THE EFFECTS OF RESIDENTS' IMAGE AND PERCEIVED TOURISM IMPACT TO RESIDENCE SATISFACTION AND SUPPORT: A CASE STUDY OF HUA-HIN PRACHUBKIRIKHAN

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Abstract

Tourism is recognized as the main industry that has made jobs for people and earned incomes for the nation for a long time. Residents support is one of important factor that makes tourism successfully. This study constructed an model of residents' support for testing the relationship among residents' image, resident' perceived tourism impact to residence satisfaction and support. Then, empirical testing was used for examining effect of the model. The sample was 400 people in Hua-hin Prachubkirikhan, who were selected by convenience sampling. The research instrument was questionnaire which divided into 5 parts, general data, Hua-Hin Image of residents, perceived tourism impact (economic, socio and environmental), resident satisfaction, and resident support. The usage statistical methods consisting of frequency, percentage, mean, standard deviation, and structural equation model. It was found that all of hypothesizes, except environmental impact to resident satisfaction, affected the positive results significantly. While resident's perceived environmental impact affected the negative results to resident's satisfaction significantly.

Keywords: Residents' Image, Perceived Tourism Impact, Residents' Satisfaction, Residents' Support

Introduction

The recent protest of Pattaya's local people together with activist groups against the construction of 53-storey luxury Waterfront Suites & Residence Pattaya project as this project obstructs ocean view from Pattaya's famous Phra Tamnak Hill emphasizes the core idea of today's tourism development in any areas that the voice of host community cannot be overlooked. Without supporting and cooperating from local community, any tourism development projects can possibly face with some troubles in their development process. Therefore, understanding local residents' reactions towards tourism development and the factors that may influence their reactions is essential in tourism planning.

Supporting for tourism development can be contributed by many factors. One of most important component can be explained by perceived positive or negative impacts by local residents. Under sustainable tourism framework, the impacts to be evaluated are based on the Triple Bottom Line-model (TBL) which defines the impact of tourism as the mixture of the social, economic, cultural, and environmental benefits (Lundberk, 2011). Social exchange theory suggests that residents who perceive themselves as benefiting from tourism are likely to view it positively, while resident who perceive themselves as incurring costs are likely to view tourism negatively. Perceived positive or negative impacts, in turn, will affect the degree to which residents will support the tourism development (McCool and Moisey, 2008).

In recent study, it is very interesting that perceived tourism impact towards residents' support for tourism development is proposed to be the result of destination image perceived by local residents of that destination (Stylidis et al., 2014). Considering that community plays an important role in tourism management as one of the key stakeholders in tourism industry and destination image playing a crucial role in tourists' buying decision, especially in this digital age era as travelers are flood with a huge stream of information, to explore place image in the context of the host community and its consequence affects should be the research agenda in the field of tourism.

To prevent the problem experienced by Pattaya, this research try to investigate structural relationship of the role of residents' place image towards residents' support for tourism development in Hua Hin municipal area. Information obtained from the study will be used in related tourism planning with the purpose to keep Hua Hin as the most sustainable seaside destination proximity to Bangkok.

Literature Review

Tourism Development

Tourism is one of the key economics' drivers for many counties including Thailand. Tourism development is, therefore, an important agenda of policy planning in national, regional, and local level. In today's high competitive environment and negative change in society due to improperly consume tourism' resources, tourism development is required to be conducted in more sustainable manner to achieve a desired goals known as sustainable tourism.

According to World Tourism Organization, sustainable tourism has been defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (Sustainable tourism for development guidebook, 2013). From this perspective, as one should expect, community plays an important role in tourism management as it is one of the key stakeholders among five groups of stakeholders: tourist, tourism sector organizations, community, environment and government. The role of community comes from residents living in it. Community residents are the people who permanently live in the tourism destination; they may work in the tourism sector, but usually a majority of the residents are not involved in tourism. Also included are their elected representatives, community and interest groups, and non-tourism businesses. Another group is tourism sector stakeholders which include public and private organizations and individuals that are directly involved with the tourism sector.

