leisure, Sport & Tourism" group. In addition, nine other articles are indexed in SCOPUS.

Sample sizes range from 102 to 2,265, with a mean of 380 for estimating hypothesis H_1 , 346 for hypothesis H_2 , and 672 for testing hypothesis H_3 . Taking into account that there are three studies resulting in three publications using the same sample and that they have only been counted once (Erul, 2018; Erul

et al., 2020 and Erul & Woosnam, 2021), the overall sample comprises a total of 11,032 residents for testing the relationship between attitude and intention, 2,764 residents for the relationship between intention and behaviour and 5,375 for testing the relationship between attitude and behaviour.

In the overall sample, South-East Asian countries are predominant, accounting for 59% of the sample, with China (4,546), Taiwan (2,964), and Korea (1,104) as territories with high sample participation. Austria is also noteworthy, with a total sample of 3,142 residents and the largest individual sample in the study (2,265 residents) (Schnitzer *et al.*, 2020). The samples used generally show an equal gender distribution, with the highest gender imbalance being 79% for males (Çelik & Rasoolimanesh, 2021) and 70% for females (Homsud, 2017; Ran *et al.*, 2021). Although almost all studies report the age of participants according to interval percentages, few provide the mean age of the sample, which in our case ranges between 30 and 42 years.

The statistical technique applied in most of the studies is Structural Equation Modelling (SEM), with covariance-based Structural Equation Modelling (CBSEM) being the most common, although three of the studies employ Variance-based Structural Equation Modelling (PLS-SEM) (Prayag *et al.*, 2013; Shen *et al.*, 2019; Zhang *et al.*, 2019). It is also noteworthy that four of the articles analyse the relationship between attitudes and pro-tourism intentions by employing regression analysis (Kwon & Vogt, 2010; Wang & Luo, 2017; Wang *et al.*, 2020).

Twenty studies considered the behavioural intention construct as the final variable, and the remaining sixteen analysed pro-tourism behaviours. The studies analysed address various intentions and behaviours, with the former involving visits to certain tourist destinations/facilities, support for the development of tourism in the locality, support for a specific tourist segment (sports, festival, casino gambling), word-of-mouth behaviour or participation by the resident in tourism, environmental, ecological and protection behaviour. At the same time, the latter included behaviour in support of tourism development in general, participation in tourism or towards a particular event (such as the Olympics), or certain pro-environmental behaviours or defence of ecotourism.

The number of items used to construct the latent variables attitude, intention, and behaviour ranged from 1 to 6, 1 to 6, and 2 to 9, respectively. Regarding the reliability and internal consistency coefficients of the constructs, both Cronbach's alpha and the Composite Reliability Coefficient (CR) reach adequate values (>0.7) for the three constructs in all studies, although the Average Variance Extracted (AVE) is in some cases below the desired value of 0.5 (Homsud, 2017; Martín *et al.*, 2018; Zhang & Lei, 2012).

The path coefficients reported by the studies range between -0.14 (Yen & Kerstetter, 2008) and +0.79 (Prayag *et al.*, 2013) for the relationship between attitude and intention (H₁), between -0.02 (Yang *et al.*, 2019) and +0.70 (Bezerra da Silva *et al.*, 2020) for the relationship between intention and pro-tourism behaviour (H₂) and between +0.24 (Homsud, 2017) and +0.97 (Yang *et al.*, 2019) for the correlation between attitudes and behaviours.

Explained variance ranges from 8% (Chen & Raab, 2012) to 79% (Kim *et al.*, 2019) in the case of the intention variable and between 15% (Jin *et al.*, 2011) and 89% (Schnitzer *et al.*, 2020) in the case of behaviour.

4.2. Heterogeneity contrast.

The homogeneity of effect sizes shows results of $Q(30) = 869.339$, $p < 0.001$, for hypothesis H₁, $Q(8) = 142.484$, $p < 0.001$ for hypothesis H₂, and $Q(7) = 1,679.669$, $P < 0.001$, so that in all three cases the presence of statistically significant heterogeneity is assumed, and our assumption of the random effects model is supported. This assumption is also supported by the high value offered by the I^2 index (96.73% for H₁,

95.54% for H2, and 99.63% for H3), which indicates that almost all of the variability of the TEs is not explained by random sampling error but by the existence of differential characteristics of the studies (Botella & Sánchez, 2015, p. 75). When this index has values considerably higher than 75%, this is taken to indicate a very high level of heterogeneity (Huedo-Medina *et al.*, 2006).

The Tau-squared statistic estimates the variance between the study effect sizes (inter-study variance). In our case, the value it takes is 0.0746, with an SE = 0.0201 for H1, 0.0573, with an SE = 0.0303 for H2, and 0.455, with an SE=0.2443 for H3. The value of this ratio (30.6 for H1, 22.4 for H2, and 268.8 for H3) reveals that the total variability multiplies by between 22 and almost 268 times the sampling variability, which confirms the high heterogeneity diagnosed by the Q and I² statistics.

4.3. *Estimation of the average effect size and its confidence interval.*

Using the random effects model and estimating the solution using the Restricted Maximum-Likelihood algorithm, the average effect size and corresponding confidence interval, both in terms of F-Fisher and correlation index, for each of the hypotheses are shown in Table 2.

Table 2. *Average effect size and confidence interval*

	Average ES (F-Fisher)	Standard Error	Z	p	95% confi- dence interval (F-Fisher)	Average TE (r)	95% confidence interval (r)
H1: Attitude- Intention	0.312	0.050	6.22	<0.001	(0.214, 0.410)	0.302	(0.211, 0.388)
H2: Intention- Behaviour	0.398	0.082	4.86	<0.001	(0.238, 0.559)	0.378	(0.234, 0.507)
H3: Attitude- Behaviour	0.908	0.239	3.80	<0.001	(0.440, 1.377)	0.720	(0.414, 0.880)

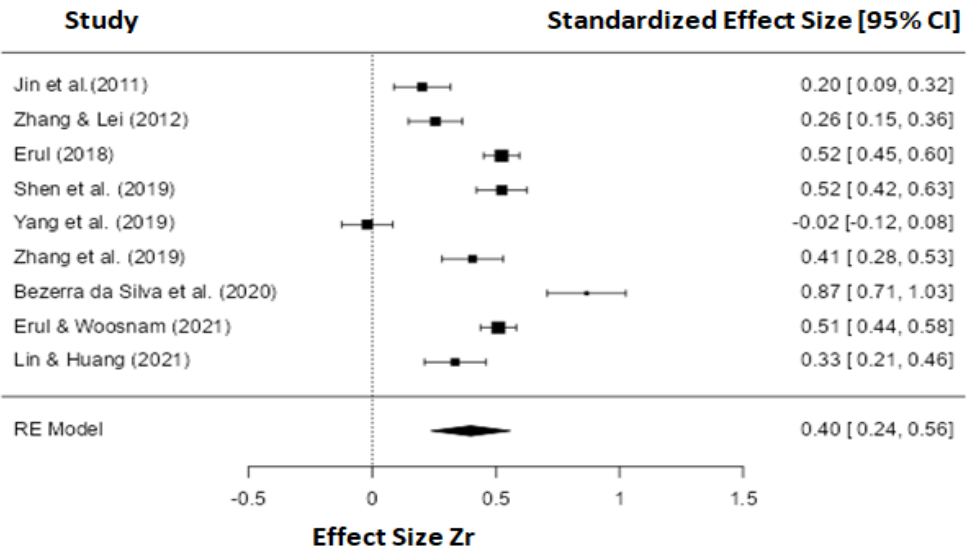
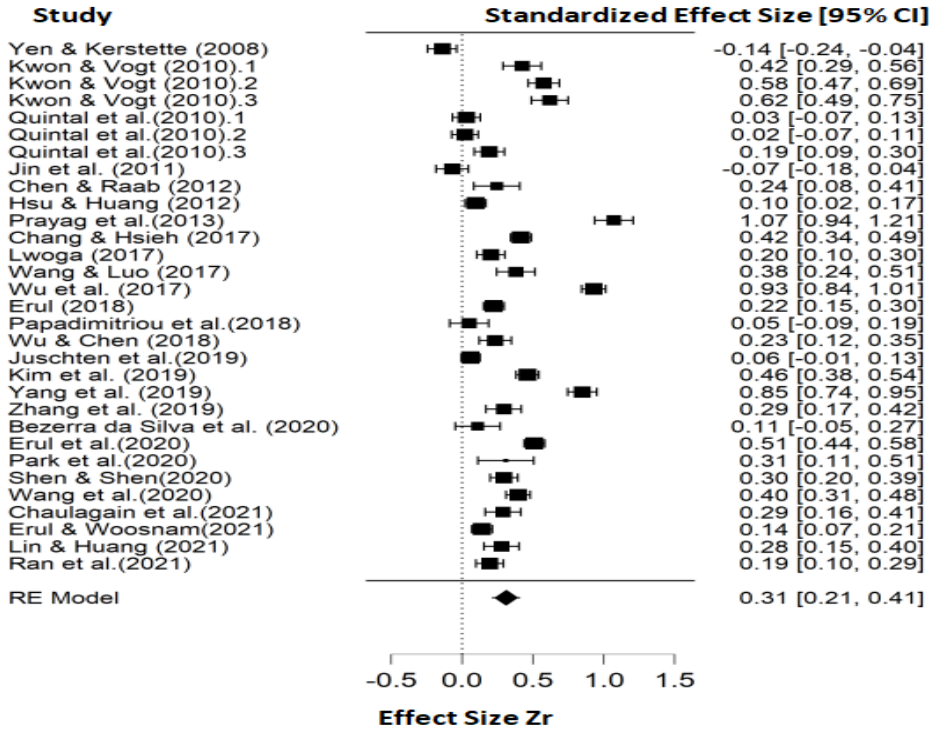
According to Cohen (1988), there is a medium-sized effect (>0.30) for the relationship between attitude and intention (H1) and the relationship between intention and behaviour (H2), while the effect size is quite large (well above 0.5) for the relationship between attitude and pro-tourism behaviour (H3). Moreover, the values obtained are positive and significant in all three cases. Therefore, given the magnitude, sign, and significance of the three average effect sizes, we can confirm that the three hypotheses are supported. Figure 3 shows the *forest plot* for each of the three correlations studied.

