

Universidad de Huelva

Departamento de Dirección de Empresas y Marketing



La Psicología Positiva y el Comportamiento Proturismo de los Residentes

Memoria para optar al grado de doctora
presentada por:

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Fecha de lectura: 19 de diciembre de 2023

Bajo la dirección de la doctora:

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Huelva, 2023



UNIVERSIDAD DE HUELVA



TESIS DOCTORAL

La Psicología Positiva y el Comportamiento Proturismo de los Residentes

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*Una tesis presentada en cumplimiento de los requisitos
para la obtención del grado de Doctor.*

*Programa de doctorado:
Economía, Empresa, Finanzas y Computación.*

Huelva, 2023

A mis dos grandes amores ausentes, Juan Manuel y Antonio

“La mayor gloria no es no caer nunca, sino levantarse siempre”

Nelson Mandela

“La felicidad no es hacer lo que uno quiere sino querer lo que uno hace”

Jean Paul Sartre

INDICE GENERAL

Resumen	xiii
Abstract	xv
Agradecimientos	xviii
I Introducción	1
1 Introducción	2
1.1 Justificación, objetivos y alcance.....	2
1.2 Contribuciones de esta tesis.....	19
1.3 Estructura de esta Tesis.....	23
1.4 Publicaciones.....	25
Referencias.....	26
II El Estado del Arte: Felicidad, Turismo y Comportamiento	
Proturismo de los Residentes	49
2 Happiness-Tourism	50
2.1 Happiness.....	50
2.2 Happines and Tourism.....	51
References.....	52
3 Identifying, Classifying, and Measuring Residents' Behaviors towards	
Tourism: A Systematic and Critical Literature Review	53
3.1 Introduction.....	53
3.2 Methodology.....	56
3.2.1 Search Strategy and Criteria for Study Inclusion.....	56
3.2.2 Study Selection and Data Extraction	57

3.3 Results.....	57
3.3.1 Holistic Studies Classifying Residents' Behaviors towards Tourism.....	60
3.3.2. Studies measuring Pro-tourism Behaviors.....	64
3.3.2.1 Studies that Measure Specific Tourism Behavior through a Unidimensional First-Order Construct.....	65
3.3.2.1.1 Pro-tourism behaviors toward tourists Gratuitous Referrals at Destination (GRAD).	66
3.3.2.1.2. Pro-tourism behaviors toward the tourist destination Participation and Self-consumption behaviors.....	67
3.3.2.1.3 Pro-tourism behaviors toward the tourist/destination Word- Of-Mouth Behavior (WOM) and Resident's destination brand ambassador behavior (RDBAB)	69
3.3.2.2 Studies that measure Generic Tourism Behavior.....	73
3.3.2.2.1 Studies using Multidimensional scales.....	73
3.4. Conclusions.....	80
References.....	83
Appendix.....	100
 III El Comportamiento Proturismo de los Residentes:	 109
 Boca-Oreja (WOM) yde Referencia Gratuita en Destino (GRAD)	 109
.....	109
 1 Modeling Residents' WOM Behavior Toward Tourism Through Altruism and the Theory of Reasoned Action.....	 110
4.1 Introduction.....	110
4.2 Literature review.....	113
4.2.1 Residents' WOM behavior and TRA.....	113
4.2.2 Altruism and pro-tourism behavior	117
4.3 Methodology.....	121
4.3.1 Location of the study	121
4.3.2 Sample and data collection.....	123
4.3.3 Measurement instrument.....	124

4.4 Results.....	127
4.4.1 Assessment of the measurement model.....	127
4.4.2 Assessment of the global structural equation model (and the structural model within it).....	129
4.5 Conclusiones.....	132
References.....	136
5 Residents As Gratuitous Referrals at Destination: An Integrative Model	
From Altruistic Values To Pro-tourism Behavior.	149
5.1 Introduction.....	149
5.2 Literature Review.....	151
5.2.1 Residents as GRAD Providers.....	151
5.2.2 SET and Residents' Attitudes Toward Tourism	153
5.2.3. TRA and Residents' Behavior.....	155
5.2.4 Altruistic Values as Antecedents of Pro-tourism Attitudes and Behaviors.	157
5.3 Methodology.....	159
5.3.1 Study Site.....	159
5.3.2. Sample, Data Collection and Measurement Instrument	160
5.4. Results.....	164
5.4.1. Evaluation of the Measurement Model.....	164
5.4.2. Assessment of the Global Structural Equation Model (and within it, the Structural Model).....	165
5.5 Conclusiones.....	169
References.....	173
IV Conclusiones Finales	185
6 Conclusiones, Limitaciones y Futuras Lineas de Investigación.	186

Lista de Figuras

Figura 3.1: Study Selection Flow Chart	58
Figura 3.2: Positive and negative behaviors of residents towards tourists.....	62
Figura 3.3: Classification of the resident's behaviors toward the tourist along a continuum....	63
Figura 3.4: Classification of the resident's specific pro-tourism behaviors.....	65
Figura 4.1: Summarizes the theoretical model to be tested.....	121
Figura 4.2: Aerial Photograph of El Rompido (Andalusia, Spain). Source: Marinas de Andalusia - Association of Leisure Ports.	122
Figura 4.3: Global SEM model.....	130
Figura 5.1: Proposed theoretical model.....	159
Figura 5.2: Structural Model.....	168

Lista de Tablas

Tabla 3.1: Classification of studies of residents' behaviors towards tourism.....	59
Tabla 3.2: Items considered in the literatura for the measurement of the WOM construct.....	70
Tabla 3.3: Constructs and ítems that comprise the latent variable "Place citizenship behavior."	75
Tabla 3.4: Constructs and ítems that comprise the latent variable "Community citizenship behavior CCB),"	77
Tabla 4.1: Descriptive statistics and reliability and validity.	125
Tabla 4.2: Discriminant validity. Criterion of Fornell and Larcker (1981)	128
Tabla 4.3: Hypothesized relationship between the constructs of the initial structural model.	130
Tabla 4.4: Analysis of the significance of direct and indirect effects.....	131
Tabla 4.5. Decomposition of the explained variance.	132
Tabla 5.1. Descriptive statistics and reliability and validity	162
Tabla 5.2. Discriminant validity (Fornell and Larcker criterion (1981).....	165
Tabla 5.3. Hypothesized relationship between constructs from the initial structural model.....	166
Tabla 5.4. Analysis of the significance of direct and indirect effects between PT and ATT and between ALT and GRB.....	167
Tabla 5.5. Breakdown of the variance explained.....	167

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Resumen

Facultad de Ciencias Empresariales y Turismo

Programa Doctoral: Economía, Empresa, Finanzas y Computación.

La Psicología Positiva y el Comportamiento Proturismo de los Residentes

por Juana M^a Haldón Hermoso

En las últimas décadas, el turismo a nivel mundial ha crecido de forma exponencial convirtiéndose en uno de los sectores clave para el desarrollo de muchas economías. La construcción de un destino turístico sostenible requiere fundamentalmente de la participación y colaboración de todas las partes implicadas. En este contexto, los residentes se constituyen como un eslabón clave que desempeñan múltiples roles: como parte integrante de la imagen de un destino, sus características y comportamientos condicionan en gran medida la satisfacción del cliente con su experiencia turística; como embajadores de un lugar, sus opiniones son percibidas por el visitante como auténticas, confiables y creíbles; y como ciudadanos son vitales para la legitimación política de la marca de un lugar (Braun et al., 2013). Podría decirse, sin lugar a dudas, que para que un destino turístico se desarrolle de forma sostenible y con éxito es necesario contar con el apoyo activo de la comunidad local y sus residentes (Gursoy et al., 2010; Olya, 2020; Pearce, 1998; Sharpley, 2014; Sinclair-Margh & Gursoy, 2016). Precisamente, uno de los grandes retos al que tiene que hacer frente la investigación en el campo turístico es avanzar en la comprensión del comportamiento real que el residente desarrolla respecto al turismo/turista. Al respecto, existe una falta de acuerdo en cuanto a la medición de esta variable (Chen & Raab, 2015) y las escalas utilizadas no logran capturar información suficiente para niveles elevados de la misma (Liu et al., 2022). Así mismo, a pesar de que numerosos autores subrayan la importancia de los valores personales a la hora de explicar actitudes e intenciones de comportamiento, hasta el momento, la investigación en el ámbito turístico ha prestado poca atención a este hecho. Para cubrir los vacíos

existentes en la literatura, esta tesis doctoral tiene como objetivo general el estudio de la actitud y el comportamiento proturismo de los residentes y el impacto que en ello pueda tener determinadas variables que tienen que ver con la psicología positiva y con el estado psicológico del individuo. Después de un capítulo introductorio, en el capítulo 2 se realiza un breve recorrido por el origen, antecedentes y evolución del concepto de felicidad desde la perspectiva de la psicología positiva y su vinculación con el turismo. El capítulo 3 presenta una revisión detallada de la literatura sobre los comportamientos de los residentes hacia el turismo y un análisis sobre las escalas empleadas en su medición. La revisión sistemática llevada a cabo siguiendo el protocolo marcado por el modelo PRISMA (Liberati et al., 2009), nos ha permitido identificar y clasificar los comportamientos atendiendo a diversos criterios.

Los capítulos 4 y 5 muestran dos modelos empíricos: uno con base en la TRA para determinar si el altruismo verdadero influye en las actitudes, intenciones y comportamiento Boca-Oreja (Word-Of-Mouth (WOM)) de los residentes, y otro que integra el concepto del altruismo verdadero como valor personal con los postulados básicos de la Teoría del Intercambio Social (Social Exchange Theory (SET)) y la Teoría de la Acción Razonada (Theory of Reasoned Action (TRA)), a fin de explicar el comportamiento del residente como Referencia Gratuita en Destino (Gratuitous Referrals at Destination (GRAD)). En ambos modelos introducimos una variable novedosa como es el altruismo, con la pretensión de arrojar luz sobre las actitudes, intenciones y comportamientos de los residentes hacia la actividad turística en su localidad. Esta investigación corrobora los postulados básicos de la TRA respecto a la secuencia actitudes-intenciones-conductas y aboga por la inclusión de las actitudes de los residentes hacia la conducta proturismo en los modelos basados en la TRA en lugar de la tradicional actitud hacia el objeto (turismo o turista). En este sentido, los resultados también muestran como los factores que influyen en la actitud de los residentes hacia el comportamiento GRAD difieren sustancialmente de los que condicionan la actitud hacia el turismo en general.

Las conclusiones obtenidas en los estudios realizados tienen implicaciones para los gestores turísticos y los investigadores en la materia.

UNIVERSITY OF HUELVA

Abstract

Faculty of Business Sciences and Tourism

Doctoral Programme: Economics, Business, Finance and Computing Science.

Positive Psychology and the Pro-tourism Behavior of Residents

by Juana M^a Haldón Hermoso

In recent decades, tourism worldwide has grown exponentially and has become one of the key sectors for the development of many economies. Building a sustainable tourism destination fundamentally requires the participation and collaboration of all stakeholders. In this context, residents are a key link playing multiple roles: as an integral part of a destination's image, their characteristics and behaviours largely condition customer satisfaction with their tourism experience; as ambassadors of a place, their opinions are perceived by the visitor as authentic, trustworthy and credible; and as citizens they are vital for the political legitimisation of a place's brand (Braun et al., 2013). It could be argued, without a doubt, that for a tourism destination to develop sustainably and successfully it is necessary to have the active support of the local community and its residents (Gursoy et al., 2010; Olya, 2020; Pearce, 1998; Sharpley, 2014; Sinclair-Margh & Gursoy, 2016). Precisely, one of the great challenges facing research in the field of tourism is to advance in the understanding of the real behaviour that the resident develops with respect to tourism/tourist. In this regard, there is a lack of agreement on the measurement of this variable (Chen & Raab, 2015) and the scales used fail to capture sufficient information for high levels of it (Liu et al., 2022). Likewise, although many authors stress the importance of personal values in explaining attitudes and behavioural intentions, so far, research in the field of tourism has paid little attention to this fact. In order to fill the existing gaps in the literature, the general objective of this doctoral thesis is to study the pro-tourism attitude and behaviour of residents and the impact that certain variables related to positive psychology and the

psychological state of the individual may have on it. After an introductory chapter, Chapter 2 provides a brief overview of the origin, background and evolution of the concept of happiness from the perspective of positive psychology and its link with tourism. Chapter 3 presents a detailed review of the literature on residents' behaviours towards tourism and an analysis of the scales used to measure them. The systematic review carried out following the protocol set by the PRISMA model (Liberati et al., 2009), has allowed us to identify and classify behaviours according to various criteria.

Chapters 4 and 5 show two empirical models: one based on TRA theory to determine whether true altruism influences the attitudes, intentions and Word-Of-Mouth (WOM) behaviour of residents, and other that integrates the concept of true altruism as a personal value with the basic postulates of the Social Exchange Theory (SET) and the Theory of Reasoned Action (TRA) in order to explain the behaviour of the resident as Gratuitous Referrals at Destination (GRAD). In both models we introduce a novel variable, altruism, with the aim of shedding light on residents' attitudes, intentions and behaviours towards tourism activity in their locality. This research corroborates the basic postulates of TRA regarding the sequence attitudes-intentions-behaviours and argues for the inclusion of residents' attitudes towards pro-tourism behaviour in TRA-based models instead of the traditional attitude towards the object (tourism or tourist). In this sense, the results also show how the factors influencing residents' attitudes towards GRAD behaviour differ substantially from those conditioning attitudes towards tourism in general.

The findings of the studies have implications for tourism managers and researchers.

Agradecimientos

Es el anhelo de ser feliz el que guía cada uno de nuestros pasos, cada una de nuestras decisiones, acciones y pensamientos, y no lo percibimos, como la gravedad que nos permite caminar sobre la tierra durante toda nuestra vida sin darnos cuenta. Sin duda, fue este el principal motivo que me impulso a emprender este viaje, al margen del reconocimiento académico que ello conlleva. Concluir esta etapa de mi vida ya es un logro en si mismo, pues ha requerido, además de mucho esfuerzo y dedicación, un profundo y continuado trabajo interno. Si algo he aprendido durante este viaje es que nunca estamos solos, siempre hay una mano amiga que te sostiene y apoya en los momentos más delicados. Sin esas personas, a las que a continuación nombraré, este trabajo no hubiera sido posible. En primer lugar, quiero manifestar mi más profundo y sincero agradecimiento a mi supervisora Nuria Porras y a mi compañera María de los Angeles Plaza, ha sido un honor y un privilegio trabajar con ellas. Nuria siempre ha sido la fuerza motriz que necesitaba para concluir esta aventura, trabajadora incansable, generosa, sincera, honesta, íntegra, sin su apoyo, colaboración y guía no estaría en estos momentos escribiendo estas palabras, justo la parte con la que concluyo mi tesis. Gracias Nuria, te quiero mucho. Quisiera hacer extensiva mi gratitud a mi compañera Maria de los Angeles Plaza, una mujer encantadora, practica y resolutiva, otro bastión indispensable en esta investigación. A mis amigas Patri y Lucia por motivarme y alentarme constante, y por aguantar estoicamente mis momentos de flaqueo. Gracias ahora y siempre a mi familia, a mi madre, hermanos e hijos, por su apoyo incondicional y sufrir con paciencia y amor mis ausencias. No me puedo olvidar de mi cuñado Gabri, gracias por ayudarme a lidiar con el inglés. Por último, y no por ello menos importante, "GRACIAS A DIOS", en ti y contigo todo ha sido más fácil y gratificante.

Parte I

Introducción

Capítulo 1

Introducción

1.1 Justificación, objetivos y alcance.

El turismo es un fenómeno social, cultural y económico con efectos a escala global que tiene su origen en una invención (Larrinaga, 2022). Si bien es cierto que el hombre ha viajado desde los tiempos más remotos, no es hasta la segunda mitad del siglo XIX cuando se produce el nacimiento de la actividad turística como tal, impulsada por la mejora en las infraestructuras y los medios de transporte y la creación de las primeras compañías de viaje y alojamiento. Sin embargo, su gran expansión no se produce hasta 1950, con un importante incremento en los flujos de turismo a nivel internacional y con la aparición continuada de nuevos destinos turísticos.

En las últimas décadas, el turismo a nivel mundial ha crecido de forma exponencial como consecuencia de la globalización, el crecimiento económico y las innovaciones tecnológicas, convirtiéndose en uno de los mayores sectores económicos del mundo. Según la Organización Mundial de Turismo (OMT, 2019), más de 1500 millones de turistas realizaron viajes internacionales durante 2019, lo que significó un aumento del 53% con respecto al año 2010, generando uno de cada 10 puestos de trabajo en todo el mundo y aportando el 10% del PIB mundial. Durante ese año, España fue el segundo país más visitado del mundo con 83,5 millones de turistas internacionales y una aportación al PIB del 12,4%. Tras la irrupción en 2020 del brote de Covid-19 se pudo observar claramente la trascendencia de esta actividad en la realidad socioeconómica de muchas comunidades locales. Como consecuencia de las restricciones asociadas a la crisis sanitaria, el gasto turístico se redujo en más de un 70% a nivel mundial, con

el consecuente desplome de la actividad. Esta situación impactó negativamente en los resultados de otros muchos sectores (transporte, comercio minorista, alimentación y bebidas, cultura, salud y otros relacionados con los servicios financieros) con los que la industria turística tiene una vinculación directa, afectando al empleo de forma dramática.

Durante 2022 el sector logra recuperar parte de su potencial, con más de 960 millones de desplazamientos internacionales de turistas, el doble que en 2021 y alcanzando el 66% de los niveles prepandémicos (OMT, 2023). Todo indica que la recuperación del turismo internacional ha avanzado a buen ritmo durante el primer trimestre del 2023, ya que en muchos lugares se ha rebasado los niveles de llegadas anteriores a la pandemia (OMT, 2023).

Sin duda se trata de un sector estratégico, uno de los principales impulsores del crecimiento económico, generador de empleo y con un enorme potencial para aportar valor añadido a muchas economías. No obstante, la recuperación del sector pasa por hacer frente a una serie de desafíos: la elevada inflación (ejemplo, subida del precio del petróleo y el gas) que se traduce en un aumento del coste del transporte, el alojamiento y otros productos turísticos, las tensiones geopolíticas y los cambios en los gustos y preferencias de los consumidores (OMT, 2023). A esto último habría que añadir una serie de tendencias de tipo social (cambios demográficos), ambiental (cambios climáticos) y tecnológico (transformación digital e innovación) que exigen del sector su transformación en un motor del crecimiento sostenible y socialmente inclusivo (OCDE, 2018). Para alcanzar este objetivo, es necesario transitar hacia un modelo turístico más justo, responsable y sostenible.

La sostenibilidad del turismo requiere de la participación y cooperación de todos los agentes implicados y grupos de interés (PNUMA & OMT, 2005). En este contexto, la comunidad local adquiere especial relevancia por su estrecha vinculación con el destino turístico (Ribeiro et al., 2017) y, sobre todo, por ser una pieza fundamental de su marco contextual (Velasco, 2008, citado en Zapata, 2020). De hecho, algunos investigadores destacan el papel cada vez más significativo del componente social como elemento diferenciador de la imagen del destino (Govers & Go, 2004) y del producto turístico (Deery et al, 2012). En este sentido, se ha constatado

que la posición adoptada por el residente frente al desarrollo turístico condiciona en gran medida la sostenibilidad y el devenir de esta industria (Gursoy et al., 2017, 2019; Nunkoo & Gusoy, 2012; Ribeiro et al., 2017; Styliadis et al., 2014).

El turismo tiene que ver con el desplazamiento de personas hacia un destino distinto al de su residencia habitual donde interactúan con la comunidad local al coincidir en un mismo espacio. Antes de emprender su viaje, el turista tiene una imagen previa del lugar al que se va a desplazar. La imagen de un destino es una construcción mental basada en los conocimientos, creencias, prejuicios, ideas, percepciones, expectativas, sentimientos e impresiones que un individuo tiene de un lugar (Crompton, 1979; Kim & Richardson, 2003; Lawson & Baud-Bovy, 1977; Phelps, 1986). Esta imagen influirá en la elección del lugar a visitar y, posteriormente, en la satisfacción del turista con su experiencia vacacional (Crosby, 1993; Fredline & Faulkner, 2000; Govers & Go, 2004). Así mismo, cuando el visitante regresa a su hogar, rememora su experiencia y la evalúa, conformándose una imagen turística a posteriori. De la valoración (positiva o negativa) que resulte, va a depender su intención de regresar y/o aconsejar la visita a otras personas (Bigné & Sánchez, 2001; Gartner, 1993; Zhang et al., 2014). Al respecto, algunos investigadores han resaltado la incidencia positiva que tiene en el resultado de este proceso la hospitalidad con la que los anfitriones acogen al visitante (Alegre & Cladera, 2009; Gutierrez & Diaz, 2006; Mill & Morrison, 2002; Ribeiro et al., 2017). Del mismo modo, además de la hospitalidad, la interacción entre residentes y turistas puede generar otros intangibles como el altruismo, la confianza mutua y la cooperación, que son valiosos para las estrategias de comunicación y promoción de un destino (Filep et al., 2017).

Por otra parte, las interacciones con los turistas pueden dar lugar a cambios en los comportamientos, valores y calidad de vida de los residentes (Andereck & Nyaupane, 2011; Andereck et al., 2005; Hall & Page, 2014), incidiendo de esta forma en su percepción, positiva o negativa, del desarrollo turístico y de sus visitantes. En definitiva, los residentes actúan como anfitriones de los turistas que llegan a su comunidad, funcionando por una parte como “sujetos pasivos” que padecen o se benefician de los impactos del turismo en su región, y cuyas

preocupaciones o percepciones puede determinar su apoyo a esta industria; y por otro lado como “agentes activos” que con sus acciones pueden configurar la experiencia turística del visitante y la imagen del destino (Plaza-Mejía, et al, 2020).

Hoy en día es un hecho incuestionable que, para que un destino turístico se desarrolle de forma sostenible y con éxito es necesario contar con el apoyo activo de la comunidad local y sus residentes (Gursoy et al., 2010; Olya, 2020; Pearce, 1998; Sharpley, 2014; Sinclair-Margh & Gursoy, 2016). Si no se cuenta con este apoyo, la relaciones entre turistas y residentes pueden llegar a ser conflictivas, la población local estará menos dispuesta a trabajar en este sector y las autoridades locales mostrarán sus reservas a la hora de fomentar el turismo (Pearce, 1998). En definitiva, la sostenibilidad de esta industria “requiere de una relación armónica entre la comunidad, la industria y los turistas” (Zhang, et al., 2006, p. 182). No es de extrañar, por tanto, que a nivel académico se haya prestado mucha atención a las repercusiones de los encuentros entre turistas y comunidad local (Díaz et al., 2007; Pearce, 1998; Sharpley, 2014); repercusiones que pueden ser económicas, socioculturales y medioambientales (Vargas-Sánchez et al., 2011) y pueden influir positiva o negativamente en la vida de los residentes.

