

# RESIDENTS' SUPPORT FOR INCOMING TOURISM: A TALE OF THREE THEORIES

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A CASE STUDY OF TRANSYLVANIA, ROMANIA



# GENERAL INFORMATION AND CONTRIBUTIONS

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- The application of three social psychology theories in the tourism context (**social identity theory, social exchange theory and the theory of planned behaviour**).
- The study will clarify the use of social identity theory for the identification of residents' support for tourism (Palmer et al. 2013; Wang et al. 2014)
- Make contributions to the tourism sector in Romania by understanding how residents identify themselves with a region (**Transylvania**) and with marketing of the destination.

# AIMS AND OBJECTIVES

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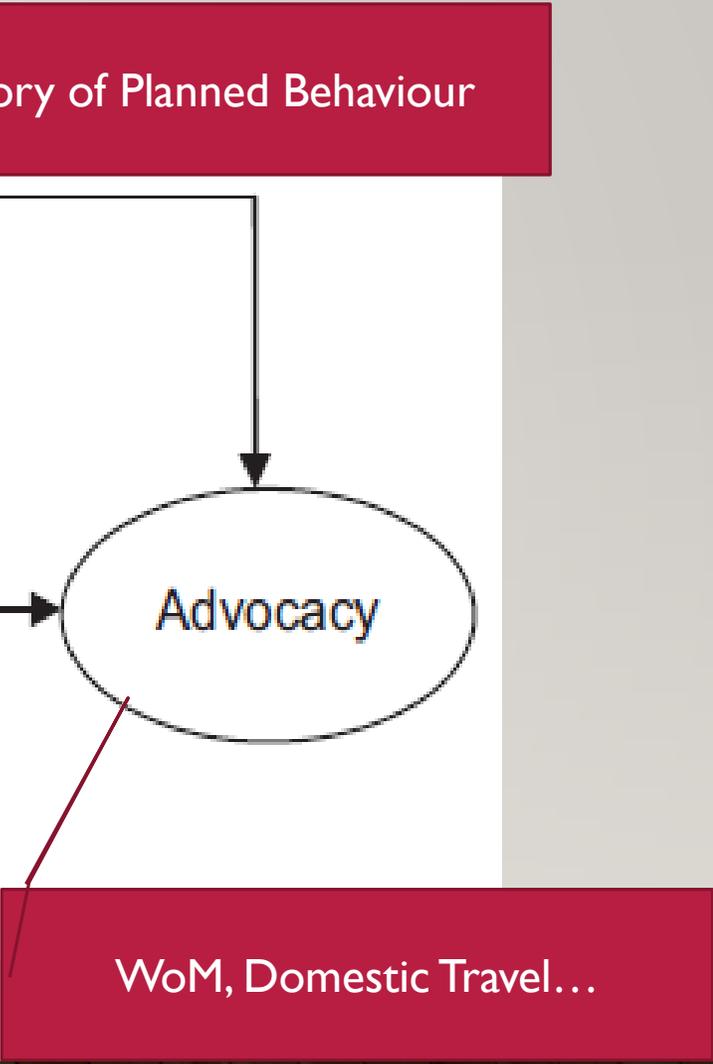
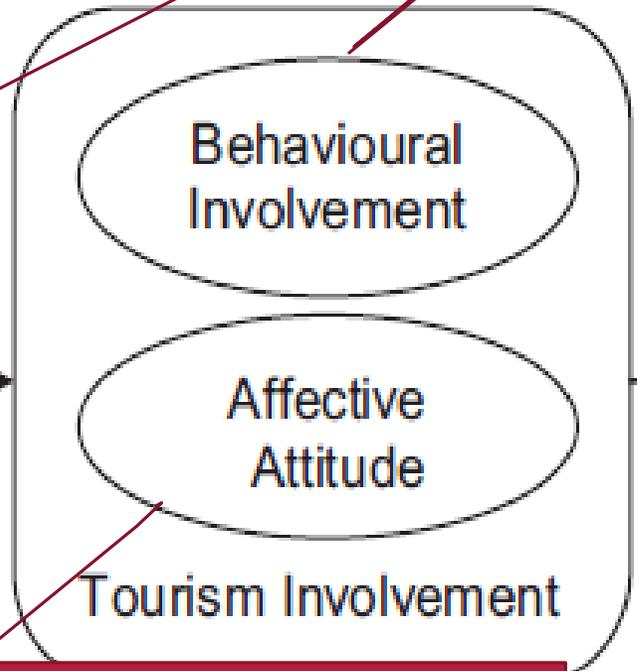
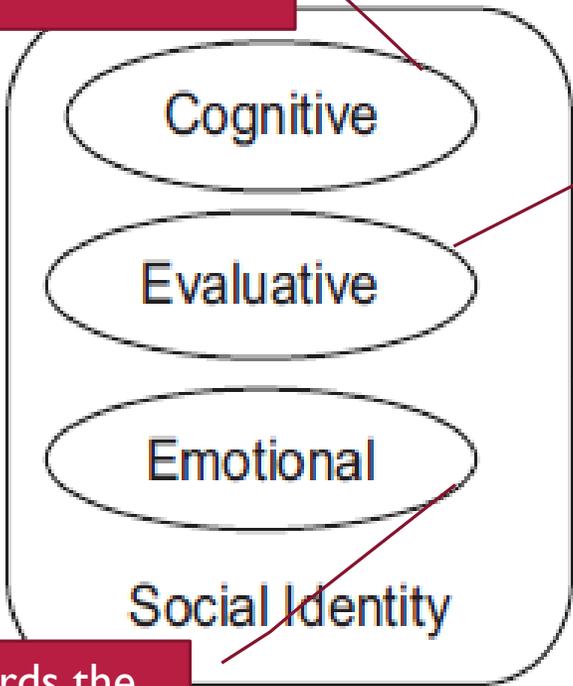
- The aim of the paper is to examine how the *identification* of individuals with their region affects their **tourism behaviour** and the probability **to advocate in the favour of it**.
  - To evaluate the identification of residents with a regional tourism destination using social-identity theory
  - To identify the attitudes and involvement of residents with incoming tourists within a regional tourism destination
  - To critically assess the findings of the value of social identity theory as a means of capturing tourism advocacies