These residents are very important in tourism development because they participate with tourism in many ways. For example, residents interact and share local facilities and services with tourists. They can give tourists an unforgettable experience welcome. Their vote concern political leaders, etc. (Morrison, 2013). Therefore, supporting and cooperating from local community is one of the most important key success factors for any sustainable tourism development project. This means that understanding local residents' reactions towards tourism development and the factors that may influence their reactions is essential in achieving a host community's support for tourism development

Destination image

It is agreed that destination image can play a crucial role in tourists' decision; especially in this digital age as travelers are flood with a huge stream of information. Destination image can be defined as the perceptions of travelers about places on a basis of a few selected impressions among the flood of total impressions (Lopes, 2011). In general, places with strong image can differentiated themselves from competitors more easily and destinations with stronger and more positive image more likely to be chosen at the end of travel planning process. In context of tourism development, unsurprisingly, a great number of research projects concerned with destination image were conducted in recent years to obtained useful information in tourism planning process.

As mentioned above that community is one of the key stakeholders in tourism management, questions should be raised whether the destination image hold by residents of that destination influences any drivers in tourism development. Nickerson and Berry (2014) studied the difference perceived image of Gardiner, Montana, between residents and visitors. Theirs findings indicate that visitors and residents have distinctly difference images of the community. Non-residents were more positive in terms of image than the residents. Residents only had a higher level of image on the variable "Gardiner has unique and rich heritage"

From marketing perspective, Bandyopadyay and Morrais (2005) noted that the conflicting view between the external representation of the destination and the destination image held by the host of community can lead to resentment toward the tourism development. Bramwell and Rawding (1996) also suggested that local residents may be dissatisfied with developments which promote "standardized placeless images" whereas residents are more likely to support efforts that promote the distinctiveness of the place and its local inhabitants.

Schroeder (1996) examines empirical evidence the relation between residents' place image and their support for tourism by comparing between residents holding more or less positive image of North Dakota as a tourist destination in term of their level of political support for tourism development. The results indicate that residents, who hold a more positive image display higher disposition toward state funding for tourism development, are more likely to recommend North Dakota as a destination to visit, and engage in more trips within the area which is opposite to those holding a less positive image of the destination.

Stylidis et al. (2014) studied the role of residents' place image and perceived tourism impact towards residents' support for tourism development. The tested model proposes that residents' place image affects their perceptions of tourism impacts and in turn their support for tourism development. These findings also stress the importance of exploring place image not only in relation to tourists, as commonly done in tourism literature, but also in the context of the host community.

Perceived Impact from Tourism and Residents Support for Tourism Development

With the increasing rate growth of tourism and the increased intensity of tourism activities, many local communities are experiencing the impacts from such situation. While many of these impacts have a positive effect for the host community, negative impacts can also occur if those in a position to influence the direction of development become insensitive to the potential of the impacts.

From tourism development perspective, perceived positive or negative impacts by local residents is an important factor to determine whether any tourism development projects will gain the support from local residents. Many tourism researches explain this phenomenon based on Social Exchange Theory (SET). The tourism industry in any form consists of exchanges between and among individuals, various stakeholder groups and organizations. Some community residents gain the benefits of tourism, while others may be negatively impacted. SET suggests people evaluate an exchange based on the costs and benefits incurred as a result of that exchange. Residents who perceive themselves as benefiting from tourism are likely to view it positively, while resident who perceive themselves as incurring costs are likely to view tourism negatively (McCool and Moisey, 2008). These perceived impacts are related with the degree to which residents will support the tourism development as Nunkoo and Ramkissoon (2011) conducted a resident survey in a resort community in Mauritius and found that the more residents perceived tourism as having positive impacts, the more they were likely to support tourism. If residents had negative perceptions, they were less likely to support tourism sector.

The impacts from tourism development can cover many aspects. Yoon et al. (2001) examine the structural effects of four tourism-impact factors on total impact and on local residents' support for tourism development. The findings of the study confirm the existence of four tourism-impacts constructs pertaining to economic, social, cultural, and the environment impacts. The economic and cultural impacts are positively associated with the total tourism impacts, while the social and environmental impacts negatively affected the total tourism impact. In addition the direct negative effect of environmental impact on tourism support indicates that local residents are highly concerned with the negative effect of tourism development on the environment.

