

How social capital affects support intention: The mediating role of place identity

Nien-Te Kuo^a, Yi-Sung Cheng^{b,*}, Kuo-Chien Chang^c, Shih-Ming Hu^d

^a Department of Travel Management, National Kaohsiung University of Hospitality and Tourism, No.1, Songhe Rd., Xiaogang Dist., Kaohsiung City, 81271, Taiwan

^b School of Marketing, Entrepreneurship, Sport Management, Hospitality and Tourism Management, Western Carolina University, 207 Forsyth Building, Cullowhee, NC, 28723, USA

^c Department of Leisure and Recreation Management, Chihlee University of Technology, No. 313, Sec. 1, Wunhua Rd., Banciao Dist., New Taipei City, 22050, Taiwan

^d Department of Management, Marketing and Hospitality, Southern Utah University, 351 West University Blvd., Cedar City, UT, 84720, USA

ARTICLE INFO

Keywords:

Social capital
Place identity
Support intention
Community festival
Festival tourism
Tourism development

ABSTRACT

The economic, cultural, political, and social benefits of festival tourism for local communities are gaining increasing recognition. However, determining the means of creating a long-running community festival remains a key issue. To fill this gap, this study applied the cognition-affect-behavior model to identify the relationships among social capital, place identity, and support intention for festival tourism. Specifically, we sought to determine the influence of community residents' social capital on their support intention as well as the mediating role of place identity. To test this model, we examined resident opinions of the Kaohsiung Zuoying Wannian Folklore Festival. Data collected from 500 residents was analyzed using structural equation modeling. Our results indicate that social trust directly affects place identity, which is also influenced by social norms and networks. Furthermore, we found that place identity is a key indicator of support intention. Our analysis also supports the hypothesis that place identity mediates the effect of social capital on support intention. These findings have important theoretical and managerial implications, which we outline in our discussion.

1. Introduction

Festivals represent important cultural practices. They are a public display of collective celebration and civic rituals. They provide the space and time for local communities to gather together (Liu, Wang, Huang, & Tang, 2019; Quinn, 2009, pp. 483–503). Community festivals reflect the rich tangible and intangible heritage of human culture. In addition, they are considered an opportunity to build community characteristics and obtain competitive advantage in tourism development.

However, community festivals will only succeed to the extent that they support the lifestyles of community residents. If local residents see in the festivals some form of personal gain, they will likely hold positive attitudes towards their development. Therefore, both lifestyles and attitudes are crucial factors of a “hospitality atmosphere” (Simmons, 1994). In order for the development of tourism to be sustainable, local stakeholders must be taken into account and regarded as development partners (Gursoy, Jurowski, & Uysal, 2002; Perdue, Liu, Lin, Wang, & Chen, 2019). If the support from residents for tourism development is high, access to knowledge of the local environment, including local

culture, history, the natural environment, and infrastructure, can be improved. The interactions between the host community and tourists are also then more likely to be positive. This will lead to the attraction of more tourists to the festival destination.

Past research has focused on the economic performance of festival tourism (Jackson, Houghton, Russell, & Triandos, 2005). In recent years, more scholars have brought attention to the social, cultural, and political influences that festival tourism exerts on the host community (Nunkoo & Smith, 2013; Pavlukovic, Armenski, & Alcantara-Pilar, 2017). Prior studies have suggested that future research should use social capital as a means of enhancing our understanding of the relationship between residents and sustainable tourism development (Attanasi, Casoria, Centorrino, & Urso, 2013; Park, Nunkoo, & Yoon, 2015). The social capital held by residents can predict the support intention and participation of residents; this has brought the concept to the forefront in the discussion on tourism governance (Liu et al., 2014; Pongponrat & Chantradoan, 2012).

This study aims to further clarify the relationships between social capital and related variables that affect residents' support intention for

* Corresponding author.

E-mail addresses: nkuo@mail.nkuht.edu.tw (N.-T. Kuo), ycheng@wcu.edu (Y.-S. Cheng), kcchang@mail.chihlee.edu.tw (K.-C. Chang), shu@suu.edu (S.-M. Hu).

<https://doi.org/10.1016/j.jhtm.2020.11.005>

Received 8 March 2020; Received in revised form 2 October 2020; Accepted 14 November 2020

Available online 2 December 2020

1447-6770/© 2020 The Authors. All rights reserved.

community festivals. This paper combines the variable of place identity with social capital to examine their joint effect on support intention. The concept of place identity has received much attention in the context of festival tourism (De Bres & Davis, 2001; Wang & Chen, 2015). Clarifying residents' place identity is crucial because place identity reflects a resident's emotional relationship to a place and attitude toward tourism (Wang, Chen, & Xu, 2019). Derrett (2003) suggested that it is the place identity of residents that grants community festivals authenticity. A strong positive place identity increases the sense of community spirit; this in turn positively affects local tourism. Ramkissoon (2015, pp. 39–50) also specified that the traditional cultural festivals are an important opportunity to build and enhance the place identity of residents. Improving place identity can increase the level of support shown by residents for future festivals.

Yet, although many bodies, both governmental and non-governmental, have recognized the significance of place identity, there exists a gap between theory and implementation. Many festivals are hosted for only a few years or sometimes one year only (Lee, Yang, & Che, 2011). Kneafsey (2000) determined that place identity is key to developing sustainable community tourism and to distinguishing key features of communities (e.g., farming communities). Tourism operators need to acknowledge that when residents' personal identities are inconsistent with place identity, their support intention for community affairs or community development goals will be negatively affected. Specifically, tourism operators should not only understand how tourists evaluate a festival but also consider how residents feel about their community (e.g., whether they like, belong to, or proud of the area in which they live). When residents have negative feelings toward their community, it is hard to create a long-running community festival.