En el ámbito económico, el turismo genera ingresos, empleo y nuevas alternativas de inversión, mejorando así la calidad de vida de la población local (Almeida-García et al., 2016; Andereck et al., 2005; Ferrari et al., 2018; Hrubcova et al., 2016; Li et al. 2017; Pratt, 2015; Ribeiro et al., 2017), aunque también puede dar lugar a una subida generalizada de los precios de bienes y servicios y un aumento de los impuestos locales (Andereck et al., 2005; Antón & González, 2008; Kuvan & Akan, 2005; Madrigal, 1993), lo que se traduce en un incremento del coste de vida (Guo et al., 2017; Liu & Var, 1986; Vargas-Sánchez et al., 2011). Desde la perspectiva sociocultural, el turismo puede ayudar a poner en valor y conservar el patrimonio histórico, las tradiciones, valores y costumbres locales, generando un sentimiento de orgullo en la comunidad que se enriquece a través del intercambio cultural con el visitante (Andereck et al., 2005; Liang & Chan, 2018; Sinclair-Maragh et al., 2015). Por otro lado, puede afectar negativamente al patrimonio histórico y cultural, tangible e intangible, dando lugar a alteraciones en el sistema de valores de

la comunidad y al deterioro de la identidad cultural (Murphy, 1985; Nunkoo & Gursoy, 2012; Ryan, 2003). A nivel medioambiental la actividad turística puede contribuir a conservar y proteger los recursos naturales de los que se vale para el disfrute de los foráneos, aunque también puede ser una fuente de contaminación y basura (McGehee & Andereck, 2004; Yoon et al., 2001) y generar sobrecarga turística con consecuencias nefastas para el entorno natural y los ecosistemas, llegando incluso a su destrucción (Ko & Stewart, 2002).

Las evaluaciones que los residentes hacen de sus encuentros con los turistas determinan en gran medida sus percepciones de los diferentes impactos de la actividad turística en sus localidades (San Martín, et al., 2017). Así mismo, de la percepción y actitud de los residentes frente a estos impactos va a depender su apoyo al desarrollo turístico (Ribeiro et al., 2017; San Martín et al., 2017; Sharpley, 2014; Wang & Pfister, 2008) por esta razón, la investigación sobre estos tópicos (percepción y actitudes) ha sido muy prolífera en las últimas décadas (Rasoolimanesh & Seyfi, 2021). Durante los años 60, los estudios sobre turismo se enfocaron principalmente en el análisis de los impactos positivos del turismo. Una década después, cuando resulta evidente el deterioro sufrido por los recursos naturales y patrimoniales a causa del turismo, empiezan a ser objeto también de investigación los impactos negativos (Jafari, 1986, citado en Andereck & Vogt, 2000). A partir de entonces, la figura del residente comienza a adquirir relevancia en la literatura turística (Vargas et al., 2007). Son numerosos los estudios que han tratado de identificar los factores que influyen en la formación de las percepciones de los residentes y en cómo estas inciden en su actitud hacia el desarrollo turístico (Andereck et al., 2005; Madrigal, 1993; Nicholas et al., 2009; Rúa, 2020; Sheldon & Var, 1984; Stylidis et al., 2014). Las percepciones de los residentes de los impactos del turismo pueden ser moderadas por algunas variables como la dependencia económica de la industria turística, las expectativas de beneficio, la participación de los residentes en la toma de decisiones, el nivel de desarrollo turístico, la importancia de la industria para la comunidad, el apego a la comunidad, el conocimiento que tiene el local sobre el turismo, la distancia entre la zona turística y el domicilio del residente, el tipo de interacción entre residentes y visitantes, el tipo de turistas,

los valores personales y factores sociodemográficos (Almeida et al., 2014; Deery et al., 2005; Diedrich & García, 2009; Liu & Var, 1986; Nunkoo & Gursoy 2012; Rúa, 2020;; Weaver & Lawton, 2001; Woosnam et al., 2009).

Los resultados obtenidos por algunos investigadores señalan que quienes perciben con mayor intensidad los impactos económicos positivos del turismo presentan actitudes más favorables hacia su desarrollo (Ko & Stewart, 2002; Rasoolimanesh et al., 2015; San Martin, 2017; Vargas-Sánchez et al., 2015). Al respecto, Vargas-Sánchez et al. (2011) sostienen que “la percepción de que los impactos positivos superan a los negativos es el predictor más potente de la actitud de los residentes” (p.474). Por su parte, Gursoy et al. (2018) concluyen que “la percepción global de los impactos del turismo ofrece el mayor efecto sobre el apoyo de los residentes al turismo y puede ser un buen predictor para utilizar de forma parsimoniosa” (p.21). No obstante, conviene remarcar que es difícil llegar a conclusiones generales y, por tanto, extrapolables a los distintos destinos turísticos debido a la diversidad de contextos y características peculiares que presentan cada uno de ellos (Almeida, 2014).

Por otra parte, hay que resaltar que los términos percepción y actitud han sido utilizados y analizados indistintamente en la literatura turística (Sharpley, 2014), lo que ha dado lugar a confusión. De forma similar se han empleado conceptos como actitud y apoyo (Prayag, 2013), e incluso, estos últimos han coexistido de forma indiscriminada con opinión, intención y comportamiento, a pesar de que “no sería lo mismo lograr “el apoyo de los residentes” desde un punto de vista actitudinal, intencional o conductual” (Plaza-Mejía, et al., 2020, p.2). Por lo tanto, resulta prioritario el contar con un marco conceptual normalizado que facilite la investigación (establecimiento de teorías, hipótesis y comparación de resultados) sobre el tema (Bergner, 2011 citado en Plaza-Mejía et al., 2020).

En línea con lo anterior, San Martin et al. (2017) sostiene que la actitud, entendida como la predisposición hacia un objeto (positiva o negativa), muestra más consistencia que las percepciones. La actitud podemos definirla como “una tendencia a actuar de una manera determinada que se

expresa en la evaluación a favor o en contra hacia un objeto y que está condicionada por la incidencia de los elementos cognitivos, afectivos y conductuales” (Sabatés et al., 2010, p. 1286).

El componente cognitivo tiene que ver con las creencias, los conocimientos y las percepciones acerca del objeto, el factor afectivo se refiere a las experiencias y los sentimientos asociados al objeto (gustos y aversiones) que suelen reflejarse en el comportamiento y, por último, la dimensión conductual se basa en acciones que incluyen la intención de actuar de una forma concreta ante el objeto (Eagly y Chaiken, 1993; Rosenberg & Hovland, 1960). En este sentido Fishbein y Ajzen (1975) proponen un modelo unidimensional de la actitud de carácter evaluativo y definen la misma como “reacciones verbales a estímulos simbólicos [que] permiten comprender cómo se comportan las personas en el mundo real” (Ajzen & Fishbein, 2005, p.174).

Precisamente, la abundante literatura que analiza la percepción de los impactos del turismo y su influencia en las actitudes se apoyan en la idea de que la actitud hacia un objeto (turismo o turistas) es un buen predictor de la conducta futura en relación al mismo (Sparks, 2007, citado en Hadinejad et al., 2019). Sin embargo, caben aquí dos puntualizaciones:

- Por una parte, Fishben y Ajzen (1975) advierten de la necesidad de considerar la actitud hacia un comportamiento (por ejemplo, el comportamiento proturismo de los residentes) en lugar de la actitud hacia el objeto (turismo o turista) como mejor opción para predecir la conducta futura y, a su vez, plantean sus dudas sobre el poder predictivo de las actitudes con respecto a los comportamientos. No obstante, consideran que puede haber una relación positiva entre ambos y que, además de la actitud, los comportamientos pueden estar afectados por otras variables (Ajzen & Fishben, 1980, citado en Carmichael, 2000). Así mismo, Erul y Woosnam (2022) plantean el bajo valor predictivo de las actitudes hacia el turismo a la hora de determinar las intenciones de comportamiento.

- Y, por otra parte, no siempre el comportamiento real desarrollado por el residente hacia el turismo es un fiel reflejo de las percepciones y actitudes previamente manifestadas (Deery et al., 2012). Esto último, denota la existencia de dos brechas: el gap

“percepción-comportamiento”, entre las percepciones de los residentes sobre los impactos del turismo y sus respuestas comportamentales al desarrollo turístico (Jackson & Inbakaran, 2006; Nunkoo & Gursoy, 2012), y el gap “actitud-comportamiento” (Oates & McDonalds, 2014) o “valor (intención)-acción” (Blake, 1990), al no coincidir siempre lo que la gente dice con lo que hace finalmente.

La consideración de la variable “comportamiento” en los estudios de residentes permitiría reducir las brechas anteriores. Es por ello que la comunidad científica comenzó a desplazar su foco de atención hacia la relación entre las actitudes de los residentes y sus comportamientos (Lepp, 2007). Sin embargo, Chen et al. (2018) afirman que “en la actualidad, hay una (...) falta de investigación sobre la psicología y el comportamiento de los residentes” (p.1). Aunque de forma pausada, se han ido desarrollando modelos que van más allá de las actitudes de los residentes hacia el turismo para analizar las intenciones (Chien et al., 2011; Erul et al., 2020; Jaafar et al., 2015; Kwon & Vogt, 2010; Moghavvemi et al., 2017; Wang & Chen, 2015) y comportamientos a favor del turismo (Lee, 2013; Ritchie et al., 2020; San Martin et al., 2017; Strzelecka et al., 2017; Zhou et al., 2015) como variable final.

El comportamiento proturismo de los residentes puede adoptar formas diferentes (Chen & Segota, 2015). La literatura existente ha mostrado interés, principalmente, por diversos comportamientos proturismo de naturaleza activa, entre los que cabe destacar los de embajador (Chen et al., 2014; Morhart et al., 2009), WOM (boca-oreja) (Chen et al., 2014; Jeuring 2017), GRAD (referencias gratuitas en el destino) (Rompf & Ricci, 2005; Rompf et al., 2005; Walls et al., 2008), de participación en actividades turísticas en sus comunidades o autoconsumo (O’Shaughnessy & O’Shaughnessy 2003; San Martin, 2017) y anfitrión (Kock et al., 2019).

Šegota et al. (2022) indican que es necesario avanzar y profundizar en el estudio del comportamiento WOM positivo (el deseo de los residentes de informar a otros sobre los beneficios de su localidad), por tratarse de una de las fuentes de información más importantes para los turistas (Tham et al., 2013) y uno de los indicadores más relevantes del comportamiento

proturismo (Strzelecka et al., 2017). Más específicamente, Walls et al. (2008) y Wang et al. (2006) afirman que, a pesar de ser una práctica habitual, hay una comprensión muy limitada sobre papel del residente como proveedor voluntario y altruista de información (sobre alojamientos, restaurantes, lugares de entretenimiento y ocio, etc.) de las personas que visitan su localidad (comportamiento GRAD) (Walls et al., 2008). Según Ortega et al. (2014), este comportamiento puede jugar un papel fundamental en la mejora de la experiencia del visitante e incluso en el aumento de su gasto y tiempo de estancia en la localidad.

Por otra parte, pese a que algunos comportamientos específicos proturismo han comenzado a estudiarse recientemente, la comprensión de esta variable latente dentro de las investigaciones es aún limitada (Liu et al., 2022) y falta una conceptualización global de los mismos (Zhang & Xu, 2019). En este sentido, Chen y Raab (2012) ponen de relieve la ausencia de acuerdo respecto a la medición de este tipo de variable y Liu et al. (2022) sostienen que hasta la fecha las escalas utilizadas se muestran incapaces de ofrecer suficiente información acerca del comportamiento proturismo del residente para niveles elevados del mismo.

Por lo tanto, uno de los principales retos que enfrenta la investigación sobre la población local y el desarrollo turístico es enfocarse en mejorar la comprensión de los distintos comportamientos que desarrollan los residentes hacia el turismo y los visitantes, enfatizando así su rol de agente activo que condiciona y determina el desarrollo turístico de un destino. Así mismo, ayudaría en este sentido el diseño y validación de una escala para medir los comportamientos proturismo de los residentes.

En cuanto a los marcos teóricos utilizados en las investigaciones realizadas al respecto, revisiones anteriores sobre el apoyo del residente al turismo (Gursoy et al., 2019; Hadinejad et al., 2019; Harrill, 2004; Nunkoo et al., 2013; Rasoolimanesh & Seyfi, 2021; Sharpley, 2014; Smith & Ramkissoon, 2013) concluyen que la gran mayoría de los trabajos que han examinado e intentado predecir la actitud de la población local y su apoyo al desarrollo turístico lo han hecho bajo el amparo de la Teoría del Intercambio Social (SET).

La SET contempla la interacción entre residentes y turistas desde la perspectiva de la reciprocidad, es decir, como un proceso de intercambio de recursos entre individuos o grupos que interactúan con expectativas de favor (beneficio) de retorno (Boley et al., 2014). Si los residentes perciben que los beneficios generados por esta industria son superiores a los costes, se mostrarán más proclives a apoyar un mayor desarrollo turístico en su localidad (Gursoy & Kendall, 2006; Vargas-Sánchez et al., 2009, 2011) y más favorable será también su actitud hacia el turista (San Martín et al. 2017).

A pesar de la popularidad alcanzada por esta teoría, la misma no está exenta de críticas: la ignorancia del contexto sociocultural en el que tiene lugar los intercambios (Sharpley, 2014), el exceso de énfasis en la racionalidad de los residentes (Nunkoo & Ramkissoon, 2010), la falta de sofisticación (Ward & Berno, 2011) y el hallarse demasiado centrada en las transacciones económicas, obviando la conexión emocional entre residentes y turistas (Woosnam, 2012), son algunas de las razones a las que aluden algunos estudiosos en la materia cuando plantean sus reservas con respecto a la capacidad de la SET para identificar y explicar los factores que influyen en las percepciones de los residentes (Andereck et al., 2005; Sharpley, 2014).

A fin de salvar algunas de las limitaciones de la SET, varios investigadores han propuesto enfoques teóricos alternativos para estudiar las percepciones, actitudes y comportamientos de los residentes (Ajzen & Fishbein, 1980; Boley et al., 2014; Deery et al., 2012; Fishbein & Ajzen, 1975; Kwon & Vogt, 2010; San Martín et al., 2017; Sharpley, 2014; Woosnam et al., 2009; Woosnam et al., 2012).

Woosnam (2012) proponen su teoría de la solidaridad emocional como base para analizar los valores compartidos de turistas y residentes y la relación afectiva entre ambos grupos. Este autor sostiene que “los sentimientos de los residentes hacia los turistas pueden influir potencialmente en sus actitudes hacia el turismo y el desarrollo que lo acompaña” (Woosnam, 2012, p.315). Así mismo, Deery et al. (2012) sugieren profundizar en el estudio de los valores y características intrínsecas de los residentes (creencias, sentimientos y pensamientos) en un intento por comprender mejor los

vínculos entre estos factores y los impactos sociales del turismo. En este sentido se desarrolla el trabajo de Boley et al. (2014) bajo el paraguas de la Teoría de la Racionalidad de Weber. San Martín et al. (2017) sostienen también la necesidad de incluir los valores personales en los modelos actitudinales. Siguiendo esta línea argumental, Ryan et al. (1998, citado en Gu & Ryan, 2008) sugieren que las actitudes hacia el turismo no se explican únicamente en términos de la Teoría del Intercambio Social, sino en términos de sistemas de valores personales, mientras que otros investigadores ponen el énfasis en los valores comunitarios (Kwon & Vogt, 2010). Megeirhi et al. (2020) subrayan la importancia de los valores a la hora de explicar las intenciones de los residentes de apoyar el turismo del patrimonio cultural.

Por otra parte, en un intento de avanzar en la secuencia actitud-intención-comportamiento, los estudios sobre residentes han adoptado los postulados básicos de la Teoría de la Acción Razonada (TRA) (Kwon & Vogt, 2010; Prayag et al., 2013; San Martín et al., 2017) y la Teoría del Comportamiento Planificado (TPB) como versión ampliada de la TRA (Erul & Woosnam, 2021; Wu et al., 2017). Según estas teorías (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) el comportamiento de una persona viene precedido por la intención de llevar a cabo este comportamiento, que a su vez depende de la actitud hacia este comportamiento específico y de la consideración de que el mismo es apropiado y acorde con el sentir del lugar. Aunque estos enfoques "se han utilizado con éxito en un esfuerzo por proporcionar una mejor comprensión en la vinculación de las actitudes de los residentes con el apoyo/oposición al desarrollo turístico" (Ribeiro et al., 2017, p. 525), son pocos los estudios turísticos que se han realizado en este sentido (Çelik & Rasoolimanesh, 2021; Chen & Raab, 2012; Kwon & Vogt, 2010; Prayag et al., 2013; Ribeiro et al. 2017; Schnitzer et al., 2021).

Normalmente, estos estudios miden la actitud hacia el turismo (es decir, la actitud hacia un objeto) para tratar de predecir un comportamiento proturismo, aunque Fishbein y Ajzen (1975) (como se indicó en líneas anteriores) argumentan que la actitud hacia el comportamiento es un predictor mucho mejor. Además, Ulker-Demirel y Ciftci (2020) destacan

otras dos limitaciones en los modelos turísticos basados en la TRA que se han llevado a cabo hasta la fecha. En primer lugar, dichos estudios rara vez abordan los aspectos motivacionales del comportamiento; en segundo lugar, suelen utilizar las intenciones como variable final y son pocos los estudios que analizan el efecto directo de las intenciones sobre el comportamiento real.

Recientemente, tras varias décadas de investigación empírica continuada sobre el turismo, el campo académico parece dirigirse hacia la incorporación de nuevas áreas de conocimiento que, como la psicología positiva, permiten enriquecer nuestra comprensión actual del turismo.

Martin Seligman (1999) fue el promotor e impulsor de la psicología positiva hace poco más de dos décadas. Este investigador de la psique humana propuso el desarrollo de una disciplina que, mediante la aplicación del método científico al estudio del funcionamiento óptimo de las personas, permitiera identificar y promover los determinantes de una vida plena para individuos y comunidades (Tarragona, 2013). En este sentido, Gable y Haidt (2005) definen la psicología positiva como “el estudio de las condiciones y los procesos que contribuyen al florecimiento o el funcionamiento óptimo de las personas, los grupos y las instituciones” (p.103).

Aunque el nacimiento de esta ciencia es relativamente reciente, sus orígenes se remontan a la filosofía de la antigua Grecia (Peterson, 2006), concretamente, a las enseñanzas de las tradiciones hedónica y eudaimónica de la felicidad (bienestar) (Lambert et al., 2015) .

Desde la perspectiva hedónica, la felicidad se asocia con el placer, las emociones positivas y los juicios favorables y fue propuesta por filósofos como Yang-Chu, Aristipo y Epicuro. Por otro lado, la visión eudaimónica vinculada a Aristóteles y defendida también por filósofos como Sócrates y Plutarco, se refiere al desarrollo potencial de la persona a través del crecimiento personal, la autorrealización, acciones significativas que dan sentido a la vida y a las condiciones en las que un ser humano puede ser plenamente feliz (Deci & Ryan, 2008).

Numerosos estudios sugieren que la felicidad basada en la búsqueda del placer no se

puede sostener en el tiempo sin la visión eudaimónica. Ambos enfoques son complementarios (Kashdan et al., 2008).

Desde un punto de vista empírico, se utilizan los términos bienestar subjetivo y bienestar psicológico como expresión científica de la felicidad hedónica y eudaimónica (Keyes et al., 2002). Ambos constructos, aunque están relacionados, constituyen distintas facetas del funcionamiento psicológico positivo y del bienestar del sujeto.

Aunque uno de los conceptos básicos de la psicología positiva es el bienestar, el corpus de conocimientos de la psicología positiva gira en torno a cuatro grandes ejes de estudio (Hervás, 2009; Peterson, 2006; Peterson et al., 2005): las emociones positivas (esperanza, alegría, felicidad, satisfacción, amor, etc.), los rasgos positivos de las personas (sentido del humor, gratitud, altruismo, optimismo, resiliencia, espiritualidad, sabiduría, amabilidad, etc.), las organizaciones positivas (tiene que ver con poner al servicio de los demás las capacidades personales a través de instituciones) y las relaciones positivas.

Las emociones positivas tienen efectos beneficiosos para las personas: mejora la creatividad, se incrementa la capacidad para resolver problemas y la resiliencia, promueven el altruismo, facilitan la autorrealización y favorecen la satisfacción con la vida (Avia & Vázquez, 1998; Fredrickson, 2001; Hervás, 2009). Si se incrementa el número de emociones positivas experimentadas, aumenta el bienestar. También se ha comprobado cómo algunos rasgos como la gratitud, el optimismo, la resiliencia y altruismo favorecen el bienestar (Lyubomirsky, 2001), lo mismo ocurre con las relaciones positivas (Park & Peterson, 2003).

En cuanto a las organizaciones, la psicología positiva propone una serie de acciones, proyectos e intervenciones para que sean positivas y contribuyan al bienestar de la sociedad. En este sentido, se ha comprobado como el entrenamiento en Mindfulness e Inteligencia emocional aplicado en diversas instituciones educativas ha contribuido a una mejora del rendimiento escolar, el bienestar y la salud de los estudiantes (Fredrickson, 2004; Kang et al., 2018; Seligman, 2011; Stewart & Haaga, 2018).

A principios de la década de 2000, un grupo reducido de investigadores comenzaron a explorar los vínculos entre la psicología positiva y el turismo (Filep, 2007, 2008, 2009; Mitas, 2010; Nawijn 2010; Nawijn et al., 2010; Pearce, 2009; Voigt et al., 2010). Filep (2007) fue el primero en estudiar los vínculos entre el bienestar y el turismo. Desde entonces, el potencial de la psicología positiva para contribuir a una mayor comprensión de la experiencia turística y su vinculación con el bienestar, ha generado entre la comunidad científica un creciente interés por aplicar sus principios a la investigación turística (Coghlan, 2015; Filep & Laing, 2018; Filo & Coghlan, 2016; McCabe & Johnson, 2013).

En el ámbito del turismo, las principales variables psicológicas positivas que se han estudiado son la felicidad, el bienestar, la satisfacción con la vida, la calidad de vida, la resiliencia y el altruismo.

La mayor parte de la investigación se ha centrado en analizar cómo el turismo y los viajes contribuyen al bienestar (hedónico y eudaimónico) y la felicidad (Buckley, 2020; Cámara et al., 2022; McCabe et al., 2010; Pyke et al., 2016; Tien et al., 2021; Wang et al., 2021). En este sentido, hay que subrayar el uso indiferenciado que se ha hecho de los términos satisfacción con la vida, felicidad, calidad de vida y bienestar, lo que ha llevado a cierta confusión.

Con respecto a las teorías de la psicología positiva, se han aplicado principalmente las siguientes (Vada et al., 2020):

- Teoría de la ampliación y construcción de emociones positivas de Fredrickson (2004). Los resultados de las distintas investigaciones sugieren que las emociones positivas generadas mediante la actividad física producen bienestar y que, además, son un buen soporte para hacer frente a situaciones dolorosas o difíciles (Lundin et al., 2023)
- El modelo PERMA de Seligman (2004). Se aplicó a diferentes contextos como el turismo de voluntariado (Lee, 2017), turismo religioso o espiritual (Huang et al., 2019), donde lo que prima es la búsqueda del bienestar

eudaimónico.