There are many research projects try to investigate factors influencing local residents support for tourism development. Untong et al. (2010) examine this issue in four Thailand's famous destinations including Chiang Mai, Phuket, Pattaya, and Pai. They found that local residents see private cooperation as an important factor in their support for local tourism development. Economic impact is the main factor influencing local resident support for tourism development especially in traditional tourist destinations such as Phuket and Pattaya. In more new tourist destination like Chiang Mai and Pai, local residents pay attention more on local employment opportunities.

Schofield (2011) investigates city resident attitudes to proposed tourism development and its impacts on the community in the Worsley area of the city of Salford, England. The results reveal that the community is divided on the issue of support for tourism development based on the perceived benefits and costs of tourism and that the anticipated negative environment consequences are significantly more influential than positive economic or social impacts. Besculides et al. (2002) examined resident perceptions of the cultural benefits of tourism in an area of southwestern Colorado. The researchers concluded that residents regarded tourism as a means of helping them learn about, share and preserve their culture.

Residents' satisfaction toward tourism

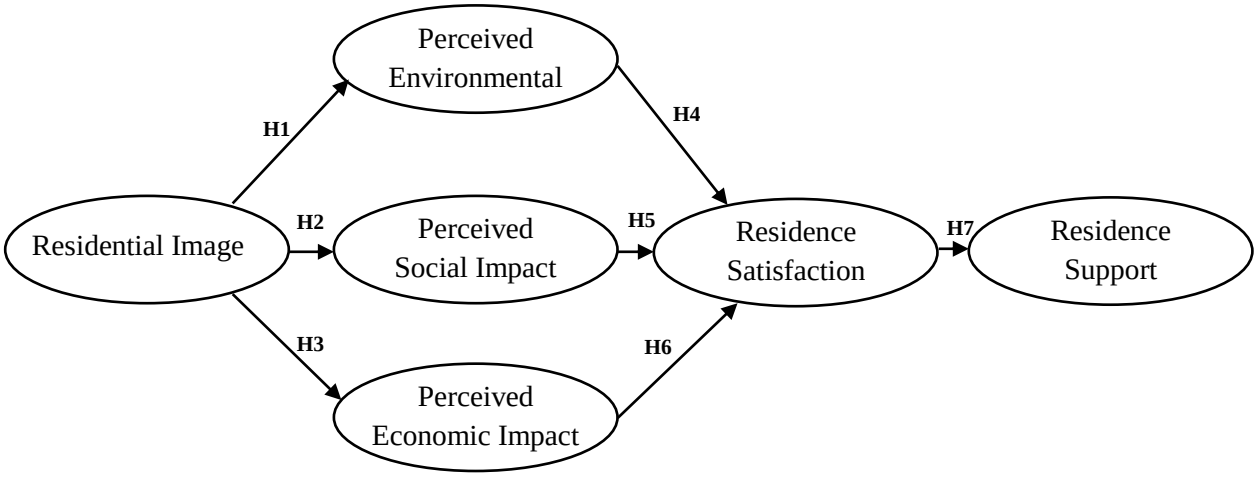
Although many research projects on host community tourism attitudes and perceptions have focused on differences in the perceived impacts of tourism among different types of local residents, a few have discussed relationship between residents' perception of tourism impacts and attitudes toward their own community.

In the study of Kim (2002), the question of residents' life satisfaction with particular life domains affected by tourism developments was raised. One of the findings is that the negative perception of the environment impact of tourism increases, the overall life satisfaction decreases. Koa and Stewart (2002) studied the relationship between residents' perceived tourism impacts and attitudes toward host community. Their study include five latent constructs: personal benefits from tourism development, positive perceived tourism impacts, negative perceived tourism impacts, overall community satisfaction, and attitudes for additional tourism development and the findings indicate that there were significant casual relationships among these five constructs.

Assante et al. (2012) also assess residents' attitudes for tourism development in Hawaii. One of investigation is to observe relationship between environmental impacts and community satisfaction. The strongest relationship revealed by the study indicates that residents who more positively perceive the environmental impacts of tourism will have higher overall community satisfaction.