Although previous research has illustrated the effect of place identity on support intention in the tourism context, the interrelationships between these factors and social capital have yet to be investigated. Hence, the objectives of this study were threefold: (1) to examine the impact of social capital on place identity, (2) to investigate the impact of place identity on support intention, and (3) to determine whether and to what extent place identity mediates the relationship between social capital and support intention. The results of this study contribute to the literature on tourism and event management in two important ways. First, our results further confirm the antecedents of support intention. Second, although the importance of the variables examined here has been widely discussed, we sought to verify the relationships among them,

particularly the mediating role of place identity. These contributions are important for both theory and practice. They further our understanding of place identity and lay the foundation for future research on event management. They also offer tourism operators insight into the development of tourism festivals with a specific focus on improving their design and operation. These improvements would likely increase the support from local residents for community-based festival tourism, thereby overcoming current obstacles to the creation of long-running community festivals.

2. Literature review

2.1. Theoretical framework

The cognition-affect-behavior (C-A-B) model (Holbrook, 1986, pp. 17–52) and social capital theory (Putnam, 1993) contributed to the theoretical foundation of this study. Drawing on these, we constructed a conceptual model to test the relationships between social capital, place identity, and support intention. This research framework is presented in Fig. 1. According to the C-A-B model, decisions begin with cognition (i.e., personal beliefs, perceptions, and thoughts that individuals have regarding an issue or object), followed by affect (i.e., emotions or feelings that individuals have regarding an issue or object), and result in behavior (i.e., behavioral intentions or actual actions) (Babin & Harris, 2010; Solomon, 2011). In other words, cognition determines affect which, in turn, leads to behavior. More importantly, human emotion mediates the relationship between cognition and behavior.

Applying the C-A-B model to our research model, we identify social capital as residents' cognitive responses (C) toward a community/community members, place identity as residents' affective responses (A) toward a community, and support intention as residents' behavioral responses (B) toward community-based tourism. Social capital is an essential cognitive component of community development because it measures and reflects people's values, attitudes, beliefs, norms, and perceptions, as well as the reciprocity, sharing, and trust within a community (Krishna & Shrader, 2000). Social capital theory was used to provide theoretical support for our model of sustainable community tourism development. We investigated whether the effect of social capital should be considered a key driver of residents' place identity and support for tourism development.

Place identity is a key affective dimension in community

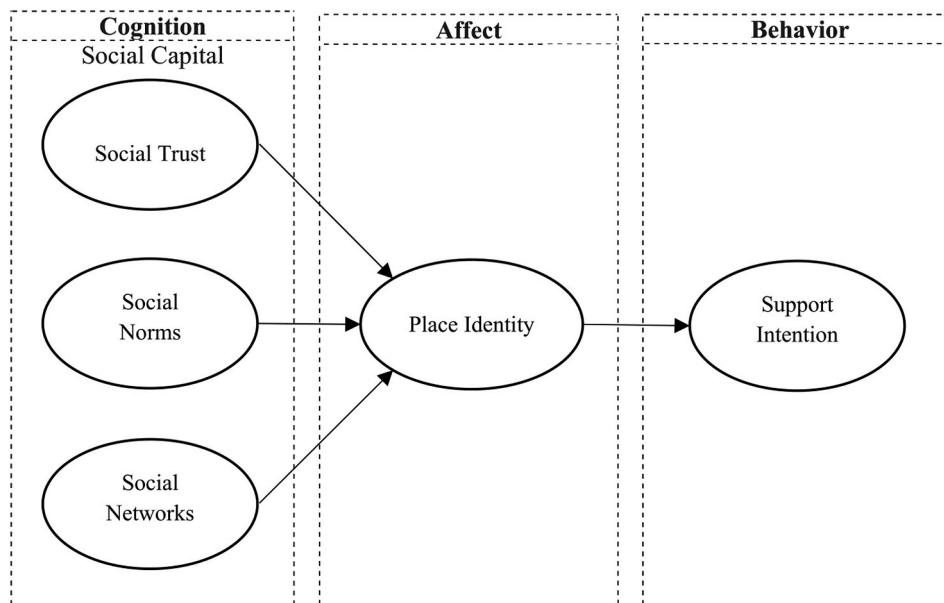


Fig. 1. Research framework.

development; it describes the relationship between people and place, encompassing attitudes, memories, values, ideas, emotions, and meanings (Anton & Lawrence, 2014). In other words, it is the combination of the effects of a place on self-identity (Hosany, Prayag, Deesilatham, Causevic, & Odeh, 2015; Proshansky, 1978). Place identity can enhance people's feeling of belonging to a place, allowing them to further convey and confirm their identity (Kyle, Mowen, & Tarrant, 2004; Tuan, 1980). Accordingly, we situate local residents' perceptions of place identity as an affective component in the C-A-B model.

Many studies have reported on the effects of social capital on place identity and support intention (Hsieh, Tsai, & Chen, 2017; Nunkoo & Gursoy, 2012). Most existing studies focus on direct relationships; however, few have investigated the existence of indirect effects or the antecedents of support intention. There is strong evidence that social capital affects place identity, and that place identity predicts support intention; this evidence invites a more in-depth investigation of these relationships. The present study fills this gap by examining the mediating effects of place identity using a quantitative statistical approach. Moreover, we tested our conceptual model using data collected from local residents. Meeting tourists' expectations and needs alone will not create a sustainable community festival. However, if local residents proactively welcome tourists to their community, tourists will be more likely to recommend the place to others, and thereby promote the community.

