

Research Paper

Examining Community Attitude towards Tourism Development in a World Heritage Site: Determining the Role of Place Attachment

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Abstract: The present study aims to examine the moderating role of place attachment on the local community's attitude towards tourism development in a UNESCO World Heritage Site. Located in the Kullu district of Himachal Pradesh, the Great Himalayan National Park (GHNP) is amongst India's well-known national parks which offer tourism activities like trekking, camping, wildlife, adventure and cultural tours. Data was collected from the local community residents in the peripheries of the park with the help of a pre-structured questionnaire. It was hypothesised that both place identity and place dependence, would moderate the relationship between the local community's attitude and the tourism development in GHNP. The results indicate that tourism's positive contribution and negative contribution in GHNP have a significant effect on the community's attitude towards tourism development. The results further indicate that both place identity and place dependence are statistically significant moderators, such that they affect the relationship between tourism contribution and community attitude towards tourism development. Practical and theoretical implications are also discussed and the study hopes to shed light in understanding the factors behind the change in the local community attitude towards tourism development in the region.

Keywords: Community attitude, national park, tourism development, place attachment

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Introduction

The support of local residents is considered to be the ultimate sign of efficacious development for sustainable tourism (Ouyang, Gursoy, & Sharma, 2017). As stakeholders, they are more attached, have more profound knowledge regarding the changes happening in the local surroundings of destinations and are the ones who actually reside, work and are familiar with the destination (Yuan, Song, Chen, & Shang, 2019). According to the World Travel and Tourism Council's most recent annual report (2021), prior to the pandemic, the tourism industry was estimated to contribute US\$9.2 trillion, or approximately 10.4% of global GDP. However, the flip side of this scenario involving destination vitality and management follow-up remains ambiguous. Tourism's haphazard development continues to cause stress, destination congestion, land use conflict, and deterioration of natural landscapes (Murphy, 1981). In this regard, researchers like Zhang, Inbakaran, and Jackson (2006) analysed community attitudes as a form of support to sustainable tourism development. In addition, Cheng, Wu, Wang, & Wu (2017), in their study, realised that residents' attitude for sustainable tourism development is directly influenced by community participation and mediated by environmentally responsible behaviour. In other words, community-based tourism supports community development by empowering the community and strengthening the local economy through preservation of natural resources (Stone & Rogerson, 2011). According to Nyaupane, Lew, and Tatsugawa (2014), residents' attitudes are an important component of tourism development, especially when it involves economic, cultural, and environmental benefits (San Martín Gutiérrez, García de los Salmones Sánchez, & Herrero Crespo, 2018; de Freitas Sousa, & Ramazanovna, 2020), and especially when the guest-host association between local community and visitors is good (Park & Kim, 2016; Rua, 2020). In this respect, a number of factors and theories have been identified and put forward by various researchers to conceptualise residents' attitude (Woosnam, Draper, Jiang, Aleshinloye, & Erul, 2018).

For successful tourism in support of sustainable development, a broad consideration is required to understand the attitude of local residents (Wang & Chen, 2015; Neuts & Vanneste, 2020). Similarly, place attachment has been studied in relation to geography, destination management, and the physical structure of tourism in order to reflect the emotional and functional association between the local community and the surroundings in which they live (Lewicka, 2011). In fact, place attachment is regarded as an essential characteristic of the residents' personality that defines their attitude towards tourism development (Stylidis, 2018). However, place attachment may vary by area and community (Williams & Vaske, 2003). There are numerous researches available in this field undertaken by researchers like Ryan and Cooper (2004), Kaltenborn, Andersen, Nellemann, Bjerke, and Thrane (2008), Dyer, Gursoy, Sharma, and Carter (2007), Oviedo-Garcia, Castellanos-Verdugo,

and Martin-Ruiz (2008), Byrd, Bosley, and Dronberger (2009), Látková and Vogt (2012), Woosnam (2012), Nunkoo and Ramkissoon (2012), Sharpley (2014), Wang and Chen (2015), Woosnam et al. (2018) as well as Xie, Lee, and Wong (2020).

However, all these studies were undertaken in the context of developed nations while only a minimal number of studies have taken place in developing countries like India (Canalejo, Tabales, & Cañizares, 2016; Eusébio, Vieira, & Lima, 2018), specifically in nature-based tourism destinations. Wang and Chen (2015) examined the preferences and interests of tourists and considered them at par with those who were residing and working in settings in and around the developing tourist destinations. In contrast to this, a destination like the Great Himalayan National Park (GHNP) in Himachal Pradesh serves as an unique setting for defining the alteration of the surroundings for tourism development. Historically, this area has played an important role in sustaining the endurance of local residents who preserved sustainable harvesting as governed by their social norms and religious beliefs and practises (Great Himalayan National Park Authorities, 2020). Because tourism development affects the lives of local residents (Lee, 2013), their attitude and support for tourism development is critical (Gursoy, Chi, & Dyer, 2010). As a result, there is a need to investigate residents' attitudes towards tourism development, more specifically in developing areas such as GHNP, as it may yield significantly different results than existing studies conducted in developed countries, depending on demography and other situational factors (Rasoolimanesh, Jaafar, Kock, & Ramayah, 2015; Rasoolimanesh, Taheri, Gannon, Vafaei-Zadeh, & Hanifah, 2019).