4.4. *Study of publication bias.*

To assess publication bias, we calculated the fail-safe N index (Rothstein *et al.*, 2005). This index represents the number of potentially existing null studies that remain undetected for the mean effect of a meta-analysis to reach zero. This safe number (Nfs=5k + 10) is (5× 31+ 10 =165) for studies correlating attitudes and intentions, (5×9 + 10 = 55) for studies correlating intentions and behaviours, and (5×8 + 10 = 50) for studies correlating attitudes and pro-tourism behaviours.

In the case of the *correlation* studies between *attitudes and intentions*, the safe number calculated based on Rosenthal's approximation is 12,511; according to Rosenberg, this number is 9,061, and following Orwin's approximation, 31. As N>Nfs (165), in the first two cases, publication bias can be ruled out as a threat to our meta-analysis. However, according to the result obtained from Orwin's approximation, as N<Nfs, we can conclude that the existence of the effect is not safe from the threat of publication bias. *Funnel plots* (Appendix C) show effect size estimate on x-axis and standard error on y-axis. 95% of studies should fall within the funnel defined by the diagonal lines in the absence of heterogeneity, which is

not the case here, where heterogeneity has been established. However, this tool is merely exploratory, and the small number of studies prevents us from reaching a firm conclusion about their symmetry/asymmetry. Therefore, we completed this information with two additional statistical tests: Egger's linear regression test, which shows that there is no significant asymmetry ($z = 0.280$; $p = 0.780$), and Kendall's tau ordinal correlation coefficient, which reaches the same conclusion (Kendall's $t = 0.104$; $p = 0.414$). Thus, neither statistic suggests the presence of publication bias.



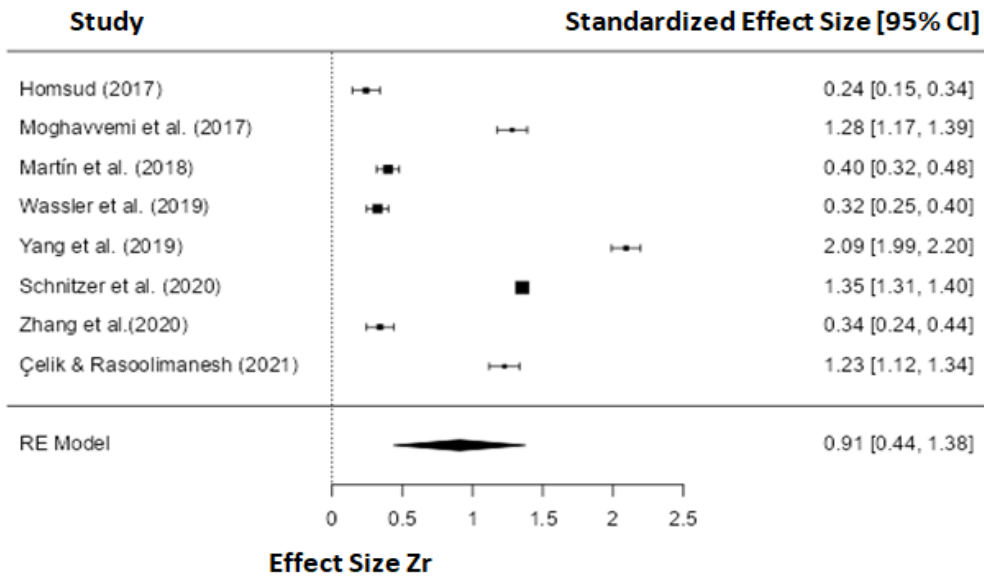


Figure 3. Forest plots of effect sizes (hypotheses H_1 , H_2 , and H_3 , respectively).

Regarding the publications relating *intentions* and *pro-tourist behaviours*, the number of security by Rosenthal's approximation is 1,711, based on Rosenberg, 1,325, and following Orwin's approximation, 9. As $N > N_{fs}$ (50) in the first two cases but $N < N_{fs}$ in the third, we thus resorted to new criteria to determine the possible threat of publication bias. The *funnel plot* leaves seven of the nine studies outside the funnel defined by the diagonal lines, reflecting evident heterogeneity. In any case, the low number of studies available for this correlation prevents us from reaching a firm conclusion about its symmetry/asymmetry, something that is clarified by the non-significant values of Egger's linear regression test ($z = 0.678$; $p = 0.498$) and Kendall's tau ordinal correlation coefficient (Kendall's $t = -0.028$; $p = 0.917$).

For the papers correlating *attitudes* and *pro-tourist behaviours*, according to Rosenthal's approximation, the safe number is 11,931; based on Rosenberg, this is 11,090, and following Orwin's approximation, 8. The conclusions drawn are similar to those just described for the publications relating intentions and behaviours, both concerning the *funnel plot* and concerning Egger's linear regression test ($z = 0.223$; $p = 0.824$) and Kendall's tau ordinal correlation coefficient (Kendall's $t = 0.214$; $p = 0.548$).

In short, and overall, it should be noted that, except for Orwin's safety number, none of the criteria applied suggest any publication bias that could be interpreted as a threat to the results of this meta-analysis.

4.5. Analysis of moderating variables.

As categorical moderator variables, we analysed the type of intention/behaviour studied, the source of identification of the study, the statistical technique, and the place of study, while the year of publication and the gender structure of the sample were analysed as quantitative moderators.

Table 3. Results of the weighted ANOVAs to compare the correlations for each of the possible moderating variables

Moderating Variable	k	Zr	R	ANOVA result
Moderation analysis of the Attitude-Intention relationship (H1)				
<i>Statistical Technique</i>				$Q_B (2) = 5.078, p = 0.079; R^2 = 0.09$
AR		0.387	0.369	$Q_w (28) = 5.078, p < 0.001$
CB-SEM		0.262	0.256	
PLS-SEM		0.681	0.592	
<i>Final Variable Studied</i>				$Q_B (2) = 2.464, p = 0.292; R^2 = 0.03$
Tourism Support		0.359	0.344	$Q_w (28) = 765.943, p < 0.001$
Visit Destinations	8	0.181	0.179	
Other		0.358	0.343	
<i>Place of Study</i>				$Q_B (4) = 0.689, p = 0.953; R^2 = 0$
Africa	1	0.203	0.200	$Q_w (23) = 799.146, p < 0.001$
America		0.210	0.207	
Asia		0.293	0.285	
Europe		0.390	0.371	
Other		0.292	0.284	
<i>Source of identification</i>				$Q_B (2) = 4.461, p = 0.107; R^2 = 0.08$
Bibliography		0.278	0.271	$Q_w (28) = 771.827, p < 0.001$
Google Scholar		0.077	0.077	
Main databases		0.382	0.364	
Moderation analyses of the intention-behaviour relationship (H2)				
<i>Statistical Technique</i>				$Q_B (2) = 0.660, p = 0.719; R^2 = 0$
AR	1	0.202	0.199	$Q_w (6) = 127.055, p < 0.001$
CB-SEM		0.409	0.388	
PLS-SEM		0.466	0.435	
<i>Final Variable Studied</i>				$Q_B (1) = 0.006, p = 0.940; R^2 = 0$
Tourism Support	5	0.404	0.383	$Q_w (7) = 128.551, p < 0.001$
Other		0.391	0.372	
<i>Place of Study</i>				$Q_B (2) = 10.375, p = 0.006; R^2 = 0.54$
America	1	0.867	0.700	$Q_w (6) = 61.208, p < 0.001$
Asia		0.283	0.276	
Other		0.516	0.475	
<i>Source of identification</i>				$Q_B (1) = 0.039, p = 0.842; R^2 = 0$
Google Scholar	5	0.383	0.365	$Q_w (7) = 141.887, p < 0.001$
Main databases		0.418	0.395	
Attitude-Behaviour moderation analysis (H3)				
<i>Final Variable Studied</i>				$Q_B (1) = 0.518, p = 0.472; R^2 = 0$
Tourism Support		0.805	0.667	$Q_w (6) = 1.651,834, p < 0.001$
Another		1.217	0.839	
<i>Place of Study</i>				$Q_B (2) = 0.190, p = 0.909; R^2 = 0$
Asia	5	0.857	0.695	$Q_w (5) = 1.473,075, p < 0.001$
Europe		0.878	0.705	
Other	1	1.228	0.842	
<i>Source of identification</i>				$Q_B (2) = 9.668, p = 0.008; R^2 = 0.53$
Bibliography		0.363	0.348	$Q_w (5) = 417.886, p < 0.001$
Google Scholar		0.623	0.553	
Main databases		1.558	0.915	

k: number of studies, Zr: average effect size in terms of Fisher's F, R: average effect size in terms of correlations, Q_B : inter-category Q statistic, Q_w : intra-category Q statistic, R^2 : proportion of variance explained.

