



RESEARCH ARTICLE

Residents' Perception and Support for Tourism Development: An Early-Stage Perspective Applying Extended Social Exchange Theory

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The study aims to explore residents' attitudes toward the direction of tourism development in its early stages. The investigation was conducted at an emerging tourism destination in Vietnam. The researchers employ the extended Social Exchange Theory, to investigate various factors influencing residents' perception and their support of tourism, encompassing community involvement, community attachment, economic dependence, trust in government, and residents' knowledge. In addition, in-depth interviews with local inhabitants were conducted to shed light on related issues. Research findings indicate that residents are highly supportive of tourism development in the early stage. Quantitative survey results reveal a correlation between antecedent factors, and residents' perception, and support for tourism. While the findings share many similarities with previous studies, there are also notable differences. Based on study results, several management implications are proposed for tourism administrators to refine tourism-related strategies, foster community support, and mitigate opposition.

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INTRODUCTION

Recently, promoting tourism has become a crucial element in the economic development plans of many countries around the world. To foster tourism, authorities have formulated multiple policies and initiatives to entice investors and tourism enterprises, aiming to enhance visitor satisfaction. Nevertheless, oftentimes, the emphasis on this development overlooks the need to harmonize the interests and pivotal role of indigenous communities within their native lands. When an area transforms into a tourist hotspot, it inevitably alters residents' lives in various ways. The sudden influx of visitors strains local infrastructure, including roads, water, and energy resources. The construction of resorts, lodging, and entertainment amenities may result in environmental disruption, pollution, and cultural erosion. Additionally, the swift expansion of tourism can inflate the price of local goods and services, rendering them unaffordable to native inhabitants, and even force indigenous populations to abandon their homeland, making way for newcomers who are seeking to exploit tourism opportunities in the area (Kim and Kang, 2020). In certain regions, residents express frustration and display resistance towards tourists, as well as opposing initiatives within their communities (Hien and Thanh, 2022).

Tourism is a service-oriented economic sector that heavily depends on the goodwill and support of local communities. The success of any tourism project can be adversely affected if the development process is poorly planned and lacks local community support (Gursoy et al., 2002). Residents' support for tourism development is essential for fostering a harmonious relationship between tourists and local communities, ensuring a positive experience for visitors while promoting economic and social benefits for the host community. Therefore, it is crucial for local authorities, policymakers,

and enterprises to understand and address the issue of local community support for tourism development.

According to Sirakaya et al. (2002), research on local attitudes and support for tourism has been discussed since the mid-1970s, primarily in rural areas of developed countries like the United States, Canada, Australia, and several European nations. Recently, studies have been conducted in developing countries in Asia and Africa, but these remain limited. Also, studies are mostly conducted in regions where tourism has flourished and become a significant economic driver in the area. There is a significant lack of studies in areas that are still in the exploration stage (Sirakaya et al., 2002).

In Vietnam, tourism is identified as a pivotal economic sector, significantly contributing to national economic development. Numerous studies have been conducted to identify optimal strategies for leveraging national advantages and boosting the tourism industry. Nevertheless, research on the topic of resident support is still insufficient, with several studies conducted in developed and mature destinations like Ha Long, Ninh Binh, and Hoi An (Adongo et al., 2017; Long, 2012; Long and Kayat, 2011). Although these studies have explored residents' support for tourism, their conceptual frameworks, findings, and policy recommendations may not be directly applicable due to the unique characteristics of each locality and stage. To address the gap, this article will examine the current attitudes of residents toward tourism projects in an early-stage destination in Vietnam (Dong Son old village, Thanh Hoa City). Also, it will determine the factors that shape residents' attitudes toward this economic sector. The study's results offer valuable insights for local policymakers and tourism developers to formulate effective strategies for promoting tourism.