Similarly, numerous studies have explored community attitude in and around the peripheries of different sanctuaries, national parks and cities, Stone and Rogerson (2011) studied community attitude in Nata Bird Sanctuary in Northeast Botswana; Sponarski, Vaske, and Bath (2015) studied Cape Breton Highlands National Park of Canada; Poudel, Nyaupane, and Budruk (2016) researched community attitude in Annapurna Conservation Area and Chitwan National Park; Rua (2020) researched city of Girona, whereas Williams & Vaske (2003) researched community attitude in Shenandoah National Park and Mt. Rogers National Recreation Area. In the same way, the role of residents residing in forested areas in tourism destinations across the world and the residents of the Greater Himalayan National Park Conservation Area (GHNPCA) are no exception.

In light of the studies mentioned above, the present research has been undertaken to narrow down the existing gaps mentioned earlier, thereby analysing a structural model that reflects the impacts of three determinants including place attachment, residents' perception (both positive and negative) on their (residents') attitudes towards the development of tourism in GHNPCA. Therefore, the present research was conducted with a number of other influential dimensions that influence the overall community's support for tourism development.

Literature Review

Tourism is considered to play a significant role in the livelihood of local residents, prompting studies into the delicate relationships between tourism development and the local community. Typically, studies that examine residents' support for tourism development are conducted from the psychological and anthropological perspectives. It is commonly assumed that local communities at a tourism destination do not share a common viewpoint, and that some groups within the community may oppose tourism development. With respect to this, the social exchange theory (SET) which looks at the cost-benefit analysis of tourism development (Nunkoo, 2016; Jahan & Kim, 2020) is often considered significant in analysing residents' perceptions of tourism development (Fredline & Faulkner, 2000). According to this theory, economic and/or social outcomes are analysed and included (Cropanzano & Mitchell, 2005). In extension to this, Choi and Murray (2010) in their study observed that "residents who opposed tourism development reacted differently from those who supported it." In this context, numerous researchers have also applied the social exchange theory in defining place attachment (Chen, 2016) as well as environment attitudes and values among locals (Andereck & Nyaupane, 2011; Yuan et al., 2019). Consequently, there are various debates and discussions across global platforms regarding the socio-cultural or economic impacts on local residents as a result of tourism development in their vicinity. Considering this, the current study discusses the available studies and standpoints on resident's attitude, perceived positive & negative impacts of tourism development and place attachment.

Residents' Attitude

The debate on residents' attitudes towards tourism impacts has been ongoing for the past three decades and remains central in academic research spheres. The research in the 1960s was concentrated on the positive aspects of tourism impacts while in the 1970s, the focus shifted to its negative aspects; and in the 1980s, there was a balanced focus on both positive and negative aspects (Andereck & Vogt, 2000). However, it is imperative to obtain a clear understanding of the local residents' attitude towards tourism development in support of sustainable development (Choi & Murray, 2010; Wang & Chen, 2015). In this respect, Xie et al. (2020) identified the essential factors which are related to intrinsic emotions. Some of these factors include place attachment, authenticity, residents' own travel history, and time spent in a residence (Ryan & Cooper, 2004; Woosnam et al., 2018). Moreover, the familiarity and education level of the local community can also influence their attitudes towards tourism development. Local authorities who view tourism as a means of economic upliftment often face the challenge of understanding the attitude and perception of locals towards tourism development; nevertheless, it remains imperative to attain the local support for new initiatives and projects associated with tourism.

Tourism Development: Determining Positivity and Negativity among Residents

The self-perception theory, which is quite popular in the spheres of social sciences and other allied disciplines (Visser & Cooper, 2007) outside tourism, proposes a contemplative agenda to obtain the perspectives of local residents on tourism in their area. Tourism is an indispensable instrument for economic development and poverty alleviation for the local population or for any nation (Stylidis, Biran, Sit, & Szivas, 2014). Furthermore, Rasoolimanesh, Jaafar, Kock, and Ahmad (2017) also advocated that tourism development could help preserve the local heritage. Tourism improves the financial status of locals by supporting revenue-generating activities, as well as encourages and protects native cultural heritage. However, tourism development is a process that requires both government and community support. More specifically, the community perception of tourism impacts helps in shaping their attitudes and endorsement for development associated with tourism (Gannon, Rasoolimanesh, & Taheri, 2020).