4.5.1. Characteristics of the publication.

The *source of study identification* appears to exert a moderation effect in the studies that analyse the correlation between attitudes and pro-tourism behaviours (H₃) ($Q_B(2) = 9.668, p = 0.008$), which means that this variable explains part of the variability in the effect sizes of these studies. In any case, the result of the Residual Heterogeneity Test ($Q_w(5) = 417.886, p < 0.00143 < 0.001$) indicates that while this is significant, it is not the only significant variable, with part of the variability between effect sizes remaining to be explained. The average effect size for the articles identified from the main database (Web of Science, Scopus, and PsycINFO) ($r_{ac} = 0.915$) shows a very high magnitude both in absolute terms and concerning that observed for the studies identified through Google Scholar ($r_{ac} = 0.553$) and the bibliographic review ($r_{ac} = 0.348$). Moreover, concerning the latter, the average difference is significant ($p = 0.005$). In the other two types of correlations analysed (H₁ and H₂), the moderation of this variable is not significant (Table 3), and it can be concluded that in these two cases, the "source of study identification" does not affect the variability of the effect sizes.

Regarding the *year of publication of the study*, we applied a simple meta-regression model to analyse its possible moderating role, taking the year of publication as the predictor variable and Fisher's Z-values (Z_r) obtained from the correlation coefficients as the dependent variable. As Table 4 shows, assuming a significance level of 0.05, we cannot reject the null hypothesis, concluding that the year of publication of the study is not a variable statistically related to the effect size. However, it is true that in all three cases, the regression coefficient takes a positive sign, indicating that the more recent the study publication, the stronger the positive relationship between the variables under study (attitude-intention, intention-behaviour, attitude-behaviour).

4.5.2. Participant characteristics.

The *place of study*, coded in this case as the continent where respondents reside, emerges as a significant moderating variable in the articles investigating the correlation between intentions and pro-tourism behaviours (H₂) ($Q_B(2) = 10.375, p = 0.006$), explaining 54% of the variability of effect sizes in these studies. However, there is still some variability between effect sizes to be explained, as suggested by the results of the Residual Heterogeneity Test ($Q_w(6) = 61.208, p < 0.001$). There is a significant mean difference ($p = 0.003$) between the average effect size of the studies carried out in America ($r = 0.700$) and that of the studies carried out in Asia ($r = 0.276$). However, the fact that in the first case, we are referring to the results of a single study carried out in Canguaretama (Brazil) makes us very cautious about the moderation effect detected. In the studies of the remaining correlations analysed (H₁ and H₃), the moderation of this variable is not significant (Table 3). However, in these cases, it is noteworthy that the correlations of the greatest magnitude are recorded for studies conducted on the European continent.

Regarding the *sample structure according to gender* (% of women), the meta-regression result does not indicate that this variable plays a significant moderating role in any of the three groups of studies (Table 4).

4.5.3. Research characteristics.

The *statistical technique* used in the research (CB-SEM, PLS-SEM, and Regression Analysis) is not revealed as a significant moderating variable that can explain the variability of effect sizes in studies of correlations between attitudes and intentions or those relating intentions and behaviours (in the third group this variable has not been studied because all the studies found use CB-SEM as the statistical test). In any case, the highest average correlations correspond to the PLS-SEM technique (Table 3).

Regarding the *final intentions/behaviours* analysed in the set of studies, there is no evidence in any of the three groups of studies (H₁, H₂, H₃) that this variable explains part of the variability in effect sizes (Table 3).

Table 4. Results of the weighted ANOVAs to compare the correlations for each of the possible moderating variables.

Moderating Variable	k	bj	Q _R	Q _E	R ²
Moderation analysis of the Attitude-Intent relationship (H₁)					
Year of publication	31	0.007	0.391	834,734***	0.013
Gender (% Women)		-0.002	0.035	752,275***	0.000
Number of Items Construct			3.042	583,206***	0.132
Attitude		-0.002			
Intention		-0.063			
Moderation analysis of the intention-behaviour relationship (H₂)					
Year of publication		0.027	1.416	119,125***	0.053
Gender (% Women)		0.017	0.590	116,228***	0.000
Number of Items Construct			0.339	46,015***	0.000
Intention	8	0.105			
Behaviour		-0.051			
Attitude-Behaviour moderation analysis (H₃)					
Year of publication	8	0.108	0.347	1374,517***	0.000
Gender (% Women)	8	-0.020	1.156	1406,679***	0.022
Number of Items Construct			1.097	575,875***	0.314
Attitude		-0.183			
Behaviour		-0.008			

k: number of studies, bj: unstandardized regression coefficient, Q_R: statistic for testing the statistical significance of the moderator variable, Q_E: statistic for testing for model misspecification, R²: Percentage of variance explained by the moderator variable.

5. Discussion

The results show that the attitude of community members is a valid predictor of their intention to be supporters of tourism (H₁) ($r = 0.302$). However, the correlations obtained across individual studies demonstrate a wide range (from -0.14 to $+0.79$) that does not appear to be explained at the significance level of any of the analysed moderating variables. Nonetheless, it is worth noting that this correlation tends to be stronger in the case of behaviours involving a lower degree of resident engagement (e.g., support for tourism development) compared to behaviours requiring greater commitment or involvement (e.g., visiting the tourist destination) (see Appendix B). However, it is striking that studies analysing the same type of intention reveal varying correlations. For instance, when comparing the attitude-intention correlation regarding support for tourism development behaviour, discrepancies are observed: (-0.14) (Yen & Kerstetter, 2008), (0.287) (Shen & Shen, 2020), (0.470) (Erul *et al.*, 2020). Similarly, discrepancies are found for word-of-mouth (WOM) behaviour: (0.05) (Papadimitriou *et al.*, 2018), (0.73) (Porrás-Bueno *et al.*, 2023). It is important to interpret the null correlation observed between attitude and intention in the study by Papadimitriou *et al.* (2018) with caution. This is because relating the attitude toward an object (overall destination image) with the intention toward a behaviour (WOM intention) does not adhere to the compatibility principle of Ajzen and Fishbein (1977). This principle states that to detect a strong relationship between attitude and behaviour, both should be measured with the same level of specificity or generality. This is not the case in the study by Porrás-Bueno *et al.* (2023), where intention toward WOM behaviour is explained by the resident's attitude toward the same behaviour.

Regarding hypothesis H₂, the correlation between intention and behaviour obtained in the specific context of residents and tourism ($r = 0.378$) shows a "medium" effect size. This correlation appears somewhat lower than those reported in meta-analyses conducted across various contexts ($r = 0.53$), yielding a "large" effect size ranging from 0.40 to 0.82. This discrepancy could be due not only to the specific scope of our study in terms of subject matter (tourism) and participants (residents) but also to measurement factors beyond the intention-behaviour gap (e.g., measurement error, scale correspondence, compatibility), which could obscure the true value of the correlation between intentions and behaviours (Sheeran, 2002).

The third hypothesis tested, which deviates from the original postulates of the TRA and TPB, assumes a direct relationship between attitude and tourism behaviour (H₃). Interestingly, this hypothesis has been supported even more strongly than the first two, as evidenced by the high correlation coefficient ($r = 0.720$) and its positive sign. Notably, several studies have justified their hypotheses under theories that do not explicitly endorse them in their original conception (Çelik, S., & Rasoolimanesh, 2021; Moghavvemi *et al.*, 2017). Additionally, it is striking that Homsud (2017) and Wassler *et al.* (2019) attempted to measure Pro-tourism behaviour and Brand ambassador behaviour using indicators that inherently assess intentions (see Appendix B). Aside from the name of the construct, these studies might align better with the framework of Hypothesis H₁, which relates attitudes and intentions according to the TRA postulates.