2.2. Social capital

Social capital plays a crucial role in enhancing the entire social and economic efficiency of a community (Falk & Kilpatrick, 2000; Knack & Keefer, 1997). With a focus on community and social organization, Putman (2000) built a framework for social capital, defining it as "connections among individuals – social networks and the norms of reciprocity and trustworthiness that arise from them" (p.19). According to Putnam (1993), trust is at the core of social capital. Trust refers to expectations regarding other people's expected reactions and the willingness to take risks in certain social backgrounds, and the intention to take action to support other group members (Bullen & Onyx, 2005). Putnam (1993) believed that the existence of trust is a precondition for increasing human social interaction. It also contributes to creating social cohesion in the community and to establishing long-term partnerships.

Social norms refer to the common behavioral standards that group members approve of and the influence that emerges from interpersonal social networks. It provides an informal social control system outside of official rules. Through social norms, group members are expected to abide by a set of standards; these standards are expected and understandable under certain social backgrounds. In addition to this, social norms are reciprocal. They are seen as a combination of short-term altruism and long-term self-interest (Bullen & Onyx, 2005) and have an important impact on an individual's collective action (Woolcock, 1998).

The last dimension of social capital theory is social networks. It refers to a dense and connected abstract relationship among individuals and groups. Social networks are tight and volunteer-based social connections built among families, neighborhoods, and communities based on common beliefs. Through these networks, group members are able to informally share their common values and build trust with each other (Fukuyama, 1999). Social networks are beneficial in terms of information exchange among group members, which further functions to ensure the obedience of common norms and the maintenance of social consistency (Bullen & Onyx, 2005).

A common approach for measuring social capital examines its multiple dimensions (Putnam, 2000). To understand which dimension has the most significant impact on place identity, we must determine the unique benefits brought by each dimension. We therefore considered three dimensions of social capital and present hypotheses to link these three dimensions directly to place identity based on established

scholarship and theory. Instead of treating social capital as a second-order construct (Forsell, Tower, & Polman, 2020; Kim, Lee, & Bonn, 2016), we referred to existing research which used different dimensions of social capital as first-order predictors (Ali-Hassan, Nevo, & Wade, 2015; Ghahtarania, Sheikhmohammadya, & Rostami, 2020). This enabled us to understand the impact of each dimension of social capital on certain outcome variables.

2.3. Place identity

Proshansky, Fabian, and Kaminoff (1983, p. 61) defined place identity as "an individual's strong emotional attachment to particular places or settings". That is, a person's sense of belonging to a place results in a feeling of attachment to that place (Prayag & Ryan, 2012). It is a personal and social phenomenon that reflects and shapes individual and collective behavior (Warf, 2006, pp. 239–241), as well as a cognitive process that draws a distinction between oneself and others (Hauge, 2007). When an individual harbors a positive attitude toward the group he or she belongs to, he or she has stronger group identity and his or her common attitude and collective behavior will be influenced accordingly. The application of identity to event attachment is receiving increasing attention from tourism researchers. Prayag, Mills, Lee, and Soscia (2020) found that positive emotions like happiness and love are generated when fans strongly identify with a team (team identification) and fans who have a higher team attachment will have a higher event support to watch games played by their team (event attachment).

The relationship between place and identity has been widely discussed in environmental psychology since the 1970s (Zhuang & Zhang, 2011). Place is the center of human daily life (Relph, 1976). Proshansky et al. (1983) considered the relationship between a human and his or her environment as the basis of place identity theory. Place identity is mainly influenced by an individual's "environmental past," or the consistency between an individual and physical space that satisfies personal needs. Place identity is determined not only by physical components but also by affective perceptions such as feelings about specific physical settings and meanings and relationships developed between people and place (Bott, Cantrill, & Myers, 2003).

In addition to its importance in environmental psychology, place identity has been recognized as an essential predictor of place attachment and behavioral intention by several studies on tourism (Brown, Smith, & Assaker, 2016; Hosany, Buzova, & Sanz-Blas, 2020). Place attachment refers to the "emotional link formed by an individual to a physical site that has been given meaning through interaction" (Milligan, 1998, p. 2). If tourists develop an attachment to a destination, they are more likely to feel satisfied with their tourism experience, and are more likely to revisit (George & George, 2004). Place attachment is considered a multidimensional construct comprising both place identity and place dependence (Prayag & Ryan, 2012; Yuan, Song, Chen, & Shang, 2019). Place identity is a form of emotional attachment. It is generated by a tourist's affective bond to a place and contributes to tourist loyalty to a tourism festival or event (Lee, Kyle, & Scott, 2012). For instance, satisfied tourists at a festival who identify strongly with a destination will form a positive emotional attachment to the festival host destination. This will increase revisit intention. In contrast to the affective focus of place identity, place dependence is associated with the functional meaning of a destination, including its capacity to meet the expectations of tourists (Williams & Vaske, 2003). If expectations for service are not met, tourists may decide to visit other sites, despite strong place identity. If service providers can bring a high level of quality to the functional features of a tourist activity, tourists are more likely to depend on the event (Prayag & Grivel, 2018). Simply put, functional attachment to the physical aspects of a destination increase tourist loyalty.

