

# **Understanding Resident's Empowerment and Community Attachment in Festival Tourism: The Case of Victoria Falls**

**Cathrine Banga**

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Approval of the Institute of Graduate Studies and Research

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Prof. Dr. Ali Hakan Ulusoy  
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Doctor of Philosophy in Tourism Management.

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Prof. Dr. Hasan Kilic  
Dean, Faculty of Tourism

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Doctor of Philosophy in Tourism Management.

---

Prof. Dr. Ali Ozturen  
Co-Supervisor

---

Prof. Dr. Hasan Kilic  
Supervisor

---

Examining Committee

1. Prof. Dr. Sami Fethi

2. Prof. Dr. Orhan Icoz

3. Prof. Dr. Hasan Kilic

4. Prof. Dr. Ebru Gunlu Kucukaltan

5. Assoc. Prof. Dr. Mine Haktanir

## **ABSTRACT**

This thesis investigates the impact of residents' empowerment on festival support. It employs the deductive research approach to propose an empirical model to investigate the effect via the mediation link between community attachment and residents' wellbeing. Additionally, it analyses the moderating effects of economic benefits on the relationship between residents' empowerment and well-being. Theoretical frameworks are used for the investigation. Specifically, the thesis uses the Social Exchange Theory (SET), Weber's theory of formal and substantive rationality (WFSR), and empowerment theory to develop hypotheses. These theories are adopted to explain how on-market factors, such as values and beliefs, affect citizens' attitudes toward festivals. They also show how power and authority can increase people's resources, self-esteem, and capacity to influence psychological, sociocultural, political, and economic situations. The convenience sampling method used to gather data from a sample of 510 residents of Victoria Falls, Zimbabwe. The empirical results reveal that residents' empowerment fosters well-being, community attachment, and support for festivals. It also unveils the mediating role of residents' well-being in the relationships between the other variables as well as the moderating effect of economic benefits in the moderated-mediation model. These findings highlight the importance of psychologically, sociologically, environmentally, and politically empowering the residents in festival host communities. Thus, the thesis provides practical implications for festival planners, governments, and local authorities, who should be encouraged to communicate the festivals' positive effects and help empower communities to ensure residents' full support. Additionally, these authorities should ensure that residents are fully aware of the power they hold, and are able to use it to their own advantage to

encourage support for festival development in host communities.

**Keywords:** residents' empowerment, economic benefit, well-being, community attachment, festival support, Victoria Falls, Zimbabwe

## ÖZ

Bu tez, bir turizm bölgesindeki halkın güçlendirilmesinin ekonomik faydaların, topluluğa bağlılıklarının ve refahlarının festivallere verdikleri destek üzerindeki etkilerini araştırmaktadır. Çalışma, tündengelimli bir araştırma yaklaşımının kullanılmasıyla, bölge sakinlerinin güçlendirilmesinin festivallere verdikleri destek üzerindeki etkilerini ve topluma bağlılık ile sakinlerin refahı arasındaki bağlantının arabuluculuğunu araştırmak için ampirik bir model önermiştir. Gösterge ve sonuç arasındaki ilişkilerde sakinlerin refahı ve topluma bağlılığının rolünü anlamak için teorik çerçeveler kullanılmıştır. Kolayda örnekleme stratejisi yoluyla, veri toplama için Zimbabwe'deki Victoria Falls'ta yaşayan 510 kişiden oluşan bir örneklem kullanılmıştır. Yapısal eşitlik modelinden elde edilen sonuçlar, biri hariç tüm hipotezleri desteklemektedir. Bölge sakinlerinin güçlendirilmesi refah, topluma bağlılık ve festivallere desteği artırmaktadır. Sakinlerin refahı bu ilişkilere aracılık etmektedir. Ekonomik faydalar aracılı modelde düzenleyici bir role sahiptir. Bu bulgular, festivale ev sahipliği yapan topluluklarda yaşayanları psikolojik, sosyolojik, çevresel ve politik olarak güçlendirmenin önemini vurgulamaktadır. Festival planlayıcıları, hükümetler ve yerel makamlar, bölge halkının tam desteğini sağlamak için festivallerin olumlu etkilerini ortaya koymalı ve toplumları güçlendirmelidir. Ek olarak, toplumun festival gelişimine yönelik desteği teşvik etmek için, halkın sahip olduğu gücün tam olarak farkında olması ve bunu kendi avantajına kullanabilmesi sağlanmalıdır.

**Anahtar Kelimeler:** sakinlerin güçlendirilmesi, ekonomik fayda, refah, topluma bağlılık, festival desteği, Victoria Şelaleleri, Zimbabwe

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# **Chapter 1**

## **INTRODUCTION**

The chapter provides a brief introduction to the subject matter. It gives a detailed account of the study's background and highlights the research's aims and objectives. Also included in the chapter are the research contributions to the body of knowledge, specifically to the festival tourism literature. Lastly, a brief summary of the thesis outline and the research method used to conduct the research is presented.

### **1.1 Background of the Study**

The host community is crucial in the creation and continuation of a festival. By way of their formation, festivals are initiated by the community, requiring the local residents of destination to become actively involved in the planning and implementation of the event in order for the festival to operate successfully and remain sustainably functional. In the festival literature, it was noted that resident host communities' contributions to mega events and festivals are very important for developing and supporting festivals (Papastathopoulos, Ahmad, Al Sabri, & Kaminakis, 2020). To elicit adequate support from the residents of the host communities, Papastathopoulos et al. (2020) argued that destination managers should be conscious of the residents' critical role in successfully planning and executing festivals and mega-events (Papastathopoulos et al., 2020).

Festivals are a type of themed celebration that originate from within a community. Because of their background, they are sometimes referred to as community-based

festivals (Cheng, Shih, & Chen, 2016). Rapidly increasing in popularity in many destinations (Small, Edwards & Sheridan, 2005), festivals are the locals' means of showcasing their cultural values and sharing their history, identity, and values of an area amongst themselves (new vs. older generation) as well as with tourists (Luna, 2015). These festivals can vary from musical events to art, food, wine, theatre, and culture. All rely on a community's distinctive artifacts, which it displays to the outer world or celebrates within. As Black (2016) noted, these festivals entail numerous acts by the locals depicting the heritage value of a community. Strikingly important to note instead of the discussion is that they are a response to the community's interest in sharing its unique identity (Douglas, Douglas & Derret, 2001).

Festivals have proven to be beneficial to host communities, which explains why they have become significantly attractive for many destinations and have grown rapidly in recent years (Gertz, 2005). Festivals are a new facet of tourism and are among the fastest-growing forms of tourist attractions. They provide a noticeable and valuable benefit to local communities (Li & Wan, 2017). They differ from other forms of tourism in that they draw their relevance and validity from people's ethnic diversity, and they help define it (Getz et al., 2004; Schollman et al., 2001).

Furthermore, festival displays foster a profound awareness of a location's historic design and landscape (Picard and Robinson, 2006). Festival benefits range from economic, socio-cultural, and environmental, providing a significant benefit to the community. According to O'Sullivan and Jackson (2002), festival tourism is a critical component in guaranteeing the long-term viability of local economies. Among other things, festivals contribute to the development of towns and cities through the opportunities they provide, such as their impact on host communities' local economies,

social-cultural image, and infrastructure landscape. Festivals are also crucial to an economy in that they aid with capacity development, and more importantly, they have the ability to generate income which translates to financial gain for the local businesses where by normal residents may earn some income through employment (Gursoya et al., 2004; O'Sullivan & Jackson, 2002)

Besides impacting the local economy in terms of physical development, they also have positive effects on the wellbeing of residents. To cite a few examples, host community residents have benefited from festivals through the creation of emotional solidarity and community attachment (Li & Wan, 2017), enhanced sense of belonging and community (Van Winkle & Woosnam, 2013), and fostering social community cohesion and community identity (Yolal, Gursoy, Uysal & Kam, 2016), factors which are noted to meaningfully contribute to residents' quality of life and well-being (Lewis, Palmer & Probert, 2015).

Since festivals are initiated from within communities and in light of the many perceived benefits that the locals of an area stand to gain, understanding residents' attitudes towards support for festivals is essential. The local people of a host destination play a pivotal role in the festival's formation as well as its operation, sustainability, development, and continuity. Festival planners, location managers, and event organizers would be best served by focusing on the engagement of the local community. Correspondingly, Gertz (1997) supported the above notion by acknowledging the importance of locals' voluntary support in planning and running events. Thus, festivals commence from within communities.

Considering the arguments mentioned above and the literature findings, it is

undeniable that residents play a crucial role in the growth of festivals. In light of this knowledge, this raises the question of whether the level of resident involvement requires that they are empowered to take actions corresponding to their belief system or value orientation for the community. Power concerns are likely to emerge at festivals; therefore, organizers of festivals need to pay attention to this potential issue. Empowerment entails giving authority to the people to take ownership of something. In the case of tourism, it may be gaining authority over a resource; in other words, how the resource is utilized, planning for its utilization, making decisions, and having complete control over proceeds yielded from it. In the literature, scholars agree that empowerment is pivotal for sustainable tourism (Boley, Ayscue, Maruyama & Woosnam, 2016; McGehee, 2014; Ramos & Prideaux; Strzelecka & Wicks, 2015).

Moreover, it arises as a result of changes in people and communities, as well as changes in social institutions that affect the people in the area (Simmons & Parsons, 1983). Residents' empowerment occurs at "the top end of the participation ladder where members of a community are active agents of change, and they have the ability to find solutions to their problems, make decisions, implement actions and evaluate their solutions" (Cole, 2006, p. 631). This critical concept in redistributing power makes participation meaningful and enjoyable (Boley & McGehee, 2014). Such redistribution of power is essential in festivals, where success and sustainability are functions of residents' support for and attitudes towards the event (Nunkoo & Ramkissoon, 2011; Sharpley, 2014).

According to Boley and McGehee (2014) and Strzelecka and Wicks (2015), there are four dimensions of power that manifest within communities in social gatherings: psychological, political, sociological, and economic benefit. However, in the case of

this study, only three dimensions (psychological, sociological & political) are regarded as factors contributing to residents' empowerment. At the same time, the economic benefit is seen as an independent variable. It should be noted that study also identifies another possible dimension of empowerment – environmental (Chinyele &Lwoga, 2018) - as Boley et al. (2017) suggested that other dimensions should be considered.

Psychological empowerment is related to intrinsic motivation, the feeling one develops from within control or being in charge of something. It exists once people develop a sense of meaning over their lives, surroundings, and what they do. Self-confidence, self-efficacy, and determination are internal feelings that positively impact the individual and their environment. According to Stronza and Gordillo (2008), psychological empowerment is an essential non-economic benefit of sustainable tourism and contributes significantly to the success of a tourist destination (Boley & McGehee, 2014).

On the other hand, social empowerment gives people the power to control their social surroundings. It may involve engaging the community in decision-making towards community issues, ensuring that the locals feel fairly and justly treated in community issues and have equal benefits or rewards from a resource. Given a festival situation and the fact that it develops from within the community, engaging locals in the planning of events and ensuring that the community fully benefits from the event are examples of social empowerment. When individuals in a community feel recognized and significant in one way or another, it is a sign of social empowerment.

Strzelecka et al. (2017) stated that social empowerment happens when social cohesion in communities is increased. It is recognized in the literature that festivals foster

community social cohesion (Britannica, 2013; Gaur & Chapnerkar, 2015; Yolal, Gursoy, Uysal, & Kim, 2016), thereby providing space for social empowerment. Scheyvens (1999) concurred with the notion from a general tourism perspective, t citing that tourism promotes cohesion by bringing the community members in a host destination together to work on tourism development projects. Furthermore, the connections and bonds built in the process facilitate social identity and reciprocity (Putnam, 2000), factors that are exhibited in festivals and contribute to residents' social empowerment. As such, to create social empowerment, festival planners and governing authorities can capitalize on the ability of festivals to create environments that foster the creation of power.

Additionally, the political dimension of empowerment is explored in this thesis, as Zimmerman and Zahniser (1991) asserted that it proliferates residents' perceptions of sociopolitical control. Moreover, they further explained that sociopolitical control is the level to which one sees oneself as having power, motivation, and the ability to manipulate social or political resources. In other words, when one is politically empowered, one understands the resources available and has the confidence to accomplish desired outcomes (Zimmerman, 1995). Given Zimmerman's assertion, one would have to be psychologically empowered first to realize political empowerment. It is also quite common for people to be empowered and not realize they have power. A person needs to know power disbursed before them consciously, and they need to know the extent to which that power can be used.

While the psychological, social, and political dimensions of empowerment are well-documented in the literature, Strzelecka et al. (2017) discovered some limitations in these dimensions, prompting the authors to recommend further research into other

aspects of power, such as the economic perspective (Scheyvens, 1999) and environmental empowerment (Ramos & Prideaux, 2014). In this regard, the current study addresses the noted limitation by incorporating and examining the impacts of residents' environmental empowerment on festival support. Environmental empowerment entails ensuring that locals gain control over their environmental surroundings. According to Ramos and Prideaux (2014), the environmental dimension of empowerment is significant in that it helps to determine whether communities are involved in tourism in such a way that individuals benefit from the environment. In light of Ramos and Prideaux's (2014) sentiments, environmental empowerment makes individuals aware of their environmental resources and gives them the power to manipulate them to their advantage or benefit.

Cognizant of the power before them, local residents of a host community stand a higher chance of benefiting significantly from events and or festivals in their region. However, regardless of whether power is disbursed to the people, festivals or events generally benefit communities. One reason is that studies on festival impacts and their measurements on host communities have increased (Schlenker, Edwards & Sheridan, 2005). There are several ways in which communities can benefit from festivals, such as cultural and economic growth (Raj, 2003) as well as job and business opportunities (Gotham, 2005; Huang, Li & Cai, 2010). As with tourism development, festival tourism has also been noted to contribute massively to the economic development of a destination. In this regard, there is a growing need to comprehend the interaction between residents who benefit from the sector and their industry image. This has become a critical issue that needs to be addressed and discussed in the relevant body of academic research (Sharpley, 2014). The present study, among other things, examines the moderating effects of economic benefits on the relationship between

residents' empowerment and well-being in festivals. Additionally, it responds to Scheyvens' (1999) call for the investigation of economic benefits as a form of empowerment.

Furthermore, previous research on festivals has found a strong link between events and community well-being (Derret, 2003), residents' quality of life (Andereck & Nyaupane, 2011; Liburd & Derkzen, 2009; Yolal et al., 2016), community attachment (Li & Wan, 2015), and support for local events (Andereck & Nyaupane, 2011; Liburd & Derkzen, 2009; Yolale (Prayag, Hosnay, Nunkoo, & Alders, 2013). Given the discussion above and arguments presented in the literature, festivals continue to be a trending issue, requiring thorough studies on their impacts. Although empowerment studies have generally been investigated in tourism as a unit, gaps still prevail in other sub-sectors of the literature, hence the need to further investigate the impacts of empowerment on support for festivals.

Supporting tourism is pivotal for tourism's long-term viability and sustainability (Sirakaye-Turk, Ekinici & Kaya, 2008). Furthermore, the theory that has been mainly used to explain support for tourism in the literature is the Social Exchange Theory (SET) (Strzelecka, Boley & Strzelecka, 2016). Ap (1992) suggested that residents conduct an internal cost-benefit analysis of the impacts of tourism to decide whether to support or reject it. The theory helps to explain the roles of individuals within a group and how they interact with other members of the society. According to Blau (1964), the theory posits that interpersonal relationships are mainly based on tacit reciprocal understandings. For instance, in the case of festivals and mega events, residents' attitudes and support for hosting the function are entirely dependent on how the people perceive and see the actual costs and benefits of the event.

Therefore, the current thesis mainly adopts the use of SET in explaining the interrelationships proposed in the study.

As shown and proven in the literature, residents' support for tourism activities is critical to developing and continuing services. Likewise, the social exchange theory is the primary theory used to explain residents' attitudes toward tourism development and support for future events. Ap (1998) claimed that social exchange theory is the most appropriate framework to explain support for tourism. Thus, people who perceive positive benefits from tourism development tend to express positive attitudes toward tourism development. Past studies show that social exchange theory is a critical theory in explaining support and tourism development. Nunkoo and Gursoy (2012) confirmed the importance of social exchange theory and identity theory in forecasting community support for tourism. McGehee and Andereck (2004) also noted the factors predicting rural residents' support for tourism. Furthermore, the results of the study by Nunkoo et al. (2010) showed that adding identity variables in behavioral models had the potential to enhance their predictive power in clarifying attitudes to tourism and their support for the industry. Schroeder (1996) opposed this argument, noting that residents' impression of their tourist destination is closely related to their support for the industry. On the other hand, Song et al.'s (2014) research concluded that a positive link exists between festival quality, satisfaction, trust, and support from tourists.

Undoubtedly, social exchange theory helps explain residents' attitudes and behaviors toward support for tourism. Residents' willingness to participate mainly depends on the principle of reciprocity and mutual benefit. In other words, their willingness to participate is aroused by their perception of benefits from an event; in other words, if the perceived benefits are greater than the perceived costs. For example, when

residents' total income from tourism development exceeds their expectations, they will have a positive attitude (Yang et al., 2005), such that participation in tourism and festival development naturally develops.

In particular, tourism economic empowerment creates a fair benefit distribution system that effectively protects residents' tourism economic incomes.

Meanwhile, there has been some criticism regarding the use of SET to conduct informed analyses of residents' attitudes and support for festivals in the literature. Some scholars reject a complete reliance on SET (Woosnam, Normal & Ying, 2009) and suggest the use of alternative supportive theories to provide better insights into residents' attitudes toward tourism (Latkova & Voght, 2012). One of the primary reasons for the rejection of social exchange theory is its limitations in explaining residents' attitudes based on economic benefits, thus giving less attention to non-economic benefits. The literature argues that tourism economic empowerment creates fair benefit distribution that effectively protects residents' tourism economic incomes (Yang et al., 2020). The literature has noted strong positive correlations between economic interests and residents' attitudes toward support for tourism development. When tourism economic benefits are higher, residents reciprocate through support for future development and events. Most recent studies have demonstrated that residents' attitudes were strongly and positively correlated to the economic benefits of tourism (Lopez et al., 2018). The more the monetary values were noted by residents, the more they were keen to participate in tourism development. The benefits noted have mainly been monetary, while not all benefits are monetary.

Other factors such as peace of mind, comfort, developing a sense of belonging, access

and availability to basic commodities in a host community improve well-being. Furthermore, as a result of empowerment, factors such as residents' training and participation in decision-making regarding tourism development are among the possible non-economic benefits, which the social exchange theory has not been able to explain when assessing residents' attitudes and support for tourism development.

Given these arguments and observations, an alternative theory to aid SET, Weber's theory of formal and substantive rationality (WFSR) that examines the non-economic constructs and their effects on residents' attitudes, is used (Andereck, Valentine, Knopf & Voght, 2005). According to McGehee (2007), the theory is better suited because it can explain human rationality, including market and non-market variables (e.g., values and beliefs), and explains why people engage in specific economic duties. While the WFSR has not yet been operationalized in the literature on residents' attitudes (Boley et al., 2014), it has been used in tourism to explain the motivations for creating craft cooperatives (McGehee & Meares, 1998) and agri-tourism businesses (McGehee & Kim, 2004; McGehee, 2007). WFSR views human rationality as being influenced by a balance in the tension between one's formal (economic) and substantive (non-economic) motivations (Kalberg, 1980; Jagd, 2002). The WFSR is enforced to complement and strengthen the social exchange theory.

Finally, Rappaport's (1987) empowerment theory helps explain power and its connections to support is. To help understand why the theory is suitable for analyzing the proposed relationships Staples' (1993) definition of empowerment is beneficial. It states that empowerment is a process where power is created to help the challenged communities or groups of people increase their resources and self-esteem and build their abilities to work on the psychological, socio-cultural, political, and economic

situations. In other words, when people are given power or authority, specific changes should be notable to the benefit of the people. In light of the above brief summary of the three proposed theories, they are expected to explain the development of the study's hypotheses and the assumed interrelations.

## **1.2 Research Questions, Aim & Objectives**

A study's aims and objectives are essential planning tools for a researcher since they assist with determining how the research will be conducted. They determine how the study is carried out. The aim of the study shows what the researcher hopes to accomplish; for example, study goals help determine the research outcomes. On the other hand, the study's primary aim guides the study objectives. They are the supporting tools for achieving the goal. These are the more practical methods for conducting the study and they guide researchers on what to focus on and how to collect data.