# LITERATURE

The belief that the place is having a positive effect on their sense of being

Theory of Planned Behaviour

Residents identification



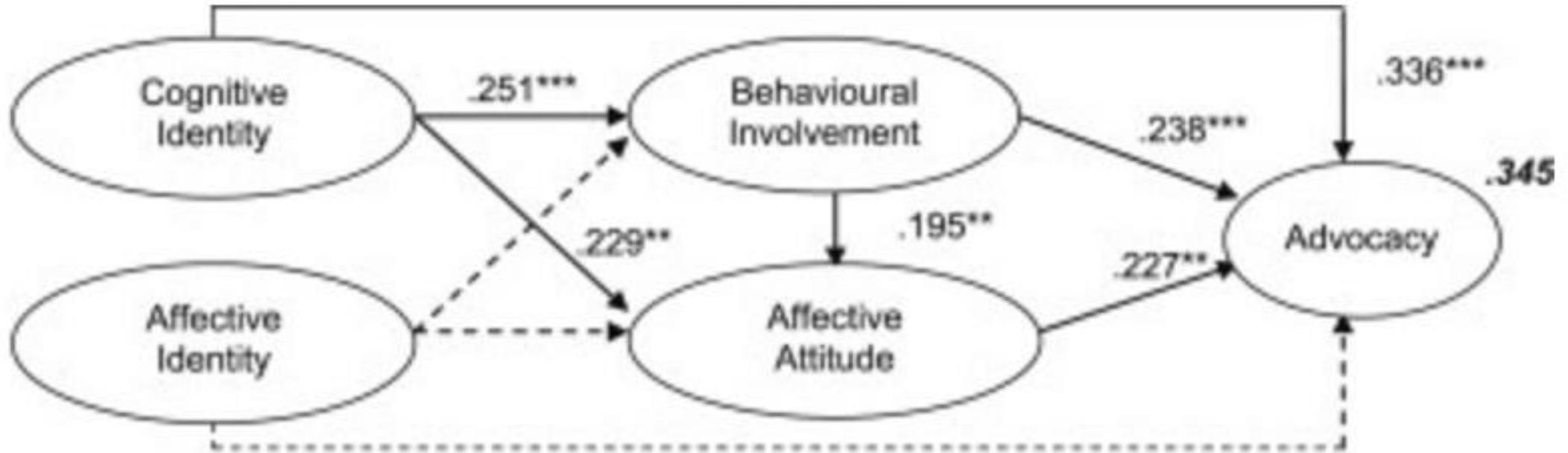
Feelings towards the place and sense of belonging

Social Exchange Theory

Repro



# LITERATURE REVIEW – EMPIRICAL RESEARCH



**Note:** \* $p \leq .05$ , \*\* $p \leq .01$ , \*\*\* $p \leq .001$ , Dotted line denotes non-significant relationship

# METHODOLOGY

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- Vanderstoep and Johnston (2009) underlined that
  - qualitative research is widely used to investigate attitudes
  - also to gain hints on residents identification with certain locations.
- The current research will follow also the residents behaviours and emotions in relation to their identity.
- Random sampling from the area of Cluj-Napoca

# METHODOLOGY

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- Semi-structured interviews covering 20 participants.
- The number will be divided into two groups based on demographics,
  - ten young and ten old and
  - Within each group, interviewing five participants from the region (born in the region) and five from another region (not born in the region), but residing in the research area.



# CHALLENGES AND LIMITATIONS

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- The whole nature of the research is predisposed to ethical issues. The researcher has to be careful how he will ask the questions in order not to offend anyone.
- The researcher has to take into consideration the role that participants have in the society,.
- A major limitations is the identification of participants with the region of Transylvania. According to the 2011 population census, there are 18,9% Hungarians living in Transylvania.
- Lack of official destination marketing for Transylvania.

# NEXT STEPS

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- Improvement of the Methodology
- Implementation of the method to extract the information
- Discussion Chapter
- Conclusion Chapter

# REFERENCES

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THANK YOU FOR YOUR ATTENTION

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