- Y la Teoría del flujo de Csikszentmihalyi (1975). Se aplicó fundamentalmente al turismo de naturaleza y al ecoturismo (Kim & Thapa, 2018).

Los trabajos mencionados anteriormente se hallan circunscritos principalmente al ámbito de la demanda turística (los turistas), siendo objeto de mínima atención otros agentes del sector turístico, como la comunidad local o los trabajadores del sector (Filep & Laing, 2019; Vada et al., 2019).

En general se han encontrado correlaciones positivas entre las experiencias turísticas y el bienestar, lo que pone de relieve que el turismo favorece el bienestar físico y mental de las personas. Normalmente, la actividad turística se ha asociado a objetivos hedónicos. Sin embargo, desde hace algunos años está creciendo exponencialmente la demanda de viajes centrados en la autorrealización y la superación personal. Estas nuevas preferencias suponen una reorientación de la actividad turística hacia prácticas más eudaimónicas (Garcês et al., 2018). No obstante, Knobloch et al. (2017) sostienen que el bienestar hedónico o eudaimónico generado por el turismo va a depender de los objetivos que persigan las personas, de su personalidad y del significado que le atribuyan a la experiencia.

La resiliencia (capacidad para hacer frente a las adversidades) es otra variable que ha ido tomando protagonismo entre la comunidad investigadora, sobre todo, a raíz del COVID 19, aunque hasta el momento el número de trabajos realizados es muy reducido (Butler, 2017; PL & Wickens, 2021; Prayag, 2023).

Por último, el altruismo (ayudar a otros de forma desinteresada) se ha estudiado en la literatura turística en relación al turismo voluntario por ser el área que mejor ejemplifica este tipo de comportamiento (Wearing et al., 2019). Al respecto, el altruismo se ha examinado ampliamente en relación al turista voluntario y no lo suficiente en cuanto al voluntario local (Paraskevaidis & Andriotis, 2017).

Las investigaciones que exploran el altruismo en las comunidades de acogida se centran fundamentalmente en el análisis de la motivación altruista de los voluntarios locales (Anderson & Cairncross, 2005; Holmes & Smith, 2009, 2012; Paraskevaidis & Andriotis, 2017; Qi et al., 2018). Al respecto, cabe señalar que el interés académico por el altruismo en las comunidades de acogida no se ha extendido mucho más allá del voluntariado formal. Sin embargo, el resto de miembros de la comunidad, en cierto modo, también actúan como voluntarios cada vez que aconsejan, informan o ayudan a un visitante.

Este pequeño acto de generosidad espontánea, cuando son impulsados por una motivación altruista, pueden favorecer y estimular las interacciones positivas (residente-turista) dentro un contexto turístico, promover experiencias enriquecedoras, reforzar la confianza mutua, generar un mayor sentido de interdependencia e impulsar la cooperación en la comunidad (Filep et al., 2017; Lyubomirsky, 2007).

Schwartz (1977) entiende que, "la motivación altruista se refiere a las intenciones o propósitos de beneficiar a otro como expresión de valores internos, sin tener en cuenta la red de refuerzos sociales y materiales" (p.222). En este sentido, varios autores coinciden en definir los valores personales como criterios que guían el comportamiento de acuerdo con la motivación que subyace en cada uno de ellos (Bardi & Schwartz, 2003; Schwartz, 1994).

Así mismo, numerosos estudios científicos han demostrado que las percepciones, actitudes, intenciones, evaluaciones y decisiones se ven afectadas por los valores personales (Schwartz, 1994) y, por lo tanto, nos pueden ayudar a predecir las actitudes e intenciones de comportamiento (Dietz et al., 2005; Stern, 2000; Stern & Dietz, 1994; Terlau & Hirsch, 2015).

Sin embargo, hasta ahora, la investigación turística ha prestado poca atención al poder explicativo que los valores personales, en concreto el altruismo, puedan tener sobre los comportamientos proturismo específicos de los residentes dentro de su comunidad local y fuera de las organizaciones de voluntariado.

A través de estas líneas se han descrito algunas de las lagunas existentes en la literatura turística acerca del comportamiento de apoyo del residente al turismo:

1. Suplir la carencia de investigaciones de revisión teórica que recopilen, analicen, sintetizen y clasifiquen los comportamientos de los residentes hacia el turismo y examinen las escalas empleadas en su medición.
2. Ir más allá del estudio de las percepciones y actitudes de los residentes para conocer su comportamiento proturismo.
3. Cubrir el vacío existente en cuanto a qué variables de la psicología positiva influyen en la actitud y comportamiento del residente hacia el turismo.
4. Profundizar en el estudio de determinados comportamientos de apoyo al turismo.

A tenor de los vacíos anteriormente expuestos, el objetivo general de esta tesis es el estudio de la actitud y el comportamiento proturismo de los residentes y la influencia que en ello pueda tener determinadas variables que tienen que ver con la psicología positiva y con el estado psicológico del individuo.

De forma más específica concretamos este objetivo genérico en cuatro:

1. Identificar y clasificar los comportamientos de los residentes hacia el turismo de acuerdo con diversos criterios y analizar las escalas empleadas en su medición.
2. Proponer un modelo que incorpore la secuencia completa percepción-actitud-intención-comportamiento.
3. Analizar cómo determinados valores como el altruismo, que pertenecen al ámbito de la psicología positiva, influyen en la actitud y comportamiento de los residentes.
4. Profundizar en el conocimiento de determinados comportamientos de apoyo al turismo como, por ejemplo, el comportamiento Word-of-Mouth (WOM) y el Gratuitous Referrals at Destination (GRAD).

1.2 Contribuciones de esta tesis.

Una vez identificados los vacíos existentes en la literatura científica turística sobre el comportamiento proturismo de la población local y fijados los objetivos a alcanzar, describimos a continuación las diferentes estrategias desarrolladas para abordar tales cuestiones y exponemos las principales contribuciones de esta tesis doctoral, poniéndolas en relación con los objetivos anteriormente expuestos:

OBJETIVO 1. Identificación y clasificación de los comportamientos de los residentes hacia el turismo de acuerdo con diversos criterios y análisis de las escalas empleadas en su medición.

Actualmente, la literatura turística cuenta con numerosos y excelentes trabajos de revisión que nos permiten conocer el estado del arte sobre las percepciones y actitudes de la población local hacia el desarrollo turístico. Sin embargo, hasta el momento no se ha realizado ninguna revisión teórica sobre el comportamiento de los residentes hacia el turismo que nos proporcione una perspectiva general sobre el estado de la investigación.

A pesar de que el comportamiento del residente hacia el turismo empieza a destacarse como una nueva materia de estudio en la investigación turística, aún queda mucho camino por recorrer hasta llegar a una comprensión más profunda y completa sobre esta variable. Surge de esa forma la necesidad de identificar y clasificar las diferentes conductas que el residente puede llevar a cabo con respecto al turista que visita la localidad en la que reside o con respecto al propio destino turístico en sí, trabajos de naturaleza holística y teórica que coexisten con los propios intentos de medir ese comportamiento como constructo o variable latente, a veces, de manera concreta y específica y otras, de forma más genérica y multidimensional.

Para dar cobertura a las lagunas detectadas, se lleva a cabo una revisión sistemática, siguiendo el protocolo marcado por el modelo PRISMA (Liberati et al., 2009), de los trabajos que han intentado clasificar y/o medir este tipo de conductas por medio

de escalas, tanto a nivel holístico como específico. Nos centramos únicamente en las conductas de naturaleza activo-favorable hacia el turismo. Descartamos las conductas antiturismo por ser mínimos los trabajos realizados al respecto.

La revisión sistemática llevadas a cabo nos ha permitido identificar y distinguir entre comportamientos por parte del residente dirigidos hacia el turista, hacia la promoción del destino, o hacia ambos, así como, proponer una clasificación de los mismos atendiendo a los criterios de valencia (efecto favorable o desfavorable de la conducta hacia el turista y/o hacia el destino), intensidad (grado actividad o pasividad del desempeño realizado) y compromiso (grado de esfuerzo requerido por la acción emprendida).

Al carácter novedoso de este trabajo habría que sumarle su utilidad para los gestores turísticos, en cuanto a que proporciona información que puede servirles de ayuda en la toma de decisiones, además de ser un elemento facilitador para futuras líneas de investigación.

OBJETIVO 2. Propuesta de modelo que incorpora la secuencia completa valor-percepción-actitud-intención-comportamiento.

Teniendo presentes los vacíos “percepción-comportamiento” y “actitud-comportamiento”, anteriormente expuestos, nuestro trabajo presenta dos modelos: uno que integra el concepto del altruismo verdadero como valor personal, con los postulados básicos de la SET y la TRA con el objetivo de explicar el comportamiento del residente como referente gratuito (GRAD), y otro con base en la teoría TRA para determinar si el altruismo verdadero influye en las actitudes, intenciones y comportamiento WOM de los residentes. Hasta donde tenemos conocimiento, ninguna investigación ha considerado previamente esta perspectiva en los estudios de comportamientos de los residentes hacia el turismo.

Una de las principales contribuciones que efectúa esta investigación es la diferenciación entre actitud hacia el turismo y actitud hacia un tipo específico de

comportamiento proturismo, discriminación ésta que brilla por su ausencia en la vasta literatura sobre la materia. Efectivamente, quizá uno de los principales escollos con que se han encontrado los estudios de residentes a la hora de sobrepasar el análisis de los factores que condicionan las actitudes hacia el turismo y de encarar la búsqueda de antecedentes de los comportamientos proturismo, es precisamente la confusión entre actitud hacia un fenómeno (el desarrollo turístico) y actitud hacia un tipo concreto de comportamiento (pro, neutral o antiturismo). Discernir esos dos conceptos, enmarcando al primero como variable endógena final de la SET y al segundo como variable antecedente de las intenciones y los comportamientos en la TRA, nos permite enlazar ambas teorías y abordar la secuencia completa “valores-percepción-actitud-intención-comportamiento”, además de proporcionar una visión global y holística de todo el proceso psicológico que acaba materializándose en un determinado comportamiento.

La técnica estadística utilizada para analizar estos modelos es la de ecuaciones estructurales basadas en la covarianza (CBE-SEM).

OBJETIVO 3. Introducción de los valores personales, concretamente el altruismo, en el estudio de residentes y análisis de su impacto.

Así mismo, se introduce una variable novedosa, el altruismo, añadida para arrojar luz sobre las actitudes, intenciones y comportamientos de los residentes hacia la actividad turística en su localidad. Aunque hay pocos estudios sobre turismo que hayan incluido esta variable (el enfoque de la mayoría de estos estudios se limita al llamado turismo voluntario), todavía hay menos estudios de residentes que consideran el altruismo como una variable; Por lo tanto, este enfoque se suma a la novedad y originalidad de los estudios presentados aquí.

Desde un punto de vista práctico, el comportamiento altruista desempeñado por el residente tiene implicaciones sociales y económicas para el logro de los Objetivos de Desarrollo Sostenible en un destino recogidos en la Agenda 2030. Este comportamiento proturismo no sólo promueve un crecimiento económico sostenible (ODS 8), además es

una forma de garantizar una vida sana y de promover el bienestar de los residentes y turistas (ODS 3), además de contribuir a la preservación del patrimonio cultural, natural e inmaterial de cada destino (ODS 11). En definitiva, los valores altruistas promueven la cooperación, elemento indispensable para la gestión de los bienes comunes (ej. naturaleza, paisajes, patrimonio cultural, infraestructuras etc.) (Ostrom, 1990) de los que se vale el turismo para su desarrollo. La cooperación genera confianza en las personas y estas son más proclives a consagrar tiempo y recursos en beneficio de otros. En este sentido, sería interesante introducir la enseñanza de los valores altruistas en el sistema educativo, así como implementar programas de educación positiva (que tienen como base la psicología positiva) que tienen como objetivo mejorar el bienestar de las personas. De esta forma se consigue una sociedad más equilibrada y armoniosa.

OBJETIVO 4. Profundizar en el conocimiento de determinados comportamientos de apoyo al turismo como, por ejemplo, el comportamiento Word-of-Mouth (WOM) y el Gratuitous Referral at Destination (GRAD).

Como se ha expuesto anteriormente, uno de los grandes retos al que tiene que hacer frente la investigación en el campo turístico es avanzar en la comprensión del comportamiento real que el residente desarrolla respecto al turismo/turista.

A tal fin, nuestra investigación se centra en el estudio de dos tipos de comportamiento proturismo del residente, el de embajador WOM (boca-oreja), bajo el paraguas de la TRA y el comportamiento GRAD (referencias gratuitas en el destino), combinando los postulados de la TRA y la SET. La especial relevancia de la primera de las conductas mencionadas, así como la escasez de obras hasta la fecha que intentan explicar la segunda, justifican nuestra elección.

1.3 Estructura de esta Tesis.

Dejando a un lado este bloque introductorio y el destinado a las conclusiones finales, esta tesis doctoral se compone de dos partes adicionales en función de las cuales se estructuran los cuatro ensayos independientes desarrollados en esta investigación.

La Parte II presenta dos trabajos de carácter teórico donde se recogen y analizan las principales contribuciones de la literatura sobre: el efecto de la experiencia turística sobre el bienestar, los distintos comportamientos adoptados por los residentes frente al turismo y el análisis de las escalas empleadas en su medición. Aportaciones que subrayan y justifican la pertinencia e interés de este estudio.

El capítulo 2 aborda brevemente el concepto de felicidad desde el enfoque de la psicología positiva y se analiza su vinculación con el turismo. Se describe el origen de este término, definición, antecedentes y como ha sido contemplado su estudio por la comunidad científica en relación al turismo.

El capítulo 3, partiendo de la consideración de los residentes como agentes activos que con su comportamiento influyen en la imagen del destino y en la satisfacción de los turistas que visitan su localidad, presenta una revisión sistemática de la literatura sobre este tema. Al respecto, se plantea un doble objetivo: identificar y clasificar los comportamientos de los residentes hacia el turismo y analizar las escalas utilizadas para medirlos. Se recopilan un total de 64 estudios a través de las bases de datos Web of Science, Scopus y PsycINFO hasta noviembre de 2022. Hasta la fecha, ningún otro estudio de revisión ha abordado esta cuestión. Los resultados obtenidos han permitido identificar y clasificar las conductas de los residentes según criterios de valencia, intensidad y compromiso. Por otro lado, se evidencia la atención desigual prestada a los distintos comportamientos proturismo de los residentes, lo que revela la ausencia de un enfoque cuantitativo para medir los comportamientos antiturismo.

La Parte III recoge dos ensayos de carácter empírico en los que se estudia la actitud de los residentes hacia dos comportamientos específicos como el WOM y GRAD. Así mismo, se analiza el poder aclaratorio del altruismo para explicar estos comportamientos. En los dos modelos

presentados se aborda la secuencia completa valor-actitud-intención-comportamiento, integrando para ello dos teorías como la SET y la TRA.

El capítulo 4 presenta un estudio que combina la variable altruismo y la Teoría de la Acción Razonada para tratar de explicar el comportamiento Word-of-Mouth (WOM) de los residentes. Mediante un modelo de ecuaciones estructurales se ponen en relación este comportamiento con las actitudes e intenciones hacia el mismo y con los valores altruistas de los pobladores de una pequeña localidad costera del sur de España. Los resultados evidencian que los valores altruistas de los residentes influyen directa y positivamente en sus actitudes y en su comportamiento WOM. De igual forma, las actitudes hacia el comportamiento WOM inciden directamente en las intenciones respecto al mismo y a su vez estas condicionan dicho comportamiento. Pese a descartarse relaciones directas entre altruismo e intenciones y entre actitudes y comportamiento, sí se demuestra la existencia de relaciones indirectas significativas en ambos casos por medio de la actitud y la intención respectivamente. El estudio confirma la validez de la Teoría de la Acción Razonada para explicar el comportamiento WOM de los residentes, a la vez que ofrece una explicación novedosa y complementaria de las actitudes de los residentes, desde la óptica de los valores altruistas. Esta visión contrasta con postulados y teorías tradicionales según los cuales los residentes crean sus actitudes hacia el turismo según los beneficios propios y para la comunidad que perciben en la actividad turística y no de manera desinteresada y filantrópica como sugiere este caso.

El capítulo 5 propone un novedoso modelo holístico que integra los valores altruistas de los residentes locales de un destino turístico con la Teoría del Intercambio Social (SET) y la Teoría de la Acción Razonada (TRA) para identificar los factores que condicionan el comportamiento de dichos residentes en términos de Referente Gratuito en Destino (GRAD). La información gratuita y altruista que comparte un residente local es relevante para los viajeros en lo que respecta a las decisiones que posponen hasta llegar al destino (es decir: comida y bebida, lugares de ocio y entretenimiento, tiendas, transportes). El modelo de ecuaciones estructurales (SEM) propuesto se pone a prueba en un destino turístico alternativo de la costa del suroeste de España. Este

estudio considera la visión del residente desde una triple perspectiva (con respecto al turista, al beneficio personal derivado del turismo y al beneficio del turismo para la comunidad en su conjunto). Además, se analizan las actitudes de los residentes específicamente hacia el turista y hacia el desarrollo de un tipo específico de comportamiento proturístico.

Los resultados revelan que los factores que influyen en la actitud de los residentes hacia el comportamiento GRAD difieren sustancialmente de aquellos que condicionan la actitud hacia el turismo en general. También se pone de manifiesto que los valores altruistas de los residentes no condicionan directamente su comportamiento proturístico en forma de referencias gratuitas, aunque sí lo hacen indirectamente a través de la actitud y las intenciones. El modelo propuesto puede aplicarse en contextos en los que se analicen otros valores y tipos de comportamiento proturístico.

La Parte IV concluye el estudio con el capítulo 6 en el que se plantean las conclusiones finales, se describe las limitaciones y se proponen futuras líneas de investigación.

1.4 Publicaciones

Como resultado de esta tesis doctoral se han desarrollado cuatro trabajos de investigación: tres de ellos han sido publicados o enviados a revistas académicas y uno ha sido aceptado como parte de una obra de referencia de carácter internacional que compila conocimientos del turismo. Los capítulos 2, 3, 4 y 5 se basan en estos estudios y han sido desarrollados conjuntamente con Nuria Porras y María de los Ángeles Plaza.

El capítulo 2 se basa en una entrada aceptada por la Enciclopedia del Turismo Jafar Jafari, obra de referencia mundial en este ámbito. La segunda edición de esta obra, de la que forma parte este trabajo, será publicada en enero de 2024 por Springer, editorial extranjera de máximo prestigio en el campo "Economía".

El contenido del capítulo 3 se corresponde con un artículo actualmente en revisión en la revista *Cornell Hospitality Quarterly*.

Los capítulos 4 y 5 se basan en artículos publicados en 2023 en las revistas *Leisure Sciences* (22 de febrero) e *International Journal of Tourism Research* (13 de enero) respectivamente.

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Parte II

El Estado del Arte: Felicidad, Turismo y Comportamiento Proturismo de los Residentes

Capítulo 2

Happiness-Tourism

2.1 Happiness.

Happiness is a polysemous term; its definition and conditions vary depending on the criteria applied. Martin Seligman (2002), developer of positive psychology, affirms that authentic happiness derives from the identification and development of the fundamental strengths of the individual and from their daily use in all aspects of life. Veenhoven (2009) identifies “overall happiness” as “enduring satisfaction with life as a whole” and it is defined as “degree to which a person evaluates the overall quality of his or her present life-as-a-whole positively” (Veenhoven 2012: 66). Besides, Ryff (2014) argues that happiness is related to the development of skills and talent as well as the self-motivation involved in overcoming the challenges in life.

Philosophers and social researchers generally distinguish two perspectives of happiness. On the one side, hedonic happiness, associated with pleasure, positive emotions, and favorable judgments, is presented by philosophers like Yang-Chu, Aristippus and Epicurus. On the other hand, eudaimonic happiness, related to the potential development of a person and to the conditions in which a human being can truly feel happy, is offered by philosophers like Socrates, Plato and Aristotle. Numerous studies suggest that happiness based on pleasure-seeking cannot be sustained over time without the eudaimonic vision. Both approaches are complementary (Kashdan et al., 2008).

The abstract nature of happiness has generated many definitions and it is difficult to find a single concept that contains all its different meanings.

From an empirical point of view, the terms subjective and psychological wellbeing are respectively used as scientific expressions of hedonic and eudaimonic happiness. Both constructs, albeit related, represent different facets of the individual's wellbeing. Over the last two decades, another set of happiness models has been developed. These combine both perspectives of happiness and try to measure personal flourishing. The concept of "flourishing" is synonymous of high level of mental wellbeing.

2.2 Happiness and Tourism

While empirical studies in the social sciences date back to the 1960s, it was not until the early 2000s that research on happiness and tourism began to emerge. Until now, this research has been concentrated on tourism demand, with few studies focused on other stakeholders such as residents or workers (Filep & Laing 2019). This is important if one considers that approximately 40% of human happiness is under personal control, as generated by intentional activities, of which tourism is an integral part. Positive correlations have been found between travel and happiness, meaning two interpretations: happy people travel more, or tourism makes people happier. Most current research adopts the latter interpretation and suggests that the effect of tourism on an individual's happiness is mostly short-lived but can be extended via other factors such as expectations and serendipity (Kwon & Lee 2020). There are researchers who argue that the impact of vacation activities on subjective well-being may depend on the importance of tourism for the person and other factors such as gender, age, income level, marital status, etc.

Other studies focus their attention on finding out if the perception of the effects associated with tourism and its development affect residents' happiness. This reveals that tourism development positively affects residents' subjective happiness through a relationship mediated by variables such as quality of life, income and, above all, social comparison. These factors combined give happiness a contingent carácter (Ozturk et al. 2015).

In the investigation of happiness and the tourist phenomenon there are still many links, patterns and dynamics to discover and explore. Within this field, the new research trends are “Positive Tourism” and “Neurotourism”.

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CAPÍTULO 3

El artículo “Identifying, Classifying, and Measuring Residents' Behaviors towards Tourism: A Systematic and Critical Literature Review” en proceso de revisión, debido a restricciones relativas a derechos de autor, ha sido retirado de la tesis.

Parte III

**El Comportamiento Proturismo de los
Residentes:**

**Boca-Oreja (WOM) y de Referencia
Gratuita en Destino (GRAD)**

Capítulo 4

Modeling Residents' WOM Behavior Toward Tourism Through Altruism and the Theory of Reasoned Action.

4.1 Introduction

Currently, from a practical perspective, tourism and leisure are part of a continuum (Carr, 2002). Their activities are interrelated to the point that it is not always possible to state precisely when an individual engages in one or the other (Chang & Gibson, 2011). Tourism and leisure are connected through the key terms “experience” and “authenticity” (Cohen, 2010). The tourist gains experiences related to the destination through the social touch points, that emphasizes the interactions that the tourist can have with other tourists or with local residents at any point of their experience (Chen et al., 2021). In this context, “who the residents are and what they do is inherently connected to how destinations are experienced by visitors” (Jeuring & Haartsen, 2017, p. 243). From a tourism and leisure perspective, the role of the resident is recognized as consumer, brand ambassador and supplier (Braun et al., 2013).