Residents who feel empowered develop an attachment to their community. Community attachment is “the extent and pattern of social participation and integration into the community, and sentiment or affects toward the community” (McCool & Martin, 1994, p. 30). Community attachment, which fosters residents' social, cultural, and environmental support for festivals (Dychkovskyy & Ivanov, 2020), can be considered a consequence of residents' empowerment. If community attachment is a proximal result of residents' empowerment, residents who feel attached to their communities are expected to demonstrate more support for festivals. Following the above reasoning, the current paper proposes an empirical research model in which community attachment and residents' wellbeing mediate the impact of residents' empowerment on festival support.

Festivals are a valuable instrument for community development socially (Li & Wan, 2015; Van Winkle & Woosnam, 2013; Yolal, Woo, Cetinel & Uysal, 2012; Yu & Ke, 2010), environmentally, economically, and culturally (Li & Wan, 2015; Van Winkle & Woosnam, 2013; Yolal, Woo, Cetinel & Uysal, 2012; Yu & Ke (Luna, 2015). The festival's popularity, success, and long-term viability depend on how the community reacts to it. As a result, event planners and government agencies promoting festivals as a means of improving the image of the destination (Lee, Lee, & Lee, 2005; Luna, 2015) or enhancing the self-image of the local host community self-image (Quinn, 2006) should devise strategies and methods to entice and engage residents in festival settings. Bearing in mind the factors that determine the success of a festival, it is essential to understand locals' sentiments toward the growth of festivals.

Residents' attitudes to development are generally collected, recorded, and observed in the tourism literature. However, as a broad issue, less attention is given to residents' behaviors and attitudes in other facets of the industry, such as festival tourism. Furthermore, it is still necessary to comprehend local views and attitudes regarding tourism (Boley et al., 2014).

Therefore, the following research questions guide the research:

- a. What are the impacts of residents' empowerment, community attachment, and well-being on their attitudes toward festival support?
- b. In addition, when economic benefits and advantages are exerted on the relationship between empowerment and wellness, does this impact citizens' support for festivals?

Additionally, the objectives of the study are to uncover the following:

- a. The impact of residents' empowerment on community attachment, residents' well-being, and festival support.
- b. The effect of community attachment and residents' wellbeing on festival support.
- c. Whether community attachment and residents' wellbeing are mediators of the effect of residents' empowerment on festival support.
- d. Whether economic gains, through residents' wellness, are a moderator of the indirect relationship between residents' empowerment and festival support

Some effects and interactions between variables in social science studies investigating human behavior and actions are indirect; thus, mediation analysis detects potential indirect effects. This study employed two mediators to explain how residents' empowerment leads to support for festival development: community attachment and residents' wellness (Fiedler, Schott, & Meiser, 2011). Data for the study were collected from residents of Victoria Falls, Zimbabwe.

### **1.3 Justification of the Study**

As argued in the literature, festivals are community-based, and are hence referred to as Community Based Festivals. Furthermore, Lucas (2014) defined these festivals as a signal celebration of community life's non-work components, further strengthening the beliefs. In other words, festivals are organized and governed by the community. Although the government and outside planners may be involved in festival planning, the desire of local people to embrace and take the initiative to enable visiting tourists to understand their culture and present their distinctive features is critical to the execution and success of the event. In other words, local people are essential for the creation of a viable festival.

It is not only crucial to involve locals in events, but also to understand their attitudes towards them. Although studies on residents' attitudes toward tourism are not unusual in the literature (Nunkoo et al., 2013), gaps still exist in the body of knowledge. For example, Boley, McGehee, Perdue, and Long (2014) raised concerns about power application and measurement. There has been minimal investigation of residents' opinions on the measurement and application of power and its effect on festival support in the festival literature.

Power clashes are unavoidable in the festival context, and Nunkoo and Ramkissoon (2012) concurred with this, noting that power struggles in social relationships are prevalent. Festivals are a specific type of social gathering that fosters various social relationships, including community attachment, social community cohesion, social alliances or bonds, and community identity, among others. As a result, power struggles are unavoidable and highly likely to prevail in host communities. Therefore, a more thorough examination of the implications of power in such meetings is imperative, thus facilitating the understanding of locals' attitudes, actions, and responses to future events. Power can reign in communities in various ways (political, social, or psychological) and can also be un-dimensional in some situations (Boley & McGehee, 2014). (Nunkoo & Ramikissoo, 2013). However, whether it is dimensional or un-dimensional, power is unavoidable in social gatherings and should be studied. Although power has an impact on citizens' perceptions, little is known about its evolution (Bole et al., 2014), and empirical evidence regarding power concerns in the festival literature is still rare. Furthermore, empowerment issues have been widely discussed in the context of tourism development (Boley et al., 2014; Maruyama, Woosman & Boley, 2016) and sustainability tourism (Strzelecka, Boley & Strzelecka, 2016), indicating the need for more in-depth research on the topic, not only in tourism

as a whole, but also in sub-sectors like festival tourism. For example, many studies on empowerment concerns and residents' views are primarily exploratory (Idziak, Majewski & Zmyslony, 2015; Strzelecka & Wicks, 2015), leaving a significant deficit in terms of analysis using quantitative research techniques (Strzelecka et al., 2016). In this regard, this study employs a quantitative technique to investigate the effects of empowerment on residents' attitudes in a festival context.

Residents' empowerment can grant the host community members the power to become actively involved in the planning and implementing of sustainable policy approaches, which can provide the leverage needed to achieve this balance. In an empowered community, residents are planners and stakeholders of festival events as well as beneficiaries of the events' economic, cultural, and environmental dividends. Although residents' empowerment has been linked with several attitudes in tourism studies, Nunkoo, Smith, and Ramkissoon (2013) noted the lack of links between the construct and festival tourism, despite the conclusion of Bido, da Silva, and Ringle (2014) that the understanding of residents' empowerment is a prerequisite for obtaining festival support.

Economic gains from festival tourism are inevitable. At the same time, previous studies have acknowledged positive relationships between residents' views of economic benefits and their support for tourism. However, there is no theoretical framework considering economic and non-economic factors (Latkova & Vogt, 2012). The current study intends to fill this gap by reviewing the impacts of economic benefits on residents' attitudes towards support for festivals. Consistent with other researchers, a second theory is adopted to support social exchange theory. It is suitable for accomplishing this goal as the new theory (WFSR) aligns both the economic and non-

economic factors (Boley et al., 2014).

Festivals create social consequences such as community attachment (Li & Wan, 2015), community cohesion, and community identity among citizens (Yolal et al., 2016). Even though community attachment is thoroughly documented in the tourism and festival literature, previous research has examined this variable from the perspective of visitor satisfaction and behavioral intentions (Lee et al., 2014). Studies on community attachment in tourism-related studies have also been conducted to examine residents' attitudes towards tourism development (Williams, McDonald, Riden & Uysal, 1995). In addition, studies on how community attachment connects the environment and how place bonds with the community have been conducted (Clark & Stein, 2003). Although attachment is a popular topic in the literature, more research on the effects of community attachment on residents' support for festivals is still needed.

Additionally, while recent studies have investigated the direct effect of community attachment on the support for tourism development and residents' environmental attitudes (e.g., Eslami, Khalifah, Mardani, Streimikiene, & Han, 2019; Gannon, Rasoolimanesh, & Taheri, 2021; Olya, 2020; Safshekan, Ozturen, & Ghaedi, 2020), few studies have investigated the intervening mechanisms by which residents lend their support to tourism development. The notable exception is the study of Orgaz-Agüera, Castellanos-Verdugo, Acosta Guzmán, Coben~a, and Oviedo-- García (2020). They reported that community attachment mediates the impact of environmental attitudes on residents' support for sustainable tourism development. Given the dearth of empirical evidence, this paper proposes community attachment and residents' wellbeing as the underlying mechanisms by which residents' empowerment affects

their support for festival events. Finally, although a wealth of literature indicates that community attachment and residents' support are critical to the success of sustainable tourism development (López, Virto, Manzano, & Miranda, 2018; Mathew & Sreejesh, 2017), little is known about festivals in Zimbabwe.

The well-being of a host community's local people is among the many concerns in which governments and public authorities have engaged (Dolan & Metcalfe, 2012). While research confirms that festivals enhance the wellbeing of local residents (Organ, Koenig-Lewis, Palmer & Probert, 2015), Diener (2009) argued that is still known about how festivals influence well-being and quality of life. Furthermore, while research indicates that festivals boost residents' well-being and quality of life, there are still doubts about their ability to improve non-economic well-being (Hartwell et al., 2018; Liburd & Derkzen, 2009). Finally, there is substantial research on festivals and events in the literature. For instance, Yolal et al. (2016) suggested that festivals' sociocultural effects promote residents' subjective well-being, while Li and Wan (2015) and Van Winkle and Woosnam (2013) claimed that festivals are tools for community social development.

In contrast, community festivals have also been linked to a rise in “tourism phobia” and anti-tourism movements (Seraphin, Gow-reesunkar, Zaman, & Bourliataux-Lajoinie, 2019). Although Li and Wan (2017) suggested that the positive benefits of festivals outweigh their detrimental impact, the authors also observed that sympathetic residents tend to perceive more negative than positive impacts. For a developing African nation such as Zimbabwe, the economic development and positive contributions associated with a festival are its goals; thus, stringent policies aimed at mitigating the negative impacts of the festival are necessary. For example, tourism

organizations and host communities adhere to environmental policies managed by bodies such as the Environmental Management Agency (EMA), whose aim is to ensure the sustainable management of natural resources, protection of the environment, and prevention of pollution. By empowering residents, communities can guarantee control over the use of their resources, thereby enhancing festival development without sacrificing the sustainability of the host community.

In light of the above findings and gaps in the research, the current study contributes to the festival tourism literature by analyzing the direct effects of residents' empowerment, economic benefit, well-being, and community attachment on festival support. The study also investigates the dual mediation roles of well-being and community attachment in the above correlations. The current study adds a new dimension of empowerment by investigating environmental empowerment and using a theoretical framework to create and test a conceptual model that explores the interrelationships in a sample study of local residents in Victoria Falls, Zimbabwe. Lastly, the current study employs Weber's theory of formal and substantive rationality (WFSR) to improve the social exchange theory (SET) in order to understand the link between residents' empowerment and festival support via the mediating effects of well-being and community attachment and the moderating effect of economic benefits on the interrelationship, in line with other studies (Boley et al., 2014; Strzelecka et al., 2017).

#### **1.4 Proposed Methodology**

The current study uses the quantitative research method to collect data from the Jameson Festival Residents in Victoria Falls, Zimbabwe, in order to fill a gap in the literature regarding the lack of quantitative research analysis that has examined the

effects of empowerment on residents' attitudes (Idziak, Majewski & Zmyslony, 2015; Strzelecka & Wicks, 2015). A conceptual model is built and tested using a deductive research approach, and the target population is chosen using a convenience sampling procedure. Over four weeks, the researcher collected data from the residents of Victoria Falls, Zimbabwe (host community) via self-administered questionnaires. Residents' empowerment, community attachment, economic benefits, well-being, and festival support were covered in the survey. The study's research technique and tools will be fully described in Chapter four (4).

### **1.5 Thesis Outline**

The thesis is organized as follows. As previously stated, Chapter one introduces the topic by explaining the study's background and briefly describing the suggested methodology and thesis framework. It is followed by Chapter two, which summarizes the previous findings in the literature. Residents' empowerment (psychological, social, political, and environmental), community attachment, residents' wellbeing, economic benefits, and festival support are defined and examined in the literature review chapter. The developed conceptual model and the research hypotheses to be tested in the study are introduced in the third chapter.

In contrast, the research technique, design, and instruments utilized to collect data are discussed in the fourth chapter. The study's findings are presented in Chapter 5. In addition, chapter six covers the research findings, study implications, recommendations, and conclusion.

## **Chapter 2**

### **LITERATURE REVIEW**

The literature review in Chapter 2 provides a comprehensive overview of prior research on resident empowerment, economic benefits of festivals, community attachment, well-being, and festival support. This chapter explains residents' empowerment, economic benefits, community attachment, well-being, and festival support outcomes. In addition, the chapter addresses the roles of community attachment and well-being as mediators of the relationship between the indicators and the outcome, as well as the moderating impacts of economic advantage on the proposed relationship.

#### **2.1 Festival Tourism**

Tourism is one of the fastest growing sectors in the world in which many people have become involved, and it has a hugely significant impact on the socio-economic growth of a destination (Ngerynyuang & Wu, 2020). Festivals have also grown in popularity as a sub-sector of the tourism industry. Gursoy et al. (2004) and Song et al. (2015) agreed that festival development is rising. Similarly, according to Doe, Preko, and Okai-(2020), tourism development has expanded to encompass various activities such as cultural/festivals and natural attractions, In fact, according to Doe et al. (2020), festival tourism has been labelled an emerging giant, which makes a significant contribution to the economic development of destinations (Mair & Whitford, 2013). The growing interest in tourist development is linked to its enormous economic contributions (Getz & Page, 2016, Panfiluk, 2015; Taks et al., 2015). Several studies

have been cited in the literature to support these claims. Past research has established a beneficial relationship between the socioeconomic contributions of events and the host towns (Diedering & Kwiatkowski, 2015). According to other opinions, the quest for industry diversification with destinations competing for market share is another reason for the increased growth in festival tourism (UNWTO/GTERC ASIA, 2018). Despite festivals' ability to significantly contribute to a destination's economy, credence for growth and its interest is given to the impressive strides that events or festivals have made in terms of their attractiveness and/or appeal (Gertz & Page, 2016; Taks et al., 2015). Other researchers have noted that the growth of festivals may result from the increase in tourist numbers, tourists' expectations, and varied demands for unique experiences (Ngerynyuang & Wu, 2020).

The socioeconomic benefits associated with festivals have promoted the development of festivals and special events in various destinations, even though the reasons for the development of festivals can vary. Festivals, in conjunction with tourism in general, undeniably contribute to national and regional development. Because cultural/festivals have the capacity to reposition host cities as tourism destinations, sentiments on destinations resorting to other components of tourism have been expressed (Felsenstein & Fleischer, 2003). In other words, festival tourism activities can alter a host community's status quo. Festivals and an increase in the number of tourists visiting a destination to attend a festival can transform an average city into a tourist attraction.

Festivals are organized special events held on specific days or over a period at a particular place, which are attended by people with a mutual and direct contact and interest in actively participating in them (Lyck, Long & Grige, 2012). Festivals are

themed events planned by people who share a common interest in a concept and similarly want to participate in the initiative Festival experts like Falassi (1987) claimed that festivals are a social phenomenon that can be found in almost every human culture. Additionally, Falassi broadened his perspectives by pointing out that festivals are unique activities held in specific geographic locations where economic activities occur. Given Falassi's views of festivals, festival tourism can be defined as the movement of people or visitors from one destination to another for a festival experience. It entails tourists or visitors exploring a place, region, or area at the height of fun at a destination or when the local people or host communities have something to celebrate. The event openly invites people to attend. The motivation for travel, in this case, would be tourists or visitors' willingness to attend a festival.

As highlighted in earlier discussions presented in the background of the study, festivals are community-based. They are conceived within the communities of a host destination by locals sharing a common goal and interest. Despite being an essential part of tourism, they are also vital to human society (Ngerynyuang & Wu, 2020). According to Doe et al. (2020), these festivals encourage the dissemination and celebration of local cultures, customs, and rites. They are, in other words, local ceremonies honoring local cultures, beliefs, and customs. Festivals encourage and raise awareness of a destination's culture and legacy while cultivating residents' sense of belonging, identity, and togetherness (Ngerynyuang & Wu, 2020).

Festivals have several functions that benefit a community and destination in various ways. According to Whitford and Dunn (2014), they are a means of attracting tourists, who, through their spending abilities, contribute to the development of a destination and host community. Festivals can create uniqueness and help differentiate

destinations or make them stand out from their competitors (Ngerynyuang & Wu, 2020). The ability of a festival destination to create uniqueness attracts demand and stimulates tourists to travel to the destination purely to experience and participate in the festival (Özdemir & Çulha, 2009).

Festivals are a powerful tool for attracting visitors to a destination. One of the significant challenges of the tourism industry is seasonality, whereby tourism in many destinations experiences flourishing and quiet periods. Given the seasonality challenges faced by the tourism industry, festivals have been used as a tool to revive tourism in quiet seasons. Hence, it is noted that festivals mostly occur during a destination off-peak season. Correspondingly, the literature suggests that festivals are used as a powerful tool to attract visitors to a destination during the off-peak seasons. Despite boosting a destination's sales in quiet periods, it also helps develop destination awareness (Goldner & Ritchie, 2012). Festivals create a destination image (Prentice & Anderson, 2003), help promote tourism (Kotler, Hamlin & Rein, 2002), and help market specific destinations while also offering satisfying experiences to tourists (Ngerynyuang & Wu, 2020).

Besides destinations benefiting from festivals, locals or residents of the host destination also benefit from festival events. While there may be some negative impacts to festivals, as with tourism in general, evidence in the literature suggests that a well-planned and implemented festival has the ability to enhance residents' living conditions (Gao & Wu, 2017). Furthermore, as suggested, Acha-Anyi, and Dlamini (2019) confirmed the notions by acknowledging festivals as instruments for improving communities' livelihoods. Beyond increasing tourism (Kotler et al., 2002), successful festival implementation significantly impacts the socioeconomic growth of host

communities (Doe et al., 2020). Locals within the host communities can benefit through business opportunities generated by hosting festivals. For example, the income of residents in host communities can be increased as a result of residents' ability to promote their unique culture and heritage (Ngerinyuang & Wu, 2020).

Additionally, residents can maximize on the sale of locally made goods to visitors, thereby increasing their income gains. Furthermore, festivals benefit locals through job creation (Doe et al., 2020). The availability of jobs as a result of festivals employing extra personnel to assist with the running of the event is an added advantage for locals, as their aggregate income is increased. Other noteworthy benefits to host communities generated by festivals include infrastructure development and enhancement of superstructures. While there are no monetary gains to these forms of development, their availability enhances locals' quality of life. Felsenstein and Fleischer (2003) also noted the increased demand for real estate as an added advantage for locals as well as the increased communal cohesion and external extension of local heritage.

While the benefits of festivals to host communities are clear, tourism also brings some significant hazards and damage to host communities that go unrecognized and unspoken. Festivals can also negatively affect the host destination, such as by raising crime rates in host communities, attracting criminals, and forcing residents to compromise their cultural heritage through cultural adulteration. At the same time, festivals foster cohesion and enhance community pride, bringing families and communities together in harmony. They are also criticized for their ability to offend residents' sense of decency by exposing licentious behaviors of the visitors to the host community (Imbeah, Hodibert & Amankwa, 2016). According to Doe et al. (2020),

festivals affect the social fabric of a host community by visitors and/or tourists importing foreign cultures into the festivals, thus affecting both the quality of festivals and the lives of the residents. As noted earlier in the discussion, festivals are community-based activities that mainly exhibit the local cultures and shared values of a host destination. Ideally, meaning that they are run locally, in light of Doe et al. (2020) observations, festivals may lose their authenticity to increase visitor satisfaction (Gursoya et al., 2004). Fascination may be lost as festival organizers and event planners tend to externally position the festivals in such a way that they become more professional, with the result that indigenes have poor accessibility (Quinn, 2006). In other words, festival settings are altered to suit the visitors' tastes, bypassing the locals' initial interest. Festival organizers hire foreign personnel to run the festivals instead of engaging the locals or host communities. Furthermore, as Quinn (2006) pointed out, when festivals become more focused on foreign interests, local artists lose the capacity to evaluate their work, resulting in the festivals losing their authentic spirit and becoming less joyous and engaging. In other words, local artists who should ideally benefit from the festivals and, as a result, improve their quality of life and well-being, ultimately fail to benefit from potential income generation and full realization of the income.