Even more complex is the use of the construct "Support" as its orientation can be attitudinal, intentional, or behavioural (Plaza-Mejía *et al.*, 2020), making it challenging to determine its nature when different types of items are combined (Schnitzer *et al.*, 2020). An analysis of the items used to form the Support latent variable in three studies used to test hypothesis H₃ reveals considerable heterogeneity among them. In Moghavvemi *et al.* (2017), the construct resembles an attitudinal dimension; for Schnitzer *et al.* (2020), it comprises a mix of attitudinal and intentional aspects; while in the study of Çelik and Rasoolimanesh (2021), it has clear behavioural components ("make suggestions," "actively participate"), implying greater resident involvement (see Appendix B). Surprisingly, in all three cases, the attitude-support correlation found was very high and similar (ranging between 0.84 and 0.88), perhaps because in these studies, the object of attitude study is generic and relates to behaviour that demands minimal involvement, such as support. In any case, the recent integration of the Value-Attitude-Behaviour Model (VABM) into studies of residents (Erul *et al.*, 2023) may provide a suitable framework to support the hypothesis directly linking the attitudes of the local population to their actual behaviours.

Thus, our study identifies a relationship between the three constructs (attitude, intention, and behaviour) in which the direct effect of attitude on pro-tourism behaviour (0.720) exceeds the magnitude of the indirect effect through intention ($0.302 \times 0.378 = 0.114$), the former explaining 86% of the total effect and the latter only the remaining 14%. In short, it appears that the more favourable the resident's attitude towards pro-tourism behaviours, the greater their intention to carry out such behaviours; the greater their intention towards pro-tourism behaviours, the more frequently they will carry out such behaviours; and their favourable attitudes can also lead directly to the performance of pro-tourism behaviours without the need for this relationship to be mediated by their intentions.

The only study included in this meta-analysis to propose a triangulation between attitude, intention, and behaviour is that of Yang *et al.* (2019), examining behaviour toward legalizing gambling in a locality in Taiwan. Surprisingly, the results of this study, despite confirming that attitude has a positive and significant impact on both intention (H₁) and behaviour (H₃), do not demonstrate any direct relationship between the latter and intention (H₂). The authors attempt to explain this finding based on self-

regulatory mechanisms, such as the variable "action control," positioned between intentions and behaviour, influencing the relationship between the two constructs. Specifically, this variable aids in maintaining intentions and facilitating behaviour implementation (Sniehotta *et al.*, 2006).

Two recent studies analysing the attitude-intention-behaviour relationship of residents in the Spanish coastal town of El Rompido present varying correlation coefficients depending on the specific behaviour under examination. For protourism behaviours with a high degree of control by locals, such as WOM behaviour, the correlation between intention and behaviour is notably high ($r = 0.69$) (Plaza-Mejía *et al.*, 2023), while the intention-GRAD behaviour correlation is smaller ($r = 0.31$) but significant. This difference may be because GRAD behaviour requires interaction between residents and tourists, which is beyond the control of the former (Porrás-Bueno *et al.*, 2023).

In all three cases tested, we found statistically significant heterogeneity of effect sizes. These findings support our previous assumption of the random effects model in the development of the meta-analysis, as is also the case in the work of Gursoy *et al.* (2018) when analysing the effects of perceived benefits and costs on residents' support for tourism. While the meta-analysis by Gursoy *et al.* (2018) focuses on correlations between the perceived positive and negative effects of tourism concerning support for further tourism development (understood mainly as "attitude") and applies the SET, our work is an extension of the model and attempts to link attitudes with tourism intentions and behaviours and is thus focused on work developed under the umbrella of the TRA and the TPB.

As in the work of Gursoy *et al.* (2018), the criteria used in this study to assess publication bias do not seem to suggest that this could pose a threat to the results and conclusions of our meta-analysis. However, and linking this issue to the analysis of possible moderating variables, it should be noted that the results suggest that the source of study identification exerts a significant moderation effect in the studies that analyse the correlation between attitudes and pro-tourist behaviours (H_3), which means that this variable explains part of the variability in the effect sizes of these studies. We must be cautious when interpreting this possible moderation effect, not only because of the small number of articles that analyse the attitude-intention correlation (only 8) but also because this variable is not significant in the other two correlations analysed, which are based on a greater number of articles. It is also the case that among the three groups of correlations studied, those of the greatest magnitude correspond to the articles selected from the main databases (Web of Science, Scopus, and PsycINFO). This could be taken to indicate that the most prestigious journals in the field of international tourism research are showing an implicit preference for studies that support strong relationships between constructs to the detriment of those that report weaker relationships. Concerning the possible moderating variables related to publication, the results of our meta-analysis indicate that the study's year of publication is not a variable statistically related to effect size. However, in the three correlations studied, the regression coefficient takes on a positive sign, indicating that the more recent the publication, the stronger the positive relationship between the variables under study (attitude-intention, intention-behaviour, attitude-behaviour), something that seems to coincide (we do not know whether coincidentally or causally) with the increasing difficulty of publishing in leading journals in Tourism.

It is worth noting that the type of intention/behaviour constituting the final dependent variable under study does not appear to moderate the attitude-intention-behaviour relationships in any of the three cases, contrary to what might be expected according to the literature (Sheeran, 2002). However, this finding should be interpreted with caution, given the diverse behaviours grouped within the "Other" category. As previously mentioned, for Hypothesis H_1 , differences are observed in the attitude-intention correlations when the behaviour under analysis is "Tourism Support" as opposed to "Visit Destinations."

Regarding the characteristics of the participants as possible moderating variables, while the variable "sample structure by gender" does not seem to play a significant moderating role in any of the three groups of studies, the place of study — understood in this case as the continent where the respondents reside — does appear to be a significant moderating variable in the studies investigating the correlation between intentions and pro-tourism behaviours (H₂), explaining a fairly high percentage of the variability of the effect sizes (54%). In particular, a significant difference in means is identified between the average effect size of the studies carried out in America, where the correlation between intention and behaviour is high ($r=0.7$), and that of the studies carried out in Asia, where the correlation is medium ($r=0.3$). In any case, only one study of South American residents - specifically Brazilians - (Bezerra da Silva *et al.*, 2020) makes us highly cautious about the moderation effect detected. Another phenomenon observed in the case of studies linking attitudes and intentions (H₁) and attitudes and behaviours (H₃) is that the largest average effect sizes are located in Europe compared to other areas. However, in these cases, the area of residence variable is not shown to be a moderator in statistical terms. In their meta-analysis, Gursoy *et al.* (2018) also hypothesised that perceived tourism impacts would vary substantially across geographies on population support for tourism development, and they considered study region as a potential moderating variable. In their meta-analysis, Gursoy *et al.* (2018) also examined the region studied as a possible moderating variable, hypothesising significant differences between regions in the effect of perceived tourism impacts on residents' support for tourism development: "In particular, the relationships between the perceived benefits of tourism development and residents' support for tourism development will be stronger for less developed regions (i.e., the Asia-Pacific region), while the relationships between the perceived costs of tourism development and residents' support for tourism development will be stronger for more developed regions (i.e., North America and Europe)" (Gursoy *et al.*, 2018; p. 11). The results found by Gursoy *et al.* (2018) lead them to reject the first of their hypotheses - the strength of the association between the perceived benefits of tourism and residents' support for its development is not significantly influenced by the region studied- (as in our meta-analysis for the correlations between attitudes and intentions and between attitudes and behaviours) and, on the contrary, support the second of their hypotheses.

Finally, regarding the characteristics linked to methodological aspects of our research, neither the statistical technique used in the study nor the nature of the final variable under study were significant moderating variables capable of explaining the variability of the effect sizes.

6. Conclusions

The main objective of this meta-analysis was to test the adequacy of the Theories of Reasoned Action and Planned Behaviour in modelling the relationship between attitudes, intentions, and pro-tourist behaviour and explaining their formation in the light of these theoretical frameworks. To this end, two hypotheses have been successfully tested, which support these theories and postulate the existence of a positive and significant relationship between attitude and intention and between intention and pro-tourism behaviour. These results support the relatively recent use of these two theories in tourism research on residents instead of or in addition to the well-established Social Exchange Theory. Moreover, the strong correlation found in studies directly linking attitudes to pro-tourist behaviours highlights the need to incorporate new theoretical frameworks into resident studies, such as the Value-Attitude-Behaviour Model (VABM). Unlike traditional models, the VABM does not necessarily require the intention variable to serve as a mediator between the two constructs.

Historically, both the TRA and TPB have faced criticism for several reasons. These include their exclusive focus on rational reasoning, static explanatory nature, limited predictive validity, and concerns regarding the possibility of subjecting their hypotheses to empirical refutation. Some even question their overall validity and suggest that they may have lost their usefulness. This latter criticism has emerged

from the health field, where two long-standing theories have been accused of being applied in numerous correlational studies but few experimental studies (Sniehotta *et al.*, 2014). However, it is essential to exercise caution when generalizing this judgment to the field of tourism research, especially studies of resident behaviour. Incorporating these theories into tourism research is relatively recent, and while correlational studies are common, experimental studies are the exception rather than the norm.