LITERATURE REVIEW

Residents' support for tourism

Some researchers define residents' support for tourism as their attitude toward tourism (Gursoy et al., 2002), while others consider it as the behavioral intentions or actions that residents display towards tourism (Jackson and Inbakaran, 2006; MacKay and Campbell, 2004). In this study, the concept of tourism support is understood as the overall level of endorsement for tourism development by residents living near tourist destinations (Woosnam, 2012). It includes various dimensions of community engagement, acceptance, and advocacy for tourism development within a locality.

Extended social exchange theory

Social Exchange Theory is frequently utilized to provide theoretical background for a model that explains the behavior of a community concerning tourism development. Numerous studies have explored residents' attitudes and responses to tourism development through the lens of this theory (Andereck et al., 2005; Olya et al., 2019; Rasoolimanesh et al., 2017). However, some scholars have argued that this theory overlooks the mechanisms by which residents perceive benefits and costs from tourism within specific social contexts (Lee, 2013; Nugroho and Numata, 2020). Multiple research efforts have demonstrated that residents' perceived benefits and harms are influenced by various antecedent factors, including resident's participation, community attachment, and economic dependence on tourism (Chiang and Huang, 2012; Jurowski and Gursoy, 2004; Nicholas et al., 2009; Nunkoo et al., 2016; Rasoolimanesh et al., 2015; Sirivongs and Tsuchiya, 2012). Based on this argument, several studies have attempted to develop an Extended Social Exchange model to examine the antecedent factors influencing residents' perception of benefits and costs (eg: Lee, 2013; Nugroho and Numata, 2020).

Perception of benefit and cost

Perceived benefit (or positive impacts) and perceived cost (or negative impacts) are fundamental components of both Social Exchange Theory and Extended Social Exchange theory. Perceived benefits refer to how residents view the positive impacts of tourism, such as job creation, investment opportunities, recreational activities, preservation of local culture, enhanced cultural exchange, and increased local government revenue (Gursoy et al., 2002; Johnson, 2010; Lee, 2013; Mannon & Glass-

Coffin, 2019; Mgonja et al., 2015; Nugroho & Numata, 2020; Tao & Wall, 2009). On the other hand, perceived costs represent residents' perceptions of the negative consequences of tourism development, including noise and environmental pollution, higher prices for goods and services, traffic congestion, increased crime rates, and adverse effects on local culture (Jurowski & Gursoy, 2004; Lee, 2013; Nugroho & Numata, 2020; Nunkoo & Ramkissoon, 2011; Smith et al., 2018).

Local people's attitudes towards tourism are shaped by their perceptions and assessments of its benefits and costs across economic, cultural-social, and environmental dimensions at the destination. When residents perceive that the positive outcomes of tourism outweigh the negative impacts, they are more likely to support local tourism activities. Conversely, if the costs of tourism development exceed the perceived benefits, their support will diminish. Therefore, the following hypotheses are proposed:

H1: Perception of benefits promotes residents' support for tourism.

H2: Perception of costs weakens residents' support for tourism.

Community attachment

Community attachment is a multi-faceted concept encompassing the relationship between individuals and their communities. It refers to the feelings, emotions, and sense of belonging of residents to their community (Nicholas et al., 2009). Residents who consider themselves integral members of the community tend to develop psychological attachments to other members, freely exchange ideas, remain loyal, avoid relocating, and actively participate in community activities (Grzeskowiak et al., 2003). According to Nicholas et al. (2009), community attachment significantly impacts residents' perceptions and attitudes toward changes or developments within their community. Various studies also have demonstrated a positive relationship between community commitment and residents' support for tourism (Moghavvemi et al., 2017; Vargas-Sánchez et al., 2015). Adongo et al. (2017), in a study conducted in Hoi An, Vietnam, confirmed that higher community attachment results in greater support for tourism development, which is reflected in both attitudes and behaviors. From this theoretical foundation, the following hypotheses are set:

H3. Community attachment correlates positively with residents' perceptions of tourism benefit.

H4. Community attachment correlates negatively with residents' perceptions of tourism cost.

H5. Community attachment correlates positively with residents' support for tourism.