Festivals have also had some negative social impacts on host communities. For example, concerns about unwarranted generation and poor management of waste have been cited as significant issues during festivals. Some festivals fail to adequately plan for waste, such that excessive littering occurs at festival sites, and the host communities have had to suffer the consequences of cleaning up the cities and dealing with the effects. These notions were acknowledged in the study of Kugbonu, Asima, and Bormann (2018), whose finding revealed that food and plastic waste were a

significant problem during festivals and events. This was attributed to the failure of festival planners and organizers to adequately plan for the festivals, such that festival sites were often found to have insufficient toilets and waste bins. This extensively affected the host communities, who faced significant sanitation defects after the festivals (Doe et al., 2020) and had to ensure a clean and hygienically sound environment. Therefore, this means that after such festivals, the locals of a host community are responsible for maintaining clean environs for their health and well-being. Gursoy et al. (2004) documented other unfavorable social effects of festivals, including an increase in troublemakers among locals and tourists. There is a tendency for the crime rate to increase through pilfering, prostitution, and exchange of drugs, to mention a few. Festival tourism and events contribute to a local population's loss of moral decency in a similar manner to the negative social effects of tourism on destinations. Some residents tend to imitate the actions of some festival goers, losing their cultural values and morality in the process. Undoubtedly, festivals and events impact the host communities' moral and religious values, as attested by (Okyere-Manu & Antwi, 2016); in their study, they witnessed festival goers frequently engaging in immoral behavior with one another and with the locals as a result of drug and alcohol usage. As a result, host communities are now concerned about issues related to the rise of HIV/AIDS in festival destinations. Some of the ideas mentioned above were found to be particularly prevalent in a case study of the Kwahu Festival that took place in Ghana during the Easter period. According to the survey, most tourists coming to the Kwahu region for the Easter Festival indulged in extreme drug and alcohol consumption. Some visitors even utilized their affluence to seduce young, impressionable girls or women as potential life mates. In addition to being a hindrance and a compromise of the host group's cultural and religious values of the festivals, this

behavior presented the significant risk of HIV infections, according to the host community. Increases in disease in impoverished nations, as seen in the majority of African nations, represent a massive threat to the welfare of the locals and place a significant burden on the government and authorities in terms of providing medical assistance for the populace.

From a religious perspective, festivals' adoption of contemporary celebration methods has had an impact on rituals, standards, and expected behaviors among host communities. Some elderly residents of the host towns have occasionally been offended as local adolescents copy the visitors' lifestyles (e.g., the local boys and girls in host communities often change their clothing to follow those of the visiting festival attendees, while some have even gone to the extent of imitating attendees' behaviors, which is against the local cultures and values. Host cities may suffer from severe land degradation, noise pollution, traffic congestion with people and vehicles, and an increased cost of living due to festivalgoers' extravagant spending. (Doe et al., 2020). Those mentioned above could not be true and valid as the same challenges and observations have been experienced in the Jameson Festival in Victoria Falls in Zimbabwe. The festival is a New Year event that takes place during the festival season, ultimately causing the area to become crowded with multiple people in the streets, traffic on almost all the major roads of the town, and therefore, highly congested with both people and traffic. As the Jameson Festival is a musical event, noise pollution is inevitable, and the noise levels are excessively high during this period.

Additionally, the town, which is already a vacation destination, is known for being expensive and having a high cost of living for the locals. Furthermore, during festivals and other tourist-related events, due to efforts to maximize profits and generate

income, prices for goods and services have also frequently increased to for locals who wants to use the same services and buy the same things in the city. Correspondingly, Gursoya et al. (2004) cited problems such as overcrowding and commercialization in host destinations, which are often overlooked due to concerns for increased income generation.

In conclusion, while festivals have greatly benefited host communities, they have also been linked to unfavorable consequences on the travel destination. Festival tourism has indeed expanded and increased in numerous areas over the years, despite the noticeable detrimental effects of these festivals on host towns. Despite the negative consequences of tourism, Mair and Whiteford (2013) described the industry as being a rising giant approximately 10 years ago. As such, it can be inferred that festival tourism may have more positive consequences than negative ones. Moreover, evidence from the Jameson Festival validates these observations. From its inception to date, at least three new festivals on different themes have been launched in the host city of Victoria Falls in Zimbabwe.

## **2.2 Residents' Empowerment**

From an average person's perspective, empowerment is the ability to carry out specific tasks or deeds without guidance or monitoring. It entails making informed personal decisions over a particular matter without the involvement of other authorities or parties. Residents' empowerment as a sustainable development tool is a multidimensional social process that promotes community-based initiatives (Ahmad & Talib, 2015). As demonstrated in Strzeleka et al.'s (2017) research, residents' empowerment comprises the community members determining what they enjoy doing the most, their interests, and having access to decision-making with respect to putting

their interests into practice. In festivals, empowerment would mean giving residents the authority to do as they choose within their community. In other words, it is the freedom to decide what they want and how to do it. and it involves residents' jurisdiction over what happens to them and taking control of the event. It is a counter aftermath process designed to override negative communal constructions so the community feels they have control over their environment (Strzelecka, Boley & Strzelecka, 2017).

The idea of empowerment refers to people seeking ways to take control over their lives and acquiring the power or ability to make decisions for their benefit as well as the benefit of their communities and society at large (Page & Czuba, 1999). According to Rappaport (1987, p.122), empowerment is a process whereby people, companies, and communities have power over their affairs. The above ideas are supported by Rodrigues, Menezes, and Ferreira's (2017) study, which defined empowerment as a multidimensional, interdependent phenomenon that may be applied at the organizational, individual, and community levels. According to Robinson and Picard (2006), empowerment is a well-developed principle of sustainable development. As can be seen from the numerous definitions of empowerment, power is a crucial component of personal and/or communal development. It is inevitable in gatherings or among individuals in a community or organization. Thus, community empowerment results from people or communal changes, relational changes, or just general changes in social structures impacting the people (Simmons & Parsons, 1983). Cole (2018) claimed that empowerment develops among community members who consciously and cooperatively make an effort to identify and analyze problems, seek and implement solutions, and evaluate their likely effects on tourism. This claim is made in support of the viewpoints mentioned above.

### **2.2.1 Origins of Empowerment and Tourism**

Empowerment studies are not new to the literature as they have previously been emphasized in women's studies in education (Kreisberg, 1992); psychology (Rappaport, 1987), health studies (Gibson, 1995), political Sciences (Friedman, 1992), and women's studies (Longwe, 2002). Empowerment originates from the community psychology literature (Aleshinloye, Woosnam, Tasci & Ramkissoon, 2022). One of the first authors to write about empowerment was Rappaport 1987, who described it as the ability to secure control over one's life and the capacity to participate in community life through demographic participation. In the early years of its development, several sources portrayed empowerment as a continuous conscious process occurring in local communities that required group participation, critical reflection, and reciprocal respect among participants in a community (Cornell Empowerment Group, 1989).

When it comes to resident empowerment, power issues are unavoidable. An individual's desire to gain control over their life and/or resource in society is a clear indication or sign of power. According to the Cornell Empowerment Group (1989), as members of a community fight to achieve control over communal resources, individuals who do not have an equitable part of the resources' value tend to have greater access to and influence over the resources. The efforts and lengths to which people go to gain control and have access to resources are what Zimmerman (1995) defined as empowerment. In other words, empowerment is the skill and process through which individuals, businesses, or communities acquire control over external factors. In the context of tourism, empowerment has been found to relate to individual, interpersonal, and/or community social structural changes (Kieffer, 1984; Simmons & parsons, 1983). Locals can gain control over tourism resources to benefit from them.

Despite being extensively studied, empowerment in earlier tourism research was primarily explored from a single perspective, namely political power (Cole, 2006; Moswete & lacey, 2014). However, as previously mentioned in the background of the study and in light of current developments in tourism research, empowerment has been found to be multidimensional. Other noted dimensions of empowerment have been found to include the psychological, social, and economic components (Boley et al., 2014; Scheyvens, 1999; Strzelecka et al., 2017). Since its inception, various dimensions of empowerment have been discussed in the literature, ranging from as few as two to as many as six dimensions (Moswete & Lacey, 2015), with economic, social, political, and psychological empowerment being the most frequently mentioned (Zimmerman, 1995).

### **2.2.2 Dimensions of Empowerment**

While power issues have somewhat been explained in tourism-related areas, festivals are fast emerging as tourism facets are no different. The supposed changes noted in the above discussion likely to raise power issues in social gatherings are not excluded from festival settings. Strzelecka and Wicks (2010) explained that these changes result from tourism processes. In other words tourism processes and practices assist people in taking charge of issues or aspects affecting their lives, to some extent, (e.g., politically, socially, and environmentally) (Cole, 2006; Rappaport, 1987).

As noted in the above discussions, Nunkoo and Ramkissoon (2012) agreed that power issues in social gatherings are inevitable. In other words, festivals foster social gatherings; hence, social relationships are built and power manifestations are raised. As note in the literature, there are several ways in which power is manifested along with various dimensions, It is also unclear from the literature whether this power is dimensional or unidimensional (Boley & McGhee, 2014);Nunkoo & Ramikssoon,

2012). However, a consensus has been reached on some dimensions, including psychological, social, and political (Boley & McGehee, 2014; Strzelecka & Wicks, 2015; Strzelecka et al., 2017) and environmental. The dimensions of empowerment (psychological, social, political and environmental empowerment) used in the current study are briefly explained in the following paragraphs.

### **2.2.3 Psychological Empowerment**

Psychological empowerment comes from within an individual the moment they consciously realize they have the capacity and capability to make changes in their lives and society. It is an ongoing and participatory process wherein individuals gain greater control over their lives, matters arising around them, and their ability to participate in their communities cohesively, thereby enhancing their pride and self-esteem (Rappaport, 1981, 1987; Zimmerman, 1995). In tourism, psychological empowerment relates to how residents feel as they witness visitors appreciate and value aspects of cultural and natural heritage in their community (Scheyvens, 1999). From the given definitions, self-esteem and pride are noted as outcomes of psychological empowerment; for psychological empowerment to manifest, active democratic participation is essential. Thus, the assumption can be made that when residents' esteem over resources in their power and levels of are apparent and high, they can consciously manipulate and use resources for their personal gains. In the case of festivals, for example, psychologically empowered residents can not only actively participate in festivals as a means of boosting their pride and self-esteem, but also to economically and socially benefit from them. Psychological empowerment as a dimension of empowerment is regarded as an essential factor in tourism because of its ability to assist communities in evaluating the worth of a community's culture and or resources (Di Castri, 2004).

Ramos and Prideaux (2013) asserted that psychological empowerment occurs when tourism-related efforts support locals' sense of pride and self-worth. As noted in the above paragraph, tourists and attendees (in festival settings) boost self-esteem and pride when they value a natural or cultural resource within a community. In the same way that empowerment has been linked to sustainable development, psychological empowerment is a significant component of sustainable tourist development (Scheyvens, 1999). The outcomes, namely pride and self-esteem, have also been recognized as critical non-economic benefits of tourism (Stronza & Gordillo, 2008). In line with the ideas mentioned above, the host community in San Luis Colorado identified pride in their community as a benefit of tourism (Besculides, Lee, and McCormick, 2002). Additionally, as a result of the tourism boost to the Mayan ruins, Belizean developed increased respect for their heritage.

#### **2.2.4 Social Empowerment**

Social empowerment happens when tourism unites a community and fosters a sense of cohesion or togetherness (Scheyvens, 1999). Therefore, according to Scheyvens (1999), social empowerment is characterized in terms of better community equilibrium, the connection residents feel as they connect and work closely together. According to the description provided above, social empowerment is the process by which community members interact and cooperate toward a common objective. What builds or strengthens social empowerment is the ability of people to collaborate and work collectively on an activity. Community collaboration is key to building social empowerment amongst locals in a host destination.

Since festivals require community members to collaborate and work collectively together, it is essential for festival planners and organizers to ensure that the host community is empowered to develop a successful event. Social empowerment is

crucial since it encourages cooperation among people who share a common purpose or objective (Di Castro, 2004). Additionally, it is significant in that it enhances the well-being of the host communities. Accordingly, Perkins and Zimmerman's (1995) study noted that social empowerment improves the quality of life in communities and the connections among community organizations. Financial gains not only enhance residents' quality of life and wellbeing, but also bring peace of mind, happiness and satisfaction in service, which are other factors leading to wellbeing. When residents feel at peace and happy, they are free from worries and concerns. Additionally, when they experience such sensations and emotions, specific loads are lifted from their lives, which results in a different kind of wellbeing.

Subsequently, the emphasis placed on cohesion and collaboration in social empowerment is believed to play an essential role in local economic development (Kay, 2006). Residents with more power can put in more effort to boost economic gains that will benefit the community and the host location. In the literature, it has been found festivals promote social cohesiveness (Britannica, 2013; Gaur & Chapnerkar, 2015; Yolal et al., 2016), which is essential for social empowerment. Therefore, it follows that festivals and events must be capable of creating and promoting social cohesion and community collaboration among the people to improve the quality of life in host communities. Positive social benefits from tourism, festivals, and events to a host community are prerequisites, and a socially empowered community is equally important.

### **2.2.5 Political Empowerment**

Political empowerment can be broadly defined as the ability of residents to engage in decision-making processes over a resource or matters at their disposal. It is the ability of people to actively take part in and have an impact on decisions that impact their

lives (Ramon-Hidalgo & Harris, 2018). According to the literature, the critical factors for political empowerment include decision-making participation (Pinkleton, 2008), political efficacy (Angelique, Reischl, & Davidson II, 2002), and participatory citizenship (Hickey & Mohan, 2004). In light of the above sentiments, Boley et al. (2015) highlighted that political empowerment relates to how communities collectively and consciously make the effort to control the direction, levels, and type of development in an area. Scheyvens (2000) defined political empowerment in the context of ecotourism as individuals or a community gaining access to decision-making in the development and management of an activity and their ability to control the benefits.

For political empowerment to occur, there has to be a high level of participation (Arnstein, 1969; Choguill, 1996) and people must be able of making specific issues authoritatively. It occurs when community members feel fairly represented in decision-making processes and they have the ability to share concerns over a development (Scheyvens, 1999). Having politically empowered residents in festival development is essential because residents with empowerment exhibit political efficacy and tend to be highly motivated to use social and political resources (Zimmerman & Rappaport, 1988; Zimmerman & Zahniser, 1991). As Scheyvens (1999) suggested, festival planners and event organizers need to give local people and host community residents control over festival tourism development. They need to ensure that local residents are fairly and equally represented in the planning of events, that their concerns are taken into account, and that the residents understand their efforts are not in vain. It is therefore essential for festival planners and event organizers to raise awareness within host communities in order to create political empowerment. According to Cole (2006) and Tosun and Timothy (2003), knowledge and information

raise residents' awareness, thereby empowering people to become tourism decision-makers. There is also a need to ensure democratic cultures exist in festival host communities. Such environments facilitate knowledge transfer and promote local leaders, which are essential for promoting political empowerment (Sofield, 2003). While participation is generally essential in empowerment, the political dimension of empowerment commands more than just involvement, as participants must also be able to steer projects and take complete control of the decisions and operations of the development (Cole, 2006; Timothy, 2007).

#### **2.2.6 Environmental Empowerment**

Environmental empowerment is another dimension of empowerment, which has been argued to be similar to and inextricably linked with psychological empowerment (Lee & Koh, 2001). It can be defined as giving residents or individuals power to control their environments, determine how developments should be made, and decide how they should be affected in an area. Although he defined environmental empowerment from a job setup perspective, Breagh (1985) identified three facets of autonomy that help assess an individual's ability to perceive environmental empowerment. In the context of festival tourism, these can be identified as the degree to which residents have power over resources and the procedures they use to develop them, the amount of control that locals have over a resource, and the amount of power disbursed to the locals to control a resource.

The preceding paragraphs discussed the psychological, social, political, and environmental dimensions of empowerment. As the psychological, social, and political components of empowerment are frequently addressed in the literature and are prevalent in general tourism notes, the above also mentioned an extra dimension, namely environmental empowerment. Even though there is an economic component

to empowerment, the current study does not address it because, as noted earlier, there are no adequate measures to measure the individual-level effects. As such, the study uses the economic benefits of festivals as an independent variable, which is employed as a moderator to analyze its effects on festival support when induced on the relationship between residents' empowerment and well-being.

### **2.3 Economic Benefits**

Festivals are rapidly becoming more significant in the tourism industry, especially in locations with few sources of gross regional products, as previously mentioned and recognized in the tourism literature (Jackson, Houghton, Russell, & Triandos, 2005). Festivals are one of the fastest growing forms of leisure activities (Jones, 2014) that promote international, domestic, and regional travel with significant economic benefits to the communities in which they are held (Bennet et al., 2014). Literature on the organization and management of festivals shows that festivals play a vital role in local tourism development; hence, emphasis has been placed on the social and economic impacts of festivals (Bagiran & Kurgun, 2016). In other words, festivals as a means of tourism development bring economic benefits.

Moreover, extant literature reports that most festivals are encouraged and promoted to ensure the economic sustainability of the region and that planners, organizers, and government authorities are justified in sustaining festivals because of their ability to produce economic benefits (Choi, Imon, & Couto, 2020). Even though there are various reasons for hosting and organizing festivals, including recreation and leisure purposes, the preservation of culture and history (Long & Perdue, 1990), and festivals' ability to give destinations a competitive advantage, ultimately leading to social, economic and environmental goals (Gertz, 1997; Hall 1989), the focus has mainly been

on the economic benefits of such festivals. The literature reiterates that the economic benefits of festivals are a significant motivation for festival planning (Jackson et al., 2005). Festivals unquestionably have the ability to revitalize and reimage destinations, and bring economic benefits to a destination (Hall, 1992; Gertz, 1991). Chhabra, Sills, and Cabbage (2003) claimed that the ability of destinations to focus on external sources of income (such as an increase in tourists and external sponsorship) compared to internal sources through financial contributions from government authorities or festival organizers has led to an increase in festival revenue. Host communities have benefitted from increased revenue by focusing on tourists and external sponsors of the event. Tourists tend to spend a lot of money in the host city. Revenue comes from festival admission fees, tourists purchasing local souvenirs and curios, food and drink at hotels and restaurants, and other expenses. In turn, the locals realize some profit or income from these proceeds. Previous studies have found a strong relationship between the personal economic benefits of tourism and the support of tourism (McGehee & Andereck, 2004). Furthermore, the literature notes that economic benefits are the main reason why communities participate in events (Byrd et al., 2016; Kim et al., 2008). The literature concurs and supports the idea that festival-related economic stimulation has a significant positive impact on communities' overall wellbeing and the hospitality industry as a whole (Chhabra et al., 2015; Gibson et al., 2010; Rivera et al., 2016). In other words, the potential for financial gain encourages locals to participate in festivals and other events. They stated that economic benefits are vital in motivating residents to take part in festivals and/or events. Perceptions of gains from an event arouse interest in residents to actively support festivals' development. In support of these notions, Dwyer and Forsyth (2009) attested that economic benefits from events are the sole reason residents support such events. While

other benefits such as happiness and peace of mind are necessary, without economic benefits in terms of monetary gains, support for festivals and tourism development could be questionable. Although there are contradictory findings in the literature, some studies indicated that in some cases, economic benefits were not the main reason residents supported an event because there was no direct flow of benefits to individuals as businesses primarily benefited from tenders (Ramley, Kayat, Nor, 2018). These observations have been outweighed by the positive benefits, as most scholars agree that residents support events or tourism development based on the perception that there will be significant economic impacts (Dwyer & Forsyth, 2009; Homsud & Promsaard, 2015).

## **2.4 Community Attachment**

It is argued that festivals are undoubtedly carterers of community attachment because they are created and conducted in local communities. Although they attract a large number of tourists to attend the event, they are initiated from within local communities, hence their ability to foster community social cohesion (Britannica, 2013; Gaur & Chapnerkar, 2015; Yolal, Gursoy, Uysal, & Kim, 2016), community identity (Derret, 2003), sense of community (Van Winkle & Woosnam, 2013; Yu & Ke, 2010), emotional solidarity (Woosnam, 2012) and of course, community attachment (Lee, Lee & Arcodia, 2014; Yolal et al., 2016). Community attachment is a broad term encompassing other factors such as community identity, pride, and belonging. It occurs as a result of individuals with a common identity coming and working together towards a common goal. Because festivals are organized by and for local communities, they provide an ideal setting for community bonding.

Prior to defining the term community attachment, it is essential to understand what

attachment means. Attachment refers to certain attitudes and self-expressions of people towards something (Funk & James, 2006). According to Beaton et al. (2009) as well as Funk and James (2006), attachment is a result of emotional, symbolic meanings that people create and make solid psychological connections between people and objects as well as relationships between people and specific activities. In this regard, community attachment can be defined as residents' affection for a location and the sense of belonging and identity to a particular place. Moreover, in agreement with the above definition, Kyle, Mowen, and Tarrant (2004) attested that community attachment is a psychological process demonstrating humans' attitudes' cognitive and affective spheres. In other words, people form sentimental or emotional ties with their surroundings (Lee, 2013). It is how individuals' bond amongst themselves and with their environment or towards a culture, values, or beliefs (Lee et al., 2014).