According to Misiura (2006) as well as Keitumetse and Nthoi (2009), the perception of the local community regarding tourists and their choices has implications on the sustainability of intangible heritage especially those perishable. Furthermore, perceived positive economic (Kang & Lee, 2018), socio-cultural and environmental impacts (Huong & Lee, 2017) also influence residents' support for tourism development (Jeonglyeol Lee, Li, & Kim, 2007; Tournois & Djerić (2019),). Personal benefits also influence the perceived impacts of the tourism industry (Andereck, Valentine, Knopf, & Vogt, 2005; Nunkoo & So, 2016). For example, road and transportation development at a tourism destination is perceived to have positive impacts on the local economy as well as improve the locals' standard of living, which in turn, strengthens further the local community's support for tourism development (Kanwal, Rasheed, Pitafi, Pitafi, & Ren, 2020).

In other words, a positive attitude for tourism development brings positive socio-economic benefits and employment opportunities for the local residents (Esfehani & Albrecht, 2018; San Martín, de los Salmones Sánchez, & Herrero,). Kanwal et al. (2019) studied the influence of China-Pakistan's commercial corridor project on local communities. Their study identified perceived benefits from the project such as employment generation, development in infrastructure, opportunities for high income, and elevated standard of living for the residents and their care for tourism development (Kanwal et al., 2019). Community participation in the decision-making process with government or private stakeholders creates a positive perception related to tourism impacts that also act as a predictor of positive support for tourism development (Park & Kim, 2016). Moreover, Hatipoglu, Alvarez, and Ertuna (2016), in agreement with the earlier study, also emphasised the importance of a proper structure for effective collaboration during the tourism planning stage for sustainable development (Lee & Jan, 2019).

In contrast, the negative impacts of tourism on the environment and biodiversity creates a negative attitude towards its development (Nabi, Ullah, Khan, Ahmad, & Kumar, 2018). Some of the perceived negative impacts of tourism include unequal distribution of tourism revenue, lack of jobs, cultural and natural resource degradation, increase in crime, congestion in residential areas, and increased cost of living (Davidson & Sahli, 2015; Alam & Paramati, 2016; Bowers, 2016; Hatipoglu et al., 2016). Further, intensive road and infrastructural development might cause environmental damage, for example, air pollution, destruction of existing natural landscapes, and sound pollution (Pitafi, Kanwal, & Pitafi, 2019; Lv, Liu, Yang, & Liu, 2019; Yang, Li, & Cao, 2015). These factors lead to the development of perceived undesirable/negative impacts of tourism growth on the local residents. Additionally, income inequality has emerged as one of the most critical issues plaguing developing economies and is believed to be a negative tourism impact (Alam & Paramati, 2016). Kosmaczewska, Thomas, and Dias (2016), through their study, revealed that people's perception on tourism impacts varies based on community type (Olya, Alipour, & Gavilyan, 2018). Hence, perceived negative impacts are significantly related to the low support for new tourism developments. Additionally, a study on the impact of tourism development on residents and tourists in two national parks of Nepal (Poudel et al., 2016), revealed that the positive perspective of residents is often reflected through economic viability.

It should be noted that the attitude that residents have towards tourism development also depends on the particular characteristics of the destination (Tosun, 2002). For example, ecotourism provides economic benefits to agriculturists which amplifies the value of the land but may also create human-wildlife conflicts. Thus, economic gains of ecotourism in rural areas can lead to changes in the local community needs and priorities, which then introduce undesirable consequences that requires mitigation strategies such as protected status (Stone & Nyaupane, 2017). However, protected areas are supposed to generate economic benefits, supported by sustainable approaches (Novelli & Scarth, 2007). In his work on three different heritage sites (i.e., historical, cultural and natural), Frost (2012) also emphasised on the importance of heritage attraction for the economic benefits of rural communities. In contrast, Sponarski et al. (2015) cautioned that the conservation of natural resources such as national park or habitats of endangered species may not always benefit local communities. Such measures can threaten the residents' livelihoods, which then prompts a negative attitude towards tourism development. Tournois and Djeric (2019) have also highlighted the urban residents' perspective for tourism development that is influenced by economic and socio-cultural impacts.