In this study, we chose to focus on place identity. The first reason for this is the conceptualization of place identity as an emotional link, which makes it a key factor of behavioral intention. For tourists, place identity

(i.e., emotional attachment to a destination) has been proposed as a key predictor of tourist behavior/loyalty (i.e., intention to revisit and recommend a destination) (Hosany, Prayag, van der Veen, Huang, & Deesilatham, 2017). Gu and Ryan (2008) argued that the same process could apply to local residents. Specifically, residents may support tourism activities and help to promote and develop tourism if they are attached to and feel proud of their place of residence. Therefore, since tourist perception of place identity is not sufficient to ensure the sustainability of community festivals, there is a need to investigate resident perception of place identity. Furthermore, strong place dependence is more important for tourists than locals. Residents tend to move when their home does not satisfy their needs or support achievement of their specific goals. This is due to stronger place attachment. Bernardo and Palma-Oliveira (2012, p. 36) summarized different conceptualizations of and perspectives on place identity and reported that “[t]he most common approach has been the comprehension of place identity in terms of the emotional link to the place”. Within our context, place identity and place attachment can therefore be seen as equivalent.

2.4. Support intention

Community tourism is a sector of the tourism industry that depends on the support of local residents; it is vital to both the sustainability and stability of tourism (Gursoy, Chi, & Dyer, 2010). If residents have positive attitudes toward tourism, they are more likely to treat visitors hospitably in support of tourism development (Moghavvemi, Woosnam, Paramanathan, Musa, & Hamzah, 2017). If there is a sense of personal gain associated with tourism, support intention is enhanced. Therefore, the degree to which tourism enhances the standards of living for the community predicts residents’ support for tourism (Sharma & Gursoy, 2015). Residents will evaluate the expected costs and benefits of tourism on their community to determine if developments are worthy of their support (Hanafiah & Hemdi, 2014). In other words, the benefits must outweigh the costs in order to garner support. In this study, support intention is defined as a resident’s intention to engage in behaviors that support community tourism development. Behavioral intentions are measured as the self-determined probability that a subject will perform the behavior (Ajzen & Fishbein, 1980). Behavioral intention is the most accurate predictor of human behavior.

2.5. Social capital, place identity, and support intention

The relationship between social capital and place identity has been a topic of discussion in community development (Bryden & Hart, 2004). A harmonious community with high levels of trust among residents will have higher place identity. Liao (2014) investigated the role of social trust and identity in community governance. He pointed out that when a resident has higher levels of trust in fellow community members and towards government officers, social cohesion is increased. Accordingly, the resident will have a greater sense of belonging to and of control towards the place. Moreover, those who conform to the norms of behavior for a place and therefore assess their identity positively will continue this behavior and enhance their identification with a group or society (Charles, 2012). Cuba and Hummon (1993) found evidence that different social-spatial environments, demographic characteristics, human interactive networks, community social participation, and public action have a significant impact on residents’ sense of place identity. Lee, Árnason, Nightingale, and Shucksmith (2005) conducted empirical research on contemporary rural development in European countries to examine the relationship between social structure and community development. Their results showed that an area with strong social capital and strong place identity usually has a higher perception of community distinctiveness. With increased respect for their own culture and environment, the residents also demonstrated support for community development. These results indicate that social networks are a key element in the relationship between social capital and identity. Light

(2015) stressed that an individual’s social collective behavior is based on shared community identity and showed that there is a significant relationship among social affiliation networks, social trust, and identity.

Since social capital is a multi-dimensional construct and there is a positive relationship between social capital and place identity, we believe that there is a need to further understand the impact of each dimension of social capital on place identity. Simply put, social trust, social norms, and social networks may be regarded as key antecedents of place identity. Hence, to understand the significance and strength of each dimension of social capital on place identity, we treat each dimension of social capital as a first-order construct. Based on the discussions above, our hypotheses are as follows:

- H1a.** Social trust positively affects place identity.
- H1b.** Social norms positively affect place identity.
- H1c.** Social networks positively affect place identity.

Furthermore, place identity has an important facilitating role in community tourism development. When host residents lack place identity, community tourism development tends to fail (Kneafsey, 2000). Ballesteros and Ramírez (2007) examined residents’ place identity in an area with mining history in southern Spain. The community has strong potential for developing industrial tourism. They have a rich local mining history and they had received government financial and policy support. However, the local residents did not possess a sense of pride associated with their mining history and this lack of place identity led residents to have low support intention for tourism development. Lee and Yen (2006) confirmed that the place identity of residents plays a mediating role between their demographic characteristics and support intention for festival tourism. Hence, we put forward the following hypothesis:

- H2.** Place identity positively affects support intention.

Jones (2005) focused on community-based eco-tourism to investigate the causal relationship between social capital among residents and support intention for tourism development. His results suggest that social capital solidifies social cohesion in rural villages. Residents with more social capital showed higher awareness of environmental protection issues, had stronger intentions of participating in tourism-related collective action, and were more willing to make practical contributions to sustainable community development. Through the interaction of social trust, norms, and networks, a group member’s social capital can enhance his or her intentions of cooperating and complying with common norms (Cox, 1995). It also facilitates the synergy between the community and related stakeholders (Okazaki, 2008), and can eventually contribute towards reaching the goal of sustainable tourism in that community (Macbeth, Carson, & Northcote, 2004; Pongponrat & Chantradoan, 2012). In the context of cultural festival tourism, Derrett (2008) created the “community cultural festivals and community resilience model”. This model suggests that a successful festival depends on interactions among the residents, the place, and its visitors. A strong sense of both community and place intensify the relationship between residents and place, which “ensures the cultural uniqueness of individual festivals” (Derrett, 2008, p. 117). He also emphasized that the participation and support of local residents forms the basis of sustainable festivals.