Similarly, several scholars postulate that community attachment refers to how residents depend on the destination as well as how they attach to that destination and adapt to its characteristics (Lee & Shen, 2013; Lopez, Vitro, Manzano & Miranda, 2018). Another way to think of community attachment is as a form of cohesion among locals in the host community. Therefore, cohesion includes factors such as residents' connection with a destination, intangible values, feelings of oneness, impact, and the development of the meaning of a destination by host communities (Lee, 2013; Nicholas, Thapa & Ko, 2009). On the other hand, Lopez et al. (2018) viewed community attachment as the approach residents of a festival host community use to evaluate and perceive a destination's benefits.

In light of the above discussion and given definitions, two factors make community attachment stand out, namely social bonds and sense of community (Goudy, 1990). It

takes one to develop a strong sense of belonging and identity to an area or community for attachment to cultivate. Moreover, individuals must stay in an area for an extended period for a sense of belonging to mature. Likewise, the literature also supports this view, as it has been revealed that the period of residency determines the extent of community pride and some community rudiments contributing to attachment formation (Baker & Palmer, 2006). Given these general observations, based on the fact festivals are conceived within the local communities, it can be concluded that events create platforms for community attachment.

Contemporary literature highlights that social bonds and local sentiments as two frequently employed metrics for examining community attachment. Social bonds are measured by the number of friends and relatives an individual has in the community, the number of people they know, and the members that exist in a community (Goudy, 1990). On the other hand, local sentiments assess the sense of community, interest in the community that one has, and the level of sorrow one may experience when leaving (Goudy, 1990; Janowitz & Kasarda, 1974). Based on these findings, it can be noted that community attachment is significantly related to interpersonal relationships, social ties, networks, and friendships (Lee et al., 2014). In addition to the cohesion of residents within a location, community attachment also emphasizes the meaning deciphered, the impact, the feeling, intangible values, and the connections that residents make in a destination (Lee, 2013; Nicholas, Thapa & Ko, 2009). To a certain extent, as illustrated in the above notions and also confirmed in the studies of Lee and Shen's (2013) and Lopez, Virto, Manzano, and Miranda's (2018), community attachment refers to residents' dependence on a destination, the characteristics of a destination, and the emotional attachment of locals to a destination. It generally refers to how residents interact with a destination. As claimed by Lopez et al. (2018) it

depends on how locals view a destination's advantages.

Community attachment to a destination is essential, and festival planners should raise awareness of the importance of social ties, bonds, and connections among locals in host communities. Community attachment is necessary for sustainable development in tourism destinations (Lopez et al., 2018). Than et al. (2020) concurred with this notion, arguing that community attachment motivates residents to safeguard sustainable development destinations, primarily due to related advantages that can be realized. The promptness in working and acting on a destination's sustainable development occurs when residents realize or become aware of the benefits of enhancing and protecting that destination. Not only do festivals foster community attachment among residents in host communities, but they also influence visitors' or attendees' experiences (Kay, 2003). Furthermore, it influenced visitor motivation and attitudes at some festivals (Lee et al., 2013).

Numerous studies have been conducted on community attachment conducted thus far in the literature. For instance, some scholars have examined how community attachment affects residents' quality of life and satisfaction (Baker & Palmer, 2006). While some researchers have evaluated how community attachment affects residents' attitudes (Li & Wan, 2014), others have investigated out it affects visitor loyalty and satisfaction (Lee, 2013; Lee et al., 2014). Community attachment has also been analyzed from the perspective of visitors and attendees and how it prompts visitor satisfaction and future intentions (Lee et al., 2014). Additionally, Lopez, Virto, Manzano, and Miranda (2018) postulated that community attachment and residents' support are vital factors in the success of sustainable development. Subsequently, residents' engagement in festival development is crucial to festival development.

Sebele (2010) and Lopez et al. (2018) reiterated that the participation of residents in development creates a sense of responsibility in locals, ultimately creating and arousing interest in development. The results of the study conducted by Baker and Palmer (2006) indicated that community elements (e.g., community pride and involvement) help improve residents' quality of life. Generally, attitudes toward the event change as perceived effects become more prominent and become tangible to residents. As positive benefits manifest and heighten, residents' attitudes likewise change in favor of the event.

## **2.5 Residents' Well-being**

The well-being of residents at a destination has been a concern for many governments and authorities, who constantly seek or devise means and methods to enhance their economies. The general growth of tourism has been one method of achieving the required economic changes, which have also been aimed at reducing poverty and enhancing public welfare and residents' well-being. Dolan and Metcalf (2012) asserted that one of the many factors that governments and authorities have been concerned about during the meeting is the residents' well-being. In support of the above ideas, Woo, Kim, and Uysal (2015) noted that policymakers are becoming more interested in the well-being of residents through establishing regional, community, and neighborhood projects. Authorities have also focused on using objective and subjective indicators of community quality of life to evaluate a project's success. Yolal et al. (2016) also noted that well-being issues are of significant interest in public policy discussions and developments. The term "well-being" refers to a person's welfare, happiness, comfort, security, safety, and prosperity. In other words, it is the general level of wellness or comfortability of a person or group in a particular community. If and individual feels at ease and at peace with themselves, they effortlessly blend into

their environment.

According to Diener (1997), well-being comprises two critical factors: the affective feeling and cognitive assessment of an individual's life. The affective evaluation is how people assess their emotions, moods, and feelings toward events. Cognitive evaluations refer to how people assess the degree to which an event can influence their life satisfaction. By definition, it is the result of a people's emotional reactions to events and their cognitive assessment of the satisfaction and fulfillment that events bring to their lives (Yolal et al., 2016). The well-being assessment is based on three perspectives: satisfaction, pleasant affect, and low levels of pleasant effect (Diener, 1997). It embraces the emotional and cognitive evaluation of lives and how people conceptualize happiness, fulfillment, life satisfaction, and peace (Diener, Oishi & Lucas, 2003). It also plays a vital role in people's lives as it helps them have confidence in achieving vital goals. It is helpful in terms of the ability of individuals to achieve optimal functioning capacity. It helps motivate them and gives them the courage to overcome challenges in life (Yolal et al., 2016). The literature also contends that for residents to continue to experience wellbeing, they their basic needs for competence, autonomy or independence, and relatedness must be satisfied (Ryan & Frederick, 1997; Tan, Chai, Beck, 2020). Correspondingly, in addition to the three basic human needs mentioned above, there should also be some degree of satisfaction concerning personal experiences to achieve complete wellbeing (Ryan & Frederick, 1997). These factors are crucial for people to thrive (Deci & Ryan, 2008).

According to the literature, residents' subjective well-being is a critical determinant of their quality of life (Kim et al., 2012; Uysal et al., 2012). It reflects people's perceptions of their lives (Chen, Lehto, and Cai, 2013). In this respect, it is the reason that

governments and several destination authorities have sought means and ways of enhancing the well-being of people (Chen et al., 2012; Taniguchi, 2012). Although there are many ways in which well-being can be improved, it has been found that most of these benefits come from activities that strengthen social connections and ties (Chang, Wray, & Lin, 2014; Newman, Tay, & Diener, 2014; Torres, 2015). Social connections and relationships are crucial to improving wellbeing because they foster a sense of belonging and help people deal with depression (Cohen, 2004).

Festivals offer opportunities to strengthen bonds and engage in social interactions because they are social gatherings that develop within communities (Organ et al., 2015). Community-based activities and the literature indicate that people involved in community-based tourism, for example, tend to have better personal wellbeing because it can meet the residents' psychological and financial needs (Baniya et al., 2018). Well-being is improved by the beneficial effects of tourism-related activities, such as job creation. Aside from the financial benefits, other advantages include mental clarity or peace of mind and increased joy, which all contribute to well-being and quality of life. In this context, festivals uniquely improve the lives and well-being of residents in host communities (Yolal et al., 2016).

Similarly, research has found that festivals and events can help people meet their many psychological needs and thus improve their well-being (Krause et al., 2019). These are made possible by festivals' ability to provide opportunities for interaction, novelty, and entertainment. While there are many ways in which the fundamental human needs necessary for subjective well-being can be met, festivals and events, among many other methods, provide a unique way of achieving well-being and meeting these needs (Yolal et al., 2016). The authors stated that through festivals, people can experience

community attachment, self-actualization, improved socialization, networking, and togetherness. In other words, festivals give people the chance to fulfill some fundamental psychological needs to which they inherently aspire, thereby raising their quality of life and general well-being.

Several studies have reported that festivals significantly improve well-being and residents' quality of life. For example, Keyes, Shmotkin, and Ryff (2002) noted that attending cultural and social events (e.g., festivals) improved residents' life satisfaction and prompted happiness in people. At the same time, Packer and Ballantyne (2011) reported that festival attendance significantly and positively impacted participants' psychological and social wellbeing. Given these facts, it is undeniable that festivals do improve happiness and quality of life. Participating in leisure activities, such as attending festivals, fosters feelings of fulfillment and helps individuals recognize and meet psychological needs that lead to happiness and wellbeing. These notions were supported by Newman et al. (2014), who argued that leisure activities that encourage participation and socialization have a higher potential to enhance subjective wellbeing than those that do not. Any activities that promote opportunities for socialization, such as festivals, events, and touring in general, foster environments that have a positive psychological impact on both participants and the hosts involved in the process. Events and festivals offer socialization opportunities for visitors, participating locals, and hosts to interact, connect, and network with others and among themselves.

According to a South Korean study, leisure activities positively relate to socially oriented happiness (Jeon, Shin & Lee, 2014). The study also showed that leisure activities encouraged social interactions and fostered a sense of belonging among

people, which led to the development of social orientation. In short, social settings like those in festival gatherings and activities encourage feelings of fulfillment in people, thus improving wellbeing and quality of life from a social standpoint. Not only do these festivals improve wellbeing and quality of life by meeting basic human psychological needs, but they also have the potential to improve individuals' understanding of themselves in terms of self-acceptance, others in terms of social cohesion, and the world through personal growth and mastery of life (Yolal et al., 2016).

It is undeniable that tourism raises the standard of living for residents (Crotts & Holland, 1993). The literature shows that tourism affects several factors that enhance locals' living standards. For instance, tourism can improve the quality of life through employment generation, educational cost and quality, as well as the provision of health services, according to Perdue, Long, and Gustke (1991). The effects of festivals and events on locals are comparable to those of the tourism industry. Festivals are a part of tourism, and as a sector, they represent a means of spurring economic growth. At the same time that residents are enjoying the product, their quality of life is also being enhanced (Andereck & Nyaupane, 2011).

Festivals also have positive socio-economic effects, similar to tourism. According to Yolal et al. (2016), there are two ways in which social benefits (such as community and cultural/educational benefits) can enhance residents' well-being. In other words, as further evidence, the authors attested that these social benefits positively affect residents' wellbeing. For instance, favorable effects like employment and business opportunities, enhance quality of life and bring satisfaction. During the festival or event period, the socioeconomic advantages improve the locals' quality of life and

other social interactions (Liburd & Derkzen, 2009). Given the facts listed above, festivals can significantly enhance well-being.

In addition, numerous studies have shown that festivals enhance locals' quality of life (Yolal et al., 2016) and one such festival is the Wadden Sea Festival (Liburd & Derkzen, 2009). The outcomes of the Wadden Sea Festival demonstrate how participation in an event and having new experiences can improve the lives of locals. Yolal et al. (2016) also found that issues such as solidarity and oneness brought about in communities due to events/festivals improve residents' quality of life. When people in a community feel a sense of belonging, the group unquestionably experiences harmony. Having peace, however, could also improve wellbeing and quality of life in addition to bringing financial gain. While economic gains are imperative to improving quality of life, other social factors such as solidarity, cohesion, sense of belonging, attachment, and oneness are equally crucial for enhancing the lives of the host communities.

Additionally, the development of infrastructure and superstructures in host communities well after events have taken place and in preparation for the festivals is another notable way in which residents' well-being and quality of life can be enhanced. The provision of health facilities, school establishments, more markets, and the development of roads and street lighting, to name a few, are evident in host communities where such festivals are held. These developments benefit the visitors and the locals in the long run after the event has ended.

As noted earlier in the discussion, as with tourism, there is a likelihood that festivals will increase business and job opportunities for locals in a destination, thus impacting

the quality of life/well-being. Even though most festivals are short, while some last longer, the fact remains that additional labor is required prior to, during, and after the event. Post-event evaluation and cleanup are necessary, providing locals with work and business opportunities for small- and medium-sized business owners and other microenterprises who can profit from selling regional curios and artifacts during the event. In other words, locals benefit from personal gains from tourism (Andereck & Nyaupane, 2011). Festivals not only benefit tourism-related businesses, but also non-tourism-related businesses, such as local supermarkets Bureau Exchange stores, and local supply farms in host communities, to name a few.

Although adverse effects, such as increased crime, traffic, noise pollution, and environmental pollution, may harm residents and lower their level of satisfaction (Yolal et al., 2016), the positive effects typically outweigh the adverse effects by a small margin. Moreover, this is the reason why tourism and festival development have been widely promoted in most destinations.

## **2.6 Residents' Support for Festivals**

Residents' support for festivals is essential if the events organized by the community are to last a long time. Furthermore, they require the support of the locals to be successful if they are initiated by the government or private sector operators. Gertz (1991, 1997) agreed, noting that festivals are community-based activities requiring local volunteerism and necessitate an understanding of local attitudes and support. Given the importance of residents to the development and success of a festival, residents' support for events is unquestionably essential. According to Lusch, O'Brien, and Sindhav (2003), support is an intrinsic cognitive process that implies a future-oriented action that provides feedback. Support can therefore be seen as a necessary

action contributing to the future. Residents' support for festivals has been interchangeably noted to mean attitudes towards support for festivals (Prayag, Hosnay, Nunkoo & Alders, 2013), although there are some differences in meaning. According to Nunkoo and Ramikssoon (2011) and Prayag et al. (2013), support is more inclined toward residents taking action in favor of the event and, for example, being more involved in the event, partaking in hospitable behaviors towards the visitor, and promotion of the development of festivals and or events. The ideas above are supported by scholars such as Than et al. (2020), who also claimed that resident support includes the participation of residents with supporting ideas and programs for local tourism development.

The arguments presented in the literature highly emphasize the importance of residents' support for developing tourism activities. In the literature, it is claimed that a community's support is essential for a destination's economic success (Liu et al., 2014; Lopez et al., 2018). Therefore, residents support policies that encourage more equitable distribution of benefits, addressing one of the main issues with sustainable development. In other words, the effectiveness of long-term tourist development depends critically on the host communities' support for it (López et al., 2018).

Despite criticisms regarding the use of social exchange theory in attempting to explain local residents' attitudes and behaviors (Nunkoo & Ramkissoon, 2011), the theory has been deemed more appropriate for attempting to explain locals' support for tourism development (Ap, 1992; Naho et al., 2017). According to the theory, locals or residents from host communities who perceive significant benefits from tourism development express or display good behaviors and attitudes toward supporting or promoting tourism or festivals (Ap, 1992). The social exchange theory is effective at predicting

host community support for tourism, according to Nunkoo and Gursoy's (2012) study.

Input on tourism support has been well documented in the literature. For instance, Song, Lee, Kim, Bendle, and Shin (2014) investigated the relationship between festival quality, satisfaction, trust, and support from a tourist perspective. Li and Wan (2016) examined the effects of festival impacts on support for festival tourism development, while Boyne, Hall, and Willi (2016) examined festival impacts from a marketing perspective. Their study revealed that policy, support, and promotion influenced food-related tourism initiatives. Furthermore, other researchers looked at support from a general tourism perspective (Naho, Maruyama, Woosnam, & Boley, 2017; Strzelecka et al., 2016). Moreover, scholars such as McGehee and Andereck (2004) investigated elements that influence rural inhabitants' willingness to support tourism, while Nunkoo, Gursoy, and Juwaheer (2010) assessed the relationship between residents' identities and support for tourism, and their study findings revealed that the addition of identity variables in behavioral models improved their predictive power and ability in determining residents' attitudes towards tourism and their support for the development and/or the industry. In other scenarios, study results noted that residents' perceptions of their state's tourist sites were closely tied to their support for tourism (Schroeder, 1996).

In general, as stated in the literature, support is primarily a predictor of behavior; additionally, it is noted to present a direct relationship between value and behavioral intentions (Lee, Lee, & Choi, 2011). The support of residents for festivals is undeniably essential for their growth, prosperity, and ease of continuity. Practical examples were shown in Zhang's (2008) study in Western China, where it was found that the support of the residents determined the success of a sports hallmark event. The

author concluded that one of the most crucial elements in the event's success was the behavior of the residents. Therefore, opinions of locals that support tourism destinations (Nunkoo & Ramkisson, 2010) and visitors (Lee, Kyle, & Scott, 2012; Song et al., 2014) are essential.

## 2.7 Previous Research

Table 1. Previous research

| <b>Researchers</b>                | <b>Focus</b>                                                                                                                                      | <b>Findings</b>                                                                                                                                                                                                                                                        |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| C. A. Sirianni, P. Sabbagh (2020) | An Integrated Model to Enhance Residents' Support for Future Festivals Case Study: WOMAD (CACERES, 2018, SPAIN)                                   | Residents' subjective well being strongly predicted residents' support for future festivals, while there was a positive and significant relationship between residents' sense of community, perception of festivals, social benefits, and their subjective well being. |
| Than et al., (2020)               | Impact of Community Attachment and Resident's Support on Destination Sustainability: Evidence from Spiritual and Community Destination in Vietnam | Community attachment had direct effects perceived, benefits and destination sustainability.                                                                                                                                                                            |
| Boley et al.,                     | Empowerment and                                                                                                                                   | Through application of the                                                                                                                                                                                                                                             |

|                    |                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (2014)             | residents' attitude towards tourism: strengthening the theoretical foundation through a Weberian lens. | WFSR and SET theories, operationalized by using the residents' empowerment through the tourism scale (RETS) as substantive antecedents as well as personal economic benefits from tourism noted as formal antecedents influencing residents' attitudes. It was noted that residents' empowerment had a significant relationship with support for tourism. In particular, psychological empowerment and economic benefits had direct effects on the support for development and tourism. |
| Lee et al., (2013) | The effect of community attachment on cultural festival visitors' satisfaction and future intentions   | Community attachment influences cultural festival visitors' future intentions, and it predicted the relationship between satisfaction and future intentions.                                                                                                                                                                                                                                                                                                                            |
| Yu et al., (2018)  | Resident Support for Tourism Development in                                                            | Economic and socio-cultural benefits, negative socio-cultural                                                                                                                                                                                                                                                                                                                                                                                                                           |

|                               |                                                                                                                               |                                                                                                                                                                                                                                               |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                               | Rural<br>Midwestern (USA)<br>Communities: Perceived<br>Tourism Impacts and<br>Community Quality of Life<br>Perspective        | and environmental impacts, and<br>Tourism-related Community,<br>Quality of Life (TCQOL)<br>influenced support for local<br>tourism development. Quality of<br>life served as an effective<br>predictor of support for tourism<br>development. |
| Li et al., (2020)             | Is QOL a better predictor<br>of support for festival<br>development? A social-<br>cultural perspective                        | Perceived social cultural benefits<br>of festivals and satisfaction of<br>life positively influenced<br>residents support for festival<br>development.                                                                                        |
| Aleshinloye et al.,<br>(2022) | Antecedents and Outcomes<br>of Resident Empowerment<br>through Tourism                                                        | Psychological empowerment<br>significantly influenced place<br>dependence and place identity,<br>indicating that residents have<br>unique values for their place.                                                                             |
| Eslami et al.,<br>(2019)      | Community attachment,<br>tourism impacts, quality of<br>life and residents' support<br>for sustainable tourism<br>development | Quality of life led to support for<br>sustainable tourism<br>development.                                                                                                                                                                     |

## **2.8 Theoretical Framework**

### **2.8.1 Social Exchange Theory (SET)**

SET is a theory that is commonly used to explain certain behaviors and attitudes executed by people given a circumstance. It originates from the sociology and social psychological works conducted in the mid-19<sup>th</sup> century (Blau, 1964; Homan, 1958). The concept asserts that people behave in a particular manner given the weighed benefits from an activity. Perdue, Long, and Allen (1987) were among the first researchers to suggest that the social exchange theory could potentially explain why residents support or resist tourism development. The social exchange theory concept was further explained by Emmerson (1976, p 336) as a "two-sided, mutually contingent, and mutually rewarding process involving "transactions" or simply "exchange." It is similar to the exchange theory but differs in that SET extends the neoclassical understanding of rationality to include the inherent variability in relational exchanges.