Based on this discussion, we posit the following hypotheses:

H1: Positive tourism contribution has a significant positive impact on community attitude towards tourism development

H2: Negative tourism contribution has a significant negative impact on community attitude towards tourism development

Place Attachment

Place attachment reflects the emotional and functional association between the local residents and their residence (Pretty, Chipuer, & Bramston, 2003). Scholars refer to place attachment as a two-dimensional approach. One is place identity whereas the other one is known as place dependence. Place attachment has been studied extensively in many academic disciplines like anthropology, geography, natural resource management, tourism and recreation to understand the emotional and functional bonds which exist between places and native people (Lewicka, 2011). In human geography, the concept of “sense of place” (Relph, 1976; Buttimer & Seamon, 1980) is very similar to the concept of “place attachment” as described in environmental psychology (Altman & Low, 1992).

Place identity is defined as the affinity a place has with the local residents (Tsai, 2012), whereas place dependence represents the worth of a native area. Styliadis (2018) proposed that place attachment is an important characteristic of the resident’s personality that defines his/her attitude towards tourism development. Williams and Vaske (2003) highlighted that the dimensions of place attachment, namely place identity and place dependency, could differ depending on the area and community. In contrast, Moore and Scott (2003) who examined the concept of place attachment in the setting of a park and trail, proposed a uni-dimensional approach rather than a two-dimensional approach.

The proximity to the location and regularity of involvement are also interrelated with local residents’ inclinations towards tourism destinations (Williams, Patterson, Roggenbuck, & Watson, 1992; Moore & Graefe, 1994; Bricker & Kerstetter, 2000). Williams and Roggenbuck (1989) were the pioneers who first identified these two factors and also validated them (Chen, Dwyer, & Firth, 2014; Brown, Raymond, & Corcoran, 2015). Following this, these dimensions were extensively researched in the context of tourism, such as in a national park setting (Williams & Vaske, 2003), a culture-based tourism destination (Hou, Lin, & Morais, 2005), and coastal areas in rural settings (Williams & Vaske, 2003; Schuster, Sullivan, Kuehn, & Morais, 2011). Several researchers have also investigated place attachment together with other dimensions such as place social bonding and place effect (Kyle, Graefe, Manning, & Bacon, 2004; Dyer et al., 2007; Ramkissoon, Smith, & Weiler, 2013).

To date, place attachment has been investigated as an element that affects the emotion, belief, and knowledge of residents towards tourism development (McGehee & Andereck, 2004; Choi & Murray, 2010). Similarly, Scannell & Gifford (2010) also reported that the higher the place attachment, the higher the environmentally responsible behaviour and intention to support tourism development (Lee, 2013). On the other hand, Draper, Woosnam, and Norman (2011) discovered that the closer the residents

are to a tourist attraction, the less favourable they are to its development. Thus, in order to comprehend the effects of tourism development on resident attitudes, place attachment is considered as one of the significant factors that determines their experience and behaviour (Larson, de Freitas, & Hicks, 2013), their readiness to migrate (Brower, 2003), environmental behaviour (Scannell & Gifford, 2010), and tourism development plans in their immediate vicinity (Devine-Wright & Howes, 2010).

In reality, there is a scarcity of valuable research and studies that provide insights into how residents' associations/dependence on the surrounding areas for their daily lives can affect their attachment to the land (Lokocz, Ryan, & Sadler, 2011; Wyman & Stein, 2010). Recent studies found that the correlation between place attachment and intention to recommend differs between two specific groups, that is, tourism employees and non-tourism employees (Stylidis, 2020). Similarly, residents establish a constructive and close link while residing and working in their native area, specifically their association with their heritage. Residing at a World Heritage Site has powerful and distinct meanings, which aids residents in developing a positive place attachment to their home (Hoang, Brown, & Kim, 2020).

The physical characteristics of a location can also influence one's emotional bond, functional goals, and self-identity. However, this dimension remains unexplored in the context of tourism (Raymond, Brown, & Weber, 2010). Residents' positive place attachment is demonstrated by their behavioural intention and action (Peroff, Morais, Seekamp, Sills, & Wallace, 2020), for instance, their involvement (Loureiro & Sarmiento, 2019), supportive attitude (Shen, Geng, & Su, 2019) and perceived value for tourism development (Eusébio et al., 2018). However, local residents' attachment to their community can also be negatively associated with their perception of tourism development (Draper et al., 2011; Haralambopoulos & Pizam, 1996; Snaith & Haley, 1999).

Based on the aforementioned discussion, we hypothesise the following:

- H3: Place dependence has a significant impact on the relationship between positive tourism contribution and community attitude towards tourism development.
- H4: Place identity has a significant impact on the relationship between positive tourism contribution and community attitude towards tourism development.
- H5: Place dependence has a significant impact on the relationship between negative tourism contribution and community attitude towards tourism development.
- H6: Place identity has a significant impact on the relationship between negative tourism contribution and community attitude towards tourism development.