Thus far, we have discussed a web of relationships; these are illustrated in Fig. 1. In H1a, H1b, and H1c, we hypothesize the positive and direct effect of each dimension of social capital on place identity. In H2, we argue that place identity has a direct and positive effect on support intention. In addition, we articulate a positive and direct relationship between each dimension of social capital and support intention based on the findings of previous studies. Many existing studies have collected evidence on the direct relationships among social capital, place identity, and support intention. However, few have considered indirect effects. Based on indications in relevant literature, we predicted that place identity functions as a positive mediator of the relationship between

social capital (including all its dimensions) and support intention. Thus, we formulated the following hypothesis:

H3. Place identity mediates the relationship between social capital and support intention.

3. Methodology

3.1. Questionnaire development

Based on our literature review, we developed questionnaire items to measure our research constructs. These are shown in Appendix A. The questionnaire had two sections. Section 1 consisted of 27 items measuring key variables: 14 items for social capital (5 items for social trust, 6 items for social norms, and 3 items for social networks) (Jones, 2005; Liu et al., 2014; Thammajinda, 2013), 8 items for place identity (Winterton & Warburton, 2012), and 5 items for support intention (Boley, McGehee, Perdue, & Long, 2014). A 7-point Likert-type scale was used for Section 1, with responses ranging from “strongly disagree” (1) to “strongly agree” (7). Section 2 consisted of 6 items designed to collect demographic data (gender, age, education level, occupation, monthly income, and years of residence). The questionnaire was prepared in English and translated into Mandarin. A back-translation procedure was used to verify the accuracy of the questionnaire (Brislin, 1970).

3.2. Pilot study

The questionnaire design was drawn from relevant literature; however, it was still necessary to verify its contents using a pilot study. To reduce sampling error and improve accuracy, a pre-test was conducted after questionnaire development (Kuo, Chang, Cheng, & Lin, 2016). The literature reflects a consensus that perceptions of social capital are multi-dimensional; however, social capital can be conceptualized in a number of ways (Forsell et al., 2020). To finalize the questionnaire, we collected data using convenience sampling, distributing 200 questionnaires directly to residents in 39 villages in the Zuoying District of Kaohsiung City, Taiwan who attended the festival last year. 185 valid questionnaires were returned. We then applied exploratory factor analysis (EFA) and reliability analysis to the collected data to assess and validate the measurement scale. This was followed by confirmatory factor analysis (CFA) (Forsell et al., 2020; Hurley et al., 1997; Rivera, Croes, & Lee, 2016). The results of CFA which are presented in the Results section.

EFA was carried out on 14 social capital items. We excluded all items with factor loadings of less than 0.5, as well as all items cross-loaded on two factors with factor loadings of more than 0.4. This resulted in the deletion of 5 items (SN1, SN2, SN3, SN6, and SW2). Two factors (social trust and social norms and networks) were extracted (KMO = 0.88, $p < 0.001$). The cumulative variance on the other items was 63.82% (see Table 1). Although the original social capital scale contains three dimensions, the scale has been frequently modified to better understand the individual evaluations of trust, norms, and networks in different contexts and fields (Forsell et al., 2020; Franke, 2005). For construct reliability, the Cronbach’s alpha of each construct ranged between 0.77 and 0.90, which exceeds the recommended level of 0.7 (Hair, Anderson, Tatham, & Black, 1998). We thus deemed our survey instrument reliable and used the two dimensions identified in this study to measure residents’ social capital.

3.3. Sample and data collection

To test our hypotheses, we conducted a case study of a festival located in the Zuoying District of Kaohsiung City, Taiwan. The Kaohsiung Zuoying Wannian Folklore Festival began in 2001 when the city government created a community policy aimed at developing community activities with local culture and characteristics (Kaohsiung City

Table 1
Profile of respondents (n = 500).

Characteristics	n	%	
Gender	Male	214	42.8
	Female	286	57.2
Age	16–18	15	3.0
	19–29	83	16.6
	30–39	101	20.2
	40–49	127	25.4
	50–59	117	23.4
	≥60	57	11.4
Education level	Junior high school or less	41	8.2
	High school	168	33.6
	Bachelor’s degree	258	51.6
	Master’s degree or above	33	6.6
Occupation	Unemployed person	156	31.2
	Civil servant	153	30.6
	Agriculture, fishery and animal husbandry	7	1.4
	Service worker	95	19.0
	Freelancer	67	13.4
	Business person	22	4.4
Monthly income (NTD\$)	≤20,000	159	31.8
	20,001–35,000	125	25.0
	35,001–50,000	124	24.8
	≥50,001	92	18.4
Years of living	1–5	105	21.0
	6–10	70	14.0
	11–15	71	14.2
	16–20	65	13.0
	21–25	58	11.6
	26–30	28	5.6
	31–35	35	7.0
	36–40	32	6.4
	≥41	36	7.2

Government, 2015). The Zuoying District Office invited the local community to build a festival to attract tourists to the area. The festival successfully attracted many tourists and inspired the interest of local people in their own community’s history and culture. In 2005, the executive efficacy was approved by and received financial support from the city government (Kaohsiung City Government, 2015). Since then, the festival has become an important urban cultural tourism activity in Kaohsiung city. It is held in mid-November every year. The related celebrations and activities usually last for a week.