Community involvement

Community involvement or community participation refers to the extent to which individuals engage with and share concerns about their lives within the local community (Lee, 2013). Numerous studies have demonstrated a link between community involvement and residents' attitudes and behaviors (Bhalla et al., 2016; Gursoy et al., 2002; Gursoy and Rutherford, 2004; Hlengwa and Mazibuko, 2018; Lee, 2013; Nicholas et al., 2009; Nugroho and Numata, 2020). When host residents engage in tourism, they have greater opportunities to benefit from tourism development (Sebele, 2010). Studies also indicate that locals' participation in destination management can foster respect and understanding, raising awareness about the importance of protecting natural landscapes. Community involvement in management and decision-making processes creates incentives for integrating the tourism economy into the local economy (Aas et al., 2005). Additionally, a recent study by Nugroho and Numata (2020) demonstrates that increased tourism participation among host residents correlates with a more supportive attitude towards tourism development. Thus, the following hypotheses are suggested:

H6: Community involvement positively influences residents' perception of benefits.

H7: Community involvement negatively impacts residents' perception of costs.

H8: Community involvement positively impacts residents' support for tourism.

Economic dependence

Economic dependence determines if local individuals and their families are engaged in the tourism industry and if their primary source of income is linked to tourism activities (Nunkoo and Ramkissoon, 2010). Studies indicate that locals' economic reliance on tourism can influence their awareness and attitudes toward tourism development (Gursoy et al., 2019; Gursoy and Rutherford, 2004; Lee, 2013; Nugroho and Numata, 2020; Suess and Mody, 2016). Wu (2003) asserted that when residents rely on tourism revenue, they tend to ignore the negative socio-cultural impacts of tourism. The adverse effects they experience from tourism development can be counterbalanced by the economic benefits, resulting in a decrease in resistant attitudes (Gursoy and Rutherford, 2004; Lee, 2013; Nugroho and Numata, 2020). Similarly, Suess and Mody (2016) observed that the greater the residents' dependence on the tourism economy, the more positively they will perceive its socio-economic impact. Other scholars also indicate that residents who own or work in a business tend to have a more positive attitude toward tourism (Gursoy et al., 2019). Based on the above arguments, three hypotheses are presented:

H9. Economic development has a positive impact on residents' perception of benefits.

H10. Economic development has a negative impact on residents' perception of cost.

H11. Economic development has a positive impact on residents' support for tourism.

Trust in government

Residents' trust in tourism authorities greatly influences how they respond to the effects of tourism. Various scholars have proved that locals' trust affects their attitudes toward government policies and actions (Hetherington and Husser, 2012). Bronfman et al., (2009) claimed that higher levels of public trust correlate with increased perceived benefits and decreased perceived risks associated with a particular activity, such as tourism. Supporting these findings, Nunkoo and Ramkissoon (2011) discovered that residents' trust in tourism entities strongly predicted their perceptions of both the positive and negative impacts of tourism. Some studies also found residents' trust in government actors to be a strong predictor of their support for tourism (Nunkoo et al., 2012; Nunkoo and Ramkissoon, 2012). Jinsheng and Siriphon (2019) also highlighted the public's oppositional attitude toward local governments, driven by suspicions of self-interest among some authorities and perceptions that the local government's tourism development policies are unreasonable. In other words:

H12: Trust in government has a positive impact on residents' perception of benefits.

H13: Trust in government has a negative impact on residents' perception of cost.

H14: Trust in government has a positive impact on residents' support for tourism.

Residents' knowledge of tourism

Tourism knowledge refers to residents' comprehension of tourism development issues and the involvement of local government in the industry (Nunkoo et al., 2016). Various papers have delved into the impact of residents' tourism knowledge on their perceptions of the industry's effects. Davis et al. (1988) found that those who held unfavorable views of tourism often had insufficient knowledge about it. Andereck et al. (2005) observed that residents versed in tourism tended to highlight positive impacts, while Nunkoo (2015) specifically noted a significant correlation between knowledge and perceptions of negative impacts.