Study Purpose

Therefore, considering the above discussions, the present study intends to apply the theory of social exchange to comprehend the attitudes of residents in the peripheries of GHNP towards the growth and development of tourism, since the park was recently designated as a World Heritage Site. Specifically, the primary aim of the study is to understand the propensity of residents for tourism by integrating the perceived effect of growth that promotes the development of tourism. Considering the above deliberations, the present study is conceptualised with the research model shown in Figure 1.

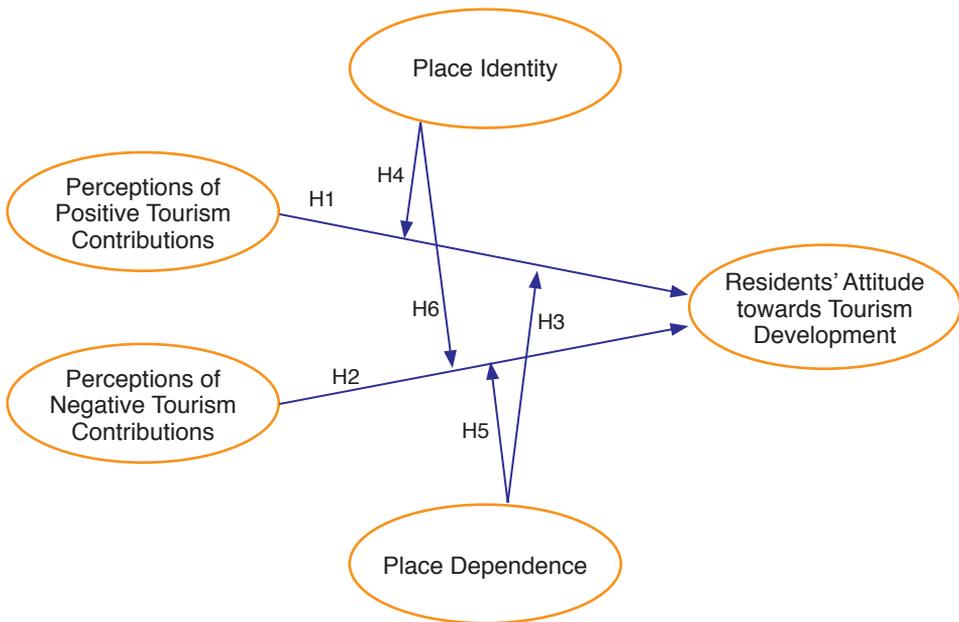


Figure 1. Proposed research model

The research model has one dependent variable (community attitude towards tourism), two independent variables (positive impacts of tourism and negative impacts of tourism) and two moderating variables (place identity and place dependence). In the past, studies have shown that the perceptions of residents of their surroundings do impact their behaviour and play a significant role in forming their attitude towards tourism development (Larson et al., 2013; García, Vázquez, & Macías, 2015). Further, place dependence and place identity differ from person to person, as well as area and community (Williams & Vaske, 2003). Therefore, the present study used two variables i.e., place dependence and place identity as a moderator between tourism impact and community attitude towards tourism.

The Study Setting

To investigate the moderating role of place dependence and place identity in residents' attitudes toward tourism development and to achieve the objective of the present study, data was collected from the locals living on the outskirts of GHNP, which is located in the Bazar subdivision of the Kullu district in the Indian state of Himachal Pradesh. GHNP was established in 1984 and was formally designated a national park by the Government of Himachal Pradesh in 1999. In 2014, GHNP was designated as a UNESCO World Heritage Site. This National Park has a total area of 90,540 hectares. An approximately 140 villages divided into 12 Gram Panchayats lie to the west of the park, while the remaining three sides, namely the eastern, northern, and southern sides, have relatively high peaks and ridges. The survival of GHNP would not have been possible without the assistance of the locals, as native populations are widely believed to protect and conserve forest resources around the world, and GHNP is no exception.

Methodology

Sampling

For the current study, a quantitative approach was used to achieve the research objectives. To obtain the target sample, the convenience sampling method was used. A total of 450 questionnaires were distributed to residents of nearby villages on the outskirts of GHNP. Out of 450 questionnaires returned, 55 were found to be incomplete, and 80 outliers were eliminated. The end result was 315 responses which were found fit for analysis. According to Lomax and Schumacker (2004), a sample size of 250–500 respondents is adequate as a research sample.