Studies of residents in the tourism setting, which have traditionally focused on the analysis of the perception of the impacts of tourism and its relationship with attitudes, have begun to complement/shift the focus of attention toward the relationship between residents' attitudes and their behaviors (Lepp, 2007). As Jackson and Inbakaran (2006) note, the great challenge facing resident studies and tourism development is to focus on the question of whether residents

act on their attitudes toward tourism. Delving into this idea, Chen et al. (2018) state that “at present, there is a (...) lack of research on residents’ psychology and behavior” (p.1). Somewhat timidly, the research has begun to go beyond residents’ attitudes toward tourism to analyze their intentions (Erul et al., 2020; Kwon & Vogt, 2010; Moghavvemi et al., 2017; Wang & Chen, 2015) and pro-tourism behaviors (Martin et al., 2017; Strzelecka et al., 2017).

The theory of reasoned action (TRA) (Fishbein & Ajzen, 1975), which was incorporated into tourism studies in the early 1990s (Ulker-Demirel & Ciftci, 2020), offers a better understanding of the behavioral determinants that influence residents’ behavior in a tourist context (Nunkoo & Ramkissoon, 2010). In the tourism field, some of the studies of residents that expressly reference the TRA as a theoretical foundation use its postulates as a basic line of argument to test partial models that generally do not include all the variables of the original TRA model (Çelik & Rasoolimanesh, 2021; Chen & Raab, 2012; Prayag et al., 2013; Ribeiro et al., 2017). Typically, these studies measure the attitude toward tourism (i.e., attitude toward an object) in trying to predict a pro-tourism behavior, although Fishbein and Ajzen (1975) show that the attitude toward the behavior (e.g., attitude toward residents’ pro-tourism behavior) was a much better predictor. Additionally, Ulker-Demirel and Ciftci (2020) highlight two other limitations in the TRA-based tourism models that have been carried out to date. First, such studies rarely address the motivational aspects of behavior; second, they typically use intentions as the final variable, with few studies analyzing the direct effect of intentions on actual behavior.

Residents’ pro-tourism behaviors can take many different forms (Chen & Šegota, 2015; Wang et al., 2014). Among these, residents’ desire to tell others about the benefits of their locality is probably one of the most relevant indicators of pro-tourism behavior (Strzelecka et al., 2017). For this reason, residents’ voluntary WOM, especially positive WOM, deserves greater attention from researchers (Šegota et al., 2022), and psychological theories, such as the TRA, “are natural candidates for furthering the understanding of WOM in the tourism industry” (Confente, 2015, p. 618). On the other hand, the WOM behavior of residents could represent a connection point

between tourism and leisure (Stebbins, 2015). In this sense, WOM behavior could be conceptualized as a type of casual leisure, whose central activities are materialized in the actions necessary for having friendly conversations with friends, family and strangers in order to altruistically provide information about the benefits of their locality. When it comes to supporting the global image of a destination, positive WOM means that residents' involvement must go beyond their individual interests (Hendrik et al., 2017).

Šegota et al. (2022) encourage researchers to explore if personality attributes, such as openness, sincerity, cheerfulness and confidence, could determine the potential of residents to engage in WOM behavior. Altruism could be another of salient personality attribute, linked to the motivations of helping others (Alexandrov et al., 2013), concern for others (Henning-Thurau et al., 2004) or even helping the business when the intended impact of WOM is the success of the tourist destination (Sundaram et al., 1998). To date, few studies have expressly included altruism as an antecedent of WOM (Alexandrov et al., 2013; Puspitasari et al., 2019; Reimer & Benkenstein, 2016; Sundaraman et al., 1998). Scarcer still are those that analyze this variable in a tourist context and from the perspective of residents (Hendrik et al., 2017).

In our study, a multivariate statistical technique of covariance-based structural equation modelling (CB-SEM) was applied to test a theoretical model in which WOM behavior of the residents of the coastal town of El Rompido (Andalusia, Spain) was related to their attitudes, the intention to engage in such behavior, and their altruistic values. The aim of this research is to address the recent call by Ulker-Demirel and Ciftci (2020) for the application of the TRA model in tourism studies to address the motivational aspects of behavior and to analyze the direct effect of intentions on actual behavior. This work is novel in that, in consonance with the recommendation of Fishbein and Ajzen (1975), it employs residents' attitude toward WOM behavior (instead of residents' attitude toward tourism) as an antecedent of their intention toward WOM behavior. To the best of our knowledge, no previous study has applied the TRA to the sequence "residents' attitude toward WOM behavior-residents' intention toward WOM behavior-residents' actual

WOM behavior". Finally, this article analyzes the influence of true altruism (as a personal value) on residents' attitude, intention and WOM behavior. The WOM considered in our work is traditional (not via the internet), positive (highlights the strengths of a product/service and encourages the consumer to adopt it) and one-to-one (the message is generated by one person and communicated to another person or to a small group of friends or family in private through face-to-face conversation, telephone, etc. (Chen et al., 2014)). In this type of WOM, the residents can adopt either the role of gratuitous referral or that of brand ambassador (Morhart et al., 2009).

4.2 Literature review

4.2.1 Residents' WOM behavior and TRA

According to Braun et al. (2013), WOM behavior is the third way in which place communication is materialized. For Aرسال et al. (2010), viewing the resident from this perspective enhances the relevance of the resident-tourist bond, transcending the traditional view of the resident as the agent who is most affected by tourism development. When residents serve as goodwill ambassadors, it not only positively affects the image of the destination (Simpson & Siguaw, 2008), but it also increases awareness of the location for those who are unfamiliar with it (Philips et al., 2013). It should be noted that tourism products are experience goods that are impossible for the consumer/tourist to evaluate before experiencing them, which leads them to rely on the recommendations of others (Aرسال et al., 2010). For travelers, residents are important because they have considerable first-hand knowledge about the destination (Aرسال et al., 2010). Visitors give residents greater credibility, perceiving them as people who do not have a direct interest in or benefit from "selling" the destination (Chen & Šegota, 2015).

The study conducted by Confente (2014) provides an overview of the tourism and hospitality research regarding WOM for the period 1987-2013. It is worth noting that of the 46 articles reviewed, only two (Aرسال et al., 2010; Simpson & Siguaw, 2008) considered the role of

residents in WOM. The work by Simpson and Siguaw (2008) explores the effects of satisfaction and identity prominence on word-of-mouth promotion, and the differences in these variables between tourists and local residents. Aarsal et al (2010) analyze the influence of residents on potential tourists' travel decisions and the types of decisions and compare their influence with respect to other communication channels (family members, political leaders, etc.). In the last decade, there has been a substantial increase in the number of publications focused on residents' voluntary WOM. These studies have been developed under very diverse approaches and theories: community attachment, self-congruity, place evaluation, self-expressiveness (Styvén et al., 2020; Šegota et al., 2022); social identity (Wang et al., 2014); perceived responsibility (Hendrik et al., 2017); and perceptions of the image of a city destination (Papadimitriou et al., 2018). However, so far as we are aware, there are no articles that expressly analyze residents' pro-tourism WOM behavior based on the TRA and that link attitudes and intentions toward the behavior with the actual behavior itself.

According to the TRA, a person's behavior is determined by his or her intention to conduct a specific behavior, while a person's intention is, in turn, determined by his or her attitude toward the behavior and his or her subjective norm (Zhang et al., 2006). Although the "TRA has been successfully used in an effort to provide a better understanding in linking residents' attitudes to support/opposition for tourism development" (Ribeiro et al., 2017, p. 525), few tourism studies have been conducted in this regard (Çelik & Rasoolimanesh, 2021; Chen & Raab, 2012; Kwon & Vogt, 2010; Prayag et al., 2013; Ribeiro et al. 2017; Schnitzer et al., 2021). Prayag et al. (2013) propose a model of residents' support for the 2012 Olympic Games to empirically demonstrate that the overall attitude toward the Games mediates the relationship between tourism impacts and residents' support for the Games. Ribeiro et al. (2017) examined the relationship between the attitudes of residents of the Cape Verde Islands regarding tourism impacts and their intentional pro-tourism behaviors, and they find a direct and positive relationship. Schnitzer et al. (2021) showed that residents' overall attitudes toward sports events

mediate the relationship between the perceived fit and event support. Çelik and Rasoolimanesh (2021) focus on the role of residents' cost-benefit attitudes in mediating between residents' attitudes toward tourism and their support for tourism development. Several authors have shown the existence of significant and positive relationships between attitudes toward tourism and residents' behavior (whether intentional or actual) (Jackson & Inbakaran, 2006; Kwon & Vogt, 2010). Lepp's (2007) qualitative study demonstrated a positive relationship between residents' attitudes and pro-tourism behavior, and Martin et al. (2017) found that pro-tourism behavior (more specifically, recommendations to other people and behaviors related to participation in tourism activities in the community) is similarly influenced by attitudes toward tourism development and attitudes toward tourists.

The studies mentioned above expressly use residents' attitudes toward tourism/tourists (attitude toward the object) as a predictor of residents' pro-tourism behavior. They do so despite the cautionary words of the authors of the TRA (Fishbein & Ajzen, 1975) with regard to the need to consider the attitude toward a behavior rather than the attitude toward the object as a predictor of behavior. Similarly, Erul & Woosnam (2022) note the low predictive value of attitudes toward tourism when determining behavioral intentions. In like fashion, the work of Kwon and Vogt (2010) examines the relationship between residents' attitudes regarding place marketing and their intentional behavior to support place marketing activities and future tourism product development and confirms the existence of a positive relationship between the two. Additionally, Chen and Raab (2012) propose an interesting theoretical model to explain residents' "attitude toward interacting with tourists" and the relationship this has with "the intention to interact with tourists" and the actual behavior of "interacting with tourists". However, their research only involves a review of the literature and defines the methodology to be followed for mining the data – it does not present the subsequent results.

On the other hand, although in psychology intentions are considered to be one of the main predictors of behavior, in the tourism field, few studies analyze the direct effect of behavioral

intentions on actual behavior (Ulker-Demirel & Ciftci, 2020). More specifically, in resident studies, the work of Erul and Woosnam (2022) identifies a positive and significant relationship between behavioral intention and behavioral support for tourism development. Similar results are reported by Jin et al. (2011) in their study of actual behavior regarding resident support for the 2008 Beijing Green Olympic Games.

Regarding the use of the TRA in studies of residents' pro-tourism WOM, some have focused on certain variables making up this theory in isolation, for example, residents' intention to engage in positive WOM (Deb & Lomo-David, 2021; Jeuring & Haartsen, 2017; Papadimitriou et al., 2018; Stylidis & Dominguez-Quintero, 2022;; Styvén et al., 2020; Wang et al., 2014) or residents' actual WOM (Blasco-López et al. 2020; Chen et al, 2018; Jeuring & Haartsen, 2017). Other studies have considered the relationship between residents' attitudes toward tourism (that is, attitudes toward the object) and their WOM intentions or behaviors. Thus, Stylidis and Dominguez-Quintero (2022), using Social Exchange Theory (SET) and social representation theory, expressly analyze the potential relationship between residents' attitudinal support for tourism and their WOM intentions, and they find a direct and positive relationship. For their part, Blasco-López et al. (2020) analyze the same relationship but from the opposite direction to study the impact of residents' WOM intention on their attitudes toward tourism support and find a positive and direct relationship. Additionally, Wang et al. (2014) analyze the relationship between residents' attitudes toward tourists and residents' propensity for tourism advocacy via WOM, and find that it was not significant.

In light of the above arguments, the following hypotheses are proposed:

H1: There is a direct and positive relationship between residents' WOM attitudes (ATWOMB) and residents' WOM behavior (WOMB) toward tourism.

H2: There is a direct and positive relationship between residents' WOM attitudes (ATWOMB) and residents' WOM intentions (ITWOMB).

H3: There is a direct and positive relationship between residents' WOM intentions (ITWOMB) and residents' WOM behavior (WOMB).

4.2.2 Altruism and pro-tourism behavior

As with other complex concepts, altruism, a social phenomenon that is the opposite of selfishness, has been analyzed from different theoretical perspectives. For the psychologist Daniel Batson (2011) altruism “is a motivational state with the ultimate goal of increasing another’s welfare” (p. 4) and adds that this can be considered authentic or true only when the desire to help another is the main concern (even when this concern has not materialized in a concrete action). The key element is the intention behind the action. For other authors, such as Monroe (1996), good intention alone is not enough to indicate the presence of altruism; it is also necessary to act for the good of another.

During the last two decades, different approaches have emerged that seek to explain the role that altruism plays in those cooperative behaviors in which, although self-interest is not ruled out, selfishness does not seem to prevail. To understand this type of paradoxical behavior, they utilize the concept of reciprocal altruism (Trivers, 1971). Reciprocal altruism is a type of mutual cooperation that is based on “the expectation of a return favor” (Fennell, 2006, p. 109) so that both actors benefit. Reciprocity in this type of behavior implies an exchange of resources between individuals or groups that interact. For some authors, this condition of “return favor” involved in reciprocal altruism indicates that it is not actually altruism (Sober, 1988).

Moreover, the interest from various academic fields in clarifying whether altruism is part of human nature or just a mere strategy for survival has given rise to numerous attempts to measure this value through scales. Thus, several psychometric instruments have been developed to assess individual and intergroup differences in altruistic behavior, to identify its antecedents, and to learn about its origins and consequences. Sometimes altruism has been measured as one more dimension of a more general construct (Caprara et al.,2005; Penner et al.,1995; Van,1999;

Wrightsmann, 1964), while at other times a specific scale has been constructed for this type of latent variable (Cheng et al., 2017; Khanna et al., 1993; Rushton et al., 1981; Yavuzer et al., 2006). In this regard, the works of Pierce (1975) and Price et. al. (1995) are particularly noteworthy.

Morris (1956) was one of the first researchers to apply the scientific method to values. One of his main contributions was the development of "a cross-cultural intervals scale for measuring values" (Morris, 1956, p. 184). He called this instrument "Ways to Live" and listed thirteen value orientations, each of which was described in a paragraph.

Gorlow and Barocas (1964,15) constructed a scale with 63 proposed values, drawn almost entirely from the thirteen descriptive paragraphs of Ways to Live, with the intention of reducing the complexity of Morris' descriptions. Subsequently, Pierce (1975) built on the Gorlow and Barocas (1964,1965) scale to formulate a 7-item measure of altruistic service. To validate this construct, he compared the altruism scores obtained by various groups of professionals who differed in their degree of affectivity (Price et al., 1995).

Price et al. (1995) developed a simplified 5-item version of the Pierce (1975) scale, which preserves the validity and reliability of the original scale, to assess the altruistic tendency of consumers in the marketplace. Based on content validity and parsimony, two of the items were eliminated.

In the tourism and leisure literature, altruism has been studied in relation to volunteering. Volunteering has been defined as "any activity in which time is given freely to benefit another person, group, or cause" (Wilson, 2000, p. 215). According to Stebbins (2015), "Altruism is a central component of volunteering, which is the main leisure activity in which this behavior/attitude is found" (p.83). Wearing (2019) considers voluntary tourism to be the most representative experience of this type of behavior. However, this phenomenon has been widely examined in relation to volunteer tourists, but it has been insufficiently examined in terms of volunteer hosts (Paraskevaidis & Andriotis, 2017). The research on voluntary tourism has primarily focused on the motivations that drive this type of cooperative or helping behavior.

Regarding volunteer tourists, studies reveal that among their motivations, in addition to altruism (e.g., being able to contribute and helping the local population), selfish motivations have also been found (e.g., self-interest and self-gratification) (Han et al., 2019; Olsen, Vogt & Andereck, 2017). However, volunteer tourists who act to satisfy their own interests also benefit the hosts and the Non-Governmental Organizations (NGOs) in which they participate (Wearing, 2019).

Regarding host volunteers, this type of behavior is associated with diverse and complex motivations, altruistic and instrumental (e.g., professional and personal development) (Paraskevaidis & Andriotis, 2017; Qi, 2020). It should be noted that the academic interest in altruism in host communities has not extended much beyond formal volunteering. However, the remaining community members, in a certain way, also act as volunteers every time they advise, inform or help a visitor. Unlike formal volunteering, this type of behavior arises individually and spontaneously and not as an organized action or movement within an institution. At an academic level, recognition of the suitability of reciprocal altruism as an explanation for the altruistic behavior of residents toward tourists (Fenell, 2006) has prompted the analysis of this phenomenon. However, few studies explore true altruism in local volunteering (Paraskevaidis & Andriotis, 2017). Paraskevaidis and Andriotis explored the altruistic behavior of the members of two voluntary tourism associations, with the aim of determining whether these actions are based on true or reciprocal altruism, concluding that the motivation to participate in this type of institution was more in line with reciprocal altruism. In this regard, Ryan et al., (2017) argue that people who firmly believe in the existence of altruistic motives are more likely to act prosocially. In their study of a green hotel, Teng Wu and Lui (2013) confirm that altruism directly and significantly influences the attitudes of tourists and, although not as strongly, also influences their intentions to visit a green hotel.

Several authors agree in defining personal values as criteria that people use as a guide to choose one action over another or to evaluate certain behaviors or events (Rokeach, 1973; Schwartz, 1992). Bardi and Schwartz (2003), on the other hand, show that “overt behavior is a

particularly important potential consequence of values, worth extensive research” (p. 1207). However, thus far, the tourism research has paid little attention to the explanatory power that personal values, specifically altruism, may have on the specific pro-tourism behaviors of residents within their local community and outside voluntary organizations. Our work addresses this question in relation to traditional, positive, one to one WOM. This kind of WOM is characterized by the altruism with which residents share their knowledge about the rewarding possibilities offered by their location (e.g., products, services, events, leisure activities) with other people.

The literature indicates that people prefer to choose courses of action that promote and are consistent with the highest values of their personal hierarchy, although sometimes they are not even aware that they act under its influence (Bardi & Schwartz, 2003; Rokeach, 1973). Additionally, numerous scientific studies show that perceptions, attitudes, intentions, evaluations and decisions are affected by personal values (Schwartz, 1994). The findings of Deschamps and Finkelstein (2012) confirm the existence of a link between altruism, which is considered a personal value, and prosocial behaviors, especially volunteering. On the other hand, several studies reveal that personal values are related to a wide variety of behaviors and intentions towards specific behaviors (Karp, 1996; Sagiv et al., 2011; Sosik et al., 2009; Stern, 2000). Sagiv et al. (2011) find that the values of universalism and benevolence are positively related to cooperative behavior. Sosik et al. (2009) obtained the same results in relation to altruistic and prosocial behaviors, although in the workplace. Karp (1996) find significant correlations between the values of the Schwartz scale (1992) and various pro-environmental behaviors. However, as Schwartz (2017) points out, barring some exceptions, the correlation between values and specific behaviors is not very strong, as attitudes tend to mediate this relationship.

In short, values can help us predict attitudes and behavioral intentions (Dietz et al., 2005; Hirsch & Terlau, 2015; Stern & Dietz, 1994; Woosnam et al., 2022). The influence of personal values can be explained by the model proposed by TRA, in which the relationship between attitudes and behaviors is mediated by behavioral intentions.

According to the previous arguments, the following hypotheses are established:

H4: There is a direct and positive relationship between altruistic values (ALT) and WOM attitudes (ATWOMB).

H5: There is a direct and positive relationship between altruistic values (ALT) and WOM intention (ITWOMB).

H6: There is a direct and positive relationship between altruistic values (ALT) and WOM behavior (WOMB).

Figure 4.1: Summarizes the theoretical model to be tested

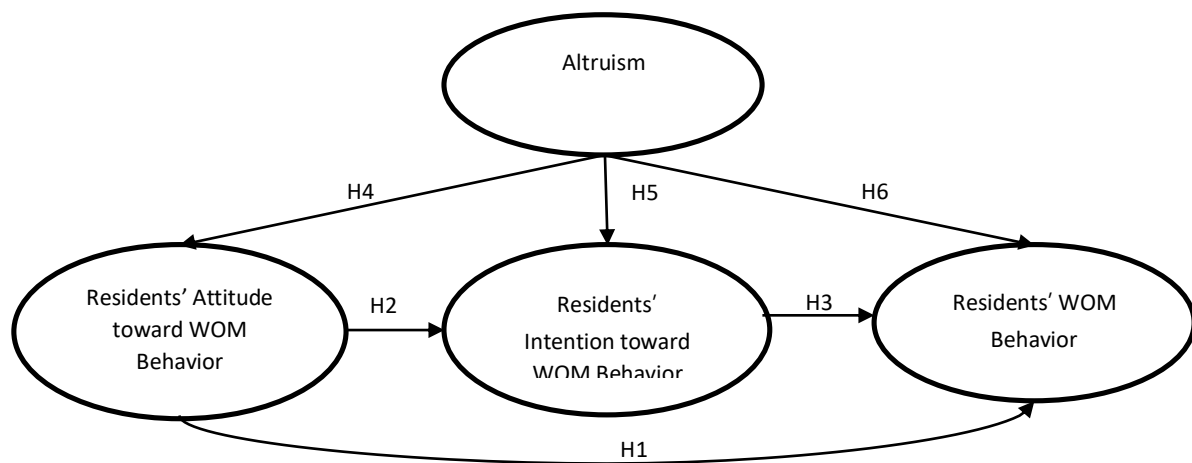


Figure 4.1: Theoretical model to be tested. Source: Authors' elaboration

4.3 Methodology

4.3.1 Location of the study

El Rompido is a fishing village in the municipality of Cartaya (Huelva), which is located in the southwest of Andalusia, Spain. Its population, although small and relatively young, has experienced rapid growth, going from 808 inhabitants in 2000 to 1832 in 2017. Both the history and the culture of this town have been linked to the sea and fishing for generations, and this

connection is reflected in its architecture, which is characterized by the presence of low, white houses. Additionally, the economy of this population was linked to marine activity until the 1980s, when the village experienced a transition toward tourism; the primary focus of tourism has been on golf tourism and water sports following a model of low tourist density. This transition from one economic activity to another has been so thorough that it is estimated that, currently, only one in 10 inhabitants are engaged in marine activity. However, the area has three marinas, various golf courses, numerous hotels, several restaurants specializing in fish and shellfish and a shopping center located next to two adjoining lighthouses (one of them dating from the 19th century). A unique attraction of this locality is the “Flecha de El Rompido”, one of the few growing deposition bars in Europe, and part of a protected natural area, which can only be accessed from the port of El Rompido through a daily ferry service.

Figure 4.2: Aerial Photograph of El Rompido (Andalusia, Spain). Source: Marinas de Andalusia - Association of Leisure Ports.



4.3.2 Sample and data collection

The studied population comprised the permanent residents of El Rompido who were aged 20 years or older, a total of 1572 people in 2018. To obtain a representative sample of the population these people were grouped by gender and by age group according to four age bands: 1. (20-29); 2. (30-44); 3. (45-64); 4. (65 or over).