H15: There is a positive correlation between residents' knowledge and their perception of benefits.

H16: There is a positive correlation between residents' knowledge and their perception of cost.

H17: There is a positive correlation between residents' knowledge and their support for tourism.

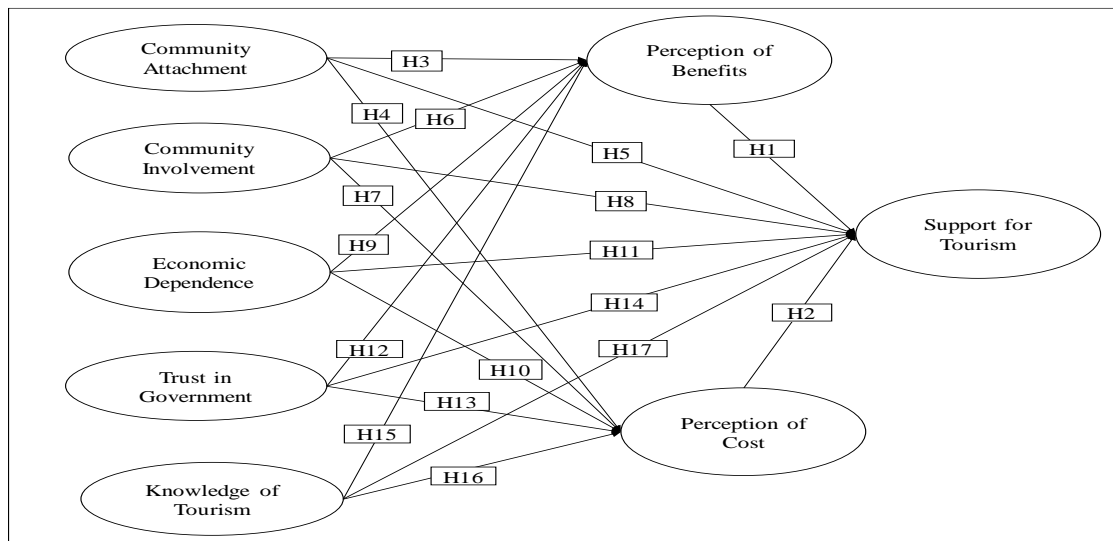


Figure 1: Proposed research model

RESEARCH AREA AND METHODS

Study setting

This research was conducted in Dong Son ancient village (despite Dong Son village being old enough to qualify as an ancient village, it has not yet received official certification from the state; nevertheless, both the residents of Thanh Hoa and tourists still refer it as Dong Son Ancient Village). The village is located in Thanh Hoa City, a cultural and historical destination in Central Vietnam. This village is associated with archaeological relics and is the birthplace of the Dong Son civilization, renowned throughout Southeast Asia and worldwide. The local economy used to be entirely based on agriculture. To preserve and promote the cultural heritage of the area, the Thanh Hoa People's Committee initiated a tourism development project in the village in 2019. Since then, the village has gradually emerged as a popular destination for tourists who appreciate the simplicity, tradition, and beauty of the past. According to Thanh Hoa Heritage Conservation Center (2021), the number of visitors to Dong Son ancient village is estimated to reach 2,000 visitors each year.

Research methods

In this study, the researchers used a questionnaire with measurement scales adapted from similar questionnaires utilized in previous studies (Chiang and Huang, 2012; Gursoy and Rutherford, 2004; Hsiu-Yu, 2019; Lee, 2013; Nunkoo et al., 2016; Rasoolimanesh et al., 2015). The questionnaire employs a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Regarding the sample size, the researchers approached five participants for each variable (Hair et al., 1998). The total variable in the study is 47, so the minimum sample is 235. According to Neuman (2014), despite conducting face-to-face surveys, the response rate typically peaks at 90%. To account for the anticipated non-response rate, researchers distribute additional questionnaires, totaling approximately 300, to offset those who decline to participate. Out of these, 296 votes were found to be valid.