As for reasons and literature review discussed above, it can propose 7 hypotheses:

H1: Resident's place image affected the positive results to residents' perceived environmental impact.
H2: Resident's place image affected the positive results to residents' perceived socio impact.
H3: Resident's place image affected the positive results to residents' perceived economic impact.
H4: Resident's perceived environmental impact affected the positive results to resident's satisfaction.
H5: Resident's perceived socio impact affected the positive results to resident's satisfaction.
H6: Resident's perceived economic impact affected the positive results to resident's satisfaction.
H7: Resident's satisfaction affected the positive results to resident's support for tourism development.



Theoretical Model

Research Methodology

Hua-Hin was chosen as the focus of this study. Hua-Hin (population 95,769) is one of district in Prachubkirikhan Province. Hua Hin is one of the most well-known tourist destinations among Thai tourists and visitors partly because its tourism has been promoted in various ways. For instance, the regattas, golf tournaments, seminars, jazz music festivals, etc. are popularly held in Hua Hin District. Besides, Hua Hin is a place of all-year-long tourist activities. For example, visitors can swim in the sea even in the monsoon because the wind is not so strong. Visitors can go to Hua Hin very easily as it is only 180 kilometers far from Bangkok and takes only 2 hours to Hua Hin (Boonmeeseesanga, 2013).

The target population was permanent residents of Hua-Hin (stay at Hua-Hin for more than one year) and are 20 years old or older. A sample size of at least 300 respondents was targeted with the requirements of Structural Equation Modeling (SEM) because of less than 7 constructs model (Hair, et.al, 2010). The sample was selected by convenience sampling and was collected data with thai questionnaire by undergraduate students. The key point in collecting data was collecting only one person in one family. In final, 400 sample was collected.
The questionnaire which was in Thai language comprised three main sections, The first section aimed to ask about general data consisting of gender, age, occupation, education level, Household income, number in family, working about tourism or not, and number of year stayed in Hua-Hin**.**

The second measure residents' place image by asking participants to indicate about Hua-Hin, using a Likert-type scale (1 strongly disagree to 5 strongly agree). The 14 attributes items were adapted from Stylidis et al., (2014) and Sombultawee and Vongsakulpaisal (2014).

The third section of the questionnaire measured residents' perception of the three domains of tourism impacts. Perceived environmental impacts were evaluated using four items, perceived economic impacts were measured by five items, and fours items was used to measure socio impacts. All questions in three domains were adapted from Stylidis et al., (2014) and Homsud, Ampai, and Anekpattankij (2012) (from 1 strong negative to 5 strong positive).
The fourth section measure, residents' satisfaction. It was measured by four questions, with a Likert-type scale (1 strongly disagree to 5 strongly agree). It was adapted from Cottrell, Vaske, and Roemer (2013) and Nunkoo and Ramkissoon (2011).

The last sections focused on residents' support for tourism development by 4 questions (from 1 strong negative to 5 strong positive). It was adapted from Untong et al., (2010) and Choi (2013)

For checking reliability and validity, the questionnaire was considered by three experts in tourism. Having some more advices on the validity, each question was carefully selected in terms of Index of Item Objective Congruence (IOC) of more than 0.5. The pilot-test were done among 30 Hua-Hin residences. In overall, the questionnaires' coefficient alpha of cronbach approximately equaled to 0.818. As the estimates of alpha almost reached 1, the questionnaires showed some confidence (Cronbach, 1951), and they were finally given to the samples

After checking missing values, it was calculated descriptive statistics for general data firstly, next was to identify the dimensions of residents' place image, by an Exploratory Factor Analysis (EFA) while the perceived impacts and the support for tourism development was tested with a Confirmatory Factor Analysis (CFA). Structural equation modeling (SEM) was used to evaluate the influence of residents' place image, perceived economic impacts, perceived socio impacts, perceived environmental impacts, residents' satisfaction and residents' support for tourism development were tested. All of results were calculated by IBM SPSS Statistics 22 and IBM SPSS AMOS22 trial version. Model fit was assessed using six indicators (i.e., $\chi 2$/df, GFI, AGFI, RMSEA, CFI, and SRMR).