For the calculation of the sample size, two aspects were taken into account: (1) its adequacy to the population size and (2) its suitability for applying CB-SEM. First, it was established that a sample of size 290 would offer a margin of error of $\pm 5.2\%$, at a confidence level of 95% and for a population variance of 50%. Next, to calculate the lower bound sample size for a structural equation model, we used the calculator provided by Soper (2022) according to the formulas provided by Westland (2010). Taking into account 1) the complexity of the model (number of latent variables and number of observable variables; and 2) the size of the desired effect to be detected (medium), the minimum sample required was 166 people.

A structured questionnaire was auto-administered between December 2018 and January 2019 (low season) to avoid the overrepresentation of occasional residents, who are much more frequently present during the summer, and to ensure that all those surveyed were permanent residents. For the sample to be representative of the population in terms of gender and age band, we followed the procedure described below:

First, because of the difficulties inherent in accessing a fifth of the total population, of which 70% were middle-aged (i.e., between 30 and 64), we decided to request the participation of the only state school in town (this was channeled through the school's parents' association). A letter and questionnaire were sent to each family, requesting self-completion by one adult member of the family. For multiple siblings on the school register, we ensured that only one form was sent to each family. Thus, we obtained 210 questionnaires. Because the number of questionnaires was insufficient, and age bands 1 and 4 were underrepresented, a second round of surveys was undertaken. This was carried out by delivering the questionnaires by hand to

targeted residents, selected according to the desired gender and age band, with the aid of two interviewers familiar with the locality. The questionnaires were completed as before and later collected. This allowed us to obtain a further 114 completed surveys. The total number of questionnaires collected was 324. Of these, incomplete questionnaires were eliminated, leaving 298 valid questionnaires without missing data. Before these were eliminated, it was verified that the nonresponse distribution was random and that the representativeness by age and gender of the sample was not distorted.

Fifty-six percent of the respondents were women, 70% were between 30 and 64 years old, and the average residency was 18 years. A third of those surveyed have lived in the locality for less than 10 years, and half of the respondents have lived in the locality for 15 years or more. The data collected were analyzed using the statistical programs STATA 14 and AMOS 25.

4.3.3 Measurement instrument

The resident questionnaire consisted of a total of 16 variables corresponding to five thematic blocks (Table 4.1). For the preparation of the questionnaire, several variables used in previous studies on resident support were adapted in line with the research context. The sociodemographic profile was measured by three categorical variables: gender, age and number of years residing in the locality. Altruism (ALT) was measured as a personal value with the seven-item scale used by Price et al. (1995), who based their measure on a scale constructed by Pierce (1975) and on the work of Gorlow and Barocas (1965). Attitude toward WOM behavior (ATWOMB), Resident's intention toward WOM behavior (ITWOMB) and WOM behavior (WOMB) were measured on a five-point Likert scale. These items were adapted from Palmer et al. (2013), Papadimitriou et al. (2018) and Wang et al. (2014) in the case of the ITWOMB variable, and from Jeuring and Haartsen (2017), Park and Petrick (2011) and Zenker et al. (2017) for WOMB. Given the lack of literature on the ATWOMB variable, the two items used here were reformulated from

the ITWOMB items, and rephrased in terms of the degree of importance given by the resident to adopting WOM behaviors.

Table 4.1. Descriptive statistics and reliability and validity. Source: Authors' elaboration.

CONSTRUCTS AND ITEMS	Mean	Standard Deviation	λ	Cronbach's α	CR	AVE
Altruism (ALT)^a				0.899	0.904	0.659
ALT1: Importance given to Helping other people	6.07	1.293	0.782			
ALT2: Importance given to Serving humanity	5.60	1.404	0.769			
ALT3: Importance given to Sharing what you have	5.72	1.339	0.950			
ALT4: Importance given to Giving to others	5.70	1.324	0.933			
ALT5: Importance given to Being selfless	5.63	1.651	0.564			
Attitude toward WOM behavior (ATWOMB)^b				0.930	0.930	0.869
ATWOMB 1: Importance placed on talking about the benefits of the locality as a tourist destination	4.00	1.040	0.934			
ATWOMB2: Importance placed on encouraging other	3.89	1.063	0.931			

residents to talk about the benefits of the town as a tourist destination						
Intention toward WOM behavior (ITWOMB)^c				0.944	0.943	0.892
ITWOMB1: Intention to talk about the benefits of the locality as a tourist destination	3.80	1.188	0.930			
ITWOMB2: Intention to encourage other residents to talk about the benefits of the town as a tourist destination	3.65	1.219	0.959			
WOM behavior (WOMB)^d				0.924	0.922	0.748
WOMB1: Whenever I have the opportunity, I talk about the benefits of my locality to friends/family/tourists to promote my locality	4.07	1.111	0.836			
WOMB2: Whenever I have the opportunity, I talk about the benefits of my province to friends/family/tourists to promote it	4.08	1.020	0.796			
WOMB3: Whenever I have the opportunity, I encourage other residents of my locality	3.73	1.264	0.913			

to speak well of it to promote tourism						
WOMB4: Whenever I have the opportunity, I encourage other residents of my locality to speak well of the province of Huelva to promote tourism	3.78	1.244	0.910			

^aItems measured on scale of 1-7 (1 = very unimportant; 7 = very important).

^bItems measured on scale of 1-5 (1 = not important; 5 = very important).

^cItems measured on scale of 1-5 (1 = no intention; 5 = total intention).

^dItems measured on scale of 1-5 (1 = strongly disagree; 5 = strongly agree).

4.4 Results

4.4.1 Assessment of the measurement model

Prior to estimating the CFA model, the multivariate normality of the data was analyzed using the Doornik–Hansen test for multivariate normality (Doornik & Hansen, 2008). The result obtained ($\chi^2(26) = 787.936, p < 0.001$) ruled out the multivariate normality of the data. However, the outputs provided by AMOS showed that the item values were below the recommended threshold of 2 and 3 for skewness and kurtosis, respectively (Ribeiro et al., 2017). Thus, the data are not excessively abnormal. Therefore, the estimation method used in the CFA model was the maximum likelihood (ML), and the standard errors were calculated based on the robust estimator of Satorra-Bentler (1990), which takes into account the deviation of multivariate normality.

The fit indices showed a significant chi-square of 208.11 ($df = 59, p < 0.001$); this measure is very sensitive to sample size (Bentler & Bonett, 1980). The ratio of the chi-square to degrees of freedom ($\chi^2/df = 3.53$) is below the maximum threshold of 5.0, as recommended by Hooper et al. (2008). The comparative fit index (CFI) = 0.94 and the Tucker-Lewis index (TLI) = 0.93 were above the threshold of 0.92 established by Hair et al. (2006), while the standardized root mean

square residual (SRMR) = 0.04 was well below the maximum threshold of 0.08 established by those same authors, revealing a good fit in this regard.

Regarding the individual reliability of the items (Table 1), all the standardized factorial loads yielded values greater than 0.707 (Carmines & Zeller 1979) and significant ($p < 0.001$). Only the variable ALT5 had a standardized factorial load below 0.7 ($\lambda = 0.56$), but we chose to keep it in the model for three reasons: (1) the value is above 0.4, (2) it contributes to the content validity, and (3) it does not affect the internal consistency and convergent validity of the construct of which it is a part. The reliability of the constructs and the scale, or internal consistency, was measured by Cronbach's alpha and composite reliability (CR) (Table 4.1). All the constructs present in the model had values equal to or greater than 0.9, a value that far exceeds the 0.7 recommended (Nunnally & Bernstein 1994). We can therefore conclude that the observed variables measure each associated latent variable with great rigor.

The convergent validity, measured by the average variance extracted (AVE) (Table 4.1), demonstrates the unidimensionality of each construct as all latent variables have values equal to or greater than 0.65 when the minimum desirable threshold is 0.5. Finally, the discriminant validity (Table 4.2) reveals that the amount of variance that each construct captures from its indicators (AVE) is greater than the variance that this construct shares with the rest of the constructs of the model. Therefore, the four constructs of the model fulfill discriminant validity.

Table 4.2. Discriminant validity. Criterion of Fornell and Larcker (1981)

	ALT	ATWOMB	ITWOMB	WOMB
ALT	0.659			
ATWOMB	0.115	0.869		
ITWOMB	0.104	0.572	0.892	
WOMB	0.133	0.470	0.676	0.748

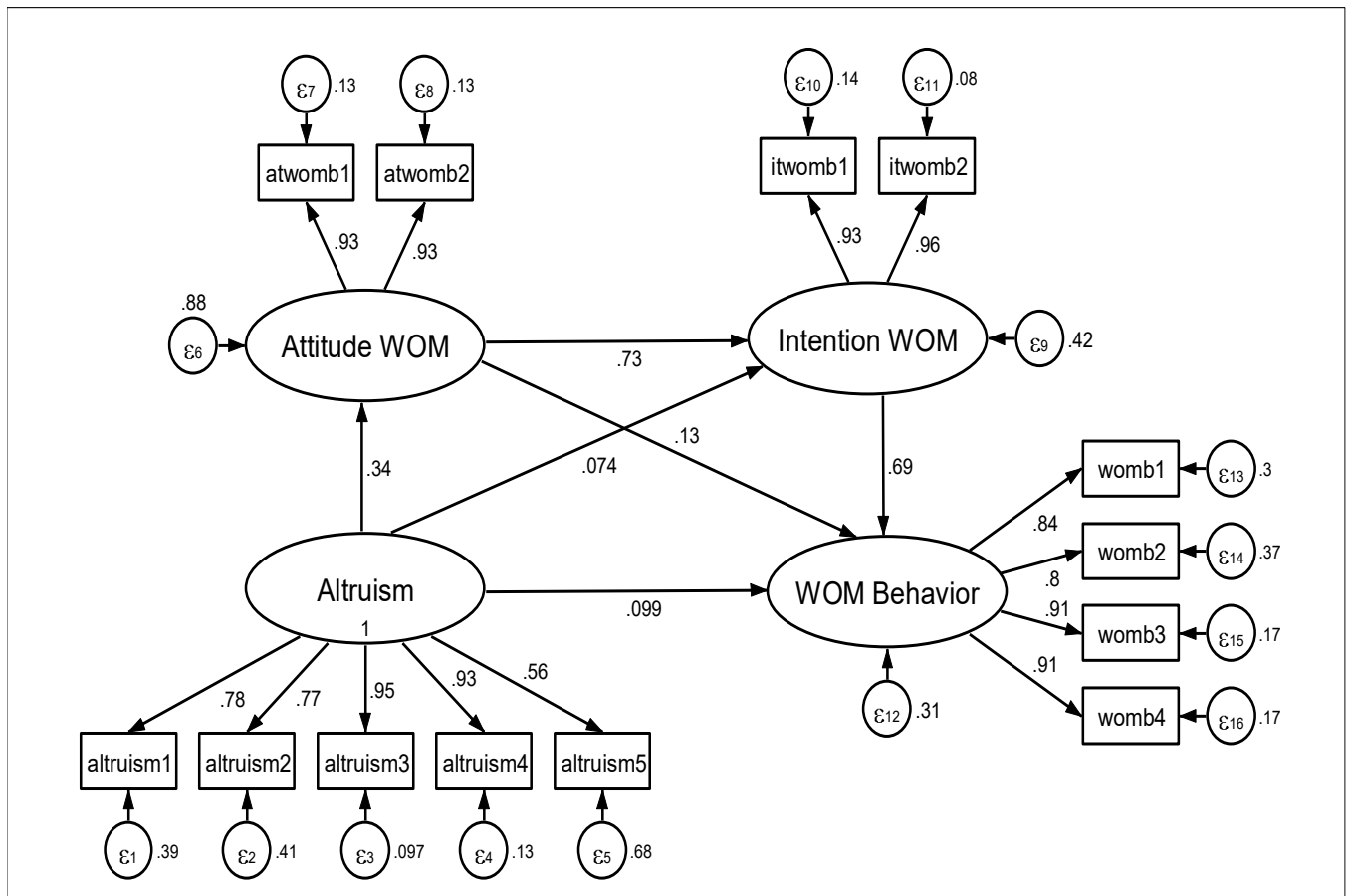
Source: Authors' own.

Note: The bold diagonal elements are the square roots of each AVE; construct correlations are shown off-diagonal.

4.4.2 Assessment of the global structural equation model (and the structural model within it).

The goodness of fit for the global SEM model (Figure 4.3) is the same as that obtained for the CFA, so we repeated the aforementioned steps and found a satisfactory model fit. Regarding the path coefficients, the model confirms a strong and significant regression coefficient with a positive sign that relates the variable ATWOMB with ITWOMB ($\beta = 0.731$; $p < 0.001$); this supports H2. Hypothesis H3, which presumes the existence of a significant positive relationship between ITWOMB and WOMB ($\beta = 0.694$; $p < 0.001$), is also confirmed. The same is not true for hypothesis H1 (the hypothesis that a more favorable ATWOMB will lead to a greater frequency of WOMB), since the regression coefficient obtained was not statistically significant ($\beta = 0.128$; $p > 0.1$). Regarding the altruism hypotheses, the results of the study revealed a moderate and positive significant regression coefficient for the relationship between the variable ALT and ATWOMB ($\beta = 0.339$; $p < 0.001$), confirming hypothesis H4. Similarly, a positive but much weaker relationship between ALT and WOMB confirms hypothesis H6 ($\beta = 0.099$; $p < 0.05$). However, the results do not confirm hypothesis H5 (that ALT is directly and positively related to ITWOMB); although the regression coefficient is positive, it is not statistically significant ($\beta = 0.074$; $p > 0.05$).

Figure 4.3: Global SEM model.



Source: Authors' elaboration

Table 4.3. Hypothesized relationship between the constructs of the initial structural model.

Hypothesized relationship	β	t statistic	Supported?
H1: ATWOMB → WOMB	0.13	1.38 ^{ns}	No
H2: ATWOMB → ITWOMB	0.73	19.69 ^{***}	Yes
H3: ITWOMB → WOMB	0.69	8.21 ^{***}	Yes
H4: ALT → ATWOMB	0.34	5.58 ^{***}	Yes
H5: ALT → ITWOMB	0.07	1.66 ^{ns}	No
H6: ALT → WOMB	0.10	2.23 [*]	Yes

Source: Authors' own.

Note: ns = not significant. *p < 0.05; **p < 0.01; ***p < 0.001

In addition to these direct effects, tested from the six starting hypotheses, it should be noted that there are three indirect effects: the effect of ALT on ITWOMB through ATWOMB, the effect of ALT on WOMB through ITWOMB and the effect of ALT on WOMB through ITWOMB. These indirect effects have values of 0.25, 0.27 and 0.51, which represent 71%, 80% and 84% of the total effects, respectively. To analyze the possible existence of mediating effects, bootstrapping was carried out. The results show two effects of full mediation and one of complementary partial mediation. Regarding hypothesis H6, it is evident that ATWOMB fully mediates the relationship between ALT and ITWOMB (the indirect relationship is significant, but the direct one is not). The same occurs in the case of hypothesis H1, where ITWOMB completely mediates the relationship between ATWOMB and WOMB. Finally, regarding hypothesis H6, there is evidence of a complementary partial mediation of ITWOMB in the relationship between ALT and WOMB (both the indirect and direct relationships are significant and positive) (see Table 4.4).

Table 4.4. Analysis of the significance of direct and indirect effects.

	95% Bootstrap confidence intervals			
	Direct Path	Lower Limit	Upper Limit	Significance (p < 0.05)
ALT → ITWOM	0.075 ^{ns}	-0.022	0.164	p = 0.083; No
ALT → WOMB	0.100*	0.005	0.193	p = 0.028; Yes
ATWOM → WOMB	0.127 ^{ns}	-0.054	0.307	p = 0.168; No
	Indirect Path	Lower Limit	Upper Limit	Significance (p < 0.05)
ALT → ITWOM	0.248**	0.170	0.372	p = 0.001; Yes
ALT → WOMB	0.266**	0.170	0.376	p = 0.002; Yes
ATWOM → WOMB	0.506**	0.376	0.647	p = 0.006; Yes

Source: Authors' own.

*p < 0.05; **p < 0.01; ***p < 0.001

The model explains 69% of the variance in WOMB, 58% of ITWOMB and 12% of ATWOMB. An analysis by construct (Table 4.5) attributes 96% of the explained variance in ITWOMB to ATWOMB. Additionally, 82% of the explained variance in the WOMB construct is attributed to ITWOMB. These results reinforce the postulation of TRA that such behavior is conditioned by intention, and intention is conditioned by attitude.

Table 4.5. Decomposition of the explained variance.

Dependent variable	R square	Antecedents	Path coefficients	Correlations	Explained variance	%
ATWOMB	0.115					
		ALT	0.339	0.339	11.5%	100%
ITWOMB	0.577					
		ALT	0.074	0.322	2.39%	4%
		ATWOMB	0.731	0.756	55.26%	96%
WOMB	0.694					
		ALT	0.099	0.365	3.61%	5%
		ATWOMB	0.128	0.686	8.78%	13%
		ITWOMB	0.694	0.822	57.05%	82%

4.5 Conclusions

The results lead us to accept four of the six hypotheses proposed: two within the TRA (H2, H3) and two within the theoretical framework of true altruism (H4, H6). Although the presence of direct relationships between altruism and WOM intention and between attitudes and WOM behavior was discarded, the existence of significant indirect relationships is demonstrated in both cases through the variables attitude and intention, respectively. These results are fully consistent with the postulates of the TRA by corroborating the logical sequence whereby values affect

attitudes, which in turn affect intentions, and the latter affect behavior. It is noteworthy that altruistic values not only directly influence residents' attitudes in this case but also influence their WOM behavior, which demonstrates that one of the motivations for developing WOM behavior is that of "helping other people" or "helping the destination" in a disinterested way.

We found a model with great explanatory power, by virtue of the high r-squared obtained for WOM intention and WOM behavior. The use of only three explanatory variables or antecedents in the case of behavior, and two in the case of intention, contributes to the parsimony and simplicity that are desirable in any model. As an example, we must note that the abovementioned model proposed by Teng et al. (2013) achieves only slightly more explanatory capacity than ours for the intention variable (64% vs. 58%) but uses double the explanatory variables. The relatively low explanatory power of the attitude variable in the proposed model is mainly due to the fact that we used only one predictor variable (altruism).

Theoretical and practical implications

The overall results support the validity of the TRA as a theoretical framework for explaining WOM behavior to the extent that the main factor that seems to influence a residents' pro-tourism behavior is their intention to engage in it, which corroborates the results of Chen et al. (2018), and Howe and Krosnick (2017). In turn, the main factor that triggers this intention is the resident's attitude toward WOM behavior, as previously suggested by Jin et al. (2020). Although attitude does not directly affect the WOM behavior of residents, contradicting the results of Martin et al. (2017) and Ribeiro et al. (2017), it does indirectly affect the intention variable, reinforcing the TRA's postulates.

Another aspect supported by the results of this study is that the application of the TRA in the field of tourism requires the inclusion of the variable "Attitude toward pro-tourism behavior". The "Attitude toward tourism and/or the tourist" (attitude toward the object) has typically been present in most of the scientific literature addressing residents' pro-tourism behavior as a final

variable; this situation may be due to the fact that SET has been the predominated theoretical approaches to date, and when attempting to go further, and study behavior, there has been some degree of inertia by which residents' attitude towards tourism has remained.

The results of our study also confirm that the true altruism of the residents of El Rompido directly and favorably influence their attitude toward WOM and their actual WOM behavior. True altruism does not directly affect the intention toward WOM behavior, but it does so indirectly through attitude. These results only partially corroborate the studies of Dietz et al. (2005), Stern (2000), Stern and Dietz (1994), and Terlau and Hirsch (2015), which report that values can help us predict attitudes and behavioral intentions. These findings make complete sense within the TRA model, in which values are presented as antecedents of attitude (Dietz et al., 2005; Hirsch & Terlau, 2015; Stern & Dietz, 1994; Woosnam et al., 2022). Likewise, the significant influence of altruism on WOM behavior supports the assertion that values play a fundamental role in the explanation of specific behaviors, as noted by Karp (1996) and Sosik et al. (2009). Similar to the work of Teng et al. (2013), which links the altruism of tourists with their attitude toward and intention to carry out prosocial consumption behaviors, our study, which focused on the WOM behavior of residents, reveals that the influence of altruistic values on attitude is much greater than its influence on intention. Finally, the results of this research suggest that altruism, as a personal value, is one of the triggers of WOM behavior.

From a practical perspective, it should be highlighted that altruistic values are translated into small acts of spontaneous generosity that can favor and stimulate positive interactions within a tourism and leisure context, promote enriching experiences, reinforce mutual trust, generate a greater sense of interdependence and promote cooperation in the community (Filep et al., 2017). Human cooperation, as a manifestation of altruistic values, is an indispensable resource for the management of public and common goods on which the development of leisure and tourism depends (e.g., nature, landscape, cultural heritage, infrastructure) (Ostrom, 1990). As such, it

would be interesting to introduce the teaching of altruistic values in the educational system, not as an addition to the rest of the subjects but as the basis on which the curriculum is built.

Limitations and directions for future research

This work, despite being a good starting point, is not exempt from limitations that open the possibility of new future tourism and leisure research. (1) In order to reduce the sampling error to below 5%, and also to detect smaller effects in the SEM model, it would be desirable to work with a larger sample. However, the already small population size of the locality under study makes this potentially difficult, and the most feasible solution would be to replicate the model in nearby localities with a larger population. (2) It focused on the values-attitude-intention-behavior sequence. To deepen the application of the TRA, subjective norms should be incorporated as an antecedent of attitude. It would also be interesting to incorporate new variables derived from other theories (such as community attachment, SET) to better explain the variable "attitude toward pro-tourism behavior". (3) Behavior was measured by self-reporting instead of using direct and independent observation. It would be prudent to contrast and complete the quantitative results with qualitative research. (4) Finally, the current research would need to be extended to additional sites or contexts so that the robustness of the findings could be more broadly tested.

Additionally, following the recommendation of Stebbins (2015), it would be interesting to incorporate other variables in the field of positive psychology such as resilience, optimism and flourishing, and explore whether the relationships between altruism, attitudes, intentions and WOM behaviors are moderated by any employment link between the resident and tourism. Such efforts could also verify whether, in addition to altruistic values, other non-philanthropic factors, such as the search for direct or indirect personal benefits, guide this attitude. Finally, we would also like to extend the model to include an understanding of other types of pro-tourism behaviors.

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Capítulo 5

Residents As Gratuitous Referrals at Destination: An Integrative Model From Altruistic Values To Pro-tourism Behavior.

5.1 Introduction

Host communities are key stakeholders in the development of sustainable tourism and the optimization of the visitors' touristic experience. Review articles by several authors give us an overview of the "residents' support towards tourism" topic (Rasoolimanesh et al., 2015; Gursoy et al., 2019; Hadinejad et al., 2019; Rasoolimanesh & Seyfi, 2021). Despite the growing theoretical and methodological sophistication of research on residents' support, "almost half of the studies used Social Exchange Theory (SET) as the theoretical basis" (Hadinejad et al., 2019, p. 152), illustrating the continuing popularity of an approach focused on the relationship between the impact of tourism perceived by the resident and their consequent attitudes toward tourism. However, sustainable tourism development needs to take into consideration the attitudes of local residents toward tourism in addition to the willingness of locals to actively contribute to tourism through behaviors that favor such development. To this end, there are already studies under the umbrella of the Theory of Reasoned Action (TRA) or the Theory of Planned Behavior (TPB) that have investigated residents' intentional behavior (Chen & Raab, 2012; Erul, Woosnam & McIntosh, 2020; Kwon & Vogt, 2010; Ribeiro et al., 2017) and actual behavior (Erul & Woosnam, 2021).

