

Community Empowerment and their Support for Tourism Development: an Inquiry based on Resident Empowerment through Tourism Scale

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Abstract

Sustaining residents' support is critical for successful destinations. Though empowerment is decisive in attitude, quantitative researches show a dearth. This study uses resident empowerment through tourism scale to model empowerment's role in sustaining residents support for tourism in the light of Social Exchange Theory (SET) and Weber's theory of Formal and Substantive Rationality (WFSR), aiming at identifying the impacts of residence community empowerment as a pivot in advocating residents' support for tourism development. Kalpitiya, a fast developing tourist destination in the Island was found a fertile ground to test the proposed model. A random sample of 619 was used to collect primary data through a self-administered questionnaire. Data were analyzed using Structural Equation Model approach in SmartPLS3. Findings show that residents are influenced by personal economic benefits and pride, self-esteem heightened by psychological empowerment. Political empowerment influenced on positive impacts leading to residents' support for tourism development. The paper argues that SET merely insufficient to explain residents' behavior towards tourism while WFSR appears as a broader approach. Tourism practitioners need the attention towards non-economic considerations such as values, beliefs and morals in advocating residents' support for tourism since economic gains can't assure it alone.

Keywords: Community Empowerment, Tourism Impacts, Residents' Support for Tourism, Resident Empowerment through Tourism Scale (RETS), Kalpitiya

JEL Classification: M5, M21, M140

1. Introduction

Advocating the support and involvement of wide range of stakeholders is a prerequisite for successful tourist destination development in which resident community is a significant component in it (Boley, Ayscue, Maruyama, & Woosnam, 2016). As stated by Andereck and Nyaupane (2011 as cited in Boley, McGehee, Perdue and Long, 2014). Local residents of a tourist destination are a core source of tourist service suppliers who provide accommodation, information, facilities, and services been a focal point in the tourism development process in a destination. The resident community is

defined by Brehm, Eusanheauar, and Kranich (2004) as a “group of individuals living or working within the same geographic of residence”. They have to be the first ladder of destination development. As stated by Nunkoo and Ramkisson sustainable tourist destination development is achievable through effective involvement of local residents and accommodating their opinions in the development initiatives. (Boley & McGehee, 2014) The prior will guide the next stages to reach its goals as the core of a destination development project.

Their involvement and participation in tourism will basically depend on what they could receive and what they would sacrifice through this link and enrollment of tourism within their residence. Mostly the resident’s livelihoods which depend on tourism will result in them to analyze economic and non-economic costs and benefits they grant through tourism impacts and depend on that they determine to support or oppose tourism development. “Research conducted in this field is considered important because understanding the reasons why the residents do or do not support the tourism industry and its growth will help to establish models for such developments that minimize the negative impacts and maximize the support for these initiatives” (Vargas-Sachez, Porras-Bueno, & Plaza-Mejija, 2011). So to enable them in this wider context of tourism, if to achieve its strategic outcome in long path development projects these residents who depend on the benefits and deteriorate through the cost has to be empowered only with the positive influence of this development projects, Resident involvement has to be initiated through the impacts of empowerment in the field itself. “Empowerment leads individuals to revel and enhance in their control and mastery over themselves on factors and decisions which sharpen their livelihood” (Hur, 2006). That decide residents to support or oppose tourism development in a particular region while contributing to attaining tourism development in the broad sense of sustainability. Accordingly, empowerment will influence the resident's perception to support tourism as a construct of its impacts” (Gursoy, Jurowski, & Uysal, 2002). Equally, (Cole, 2006) and (Hidayat, Rahmanita, & Hermantoro, 2017) recognizes community empowerment as one of the significant components that lead to community participation in tourism development. He further elaborates that “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”. However, when examining the previous literature, in identifying the relationship between empowerment and its influence on residents in other constructs like supporting tourism, more researchers have basically utilized social exchange theory to examine the facts.

Social Exchange Theory (SET) has successfully been used to explain resident’s attitudes and perceptions on tourism in reserches done by Perdue, long and Allen 1990. Nevertheless, over the time, limitations of SET were identified by Boley and McGehee in 2014 that initiated only the economic benefits and its relationship on tourism impacts. The application of RETS (Resident Empowerment through Tourism Scale) model in a rural context and in an island county like Sri Lanka is another gap to be identified since its reliability on international context still to be confirmed by its applicability in different cultural and geographical settings in the world. (Boley, Nickerson, & Bosak, 2011; Woosnam & Norman, 2010), only a limited number of papers have been done in advancing scale development process to greater heights by evaluating the validity of these measures developed, like, (Hosany, Prayag, Deesilatham, Cau service, & Odeh, 2014; Kim & Ritchie, 2014; Sirakaya-Turk, Ekinci, & Kaya, 2007). The above undermines the validity of measures used in the literature to measure community empowering. (Boley, McGehee, Perdue, & Long, 2014)

Primarily, this study aims at identifying the impacts of residence community empowerment as a pivot in advocating residents' support for tourism development. Additionally, the study focuses at analyzing the measurement of resident community empowerment, identifying the relationship between empowerment and tourism impacts, and analyzing how the impacts lead to shape community response to support tourism development. The study expects to guide and assist, the key tourism decision-makers and planners to effectively achieve their tourism strategic goals. This study which deals with residents empowerment and their overall perception on supporting tourism, been a part of resident attitude research presents its significance, both contributing to theoretical and practical requirements in the field. So this study will enable to measure reliability and applicability of RETS in Sri Lanka in developing Kalpitiya tourism zones for destination developments.