Convenience sampling was used during the data collection period. The sample consisted of residents from 39 villages in the Zuoying District who attended the Kaohsiung Zuoying Wannian Folklore Festival the previous year. We followed the recommendation of Babbie (2002) to distribute paper versions of the questionnaire for low error and high retrieval rates. This data collection approach was applied to decrease common method bias (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Before questionnaire distribution, questionnaire administrators were trained to ensure they understood the aims of the study and every item of the questionnaire. These administrators visited each village and distributed the questionnaire to residents. When a resident accepted a questionnaire, the questionnaire was left for the resident to complete and was collected the following day. To aid in the recovery of valid responses, the administrators handed out small gifts (e.g., reusable chopsticks) to those who returned completed questionnaires, and also assured the respondents that their anonymity would be protected. Cochran (1977) recommends applying the equation “ $n = Z^2 (pq)/e^2$ ” for the smallest sample number. Here, n = confidence level of 95% = 1.96; e = acceptance error of 5%; p = sample proportion of success = 0.5; and $q = 1 - p = 0.5$. Therefore, the smallest recommended size for our sample is 384. In order to reduce sampling error, we distributed 800 questionnaires. 500 valid questionnaires were returned over the study period.

3.4. Data analysis

We followed a three-stage approach to validate and finalize the

developed questionnaire and examine the proposed model and hypothesized relationships (Hwang, Lee, & Chen, 2005; Song, Xing, & Chathoth, 2015; Styliadis, Biran, Sit, & Szivas, 2014). In the first stage, we evaluated the dimensionality of our key construct (i.e., social capital) and drafted the questionnaire. In the pilot study, EFA and reliability analysis were conducted. EFA was adopted to extract and categorize constructs and items of social capital and the Cronbach's alpha was conducted to analyze the reliability of questionnaire. In the second stage, we tested the uni-dimensionality of place identity and support intention and further examined the overall factor structure of the measurement model using CFA. Following data collection for the formal questionnaire, descriptive analysis was used to understand the demographic characteristics of the respondents. CFA was used to test model fit for each variable and verify the overall measurement model. Reliability and validity analyses were also employed to test the reliability of the scale and the validity of the survey content. In the third stage, we conducted structural equation modeling (SEM) to confirm the overall model fit and test the causal relationship among variables.

4. Results

4.1. Sample profile

As shown in Table 2, 57.2% of the respondents were female and 42.8% were male. The majority of the respondents were between 30 and 59 years of age (69%) and had a bachelor's degree (51.6%). The top-three occupations were unemployed people (i.e., students, homemakers and retirees) (31.2%), civil servants (30.6%), and service workers (19%). Most of the respondents made NT\$20,000 or less per month (31.8%). More than 52.8% of the respondents had lived in the Zuoying District of Kaohsiung for at least 6 years.

4.2. Measurement model

Reliability and validity were confirmed using CFA according to the standard suggested by Anderson and Gerbing (1988), which is a minimum of 0.5 for all standardized factor loadings. The measurement model

Table 2
Factor analysis results of social capital measurement.

Factor	Item	Factor Loading	
Social Trust (ST)	ST4: I think the community representatives who attend the decision-making processes for festival tourism are trustworthy.	0.84	
	ST3: I think the government operators in charge of festival tourism are trustworthy.	0.82	
	ST5: I believe local government is concerned with benefits that residents will receive from festival tourism development.	0.78	
	ST2: When I have difficulties, my neighbors are always willing to help me.	0.71	
	ST1: Residents in this area are trustworthy and reliable.	0.65	
Social Norms (SN) and Networks (SW)	SW1: I like to have interactions with neighbors.	0.81	
	SN5: I have a tacit understanding (unspoken agreement) with local residents.	0.76	
	SN4: I have had good cooperation experiences with neighbors on public affairs.	0.76	
	SW3: I volunteer to attend local public activities every year.	0.66	
	The explanation of variance	50.93%	12.89%
	Kaiser-Meyer-Olkin	0.88	

showed acceptable goodness-of-fit: Comparative Fit Index (CFI) = 0.94, Incremental Fit Index (IFI) = 0.94, Tucker-Lewis Index (TLI) = 0.92, Chi-square/Degrees of Freedom (CMIN/DF) = 3.26, and Root Mean Square Error of Approximation (RMSEA) = 0.07.

Cronbach's alpha was used to assess scale reliability. The Cronbach's alpha values for each construct exceeded the 0.7 minimum suggested by Nunnally (1978). These are shown in Table 3. Moreover, the normality of measured items was assessed based on the skewness and kurtosis (see Appendix B). Most of the presented skewness and kurtosis values were less than one; only one item presented a skewness score slightly more than one. Composite reliability was also confirmed according to the standard of Hair et al. (1998), and convergent validity was ensured by the average variance extracted (AVE) for each construct (over 0.5). Table 4 provides evidence of discriminant validity, including values for the square root of the AVE for each construct. These were greater than the correlations between each construct and the other constructs, confirming discriminant validity (Fornell & Larcker, 1981). As recommended by Hatcher (1994), we also checked that 1 was not included in the confidence interval of the correlation.

4.3. Hypothesis testing

The goodness-of-fit statistics in Table 5 show that the proposed model exhibits a good fit with the data (CFI = 0.94, IFI = 0.94, TLI = 0.92, CMIN/DF = 3.32, RMSEA = 0.07). The results of SEM analysis are presented in Table 6. Of the hypotheses regarding the impacts of types of social capital on place identity, both social trust ($\beta = 0.20, p < 0.05$) and social norms and networks ($\beta = 0.55, p < 0.001$) exhibited positive effects on place identity. This supports H1a, H1b, and H1c (see Fig. 2). Fig. 2 also shows that place identity ($\beta = 0.71, p < 0.001$) exerted positive impacts on support intention. Therefore, H2 is supported.