While some authors suggest that residents' positive attitudes toward tourism will strengthen their behavior in favor of tourism (Yoon et al., 2001), several studies have expressed caution regarding the poor predictive power of attitudes toward tourism as a determinant of behavior (Erul & Woosnam, 2021; M. J. Kim, et al., 2020; Lee & Jan, 2019). Indeed Fishbein and Ajzen (1975), authors of the TRA, stated that the attitude toward the behavior was a much better predictor.

Our aim is add to this line of inquiry by arguing that it is the attitudes regarding a particular pro-tourism behavior rather than generic attitudes toward tourism that influence intentions toward a specific pro-tourism behavior (Fishbein and Ajzen, 1975). The relationship between the attitudes toward tourism in general and toward pro-tourism behavior can be analyzed by linking SET and TRA. Integrating both theories will allow us to advance the study of two gaps traditionally identified in the literature: (i) the attitude-behavior gap (Jackson & Inbakaran, 2006; Juvan & Dolnicar, 2014) that occurs when what people state does not coincide with their behavior (Deery et al., 2012); and (ii) the perception-behavior gap (Jackson & Inbakaran, 2006; Nunkoo & Gursoy, 2012), which addresses the difference between the views of locals concerning the impact of tourism and their behavioral responses to tourism development.

We should point out that our work focuses on a specific type of pro-tourism behavior, Gratuitous Referral At a Destination (GRAD), on which research remains highly limited despite such referrals being common practice (Walls et al., 2008; Wang et al., 2006). According to Walls et al. (2008), GRAD refers to the recommendations and referrals that residents, untainted by monetary incentives, give to visitors regarding decisions typically taken at the destination, which may include food and drink, lodging, recreation and entertainment choices. Researchers also recognize that values can function as predictors of attitudes and behavioral intentions (Denley et al., 2020; Hirsch & Terlau, 2015; Landon et al., 2018; Woosnam, Ribeiro, et al., 2022). In this sense, considering the importance of the value of altruism in explaining the behavior of local residents

(Fennell, 2006), we have incorporated altruism into our model as an antecedent of residents' attitudes toward GRAD pro-tourism behavior (Komppula et al., 2018).

From a theoretical perspective, this study proposes a structural equation model (SEM) that integrates the concept of genuine altruism as a personal value and some of the basic postulates of SET and TRA to explain the GRAD pro-tourism behavior of locals. To the best of our knowledge, no research has previously considered this topic. Our model is tested at an alternative tourist destination on the coast of southwestern Spain, that cannot be considered as package or mass tourism (Triarchi & Karamanis, 2017), due to certain geographical and territorial peculiarities.

From a practical point of view, the altruistic behavior manifested by residents' gratuitous referrals has social and economic implications for achieving the United Nations' sustainable development goals (UN's SDG) for a destination. This pro-tourism behavior not only promotes sustainable economic growth (SDG 8), but is also a way to ensure healthy lives and promote the well-being of residents and tourists (SDG 3) while preserving the cultural, natural and intangible heritage of each destination (SDG 11).

5.2 Literature Review.

5.2.1 Residents as GRAD Providers

The literature reveals that word-of-mouth (WOM) is one of the most important sources of information for tourists (Tham et al., 2013), and there is a need to improve the understanding of voluntary WOM behavior by residents (Segota et al., 2021). In this sense, a local resident can be viewed as someone who, by providing a gratuitous referral, transforms brand vision into brand reality (Morhart et al., 2009). Aarsal et al. (2010) found that GRAD by residents significantly contributes to strengthening the resident-tourist link beyond its traditional understanding and hence strengthening touristic development. For the tourist, the information that a local resident

altruistically provides is relevant because (1) locals have greater first-hand knowledge about the destination (Arsal et al., 2010), (2) such information is perceived unbiased and more genuine and credible than information being provided by someone who would benefit from “selling” the destination (DiPietro et al., 2005; Chen & Segota, 2015).

Gratuitous referral is defined as “a personal recommendation that is unaffected by monetary or other remuneration provided by a venue being recommended” (Walls et al., 2008, p. 651) and differs from general at-destination referral activity (Rompf, 2001). Conceptually, gratuitous referrals are closely related to WOM in the sense that “the provider of the WOM referral is said to not profit by money or other incentives when the receiver acts to patronize the benefiting entity being referred” (Rompf & Servet, 2008, p. 144). The information that a local resident altruistically shares is relevant for the traveler not only with respect to decisions made prior to arrival at the destination (i.e., offsite information) but also with respect to decisions the tourist postpones making until the destination is reached, for example, information given altruistically about local attractions, nightlife, restaurants, shopping venues, lodging facilities and/or special events (Rompf et al., 2005; Wang et al., 2005).

Few studies have focused on GRAD behavior. Several researchers have analyzed this phenomenon from the perspective of visitors and their search for information once at the destination (DiPietro et al., 2005, 2007). In the residents domain, several authors have incorporated GRAD as an item within the construct used to measure the resident’s protourism behavior (Ribeiro et al. 2017; Woosnam, Russell, et al., 2022). In contrast, Rompf et al. (2005), Walls et al. (2008) and Wang et al. (2006) focus exclusively on the role of residents as providers of GRAD. However, to date, no previous research has analyzed residents’ GRAD behavior in the context of SET and TRA or from the perspective of altruism.

5.2.2 SET and Residents' Attitudes Toward Tourism

According to SET, local residents evaluate tourism in terms of a social exchange between the costs/benefits obtained and the services offered by locals or the locality to tourists (Ap, 1992). The generally accepted hypothesis is that the more local residents perceive the benefits of tourism exceed the costs for their community, the more favorable they will be toward greater tourism development (Dyer et al., 2007; Gursoy et al., 2002; Ko & Stewart, 2002; San Martín et al., 2017; Perdue et al., 1990; Vargas-Sánchez et al., 2009, 2011). Researching the impact perceived by residents has been approached at different levels. Despite the recommendation to reduce the number of items used to measure the impacts of tourism (Yu et al., 2011), to date, few studies have worked exclusively with a single, general variable (Stylidis, 2016; Vargas-Sánchez et al., 2011, 2014). These studies conclude that this synthetic variable is a significant predictor of residents' attitudes toward the development of tourism, establishing a direct and positive relationship. From a meta-analysis conducted from 28 peer-reviewed articles in major tourism journals to examine the applicability of SET, Gursoy et al. (2019) stated that "the overall perception of tourism impacts offers the largest effect on residents' support to tourism" (and) can be a good predictor to use in a parsimonious way" (p. 21), urging more primary studies that support the use of this variable.

The personal impact on each resident must be considered in addition to the impact of tourism development on the community as a whole. The literature shows considerable consensus that residents who personally benefit from tourism display a more favorable attitude toward tourism (Ko & Stewart, 2002; McGehee & Andereck, 2004; Perdue et al., 1990; Sinclair-Maragh et al., 2015; Vargas-Sánchez et al., 2011, 2014). Furthermore, the more a resident perceives tourism to benefit him or her personally, the greater his or her tendency to perceive that the community benefits derived from tourism exceed its costs (Boley et al., 2014; McGehee & Andereck, 2004; Sinclair-Maragh et al., 2015; Vargas-Sánchez et al. 2009, 2011; Yeager et al., 2020).

Based on this review, it seems logical that the perception of personal benefit from tourism development also influences residents' perceptions of tourists as a collective. The few studies that examine these relationships in the context of SET establish a direct and positive relationship between them, arguing that the greater the perception of personal benefit derived from tourism, the more favorable residents' perceptions of tourists in terms of respect (Vargas et al., 2011), treatment, and expenditure will be (Vargas et al., 2014). Also in the context of SET, and with respect to the relationship between residents' perceptions of tourist behavior and their overall perception of the impact of tourism, Vargas-Sánchez et al. (2011) concluded that the more positive the residents' perceptions are of tourists' behavior, the more favorable their overall perception of tourism impact and their attitudes toward tourism development. Similar findings were reached by Vargas-Sánchez et al. (2014) regarding the respect, treatment, and expenditure behavior of tourists. Focusing on the relationship between residents' perception of tourists and their attitudes toward tourism, Sirakaya et al. (2002) confirmed a direct relationship between the perception of tourist behavior and their support for infrastructure and tourism attractions. Zaman and Aktan (2021) found that local residents' perception of foreign tourist attractiveness (in terms of exoticness) might also increase their support for tourism development.

Considering the views presented above, we postulate the following hypotheses:

H1: There is a direct and positive relationship between residents' overall perception of tourism impacts (OPTI) for the community and residents' attitudes toward tourism (ATT).

H2: There is a direct and positive relationship between residents' perceptions of personal benefit derived from tourism (PPB) and overall residents' perceptions of tourism impacts (OPTI).

H3: There is a direct and positive relationship between residents' perceptions of personal benefit derived from tourism (PPB) and residents' attitudes toward tourism (ATT).

H4: There is a direct and positive relationship between residents' perceptions of personal benefits derived from tourism (PPB) and residents' perceptions of tourists (PT).

H5: There is a direct and positive relationship between residents' perceptions of tourists (PT) and overall resident perceptions of tourism impacts on the community (OPTI).

H6: There is a direct and positive relationship between residents' perceptions of tourists (PT) and resident attitudes toward tourism (ATT).

H7: There is a direct and positive relationship between residents' perceptions of tourists (PT) and resident attitudes toward GRAD behavior (ATGRB).

5.2.3. TRA and Residents' Behavior

In an attempt to advance the attitude-intention-behavior sequence, studies on residents have adopted the basic postulates of TRA (Kwon & Vogt, 2010; Prayag et al., 2013; San Martin et al., 2017) and TPB as an expanded version of TRA (Erul & Woosnam, 2021; Wu et al., 2017). Briefly, according to these two theories, a behavior is preceded by the intention to perform this behavior, which, in turn, depends on the attitude toward this specific behavior and the consideration that this behavior is appropriate and in accordance with the sentiment of the host location (Fishbein and Ajzen, 1975)

Wu et al. (2017) observe that among the variables that can influence intention toward behavior, attitude is the most powerful. In fact, it is common for the residents' models proposed under TRA to focus on the attitude-intention relationship. The results of Ribeiro et al. (2017), Shen et al. (2019) and Shen and Shen (2020) establish the existence of a positive and direct relationship between attitude toward tourism and the willingness to receive tourists as an affable host, to protect the resources on which tourism depends, to provide information to tourists, to contribute to enhancing their experience and to promote the city as a tourist destination. Others claim that the strongest attitudes are those that best predict behaviors (Chen et al., 2018) and that the attitude of local residents toward tourism and tourists similarly influences their behavior in support of tourism (San Martin et al., 2017). It should be noted that several studies express

caution regarding the predictive power of attitudes toward tourism when determining behavioral intentions (Erul & Woosnam, 2021; Lee & Jan, 2019; M. J. Kim et al., 2020). Moreover, certain studies conclude that attitudes are weakly associated with behaviors (Krosnick & Petty, 1995) and that behaviors are influenced by more variables other than simply attitudes (Fishbein & Ajzen, 1975).

One of our aims is to enhance this line of inquiry by arguing that it is the attitude toward a particular pro-tourism behavior, and not the generic attitude toward tourism, that influences the intention toward this specific pro-tourism behavior. In fact, the relationship between the two types of attitude, (i.e., toward tourism in general and toward the pro-tourism behavior) can be analyzed by linking SET and TRA. In our case, this understanding enables us to argue that the greater the predisposition of residents toward tourism development in their locality, the more likely they will provide gratuitous information to tourists that enriches the tourist experience. Finally, if we consider the original postulate of the TRA, the relationship between the attitude toward GRAD behavior and the actual GRAD behavior is not direct but rather indirect and produced through the intention toward the GRAD behavior. To our knowledge, no previous study has considered the attitude of the resident from both perspectives (towards tourism in general and towards the pro-tourism behavior) and established a relationship between them to explain the GRAD behavior of local residents.

Therefore, we propose the following hypotheses:

H8: There is a direct and positive relationship between residents' attitudes toward GRAD behavior (ATGRB) and residents' intentions toward GRAD behavior (ITGRB).

H9: There is a direct and positive relationship between the attitude of residents toward tourism (ATT) and their attitudes toward GRAD behavior (ATGRB).

H10: There is a direct and positive relationship between residents' attitudes toward GRAD behavior (ATGRB) and residents' GRAD behavior (GRB).

H11: There is a direct and positive relationship between residents' intentions toward GRAD behavior (ITGRB) and residents' GRAD behavior (GRB).

5.2.4 Altruistic Values as Antecedents of Pro-tourism Attitudes and Behaviors.

The term altruism was coined in 1851 by French philosopher Auguste Comte as the opposite of selfishness, designating the tendency to selflessly help others. Bar-Tal (1986) notes that altruistic behavior must benefit another person, be voluntary and intentional and not involve the expectation of anything in return. In this regard, Batson (2011) states that a motivation is purely altruistic (i.e., pure or true altruism) if benefiting another person constitutes a goal in itself and not a means to another end. Andreoni (1990) defines altruism as impure and self-interested when helpful acts benefit the individual performing those acts. In recent decades, altruistic behavior has been studied from the perspective of reciprocity (i.e., the exchange of benefits). Reciprocal altruism (Trivers, 1971) is understood as a type of calculated solidarity in which one person helps another in the expectation of obtaining a sufficient reward to cover the costs incurred.

The exploration of altruism in host communities has focused primarily on the analysis of the altruistic motivations of local volunteers (Paraskevaïdis & Andriotis, 2017; Qi et al., 2018; Ralston et al., 2005), whilst not considering other community members. Researchers who have analyzed the motivations of local volunteers identified reciprocal altruism as one of the reasons for helping others (e.g., Paraskevaïdis & Andriotis, 2017; Qi et al., 2018). However, few studies have examined pure or true altruism in local volunteers. Paraskevaïdis and Andriotis (2017) analyzed true altruism and reciprocal altruism in two local volunteer associations in an approach that combined consideration of the altruistic surplus phenomenon (ASP) and SET. Their results confirm that reciprocal altruism explains the altruistic behavior of the members of these organizations. However, the ASP is a more appropriate means to explain the behavior of hosts who continue to support tourism despite their individual losses outweighing their benefits. With

respect to the tourism sector, this study is one of the few that examines altruism as a personal value in a host community and outside the field of volunteering. Previously, Jean-Francois Deschamps and Rémi Finkelstein (2012) investigated the possibility that true altruism is based on personal values and found the existence of a link between altruism considered a personal value and prosocial behaviors, especially volunteering (Ricard, 2016).

Rokeach (1973) considers that values are hierarchically ordered beliefs that serve as guidelines for our behavior. Values guide behavior according to the motivation underlying each value (Bardi & Schwartz, 2003). Sagiv et al. (2011) studied how values affect two types of behaviors: competitive and cooperative. In the case of cooperation, the values of universalism and benevolence were positively correlated with participant contribution. Other research has shown that values are significantly related to various pro-environmental behaviors (Dunlap et al., 1983; Karp, 1996). Likewise, the studies carried out by Bardi and Schwartz (2003), reveal significant correlations between most of the values of the Schwartz scale (1992) and the corresponding behaviors. In relation to this, Schwartz (2017) states that, with few exceptions, the correlation between values and specific behaviors is not very strong because attitudes generally mediate this relationship. These findings are in line with other studies in which values are considered precursor variables of beliefs, identities, attitudes and behaviors (Schwartz, 1996; Teng et al., 2015) and are therefore able to explain specific behaviors (De Groot & Steg, 2008; Kompola et al., 2018). In this sense, values can function as predictors of attitudes and behavioral intentions (Denley et al., 2020; Hirsch & Terlau, 2015; Landon et al., 2018; Woosnam, Ribeiro, et al., 2022). Their effect can be explained through the TRA model (Fishbein & Ajzen, 1975).

In accordance with these arguments, the following hypotheses are proposed:

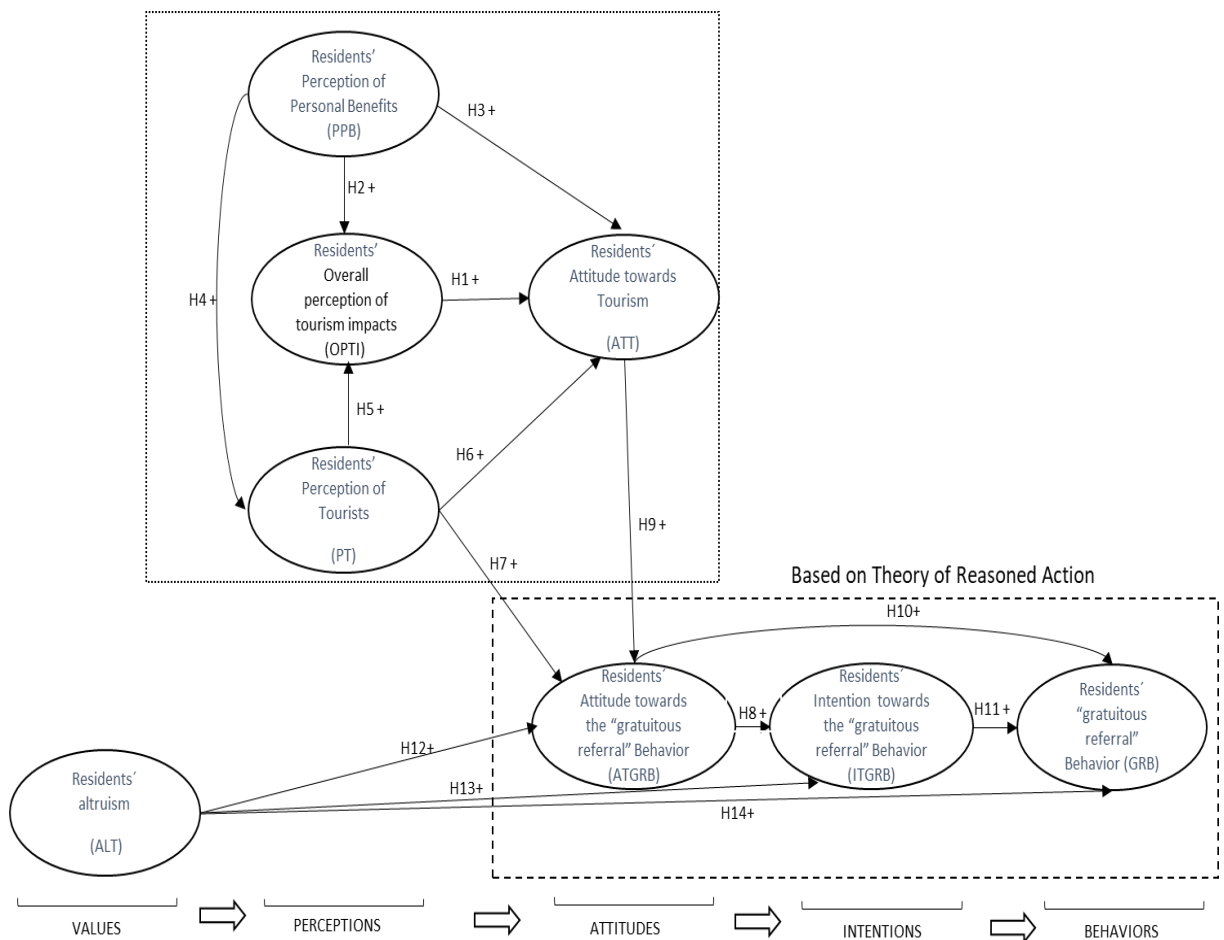
H12: There is a direct and positive relationship between residents' altruism (ALT) and resident attitudes toward GRAD behavior (ATGRB).

H13: There is a direct and positive relationship between residents' altruism (ALT) and resident intentions toward GRAD behavior (ITGRB).

H14: There is a direct and positive relationship between residents' altruism (ALT) and resident GRAD behavior (GRB).

Figure 5.1 shows the proposed theoretical model.

Figure 5.1: Proposed theoretical model. Source: Own elaboration



5.3 Methodology

5.3.1 Study Site

We tested our model at an emerging tourist destination called El Rompido, located in a coastal enclave in southwestern Spain. The local population numbers fewer than 2,000 inhabitants, and it is situated within a protected natural area (the Marismas del Río Piedras and Flecha del

Rompido Natural Park). Despite its small size, El Rompido offers the visitor a wealth of sustainable tourism experiences: talks and workshops in a renovated 19th-century lighthouse; dolphin and bird watching (the Marismas del Piedras is home to numerous species of aquatic birds); the unspoiled La Flecha sandspit of fine white sand, accessible only by ferry; hiking and horseback tours through stone-pine forests and salt marshes; guided boat tours of the salt marsh ecosystem; a 36-hole golf course set in spectacular scenery; a leisure marina offering a range of recreational activities; an exquisite seafood cuisine, renowned for white prawns; visits to a *tablaó* (club dedicated to flamenco); and educational walks around the former commercial fishing buildings at El Real de la Almadraba de Nueva Umbría (industrial tourism).

5.3.2. Sample, Data Collection and Measurement Instrument

The population of El Rompido in 2018 consisted of 1,572 permanent residents aged 20 or older. Of these a sample of 360 was selected to ensure that the structure by gender and age was representative, and a self-administered structured questionnaire was distributed to them between December 2018 and January 2019 (low season), so as to avoid overrepresentation of temporary summer residents. A total of 324 questionnaires were returned, of which only 298 were usable for analysis. Nevertheless, the number of valid responses exceeded the minimum necessary to apply SEM, taking into account (1) the complexity of the model, and (2) the size of the effect to be detected (medium effect size) (Westland, 2010). The collected data were analyzed using the statistical programs STATA 16, AMOS 22 and SPSS 25. In terms of sociodemographic profile, 56% of the respondents were women, 70% were between 30 and 64 years old, and the average length of residency was 18 years. To test the validity of the hypotheses, we adopted a quantitative approach using the multivariate statistical technique of covariance-based structural equation modeling (CB-SEM).