In light of the results obtained, we can conclude that many variables not incorporated into our model may explain the variability of effect sizes and have been overlooked in the current study. Specifically, it would be desirable in future research to carefully analyse the items used in the various studies to measure the constructs of attitudes, intentions, and pro-tourist behaviours, to compare the different structural models proposed to determine whether the relationships tested in all of them and the latent variables incorporated into them are the same. It would also be useful to analyse whether the principle of compatibility between the related constructs (attitude-intention-behaviour) is supported in these studies (Ajzen & Fishbein, 1977). Perhaps then we will be able to understand why it was rare to have found homogeneity in the effect sizes in the present study. In the future, it would be interesting to investigate the relationship between residents' attitudes, intentions, and pro-tourism behaviours by varying the type of pro-tourism behaviour under study while keeping the target, context, and time variables constant. This approach would allow us to assess whether the observed correlations vary across different behaviours.

The underlying problem in studies on residents' attitudes, intentions, and pro-tourist behaviours is the alleged lack of validity in the research design. The latter has already been tentatively pointed out in the meta-analysis of Gursoy *et al.* (2018) in reference to a SET construct such as residents' perception of the negative effects of tourism: "Researchers in this field should make a concerted effort to improve the operational reliability and measurement of tourism's negative impacts, and to understand their influence on residents' attitudes" (Gursoy *et al.*, 2018; p. 21-22). This same operationalization problem is evident for the latent variables operating in the TRA and the TPB since the latent variables of attitude, intentions, and behaviour are confounded. They are named similarly to constructs that are designed based on different items, and sometimes, they address the construct more generically, while at other times, they are named in more specific terms. Moreover, there is a lack of validated scales that allow for uniformity when defining or constructing the latent variables to be used. In this regard, it would be advisable to follow the guidelines provided by the authors of the TRA and SET (Fishbein & Ajzen, 2010) when designing the questionnaire. In short, psychometric techniques that guarantee validity and reliability in constructing and validating scales are more necessary than ever in the study of residents' attitudes, intentions, and pro-tourist behaviour.

Among the limitations of this work are the small number of records identified to test hypotheses H₂ and H₃. Additionally, the coding process lacked independent input from two or more researchers, a factor known to influence the reliability of the findings (Orwin & Vevea, 2009). However, steps have been taken to address this latter limitation creatively. Despite the presence of a single researcher, efforts have been made to mitigate coder biases through intuitive methods (Janesick, 2001). Thus, triangulation techniques were employed to achieve trustworthiness in the coding, such as comparing the codes with those used in a similar study that reached comparable conclusions (Gursoy *et al.*, 2018). Additionally, method triangulation was sought by combining quantitative methods (meta-analysis) with others of a qualitative nature (systematic review and content analysis). Theoretical triangulation was also utilized since the interpretation of the results was informed by various theories (including TRA, TPB, VABM, and SET). These measures were implemented to enhance the trustworthiness of the findings (Decrop, 2004) and to offer a more comprehensive and insightful understanding of the subject of interest.

Appendices

Appendix A. Equations and search results in each database.

Database	Search equations	Search result (number of works)
Web of Science	THEME: ("Theory of reasoned action" OR "Theory of planned behaviour") AND THEME: ("resident*" AND "*tourism")	
SCOPUS	TITLE-ABS-KEY: ("theory of reasoned action" OR "theory of planned behaviour") AND TITLE-ABS-KEY:("resident*" AND "*tourism")	30
PsycINFO	AB: ("Theory of reasoned action" OR "Theory of planned behaviour") AND AB: resident* AND AB: *tourism	
Google Scholar	SEARCH ARTICLES WITH ALL THE WORDS: "Theory of reasoned action" OR "Theory of planned behaviour" AND "resident*" AND "*tourism."	2,840 (ordered by relevance)

Appendix B. Descriptive characteristics of individual studies

Authors (Year of publication)	Source of identification	Place of Study	Sample size	% Women	Statistical Test	Final variable studied	TE	TE	TE
							(rai) H1	(ric) H2	(rac) H3
Bezerra da Silva et al. (2020)	Main	Barra do Cunha, Canguaretama (Brazil)		46,4	CB-SEM	Environmental Performance	0.110	0.700	
Çelik & Rasoolimanesh (2021)	Main	Sirnak (Turkey)	332	21	CB-SEM	Behaviour in support of tourism development			0.842
Chang & Hsieh (2017)	Main	Hualien (Taiwan)	730		CB-SEM	Intention to support festival	0.393		
Chaulagain et al. (2021)	Main	USA	246		CB-SEM	Intention to practice medical tourism	0.281		
Chen & Raab (2012)	Main	Greater Hartford, Connecticut (USA)			CB-SEM	Intention to support community-based tourism	0.240		
Erul & Woosnam (2021)	Main	Izmir (Turkey)	740	50	CB-SEM	Behaviour in support of tourism development	0.140	0.470	
Erul (2018)	Google Scholar	Izmir (Turkey)	740	50	CB-SEM	Residents' participation in tourism-related activities	0.220	0.480	
Erul et al. (2020)	Main	Izmir (Turkey)	740	50	CB-SEM	Intention to support tourism development	0.470		
Homsud (2017)	Google Scholar	Hua-hin Prachubkirikhan (Thailand)	408	69,61	CB-SEM	Pro-tourism behaviour			0.239
Hsu & Huang (2012)	Main	Beijing, Shanghai, and Guangzhou (China)	730		CB-SEM	Intention to visit the destination (Hong Kong)	0.095		
Jin et al. (2011)	Google Scholar	Beijing (China)	298	43,6	AR	Behaviour towards the Olympics	0.070	0.199	
Juschten et al. (2019)	Main	Vienna (Austria)	877	51,3	CB-SEM	Intention to visit nearby destinations	0.060		

Authors (Year of publication)	Source of identification	Place of Study	Sample size	% Women	Statistical Test	Final variable studied	TE (rai) H ₁	TE (ric) H ₂	TE (rac) H ₃
<i>Kim et al. (2019)</i>	Main	South Korea	600	50	CB-SEM	Intention to visit a destination not yet created (Peace Park)	0.431		
<i>Kwon & Vogt (2010)</i>	Bibliography	Areas with high tourism development	213		AR	Intention to support future tourism products	0.400		
<i>Kwon & Vogt (2010)</i>	Bibliography	Areas with medium tourism development	321		AR	Intention to support future tourism products	0.520		
<i>Kwon & Vogt (2010)</i>	Bibliography	Areas with tourism development Low	232		AR	Intention to support future tourism products	0.550		
<i>Lin & Huang (2021)</i>	Main	Shennongjia (China)	253	44.6	CB-SEM	Ecological Behaviour (Natural Park)	0.271	0.323	
<i>Lwoga (2017)</i>	Bibliography	Three Tanzanian cities	398	32.9	CB-SEM	Intention to conserve built heritage in Tanzania	0.200		
<i>Martin et al. (2018)</i>	Bibliography	Cantabria (Spain)	619	51.7	CB-SEM	Behaviour in support of tourism			0.380
<i>Moghavvemi et al. (2017)</i>	Google Scholar	Pahang and Sabah (Taiwan)	333		CB-SEM	Support for tourism development			0.857
<i>Papadimitriou et al. (2018)</i>	Bibliography	Athens and Patras (Greece)			CB-SEM	WOM Intentions	0.050		
<i>Park et al. (2020)</i>	Main	Namwon's Baekdudaegan Protected Area (Korea)	102	32.6	CB-SEM	Intention to support the expansion of protected areas	0.299		
<i>Prayag et al. (2013)</i>	Main	London (United Kingdom)	212	50	PLS-SEM	Support to the 2012 Olympics (London)	0.790		
<i>Quintal et al. (2010)</i>	Bibliography	Korea	402	46	CB-SEM	Intention to visit a destination (Australia)	0.030		
<i>Quintal et al. (2010)</i>	Bibliography	China	443	51	CB-SEM	Intention to visit a destination (Australia)	0.020		
<i>Quintal et al. (2010)</i>	Bibliography	Japan	342		CB-SEM	Intention to visit a destination (Australia)	0.190		
<i>Ran et al. (2021)</i>	Main	USA	413	69.7	CB-SEM	Intention to visit a tourist destination (Beijing, China)	0.192		
<i>Schnitzer et al. (2020)</i>	Main	Tyrol (Austria)	2265	48.6	CB-SEM	Event support			0.875
<i>Shen & Shen (2020)</i>	Main	Hongcun (China)	406		CB-SEM	Intention to Support Tourism	0.287		
<i>Shen et al. (2019)</i>	Google Scholar	Huangshan City (China)	370	54.6	PLS-SEM	Behavioural intention pro-tourism		0.481	
<i>Wang & Luo (2017)</i>	Main	Changchun (China)	213	54.9	AR	Behavioural intention toward rural tourism	0.362		
<i>Wang et al. (2020)</i>	Bibliography	China	530		AR	Intentions to visit hotels after COVID-19	0.376		
<i>Wassler et al. (2019)</i>	Bibliography	Hong Kong (China)	651		CB-SEM	Brand ambassador behaviour (destination)			0.314
<i>Wu & Chen (2018)</i>	Main	Yilan County (Taiwan)	301	41.2	CB-SEM	Intention to participate in community-	0.230		