Results

1. Most of samples of this study were female (64.25%), were 31 – 40 years old (35.25%), graduated in bachelor degree (70.00%), had monthly income 30,001 – 50,000 THB (35.00%), had 4 people in family (38.50%), worked in associate with tourism (54.00%) and stayed at Hua-Hin more than 5 years (63.00%). See Table 1

Table 1: General Data of Samples

Demographic		Sample (n = 400)	Percentage
Gender	Female	257	64.25%
	Male	143	35.75%
Age	21 – 30 years old	99	24.75%
	31 – 40 years old	141	35.25%
	41 – 50 years old	80	20.00%
	51 – 60 years old	57	14.25%
	More than 60 years old	23	5.75%
Educational Level	Lower Bachelor Degree	45	11.25%
	Bachelor Degree	280	70.00%
	Upper Bachelor Degree	75	18.75%
Monthly Income	Lower than 20,000 THB	48	12.00%
	20,000 – 30,000 THB	97	24.25%
	30,001 – 50,000 THB	140	35.00%
	50,001 – 100,000 THB	98	24.50%
	More than 100,000 THB	17	4.25%
Number of People in Family	Alone	13	3.25%
	2 People	94	23.50%
	3 People	98	24.50%
	4 People	154	38.50%
	5 People	33	8.25%
	More than 5 People	8	2.00%
Associate with Tourism	Yes	216	54.00%
	No	184	46.00%
Length stay in Hua-Hin	1-2 years	49	12.25%
	3 – 5 years	99	24.75%
	More than 5 years	252	63.00%

2. In constructs resident's place image, exploratory factor analysis by principal component analysis method with varimax rotation was used to determine the dimensionality of residents' place image. The results revealed four components, Kaiser-Meyer-Olkin = 0.832, Bartlett's Test of Sphericity = 3361.832 (sig. = 0.000), and explaining 77.814% of the total variance (Table 2). All items were loaded above 0.5 (Hair et al., 2010), and the Cronbach's alpha values of all four factors were above the suggested benchmark of 0.6 (Nunnally & Bernstein, 1994). For the subsequent multivariate analysis, these four factors were converted into four variables based on mean scores, to be indicators for the latent construct of "residential image". (Chen & Phou, 2013; Hair et al., 2010).

Table 2: Exploratory Factor Analysis of Residential Image

Items	Factor Loading	Mean	S.D.	Skew	Kurt
Component 1: Physical Appearance (EV = 3.049, VE = 21.782%)					
Attractive Scenery	0.838	3.85	0.94	-0.441	-0.531
Pleasant Weather	0.831	3.75	0.92	-0.294	-0.739
Interesting Historic Sites	0.851	3.51	1.01	-0.203	-0.730
Nice Architecture	0.808	3.63	0.95	-0.236	-0.626
Component 2: Community Services (EV = 3.015, VE = 21.536%)					
Effective Public Services (fire, police, etc.)	0.860	4.02	0.78	-0.437	-0.318
Good Public Transportation System	0.860	4.03	0.71	-0.254	-0.424
Effective Local Government	0.890	3.71	0.86	-0.103	-0.734
Good Job Opportunities	0.848	3.82	0.77	0.028	-0.788
Component 3: Entertainment Services (EV = 2.492, VE = 17.802%)					
Good Restaurants/Food	0.853	3.57	0.88	-0.261	-0.551
Good Place for Shopping	0.898	3.42	0.93	-0.258	-0.894
Good Nightlife/Entertainment	0.884	3.51	0.86	-0.402	-0.502
Component 4: Social Environment (EV = 2.337, VE = 16.695%)					
Safe Place to Live	0.821	3.28	0.75	0.473	0.109
Clean	0.870	3.39	0.77	0.291	-0.227
Friendly Locals	0.848	3.61	0.75	-0.371	-0.115

3. The next step was calculated measurement model by using confirmatory factor analysis with maximum likelihood estimation method was conducted to establish the reliability and validity by composite reliability (CR) which must more than 0.70 to indicate that the measures are reliable (Nunnally and Bernstein, 1994) while factor loadings and Average Variance Extracted (AVE) were used for validity measurement. Table 3 was shown that all factor loadings were above 0.5 and shown that all the AVE values were above 0.5 (Hair et al., 2010). The initial measurement model had CMIN/DF = 2.035, CFI = 0.949, GFI = 0.905, RMR = 0.027, and RMSEA = 0.051 while the adjusted model had CMIN/DF = 1.571, CFI = 0.973, GFI = 0.930, RMR = 0.026, and RMSEA = 0.038 it was in acceptable value (Hair et al., 2010).