Additionally, the in-depth interview method is used to gather detailed information about the residents' perceptions and clarify related issues. The participants in these interviews comprise a diverse group of residents: 8 individuals not involved in tourism, 2 local authorities (village secretary and village chief/leader), and 2 residents engaged in tourism (working at Tien Son Cave). The interview questions focused on the participants' understanding of the tourism development process and its current status in the locality, their perceptions of tourism impacts, and their opinions on promoting local tourism as an economic activity.

EMPIRICAL RESULTS

Residents' support of tourism

Survey results (Table 1) show that most residents support tourism activities promoted locally. The average score reached 3.97 (Level 4: Agree).

Table 1: Residents' support for tourism

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
SP1	296	3.9155	.08378	1.44138
SP2	296	3.8243	.08337	1.43428
SP3	295	3.8780	.08104	1.39192
SP4	296	3.9493	.07149	1.22991
SP5	296	4.0169	.07529	1.29525
SP6	296	3.9899	.07483	1.28745
SP7	296	4.2365	.05836	1.00414
Mean		3.9729		

As a result of in-depth interviews, the majority of residents support local tourism activities. Regarding residents' awareness of tourism's impacts, residents shared their views on the general effects of tourism and specifically on the conservation planning and tourism development projects being implemented in Dong Son Ancient Village. They recognize the negative impacts of tourism, such as increased environmental pollution. Nevertheless, they claim that the development of tourism can help preserve ancient houses, generate income, create jobs, improve living standards, and enhance infrastructure quality. Additionally, tourism enables them to interact and increase knowledge, raising young generations' pride in their homeland and its cultural values. The residents express their support for tourism economy and desire to see more tourists coming to villages. They hope that authorities quickly and effectively invest and implement projects of conservation for ancient houses to promote local tourism development.

Factors affecting residents' support for tourism.

Exploratory factor analysis

The outer loading coefficients of the variables are mostly satisfactory (above 0.7) (Table 2). However, 4 components of the residents' perception (PB1-PB4) had factor loadings below 0.7 and were therefore eliminated. These components are: Tourism increases employment opportunities; Tourism increases investment opportunities; Tourism increases economic opportunities for residents and small enterprises; Tourism brings revenue to local governments. Tourism activities in Dong Son ancient village are in the early stage, attracting a small number of visitors and generating limited jobs and revenue for the locality. As a result, many residents rated these components quite low, unlike the other components. Tourism development projects in the community primarily focus on restoring and preserving local cultural values, including ancient architecture, traditional festivals, and local customs.

Scale reliability tests

The results for both Cronbach's Alpha and Composite Reliability tests are shown in Table 2. The Cronbach's Alpha coefficients ranged from 0.877 to 0.980, and the Composite Reliabilities ranged from 0.910 to 0.985. Therefore, the reliability of the established structure can be confirmed.

Table 2: Assessment results of the measurement model

Code	Construct/Items	Outer loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
CA	<i>Community Attachment</i>		<i>0.961</i>	<i>0.970</i>	<i>0.865</i>
CA1	I feel that Dong Son ancient village is very beautiful.	0.960			
CA2	I have a special affection for Dong Son ancient village.	0.944			
CA3	Dong Son ancient village is significant to me.	0.967			
CA4	I am willing to dedicate my time and intelligence to make my community better.	0.931			
CA5	I am willing to contribute financially to Dong Son ancient village.	0.843			
CI	<i>Community Involvement</i>		<i>0.877</i>	<i>0.910</i>	<i>0.718</i>
CI1	I participate in tourism-related activities.	0.864			
CI2	I support studies of tourism within the area.	0.925			
CI3	I participate in the activities of planning and management of tourism within this community.	0.860			
CI4	I contribute to tourism development decisions in the community.	0.727			
ED	<i>Economic Dependence</i>		<i>0.949</i>	<i>0.961</i>	<i>0.831</i>
ED1	My job is closely related to tourism.	0.921			
ED2	My family's job is closely related to tourism.	0.934			
ED3	My income is mainly from tourism.	0.956			
ED4	My family's income is mainly from tourism.	0.947			
ED5	My income increases if there are more tourists coming to the village.	0.790			
TG	<i>Trust in Government</i>		<i>0.980</i>	<i>0.985</i>	<i>0.943</i>
TG1	I trust local officials to make the right decisions.	0.970			
TG2	I believe the local government will make the right choices in tourism development.	0.976			
TG3	I believe the local government cares about the community's interests.	0.976			
TG4	I trust the local government's decisions on tourism.	0.962			
KW	<i>Knowledge of Tourism</i>		<i>0.947</i>	<i>0.962</i>	<i>0.863</i>
KW1	I am aware of tourism development in my community.	0.955			
KW2	I am aware of the tourists in my community.	0.912			