Theoretically, this study will prove the use of theories and their influence, bringing economic and non-economic factors into its dimensions, explaining and supporting already developed frameworks under theories. The study applies RETS as an antecedent in measuring psychological, social, and political empowerments of residents which has been only a limited factor in previous researchers focused only on cost-benefit analysis of residents support for tourism. The study focuses on the identification of the key constructs, rational and substantive which grounded on theories related and developments of models like RETS in depicting their true relations and strength in predicting residents' support for tourism development. Accordingly, the role of empowerment as non-economic factors along with the economic factors that contribute in deciding a resident to support tourism development in a particular tourism zone that would initially affect the destination development has to be measured and examined in an emerging destination like Kalpitiya.

2. Literature Review and Hypotheses Development

2.1. Resident Community Involvement in Tourism

The resident community at a tourist destination is one of the vulnerable stakeholder since any impact generated from tourism is influential on them irrespective of their adversity or privilege (Choi & Murray, 2010). As stated by (Dogans & Denny, 2004) preservation of local cultural values, as well as erosion of local cultural values both, could occur due to tourism and related activities. Moreover, “virtually all of the negative impacts (of tourism) can be avoided when communities take the responsibility for guiding tourism growth in the directions best suited to the local situation” (Gunn, 1979).

To attain these core directions residents have to be identified as the ladder of its success since they are the key influencing group in a destination. According to Belisle and Hoy (1980) residents of a destination reserve the decisive command of pausing tourism development. Moreover, they argue that in order to make tourists welcome and to make tourist experience a complete one. Also, their strength is examined by researchers as “if residents resent or fear tourism, their resistance and hostility can destroy the local industry's potential” confirming the fact that residents are an essential component of whole tourism process (Boley, Maruyama, & Woosnam, 2015).

2.2. Residents' Attitudes on Tourism

(Gursoy, Chi, & Dyer, 2010) explain that tourism's impacts can better be explained through residents' perspectives on it. Similarly, resident attitudes on tourism and how to advocate their support for tourism has become one of the unanswered questions of tourism thesis. Consequently, residents' perceptions on tourism that shape their attitudes can be used as a predictor of residents' ultimate response towards tourism which may be either to support it or to oppose it (Boley, McGehee, Perdue, & Long, 2014). To succeed in tourism development, the enrollment and the attitude in their decision on supporting or opposing is essential in examining the previous and present status in resident attitude research. It is revealed that, over the decades, the field of researchers on resident attitude toward tourism has been the base in tourism literature according to (Boley & Perdue, 2012), while, (McGehee & Andereck, 2004) examines the significance of it as "the most systematic and well-studied area of tourism".

2.3. Social Exchange Theory (SET)

SET postulates that social interaction (or support for tourism in the above case) is an exchange based on the individual's perceived rewards and costs of the relationship as stated by (Homans in 1958). Ap (1992) examines SET can act as a framework to understand local residents' attitudes on tourism, since, it is a coherent "theoretic framework, which can account for both the positive and negative impacts of tourism as perceived by the host community, logically and intuitively appealing one that may be used, to explain why residents develop positive or negative perceptions of tourism impacts". In explaining SET from the perspective of local residents attitude on tourism, "the perceived benefits of exchanges from tourism will guide the residents overall attitude toward tourism" as mentioned by Ap 1992 and the first study carried to do an empirical test, for the principles of social exchange theory, in determining residents attitude toward tourism development was laid by Perdue et al in 1990. (Boley, McGehee, Perdue, & Long, 2014) and (Boley & McGehee, 2014)

SET in tourism context creates residents to be the rational actors, who always seek "to maximize their gains" (Cohen, 1967) accordingly, the proposition of "if residents perceive tourism positively they will support tourism while if they perceive tourism negatively they will oppose tourism development" (Choi & Sirakaya, 2005). Consequently, previous studies postulate and it is evident in literature that the residents' favorable or unfavorable perception on tourism and related activities strongly related with their perceived support or oppose for tourism in their territories. Based on the above account it can be stated that;

- H₁ – Perceived positive impact of tourism is positively related with residents support for tourism.
- H₂ – Perceived negative impact of tourism is negatively related with residents support for tourism.

2.4. Weber's theory of formal and substantive rationality (WFSR)

Max Weber an early advocate of sociology is considered to be the proponent of WFSR. The theory's suitability in researching individual attitudes is rationalized since it consists both economic and non-economic variable such as values, beliefs and morals. Thus, the theory has extensively been applied in researching human economic transactions and its ancestries as proposed by Andereck et al, (2005).