4.4. Mediating effect of place identity

In order to estimate the paths for direct and indirect effects in the model, mediation analysis was implemented using SEM (MacKinnon, Fairchild, & Fritz, 2007). We applied the bootstrapping method and bias-corrected (BC) 95% confidence intervals as suggested by Preacher and Hayes (2008). As shown in Table 7, the direct path between social trust and support intention ($\beta = 0.16, p > 0.05$) was not significant, indicating the full mediating effect of place identity ($\beta = 0.11, p < 0.05$) on the relationship between social trust and support intention. The results also showed that place identity ($\beta = 0.27, p < 0.05$) fully mediates the relationship between social norms and networks and support intention. The direct relationship was not significant ($\beta = 0.10, p > 0.05$). Hence, H3 is supported.

5. Discussion and implications

In this study we examined the influence of social capital and place identity on resident support for festival tourism. The following theoretical and practical discussions are based on our findings.

This study contributes to a better understanding of the relationship between social capital and place identity. The results supporting H1a, H1b, and H1c imply that social capital (including trust, norms, and networks) has a positive influence on place identity. In other words, improving trust, norms, and networks should be a top priority for tourism developers because residents who are satisfied with their social capital tend to have a higher level of positive feeling/attitude toward the community and festival tourism development. Festival tourism is easy to implement but difficult to sustain. Local residents should be seen as the core asset of the tourism industry. The application of social capital theory can be used to solve the development bottleneck currently frustrating efforts to develop community-based festival tourism. The improvement of social trust, norms, and networks (i.e., cognition) might strengthen human relationships and interactions in the community (i.e.,

Table 3
Reliability and validity of the measures.

Variable	Mean	Standard Deviation	Cronbach's Alpha (> 0.70)	Composite Reliability (> 0.70)	Variance Extracted (> 0.50)
Social Trust	4.99	0.98	0.82	0.84	0.52
Social Norms and Networks	4.88	1.03	0.81	0.82	0.54
Place Identity	5.05	0.96	0.88	0.90	0.52
Support Intention	5.10	1.13	0.90	0.90	0.65

Table 4
Correlation matrix.

Variable	1	2	3	4
1. Social Trust	0.72			
2. Social Norms and Networks	0.68	0.73		
3. Place Identity	0.61	0.68	0.72	
4. Support Intention	0.55	0.57	0.68	0.81

Notes: All correlations are significant at $p < 0.05$. The square root of AVE is displayed in the diagonal.

Table 5
Indicators of fit for the structural model.

Measure	Recommended Value (Hair et al., 1998)	Result
CFI	> 0.90	0.94
IFI	> 0.90	0.94
TLI	> 0.90	0.92
CMIN/DF	< 5.00	3.32
RMSEA	< 0.08	0.07

Table 6
Results of SEM analysis.

Path	Path Estimate	t-value	p-value
ST → PI	0.20	2.61	0.009
SNW → PI	0.55	6.78	< 0.001
PI → SI	0.71	12.18	< 0.001

Notes: Standardized path estimates are shown; ST = social trust; SNW = social norms and networks; PI = place identity; SI = support intention.

emotion) which could lead to more involvement in community festivals (i.e., behavior) (Shi, 2015).

We also found evidence supporting H3. Improvements in place identity increase support intention. Our findings demonstrate that social trust, norms, and networks increase local residents' support intention for community-based festival tourism through place identity. When

residents self-identify with a place, they experience a sense of community that may be augmented through participating in community-based festivals (Derrett, 2003). The more place identity experienced by residents, the more likely they will support local festivals (Stylidis et al., 2014). Therefore, place identity is an important affective variable in the C-A-B model.

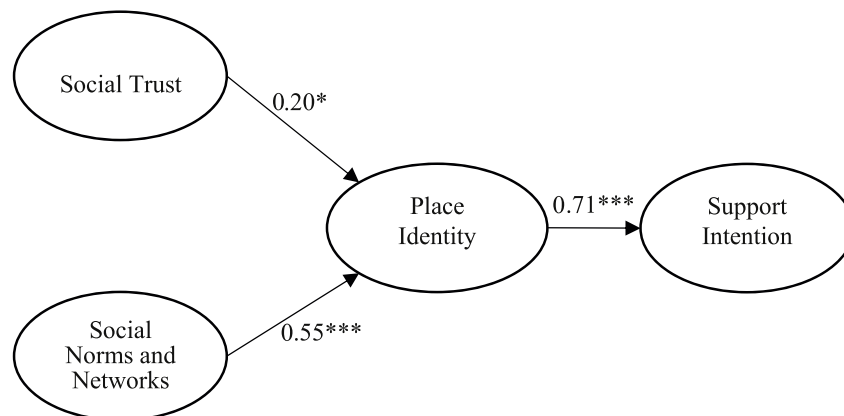
5.1. Theoretical implications

The current study makes several contributions to community-based festival tourism literature. The principal theoretical contribution of this study is the construction of a C-A-B model using social capital, place identity, and support intention. Our review of prior literature established a theoretical basis for the development of our research model. Attitude theory posits that behavior includes cognitive and affective stages (Ajzen, 2005). However, many studies investigating resident attitudes toward tourism have neglected affective aspects, emphasizing rather the cognitive stage. Examples include research into the perceived impacts of tourism (Stylidis et al., 2014; Yu, Cole, & Chancellor, 2018). In terms of environmental psychology, place identity represents the emotional attachment formed between an individual and a place. In tourism research, place identity measures the attitudes and feelings of stakeholders towards a destination (Gu & Ryan, 2008; Stylidis, 2018; Tournois & Djeric, 2019). However, in the latter context, few studies have considered the effects of the social capital perceived by residents (i.e., a cognitive factor) on their level of attachment to the place (i.e., an affective factor). We applied the C-A-B model and social capital theory

Table 7
Results of SEM analysis on mediating effect of place identity.