4. The hypothesized relationships among the study's constructs were tested in the structural model with maximum likelihood estimation. The results indicated an adequate of the structural model with Chi-Square = 658.039 (sig. = 0.000) CMIN/DF = 2.455, CFI = 0.925, GFI = 0.889, RMR = 0.043, and RMSEA = 0.060 and the adjusted model had Chi-Square = 458.519 (sig. = 0.000) CMIN/DF = 1.784, CFI = 0.962, GFI = 0.919, RMR = 0.040, and RMSEA = 0.044 it was in acceptable value (Hair et al., 2010).
It can conclude that the hypothesized model was a good fit for the empirical data. As seen on Table 4, the seven hypothesized relationships were significant in the expected direction except perceived environment impact had negative significant effect to resident satisfaction. Moreover, in table 5-7 will show the direct, indirect, and total effect of each construct.

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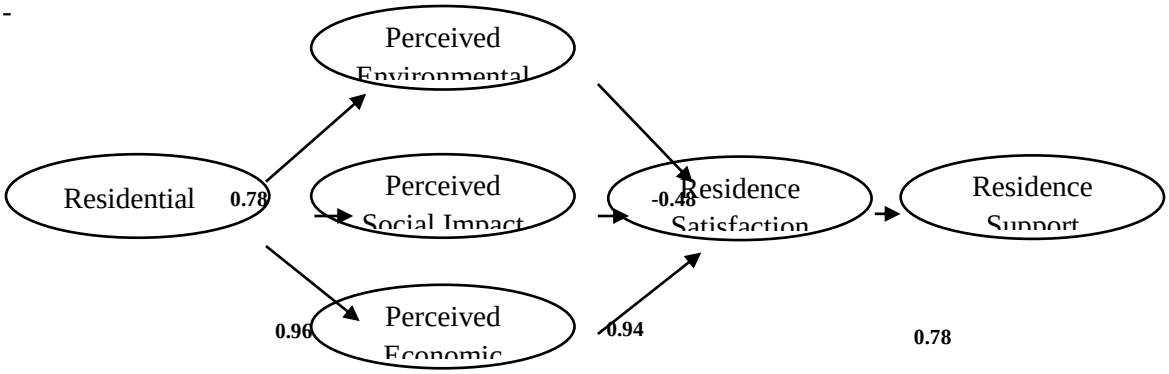