Instrument

The data was collected from December 2020 to March 2021. To collect the primary data, a self-administered questionnaire was prepared with 27 questions, which were divided into two subsections, namely Section A and Section B. The function of Section A was to collect the socio-demographic data of respondents. Whereas Section B was further divided into three subsections which collected responses about positive contributions of tourism, negative contributions of tourism, place identity, place dependence and attitude of residents concerning tourism development. The items for the positive and negative tourism impacts constructs were taken from Belisle & Hoy (1980), Madden, Ellen, and Ajzen (1992) as well as Ap and Crompton, (1998), whereas, items for place dependence and place identity were adopted from Chen et al. (2014) as well as Chen and Dwyer (2018). For the third construct which measured attitude towards tourism development, the work of Ko and Stewart (2002)

as well as Vargas-Sanchez, Porrás-Bueno, and de los Ángeles Plaza-Mejía (2011) were referred to. Responses for the items were scored using a 5-point Likert scale which contained both positive and negative items, so that the negatively framed items were reverse coded. A pilot study was conducted with 60 residents to check the validity and reliability of the scale. The reliability test before the actual data was collected was .722, which proved favourable.

Data Analysis

The data was analysed through a structural equation model (SEM) using AMOS (22). This method was found appropriate because it has the advantage over regression as it estimates both direct and indirect relationships of the model. It also ensures the consistency of the model and estimates the effects among the constructs. Before applying SEM, researchers also applied exploratory factor analysis (EFA) to check the pattern and validity of the scale.

Results

Table 1 shows the detailed socio-demographic attributes of the respondents.

Table 1. Demographic profile of respondents

Variable	Demographic variables	Percentage (%)
Gender	Male	74.9
	Female	25.1
Age	Below 30	37.1
	30 to 45	38.1
	45 to 60	21.9
	60 or above	2.9
Education level	Below Matriculation	18.1
	Matriculation	42.2
	Graduate	29.8
	Postgraduate	7.9
Occupation	Above postgraduate	1.9
	Public sector employee	10.8
	Private sector employee	25.4
	Business entrepreneur	20.3
	Students	11.1
Marital status	Community tourist entrepreneur	20.6
	Any other	11.7
	Married	69.5
	Single	30.5

Exploratory Factor Analysis

Before proceeding with SEM, the researchers applied EFA and also checked the reliability and validity of the constructs (Child, 1990). The EFA results showed five factors which explained 71% of variance in the study (Kaiser-Meyer-Olkin (KMO), 0.724). One item from the positive tourism impact construct and two items from the negative tourism impact construct were deleted due to low factor loading. The five factors were positive tourism contributions, negative tourism contributions, place identity, place dependence and community attitude towards tourism. Table 2 presents the results of factor loading and reliability.

Table 2. Factor loadings of items used for research

Item	Dimension and items	Factor loading	Cronbach alpha
Positive tourism contributions			.714
	Tourism in GNHP will help in.....		
PC1	Providing more investment and development opportunities	.692	
PC2	Providing employment opportunities	.785	
PC3	Enhancing income practices and living standards	.779	
PC4	Increasing cultural and tourism activities	.773	
PC5	Strengthening the provision tourism practices	.783	
PC6	Conservation of the natural environment	.697	
PC7	Improvement of infrastructure in and around	.728	
Negative tourism contributions			
	Tourism in GNHP National Park will.....		
NC1	Affect the daily economic practices of residents	.610	
NC2	Create a hike in prices of commodities and services	.586	
NC3	Benefits economically only to small number of local residents	.705	
NC4	Affect the cultural and traditional values of the land	.761	
NC5	Raise conflicts amongst residents and tourists	.519	
NC6	Degrade the tranquillity of the area	.577	
NC7	Destroy the natural surroundings and biodiversity	.685	
Place identity			
PI1	I feel connected with GNHP	.831	
PI2	I feel like I am identified by GNHP	.564	
PI3	GNHP means lot to me	.507	

Table 2 (con't)

Item	Dimension and items	Factor loading	Cronbach alpha
Place dependence			
PD1	What I like to do, GHNP senses the best place for me	.785	
PD2	There is no comparison of GNHP with any other place	.757	
PD3	There is no replacement of support that GHNP provides me in doing things that I usually do here	.798	
Attitude towards tourism			
ATT1	I would like to see GNHP developed for tourism activities	.830	
ATT2	I support tourism development at GHNP but in a better planned manner	.757	
ATT3	I support the tourism development at GNHP if the community involvement is inculcated	.733	
ATT4	If any of my family will work in tourism industry, I would feel very happy	.701	
ATT5	I believe that in the future, the tourism sector will have large contribution in our local economy	.726	

Table 2 presents the results of the EFA and reliability test. The construct of positive tourism contributions has seven items which measured the positive effect of tourism in the local economy and community such as job creation, economic development, environment protection and raised standard of living etc. The second construct which measured the negative contributions of tourism comprised seven items to determine the negative effects of tourism on the local economy, culture & nature. The third construct, place identity, measured the attachment of community residents to GNHP, using three items to assess their connection to the place. The fourth construct was place dependence which used three items to evaluate how much the community is dependent on the place. The fifth and last construct consisted of five items for measuring community attitude towards tourism development.