Code	Construct/Items	Outer loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
KW3	I understand the potential impacts of tourism.	0.957			
KW4	I comprehend the role of the local government in tourism.	0.890			
PB	<i>Perception of Benefits</i>		<i>0.955</i>	<i>0.964</i>	<i>0.794</i>
PB5	Tourism provides incentives for preserving indigenous culture.	0.761			
PB6	Tourism provides additional parks and recreational spaces for residents.	0.763			
PB7	Tourism motivates the restoration of historical buildings.	0.909			
PB8	Tourism enhances the quality of roads and other public facilities.	0.923			
PB9	Tourism motivates residents to engage in cultural activities.	0.917			
PB10	Tourism fosters cultural interaction between visitors and locals.	0.917			
PB11	Tourism positively influences the community's cultural identity.	0.883			
PC	<i>Perception of Costs</i>		<i>0.965</i>	<i>0.971</i>	<i>0.829</i>
PC1	Tourism raises living expenses.	0.747			
PC2	Tourism raises the rate of crime.	0.929			
PC3	Tourism raises the rate of traffic congestion.	0.935			
PC4	Tourism creates noise and pollution.	0.948			
PC5	High spending tourist negatively affects local's living style.	0.950			
PC6	Tourism has negative effects on local culture.	0.943			
PC7	Locals suffer from living in a tourist destination.	0.903			
SP	<i>Support for Tourism</i>		<i>0.971</i>	<i>0.976</i>	<i>0.855</i>
SP1	I support making tourism significant in my community.	0.891			
SP2	Tourism promotion in my community is essential.	0.957			
SP3	The city government was right to endorse tourism promotion.	0.954			
SP4	Planning for historical site conservation while boosting tourism is crucial.	0.932			
SP5	I will join in activities to promote my village to friends and tourists.	0.950			

Code	Construct/Items	Outer loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
SP6	Tourism benefits outweigh its negative impacts on the locality.	0.942			
SP7	Long-term planning by city officials can control tourism's environmental impact.	0.841			

Confirmatory factor analysis

The total variance extracted (AVE) ranges from 0.718 to 0.943, which is greater than 0.5. This indicates that the factors in the study exhibit good convergent validity (Chin, 1998). Additionally, the constructs achieve discriminant validity because the square root of the AVEs is higher than the external correlations (Table 3).

Table 3: Discriminant validity

	CA	CI	ED	TG	KW	PB	PC	SP
CA	0.930							
CI	-0.394	0.912						
ED	0.832	-0.325	0.971					
TG	0.685	-0.502	0.775	0.929				
KW	0.810	-0.158	0.800	0.630	0.946			
PB	0.896	-0.448	0.842	0.736	0.781	0.891		
PC	-0.837	0.463	-0.793	-0.722	-0.708	-0.842	0.910	
SP	0.863	-0.378	0.836	0.755	0.768	0.880	-0.788	0.925

Hypothesis testing

To test the hypotheses, we employed bootstrapping using SmartPLS. This approach involved analyzing 5,000 resamples, each containing 296 instances. The results are presented in Table 3. Hypotheses H2, H7, H15, and H17 are rejected due to unsatisfactory P values and T values (T-value < 1.96, P-value > 0.05) (Chin, 2010). Additionally, the impact coefficients between variables in these hypotheses are quite low (β values are 0.010, -0.006, 0.025, and 0.068, respectively). This indicates that the correlation between the variables is not significant. The remaining hypotheses have satisfactory P values and T values, and their impact on the variables is considered (Table 4). The results of impact coefficient show that: H1, H3, H4, H5, H6, H8, H12, H13, H14 and H16 are supported while H9, H10, H11 are not supported.