When, (Kalberg, 1980) explains that treating human rationality is being only driven by economic gain (McGehee 2007), illustrates that economic rationalization of individuals has formal or substantive stance while emotional factors are influential in such rationalizations. Further, it is evident in literature that substantive rationality as being guided by values and attitudes an individual possess. Thus, the potential decisions of individuals on negative impacts indicate negative suppositions and viz-a-viz. SET theory was embraced by formal rationality in WFSR, constructing measures to identify resident's perceptions of personally benefiting from tourism as argued by Boley (2014). Although it is, it doesn't carry a version of economic connotation. So, Boley, through his studies in 2014 added clarity to the constructs adapting, "personal benefits from Tourism" to "personal economic benefit from tourism" by providing a rationalized measures to be tested in models in resident attitude research. Successively, significant number of researches have been conducted to test the relationship between direct economic gains from tourism and residents' support for tourism and related activities (McGehee & Andereck, 2004). Thus, individual benefits pertaining to economic gains from tourism believed to become a significant predictor of resident perception of tourism impacts for residents' support for tourism and related development in their areas. Thus, it can be postulated that:

- H₃ – Perceived economic benefits from tourism are negatively related with perceived negative impacts of tourism
- H₄ – Perceived economic benefits from tourism are positively related with perceived positive impacts of tourism
- H₅ – Residents' support for tourism is positively related with perceived economic benefits from tourism

2.5. Psychological Empowerment "Resident Empowerment through Tourism Scale (model)"

According to Friedmann, (1992) Psychological empowerment of an individual is linked to one's self-esteem and one's "sense of potency". According to Cattaneo and Chapman, (2010) and the general acceptance in psychology, an individual's level of participation is strongly linked to his psychological empowerment. In tourism's context, psychological empowerment is referred to the capability of uplifting residents' sense of pride in their living environment and their cultural identity . Although this influence has to be further operationalized as a construct to predict resident attitude towards tourism, the previous literature findings like (Besculides, Lee & McCormick, 2002; Woosnam, Norman, and Ying, 2009) lead to believe psychological empowerment will generate a positive influence on resident perception. Boley, McGehee, Perdue & Long, (2014) and Zimmerman (1995) describe psychological empowerment have to be included as an antecedent to resident attitude toward tourism, since it benefits residents to receive from tourism that would increase their pride and self-esteem, while also , that has to be hypothesized, to illustrate the direct impact on resident perceptions of tourism's benefits and costs, as well as their overall support for tourism.

- H₆ – Residents’ Perceived psychological empowerment is negatively related with perceived negative impacts from tourism
- H₇ – Residents’ Perceived psychological empowerment is positively related to perceived positive impacts from tourism
- H₈ – Residents’ Perceived psychological empowerment is positively related to their intention to support for tourism

2.6. Social Empowerment “Resident Empowerment through Tourism Scale (model)”

Kay (2006), describes the base of social empowerment as “the emphasis on cohesion and collaboration are believed to be essential requirements for local economic development”, while (Di Castri, 2004) sees it as “having an important role in helping bring people together to work on common interests” (cited in Boley, 2012). Social empowerment can be improved by strengthening the relationships of local residents and other tourism related stakeholders. Such efforts also result in promoting community cohesion that is linked with building strong networks for individuals (Scheyvens, 1999). Once, the residents feel that they are socially linked and related to other important stakeholders they prompt to participate actively in the activities of their concern and this notion is common for tourism as well. Thus, only socially empowered individuals and groups can work together to build local tourism, benefiting them while supporting local community. Boley et al. (2014) emphasize that “It is believed the increased cohesion and collaboration associated with social empowerment will have a significant, impact upon how residents interpret tourism’s impacts, as well as their overall support for tourism”. It is hypothesized as;

- H₉ – Perceived social empowerment of individuals negatively related to perceived negative tourism impacts of individuals
- H₁₀ – Perceived social empowerment of individuals positively related to perceived positive tourism impacts of individuals
- H₁₁ – Perceived social empowerment of individuals positively related to residents support for tourism and related developments.

2.7. Political Empowerment “Resident Empowerment through Tourism Scale (model)”

Political empowerment generally referred to power for vote and participate in political activities. Yet, it encompasses the functions of voicing one’s aspirations into collective actions. According to Scheyvens (1999, p. 247), the role of political empowerment in tourism context is to provide all community groups with a forum to raise concerns and questions about tourism development. (Boley, McGehee, Perdue, & Long, 2014). “ political empowerment, within a tourism context, increases residents perceptions of sociopolitical control; the extent to which individuals perceive themselves as having motivation and capacity to utilize social and political resources. Therefore, in a situation of empowering residents in tourism decision- making, it has a positive effect on overall community support for tourism. In real sense, as stated by (Sofield, 2003) ” without active participation leading to political empowerment, locals “have inconvenience of tourism without economic advantages”. In the main role of

these resident attitudes research areas which collaborate with the dimensions of empowerment basically highlights their gaps such as empowerment remains central to community participation (Cole, 2006) versus the empowerment is poorly linked to residents' active participation in tourism and ultimately their response for tourism. Thus, there is no universally agreed conception on the role of political empowerment and its role in residents' tourism related behavior. Based on this account it is proposed