The residents questionnaire consisted of 22 items: three corresponded to sociodemographic profile (gender, age and years of residence) while the remaining 19 to psychological variables (constituting the proposed model) aimed at measuring the values, perceptions, attitudes, intentions and behaviors of the respondents (Table 5.1). The psychological variables were measured using a five-point Likert scale, with the exception of Altruism, which used the original seven-point scale of Price et al. (1995). In the section on perceptions, PPB was measured by means of a single item, in line with Perdue et al. (1990) and Vargas-Sánchez et al. (2009, 2011, 2014), as opposed to the two items used to measure this construct by Ko and Stewart (2002) and McGehee and Andereck (2004). Following Kuvan and Akan (2012) and Vargas-Sánchez et al. (2011, 2014), the perception of the net effects of tourism was condensed into a single item, OPTI. In the case of the construct PT, we consulted Liu et al. (1987) and Vargas-Sánchez et al. (2014, 2015). However, due to its reduced factorial load, financial capacity was omitted from the questionnaire. The construct ATT consisted of two items, similar to those previously used in Vargas-Sánchez et al. (2011, 2015). ALT included five variables designed to determine the degree of importance residents accorded to various altruistic behaviors. The construct employed the five-item scale used by Price et al. (1995), adapted from that used by Pierce (1975). Finally, for the design of the latent variables corresponding to ATGRB, ITGRB and GRB, we developed a series of items from one of the items used by Ribeiro et al. (2017, p. 529) in the latent variable "Pro-tourism Behavior", specifically, the item "I am willing to provide information to tourists and contribute to enhancing their experience".

Table 5.1. Descriptive statistics and reliability and validity

CONSTRUCTS AND ITEMS	Mean	SD	λ	Cronbach's α	CR	AVE
Perception of personal benefit^a (PPB) PPB: The extent to which the resident feels that tourism development is benefiting or will benefit him or her personally	3.37	1.27				
Overall perception of tourism impacts^b (OPTI): Degree of agreement that the benefits derived from tourism development outweigh the disadvantages	3.56	1.14				
Perception of tourist (PT)				0.828	0.823	0.699
PT1 ^c : Perception of the tourist in terms of respect for property/infrastructure of the locality	3.65	0.92	0.822			
PT2 ^d : Perception of tourists in terms of how they interact with residents (degree of amiability)	3.64	0.77	0.850			
Attitude toward tourism^b (ATT)				0.884	0.888	0.799
ATT1: Attitude toward increased tourism development in the locality	3.57	1.39	0.899			
ATT2: Attitude toward increased numbers of tourists visiting the locality	3.19	1.50	0.889			
Altruism^e (ALT)				0.899	0.906	0.666
ALT1: Importance given to "helping others"	6.08	1.29	0.784			
ALT2: Importance given to "serving humanity"	5.61	1.40	0.762			
ALT3: Importance given to "sharing what you have"	5.73	1.34	0.952			
ALT4: Importance given to "giving to others"	5.71	1.32	0.937			
ALT5: Importance given to "being selfless"	5.64	1.65	0.591			
Attitude toward gratuitous referral behavior^f (ATGRB)				0.756	0.788	0.661

ATGRB1: Importance accorded to providing information to tourists to enhance their experience in the locality	4.01	1.06	0.615			
ATGRB2: Importance accorded to providing information to tourists to enhance their experience in the province	4.28	0.84	0.972			
Intention toward gratuitous referral behavior^g (ITGRB)				0.936	0.932	0.874
ITGRB1: Intention to provide information to tourists to enhance their experience in the locality	4.06	1.05	0.973			
ITGRB2: Intention to provide information to tourists to enhance their experience in the province	3.97	1.10	0.895			
Gratuitous referral behavior^h (GRB)				0.936	0.925	0.763
GRB1: When I meet tourists in my locality, I give them information about things to do/see	3.98	0.92	0.889			
GRB2: When I meet tourists in my locality, I give them information about tourist services (e.g., restaurants, hotels, shops)	4.07	0.95	0.921			
GRB3: When I meet tourists in my locality, I give them information about transportation	3.75	1.12	0.850			
GRB4: When I meet tourists in my locality, I give them information about other aspects (e.g., parking, pharmacies, hospitals, police, etc)	4.03	1.00	0.886			

Source: Own elaboration

^aItems measured on scale of 1-5 (1 = not at all; 5 = very much).

^bItems measured on scale of 1-5 (1 = strongly disagree; 5 = strongly agree).

^cItems measured on scale of 1-5 (1 = very disrespectful; 5 = very respectful).

^dItems measured on scale of 1-5 (1 = very unpleasant; 5 = very pleasant).

^eItems measured on scale of 1-7 (1 = very unimportant; 7 = very important).

^fItems measured on scale of 1-5 (1 = not important; 5 = very important).

^gItems measured on scale of 1-5 (1 = no intention; 5 = full intention).

^hItems measured on scale of 1-5 (1 = never; 5 = very often).

5.4. Results

5.4.1. Evaluation of the Measurement Model

Prior to performing the Confirmatory Factor Analysis (CFA), the common methods bias (CMB) was applied and, in terms of statistical control, Harman's single-factor test was conducted. The general amount of variance explained by a single factor (33.7%) led us to avoid a serious problem of the common method bias by being located well below the 50% threshold (Podsakoff et al. (2003).

Likewise, we assessed the assumption of multivariate normality of the variables used in our study, using a Skewness/ Kurtosis test for Normality. With the exception of the PT2 item, none of the results indicated a normal univariate distribution, which also ruled out multivariate normality. However, the individual absolute values of asymmetry were below 2, while the Kurtosis values were between 1.5 and 6. For this reason, following the recommendations of Brown (2006), the robust maximum likelihood (ML) estimation method was chosen to estimate the parameters and the robust Satorra-Bentler estimator for standard error. The goodness of fit statistics revealed a very good fit for the measurement model: chi-squared value =245.23, χ^2/df = 1.95, CFI = 0.96, TLI = 0.95, SRMR = 0.03 and RMSEA = 0.06.

In terms of the individual reliability of the items (Table 5.1), all standardized factor loadings were greater than 0.707 (Carmines & Zekker, 1979) and significant ($p = .000$). Only the variables ALT5 and ATRGB1 yielded significant coefficients but were below 0.7 ($\lambda = 0.59$ and 0.62 , respectively). These values, which far exceed 0.4, contribute to content validity and do not affect the internal consistency and convergent validity of the constructs of which they are part. Therefore, we decided to retain them in the model (Hair et al., 2011).

The reliability of the constructs of the scale was measured by Cronbach's alpha and composite reliability (CR) (Table 5.1). Since all the constructs in the model far exceed 0.7 (Nunnally & Bernstein, 1994), we can conclude that the manifest variables display a high degree of rigor in their capacity to measure the associated latent variable. Convergent validity, measured

by the average variance extracted (AVE) (Table 5.1), demonstrates the unidimensionality of each construct, as all latent variables are equal to or greater than 0.65, where the minimum desirable threshold is 0.5. Finally, discriminant validity, measured by the criterion of Fornell and Larcker (1981) (Table 5.2), reveals that the amount of variance that each construct captures from its indicators (AVE) is greater than the variance that this construct shares with the other constructs of the model.

Table 5.2. Discriminant validity (Fornell and Larcker criterion (1981)).

	PT	ATT	ALT	ATGRB	ITGRB	GRB
PT	0.836					
ATT	0.391	0.894				
ALT	0.130	0.214	0.816			
ATGRB	0.380	0.384	0.351	0.813		
ITGRB	0.367	0.491	0.382	0.700	0.935	
GRB	0.346	0.343	0.284	0.529	0.580	0.873

Source: Own elaboration.

Note: The bold diagonal elements are the square roots of each AVE; construct correlations are shown off-diagonal.

5.4.2. Assessment of the Global Structural Equation Model (and within it, the Structural Model).

We find that the goodness of fit of the initial global SEM is fairly good, according to the criteria of Bagozzi and Yi (1988) and Hair et al. (2006): chi-squared (292.94; $p < .001$), $\chi^2/df = 2.10$, CFI = 0.95, TLI = 0.94, RMSEA = 0.06 and SRMR = 0.06. With respect to the path coefficients (Table 5.3), of the 14 hypotheses, only two are rejected: one formulated according to the SET (H6), and the other concerning the relationship between ALT and GRB (H14). In addition to these direct effects, it is necessary to note 16 indirect effects, all of them significant. In the case of the influence of ALT on ITGRB and GRB, the weight of the indirect effects on total effect (65% and 82%, respectively) exceeds that of the direct effects.

Table 5.3. Hypothesized relationship between constructs from the initial structural model.

Hypothesized relationship	β	t-statistic	Supported?	Hypothesized relationship	β	t-statistic	Supported?
H1: OPTI -- ATT	0.34	5.67***	Yes	H8: ATGRB -- ITGRB	0.73	14.98***	Yes
H2: PPB -- OPTI	0.24	4.28***	Yes	H9: ATTT -- ATGRB	0.30	5.10***	Yes
H3: PPB -- ATT	0.36	5.78***	Yes	H10: ATGRB -- GRB	0.33	3.37**	Yes
H4: PPB -- PT	0.35	5.50***	Yes	H11: ITGRB -- GRB	0.31	3.30**	Yes
H5: PT -- OPTI	0.25	4.13***	Yes	H12: ALT -- ATGRB	0.28	4.71***	Yes
H6: PT -- ATT	0.15	1.95 ^{ns}	No	H13: ALT -- ITGRB	0.11	2.21*	Yes
H7: PT -- ATGRB	0.29	4.45***	Yes	H14: ALT -- GRB	0.04	0.77 ^{ns}	No

Source: Own elaboration

Note: ns = not significant. * p < .05; ** p < .01; *** p < .001.

Next, to delve into why hypotheses H6 and H14 were rejected, a bootstrapping analysis was performed. The results yield three effects of full mediation and one of complementary partial mediation. In the case of hypothesis H6, it is seen that OPTI completely mediates the relationship between PT and ATT (the indirect relationship is significant, but the direct relationship is not). There is also a complementary partial mediation of OPTI in the relationship between PPB and ATT (both the indirect and direct relationships are significant and positive). Regarding the sequence ALT-ATGRB-ITGRB-GRB, the results show that ITGRB completely mediates the relationship between ALT and GRB (H14) and that, in turn, the relationship between ALT and ITGRB is completely mediated by ATGRB. In both cases, the indirect effect is significant and positive, but the direct effect lacks significance (see Table 5.4).

Table 5. 4. Analysis of the significance of direct and indirect effects between PT and ATT and between ALT and GRB

	95% Bootstrap confidence intervals			
	Direct Path	Lower Limit	Upper Limit	Significance (p < 0.05)
PT – ATT	0.146 ^{ns}	-0.019	0.306	p = 0.073; No
PPB – ATT	0.364 ^{**}	0.230	0.497	p = 0.001; Yes
ALT -- ITGRB	0.110 ^{ns}	-0.020	0.232	p = 0.090; No
ALT – GRB	0.042 ^{ns}	-0.077	0.163	p = 0.522; No
	Indirect Path	Lower Limit	Upper Limit	Significance (p < 0.05)
PT – ATT	0.087 ^{**}	0.029	0.162	p = 0.005; Yes
PPB – ATT	0.165 ^{**}	0.095	0.242	p = 0.001; Yes
ALT -- ITGRB	0.205 ^{**}	0.099	0.324	p = 0.001; Yes
ALT – GRB	0.190 ^{**}	0.110	0.281	p = 0.001; Yes

Source: Own elaboration.

*p < 0.05; **p < 0.01; ***p < 0.001

In terms of R², the model explains 38% of the variance in the GRB, 59% of the ITGRB, 35% of the ATGRB and 42% of the ATT. The explanatory power of the variable ITGRB is highly noteworthy since, of the 59%, 55.1% is explained only by means of two direct antecedent variables (ALT and ATGRB) and nearly exclusively by the latter. GRB is explained in equal measure by ATGRB and ITGRB (Table 5.5).

Table 5.5. Breakdown of the variance explained

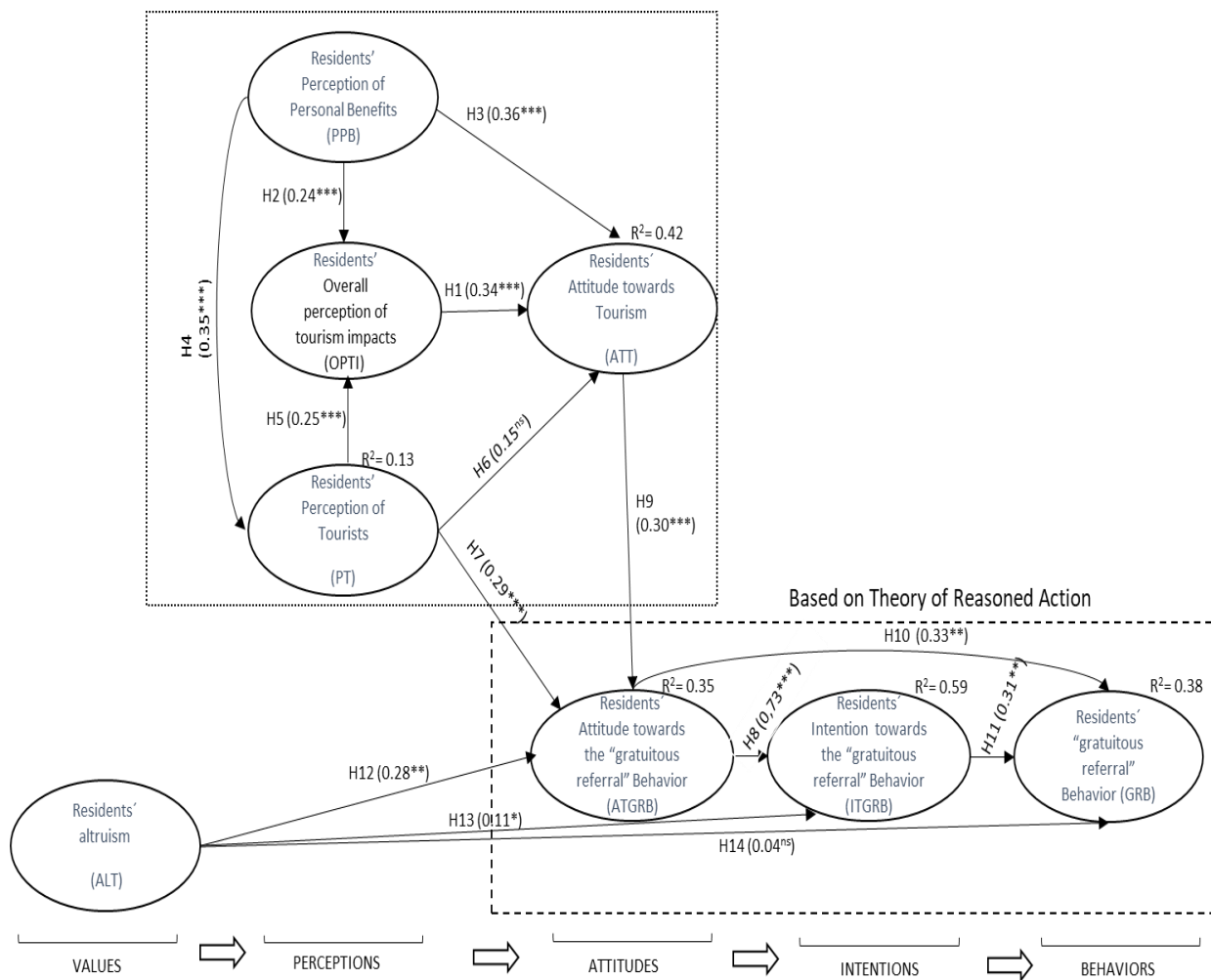
Dependent variable	R-squared	Direct antecedents	Path coefficients	Correlations	Explained variance
PT	0.125				
		PPB	0.353	0.348	12.3%
ATT	0.423				
		PPB	0.364	0.391	14.2%
		OPTI	0.340	0.509	17.3%
		PT	0.146	0.391	5.7%
ATGRB	0.348				
		ALT	0.282	0.351	9.9%
		PT	0.293	0.380	11.1%
		ATT	0.300	0.384	11.5%

ITGRB	0.592				
		ALT	0.110	0.382	4.2%
		ATGRB	0.727	0.700	50.9%
GRB	0.377				
		ALT	0.042	0.284	1.2%
		ATGRB	0.328	0.529	17.4%
		ITGRB	0.310	0.580	18.0%

Source: Own elaboration

Figure 5.2 summarizes the main results obtained for the structural model.

Figure 5.2: Structural Model.



Source: Own elaboration

5.5 Conclusiones

Theoretical Implications

The results of this study revolve around two main theoretical implications: (a) the need to differentiate between residents' attitudes toward tourism and their attitudes toward a specific type of pro-tourism behavior; and (b) the relevance that values in general, and altruism in particular, have in explaining specific behaviors toward tourism.

(a) Beginning with the first, one of the main obstacles that studies on local residents have encountered when analyzing the factors that condition attitudes toward tourism and searching for antecedents of pro-tourism behavior is the confusion between attitudes toward a phenomenon (i.e., tourism development) and attitudes toward a specific type of behavior. Indeed, the use of the term "Residents' Support" in numerous articles has only exacerbated this difficulty (Plaza Mejía et al., 2020). Discerning these two concepts (framing the first as a final endogenous variable of SET and the second as an antecedent variable of intentions and behaviors in TRA) enable us to link the two theories and obtain a view of the psychological process that governs the attitudes and behavior of residents toward tourism, from their own personal values and perceptions to their attitudes and intentions and, finally, to their behavior. The differentiation between the two types of attitudes reveals another highly relevant finding for the literature: the factors that influence ATGRB may substantially differ from those that condition ATT generally. Our study concludes that ATT have as their main antecedents two types of perception: PPB (H3) and OPTI (H1). These results are in line with most of the previous studies developed under SET (Ko a& Stewart, 2002; McGehee & Andereck, 2004; Perdue et al., 1990; Sinclair-Maragh et al., 2015; Stylidis, 2016; Vargas-Sánchez et al. 2009, 2011, 2014;). However, the antecedent factors regarding ATGRB involve three variables: PT (H7), ALT (H12) and ATT itself (H9). According to our results, the more favorably residents view the tourist (in terms of behavior), the more they manifest altruistic values; and the more favorable their attitudes toward tourism in their locality,

the more predisposed they will be to provide information and recommendations altruistically to visitors.

(b) The second theoretical implication highlights the importance of the values of residents, in particular altruism, in encouraging specific pro-tourism behaviors. In this sense, the rejection of hypothesis (H14) reveals that ALT does not directly influence GRB, and seems to contradict significant correlations between specific values and behaviors found by other authors (Bardi & Schwartz, 2003; Dunlap et al, 1983; Karp, 1996; Sagiv et al., 2011). However, in accepting hypotheses H12 and H10 (which show the ALT-ATGRB-GRB sequence) and hypotheses H13 and H11 (with the ALT-ITGRB-GRB sequence) along with the results of the mediation analysis carried out, it is clear that altruistic values do indirectly influence residents' GRAD behavior mediated by their attitudes and intentions. These results are supported by Schwartz (2017), who suggests that the correlation between values and specific behaviors is usually mediated by attitudes. Our results are in line with other studies that propose values as being predictors of attitudes and behavioral intentions (Denley et al., 2020; Hirsch & Terlau, 2015; Landon et al., 2018; Woosnam, Ribeiro, et al., 2022).

Additionally, the results obtained validate the use of SET and TRA in future studies of resident attitudes and behavior toward tourism. Regarding SET, support for the first five hypotheses shows the importance of perceptions (OPTI, PPB and PT) when forming ATT. With respect to TRA, the results obtained allows us to assume the validity of the core postulates of this theory to try to explain the pro-tourism behaviors of residents using their own values as a point of departure.

Practical Implications

Along with the theoretical implications, this work highlights some practical implications with respect to meeting the UN's sustainable development goals. Information gratuitously provided to the tourist at the destination ultimately increases the satisfaction level of the visitor. The visitor

perceives that local residents have the most authentic knowledge about the cultural, natural and intangible heritage of a destination. (Rompf & Severt, 2008; Walls et al., 2008). The altruistic behavior of the resident as a GRAD can drive tourists to acquire and consume local products such as gastronomy, events, crafts, shows and so on, and thus contribute to SDG 2 (“End hunger, achieve food security and improved nutrition and promote sustainable agriculture”) and SDG 11 (“Make cities and human settlements inclusive, safe, resilient and sustainable”). In this way, it can be an economic boost for local economy (SDG 8) and could have positive consequences on how much the tourist spends at the destination, their satisfaction, loyalty, and even their own word of mouth interactions with other tourists.

However, beyond the economic implications, consequences of a sociocultural nature are in evidence. GRAD behavior by the local population positions the residents as vehicles for conveying local ideas and customs and as a channel of enriching, intercultural understanding for residents and tourists (SDG 12). For residents, feeling the admiration and appreciation of tourists for the destination and what it offers can boost their pride, attachment to their locality and psychological empowerment, ultimately resulting in a way of ensuring healthy living and promoting the well-being of the local population (SDG 3).

In light of the theoretical results, tourism managers should first clearly identify, given that the factors affecting each option may differ, whether their objective is to focus on the attitudes of residents toward tourism in general or to go further and encourage pro-tourism behaviors. In the event they choose the second objective, there are several actions that tourism managers can take to promote residents’ behavior, such as GRAD. (1) They should guarantee the resident population access to infrastructure and tourist attractions (UN’s SDG, target 9.1), through forms of direct communication such as advertising and promotions (Walls et al., 2008), discount vouchers, and open houses. (2) Local entrepreneurs could strengthen marketing efforts to directly impact those individuals in the local community who make gratuitous referrals at destination (DiPietro et al., 2005; DiPietro et al. 2007). (3) Residents could be trained about tourism and sustainable

development and its potential impact, both economic and sociocultural, at the community and individual level, and should also be kept up to date about the complete local catalogue of tourist products and services (UN's SDG, target 4.7). Furthermore, (4) the cooperation of tourism service companies with local producers could be encouraged, so that the resident population perceives that most of the benefits of tourism stay local (SDG 12).

On the other hand, as has been evident in our research, the GRAD behavior of residents is illustrative of the altruistic values that support it. These values emphasize the voluntary concern of the host for the well-being of the visitor. In general, and in response to perceived goodness, tourists feel gratitude toward their hosts. The gratitude experienced motivates visitors to reward their hosts (Filep et al., 2017) (e.g., sharing stories highlighting the generosity of the locals) and to behave pro-socially on future occasions, (adopting the same GRAD behavior with other tourists) (Emmons & McCullough, 2003). In short, acts of spontaneous generosity can contribute to improving the outcomes of the tourist experience, increasing the mutual trust and well-being of hosts and visitors (Filep et al., 2017; Pressman et al., 2014).

Limitations and Future Research

Despite the theoretical and practical implications, this work also presents some shortcomings which should be addressed in future research. Among the general limitations are (i) the fact that the suggested model has been tested in a destination with a very specific type of tourism and at a specific moment in time; (ii) the only analyzed value within the framework of Positive Psychology has been altruism; and (iii) the focus has been on a very specific resident behavior (GRAD). For this reason, and in order to verify the possible generalization of our conclusions, it would be desirable to test this same model in different tourist destinations, in particular, a mass tourism destination, and from a longitudinal perspective. Especially, in light of the results of previous studies analyzing the pro-tourism behavior of residents during COVID (Woosnam, Russel, et al., 2022; Armutlu et al, 2021; Joo et al. 2021) we add, as a future line of research, the need to replicate

our study in the same locality in order to test the potential consequences of the pandemic for the perception, attitude, and behavior of its residents towards tourism, as well as for the relationship between these variables.