The current study also employed the social exchange theory to investigate the proposed interrelationships. As a result, concerning the current study, the theory suggests that given perceived positive benefits, residents are likely to support festivals. One theory that has been used to explain locals' attitudes toward tourism is SET, which is corroborated by the literature (Ap, 1992; Ward & Berno, 2011). In line with the theory, Ap (1992) proposed that local residents evaluate their internal benefits to determine whether they support or oppose tourism. Nevertheless, Van Winkle and Woosnam (2014) claimed this is a procedure for assessing social behaviors. Furthermore, Prayag et al. (2013) contended that SET indicates that individuals are most likely to engage in some form of exchange if the benefits outweigh any potential costs.

Li and Wan (2016) found that residents evaluated an event's development based on its ability to produce more positive impacts than negative impacts, proving Prayag et al.'s (2013) assertion to be correct. In other words, residents will engage in activities that are advantageous and beneficial to them. For instance, when personal benefits are higher and notable, support for festivals and/or events becomes easier and much more acceptable to local people. Van Winkle and Woosnam (2014) agreed with the preceding assertion, stating that people regard tourism as having more benefits than costs and risks.

As previously stated, the social exchange theory has been applied to explain residents' attitudes as well as measure festival impacts (Gursoy & Kendall, 2006; Li & Wan, 2016; Naho et al., 2017; Prayag et al., 2013; Van Winkle & Woosnam, 2014). All of these studies and the proposed theory seem to share the same characteristic. It helps to provide an explanation for particular actions and behaviors that people adopt.

### **2.8.2 Criticism for Social Exchange Theory**

Although the social exchange theory is helpful in explaining the relationships and will be used in the current study, it has also been criticized for its simplicity and generalized scope of relationships (Nunkoo & Ramkissoon, 2011). Another reason the theory has been criticized (Emerson, 1976) is that there has been some misunderstanding regarding the distinctions between the economic exchange theory and the social exchange theory, particularly in the tourism literature (Boley et al., 20). Arguments in the literature contend that there has been an excessive focus on the economic interaction between visitors and locals (McGehee & Andereck, 2004; Woosnam et al., 2009). In particular, the theory is criticized for making two mistakes: first, that people always prioritize their own interests when making decisions, and second, that people may think they are choosing wisely in the moment, but later come to realize that their

choices were not the best (McGehee and Andereck, 2004).

Also, the original conceptualization of the social exchange theory is not very clear, as noted by (Nunkoo & Ramkissoon, 2009; Woosnam et al., 2009). In addition, the theory has been criticized for solely focusing on the economic aspects of the relationship between residents and tourists while neglecting to consider other factors that influence the relationship. The current study responds to Látková and Vogt's (2012) recommendations that the social exchange theory should be applied with another theory in order to strengthen the analysis and to gain a better understanding of locals' attitudes toward tourism. This takes into account the noted limitations and is consistent with other researchers (Boley et al., 2014; Strzelecka et al., 2017). One theory noted to have the potential to realign SET and bridge the aforementioned gap is Weber's Theory of Formal and Substantive Rationality (WFSR) (Andereck et al., 2005). Therefore, the current study adopts this theory to explain the relationships between the suggested variables, following other authors (Boley et al., 2014; Strzelecka et al., 2017).

### **2.8.3 Weber's Theory of Formal and Substantive Rationality (WFSR)**

According to Andereck's et al., (2005) study, WFSR substantially realigns the SET and helps conduct a thorough analysis of residents' attitudes towards tourism against residents' perceptions of economic and non-economic tourism impacts. Proposed by Max Weber, the theory explains the drive behind people's engagement in various economic activities (Jagd, 2002). Weber argued that only assessing human reasoning for economic gain may be insufficient as economic activities are formal or substantive (McGehee, 2007). In other words, the term "economic gain" is too broad because it encompasses other elements that must be defined in order to specify the motivations of individuals. Weber also argued that since rationality is innate across cultures and

that economic activities could be either formal or substantive and that rationality was either formal or substantive, it is important to examine how rationalization differs across cultures (Kalberg, 1980). WFSR basically compliments SET theory in explaining the proposed relationships between residents' empowerment, community attachment, well-being, and residents' support for festivals. Last but not least, the study also incorporates Rappaport's Empowerment theory as a third theory to aid in understanding the suggested relationships (1987).

#### **2.8.4 Empowerment Theory (ET)**

Mainly used to explain the effects of residents' support for tourism (Strzelecka et al., 2017), empowerment theory is both a value orientation and theoretical model used to understand the processes and results of actions taken to exercise control and influence over issues that impact peoples' lives and the quality of life for the community (Perkins & Zimmerman, 1995; Rappaport, 198). As previously noted, community empowerment is a tool for removing negative social constructions (Zimmerman, 2000). In other words, empowerment is a process that allows people to take control over issues that influence their lives. According to Zimmerman (2000, p. 44), "empowerment theory provides principles, and a framework for organizing our knowledge and its development helps advance the construct beyond a fad and political manipulation". He explained that the theory proposes ways of measuring the constructs in various contexts, which helps understand the empowering process and differentiate empowerment from other constructs (e.g., self-esteem, self-efficacy, or loss of control). In light of the foregoing discussion, the theory attempts to explain residents' empowerment process and its impact on well-being, community attachment, and residents' support for festivals.

## **Chapter 3**

### **RESEARCH HYPOTHESES**

The chapter introduces the conceptual model developed in the study, intends to test, and gives a detailed account of the proposed hypotheses. Also discussed in the chapter are the serial mediation role of community attachment and well-being on the relationship between residents' empowerment and residents' support for festivals.

#### **3.1 Conceptual Model**

Studies reveal that residents' support for tourism is highly essential for tourism's sustainability (Sirakaya –Turk, Ekinici & Kaya, 2008). This implies that tourism's longevity is entirely dependent on residents' attitudes towards it. If residents are not supportive of tourism activities, its success is uncertain. Likewise, the success and longevity of festival operations depend entirely on residents' reception, acceptance, and support of the event.

As such, introducing empowerment strategies in communities could be a means of encouraging support for festivals or tourism. Specifically, general studies on the effects of empowerment on tourism development prove that empowerment has positive effects on support for future developments (Strzelecka et al., 2017). The proposed conceptual model that the study develops and intends to test is shown below.

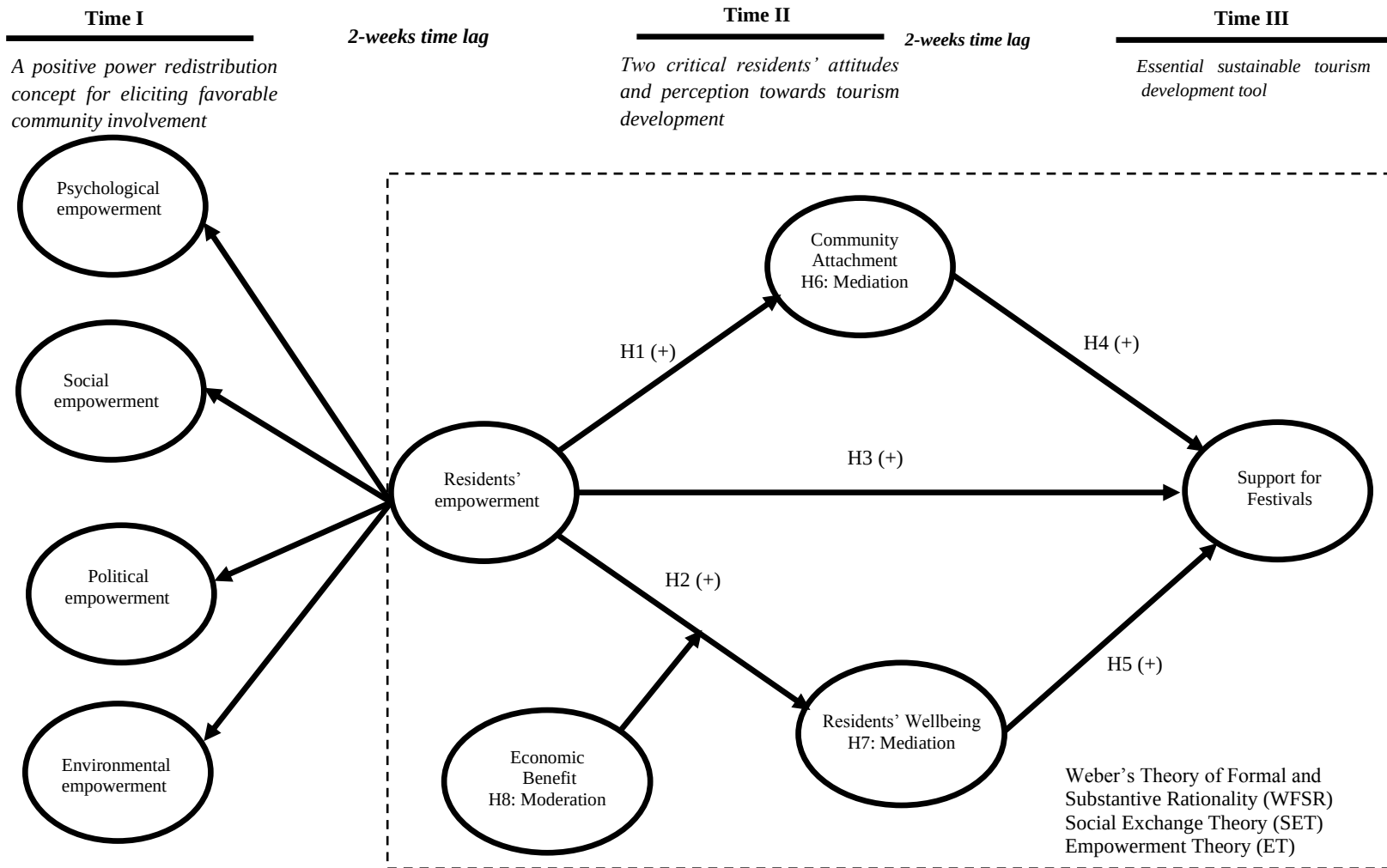


Figure 1. Proposed empirical model of support for festival

The conceptual model shown in Figure 1 presents the variables of the study. The model suggests that residents' empowerment (psychological, social, political, and environmental) increases community attachment and contributes to residents' well-being, which in turn positively affects residents' support for festivals. The model also suggests that when residents become empowered, they effectively use the resources before them, which ultimately increases the economic benefits gained from festivals, thus enhancing the quality of life and improving well-being.

### **3.2 Hypotheses Development**

Three theories were adopted to explain the hypothesized interrelationships. The empowerment theory (ET) is used to explain the power constructs given in the study. The Social Exchange Theory (SET) is commonly used to interpret residents' attitudes (Gursoy & Kendall, 2006; Latkova & Vogta 2012, Nunkoo & Ramkissoon, 2012; Prayag *et al.*, 2013). In the context of the current study, it is used to help understand residents' support for festivals (Li & Wan, 2016). The third theory, WFSR, also analyses and interprets residents' attitudes, but is complementary to SET (Andereck *et al.*, 2005).

### **3.3 Residents Empowerment and Community Attachment**

Festivals create community attachment (Li & Wan, 2015; Yolal *et al.*, 2016). It entails individuals developing effect and a sense of belonging within their environments. Social interactions created by tourism events and festivals prompt social bonds and a sense of communality (Goudy, 1990), community pride, and certain community elements (Baker & Palmer, 2006) that arouse community attachment. Zimmerman (1995) stated that empowering residents helps create a responsive community in explaining empowerment theory. Therefore, once locals are aware of the power before them in their community and a festival event, they may develop a sense of attachment

to their community, leading to support for future tourism events or festivals.

With regard to SET and WFSR assessing the impacts of economic and non-economic benefits on residents' attitudes, it is believed that when the locals perceive empowerment as a positive festival reward, the feeling of belonging and a sense of community attachment is developed. Also, the WSFR theory allows for power, trust, and emotional stability, which are embedded in political empowerment (the ability to control affairs and gain power), social empowerment (helping people work together), psychological empowerment (self-esteem and pride), and environmental empowerment (cultural resources in the case of festival tourism), which will lead to community attachment. When residents become attached to their community, the likelihood that they will support festival tourism activities in their community is high. Empowering residents is predicted to bring community attachment. Therefore, the following hypothesis is deduced:

*H1. Residents' empowerment positively affects community attachment.*

### **3.4 Residents Empowerment and Residents' Well-Being**

According to Zimmerman's (1995) findings on empowerment theory research and application, empowerment-oriented interferences heighten wellness. They also aim to ameliorate problems (in a community for example) and create opportunities for people to develop new knowledge. In other words, the quality of life of people is enhanced because they are empowered; reasoning is when people develop new skills and knowledge, which can be used towards improving the self, thus achieving well-being. On the other hand, studies on festivals have shown that events do improve residents' well-being and quality of life.

Despite festivals providing opportunities for the locals to display their cultural heritage, promote host communities, and attract tourists, they also enhance their quality of life (Cudny, Korec & Rouba, 2012). For example, festivals generate economic benefits to host communities (e.g., tax revenues, increased employment, local business opportunities, and revenue for host destinations) (Yolal *et al.*, 2016), which aid in improving the well-being of residents. Furthermore, the development of host cities via the construction of new facilities (infra/superstructure) that the locals can use after the event is another means through which local people's lives can be enhanced through festivals. Coan *et al.* (2020) concurred, noting that putting residents in control and empowering them undoubtedly improves connectedness and wellbeing.

Consistent with similar studies on empowerment, Chan and Mak (2020) concurred that empowering people to become civically active not only aids with societal functions and improves the community but is also beneficial for people's psychological and social well-being. As such, drawing on the empowerment theory (Zimmerman, 2000) and WFSR theory, this study suggests that once residents perceive power disposed to them. It is adequately applied, and justification can be made that new knowledge and skills are developed towards the people's well-being. In contrast, a sense of attachment and affection towards one's community is developed. Furthermore, according to SET and WFSR theory, when there is festival tourism, residents are empowered economically and socio-culturally, which improves their wellbeing (Yolal, Gursoy, Uysal, Kim, & Karacaoğlu, 2016). Based on this reasoning, the following hypothesis is noted:

*H2. Residents' empowerment positively affects residents' well-being*

### **3.5 Residents Empowerment and Festival Support**

Empowerment from a tourism perspective has been viewed as the ability to enhance residents' rights in tourism development, and the ability to break any unbalanced power relations with the aim of developing communities (Zuo & Bao, 2008). The art of empowerment stresses that residents be given full personal rights, and the balance of power relations be realized to improve communities' enthusiasm to pay attention to and participate in tourism development (Yang *et al.*, 2020). While there are disparities in the literature over whether empowerment is dimensional (Boley & McGehee, 2014) or unidimensional (Nunkoo & Ramiksoon, 2012), there certainly is evidence that dimensions of empowerment do exist, noting that there psychological, political or sociological, and environmental dimensions.

In line with the theoretical concept of SET, once residents perceive the positive, beneficial effects of psychological, social, political, and environmental empowerment, it is likely that they will show support for future events. Furthermore, based on the understanding of WFSR, the psychological, social, political, and environmental elements of empowerment are non-economic benefits to which the community can related, and once they realize they are beneficial to them in the long term, residents have an increased likelihood taking measures to protect the resources, especially when there is a perception that when they engage in festival tourism, they are vested with power, self-esteem, brought together with these activities, can preserve their culture, and have economic benefits. Additionally, it was also noted in some studies that empowered residents were more actively involved in development in their communities (Yang *et al.*, 2020). Thus, the belief again that support for future festivals will be the ultimate action and result from locals.

In view of the presented arguments on the dimensions of residents' empowerment, many studies in the literature support the argument that empowerment is a strong predictor of residents' support for tourism development (Strzelecka *et al.*, 2017).

Bearing these facts in mind, we deduce the following hypothesis:

*H3. Residents' empowerment positively affects festival support*

### **3.6 Community Attachment and Festival Support**

Festivals foster community attachment and other benefits, such as a sense of community among residents (Yolal *et al.*, 2016). Community attachment, which is borrowed from the sociology literature, analyses the level of attachment to a community (McCool & Martin, 1994). It has been extended to tourism research to help examine residents' attitudes towards tourism development (Williams, McDonald, Riden, & Uysal, 1995). According to Lee (2013) and Nicholas *et al.* (2009), community attachment is the cohesion of people to a location, which encompasses how host communities make sense of a place and feel about it. In other words, it is how residents rely on a location and how emotionally attached they are to it. It refers to how locals view the benefits of a particular occurrence (Lopez *et al.*, 2018)

Arguments in the literature reveal that overly attached community members tend to have negative attitudes towards tourism development (Sheldon & Var, 1984). In other words, when locals have a sense of attachment to their community, it is likely that they will be more accepting of and support future developments. Further evidence from other academics suggests that locals who feel a strong sense of connection to their communities or destinations are more likely to perceive or see the destinations' economic benefits (Lee, 2013). According to this logic, it is also thought that locals

who become attached are motivated to safeguard and/or protect a destination's development so they can gain more benefits (Than et al., 2020).

According to the literature (Lee, 2013; López et al., 2018), a strong sense of community and support from locals are crucial for the growth of the tourism industry. To put it another way, as Lopez et al., (2018) further elaborated, the sustainability and continuity of tourism development depends on the strength of a host community's ties to its citizens and its residents. Residents' participation in destination development is crucial because it fosters a sense of responsibility among those living in the host community, who then work to provide opportunities or means for residual development (Sebele, 2010; Lopez et al., 2018). In particular, Lee's (2013) study found a direct and favorable relationship between community attachment and perceived tourist benefits, as well as an indirect and favorable relationship between support for long-term tourism expansion. It is sufficient to merely state that support for tourism development results from community involvement. In the case of festivals, residents are also motivate to support and approve event development when they see worthwhile benefits from cooperating to maximize festival benefits.

Additionally, in congruence with the WSFR theory's perception of substantive rationality, residents' community involvement, cultural and environmental attitudes, and sense of community attachment are antecedents of support for tourism. Furthermore, the formal rationality in WSFR theory promotes the economic benefit of tourism, which means residents' sense of attachment to the community can predict their support for festival tourism. Applying the theory to the hypothesized constructs, when residents are content with their surroundings and feel a sense of well-being, they can support future festivals. Consequently, the following hypothesis is proposed:

*H4. Community attachment has a positive effect on festival support.*

### **3.7 Residents' Well-being and Festival Support**

The concept of residents' well being is viewed as an indicator of how residents perceive their lives (Teng & Chang, 2020). The literature denotes that subjective well-being is strongly and closely related to development (Ivlevs 2017; Jordan *et al.*, 2015; Liang & Hui, 2016). When well-being is experienced among residents, it helps tourism development (Woo *et al.*, 2015). According to Baker and Palmer (2006), quality of life is a highly regarded issue in various disciplines such as medical interventions, health management, housing programs, economic and community development. Furthermore, the desire to enhance people's lives has become an key objective for many governments and public authorities (Dolan & Metcalf, 2012). Festivals are among the strategies adopted to promote destinations and, in the process, help improve economies and the quality of life of the local people in the host community. Gotham (2005) and Huang *et al.* (2010) agreed that festivals improve local economies via providing job and business opportunities that locals exploit and manipulate to their benefit. Furthermore, certain festival attributes such as social interaction that occur in the events contribute to residents' well-being.