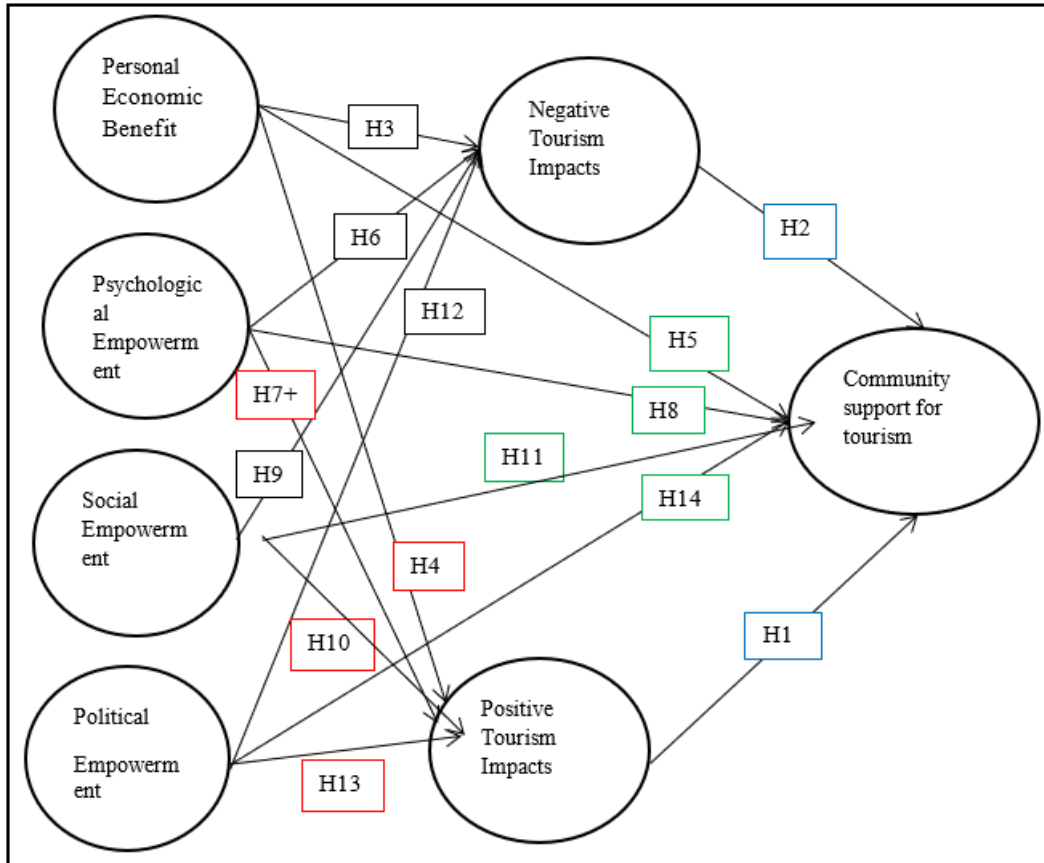
- H12 – Residents' perceived political empowerment is negatively related to their perceived negative tourism impacts
- H13 – Residents' perceived political empowerment is positively related to their perceived positive tourism impacts
- H14 – Residents' perceived political empowerment is positively related to their support for tourism and related activities

2.8. Resident Empowerment through Tourism Scale (RETS)

As a result in approaching all these dimensions, Boley and McGehee developed resident empowerment through tourism scale (RETS). This scale has subsequently been used as a tool to predict residents' support for tourism development together with their perceived economic benefits. RETS application is a promising tool in tourism research and "the ability to measure and track resident perceptions of empowerment is important for the industry for two main reasons. This application of RETS within the combined Weber/SET theoretical perspective answers (Nunkoo & So, 2016) charge to develop new theoretical concepts to capture the complex attitudes and behaviors of residents toward tourism. Additionally, the inclusion of the RETS as an antecedent to resident attitudes toward tourism would build off of the previous work done by (Beritelli & Laesser, 2011) and (Ryan, 2002) who point out the importance power plays within tourism development" (Boley & Mcgehee,2014).

2.9. Conceptual Framework and Hypothesis Development

Figure 1: Proposed model on residents' empowerment and their support for tourism development.



Source : Boley, McGehee, Perdue, Long 2014 , page 35

3. Methodology

3.1. Measurements and Instrument

The theoretical model with 14 hypotheses was proposed based on the literature. This study has adapted the RETS model originally proposed by Boley and McGehee, (2014). The model consists of seven constructs namely; psychological empowerment, negative tourism impacts, positive tourism impacts, community support for tourism that rooted originally from Boley and McGeehe's (2014), from recently developed RETS, with also the personal economic benefits from tourism adapted as a construct from Perdue et.al. (1990). These constructs were utilized in the RETS model, that was applied in the scales construction. The questionnaire is laid to its operationalization structures for data collection in RETS model and also in collecting information for hypothesis relationship analysis followed by the objectives of this research. The original questionnaire comprised section one with demographic analysis and then section two containing statements regard to 7 variable analysis, relevant to analysis of empowerment and attitudes which were present on a seven-point Likert scale

(1=strongly disagree, 7= strongly agree) to capture residents level of attitude towards tourism development in Kalpitiya. A pilot test was conducted in the same area with a sample of 49 respondents. The questionnaire was reworded and adjusted to enhance the efficiency based on the implications of reliability test results. Phase validity of the instrument was ensured by validating the finalized tool through 3 tourism professors.

3.2. Population, Sampling and Data Collection

The population of this study is the resident community in Kalpitiya tourism development zone, locates in Puttalam District in North Western Province of Sri Lanka. Primary data was collected through a door-to-door pen and paper survey and a self-administered questionnaire was fielded for this purpose. Respondents were randomly selected from sampling frame where it varies in three Grama Niladari (GN) Divisions within Kalpitiya tourism zone as specified in Sri Lanka Tourism Act, No 2007. A total of 630 residents were surveyed from June to August 2018. Of the total 619 responses were valid for the final analysis with a 98 percent accuracy rate. In the aspects of data collection and analysis, the researcher potentially met with studies limitations of unwillingness of informants to fill the questionnaire due to language inaccuracy, comparison between qualitative analysis usage, time sequential gaps and most essentially limiting to a one framework of RETS throughout the study.

