RESIDENTS’ SUPPORT FOR INCOMING TOURISM: A TALE OF THREE THEORIES

A CASE STUDY OF TRANSYLVANIA, ROMANIA
GENERAL INFORMATION AND CONTRIBUTIONS

• 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

• 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
Residents identification

Feelings towards the place and sense of belonging

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

Social Exchange Theory

Theory of Planned Behaviour

WoM, Domestic Travel…

Cognitive

Evaluative

Emotional

Social Identity

Behavioural Involvement

Affective Attitude

Tourism Involvement

Advocacy

Reproduced from Palmer et al. (2013)
LITERATURE REVIEW – EMPIRICAL RESEARCH

• Social Identity Theory has had little application to identifying residents’ support for tourism.

• However, there were two studies that raised attention (Palmer et al., 2013; Wang et al., 2014).

• Social Exchange Theory was used in Ward’s and Berno’s (2011) study of attitudes regarding tourism in Fiji and New Zealand, respectively, an undeveloped and a developed country.

• Using the Theory of Reasoned Action, Lepp (2007) found the positive attitude towards tourism among residents of Bigodi Village, Uganda, led them to supportive behaviours towards tourism.
METHODOLOGY

• 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

- 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

• 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 limitation 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

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


THANK YOU FOR YOUR ATTENTION