Similarly, researchers opine that the success of events relies on the residents' enthusiasm and support (Gursoy *et al.*, 2004; Sharma *et al.*, 2008). In other words, residents mostly support the development and hosting of events when they perceive that it will be beneficial for their community or when they feel the event improves their well being (Teng & Chang, 2020). Many factors that can affect residents' well being have been presented in the literature. Festivals and events, which can increase

opportunities for social interactions and improve well-being, are among the antecedents of residents' wellbeing according to extant studies (Newman *et al.*, 2014; Torres, 2015). Based on the empirical findings and theoretical frameworks presented, the following hypothesis is suggested

*H5. Residents' well-being positively affects festival support*

### **3.8 Mediating Role of Residents' Well-being and Community Attachment**

The study's conceptual model proposes the positive parallel mediation of community attachment and well-being on the relationship between residents' empowerment and festival support. Supported by ET, which explains the formation of power disposed of in social gatherings and its likely effects on residents (well-being, community attachment, and festival support), social exchange theory (SET) and WFSR are engaged to assess the impacts of empowerment on the support given to festival setup. As illustrated in the literature and argued in the current discussion, SET is skewed more to economic gains. Hence it is strengthened by WFSR, which assesses effects from both a formal and substantive rationality view. Thus, when residents positively perceive empowerment (psychological, sociological, political, environmental & economic benefit), some social benefits are achieved (e.g., well-being is enhanced and community attachment is developed). The desire to support festivals or events is increased. People can be empowered and not know their power over a situation (as purported in psychological empowerment). It is further believed that when residents become aware of the power disposed to them (psychological, sociological, political, economically, and environmentally), they can become more engaged in the festival development and use their knowledge and power to improve their lives. As such, the

following hypotheses are tested:

*H6. Well-being mediates the relationship between residents' empowerment and festival support.*

*H7. Community attachment mediates the relationship between residents' empowerment and festival support.*

### **3.9 Moderating Role of Economic Benefit**

One of the main benefits of festival tourism is that it improves the financial capacity of the community's residents. As a result of festival tourism, the commodification of the host nation's culture thrives, leading to the creation and improvement of locally-made products/services, capacity development, and pre festival training, which converts to financial benefits for both existing and new businesses (increases the circulation of resources through spending from tourists as well as locals) (Báez Montenegro & Devesa, 2020); also, revenue is generated at both local and national levels (Doe, Preko, Akroful, & Okai Anderson, 2021). The economic benefit of festival tourism has also been observed in African countries. A study conducted by Pretorius, Viviers, and Botha (2016) in South Africa also found that festivals contribute to the economic development of participants, particularly artists, through gate fees and the sale of the products. Similarly, a study conducted by Agbabiaka, Omoike, and Omisore (2017) found that tourism helped the locals and the local government through tax revenues. It has also be argued it has socio economic benefits related to job opportunities, new business establishment, infrastructure improvement and local economy welfare contributions (Gursoy & Rutherford, 2004; Lopez et al., 2018). The more residents perceive tourism benefits, the more they are encouraged to work harder and put more effort into sustainable tourism development programs.

Accordingly, with knowledge on how tourism can edify lives and enhance wellbeing, it is argued that residents who realize benefits from tourism tend to support future tourism development (Jurowski & Gursoy, 2004; Lopez et al., 2018). In other words, they are not only motivated to support future development programs but also to sustain ongoing projects.

While some studies purport that the total effect of the economic impact of festivals is significantly dependent on the number of days a festival is held and the level to which the visitors seek overnight experiences in the host community (Meunier & Marstiller, 2018), it is undeniable that festivals aid host communities through economic development. Furthermore, Meunier and Marstiller's (2018) study findings concluded that through the economic development facilitated by festivals, the extra money from these events enables the local people to pursue their endeavors by influencing well-being and engagement. Based on this finding in the literature and the tenets of social exchange and WSFR theory, it is reasoned that increased/decreased economic benefits from festivals negatively or positively affect well-being, respectively; therefore, the following hypothesis is proposed:

*H8. Economic benefits significantly moderate the relationship between residents' empowerment and well-being such that the relationship will be stronger when there is high economic benefit.*

## **Chapter 4**

### **METHODOLOGY**

This chapter focuses on the methods and tactics employed in data collection. It details the research methodology and data collection tools in particular. The chapter also describes the deductive research methodology and justifies its use in this study. The chapter also includes a discussion of the sampling plan, data collection method, and analysis.

#### **4.1 Research Design**

The research design is a plan used to describe the formula or methods used to gather data. It is a strategy used by the researcher to examine probable solutions to accurately and objectively answer a research question. Several approaches can be considered for research. However, the current study adopts the deductive research approach by quantitative means of analyzing data, which used to develop and test the conceptual model. In quantitative research methods, a theory is used deductively prior to the study (Creswell, 2014). The research method tries to describe, explain and predict an observable phenomenon (Cooper & Schindler, 2014). In other words, the research starts with a generalized idea that is theoretically supported through deductive means.

The deductive approach tests the theories arising from the proposed hypotheses. According to Ali and Birley (1999), researchers can test hypotheses given a sound theoretical framework. The deductive approach entails the analysis of statistical data (Ticehurst & Veal, 2000) and involves the collection of numerical data to describe and

clarify a phenomenon (Muijs, 2010). It is an approach that begins with an abstract concept built from theoretical relations and narrows it down to empirical evidence strongly supported by theory (Neuman, 2014). In other words, the deductive approach moves from the general to the specific. The approach involves a five step procedure starting with hypothesis development, followed by stating the hypotheses in optional terms, then evaluation followed by observation of the outcomes on the investigation, and finally, adaption of the theory considering the research findings (Altinay, Paraskevas & Jang, 2015).

Given the theoretical framework presented in the current study used to develop the hypotheses and the large size of the data sample, the deductive approach was deemed appropriate for the study. In this study, community attachment and well-being are used as mediators of the effects of residents' empowerment and economic benefit on support for festivals. Relations were constructed on SET, WFSR and ET theories. Data were collected from residents of Victoria Falls, Zimbabwe, the host community of the Jameson Festival.

## **4.2 Study Site**

The research was conducted with a sample of residents of Victoria Falls, Zimbabwe, the host city of the most famous and international event in the resort town and country as a whole. Located in the southern region of the African continent, Zimbabwe is one of the major tourist destinations on the continent. With numerous tourist attractions in almost all of its regions, the nation offers a wide range of thrilling and exciting activities. Zimbabwe is a landlocked nation that shares borders with Zambia, South Africa, Botswana, Namibia, and Mozambique. Zimbabwe is renowned for its stunning scenery, picturesque locales, and diverse wildlife. It has a variety of historical, natural,

and wildlife attractions, and is also referred to as "A world of Wonders" due to the numerous tourist attractions it offers. The population of the nation is approximately 14 million. A map of Zimbabwe that highlights its popular tourist destinations is presented below.



Figure 2. Zimbabwe tourist map

Source Pinterest <https://tr.pinterest.com/pin/319192692377577781/>

Zimbabwe is undoubtedly a world of wonders, as shown in Figure 2. Numerous tourist attractions are scattered throughout the country. However, the country's major attraction responsible for drawing in large numbers of tourists to the country is the majestic Victoria Falls. Victoria Falls is recognized as one the 7 Natural Wonders of the World along with Mount Everest (Nepal/China), Harbor of Rio de Janeiro (Brazil), Parícutin Volcano (Mexico), Grand Canyon (Arizona, US), and the Great Barrier Reef (Australia) and is located in the same town where the Jameson Festival takes place.

Victoria Falls, also known as “The Smoke that Thunders” it is the largest waterfall in the world stretching for about 2km (See Figure 3).



Figure 3. Victoria Falls, also known as “The Smoke That Thunders”  
Source:<https://www.traveller.com.au/victoria-falls-zimbabwe-travel-guide-the-mustdo-highlights-h1kc5m>

As previously mentioned, Victoria Falls is located in the same destination and host community as the Jameson Festival. The host destination, also named after the attraction, Victoria Falls, is home to about 35,761 people (World Population Review, 2018). Besides boasting the natural wonder, the town is within reach of other major tourist destinations in southern Africa (Botswana, Zambia, and Namibia). The town is also a renowned national park in Zimbabwe hosting almost all the big five game animals. Given the natural wonder plus the big five game animals, the resort town is a major tourist attraction of the country.

The town of Victoria Falls has four distinct regions where data was collected from residents, which were the Main City Centre, Mkhosana (New & Old), Chinotimba, and

Low residential area.

Below is a map of the town of Victoria Falls accessed from Google Maps. The map shows the location of the tourist attraction and area in which data for the study were collected.



Figure 4. The Victoria Falls town map

<https://www.google.com/search?q=zimbabwe+map+showing+victoria+falls&rlz=1>

## Festivals in Zimbabwe

In 2021, many festivals are taking place in Zimbabwe in various regions of the country. In fact, there are about 10 events happening in Zimbabwe, but the two biggest ones—the Jameson festival and the Zimbabwe International Carnival—are the ones that receive the most attention from both domestic and international tourists.

While two festivals are held synchronously in Victoria Falls, the Jameson Festival is

more significant and attracts the most international tourists. The Jameson Festival is hosted by a local tour operator. It is one of the most sought-after events in the country and region ever, boosting the tourism business in the resort town over the period of its implementation.

The Jameson Festival was first held in 2009, and it is known as one of “Africa’s largest celebrations”. The Jameson Festival is a three-day event that starts on the 30<sup>th</sup> of December each year, ending on the 1<sup>st</sup> of January. It is a musical event incorporating safari activities in the resort town. Different themes are created each year, and parties in the three days are organized in different resort locations, bearing in mind the activities offered in the town. Also embodied in the event are performances by local artists from within the country and also from the town itself, although some guest artists from neighboring countries are sometimes invited to perform. The festival has become such a large event such that most tour operators in the region and travel companies in the country and resort towns have adopted and built tourist packages specifically around the activity. The local community has been given the chance to showcase their cultural beliefs and values.

### **4.3 Participants and Procedure**

The data for this research were gathered from residents of the resort town of Victoria Falls, Zimbabwe. Apart from being the location of one of the world’s largest waterfalls, Victoria Falls is also famous for hosting an annual festival – the Jameson Festival – which serves as a major attraction point for tourists. The festival – usually a 3-day event running from 29th to 31st December every year – and the attractions of the waterfall are at the forefront of the contribution of tourism to the nation’s economic growth. Despite its contribution to the tourism in Zimbabwe and Africa in general, the

perception of residents of Victoria Falls towards support for tourism development has rarely been the subject of a case study in the international tourism literature. Therefore, in this study, a was conducted in a census-like manner wherein residents were visited in their homes and asked to participate.

In this paper, Cochran's (1954) statistic is used to derive the sample size requirements for a random analysis of case-control data. In situations where there are large and/or unknown populations, Cochran's formula is thought to be particularly useful. As such, due to the uncertainty surrounding the number of statistical populations, 600 participants were chosen at random as a statistical sample using the Cochran formula for unknown population size. The study employed the convenience sampling approach, a non-random sampling strategy, which emphasizes the collection of data from participants (the sample) who are "convenient" for the researcher to access. In a setting similar to that of other studies, the convenience sampling method was used (Kim et al., 2006; Yuksel et al., 2010). Using the convenience sampling method is advantageous in that if the sample is easily accessible to the researcher, it is an inexpensive method, easy to conduct, with few rules to follow, with no training required, and more importantly, the sample is readily available to the researcher.

In accordance with the recommendations of previous studies, eligibility for participation was congruent on the: (a) residency status of the individual, (b) age, and (c) previous attendance at the festival (Li & Wan, 2016; Yolal et al., 2016). Individuals who satisfied all the eligibility conditions were recruited for the 3-wave survey for the study. The 3-wave time-lag design was used for two reasons. Firstly, the study makes inferences about causal relationships between residents' empowerment and support for the festival, so the time-lagged design was used to minimize the likelihood of method

bias through social desirability. This approach has been used in previous studies such as those by Karatepe et al. (2018) and Kotoua and Ilkan (2017). Secondly, the potential influence of common method variance can be minimized with time lag. This is based on the widely accepted recommendations of (Podsakoff et al., 2003). Several tourism and hospitality studies have adopted this method.

In conjunction with the local authority, the researcher administered the surveys to residents before, during, and after the festival with 2 weeks between waves. The decision to use a two-week break in between surveys was motivated by extant studies. For instance, Karatepe and Shahriari (2014) used a 2-week time lag when investigating hospitality employees' turnover intention and perception of organizational justice. Similarly, in their review of studies of high-performance work practices, Kloutsiniotis and Mihail (2020) pointed out the importance of a time-lagged design. They revealed that out of 8 studies that used the approach, 4 used 2-weeks lag. Therefore, we believe that using two weeks lag was appropriate for the study. A major drawback to the time-lag design is the difficulty in getting the same number of responses at the end as received at the beginning. However, in our case, this problem was mitigated, and sufficient cases were available to allow for adequate investigation of the study.

Participation as a respondent was voluntary, and respondents were informed of their ability to withdraw at will. Further, each questionnaire set included messages to assure the respondents of the study's confidentiality, purpose, and anonymity. All these were done as a procedural remedy to reduce the likely impact of method bias on the study's findings (Podsakoff, Mackenzie & Podsakoff, 2012).

In the first wave before the festival, a total of six hundred questionnaires were

administered to the participants. Of these, 580 respondents completed and returned the Time I survey. Next, the 580 respondents from Time I were given Time II surveys. However, only 550 Time II questionnaires were completed and returned. These 550 individuals were then handed the Time III surveys. Of these, 510 Time III surveys were completed and returned. The response rate was 78.5 percent (510/650). The high response rate of the study can be explained based on several factors:

1. One of the researchers is an indigene of Victoria Falls and was actively involved in the whole data collection process. As the study suggests, being part of a community gives access to the community and the ability to communicate in ways that will be easily understandable.
2. Local authorities were also involved in the coordination of the data collection; as such, respect for the unity of the community may also play a role.
3. Before the actual data collection, a pilot study was conducted, and the wordings of the surveys were determined to be clear and straightforward, thus making it easy to participate and respond appropriately
4. Response enhancing techniques such as ensuring participants' confidentiality and anonymity, use of sealed envelopes, and the option of withdrawing if deemed necessary were adopted.

#### **4.4. Measures**

Prior to the actual administration of the study's survey, a pilot study was conducted with 20 residents. The participants in the pilot did not report any problems with the understanding or readability of the surveys. The results also confirmed that the items in the survey were understandable and measured the intended constructs of the study. As a result, the questionnaire was not amended.

A multi-dimensional scale of residents' empowerment was used in this study. The scale included psychological, sociological, political, and environmental empowerment as dimensions of residents' empowerment. Five items were used to gauge residents' psychological empowerment, three were used to measure sociological empowerment, and four were used for political and environmental empowerment. The scale was adapted from Boley, McGehee (2014), and Chinyele and Lwoga (2019). Responses to the scale were rated from "1 = strongly disagree" to "5 = strongly agree".

Community attachment was operationalized with four items from Lee (2013). This scale was scored from "1 = strongly disagree" to "7 = strongly agree". Residents' wellbeing was measured with three items from Yolal et al. (2016). The well-being scale rating was based on "5 = strongly agree" to "1 = strongly disagree". Support for the festival was operationalized with McGehee and Andereck's (2004) three item scale for support for tourism development. The items were rated from "1 = strongly disagree" to "7 = strongly agree". The economic benefit was assessed with four items adapted from Perdue et al.'s (1990) scale for personal benefit from tourism. The economic benefit's scale was based on responses ranging from "5 = strongly agree" to "1 = strongly disagree". The difference is an anchor for construct; a response rating of 1-5 for some constructs and 1-7 for others is one of the procedural remedies for preventing common method variance, as suggested by (Podsakoff et al., 2003).

#### **4.5. Data Analysis**

This study used partial-least square structural equation modelling (PLS-SEM) to estimate the hypothesized relationships. Path analysis using PLS-SEM has been widely accepted in the tourism and hospitality literature due to its significant advantages over co-variance structural equation modeling (Zhang, Wu, & Buhalis,

2018). For instance, PLS-SEM is known to better estimate complex models wherein several constructs account for explorative and predictive studies and small sample sizes (Chen, Zhou, Zhan, & Zhou, 2020; Rather, 2021). All latent variables were measured as a reflective construct. The PLS algorithm with bias-corrected, complete bootstrapping techniques with 10000 subsamples and 510 cases was used to estimate the significance of the hypothesized relationships (Hair, Ringle, & Sarstedt, 2011) with SmartPLS version 3.3.2 software (Ringle et al., 2015).

## **Chapter 5**

### **RESULTS**

The results of the data analysis are reported in this section. Firstly, the results from SPSS appertaining to the participants' demographic profiles, the measurement model, and the structural model results are reported.

#### **5.1 Demographic Profile of Participants**

Participants in this study were all people who had been living in Victoria Falls for at least one year. In fact, most respondents had lived in Victoria Falls for more than 20 years (143:28.0%). Most were male (307: 60.2%) and were either single or divorced (387: 64.1%). Also, participants had a diverse educational background with (298: 58.40%) holding a standard university degree, (120: 23.5%) having a vocational qualification, (62:12.2%) having a MS/Ph.D. degree and (30: 5.9%) had either reached primary or secondary educational levels. More details on the respondents' profiles are given in Table 2.

Table 2. Respondents' profiles

| Category              | #   | %    |
|-----------------------|-----|------|
| <i>Gender</i>         |     |      |
| Male                  | 307 | 60.2 |
| Female                | 203 | 39.8 |
| <i>Age</i>            |     |      |
| 18 – 27               | 67  | 13.1 |
| 28 – 37               | 208 | 40.8 |
| 38 – 47               | 132 | 25.9 |
| 48 – 57               | 79  | 15.5 |
| 57 and over           | 24  | 4.7  |
| <i>Marital Status</i> |     |      |
| Single or Divorced    | 387 | 64.1 |
| Married               | 183 | 35.9 |
| <i>Education</i>      |     |      |
| Primary               | 2   | 0.4  |
| Secondary             | 28  | 5.5  |
| Vocational            | 120 | 23.5 |
| University            | 298 | 58.4 |
| Master/PhD            | 62  | 12.2 |
| <i>Residency</i>      |     |      |
| 1 – 5 Years           | 48  | 9.4  |
| 6 – 10 Years          | 81  | 15.9 |
| 11 – 15 Years         | 133 | 26.1 |
| 16 – 20 Years         | 105 | 20.6 |
| More than 20 Years    | 143 | 28.0 |

## 5.2 Measurement Model Assessment

The inter-item reliability of the study was determined by evaluating the standardized factor loadings for all indicators. The results (see Table 3) show that all indicators loaded adequately to their underlining variables because the loadings were all above the required critical level of 0.7, as recommended by Hair et al. (2016). Secondly, we followed the approach in the extant literature to evaluate the convergent validity of the study. Specifically, the study relied on Bagozzi, Yi, and Philip's (1991) requirement that the average variance extracted (AVE) show is greater than 0.5 for a valid convergence of variables. The values of AVE for the current study ranged from 0.631

to 0.888; thus, convergent validity was confirmed (Lasisi, Ozturen, Eluwole, & Avci, 2020).

Thirdly, the internal consistency of the constructs was found using composite reliability, Cronbach's alpha, and Dijkstra and Henseler's (2015) rho\_A coefficient. All the measuring indicators of internal consistency should be greater than or equal to 0.7. As presented in Table 3, all the constructs in the study showed an acceptable level of internal consistency.

Table 3. Measurement model

| Factors                                   | Items    | Loadings | AVE   | CR    | Alpha | rho_A |
|-------------------------------------------|----------|----------|-------|-------|-------|-------|
| <b>Psychological Empowerment (PysEmp)</b> |          |          | 0.869 | 0.964 | 0.950 | 0.951 |
|                                           | EMPPS1   | 0.938    |       |       |       |       |
|                                           | EMPPS2   | 0.932    |       |       |       |       |
|                                           | EMPPS3   | 0.944    |       |       |       |       |
|                                           | EMPPS4   | 0.915    |       |       |       |       |
| <b>Sociological Empowerment (SocEmp)</b>  |          |          | 0.789 | 0.937 | 0.909 | 0.910 |
|                                           | EMPPS1   | 0.786    |       |       |       |       |
|                                           | EMPPS2   | 0.938    |       |       |       |       |
|                                           | EMPPS3   | 0.935    |       |       |       |       |
|                                           | EMPPS4   | 0.886    |       |       |       |       |
| <b>Political Empowerment (PolEmp)</b>     |          |          | 0.822 | 0.949 | 0.928 | 0.934 |
|                                           | EMPPS1   | 0.884    |       |       |       |       |
|                                           | EMPPS2   | 0.940    |       |       |       |       |
|                                           | EMPPS3   | 0.914    |       |       |       |       |
|                                           | EMPPS4   | 0.888    |       |       |       |       |
| <b>Environmental Empowerment (EnvEmp)</b> |          |          | 0.631 | 0.872 | 0.804 | 0.822 |
|                                           | EMPPS1   | 0.786    |       |       |       |       |
|                                           | EMPPS2   | 0.879    |       |       |       |       |
|                                           | EMPPS3   | 0.786    |       |       |       |       |
|                                           | EMPPS4   | 0.718    |       |       |       |       |
| <b>Economic Benefits (ECB)</b>            |          |          | 0.704 | 0.905 | 0.867 | 0.941 |
|                                           | ECONBEN1 | 0.792    |       |       |       |       |
|                                           | ECONBEN2 | 0.824    |       |       |       |       |
|                                           | ECONBEN3 | 0.888    |       |       |       |       |
|                                           | ECONBEN4 | 0.848    |       |       |       |       |
| <b>Residents Well-Being (ResWbg)</b>      |          |          | 0.775 | 0.912 | 0.853 | 0.853 |
|                                           | RESWB1   | 0.805    |       |       |       |       |
|                                           | RESWB2   | 0.937    |       |       |       |       |
|                                           | RESWB3   | 0.895    |       |       |       |       |
| <b>Community Attachment (CommAtt)</b>     |          |          | 0.888 | 0.960 | 0.938 | 0.958 |
|                                           | COMMATT1 | 0.941    |       |       |       |       |
|                                           | COMMATT2 | 0.937    |       |       |       |       |
|                                           | COMMATT3 | 0.949    |       |       |       |       |
| <b>Festival Support (FestSpt)</b>         |          |          | 0.821 | 0.932 | 0.891 | 0.896 |
|                                           | RESSUP1  | 0.892    |       |       |       |       |
|                                           | RESSUP2  | 0.915    |       |       |       |       |
|                                           | RESSUP3  | 0.910    |       |       |       |       |

Note: AVE represent Average Variance extracted,  $\alpha$  is Cronbach's alpha, CR represents composite reliability, Critical threshold values for AVE = 0.50, Composite reliability = 0.70, and  $\alpha$  = .70

### **5.3 Discriminant Validity**

In order to measure the discriminant validity in the study, the widely-accepted Fornell and Larcker's (1981) criteria and Henseler, Ringle, and Sarstedt's (2015) Heterotrait-Monotrait (HTMT) ratio were used. Both methods stipulate the conditions for confirming whether there are discriminant validity concerns. For instance, according to Fornell and Larcker (1981), values of the square root of AVE should be greater than the inter-construct correlations, while for HTMT, the ratio should be less than or equal to 0.85 (Kline, 2005, Ogunmokun *et al.* 2020). The results show that the study met both sets of criteria; hence, discriminant validity was not a problem (see Table 4).