3.3. Data Analysis

Partial Least Square (PLS) path modeling method (Hair et al., 2013) was used to test the proposed model applying tool SmartPLS3 (Ringle, Wende, & Will, 2005). PLS, as opposed to covariance-based SEM techniques, was preferred given its robust component-based approach which avoids estimation and identification issues. PLS handles comparatively smaller samples and has less restrictive assumptions on normality of data distribution. Most importantly our study focusing theory building on residents' support for tourism development PLS has shown promising applicability in it. It is equally suitable for theory building, theory extension and predictive applications (Hair et al. 2013; Hair, Ringle & Sarstedt, 2015).

3.4. Data Screening and Preparation for PLS-SEM

In order to handle potential measurement problems, we conducted preliminary examination and analysis of data. The results showed that the data were suitable for PLS-SEM confirming the reliability and unidimensionality of measurement scale. According to Chin, (2010) and Hair et al., (2011) the thumb of rule for PLS path modeling is 1 to 10 times of arrows pointed to a variable in the model. Given the six arrows in our model, the rule demands only a sample of 60 cases where we have a sample of well above the minimum requirement. The Kaiser–Meyer–Olkin (KMO) value was (KMO=0.908), confirming sampling adequacy for the test. Bartlett's test of sphericity was significant ($X^2 = 20797.574$, $p < 0.001$) conforming item correlation standards required for the analysis.

3.5. Methodology Limitations

As the specific limitations associated with the survey method can be depicted as the lack of richness in the data collected in a rural location that came through communication difficulties and relative potential biased introduced by the scale adapted while also the unwillingness of informants to complete questionnaire accurately. As another limitation, it is questionable that the methodological decision to investigate the research questions using quantitative analysis is better rather than qualitative analysis. Lack of the usage of other variables and only limiting to the framework of RETS model could have been an effect to some extent in this study where more other factors could have been identified if to utilize these variables as well in the study.

4. Results and Discussion

4.1. Demographic Profile of the Respondents

Table1. Demographic Profile of the Respondents

Variable	Group	Count	Percentage %
Gender	Male	251	40.5
	Female	368	59.5
Ethnicity	Sinhala	388	62.7
	Tamil	170	27.5
	Muslim	54	08.8
	Other	7	01.1
Age	Below 24	216	34.9
	24-35	209	33.8
	35-54	179	28.9
	Above 54	15	02.5
Education Level	Secondary School	403	65.1
	University/College	33	05.3
	Graduate Degree	35	05.6
	Other	148	23.9
He or his family work for tourism industry	Yes	314	50.7
	No	305	49.3
Do they earn income from tourism	Yes	179	28.9
	No	440	71.1
Knowledge regarding industry	Not at all knowledgeable	54	08.8
	Somewhat knowledgeable	239	38.7
	Moderately knowledgeable	238	38.4
	Very knowledgeable	87	14.1

Source : Author's own survey data of the study

Overall detail describes the sample was moderately rich with more female respondents (59%) than the males (40.5%), which more ethnically represent Sinhalese (62%) among other main ethnic groups. 34.9 percent respondents belong to the age group of below 24 years while smaller proportion indicated from the upper age group. The education levels of the sample seems to depend more on secondary education (65%) with less priority for colleges and university education also with graduates (10%). As for earners for tourism industry, (50%) it is very week feature that although the amount engaged in tourism industry is quite better the income generated are lesser reporting (28%).

4.2. Evaluation of the Measurement Model

Table 2. **Cross Loadings**

	NIT	PEB	PIT	POE	PSY	SE	SFT
NI1	0.8276	0.4487	0.5882	0.5932	0.424	0.3822	0.6019
NI2	0.7922	0.4121	0.5727	0.4553	0.4578	0.398	0.5254
NI3	0.788	0.4502	0.5527	0.5089	0.424	0.2997	0.5298
NI4	0.5116	0.2393	0.3174	0.2079	0.2522	0.1309	0.3439
PEB1	0.2393	0.5841	0.2207	0.2694	0.2358	0.1194	0.2722
PEB2	0.429	0.805	0.3797	0.3016	0.3152	0.3107	0.3885
PEB3	0.5278	0.8656	0.5488	0.4466	0.4948	0.3558	0.5933
PEB4	0.2841	0.6329	0.3274	0.2554	0.2716	0.2775	0.2485
PI1	0.4567	0.4214	0.7341	0.4978	0.4735	0.4218	0.5118
PI3	0.4483	0.3377	0.6353	0.3192	0.3171	0.2991	0.3402
PI4	0.5546	0.4221	0.7519	0.4863	0.4066	0.377	0.5517
PI6	0.5169	0.3754	0.7035	0.4388	0.4288	0.3184	0.47
PI8	0.4982	0.3403	0.6495	0.3436	0.4203	0.3261	0.4481
PI9	0.3417	0.2326	0.5499	0.2023	0.2507	0.2189	0.3312
POE1	0.6352	0.4481	0.54	0.9097	0.5704	0.4932	0.5776
POE3	0.4635	0.3462	0.5024	0.869	0.5053	0.4524	0.5087
PSYE2	0.3289	0.3078	0.3044	0.3757	0.6874	0.3496	0.3765
PSYE3	0.4911	0.4174	0.4832	0.4969	0.7911	0.3578	0.5388
PSYE4	0.2951	0.2382	0.3678	0.3696	0.6523	0.2823	0.2792
PSYE5	0.3726	0.3596	0.4661	0.464	0.711	0.4476	0.4136
SE1	0.4661	0.3868	0.522	0.5501	0.4894	0.9286	0.5021
SE2	0.2183	0.1559	0.1912	0.246	0.2738	0.6706	0.2329
SE3	0.1122	0.2277	0.2485	0.2514	0.287	0.514	0.1625
SFT1	0.6316	0.5112	0.5977	0.5054	0.4149	0.4181	0.7985
SFT2	0.581	0.4195	0.5682	0.5384	0.5269	0.3881	0.835
SFT3	0.3815	0.3698	0.4368	0.3185	0.3793	0.2147	0.669
SFT4	0.465	0.3718	0.4135	0.4789	0.4512	0.3894	0.7388