Table 3: The Measurement Model

Variables	Loading	Mean	S.D.	Skew	Kurt
Residential Image (CR = 0.811 and AVE = 0.519)					
Physical Appearance	0.706	3.90	0.80	-0.34	-0.09
Community Services	0.687	3.68	0.80	0.12	-0.69
Entertainment Services	0.709	3.43	0.88	-0.01	-0.32
Social Environment	0.776	3.50	0.88	-0.11	-0.21
Perceived Environmental Impact (CR = 0.815 and AVE = 0.524)					
Noise pollution in tourism area and nearby	0.672	3.88	0.75	0.13	-1.07
Environment impacts in tourism area	0.715	3.83	0.66	0.19	-0.73
Overcrowds and density of residential area	0.741	3.99	0.68	0.02	-0.84
Change in traffic congestion	0.764	3.79	0.69	0.26	-0.82
Perceived Socio Impact (CR = 0.833 and AVE = 0.500)					
Opportunities to meet people from different places and culture	0.711	4.14	0.58	-0.03	-0.21
Cultural promotion & campaign in local community	0.714	4.25	0.61	-0.20	-0.58
Available of public facilities	0.642	4.48	0.64	-0.83	-0.37
Create activities benefit local community	0.747	4.30	0.63	-0.39	-0.37
Reduce Number of crime in tourism area	0.717	4.24	0.63	-0.23	-0.63
Perceived Economic Impact (CR = 0.911 and AVE = 0.719)					
Income generated in local economy	0.821	3.88	0.86	0.02	-1.24
Jobs creation	0.875	3.70	0.91	0.07	-1.00
Change in infrastructure	0.902	3.74	0.90	0.00	-0.90
Change in real estate prices	0.790	3.71	0.83	0.19	-0.91
Residence Satisfaction (CR = 0.816 and AVE = 0.526)					
participated in tourism development	0.748	4.06	0.65	-0.12	-0.47
Sustainable tourism in area is very important	0.790	4.09	0.74	-0.25	-0.82
Tourism leads to growth and development	0.683	4.31	0.77	-0.76	-0.36
Tourism helps in improving quality of life of local people	0.675	4.20	0.74	-0.39	-0.97
Residence Support (CR = 0.820 and AVE = 0.533)					
Number of tourists should increase	0.690	3.83	0.88	-0.21	-0.68
Desire to support, promote, and develop tourism related products	0.772	3.94	0.90	-0.38	-0.80
Desire to participate in tourism planning	0.721	4.03	0.79	-0.19	-1.04
Willing to participate and advocate yourself in any roles in order to support tourism development	0.736	4.06	0.76	-0.17	-1.08

Table 4: Standardized Coefficients of all Hypothesizes

Hypothesis	Relationship			S.Est.	t-stat
H1:	Resident's place image	→	Residents' perceived environmental impact	0.778	10.715**
H2:	Resident's place image	→	Residents' perceived socio impact	0.964	12.339**
H3:	Resident's place image	→	Residents' perceived economic impact	0.143	2.688*
H4:	Resident's perceived environmental impact	→	Resident's satisfaction.	-0.482	-5.033**
H5:	Resident's perceived socio impact	→	Resident's satisfaction.	0.944	8.259**
H6:	Resident's perceived economic impact	→	Resident's satisfaction.	0.506	9.378**

H7:	Resident's satisfaction	→	Resident's support	0.782	8.963**

**** sig at 0.001 *sig. at 0.01**

Table 5: Total Effects

	Image	Ecoimpact	EnvImpact	SocImpact	Satis
Ecoimpact	.143				
EnvImpact	.778				
So_Impact	.964				
Satis	.607	.506	-.482	.944	
Support	.474	.395	-.377	.738	.782

Table 6: Direct Effect

	Image	Ecoimpact	EnvImpact	SocImpact	Satis
Ecoimpact	.143				
EnvImpact	.778				
So_Impact	.964				
Satis		.506	-.482	.944	.
Support		.			.782

Table 7: Indirect Effect

	Image	Ecoimpact	EnvImpact	SocImpact	Satis
Ecoimpact					
EnvImpact					
So_Impact					
Satis	.607				.
Support	.474	.395.	-.377	.738	

Conclusion

The findings from this research contributed to support Stylidis et.al (2014) that found that residents' place image affected to perceived economic, socio, and environmental impact. It also both supported and opposed Kim et al (2013) because they found that economic impact affected to satisfaction positively, socio affected negatively, and environment positive affected non-significantly. Furthermore, the result was in the same direction of Nunkoo and Ramkissoon (2011) that found that community satisfaction will contribute to tourism support.

This study has several limitations that should be addressed in future research. First, this study focused only on Hua-Hin. Different community, district, or province may hold differing opinions regarding tourism support. Next, the respondents in this study were sampled randomly but it was only in tourism area, it would be interesting to survey the attitudes of communities that are not involved in tourism and should be compared by testing the moderating effect of community involvement in tourism. Additionally, further research is necessary to investigate data pertaining to host residents over the course of multiple years to better understand this model of support for sustainable tourism development; it would be useful to perform a longitudinal study of the support of residents for sustainable tourism development. Moreover, personal interviews and focus groups with some residents surveyed could help to support/refute the conclusions reached with the application of SEM techniques.

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