Table 4. Criteria for discriminant validity

|                                           | <b>CommAtt</b> |              | <b>EnvEmp</b> | <b>FestSpt</b> | <b>PolEmp</b> | <b>PysEmp</b> | <b>ResEmp</b> | <b>ResWbg</b> |              |
|-------------------------------------------|----------------|--------------|---------------|----------------|---------------|---------------|---------------|---------------|--------------|
| <i>Fornell and Larcker's Criterion</i>    |                |              |               |                |               |               |               |               |              |
| CommAtt                                   | <b>0.942</b>   |              |               |                |               |               |               |               |              |
| ECB                                       |                | <b>0.839</b> |               |                |               |               |               |               |              |
| EnvEmp                                    | 0.083          | 0.303        | <b>0.794</b>  |                |               |               |               |               |              |
| FestSpt                                   | 0.442          | 0.239        | 0.052         | <b>0.906</b>   |               |               |               |               |              |
| PolEmp                                    | 0.023          | 0.159        | 0.436         | -0.025         | <b>0.907</b>  |               |               |               |              |
| PysEmp                                    | 0.234          | 0.291        | 0.188         | 0.322          | 0.14          | <b>0.932</b>  |               |               |              |
| ResEmp                                    | 0.243          | 0.388        | 0.443         | 0.323          | 0.464         | 0.843         | <b>0.592</b>  |               |              |
| ResWbg                                    | 0.237          | 0.278        | 0.052         | 0.34           | -0.044        | 0.409         | 0.4           | <b>0.881</b>  |              |
| SocEmp                                    | 0.215          | 0.298        | 0.082         | 0.331          | 0.132         | 0.546         | 0.787         | 0.409         | <b>0.888</b> |
| <i>Heterotrait-Monotrait Ratio (HTMT)</i> |                |              |               |                |               |               |               |               |              |
| CommAtt                                   |                |              |               |                |               |               |               |               |              |
| ECB                                       |                |              |               |                |               |               |               |               |              |
| EnvEmp                                    | 0.105          | 0.384        |               |                |               |               |               |               |              |
| FestSpt                                   | 0.473          | 0.263        | 0.106         |                |               |               |               |               |              |
| PolEmp                                    | 0.054          | 0.187        | 0.496         | 0.077          |               |               |               |               |              |
| PysEmp                                    | 0.245          | 0.304        | 0.208         | 0.35           | 0.149         |               |               |               |              |
| ResEmp                                    | 0.246          | 0.455        | 0.737         | 0.353          | 0.708         | 0.79          |               |               |              |
| ResWbg                                    | 0.262          | 0.279        | 0.168         | 0.388          | 0.063         | 0.455         | 0.448         |               |              |
| SocEmp                                    | 0.228          | 0.335        | 0.124         | 0.368          | 0.141         | 0.583         | 0.764         | 0.464         |              |

**Note:** The square root of AVE is presented in the bolded font on the diagonal, and the correlations among variable are given off the diagonal. The shaded boxes are the standard approach for reporting HTMT

## 5.4 Result of Hypotheses Testing

The extant literature recommends that after the measurement model's validity and reliability are assured, the next step is to estimate the level of significance of the path coefficients (Ogunmokun *et al.*, 2020; Umrani *et al.*, 2020). The results of the hypotheses are summarized in Table 4. Hypothesis 1 posits that residents' empowerment positively relates to community attachment. The results fully support the hypothesis ( $\beta = 0.254$ ,  $t = 2.287$ ,  $p \leq 0.022$ ). Hypothesis 2 argues that residents' empowerment positively relates to residents' well-being. The results also support this hypothesis ( $\beta = 0.436$ ,  $t = 6.984$ ,  $p \leq 0.000$ ). Hypothesis 3 proposes that residents' empowerment will positively affect festival support. This hypothesis equally received empirical support ( $\beta = 0.183$ ,  $t = 2.346$ ,  $p \leq 0.019$ ). Figure 5 shows that the path coefficient from community attachment to festival support is positive and significant ( $\beta = 0.354$ ,  $t = 5.205$ ,  $p \leq 0.000$ ) and the path coefficient from resident wellbeing to festival support is also positive and significant ( $\beta = 0.177$ ,  $t = 3.417$ ,  $p \leq 0.001$ ). Thus, Hypotheses 4 and 5 are also supported (see Figure 5).

The findings (see Table 4) show the mediating effect of community attachment and residents' wellbeing. 10000 sub-sample sizes were used to perform the bias-corrected and accelerated (Bca) bootstrapped analysis to investigate the significance of the indirect paths. For an indirect path to be significant, the confidence interval (CI) values should not include zeros (Hayes, 2013). The result for Hypothesis 6, which proposed that community attachment will mediate the relationship between residents' empowerment and festival support, included zero (indirect effect = 0.090, LLCI = -0.012, and ULCI = 0.216,  $p < 0.096$ ). Thus, community attachment does not mediate the relationship as proposed, and Hypothesis 6 can be rejected. Given that the research

uses a quantitative methodology, it is unknown why this hypothesis was rejected, but it is possible that residents were aware of the drawbacks of festival tourism development. Therefore, their awareness of the negative effects of festival tourism made them dislike all forms of tourism.

On the other hand, Hypothesis 7, which argued that residents' wellbeing would mediate the relationship between residents' empowerment and festival support, was supported as the result did not include zero (indirect effect = 0.077, LLCI = 0.036, and ULCI = 0.133,  $p < .002$ ). Thus, residents' wellbeing mediates the relationship (see Table 5).

The final hypothesis posits that economic benefits to the residents will moderate the indirect path from residents' empowerment to festival support through residents' wellbeing. The relationship between residents' empowerment and festival support will be stronger when there is a clear economic benefit. We used an automatic weighing mode standardized product term generation approach to test the moderating effect with a two-stage method of calculating the moderating term (Helm, Eggert & Garnefeld, 2010). The estimation returned a significant result (interaction effect = -0.01,  $t = 1.818$ ,  $p \leq 0.035$ ). Therefore, the interaction term being residents' empowerment x economic benefit is significant. Thus, Hypothesis 8 is also supported.

Table 5. Path coefficients and significance

| Hypothesis | Relationships                   | Beta  | SE    | t-values | p-values | CI     |        | Decision  |
|------------|---------------------------------|-------|-------|----------|----------|--------|--------|-----------|
|            |                                 |       |       |          |          | 2.5%   | 97.5%  |           |
| 1          | ResEmp → CommAtt                | 0.254 | 0.111 | 2.287    | 0.022    | 0.054  | 0.477  | Supported |
| 2          | ResEmp → ResWbg                 | 0.436 | 0.062 | 6.984    | 0.000    | 0.311  | 0.553  | Supported |
| 3          | ResEmp → FestSpt                | 0.183 | 0.078 | 2.346    | 0.019    | 0.033  | 0.331  | Supported |
| 4          | CommAtt → FestSpt               | 0.354 | 0.068 | 5.205    | 0.000    | 0.225  | 0.492  | Supported |
| 5          | ResWbg → FestSpt                | 0.177 | 0.052 | 3.417    | 0.001    | 0.083  | 0.286  | Supported |
| 6          | ResEmp → CommAtt → FestSpt      | 0.090 | 0.054 | 1.663    | 0.096    | -0.012 | 0.216  | Rejected  |
| 7          | ResEmp → ResWbg → FestSpt       | 0.077 | 0.024 | 3.165    | 0.002    | 0.036  | 0.133  | Supported |
| 8          | ResEmp x EcB → ResWbg → FestSpt | -0.01 | 0.005 | 1.818*   | 0.035    | -0.02  | -0.003 | Supported |

Furthermore, this study used the  $R^2$  value of the full model versus the model without a moderator to estimate the strength of the moderation terms with Cohen's (1988) effect size formula shown below:

$$f^2 = \frac{R^2 \text{ of Fully Moderated Model} - R^2 \text{ of Model minus moderator}}{1 - R^2 \text{ of fully moderated model}}$$

As reported in Table 6, the effect sizes of 0.04 and 0.05 for residents' wellbeing and festival support, respectively, indicate a weak effect based on Cohen's convention for determining the strength of effects. The convention appoints 0.02, 0.15, and 0.35 as the critical thresholds for weak, moderate, and strong effects, respectively (Wilden, Gudergan, Nielsen & Lings, 2013). While the results show a weak effect, this does not nullify the significance of the interaction, as scholars have argued that a weak effect is not synonymous with an insignificant effect (Umrani *et al.*, 2020).

Table 6. Strength of the moderating effect

| Variable | $R^2$    |          | $F^2$ | Effect size |
|----------|----------|----------|-------|-------------|
|          | Included | Excluded |       |             |
| ResWbg   | 0.218    | 0.189    | 0.04  | Weak        |
| FestSpt  | 0.280    | 0.276    | 0.05  | Weak        |

Table 7 reports the results of the predictive relevance of the model. In the hospitality literature, scholars recommend the use of PLS Predict as a robust test for understanding the ability of the proposed model to predict the expected outcomes (Shmueli *et al.*, 2016, 2019). Given the recommendation, the study performed a construct-level PLSpredict analysis with a 10-fold procedure (Shmueli *et al.*, 2019). According to the procedure, a model with strong predictive relevance will have  $Q^2$  values greater than zero, and the item level error of the PLS (Partial Least Squares) model should be lower than the LM model. Since the  $Q^2$  value of the latent variable

“festival support” is 0.113, which is greater than 0, and the indicator error in the LM model is greater than in the PLS model, it is concluded that the model has a strong predictive relevance.



Table 7. PLS predict

|                | <b>PLS</b> |       | <b>LM</b> |       | <b>PLS-LM</b> |        | <b>Q<sup>2</sup>_Predict</b> |
|----------------|------------|-------|-----------|-------|---------------|--------|------------------------------|
|                | RMSE       | MAE   | RMSE      | MAE   | RMSE          | MAE    |                              |
| <b>RESSUP4</b> | 0.593      | 0.507 | 0.850     | 0.545 | -0.257        | -0.038 | 0.110                        |
| <b>RESSUP5</b> | 0.672      | 0.526 | 2.031     | 0.640 | -1.359        | -0.114 | 0.082                        |
| <b>RESSUP6</b> | 0.709      | 0.532 | 2.257     | 0.680 | -1.548        | -0.148 | 0.087                        |

## **Chapter 6**

### **DISCUSSION**

This chapter discusses the findings on the interrelationships between the effects of residents' empowerment, community attachment, residents' wellbeing, and economic benefits on residents' support for festivals in relation to the Jameson Festival in Zimbabwe. The chapter also discusses the study's limitations, theoretical and practical ramifications, and suggestions for additional research.

#### **6.1 Discussion of Findings**

The present study provided a model that offered a better insight into the current understanding of residents' empowerment in the tourism and destination literature. Specifically, the paper investigated the consequential inferences of residents' empowerment on the residents of a festival destination and community attachment together with residents' wellbeing as mediators of the impact of residents' empowerment on the hosts' support for the festival. The hypotheses for the study were underpinned by empowerment theory, social exchange theory, and Weber's theory of formal and substantive rationality. Data from the residents of Victoria Falls were used to gauge the relationship of interest. Eight (8) hypotheses were constructed for the purpose of the study. Based on the results, all the hypothesized relationships except for the mediating role of community attachment in the linkage between residents' empowerment and festival support were all supported. Several observations can be made on the basis of these findings.

First, adopting empowerment theory (Rappaport 1981, 1984), the study argued that residents' empowerment leads to community attachment. The results suggest that residents' empowerment has a strong positive effect on community attachment. In other words, the feeling of being in control of the social, political, psychological, and environmental impacts of tourism development in the form of festivals and mega-events enhances the affections for and affinity to the community. Moreover, to demonstrate the association between residents' empowerment and the sense of belonging to the community, numerous writers concur that community attachment and involving locals in planning are two ways of empowering residents (Lee, 2013; Woo et al., 2015). On the other hand, Strzelecka et al., (2017) explained how societal factors such as residents' bonding, place identity and place dependence influences residents' perception of empowerment, specifically social empowerment through tourism. Their research findings confirmed that place dependence effectively predicts social empowerment.

The second hypothesis examined the impact of residents' empowerment on their well-being. As predicted, the Jameson Festival's host community felt empowered, and their lives were improved as a result. The results of the study thus show that citizens' well-being is enhanced by empowerment. The results support the empowerment theory put forth by Zimmerman (1995), which contends that empowerment-oriented interventions improve people's feelings. These results are similar to those of Baniya, Shrestha, and Karn (2018), who discovered a connection between residents' psychological empowerment and well-being, life satisfaction, and community attachment in a study conducted in Nepal. In a similar vein, other scholars have also deduced positive connections between economic empowerment and quality of life

(Roehl, 1999). Indeed, when residents are aware of the power at their disposal, they are better able to manage and utilize the resource to their advantage, as extensively stated in the literature and illustrated in the current study's discussions in Chapter 2. Aleshinloye et al. (2021) concurred with this idea, asserting that empowered locals are more likely to support tourism development in their communities, which results in political support for such initiatives. According to Yolal et al. (2016), festivals have been shown to significantly increase the host communities' tax revenues, business opportunities, employment, and revenue—factors that are known to improve locals' wellbeing and quality of life. However, these advantages might not be possible without knowledge of how a resources can be used, which is where empowerment comes into play. As a result, Coan et al. (2020) proposed that residents be given more authority in order to help them improve their well-being.

The third hypothesis examined how residents' empowerment affected their support for the festival. The results of this study confirm that resident's empowerment has a positive relationship with festival support. Residents of the Jameson Festival felt compelled to support festivals as a result of their empowerment, and they actively encouraged the establishment of additional events in the host destination. This finding supports previous research. For instance, Strzelecka et al. (2017)'s assertion that empowered residents predict support for development was confirmed, Yang et al. (2020)'s discovery that empowered residents actively participated in community project developments mirrors those of Purnomo *et al.* (2020), who argued that empowerment drives support for tourism and tourism competitiveness via community support. Destination managers' or event planners' failure to engage residents through effective empowerment programs risks triggering residents' rejection of tourism

development. In this situation, residents may engage in active acts of sabotage to protect their community from the detrimental impacts of festivals and mega-events. In other words, the inclusion of residents in festival planning is paramount for an event to be effectively and successfully run; destination managers and or festival planners should ensure that the community is empowered. They should ensure that the locals are not only aware of the festival or event, but are actively involved and have a say in its operation. A level of authoritative power should be given to host community residents to a certain extent in order for them to feel empowered and in control of the events.

Considering the findings of Purnomo et al. (2020) regarding the ways in which empowerment encourages cooperation and competition in the community, in order to gain more support from the local community, festival planners, governing bodies, and organizers should concentrate on initiatives that enhance locals' perceptions of events' socio-cultural, economic, and environmental effects, such as developing cultural activities, enhancing cultural exchanges between visitors and locals, extending opportunities for new job creation, and enhancing public facilities. In order to garner local support, the local government should invite residents or community leaders to join the committee team and participate in the planning and decision-making processes related to hosting a future event. Furthermore, they need to involve the residents in the execution of the event.

The study examined the effects of community attachment on festival support, as well as the value of community attachment for tourism development. The study proposed the hypothesis that festival support influenced community attachment. As expected, community attachment is undoubtedly strongly related to festival support in the case

of the Jameson Festival in Zimbabwe. The outcomes concur with those of Lopez et al. (2018), who discovered that community attachment is a critical success factor for long-term growth. Residents' cooperation and participation in communal efforts necessitate expansion. As a result, festival organizers should ensure community cohesion while increasing awareness of the advantages of festivals and the employment opportunities they present. Additionally, Than et al., (2020), who conducted research on the impacts of community attachment and residents' support on sustainable development, recorded a strong effect of community attachment on residents' perceived benefits and sustainable development. The hypothesis result is consistent with similar past studies that recorded positive correlation effects of high-level cohesion on the improvement of destination development (Lee, 2013, Lee & Shen, 2013, Lopez et al., 2018). Eslami et al., (2019) noted that community attachment is significantly associated with perceived tourism impacts.

Past studies have shown that subjective well-being strongly related to development (Ivlevs, 2017; Liang & Hui, 2016). In fact, it was found that as residents experienced wellbeing because of tourism, they in turn supported future development (Woo et al., 2015). It was based on this reasoning that the current study assessed the effects of residents' well-being on festival support in the host community of in the Jameson Festival held in Victoria Falls, Zimbabwe. These sentiments were supported by responses from the current study, which showed that when residents experienced well-being or their quality of life was improved, they were compelled to support the growth of future events. The study's findings are in line with those of Woo et al. (2015), who showed that residents' life satisfaction—in both material and non-material realms—significantly supported tourism development. In other words, support for further

tourism development is likely to be present when locals are generally satisfied with life as a result of positive perceptions of the economic benefits of tourism (Kim et al., 2013). Additionally, some scholars have discovered that material life domains and non-material life domains determine overall quality of life satisfaction and it (overall QoL) influences support for sustainable tourism development. Sirianni and Sabbagh (2020) agreed with these findings, as they supported the conclusion that residents' subjective well-being effectively predicts festival support. According to the authors, subjective well-being is influenced by sense of community and perceived social benefits.

Generally, the research findings offered support for the impact of residents' empowerment on residents' wellbeing and festival support. As residents begin to feel empowered in event planning, event managers and destination managers should make clear the expected benefits and potential drawbacks that the event may pose to the community. In this way, residents will be better equipped to evaluate the festival's impacts and equally manage their expectations. Based on WFSR, these relationships between residents and event planners afford them substantial grounds to rationally consider the offerings of festival development and, in turn, provide support for tourism. This finding aligns with Wang et al. (2018), who found a significant positive linkage between quality of life and support for development amongst Chinese residents.

Similarly, the literature shows that empowerment improves wellbeing (Zimmerman, 1995). Based on this notion, destination managers are encouraged to create awareness within host communities on empowerment and ensure that residents are adequately empowered to manipulate the resources for their benefit. Chan and Mak (2020) also

noted that empowering host communities not only helps with societal functions and improves the community, but also helps enhance residents' psychological and social well-being. Indeed, the Jameson Festival residents in Victoria Falls did say they feel empowered, and they were able to take advantage of the resource to their advantage, which had a noticeable positive impact.

Supporting recent findings (Teng & Chang, 2020), the study's result indicate that residents' wellbeing is a practical mediator of residents' empowerment's influence on festival support, thereby supporting Hypothesis 6. In other words, effective support for festival events cannot only be elicited from residents through empowerment but will be better actualized when residents can actively connect the status of their well-being to the degree of empowerment afforded to them. This outcome is crucial because resident well-being has the capacity to instill motivation into residents to go beyond whatever is demanded of them (Deptola, 2021). On the other hand, a lack of wellbeing drains motivation, which can be costly for destination management and support for festival development.