Note: NIT-Negative impacts of tourism, PEB-Personal economic benefits, PIT-Positive impacts of tourism, POE-Political empowerment, PSY-Psychological empowerment, SE-Social Empowerment, SFT-Support for Tourism

Source : Author's own survey data of the study

Table 3. **Results analyzed with CFA**

Constructs	CR	Item	Mean	Std. Dev.	Loadings	T Statistics
Negative Impacts of Tourism	0.825	Tourist increase lead to friction between residents and tourists	0.8226	0.0374	0.8276	22.11
		Tourism cause overcrowding	0.7933	0.046	0.7922	17.23
		Increased cost of living	0.7847	0.0406	0.788	19.39
		Garbage and littering	0.5098	0.0768	0.5116	6.65
Personal Economic Benefit from Tourism	0.817	Tourism helps me pay my bills	0.5811	0.089	0.5841	6.56
		Portion of my income is tied to tourism	0.7997	0.0411	0.805	19.58
		Economically benefit from more tourism development	0.8657	0.0234	0.8656	37.00
		Family's economic future depends upon tourism	0.6188	0.0803	0.6329	7.88
Positive Impacts of Tourism	0.831	Tourism improves the physical appearance	0.7322	0.0532	0.7341	13.80
		Increases the number of recreational opportunities for local homeowners	0.6466	0.0608	0.6353	10.44
		Helps preserve the cultural identity and restoration of historic buildings	0.7517	0.0486	0.7519	15.47
		Contributes to income and standard of living	0.6951	0.0559	0.7035	12.57

		improves the local economy	0.6392	0.0696	0.6495	9.33
		Incentives for protection and conservation of natural resources	0.5408	0.0747	0.5499	7.35
Political Empowerment	0.883	have a voice in tourism development decisions	0.9102	0.0194	0.9097	46.85
		My vote makes a difference in how tourism is developed	0.8653	0.0335	0.869	25.96
Psychological Empowerment	0.803	proud to be a resident here	0.6811	0.0589	0.6874	11.66
		feel special because people travel to see my area's unique features	0.7875	0.0427	0.7911	18.53
		Reminds me that I have a unique culture to share with visitors	0.6464	0.0684	0.6523	9.54
		Makes me want to tell others about what we have to offer	0.7042	0.0634	0.711	11.20
Social Empowerment	0.758	Makes me feel more connected to my community	0.9282	0.0204	0.6874	45.50
		Fosters a sense of 'community spirit' within me	0.6646	0.0703	0.7911	9.54
		Provide ways for me to get involved in my community	0.5003	0.1048	0.6523	4.90
Support For Tourism Development	0.846	positive benefit of tourism outweigh negative impacts	0.7911	0.0517	0.7985	15.44
		tourism should be actively encouraged	0.8335	0.0311	0.835	26.84
		I support tourism and want to see it remain important	0.6674	0.066	0.669	10.13
		tourism zone should support the promotion of tourism	0.7342	0.0511	0.7388	14.45

Source : Author's own survey data of the study

RETS originally consisted of thirty-two items across basic dimensions of empowerment. The outer loadings of the refined model eliminated fourteen items which were not satisfactory. Alpha values of SFT, PEB, and PI are high and above 0.7 confirming they are internally consistent for the test. Relatively the other constructs of PSY, SE, and POE and NI are also reaching their satisfactory levels above 0.6 with moderate reliability. CR values of the constructs ranging from 0.803 for the “Psychological Empowerment” to 0.883 for the “Political Empowerment”. These seven measures all suggest that the constructs of the model have strong internal consistency, with values above the recommended value of 0.7. It shows the items used to represent the constructs have satisfactory internal consistency within the model. The model depicts satisfactory indicator reliability when each item’s loading is at least 0.5 and significant at 0.05. All constructs have AVE ranging from 0.507 to 0.791, which exceeded the recommended threshold value of 0.5 with an exception to positive impacts of tourism indicating measurement model’s convergent validity. Internal consistency and discriminant validity were measured and all the loadings showed strong construct reliabilities (above 0.6) indicating strong factor loadings with AVE above 50%. Model indicated seven constructs reliable depicting empowerment in different context by contributing to the “field of empowerment which previously was only a conceptual idea without empirical measure” (Cole 2006 as cited in Boley and McGehee, 2014).