Reliability and Validity

A satisfactory value of Cronbach alpha (α), .714 which is more than the recommended value (0.70), confirmed the reliability and internal consistency of the present scale (Nunnally & Bernstein, 1994). The validity of the construct scale was confirmed through convergent validity and discriminant validity (Mohajan, 2017). The convergent validity of the scale is identified by checking the factor loading, average

variance extracted (AVE) and composite reliability (CR). As all the items of the scale had factor loadings more than the acceptable value of 0.06 and the CR values for all the constructs were within the range of 0.70 to 0.90 (Hair, Black, Babin, & Anderson, 2015) (0.735 to 0.809), the convergent validity was confirmed.

The discriminant validity of the instruments confirms that the result obtained from the questionnaire fit well to the theories around which study is designed (Chen, 2012). For discriminant validity, correlation between the factors should be low (Kline, 2005). In addition to average variance extracted (AVE), maximum shared square variance (MSV) and average shared square variance (ASV) were also checked. The value of MSV (0.537) and ASV (0.441) were below the AVE (0.683), which signifies that the constructs studied in present research are not strongly correlated.

Measurement Model

An acceptable model fit was found for the internal model. The first fit measured was chi-square (Bentler & Hu, 1999). Chi-square is a traditional method for evaluating the model fit (Fitzgerald, Drasgow, Hulin, Gelfand, & Magley, 1997). Apart from chi-square, other fit-measures checked were CFI, GFI, AGFI, NNFI and PCLOSE, RMSEA, CMIN/DF. All the derived measurement values were within the recommendation thresholds and thus, present a good model fit. The values derived are as follows: chi-square confirmatory fit index (CFI) = 0.939; Goodness of fit index (GFI) = 0.957; Adjusted goodness of fit index (AGFI) = 0.906; NFI = 0.941; Root mean squared error of approximation (RMSEA) = 0.056; PCLOSE = 0.009; Chi-Square (χ^2) = 37.476 and CMIN/DF = 3.215 (Byrne, 2001; Hair, Anderson, Tatham, & Black, 1995).

Structural Equation Modelling

Next, structural equation modelling (SEM) was implemented to determine the path relation amongst constructs. The results are shown in Table 3. The proposed research model was tested through SEM to explain the impact of two independent variables, that is positive tourism contributions and negative tourism contributions, on one dependent variable, that is, attitude towards tourism development. The moderating effect of place identity and place dependence was also tested. By establishing the conceptual model, the hypothesised six hypotheses can be confirmed:

- H1: Positive tourism contributions has a significant positive impact on community attitude towards tourism development
- H2: Negative tourism contributions has a significant negative impact on community attitude towards tourism development

- H3: Place dependence has a significant impact on the relationship between positive tourism contributions and community attitude towards tourism development.
- H4: Place identity has a significant impact on the relationship between positive tourism contributions and community attitude towards tourism development.
- H5: Place dependence has a significant impact on the relationship between negative tourism contributions and community attitude towards tourism development.
- H6: Place identity has a significant impact on the relationship between negative tourism contributions and community attitude towards tourism development.

Table 3. Results of the SEM analysis

	Community Attitude		
	Model 1	Model 2	Model 3
Positive	.453*	.411*	.403
Negative	-0.165*	-0.100	-0.121
Place identity x Positive		.487**	
Place identity x Negative		0.115	
Place dependence x Positive			0.490**
Place dependence x Negative			0.101
CMIN/DF	11.765	4.471	5.202
NFI	0.995	0.947	0.998
RFI	.873	.912	.964
TLI	.888	.940	.980
CFI	.996	.946	.946
RMR	0.135	0.054	0.050
RMSEA	0.181	0.083	0.093
R-Square	0.412	0.512	0.331

*Note: * $p < .05$, ** $p < .10$.

Table 3 provides the results of path analysis and SEM which infer that the model with the moderating factors fulfils better the criteria then the original model without moderation. The original model with two independent variables demonstrates significant relationships. Positive tourism contributions have a significant positive

effect on attitude towards tourism development ($\beta = 0.433, p < .05$) while negative tourism contributions have a significant negative impact on community attitude towards tourism development ($\beta = -0.165, p < .05$).

As for the moderating effect, place identity has a significant impact on the relationship between positive tourism contributions and attitude towards tourism development ($\beta = -0.487, p < .05$). In contrast, place identity does not significantly influence the relationship between negative tourism contributions and attitude towards tourism development ($p > .10$). Similar results were found for the moderating variable of place dependence. The variable has a positive impact on the relationship between positive tourism contribution and attitude towards tourism development ($\beta = -0.490, p < .05$). However, the relationship between negative tourism contributions and attitude towards tourism is not significantly moderated by place dependence ($p > .10$). Table 4 provides the results of SEM.