While community attachment effectively encouraged residents' support for the festival, it did not mediate the relationship between residents' empowerment and festival support. Although the reasoning behind the rejection of this hypothesis is unknown, it is logical to assume that it was rejected because tourism development can have both beneficial and detrimental effects. It is also possible to argue that attempts to promote development are futile once communities are aware of the potential drawbacks of tourist and festival development. This has been demonstrated in some studies examining the function of place attachment in tourism-based empowerment (Strzelecka et al., 2017). While it has also been demonstrated that existing effective

bonds between residents and community places can influence residents' perceptions of tourism impacts (Wang & Chen, 2015), they can also arguably strengthen these positive emotions and feelings of pride.

On the contrary, as a result of empowerment, when residents perceive changes to be undesirable, they are more likely to believe that tourism threatens the meaning of local places and the ability to meet residents' needs and desires (Kaján, 2014; Manzo & Perkins, 2006). As such, while empowerment is important and can be used for positive gains such as community cohesion and positive resource exploitation for economic benefits, it is through the very same empowerment that residents can become aware of the negative effects of a development and actively decide to not promote further developments and/or reject any new projects. Additionally, as mentioned by Kajan (2014), and Manzo and Perkins (2006), people who are more attached to a place are more likely to feel that tourism and developments may disturb their peace and comfort and, as a result, may not be in favor of further developments in that location. Similarly, while community attachment can have positive effects on support for development, it can also have negative effects, as the results of the current study clearly demonstrate. It is possible that the residents of the Jameson Festival host community learned about the negative effects that festivals had on Victoria Falls, the host city, and decided that they were opposed to more construction or support for current projects and/or future festival plans.

Finally, the study findings revealed that economic benefits significantly increased well-being. In other words, the more residents were aware of the power discourse before them, the more well-being was improved. Resources were effectively operated for the benefit of the residents. It has certainly been demonstrated and established that

festivals have positive economic effects on the locations where they are held (Goldblatt 1997; Hall 1992; Getz 1991). Economic benefits have been noted as an important factor in festival planning, such that anticipated economic benefits have been forecasted and included in pre-event planning processes (Dwyer et al. 2000). Likewise, it was noted that residents' participation in festivals was driven by the realization of economic benefits (Byrd et al., 2016; Kim et al., 2008), particularly because the locals' wellbeing and quality of life was improved as a result (Chhabra et al., 2015; Rivera et al., 2016). Residents of the Jameson Festival community could not be more in agreement with the study's findings, which demonstrate that with full knowledge and empowerment, resources were managed for the benefit of the populace, as the higher the benefits, the better the residents' lives became. They resonated well with the predicted sentiments that economic benefits escalate wellbeing and effectively moderate the relationship between residents' empowerment and residents' wellbeing. In all circumstances, because the well-being of locals is a government concern in the host destination, it is critical that festival planners and governing authorities thoroughly engage locals in all aspects of festival planning and event management in order to maximize all benefits possible, through which lives can be improved.

## **Chapter 7**

### **CONCLUSION**

Chapter 7 provides a summary of the research study, highlights its theoretical and practical implications, identifies its limitations, and makes recommendations for further research.

#### **7.1 Conclusion**

The study examined the effects of residents' empowerment on festival support via the mediating effects of community attachment, residents' well-being, and the moderating effects of economic benefits on the relationship. Data were gathered from the host community residents of the town of Victoria Falls in Zimbabwe using a convenience sampling strategy. The study's findings indicate that residents' empowerment is a significant tool with regard to festival support. Not only did empowerment lead to support, but it was also noted in the current study findings that community attachment and residents' well-being also led to festival support. While the mediating effects of community attachment on the relationship between residents' empowerment and festival support were not supported in the study's findings, it was found that residents' well-being effectively connected the interrelationships. Variables residents' well-being and community attachment positively and significantly affected festival support. As the Jameson Festival residents felt attached to their community and their lives were enhanced through the perceived benefits of tourism, they effectively supported festival development in the host destination. The study's findings also confirmed that residents' awareness of economic benefits strengthened the link between their empowerment and

well-being, making it more likely that they would support festivals. In other words, the more people feel empowered by festivals, the more they will become a part of their communities, and the better their lives will be. In turn, they are prompted to promote the development of festivals. Festivals undoubtedly contribute to economic growth. As a result, Meunier and Marstiller's (2018) study hypothesized that festivals generate additional revenue from the various activities that take place during the event, which benefits the local community. It undeniably beneficial for residents' self-improvement and quality of life to generate additional revenue from event activities. The study's findings thus confirm that support for festivals is fostered by resident empowerment. The psychological, social, political, and environmental empowerment of residents is essential for ensuring the continuity sustainability, and success of events. Although there are benefits associated with community attachment and empowerment, these factors did not act as a mediator in the relationship between resident empowerment and festival support.

## **7.2 Theoretical Implications**

Despite Bido et al.'s (2014) observations that obtaining festival support requires the empowerment of locals, there has been a glaring absence of the construct for festival tourism. As previously mentioned, residents' empowerment has primarily been linked to tourism in general in the literature, despite the fact that tourism has many sub sectors. In light of this and to expand on the body of knowledge, the study investigated the construct in relation to festival tourism. The study also explored the environmental factor as a component of empowerment.

Theoretically, the paper mainly demonstrated that residents' empowerment positively affects residents' festival support. It not only positively relates to festival support, but

also strongly correlates to residents' well-being and community attachment. Thus, residents' awareness of psychological, political, sociological, and environmental power significantly improves the well-being and community attachment of residents in festival host communities.

While empowerment theory has been widely used in education, sociology, and anthropology studies (Wang, 2013), its application in tourism research is still in its infancy (Yang et al., 2020). The paper extends its application to the tourism and destination research domain by adopting the empowerment theory.

Additionally, it employed Max Weber's WFSR theory to compliment SET in explaining non-economic benefits and their effects on residents' support. The study also discovered that economic benefits significantly improved festival support and subsequent developments by moderating the relationship between residents' empowerment and well-being. Finally, we infer the significance of residents' empowerment in festival support and potential festival developments by taking residents' well-being into consideration as a mediating variable. These findings have also had an impact on mechanisms for resident empowerment and the intermediary mechanism between resident empowerment and festival support.

### **7.3 Managerial Implications**

In practical terms, through the expressive inclusion of residents as important stakeholders of tourism events, planners, destination managers, and local authorities can trigger the ambassadorial nature of the host community, thereby stimulating the needed support for the planning and execution of successful and sustainable festival events that will deliver on the promise of economic viability for the host community.

Specifically, knowledge of the findings of the current studies can be applied during event planning, implementation, and assessment of the impacts of the events for future references. The study conclusively deduced that residents' empowerment effectively promotes festival support in host communities. The literature shows that residents play a crucial role in the success of festivals, making them a vital resource in festival implementation. On the other hand, the concept of empowerment emphasizes full rights and decision-making powers to residents to improve tourism development (Yang et al., 2020). It was noted that if residents have feelings of psychological, sociological, political, and environmental power, support for festivals and festival development is possible. As such, festival planners, organizers and governing authorities are encouraged to give power to host communities, which will ultimately promote continued support for festivals and festival development. Festival planners and/or destination managers are also encouraged to create awareness of power disbursement within host communities in order for residents to fully utilize the power and resources to their best advantage. For instance, rather than making decisions about the festival's flow alone, the organizers could involve the community and reassure locals that whatever they decide will be followed. The festival planners, governing bodies, and organizers should value the concerns of the residents and validate them, while also ensuring that the locals see that their input is validated and valued. By doing this, the festival organizers will give locals more power over the situation while also raising awareness of that power. In fact, the reasoning behind empowerment is embedded in groups or individuals' ability to deduce awareness of rights through external intervention and assistance (Solomon, 1976), an act that Zimmerman (1990) says eliminates the sense of powerlessness. To put it another way, it is critical to raise the awareness of power among local residents or within host communities. To expand

on the findings from each dimension of power. According to the literature, visitors' responses to a community's uniqueness and value must elevate people's pride and self-esteem for psychological empowerment to take place (Scheyvens, 1999). Because of this, festival planners and organizers need to raise awareness about the critical need to deliver the festival in its most authentic form to tourists who are traveling there. Noting that political empowerment is crucial for influencing residents' attitudes and support for the growth of festivals and tourism, festival organizers can heed Scheyven's (1999) advice by ensuring that residents are fairly represented in festival planning and that their concerns and suggestions for development are respected and incorporated into the organizational process. As festivals are community-based events, social cohesion and collaboration are unavoidable prerequisites for their success. These prerequisites were identified as being crucial for local development. Festival planners could emphasize active collaborations and local participation in festival planning in the future, emphasizing the benefits to encourage ongoing sustainable festival development. Furthermore, if it is assumed that residents' empowerment has a significant positive influence on community attachment and residents' well-being, festival planners can take the following steps to ensure festival support and future festival tourism development:

- Inter-alia Yang et al. (2020) suggested festival planners should be encouraged to promote the formation of active social groups in host communities who are responsible for planning festivals. The concept of empowerment in all its different dimensions (psychological, social, political and environmental) strongly emphasizes active involvement and group participation (Cornell Empowerment Group, 1989). Planners and organizers are encouraged to devise strategies that educate these groups on the resources that local have at their disposal, thereby

empowering them to take total control of the resources and manipulate them to their best advantage. Yang et al. (2020) suggested strategies be implemented for residents to participate in tourism decision-making, protect the residents' rights, enhance their awareness of their rights, and make host communities realize their roles in tourism development.

- In this regard, festival planners and organizers are encouraged to ensure that host community representatives are given the privilege and opportunity to present their views regarding festival development prior to implementation. They should ensure that residents are given the right to freely express any concerns and demands they have with respect to festival development. Moreover, it is also imperative that residents are informed of any projects and or changes in festival development in a timely manner. While involvement is equally important and engaging residents' participation is also paramount, festival also planning entails different activities. As such, festival planners are encouraged to include host communities during implementation stages and before implementation (during the initial planning stages) as well as during the festival, and after the event. Evaluation of the event should be performed collectively by the destination managers, festival planners, and residents of the host city. By so doing, social cohesion will be fostered, while residents will also be allowed to actively participate in festival developments projects, which will foster support for future festival development and continuation of events.

According to previous research (e.g., Brown, Perkins, & Brown, 2003; Strzelecka, Sorensen, & Wicks, 2010), residents who feel a connection to a place or destination are more likely to engage in community revitalization initiatives and promote tourism

(e.g., Zhang, An, & Liu, 2008). Therefore, festival organizers and political leaders should promote cohesion and power awareness in social gatherings in order to achieve and sustain development.

- Concerning residents' wellbeing and its effects on festival support, evidently, from the results, residents' empowerment positively related to residents' wellbeing, as such festival planners should ensure residents are fully aware of the power disbursed to them, and can manipulate it to their advantage. It has been clearly shown in the literature that tourism potentially affects residents' quality of life (Andereck and Nyaupane, 2011; Woo et.al., 2018). The quality of life refers to with the extent to which people are satisfied with their life and feel content or fulfilled as a result (Andereck and Nyaupane, 2011). Therefore, it is crucial for festival organizers to not only spread knowledge about the advantages of festivals and tourism but also, as mentioned earlier, to ensure that locals are sufficiently empower to understand how events in their destination can benefit them personally and how they can improve their quality of life. It is noted and supported in the literature on empowerment that the more residents in a community feel empowered, the higher and better their standard of living and quality of life will be (Aleshinloye, 2021).

The current study findings recorded a strong positive correlation between community attachment and support for festivals, denoting that increasing residents' cohesion with the community promotes sustainable development (Than et al., 2020). As such, festival planners are encouraged to promote cohesion among communities, which can be achieved through residents' empowerment.

The research study findings noted that economic benefits successfully moderated the

relationship between residents' empowerment and well-being, thereby enhancing support for festivals and development. The ability of festivals to generate economic benefits is the main factor driving their promotion in many destinations, as strongly suggested in the literature. The main focus of festival promotion has been on sustaining economic development. Based on this information, festival organizers can inform the community about the advantages of festival and tourism development and how residents can influence development for their well-being. Naturally, the first step would be to establish an empowered community that is aware of the resources available to them and how they can use them for their own personal benefit and that of other organizations engaged in the process. There are no legitimate excuses for not supporting event development and continuity when the benefits are apparent and residents are aware of what needs to be done and how it needs to be done for a resource to benefit them, even at a personal level.

#### **7.4 Limitations and Scope for Future Study**

Notwithstanding the contributions made by this research, it has several limitations. First, the scope of the study was limited to a single festival in a developing country in Southern Africa, and as such, the findings must be interpreted bearing in mind the contextual limitation of the sample population. Future research contributions can be garnered by validating the findings across other developing nations hosting festivals and making comparisons to developed countries outside the African continent. Additionally, noting that several festivals are now hosted in the country, and more so in the host destination, future research studies could analyze data across all the events in the host city. Second, the current study tested a parallel moderated-mediated model by linking residents' empowerment and festival support through the mediation of community attachment and residents' wellbeing, moderated by economic benefit;

however, this empirical model could be enhanced by testing other theoretical mediators such as social cohesion, emotional solidarity and quality of life, and moderators such as other non-economic tourism benefits.

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## **APPENDIX**

## **A Field Study on Residents' Perceptions of Empowerment and Support for Festivals in Victoria Falls**

Dear Respondent:

This research is aimed to better understand your perceptions of empowerment and support for festivals in the resort town. Therefore, we kindly request that you self-administer this questionnaire.

Every given answer is correct, hence do not hesitate to answer all questions. Kindly note participants are guaranteed confidentiality of the information given towards the study. We appreciate your time and participation in our research very much.

If you have any questions about our research, please do not hesitate to contact Miss Cathrine Banga through her e-mail address: cbangam@gmail.com

If you have any questions about our research, please do not hesitate to contact Ms Catherine Banga through her e-mail address: cbangam@gmail.com

Thank you for your kind cooperation.

**Research Team:**

Prof.Dr. H. Kilic  
Ass.Prof. Ali Ozturen  
Catherine BANGA

**Address:**

Faculty of Tourism  
Eastern Mediterranean University  
Gazimagusa, TRNC  
Via Mersin 10, Turkey

## SECTION I.

Please indicate your disagreement or agreement with each statement by crossing the number using the following Seven-point scale:

- (1) I strongly disagree
- (2) I disagree
- (3) Somehow I disagree
- (4) Undecided
- (5) Somewhat I agree
- (6) I agree
- (7) I strongly agree

| <b>Community Attachment</b>                                                                   |   |   |   |   |   |   |   |
|-----------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|
| <b>01.</b> This community has meaning to me                                                   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>02.</b> It is important to continue the traditions of this community                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>03.</b> What happens in this community is important to me                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>Residents Support</b>                                                                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>04.</b> I feel that the tourism authorities should encourage further festival developments | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>05.</b> I support festival development                                                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>06.</b> I feel that government should promote more about festivals in Victoria Falls.      | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>6a.</b> I support festival tourism and want to see it remain important to Victoria Falls   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>6b.</b> Victoria Falls should remain a tourist destination                                 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>6c.</b> Victoria Falls should support the promotion of festival tourism                    | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>6d.</b> I believe festival tourism should be actively encouraged in victoria Falls         | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>Emotional Solidarity</b>                                                                   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>07</b> I appreciate tourists for the contribution they make to the local economy           | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>08.</b> I feel the community benefits from having tourists attending this festival         | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>09.</b> I treat tourists fair attending the same festival                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>10.</b> I am proud to have tourists come to this festival                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>11.</b> Sympathetic understanding                                                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>12.</b> I have a lot in common with tourists attending the same festival                   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>13.</b> I identify with tourists when attending festivals                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>14.</b> I feel affection toward tourists attending the same festival                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>15.</b> I understand tourists attending the same festival                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>16.</b> I have made friends with some tourists when attending the festival                 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <b>17.</b> I feel close to some tourists I have met when attending the festival               | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## SECTION II.

Please indicate your disagreement or agreement with each statement by crossing the number using the following Seven-point scale:

a. Items were rated on a 5-point scale where 1 = strongly disagree and 5 = strongly agree.

- (1) I strongly disagree
- (2) I disagree
- (3) Undecided
- (4) I agree
- (5) I strongly agree

|                                                                                                                       |   |   |   |   |   |
|-----------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Economic benefit</b>                                                                                               |   |   |   |   |   |
| 18. Helps me pay my bills.                                                                                            | 1 | 2 | 3 | 4 | 5 |
| 19. A portion of my income is tied to tourism in Victoria Falls.                                                      | 1 | 2 | 3 | 4 | 5 |
| 20. I would economically benefit from more tourism development in Victoria Falls                                      | 1 | 2 | 3 | 4 | 5 |
| 21. My family's economic future depends upon tourism in Victoria Falls.                                               | 1 | 2 | 3 | 4 | 5 |
| <b>Residents Well-being</b>                                                                                           |   |   |   |   |   |
| 22. Overall, I feel this festival has enriched my life. I'm really glad that I participated in this festival          | 1 | 2 | 3 | 4 | 5 |
| 23. In this festival, I accomplished my purpose of the experience and this experience has enriched me in some ways.   | 1 | 2 | 3 | 4 | 5 |
| 24. This festival was rewarding to me in many ways that I feel much better about things and myself with this festival | 1 | 2 | 3 | 4 | 5 |
| <b>Empowerment</b>                                                                                                    |   |   |   |   |   |
| 25. The festival makes me proud to be a Resident in Victoria Falls                                                    | 1 | 2 | 3 | 4 | 5 |
| 26. The festival makes me feel special because people travel to see my county's unique features                       | 1 | 2 | 3 | 4 | 5 |
| 27. The festival makes me want to tell others about what we have to offer in Victoria Falls                           | 1 | 2 | 3 | 4 | 5 |
| 28. Reminds me that I have a unique culture to share with visitors                                                    | 1 | 2 | 3 | 4 | 5 |
| 29. Makes me want to work to keep Victoria Falls (SE)                                                                 | 1 | 2 | 3 | 4 | 5 |
| 30. Makes me feel more connected to my community                                                                      | 1 | 2 | 3 | 4 | 5 |
| 31. Fosters a sense of 'community spirit' within me                                                                   | 1 | 2 | 3 | 4 | 5 |
| 32. Provides ways for me to get involved in my community                                                              | 1 | 2 | 3 | 4 | 5 |
| 33. I have a voice in tourism development decisions (PoE)                                                             | 1 | 2 | 3 | 4 | 5 |
| 34. I have access to the decision making process when it comes to tourism in Victoria Falls                           | 1 | 2 | 3 | 4 | 5 |
| 35. My vote makes a difference in how tourism is developed in Victoria Falls                                          | 1 | 2 | 3 | 4 | 5 |
| 36. I have an outlet to share my concerns about tourism development in Victoria Falls.                                | 1 | 2 | 3 | 4 | 5 |

### SECTION III.

Please indicate your disagreement or agreement with each statement by crossing the number using the following Five-point scale:

- (1) Not at all involved
- (2) Not very involved
- (3) Not Sure
- (4) Somewhat involved
- (5) Very involved

| Environmental Empowerment                                                             |   |   |   |   |   |
|---------------------------------------------------------------------------------------|---|---|---|---|---|
| 37. We are invited to discussions concerning conservation of the environment.         | 1 | 2 | 3 | 4 | 5 |
| 39. We are informed about decisions regarding conservation of the environment.        | 1 | 2 | 3 | 4 | 5 |
| 40. Our ideas on conservation are well known by the environment management authority. | 1 | 2 | 3 | 4 | 5 |
| 41. We are empowered to make decisions about conservation of the environment          | 1 | 2 | 3 | 4 | 5 |

### SECTION IV.

Please indicate your answer by placing a (✓) in the appropriate alternative.

1. How old are you?

- 18-27 ( )
- 28-37 ( )
- 38-47 ( )
- 48-57 ( )
- 58 and over ( )

2. What is your gender?

- Male ( )
- Female ( )

3. What is the highest level of education you completed?

- Primary Education ( )
- Secondary Education ( )
- Certificate/Diploma (2-year) ( )
- University first degree ( )
- Master or Ph.D. Degree ( )

4. How long have you been living in Victoria Falls?

- Under 1 year ( )
- 1-5 years ( )
- 6-10 ( )
- 11-15 years ( )
- 16-20 years ( )
- More than 20 years ( )

5. What is your marital Status?

- Single or Divorced ( )
- Married ( )

**Thank you for your kind cooperation.**