4.3. Evaluation of Structural Model and Hypotheses Testing

Table 4. Analysis on the path significant

Hypotheses	Hypothesized Relationship	Path Coefficient	Standardized T statics	Status
H1	Positive Impacts →Support for Tourism (+)	0.285	4.440	Supported
H2	Negative Impacts →Support for Tourism (-)	0.210	3.288	Not supported
H3	Personal Economic Benefit →Negative Impacts (-)	0.275	5.107	Not supported
H4	Personal Economic Benefit →Positive Impacts (+)	0.143	4.711	Supported
H5	Personal Economic Benefit →Support for Tourism (+)	0.143	2.633	Supported
H6	Psychological Empowerment →Negative Impacts (-)	0.148	2.258	Not supported
H7	Psychological Empowerment →Positive Impacts (+)	0.229	4.514	Supported
H8	Psychological Empowerment →Support for Tourism (+)	0.127	2.284	Supported
H9	Social Empowerment →Negative Impacts (-)	0.041	1.014	Not supported
H10	Social Empowerment →Positive Impacts (+)	0.145	2.662	Supported
H11	Social Empowerment →Support for Tourism (+)	0.050	1.287	Not supported

H12	Political Empowerment →Negative Impacts (-)	0.389	6.927	Not supported
H13	Political Empowerment →Positive Impacts (+)	0.254	4.208	Supported
H14	Political Empowerment →Support for Tourism (+)	0.145	2.454	Supported

Source : Author's own survey data of the study

Hypotheses one and two reveals the relationship as H1 (Perceived positive impact of tourism is positively related with residents support for tourism ($\beta = 0.285$, $t = 4.440$, $P < 0.001$)), H2 (Perceived negative impact of tourism is negatively related with residents support for tourism $\beta=0.210$, $t=3.288$, $P<0.001$) highlighting positive and negative perceptions of impacts that create a response in resident community to support tourism development as explained and predicted in many previous researches of resident attitude in tourism models as (Perdue 1990) Andereck and Vogt 2000)Gursoy 2002,McGehee and Andereck 2004 ,Boley 2014) In this study H1 was supported by data and confirm in model depicting its significant positive relationship in paths “Positive Impacts ,”Support For Tourism Development” But H2 does failed to confirm its depiction and although its significant, the statistical evidence state their relationship is positive (Negative Impacts and Support For Tourism Development.) Though SET implied to accommodate the function of positive and negative impacts of tourism and with RETS model, including Webber's theory. The study predicts that they only concern benefits of tourism and more favorably they view impacts positively but not, view negatively in a way they are more economically, and empower motivated to support tourism development.

The economic constructs in model constructed three hypothesis (H3, H5), and only H4 and H5 were supported the analysis where it highlights importance of significant positive relation between Positive Impact and Personal Economic Benefits and also the relation between Support for tourism development and Personal Economic Benefits. Purposefully it depicts the more benefits residents earn from economic capability a destination produce through tourism with factors like “tourism help pay my bills”, importantly feel them likely to see impacts favorably and support tourism development (Boley, Perdue, and McGehee). Findings of the three hypothesis testing relate to psychological empowerment (H6-H8), which illustrate that the positive relationship between psychological empowerment and positive impacts and overall support for tourism are supportive in the study with significant relationship at ($\beta=0.229$., $t=4.514$, $P< 0.001$, $\beta=0.127$, $t=2.284$, $P<0.001$) respectively.

But fairly proving (Andereck) idea of humans' engagement in non-market benefit, these people are empowered due to positive impacts of tourism in a context. Same to Kalpitiya. So, it is important that this findings highlights that developing tourism in a manner that locals are proud of their destinations uniqueness, they may more likely engage and support tourism in the area. Within the industry concerned with gaining local support, these findings prove that empowering residents psychologically as previous findings depict (Besculides, 2002, Boley and Perdue, 2014) through their willingness will strongly upscale tourism. Referred hypothesis to social empowerment (H9-H11), only one hypothesis (H10) was supported as, there is a significant positive relation between Positive Impacts and Social Empowerment with ($\beta=0.145$., $t=2.662$, $P<0.001$). These findings indicate how tourism impacts on positive functioning of residents within a society. If they feel that they are more connected to the community through tourism, they will view that tourism genera te positive effects and more impacts favorably, highlighting (Scheyvens, 1999) concepts of community cohesion.

The hypotheses (H12-H14) illustrate political empowerment on the fact that only H13 and H14 were able to confirm the significant positive relationships between the paths. (Residents' perceived political empowerment is positively related to their support for tourism and related activities" was supported by the study. ($\beta=0.254.$, $t=4.208$, $P<0.001$) and "Perceived political empowerment has a positive relationship with overall support for tourism" ($\beta=0.145.$, $t=2.454$, $P<0.05$) while H12 ("Perceived political empowerment has a negative relationship with perceived negative impacts from tourism" ($\beta=389.$ $t=6.927$, $P<0.001$) was failed to be confirmed. These findings depict the political empowerment enable them to view impacts favorably and support tourism conforming to previous findings Ramkisoorn (2012).