Authors (Year of publication)	Source of identification	Place of Study	Sample size	% Women	Statistical Test	Final variable studied	TE (rai)	TE (ric)	TE (rac)
							H ₁	H ₂	H ₃
						based ecotourism development			
Wu et al. (2017)	Main	Penghu (Taiwan)	537	45.8	CB-SEM	Intention to support the development of casino gambling	0.730		
Yang et al. (2019)	Main	Kinmen (Taiwan)	365	46.6	CB-SEM	Behaviour toward legalizing gambling	0.690	0.020	0.970
Yen & Kerstetter (2008)	Google Scholar	Penghu (Taiwan)	366		SEM	Intention to support tourism development	-0.140		
Zhang & Lei (2012)	Google Scholar	Dongbi, Baoji, Yonglong, Beimen and Yonghua (Taiwan)	332	48.6	CB-SEM	Intention to participate in ecotourism		0.250	
Zhang et al. (2019)	Google Scholar	Chengqi Lou (China)		55.4	PLS-SEM	Behaviour toward conflict resolution (Sustainable heritage tourism)	0.285	0.385	
Zhang et al. (2020)	Google Scholar	China	402	46.5	CB-SEM	Pro-environmental behaviour			0.330

Appendix B. Descriptive characteristics of individual studies (continued)

Authors (Year of publication)	Validity and reliability coefficients									Explained variance		Construct structure (No. of constituent items)		
	Cronbach's alpha			Composite Reliability (CR)			Average Extracted Variance (AVE)			R ²	R ²	Attitude	Intention	Behaviour
	Attitude	Intention	Behaviour	Attitude	Intention	Behaviour	Attitude	Intention	Behaviour	Intention	Behaviour			
Bezerra da Silva et al. (2020)	0.719	0.837	0.875	0.747	0.847	0.881	0.501	0.652	0.716	0.360	0.490	5	6	8
Çelik & Rasoolimanesh (2021)	0.720		0.930	0.740		0.910	0.600		0.680			3		5
Chang & Hsieh (2017)												3	3	
Chaulagain et al. (2021)				0.880	0.940		0.710	0.860				3	3	
Chen & Raab (2012)										0.080		1	1	
Erul & Woosnam (2021)	0.890	0.890	0.840	0.880	0.900	0.850	0.660	0.740	0.740	0.420	0.230	4	3	2
Erul (2018)	0.890	0.890	0.840	0.880	0.900	0.850	0.660	0.740	0.740	0.420	0.230	4	3	2
Erul et al. (2020)				0.880	0.890		0.650	0.740		0.420		4	3	
Homsud (2017)				0.865		0.758	0.515		0.439			6		4
Hsu & Huang (2012)	0.854	0.861		0.820	0.810					0.420		6	4	
Jin et al. (2011)	0.844	0.848	0.751								0.150	6	6	8
Juschten et al. (2019)	0.870	0.901		0.872	0.812		0.496	0.590		0.540		6	3	
Kim et al. (2019)	0.947	0.944		0.947	0.945		0.816	0.811		0.792		4	4	

Authors (Year of publication)	Validity and reliability coefficients									Explained variance		Construct structure (No. of constituent items)		
	Cronbach's alpha			Composite Reliability (CR)			Average Extracted Variance (AVE)			R ²	R ²			
	Attitude	Intention	Behaviour	Attitude	Intention	Behaviour	Attitude	Intention	Behaviour	Intention	Behaviour	Attitude	Intention	Behaviour
<i>Kwon & Vogt (2010)</i>										0.160				
<i>Kwon & Vogt (2010)</i>										0.260				
<i>Kwon & Vogt (2010)</i>										0.290				
<i>Lin & Huang (2021)</i>	0.876	0.893	0.905	0.890	0.889	0.911	0.671	0.728	0.721	0.360	0.240	4	3	4
<i>Lwoga (2017)</i>	0.929	0.814					0.753	0.608		0.550		5	3	
<i>Martin et al. (2018)</i>	0.822		0.687	0.790			0.706	0.488		0.379	0.440	4		4
<i>Moghavvemi et al. (2017)</i>	0.913		0.891	0.874			0.840	0.762		0.753		6		6
<i>Papadimitriou et al. (2018)</i>		0.940			0.940				0.850			1	3	
<i>Park et al. (2020)</i>	0.872									0.437		3	1	
<i>Prayag et al. (2013)</i>				0.910	0.900		0.840	0.820		0.480		2	2	
<i>Quintal et al. (2010)</i>												6	3	
<i>Quintal et al. (2010)</i>												6	3	
<i>Quintal et al. (2010)</i>												6	3	
<i>Ran et al. (2021)</i>	0.917	0.949					0.653	0.764				6	6	
<i>Schnitzer et al. (2020)</i>				0.910		0.790	0.770		0.560		0.890	3		3
<i>Shen & Shen (2020)</i>	0.904	0.813		0.904	0.817		0.759	0.599		0.432		3	3	
<i>Shen et al. (2019)</i>	0.870	0.873		0.911	0.913		0.719	0.724		0.448		3	4	
<i>Wang & Luo (2017)</i>	0.821									0.458		1	1	
<i>Wang et al. (2020)</i>	0.941												1	
<i>Wassler et al. (2019)</i>				0.954		0.966	0.806		0.761			5		9
<i>Wu & Chen (2018)</i>	0.840	0.750		0.830	0.760		0.540	0.530				6	5	
<i>Wu et al. (2017)</i>				0.960	0.960		0.850	0.870		0.710		5	4	
<i>Yang et al. (2019)</i>														
<i>Yen & Kerstetter (2008)</i>	0.840	0.860		0.830	0.860		0.630	0.560		0.500		4	5	
<i>Zhang & Lei (2012)</i>				0.730	0.870		0.470	0.690						
<i>Zhang et al. (2019)</i>	0.800	0.860					0.570	0.550		0.210	0.370	6	2	3
<i>Zhang et al. (2020)</i>				0.837		0.895	0.508		0.681			5		4

Appendix B. Descriptive characteristics of individual studies (continued)

Authors (Year of publication)	Construct name/Attitude items	Construct name/Intention items	Construct name/ Behaviour items
<i>Bezerra da Silva et al. (2020)</i>	<p>Pro-Environmental Attitude</p> <ul style="list-style-type: none"> -I believe it is very important to take action to protect the environment. -Protecting the environment generates a sense of well-being in me. -I like the idea of taking action to protect the environment. -Helping to protect the environment will make me an admired person in Barra do Cunhaú. - Protecting the environment improves my community 	<p>Pro-Environmental Intention</p> <ul style="list-style-type: none"> -I am willing to help protect the environment. -I intend to reduce my waste production. -I intend to participate in environmental movements and environmental law discussions. -I intend to train myself to better protect the environment. -I intend to participate in environmental campaigns/actions. -I intend to participate in groups to exchange items that I do not need for others that are useful to me. 	<p>Pro-Environmental Behaviour</p> <ul style="list-style-type: none"> -I participate in environmental campaigns/actions. -I participate in environmental movements and environmental law discussions. -I consider that I take actions to protect the environment. -I educate myself to be able to better protect the environment. -I save water and energy. -I try to save electricity at home. -I separate the garbage at home into recyclable and non-recyclable. -I reuse an item that would go in the trash.
<i>Çelik & Rasoolimanesh (2021)</i>	<p>Cost-Benefit Attitudes</p> <ul style="list-style-type: none"> -"I think that if tourism develops, the benefits of our province will be more than costs". -"I think that if tourism develops in my province-district, it will bring more benefits than cost". -"If tourism develops in my province and district, I think that the negative effects will be more than the positive effects". 		<p>Supporting tourism development</p> <ul style="list-style-type: none"> -"I strongly support tourism development in my province and district". -"I make suggestions for tourism development in my province and district". -"I actively participate in tourism planning in my province and district". - "I participate in the development of tourism projects in my province and district". -"I want to see many tourists in my province and district".
<i>Chang & Hsieh (2017)</i>	<p>Festival identification</p> <ul style="list-style-type: none"> -"Summer festival is a big annual event in Hualien" -"Summer festival is very unique" -"Summer festival has a reputation" 	<p>Festival support</p> <ul style="list-style-type: none"> -"I support Summer festival's long-term planning and sustainable development" -"I would like to come back next time to participate in Summer festival" -"I will vigorously recommend Summer festival to others" 	
<i>Chaulagain et al. (2021)</i>	<p>Attitude</p> <ul style="list-style-type: none"> -"Traveling to a foreign country to receive my medical treatment would be a good idea". -"I like the idea of traveling to a foreign country to receive my medical treatment". -"Traveling to a foreign country to receive my medical treatment would be a pleasant experience". 	<p>Behavioural intention</p> <ul style="list-style-type: none"> -"I predict that I should travel to a foreign country to receive my medical treatment in the near future". -"I plan to travel to a foreign country to receive my medical treatment in the near future". -"I intend to travel to a foreign country to receive my medical treatment in the near future". 	
<i>Chen & Raab (2012)</i>	<p>Attitude (7-point Likert scale)</p> <p>Tourism Attitudes Support for Tourism Development</p> <ul style="list-style-type: none"> -"I support tourism and want to see it remain important to Izmir". -"I support new tourism facilities that will attract new visitors to Izmir". 	<p>Intention (Dichotomy)</p> <p>Behavioural Intentions</p> <ul style="list-style-type: none"> -"I will make an effort to support tourism development in Izmir". -"I am willing to support tourism development in Izmir". -"I plan to support tourism development in Izmir". 	<p>Behavioural Support for Tourism Development</p> <ul style="list-style-type: none"> -"I offer my assistance to tourism promotional events/activities in Izmir". -"I attend local community meetings regarding tourism in Izmir".
<i>Erul & Woosnam (2021)</i>			