Table 4: Hypotheses tests using SEM model

Hypothesis	Impact coefficient (β)	T Statistics	P Values	Conclude	
H1	PB -> SP	0.300	4.259	0.000	Supported
H2	PC -> SP	0.010	0.226	0.821	Rejected
H3	CA -> PB	0.562	7.008	0.000	Supported
H4	CA -> PC	-0.510	6.476	0.000	Supported
H5	CA -> SP	0.289	5.284	0.000	Supported
H6	CI -> PB	0.123	2.655	0.008	Supported
H7	CI -> PC	-0.006	0.116	0.908	Rejected

Hypothesis		Impact coefficient (β)	T Statistics	P Values	Conclude
H8	CI -> SP	0.259	7.524	0.000	Supported
H9	ED -> PB	-0.147	3.495	0.000	Rejected
H10	ED -> PC	0.119	2.211	0.027	Rejected
H11	ED -> SP	-0.102	4.057	0.000	Rejected
H12	TG -> PB	0.232	3.034	0.002	Supported
H13	TG -> PC	-0.217	2.561	0.010	Supported
H14	TG -> SP	0.151	2.256	0.024	Supported
H15	KW -> PB	0.025	0.535	0.592	Rejected
H16	KW -> PC	-0.142	2.002	0.045	Supported
H17	KW SP	0.068	1.571	0.116	Rejected

CONCLUSION AND DISCUSSIONS

Firstly, this study has assessed residents' attitude and support for tourism development in an early-stage destination. The survey and in-depth interview results claim that tourism currently enjoys strong support from the community, although tourism in the locality is only at the exploration stage. The locals are willing to join in activities to promote tourism in the community. They believe that tourism benefits outweigh the negative impacts. They also support authorities' efforts to conserve cultural value and attract more tourists to the locality. Governments and tourism businesses should leverage this support to develop policies and projects that further local tourism.

Secondly, based on the application of extended Social Exchange Theory, the study's findings highlight several key factors influencing residents' perceptions and support for local tourism development in an explored-stage destination. Notably, residents' perceptions of benefits significantly influence their support for tourism (H1) ($\beta = +0.300$). This emphasizes the importance of fostering positive sentiments to raise community support for tourism initiatives. Community attachment emerged as a crucial element, demonstrating a strong positive influence on residents' positive perceptions of tourism (H3) ($\beta = +0.562$). This suggests that a strong sense of belonging within the community enhances residents' favorable views on tourism. Conversely, community attachment significantly and negatively influences negative perceptions of tourism (H4) with an impact coefficient of -0.510, indicating that those who are more attached to their community are less likely to harbor negative sentiments towards tourism. Additionally, community attachment positively influences residents' support for tourism (H5) ($\beta = +0.289$). This further reinforces the role of community bonds in promoting tourism support. Community involvement in tourism activities also positively impacts their perceptions and support for tourism. The positive influence of resident participation on positive feelings about tourism (H6) is supported ($\beta = +0.123$). Moreover, resident participation significantly positively impacts tourism support (H8) ($\beta = +0.259$). This highlights the importance of involving residents in tourism-related activities. Trust in government emerged as an important factor in shaping people's awareness and support for tourism. Increased trust correlates with more positive perceptions of tourism, reduced negative perceptions, and greater support for tourism. The impact coefficients are +0.232, -0.217, and +0.151, supported H12, H13, and H14 respectively. This indicates that government's transparency and reliability can positively influence residents' attitudes towards tourism. When residents believe their government is trustworthy, they are more likely to perceive tourism as beneficial. Conversely, a lack of trust can lead to skepticism and opposition towards tourism initiatives. Lastly, the study found that knowledge about tourism significantly and negatively impacts residents' perceptions of cost (H16) ($\beta = -0.142$). These results are also consistent with previous studies.

