

## Ana Paula Rodrigues and Carlos Peixeira Marques

University of Trás-os-Montes and Alto Douro, Portugal

## Residents' Support for Tourism Development: Contributions from the Affect Theory of Social Exchange

Tourism development is characterized as having both positive and negative impacts on host communities. However, in the initial exploration and involvement stages. the relationships between visitors and hosts and the impacts of tourism are usually perceived as positive. Building on the Affect Theory of Social Exchange (ATSE), this paper proposes that a positive experience with tourists and the perceived benefits of tourism development elicit positive anticipated emotions, thus increasing community attachment and support for tourism development (STD). The model additionally conceptualizes satisfaction with the community as an antecedent of beliefs, emotions, and attachment, aiming to shed some light on how these antecedents jointly influence residents' volitions regarding tourism development. A quantitative approach was adopted through the application of a personal questionnaire survey to dwellers from a total of 25 communities (nine urban and 16 rural) in the Douro Wine Region, Portugal. The structured questionnaire was developed combining latent variable scales from the literature about STD. A total of 461 usable responses were obtained and analysed in a partial least squares structural equations model in order to assess how the proposed antecedents determine STD. As expected, residents' perceptions of the tourism benefits positively influence their STD. The results offer support for the relationship between tourism benefits and positive anticipated emotions. Also, positive anticipated emotions significantly and positively influence community attachment and residents' STD. Moreover, community attachment has a positive impact on residents' STD. Results also suggest that residents' satisfaction with the community positively affects their beliefs about tourism benefits, positive anticipated emotions, and community attachment. As predicted, the quality of interaction between residents and tourists was a significant determinant of perceptions regarding tourism benefits; however, contrary to expectations, did not significantly predict positive anticipated emotions. From a theoretical point of view, this study contributes to conceptualise and assess, in accordance with ATSE, the mediating role of anticipated emotions to predict residents'



attachment (i.e. affect attributed to a group) and STD. Concerning practical implications, it is suggested that stakeholders interested in increased STD should reinforce beliefs about the benefits of tourism, but should also improve the sense of satisfaction with the community.