Also of interest would be the incorporation of other variables of Positive Psychology (such as flourishing or resilience) to see if they could also explain other pro-tourism behaviors by residents or even their general pro-tourism behavior. Additionally, future research could adopt a qualitative approach to develop a deeper comprehension of the conclusions. This approach would be especially interesting for discerning the actual behavior of residents, since our measure of behavior is a self-reported questionnaire, and it is possible that residents perform that behavior by chance.

More specifically, we believe it is necessary to further differentiate between the variables attitude toward tourism and attitude toward pro-tourism behavior to identify, for example, which variables might influence each of these attitudes, or the effect of each of these types of attitudes on the degree of support by residents for tourism.

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Parte IV
Conclusiones Finales

Capítulo 6

Conclusiones, Limitaciones y Futuras Líneas de Investigación.

Esta investigación ha generado importantes hallazgos de los que pueden inferirse implicaciones tanto teóricas como prácticas. Las implicaciones de mayor relevancia por su aportación novedosa a la investigación sobre el comportamiento proturismo de los residentes se exponen a continuación:

Implicaciones Teóricas Y Prácticas

Objetivo 1. Identificación y clasificación de los comportamientos de los residentes hacia el turismo de acuerdo con diversos criterios y análisis de las escalas empleadas en su medición.

La revisión teórica llevada a cabo nos ha permitido identificar una serie de comportamientos por parte del residente, ya sea dirigidos hacia el turista, hacia la promoción del destino, o ambos (caso de WOM). Estos comportamientos pueden colocarse a lo largo de un continuo de acuerdo con dos criterios (Tse & Tung, 2021): (1) el efecto favorable o desfavorable de tales comportamientos hacia el desarrollo turístico y/o turístico del destino y (2) el grado de pasividad-actividad que implica el desempeño de cada uno de ellos. A estos dos criterios, es posible añadir un tercero: el grado de esfuerzo o compromiso que dicha conducta requiere por parte del individuo.

Son los comportamientos proturismo por parte de los residentes y más concretamente los de naturaleza activa los que, hasta la fecha, han centrado la mayor parte de las investigaciones sobre la materia y ello nos ha permitido hallar una base teórica sobre la que fundamentar el diseño de la escala. Por el contrario, el análisis de los comportamientos de los residentes en contra del turismo ha sido hasta el momento meramente testimonial y de carácter cualitativo (Biendicho et al., 2022; Ma et al., 2022; Suharyanto et al., 2020), esto supone un nuevo gap en la literatura que atender y sobre el que profundizar.

Por otra parte, mientras algunos autores han tratado de “capturar” de manera global el comportamiento de los residentes hacia el turismo combinando conductas de diferente tipología y utilizando nombres diversos para la variable latente creada (PCB, CCB, TCB ó PB), otros se han enfocado en el estudio de comportamientos específicos.

Entre los intentos de construir una variable latente que permita abordar de manera global y holística el comportamiento activo proturismo del residente hemos identificado en la literatura dos antecedentes pioneros: el trabajo de Ribeiro et al. (2017) en el que se emplea una escala unidimensional de primer orden conformada por un total de cinco ítems (cada uno representativo de un tipo de conducta pro turismo) y la investigación de Zhang y Xu (2019), quienes crean una escala multidimensional para medir un constructo conformado por cinco dimensiones/tipos de turismo cada una de las cuales es a su vez medida por medio de diverso número de indicadores. Ambos estudios mezclan en sus escalas ítems que denotan conductas activas con otros de marcado carácter pasivo e incluso en el caso del estudio de Zhang y Xu (2019) sería necesario revisar la validez de contenido de la escala diseñada por cuanto incluye algunos ítems que parecen alejarse del comportamiento para medir la satisfacción o las creencias. En todo caso, llama poderosamente la atención que en ninguno de los dos artículos citados el objetivo principal sea el diseño y validación de una escala para medir los comportamientos proturismo de los residentes sino que esto constituya tan solo un paso previo totalmente subordinado a la propuesta y comprobación de un modelo de ecuaciones estructurales en el que se analiza la relación de esta variable con otras antecedentes. Es precisamente este hecho, que origina un

abordaje muy superfluo de las propiedades psicométricas del instrumento, el que da lugar a que un lustro después de la publicación del trabajo de Ribeiro et al. (2017), Liu et al. (2022) publiquen un artículo en el que analizan en profundidad las características psicométricas de la escala unidimensional de primer orden propuesta por aquellos.

Por otra parte, un mayor número de investigaciones han abordado comportamientos específicos a favor del turismo desde una perspectiva parcial (por ejemplo, Erul y Woosnam, 2022; Šegota et al., 2022). En este sentido, algunos de estos comportamientos se han definido, medido y abordado con frecuencia (por ejemplo, el comportamiento de WOM) (Chen et al., 2018; Jeuring y Haartsen, 2016; Palmer et al., 2013). Sin embargo, otros, a pesar de estar sujetos a delimitación y definición, han sido el foco de relativamente pocos intentos de medición (por ejemplo, el comportamiento GRAD) (Li et al., 2022).

Desde un punto de vista práctico, los gestores turísticos deben ser conscientes de que la actitud de los residentes hacia el turismo no siempre va acompañada de comportamientos del mismo signo. Por ejemplo, la falta de exteriorización del comportamiento negativo hacia el turista o el destino no implica una ausencia de oposición por parte del residente (por ejemplo, comportamiento pasivo como la tolerancia). Es necesario tener una mente abierta y reconocer la amplia gama de comportamientos que los residentes pueden exhibir hacia el turismo. Además, los tipos de estos comportamientos pueden variar según el destino y el grado de interacción entre residentes y turistas. En el caso de los destinos emergentes, valdría la pena centrarse en comportamientos de alta implicación por parte del residente, como la participación y la implicación laboral. Por otro lado, en destinos maduros donde el sobreturismo es posible, sería recomendable que los gestores turísticos monitoreen los comportamientos de los residentes a lo largo del tiempo para detectar cambios en sus reacciones (favorables/desfavorables) y/o en su naturaleza.

Objetivo 2. Propuesta de modelo que incorpora la secuencia completa valor-percepción-actitud-intención-comportamiento.

Los resultados de los estudios realizados sobre el comportamiento de los residentes giran en torno a dos implicaciones teóricas principalmente: (a) la primera, la necesidad de diferenciar entre actitud hacia el turismo y actitud hacia un tipo de comportamiento proturismo específico; (b) la segunda, reconocer la relevancia que los valores en general, y el altruismo en particular, pueden tener en la explicación de comportamientos específicos hacia el turismo. En este punto nos vamos a centrar en la primera de ellas por su estrecha vinculación con este objetivo. En este sentido, uno de los principales obstáculos que los estudios sobre residentes locales han encontrado al analizar los factores que condicionan las actitudes hacia el turismo y buscar antecedentes del comportamiento proturismo es precisamente la confusión entre la actitud hacia un fenómeno (ej. El desarrollo del turismo) y la actitud hacia tipo específico de comportamiento (a favor del turismo, en contra del turismo o neutral); de hecho, la utilización en multitud de artículos del término “Residents’ Support” no ha hecho más que agudizar esta dificultad (Plaza Mejía et al., 2020). Esta situación puede venir motivada por el hecho de que la SET ha sido el enfoque teórico predominante hasta la fecha en los estudios de residentes, donde la actitud hacia el turismo ha sido la variable final. Cuando se ha pretendido ir más allá y el estudiar el comportamiento, por “inercia” se ha partido de esa actitud, y no de la actitud hacia el comportamiento. Discernir estos dos conceptos (enmarcando la primera como variable endógena final de la SET y la segunda como una variable antecedente de las intenciones y comportamientos en la TRA) nos ha permitido vincular las dos teorías y obtener una visión holística y completa de todo el proceso psicológico que rige la actitud y el comportamiento de los residentes hacia el turismo: desde sus propios valores personales y percepciones a su actitud e intención y, finalmente a su comportamiento.

Por otro lado, la diferenciación entre los dos tipos de actitudes revela otro hallazgo muy relevante para la literatura: los factores que influyen en la actitud hacia el comportamiento recomendador (GRAD) podrían diferir sustancialmente de los que condiciona la actitud hacia el

el turismo en general. Efectivamente, en el caso de las actitudes hacia el comportamiento recomendador del residente, éstas hallan sus factores antecedentes en tres variables: la percepción de los turistas, los valores altruistas y la propia actitud hacia el turismo. De esta manera, cuanto más favorable sea la imagen que tiene el residente del turista que visita el lugar, cuanto mayor sea el grado en que presente valores altruistas y cuanto más favorable sea su actitud hacia el turismo en su localidad, más favorable será su predisposición a desarrollar comportamientos de recomendación e información con el visitante con el que interactúe en su municipio. Sin embargo, nuestro estudio concluye que las actitudes hacia el turismo tienen como principales antecedentes dos tipos de percepciones: la del beneficio personal económico derivado del turismo y la del beneficio global neto que la actividad turística reporta a su comunidad coetánea. A la luz de esto, cuanto más beneficio personal perciba el residente en la actividad turística y cuanto mayores beneficios netos considere que la actividad turística puede suponer para sus vecinos por los efectos económicos, socio-culturales y ambientales, más predispuesto estará a que aumente la presencia de turista en su localidad y a que se desarrolle aun más el sector turístico en la misma. Estos resultados siguen la línea de la mayor parte de los estudios previos desarrollados al amparo de la SET (Ko & Stewart, 2002; McGehee & Andereck, 2004; Perdue et al., 1990; Sinclair-Maragh et al., 2015; Styliadis, 2016; Vargas-Sánchez et al. 2009, 2011, 2014). Como podemos ver, la actitud hacia el turismo se convierte en esa pieza común que liga o enlaza dos teorías distintas: la Teoría del Intercambio Social y la de la Acción Razonada. Adicionalmente, los resultados obtenidos legitiman el empleo de SET y TRA en los estudios de actitudes y comportamiento de los residentes hacia el turismo.

Objetivo 3. Introducción de los valores personales, concretamente el altruismo, en el estudio de residentes y análisis de su impacto.

La segunda implicación teórica mencionada en el punto anterior, destaca la importancia de los valores de los residentes, en particular el altruismo, para fomentar comportamientos específicos favorables al turismo. En este sentido, en cuanto a la hipótesis según la cual los valores altruistas de los residentes influyen positiva y directamente en sus comportamientos proturismo, si bien resulta aceptada con influencia significativa pero débil en el caso del comportamiento de promoción boca- oreja del destino (WOM) y encuentra respaldo en la aseveración de que los valores juegan un papel fundamental en la explicación de comportamientos específicos (Kompula et al., 2018), en el caso del estudio del comportamiento recomendador resulta rechazada. Esto último parece contradecir correlaciones significativas entre valores y comportamientos específicos encontrados por otros autores (Bardi & Schwartz, 2003; Dunlap et al., 1983; Karp, 1996; Sagiv et al., 2011). Sin embargo, los resultados de nuestro estudio evidencian que los valores altruistas del residente condicionan su comportamiento recomendador (GRAD) de manera indirecta, por medio tanto de la actitud como de las intenciones hacia dicho comportamiento. Así mismo, también se confirma que, los valores altruistas de los residentes influyen directa y favorablemente en su actitud hacia ambos tipos de conductas. Esto tiene mucho sentido dentro del modelo TRA, en el que los valores se presentan como antecedentes de la actitud (Baston y Coke, 1981).

En este sentido, los resultados obtenidos apoyan la validez del TRA como marco teórico para explicar los comportamientos estudiados en la medida en que el principal factor que parece influir en el comportamiento proturístico de un residente es su intención de participar en él, lo que corrobora los resultados de Chen et al. (2018) y Howe y Krosnick (2017). A su vez, el principal factor que desencadena esta intención es la actitud del residente tanto hacia el comportamiento WOM como hacia el comportamiento GRAD, como lo sugirió anteriormente Jin et al. (2020). Esta última correlación es la que mayor valor manifiesta en ambos modelos, mostrando evidencia de la fuerte conexión entre predisposiciones e intenciones. Como podemos observar, estos

resultados se muestran plenamente acordes con los postulados de la TRA, al corroborar la secuencia lógica de que los valores inciden en las actitudes, estas a su vez en las intenciones y estas últimas en la conducta.

Por último, como ha quedado patente en nuestra investigación, tanto el comportamiento WOM como el GRAD de los residentes son ilustrativos de los valores altruistas que lo respaldan. Estos valores enfatizan la preocupación voluntaria del anfitrión por el bienestar del visitante. Por lo general, y como respuesta a la bondad percibida, los turistas sienten gratitud hacia su benefactor. La gratitud experimentada motiva a los visitantes a premiar a sus benefactores (Filep et al., 2017) (e.g. compartiendo historias donde se resalta la bondad de los lugareños de un destino turístico) y a comportarse prosocialmente en un futuro (e.g. Adoptando el mismo comportamiento (GRAD o WOM) con otros turistas) (Emmons y McCullough, 2003). En definitiva, los actos de generosidad espontáneos pueden contribuir a mejorar los resultados de la experiencia turística, incrementando la confianza mutua y el bienestar de benefactores y receptores (Filep et al., 2017; Pressman et al., 2014). Los hallazgos mencionados están en línea con Schwartz (2012) cuando señala que, "los valores altruistas favorecen las relaciones sociales de cooperación y solidaridad" (p.7), facilitando una interacción social más profunda y satisfactoria dentro de un contexto turístico. En este sentido, sería interesante que la administración pública promueva una educación que cuente con medios que permitan apreciar la importancia de los valores altruistas sobre la base de los últimos conocimientos científicos desarrollados en diferentes ámbitos como la economía, la psicología, la sociología y la neurociencia, entre otros.

Objetivo 4. Profundizar en el conocimiento de determinados comportamientos de apoyo al turismo como, por ejemplo, el comportamiento Word-of-Mouth (WOM) y el Gratuitous Referral at Destination (GRAD).

Los resultados de esta investigación sugieren que el altruismo como valor personal, es uno de los desencadenantes del comportamiento WOM. En lo que atañe al comportamiento GRAD, este se

halla condicionado de manera indirecta (tanto por las actitudes como por las intenciones hacia el mismo) por los valores altruistas y directamente y de forma positiva por la percepción de los beneficios personales por parte de los residentes. Además, los resultados de ambos modelos evidencian un elevado poder explicativo tanto de los comportamientos (sobre todo del WOM) como de las intenciones hacia ambos tipos de conductas (WOM y GRAD).

Junto a las implicaciones teóricas, queremos destacar las implicaciones prácticas que nuestros trabajos, sobre los comportamientos recomendador (GRA) y promotor (WOM) tienen, especialmente respecto al cumplimiento de los objetivos de desarrollo sostenible de la ONU. El residente posee el conocimiento más auténtico sobre el patrimonio cultural, natural e inmaterial de un destino, y así lo percibe el visitante (Rompf and Severt, 2008, Walls et al., 2008). La información que en este sentido gratuitamente facilita al turista en el destino es determinante para incrementar la satisfacción de un viajero que busca cada vez más, no sólo el mero consumo de productos y servicios, sino experiencias realmente apegadas al destino basadas en las relaciones y los productos inmateriales. En este sentido, estos comportamientos pueden fomentar la adquisición/consumo, por parte del turista, de productos locales (gastronomía, eventos, artesanía, espectáculos, etc.) y con ello contribuir al SDG 2 ("Poner fin al hambre, lograr la seguridad alimentaria y la mejora de la nutrición y promover la agricultura sostenible") y SDG 11 ("Lograr que las ciudades y los asentamientos humanos sean inclusivos, seguros, resilientes y sostenibles"). De este modo, puede ser un revulsivo económico para las empresas locales y en definitiva para la economía de la localidad (SDG 8): más boca a boca local, podría tener consecuencias sobre el nivel de gasto del turista en la localidad, su satisfacción, lealtad, e incluso su propio boca a boca con otros turistas.

Pero más allá de las implicaciones económicas existen otras de carácter sociocultural: estos comportamientos adoptados por parte de la población local, posicionan al residente como vehículo transmisor de las ideas y costumbres locales y como un enriquecedor canal de entendimiento intercultural residente/turista. Y ello es un aspecto clave para el desarrollo de modelos turísticos orientados a la creación de experiencias basadas en las relaciones y los

productos inmateriales (SDG. 12), que no sólo beneficiarían al turista. Para el residente, más allá del impacto económico del turismo, sentir la admiración y aprecio del turista por lo que el destino es y ofrece, puede incrementar su nivel de orgullo, el apego a su localidad y su empoderamiento psicológico, resultando finalmente una vía para asegurar una vida sana y para promover el bienestar de la población local (SDG 3).

En cualquier caso, a la luz de los resultados teóricos, los gestores turísticos deberían en primer lugar identificar claramente (dado que los factores que afectan a cada opción pueden diferir), si su objetivo es centrarse en la actitud del residente hacia el turismo en general, o ir más allá e incentivar un determinado comportamiento pro-turismo. En caso de que su objetivo fuese el segundo, los gestores turísticos podrían desarrollar algunas actuaciones para fomentar el comportamiento proturismo del residente: (1) Garantizar y facilitar el acceso a las infraestructuras y atracciones turísticas por parte de la población residente (UN's SDG, target 9.1), mediante formas de comunicación directa tales como publicidad y promociones (Walls et al., 2008), bonos descuento, jornadas de puertas abiertas, etc. En este sentido debe tenerse presente que "Las experiencias memorables impulsan la referencia favorable de boca en boca, lo contrario también es cierto" (Wang et al., 2006, p. 155); (2) Los empresarios locales podrían reforzar los esfuerzos de marketing para impactar directamente a aquellos individuos de la comunidad local que actúan como referencias gratuitas en el destino (DiPietro et al., 2005) porque "al comprender y mejorar la naturaleza de las redes locales de referencia, una empresa puede mejorar sus ofertas, así como alinear mejor los esfuerzos de marketing" (DiPietro et al. 2007, p.187). (3) Los residentes podrían recibir capacitación sobre el turismo y el desarrollo sostenible y su impacto potencial, tanto económico como sociocultural, a nivel comunitario e individual, y también deberían ser informados acerca de la oferta turística disponible (UN's SDG, target 4.7); (4) Incentivar la cooperación de las empresas de servicios turísticos con los productores del lugar, de forma que la población residente perciba que la mayor parte de los beneficios del turismo quedan en el destino (SDG 12).

Limitaciones Y Futuras Líneas De Investigación

A efectos de mayor claridad, vamos a distinguir entre el trabajo de revisión teórica y los estudios empíricos desarrollados en esta investigación.

- **Trabajo de revisión teórica.**

Esta sección la vamos a estructurar en torno a dos temas:

a) Comportamiento intencional versus comportamiento real.

A lo largo de la revisión, se ha detectado el uso indistinto del término comportamiento desde un punto de vista intencional y una perspectiva de comportamiento real. Sería deseable para futuras investigaciones especificar el alcance de este término y, a la luz de la Teoría de la Acción Razonada y la Teoría del Comportamiento Planificado, desarrollar diferentes escalas para medir el comportamiento intencional y real.

b) Escalas de medida:

- Homogeneidad. En cualquier caso, sería deseable buscar una mayor homogeneidad en las escalas utilizadas, independientemente del comportamiento del residente que se esté analizando. Esto nos permitiría comparar los resultados de los estudios correlacionales.

- Ampliar el dominio de la escala de comportamiento proturismo. Aunque la investigación en esta área ha seguido surgiendo después del período de estudio de esta revisión (por ejemplo, Ahn & Bessiere, 2023; Amani & Chao, 2023; Dong, 2022; Ma et al., 2023; Plaza-Mejía et al., 2023; Porrás-Bueno et al., 2023), es necesario seguir profundizando en la construcción y validación de escalas. Sería deseable capturar y medir toda la gama de comportamientos específicos favorables al turismo a través de elementos reflexivos e indicadores formativos. Además, sería interesante abordar otros comportamientos proturísticos con altas implicaciones para el residente. Es el caso, por ejemplo, del comportamiento de implicación laboral en el turismo, en el que el residente

trabaja por cuenta ajena o por cuenta propia en este sector. Esto último permitiría ampliar la gama de escalas multidimensionales y mejorar sus propiedades psicométricas. En este sentido, las escalas utilizadas hasta la fecha han demostrado ser incapaces de proporcionar información suficiente sobre el comportamiento proturístico de los residentes con altos niveles de este rasgo (Lie et al., 2022).

- Creación de escalas antiturísticas. El estudio de los comportamientos antiturísticos es otra línea de investigación a abordar en el futuro, dado que, de forma activa o pasiva, tales comportamientos podrían tener consecuencias potencialmente desastrosas para el desarrollo turístico sostenible de un destino. En este sentido, sería interesante crear y validar una escala para medir este tipo de comportamiento. Esta escala podría probarse en un destino turístico donde la insatisfacción de la población sea evidente debido a fenómenos como el exceso de turismo (sobreturismo u overtourism).

- Trabajos específicos orientados al diseño y validación de escalas. Ninguno de los artículos incluidos en la presente revisión tuvo el objetivo principal de diseñar y validar una escala para medir los comportamientos proturismo de los residentes. Por lo tanto, la investigación futura debe intentar llenar este vacío. En este sentido, nuestra revisión pretende ser un facilitador mediante la compilación de las diferentes escalas de comportamiento que los investigadores han utilizado hasta la fecha, la mayoría de las cuales se han utilizado con fines correlacionales.

▪ **Estudios empíricos sobre el comportamiento WOM y GRAD**

A pesar de las implicaciones teóricas y prácticas, este trabajo también presenta algunas deficiencias que deben abordarse en futuras investigaciones. Entre las limitaciones generales se encuentran (i) el hecho de que los modelos sugeridos han sido probados en un destino con un tipo muy específico de turismo y en un momento específico en el tiempo; (ii) el único valor

analizado en el marco de la Psicología Positiva ha sido el altruismo; y (iii) Se han centrado en la secuencia valores-actitud-intención-comportamiento. A efectos de profundizar en la aplicación de la TRA, debería incorporarse las normas subjetivas como antecedente de la actitud. Con el fin de verificar la posible generalización de nuestras conclusiones, sería deseable probar estos mismos modelos en diferentes destinos turísticos, en particular, un destino de turismo de masas, y desde una perspectiva longitudinal.

Adicionalmente, siguiendo la recomendación de Stebbins (2015) sería de interés la incorporación de otras variables de la Psicología Positiva (como el florecimiento o la resiliencia), y ver si también podría explicar otros comportamientos proturismo por parte de los residentes o incluso su comportamiento general proturismo. Además, la investigación futura podría adoptar un enfoque cualitativo para desarrollar una comprensión más profunda de las conclusiones. Este enfoque sería especialmente interesante para discernir el comportamiento real de los residentes, ya que nuestra medida de comportamiento es un cuestionario autoinformado, y es posible que los residentes realicen ese comportamiento por casualidad.

Más específicamente, creemos que es necesario diferenciar aún más entre las variables actitud hacia el turismo y actitud hacia el comportamiento proturismo para identificar, por ejemplo, qué variables podrían influir en cada una de estas actitudes, o el efecto de cada uno de estos tipos de actitudes en el grado de apoyo de los residentes al turismo.