Authors (Year of publication)	Construct name/Attitude items	Construct name/Intention items	Construct name/ Behaviour items
	- "Izmir should support the promotion of tourism". - "I believe that tourism should be actively encouraged in Izmir".		
<i>Erul (2018)</i>	Tourism Attitudes Support for Tourism Development - "I support tourism and want to see it remain important to Izmir". - "I support new tourism facilities that will attract new visitors to Izmir". - "Izmir should support the promotion of tourism". - "I believe that tourism should be actively encouraged in Izmir".	Behavioural Intentions - "I will make an effort to support tourism development in Izmir". - "I am willing to support tourism development in Izmir". - "I plan to support tourism development in Izmir".	Behavioural Support for Tourism Development - "I offer my assistance to tourism promotional events/activities in Izmir". - "I attend local community meetings regarding tourism in Izmir".
<i>Erul et al. (2020).</i>	Attitudes support for tourism development - "I support tourism and want to see it remain important to Izmir". - "I believe that tourism should be actively encouraged in Izmir". - "I support new tourism facilities that will attract new visitors to Izmir". - "Izmir should support the promotion of tourism".	Behavioural intentions to support tourism development - "I will make an effort to support tourism development in Izmir". - "I am willing to support tourism development in Izmir". - "I plan to support tourism development in Izmir".	
<i>Homsud (2017)</i>	Attitude toward Tourism - "Create more jobs in the city" - "Attract more investment to the city" - "Lead to improvement of infrastructure" - "Increase of cost of living" - "Loss of traditional living" - "Damage to natural resources"		Pro-tourism Behaviour - "Willingness to protect natural resources for tourism" - "Willingness to provide information to tourists" - "Willingness to promote the city as a tourist destination" - "Willingness to accept inconvenient situations to derive benefits from tourism"
<i>Hsu & Huang (2012)</i>	Attitude towards Visiting a Destination - "From all your knowledge about Hong Kong, you think the visit would be..." The six statements were enjoyable, pleasant, worthwhile, satisfying, fascinating, and rewarding.	Behaviour Intention of Visiting the Destination - "You intend to visit Hong Kong in the next 6 month" - "You plan to visit Hong Kong in the next 6 months", - "You want to visit Hong Kong in the next 6 months" - "You probably will visit Hong Kong in the next 6 month"	
<i>Jin et al. (2011)</i>	Attitude toward Olympic Games Attitude -Attractiveness	Intention toward Olympic Games General intention	Actual behaviour toward mega events
<i>Juschten et al. (2019)</i>	- "exciting" - "diverse" - "attractive" - "unique" - "appealing" - "innovative"	- "I intend to visit a SRD this summer". - "I would like to visit a SRD this summer". - "I consider visiting a SRD this summer".	
<i>Kim et al. (2019).</i>	Attitude - "Visiting the Korean DMZ World Peace Park is positive".	Behavioural intention - "I will make an effort to visit the Korean DMZ World Peace Park".	

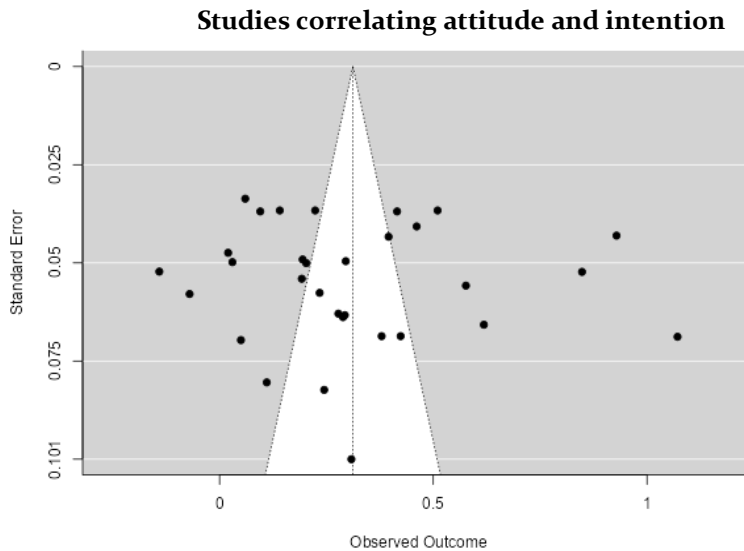
Authors (Year of publication)	Construct name/Attitude items	Construct name/Intention items	Construct name/ Behaviour items
<i>Kwon & Vogt (2010)</i>	<p>Attitudes toward Place Marketing</p> <ul style="list-style-type: none"> - "Visiting the Korean DMZ World Peace Park is valuable". - "Visiting the Korean DMZ World Peace Park is useful". - "Visiting the Korean DMZ World Peace Park is meaningful". 	<ul style="list-style-type: none"> - "I intend to visit the Korean DMZ World Peace Park". - "I am willing to visit the Korean DMZ World Peace Park". - "I will certainly invest time and money to visit the Korean DMZ World Peace Park". 	<p>Intention (Behaviour) to Support Types of Place Marketing Activities and Future Tourism Product Development</p>
<i>Kwon & Vogt (2010)</i>	<p>Attitudes toward Place Marketing</p>	<p>Intention (Behaviour) to Support Types of Place Marketing Activities and Future Tourism Product Development</p>	<p>Intention (Behaviour) to Support Types of Place Marketing Activities and Future Tourism Product Development</p>
<i>Kwon & Vogt (2010)</i>	<p>Attitudes toward Place Marketing</p>	<p>Intention (Behaviour) to Support Types of Place Marketing Activities and Future Tourism Product Development</p>	<p>Intention (Behaviour) to Support Types of Place Marketing Activities and Future Tourism Product Development</p>
<i>Lin & Huang (2021)</i>	<p>Attitude towards behaviour</p> <ul style="list-style-type: none"> - "Ecological protection of the national parks is a national policy that must be implemented" - "Ecological protection of the national parks can achieve green mountains and clear water, bring happy mood" - "Ecological protection of the national parks can also bring stable income" - "Ecological protection activities of the national parks are very important for my family's production and life" 	<p>Ecological intention</p> <ul style="list-style-type: none"> - "I am willing to follow ecological protection regulations of the national park" - "I am willing to make personal sacrifices to protect ecological environment of the national park" - "Participation in ecotourism will strengthen my intention to protect ecological environment of the national park" 	<p>Ecological behaviour</p> <ul style="list-style-type: none"> - "I strive to maintain the achievements of national park ecological protection". - "I protect the ecological environment of the national park when participating in ecotourism" - "I stop others from destroying the ecological environment of the national park" - "I try to learn about ecological environment protection of the national park"
<i>Lwoga (2017)</i>	<p>Attitude towards conservation</p> <ul style="list-style-type: none"> - "Conservation of the built heritage is good" - "Conservation of the built heritage is useful" - "Conservation of the built heritage is sensible" - "The built heritage must be protected" - "Conservation of the built heritage is rewarding" 	<p>Intention to conserve</p> <ul style="list-style-type: none"> - "Willingness to spend my money on activities relating to conservation of the built heritage" - "Willingness to help others learn about the value of the built heritage" - "Willingness to report to the conservation authorities any unsympathetic activity on the built heritage" 	
<i>Martin et al. (2018)</i>	<p>Attitude towards tourism</p> <ul style="list-style-type: none"> - "I believe tourism generates positive benefits for my region" - "I believe tourism is a good activity for my region" - "I would like the tourism sector to continue to play a major role in my region" - "I believe tourism should be actively encouraged in my region" 		<p>Behavioural support for tourism</p> <ul style="list-style-type: none"> - "I like to visit tourist sites in my region" - "I recommend the tourist attractions that exist in my region to other people" - "I offer my assistance to tourism events/activities organized in my region" - "In the next few years, I will try to choose a tourist site in my region to spend my holidays in"