Table 4. Hypothesis testing

Hypothesis	Path	Result
H1	Positive	Supported
H2	Negative	Supported
H3	Place dependence x Positive	Supported
H4	Place identity x Positive	Supported
H5	Place dependence x Negative	Not Supported
H6	Place identity x Negative	Not Supported

Discussion and Conclusion

The findings shed light on tourism development and community attitudes in GHNP. The positive contributions of tourism can positively impact residents’ attitudes toward tourism development. Likewise, the negative contributions of tourism can negatively impact on community attitudes toward tourism development. Place identity has a significant moderating impact on the relationship between tourism’s positive contributions and attitudes toward tourism development. In other words, if place identity is strong, the relationship between tourism’s positive contributions and community attitudes toward tourism becomes stronger. The findings also demonstrate a significant effect of place dependence on the relationship between positive tourism contributions and community attitudes toward tourism. This denotes that a stronger place dependence strengthens the relationship between positive tourism contributions and community attitudes toward tourism. These findings corroborate with that of tourism scholars and experts who had highlighted the need for realising

community attitude for sustainable tourism development (Zhang et al., 2006). The work of Cheng et al. (2017) also confirmed that community participation in tourism influences the attitude of residents for tourism development.

The present study infers that local residents perceive the contribution of tourism positively as well as negatively which is similar to the work of Harrison (2001). Positive tourism contribution has a greater impact on residents' attitudes than negative tourism contribution, similar to the finding of Allen, Hafer, Long, and Perdue (1993), who confirmed that perceived positive tourism impact is low, whereas perceived negative tourism impact is high. According to Choi and Murray (2010), social exchange with local residents should be analysed frequently as a subjective indicator for local authorities and government organisations to understand how residents in a specific area respond to tourism development.

The present study also explored the moderating role of place dependence and place identity. The results demonstrate that both place identity and place dependence have a moderating role between tourism positive contribution and attitude towards tourism development. Both the variables affect community attitude; the stronger the place identity and place dependence among residents, the stronger the positive attitude towards tourism development. Kyle et al. (2004) have explained place dependence as an essential part of one's life, which contributes to place identity while Jorgensen & Stedman (2001, p. 236) explained place dependence as "a functional attachment of the place and how well the place serves certain goals".

Jokelaa (2014) highlighted that tourism can affect place identity, for example, if locals are embarrassed by the tourism products on offer and also if the local culture is tarnished due to the way it is commoditised and presented to tourists. If locals perceive a positive contribution of tourism for their culture, economy and area, their attitude becomes more favourable towards tourism development in their area. While a clear picture is presented on of how residents in GHNP can perceive both negative and positive contributions of tourism in their area, the study demonstrates that positive tourism contribution is perceived stronger compared to negative and has a stronger effect on residents' attitude towards tourism development. Thus, the local government and tourism service providers at GHNP need to take cognisance of the negative effects of tourism and mitigate them. Further, a more sustainable approach is recommended to control and manage well the negative effects of tourism to protect the burgeoning tourism industry of GHNP.

Future Scope, Implications and Limitations

The present study is one of the first attempts to learn about the local community's attitudes toward tourism development in GHNP and has theoretical as well as practical implications. The study provides a clear description of how tourism is perceived in GNHP and how this perception affects the community's attitude

toward future tourism development in and around GNHP. As the tourism industry in GHNP is still in its infancy, the surrounding communities has only recently begun to experience tourism activities in their area. They perceive both positive and negative effects of tourism in GNHP, but the positive attitude towards tourism development is stronger than the negativity.

The findings provide a framework for development authorities for destination development while acknowledging the concerns of the residents. By analysing the perception of the local communities about tourism in GHNP, the Himachal Pradesh government can better understand their frame of mind as well as the reasons behind their reluctance towards the development practices undertaken by the government. This aids in identifying and understanding the factors that influence community participation and support to the development process.

Theoretically, the study adds to the extant literature, thereby defining further the effect of community's perception on their attitude towards the development of a destination. Since the development of any destination can only be sustainable with community support, this study has also contributed to the literature on sustainable development, specifically with a focus on place dependence and identity, which play a role in the attitude and support of locals to tourism development.

As with most studies, the present study also has some limitations. As the study was only conducted with a sample size of 315 residents residing in GNHP's peripheral areas, future studies can expand on the findings with a larger sample involving more areas. Otherwise, a comparative study can be undertaken in a similar setting between two parks, states, or countries to see the effects. Another potential research direction is investigating other variables of place attachment, such as affective attachment, place memory, and place expectation. Lastly, future studies can also examine the differences in perceptions of tourism contribution based on age, gender, employment, and education.

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