5. Discussion

With illustration to the first research question, it is to measure and validate the previously constructed RETS model (Resident Empowerment through Tourism Scale). Although the development and exaggeration relate to the developed RETS model by Boley and McGehee at its initial stage, verification in wider and different context was an identified major issue in many earlier researchers relate to resident attitude. The findings endorse the use of non-economic constructs such as empowerment to predict resident support for tourism development (Nunkoo and Ramkisoorn 2009). Among these factors, the strongest factor loadings shows by political empowerment, (POE1) which illustrate a loading of 0.909 depicting to be the most affected factor in the model. The constructs were reliable to depict empowerment in different context by contributing for the field of empowerment since the previous postulations on this were limited to only theoretical level. The models suitability in Kalpitiya, which is still developing, it indicates all positive hypotheses are significant rejecting negatively ordered hypothesis which only perceived positive impacts positively. Findings of this study revealed that residents of Kalpitiya tourism zone perceive that they are empowered psychologically and politically than socially. More importantly, the residents perceive the positive impacts and positive economic benefits of tourism in their perceived response to tourism and related activities. Additionally, the study depicts the way tourism is expected to developed, practiced and marketed in a community like Kalpitiya and where to focus if to achieve community contributions to the development.

6. Conclusion and Contributions

Local residents are an integral part of successful destination development. Thus, primarily, the aim of this study is to identify the impacts of residence community empowerment as a pivot in advocating residents' support for tourism development, examining the complex antecedents of residents' perceived positive or negative response for tourism development in a fast-growing tourist destination. This study strives to contribute to the tourism literature by extending the traditional impact driven model beyond the SET conventions. The study applies RETS for the prior objective and examines the other constructs such as social, psychological and political within the scope of empowerment.

This approach finds fitting since SET based economic rationalization restricts the elucidation of complex resident support for tourism development in their peripheries. Findings revealed more residents recognize themselves and believe that

they are empowered politically and psychologically than socially and most relevantly with monetary benefits that they will view only positive impacts concerning only the benefits without overall cost analyses and response to support tourism in the area. Also, the study indicates that a tourism development that empowers residents can advocate their support and positive perception from residents.

The all positive relationships proposed are supported in the model where SET has highly been proven in the study context while all the negative relationships proposed are rejected. The study context being an emerging destination the community is eagerly looking for economic gains from tourism and their vigilance to negative impacts appears meager. The study also implies the necessity of tourism planners and managers responsibility to making sure that local community receive their economic stake to ensure their support for tourism. Equally, the positive significant relationships with empowerment endorses the theoretical perspectives of RETS. Thus the study supports to reject the conventional views that hold tourism development's success depends merely on economic functions in community. Thus, the study validates the connotation of empowerment, solidarity and emotional concerns of communities' in modeling their support for tourism. Thus, to ensure a sustained community support for tourism SET based economic rationalization is important while empowerment, solidarity, and emotional concerns are equally important.

6.1. Theoretical Contributions

Theoretically, this study reveals the utilization and understanding of the head theories of resident research (SET) "Stating that residents will evaluate tourism based upon the costs and benefits incurred to them through tourism (McGeehe 2004). The imitations of SET leading to Weber's theory of formal and substantive rationality, capable of strengthen formal and substantive factor interpretation, not only financially but with benefits and costs of all factors inherent to describe the relationship and scale measurement in resident attitude field through established model (Boley and McGeehe, 2014). This study contributes to advance above theories into different contexts. The study validates the RETS model aligned with previous literature (Perdue 1990, Strzelecka 2016 and Boley 2014). This study support the developed model to be confirmed in broader global context expanding geographical cover of RETS. Theoretically, the findings extend the conventional views of SET by expanding RETS in an emerging destination context. The paper argues that mere SET approach is insufficient to explain the complex behavior of residents in supporting tourism development while empowerment acts as an agent to modify their decisions.

6.2. Empirical Contributions

This study contributes to the existing literature and confirms some of the previous postulations on residents' perceived response for tourism and related development in their peripheries particularly within the scope of empowerment. Precisely, the political, psychological and social empowerment of residents and their behavior toward tourism and related development was explained through the lenses of SET and RETS. Thus, the findings empirically enlighten the theoretical implications for empowerment and tourism development which is still at early stage of empirical

investigation. Kalpitiya being one of the traditional fishing community, tourism and related developments have interfered their way of life and livelihoods. The findings of this study suggests that community empowerment can be used as a proxy to advocate tourism and related development in this context while promoting positive impacts of tourism to resident communities. This study contributes for effective decision making in the ongoing Kalpitiya tourism development project. The findings can be considered to empower residents in the tourism development process in making residents' advocacy and support for tourism in the long run.

6.3. Future Research Directions

This study is limited to the community empowerment and its role in advocating their support for tourism development. Future research could also examine factors affecting resident levels of empowerment particularly in destinations where initial tourism development is taking place. Further, the study sheds a light on resident empowerment through tourism while it can be influenced by various other factors. An examination on other factors that promote community empowerment and their role in predicting residents' behavior can be another area for future research. The use of empowerment and RETS application in the fields of sustainable tourism development could be a total separated and wider area that more researchers can be developed in future with also adapting to the modern tourism trends in the world. Moreover, resident community characteristics and their socio-demography were not incorporated in this study which may be a potential study for future researchers.

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