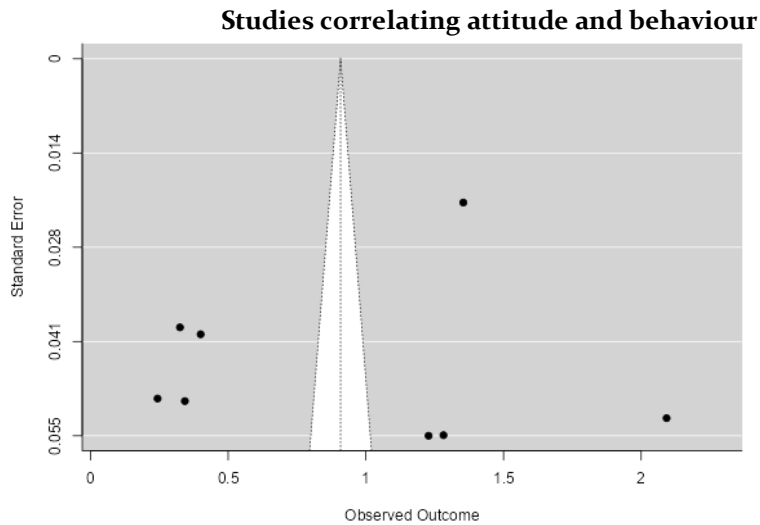
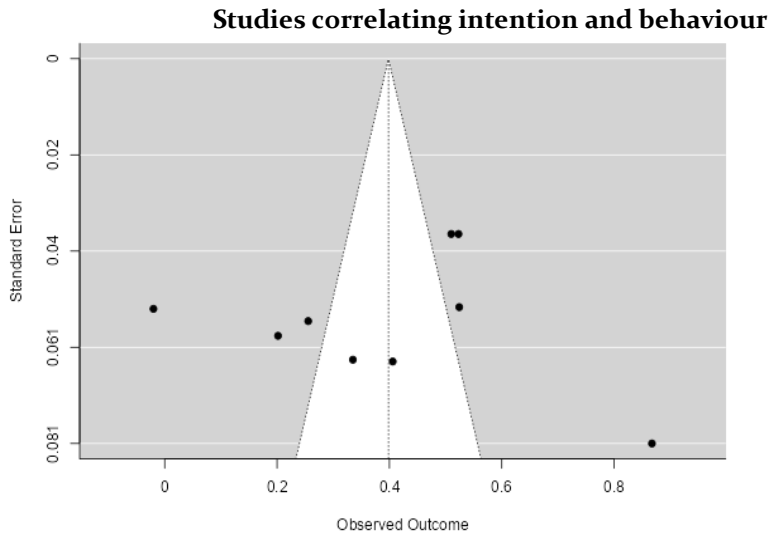
Authors (Year of publication)	Construct name/Attitude items	Construct name/Intention items	Construct name/ Behaviour items
<i>Moghavvemi et al. (2017)</i>	Attitude toward Tourism -"Having tourists in the area/community is a good idea" -"Improving tourism activity in the area/community is a wise idea" -"I like the idea of having more tourists in the area/community" -"Having tourists in this area/community is pleasant" -"The presence of tourists in this area/community is interesting" -"Having tourists in this area/community is fun"		Support -"Tourism can be one of the most important industries for a community" -"I support the development of community based sustainable tourism initiatives" -"I support new tourism facilities that will attract new tourists to my area/community" -"Additional tourism would help this community grow in the right direction" -"I am happy and proud to see tourists are interested with what my community has to offer" -"I believe tourism should be actively encouraged in my area/community"
<i>Papadimitriou et al. (2018)</i>	Overall Image	Word-of-mouth intentions -"Say positive things about the city to other people" -"Recommend the city to others as place to visit" -"Encourage friends or relatives to visit the city"	
<i>Park et al. (2020)</i>	Attitude -"The additional designation of protected areas is good for the town". -"The benefits will increase if additional protected areas are designated". -"I am in favor of the expansion of BDMS protected areas".	Behavioural intention -"I will support the expansion of protected areas"	
<i>Prayag et al. (2013)</i>	Overall attitude towards the games -"Overall, I am excited about London hosting the 2012 Olympic Games" -"Overall the Games positive impacts will outweigh its negative ones"	Support for the games -"I support the 2012 Olympic Games as a resident" -"London should bid for other major sporting events"	
<i>Quintal et al. (2010)</i>	Attitudes toward visiting Australia S.d.	Intention to visit Australia S.d.	
<i>Quintal et al. (2010)</i>	Attitudes toward visiting Australia S.d.	Intention to visit Australia S.d.	
<i>Quintal et al. (2010)</i>	Attitudes toward visiting Australia S.d.	Intention to visit Australia S.d.	
<i>Ran et al. (2021)</i>	Attitude -"I can do a wide variety of things in Beijing". -"For me, traveling to Beijing is a valuable experience". -"For me, traveling to Beijing is pleasant". -"For me, traveling to Beijing is beneficial". -"A trip to Beijing will be memorable".	Travel Intention -"I predict I will visit Beijing in the future". -"I would rather visit Beijing first than any other tourism destination". -"If everything goes as I think, I will plan to visit Beijing in the future". -"I will save time and money for the purpose of traveling to Beijing". -"I will travel to Beijing with friends/family in the future".	

Authors (Year of publication)	Construct name/Attitude items	Construct name/Intention items	Construct name/ Behaviour items
	- "A trip to Beijing will be a lot of fun".	- "I will plan my vacation time so I can travel to Beijing".	
<i>Schnitzer et al. (2020)</i>	Overall attitude - "I am excited about hosting" - "Positive impacts will outweigh negative impacts" - "I personally like the hosting"		Support - "I personally support the event" - "Tyrol should bid for more events" - "I am going to watch the event"
<i>Shen & Shen (2020)</i>	Attitude towards Behaviour - "It is good to support the tourism development here" - "It is wise to support the tourism development here scale" - "It is pleasant to support the tourism development here"	Behavioural intention to Support Tourism - "I am willing to protect the natural and environmental resources on which tourism depends" - "I am willing to provide information to tourists and contribute to enhance their experience" - "I am willing to do more to promote Hongcun as tourist destinations"	
<i>Shen et al. (2019)</i>	Attitudes to Tourism - "I believe tourism generates positive benefits for Huangshan City" - "I believe tourism is a good activity for Huangshan City" - "I would like the tourism sector to continue to play a major role in Huangshan City" - "I believe tourism should be actively encouraged in Huangshan City"	Pro-tourism Behavioural Intention - "I am willing to receive tourists as affable host and being more hospitable" - "I am willing to protect the natural and environmental resources on which tourism depends" - "I am willing to provide information to tourists and contribute to enhance their experience" - "I am willing to do more to promote Huangshan City as tourist destinations"	
<i>Wang & Luo (2017)</i>	Rural tourism attitudes	Rural tourism behaviour intention	
<i>Wang et al. (2020)</i>	Rural tourism attitudes	Rural tourism behaviour intention	
<i>Wassler et al. (2019)</i>	Brand attitude - "I like the "Hong Kong—Asia's World City" brand" - "'Hong Kong—Asia's World City" is a good brand. - I have a positive impression of the "Hong Kong—Asia's World City" brand". - "I find the "Hong Kong—Asia's World City" brand very likable". - "I like the "Hong Kong—Asia's World City" brand as a promotional tool for Hong Kong".		Brand ambassador behaviour - "Given the chance, I would write about "Hong Kong—Asia's World City" online so my internet contacts would know this brand". - "Given the chance, I would pass information about the "Hong Kong—Asia's World City" brand to my friends online". - "Given the chance, I would maximize the diffusion of the "Hong Kong—Asia's World City" brand online to make sure my internet contacts would know". - "I plan to participate in the future "Hong Kong—Asia's World City" brand-related promotional events and activities (e.g., festivals and exhibitions)". - "Given the chance, I would contribute to the development of the "Hong Kong—Asia's World City" brand (e.g.,

Authors (Year of publication)	Construct name/Attitude items	Construct name/Intention items	Construct name/ Behaviour items
	-"How inappropriate/appropriate is it to continue tourism development in Penghu in the future?"	-"I will support attracting more tourists in the winter"	
<i>Zhang & Lei (2012)</i>	Attitudes towards ecotourism -"Encouraging environmental awareness" -"Low impact activities" -"Environmental protection management"	Intention to participate in ecotourism -"Training programs" -"Discussion meetings" -"Committee member"	
<i>Zhang et al. (2019)</i>	Resident attitudes to conflict resolution	Residents' intention to engage in conflict resolution	Conflict Resolution Behaviour.
<i>Zhang et al. (2020)</i>	Pro-environmental attitudes		Pro-environmental behaviour

Appendix C. Funnel Plots





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