However, there are some differences from this study in comparison with previous documents' results. Hypotheses H9, H10, and H11 are not supported, indicating that increased economic

dependence on tourism correlates with less positive perceptions, more negative views, and an anti-tourism attitude ($\beta = -0.102$). This contrasts with previous studies which suggested that economic dependence on tourism can increase residents' support. This difference may arise because when residents rely mainly on tourism, they have higher expectations for the economic benefits of tourism. However, as the destination is still in the discovery stage, the number of tourists remains low, and their spending is minimal due to lack of tourism services. This leads to insignificant and unstable revenue. Economic revenue from tourism can lead residents to overlook its negative socio-cultural impacts. Nevertheless, if there are no economic benefits at all, residents may be more skeptical about the tourism sector.

IMPLICATIONS

This study adds empirical evidence to previous studies on the relationship between antecedent factors influencing residents' perceptions and support for local tourism development. It also provides critical managerial implications by highlighting the necessity of adopting a balanced approach that fosters community attachment, encourages resident participation, promotes economic diversification, builds trust in government institutions, and enhances locals' understanding of tourism.

The study highlights the importance of building and maintaining strong community bonds, ensuring that residents participate in planning and development processes, and having favorable views of tourism. Policymakers and tourism planners should focus on strategies that enhance residents' perceptions. In addition, authorities should facilitate conditions for residents to express their opinions and participate in the decision-making process related to tourism development. Providing opportunities for local entrepreneurship and fostering community-driven initiatives can cultivate a sense of ownership and pride among the local population. The negative influence of community attachment on negative perceptions of tourism suggests that fostering a strong community spirit can mitigate adverse views about tourism.

The finding also suggests that diversifying the local economy and reducing over-reliance on tourism can help in maintaining a balanced and sustainable development approach. This strategy could involve promoting other sectors which would provide stable employment opportunities and mitigate the economic impact of fluctuations in the tourism industry.

Trust in the government is vital for gaining residents' support for tourism. Frustration often arises from a lack of transparency, clarity, and fairness in tourism management. To foster support, governments must prioritize transparent communication, ethical practices, and consistent policies. Authorities should regularly inform residents about the benefits and impacts of tourism and how issues are being addressed. Measures to minimize tourism's negative impacts on the environment, culture and residents' lives, ensure fair distribution of tourism benefits, are essential. Transparency in tourism management is also crucial for building trust.

Finally, the negative impact of knowledge about tourism on perceptions of cost indicates that educational initiatives should be carefully designed to ensure residents are well-informed about both the benefits and potential costs of tourism. Authorities should organize training sessions, seminars, and educational programs to help residents better understand the benefits, opportunities, and ways they can participate in the sustainable tourism development process.

RESEARCH LIMITATIONS AND FUTURE STUDY

Despite significant efforts, the research still encounters certain limitations. First, the survey was conducted in only one traditional village in Central Vietnam, therefore limiting the generalizability of the results. Second, the study is conducted in an exploration destination, but the authors utilized a set of questions derived from previous research which are conducted in developed destinations, so some variables were not entirely appropriate for the context, resulting in their elimination due to inadequate outer loading. Third, the study did not consider demographic factors such as age, education level, gender, and occupation, which can influence people's perceptions and attitudes.

Future research should expand to other traditional villages in different regions, use question sets more tailored to the context of destinations in the exploration stages, and take demographic factors into account to provide a more comprehensive understanding of the issue.

Authors' contributions

DTH conceptualized the idea, designed the project, and drafted the manuscript.

DTT conducted the investigation and data analysis.

TTP contributed to the study design and assisted in manuscript preparation. All authors reviewed and approved the final manuscript.

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