Path	Direct effect	p-value	Indirect effect	p-value
ST → PI → SI	0.16	0.11	0.11	0.03
SNW → PI → SI	0.10	0.49	0.27	0.00

Notes: ST = social trust; SNW = social norms and networks; PI = place identity; SI = support intention.



Notes: *** $p < 0.001$; * $p < 0.05$.

Fig. 2. Results of hypothesis testing.

to fill this gap.

Although previous studies in festival tourism literature have demonstrated that the above variables play important roles (Liu & Cheng, 2016; Sinclair-Maragh, 2017; Stevenson, 2016), they did not specify the functioning of the interrelationships. This is especially true for the application of social capital to sustainable tourism development, the direct and indirect effects of which have not been well-researched. The results of this study expand those of prior research by providing evidence that social capital is a significant predictor of place identity. We provide a solid theoretical framework describing the positive impact of each dimension of social capital on place identity. Specifically, both social trust and social norms and networks positively affect place identity, and social norms and networks have a stronger impact than social trust.

Place identity has been well-defined by tourism researchers, yet its mediating role on the relationship between social capital and support intention has not been previously highlighted. We therefore implemented the C-A-B model to empirically examine the interplay of social capital, place identity, and support intention. Our results advance our understanding of the mediating function that place identity offers the community development of festival tourism. Mediation is a process by which one variable can impact another (Frazier, Tix, & Barron, 2004). Thus, working to improve the mediating variable can have a significant effect on the dependent variable. By empirically investigating the impact of place identity on residents' support of tourism, we contribute to both the theory and practice of community-based tourism development.

5.2. Managerial implications

The empirical evidence gathered from local residents who attended the Kaohsiung Zuoying Wannian Folklore Festival has several important managerial implications. Results suggest that support intention is boosted by significant social capital and place identity. This study advances our understanding of how and why place identity is critical to support intention. Specifically, residents' social capital affects their support intention, and place identity has the ability to strengthen this relationship. Prior research has already highlighted that the tourist experience is key to the success of a tourism festival (Wu & Ai, 2016; Yoon, Lee, & Lee, 2010). However, a narrow focus on tourists misses some important factors impacting sustainable tourism development. Specifically, the attitudes and perceptions of local residents towards the destination affect their support of tourism development and its ultimate success or failure (Yuan et al., 2019). In order to foster support intention, tourism operators may consider conducting a questionnaire to provide a platform for residents' voices (Andereck, Valentine, Knopf, & Vogt, 2005; Gursoy et al., 2002; Nunkoo & Ramkissoon, 2011). They may also consider hosting a meeting to solicit feedback from residents regarding the community festival. These actions can help tourism operators understand the attitudes and opinions of local residents and how these affect their performance, while simultaneously improving festival management and operational effectiveness.

A community festival is unique because it shows the distinctive history and culture of a place, and helps the community to build a distinct identity. In addition, it increases the feeling that residents belong to their community, which results in support for festival tourism. According to Gieseeking, Mangold, Katz, Low, and Saegert (2014), a sense of belonging is built through everyday experiences with local physical spaces. Hence, reminding residents of their interactions with their community may increase community support for festival tourism (Lewicka, 2008). Place memories can be transmitted through traditional media, such as radio programs (local music, storytelling, or interviews), documentaries (films or TV programs), and local newspaper/magazines. This kind of communication can be used to not only reinforce place memory, but also increase social capital and place identity. Tourism operators should consider establishing a specific budget for mass media.

Moreover, positive place identity is formed when a resident has good interactions with neighbors, builds a positive relationship with the community, or voluntarily participates in community activities. To increase residents' place identity, tourism operators must continuously strive to improve social networks. Thus, social media can be an effective tool for improving local tourism development, maintaining relationships among neighbors/the community, and enhancing cooperation for public festivals. Social media can promote norms of trust and reciprocity among members of a society (Ellison, Steinfield, & Lampe, 2007; Valenzuela, Park, & Kee, 2009). In other words, investing in social networks enables individuals to work together and pursue shared objectives. Local government and tourism operators can create a page or a group on social media platforms (e.g., Facebook, Instagram, WeChat, or Line) to connect local residents on the topic of community festivals. Specifically, these social networking sites can be used to 1) promote local history and culture (trust), 2) improve government-to-community and community-to-community communications (trust and networks), 3) deliver tourism policy/regulations to residents (norms), 4) demonstrate the positive impacts of festival tourism on the local economy and environment (trust and norms), 5) facilitate prompt interactions between the government and community (networks), 6) market community festivals to the public (networks), and 7) promote community participation (networks). We suggest festival tourism operators create social media content under the following principles: frequency (i.e., posting regularly), visibility (i.e., posting attractive photos and videos), utility (i.e., posting useful information), interactivity (i.e., encouraging two-way communication), and promptness (i.e., providing immediate feedback) (De Vries, Gensler, & Leeflang, 2012; Myers, 2020). The local government could also develop a mobile application for advancing cohesion (trust), making announcements (norms), and promoting interactions (networks) (Cho, 2015). Our results serve as a reference for local governments and tourism operators who desire to advance the sustainable development of community-based festival tourism.

5.3. Limitations and directions for future research

Despite the important contributions of this study, a number of factors limit the applicability of its findings. First, we only examined one community festival in Taiwan. Applying our model to other community festivals, such as the Pingxi Lantern Festival in Taiwan or the Songkran Water Festival in Thailand, would further verify our findings. Second, we focused exclusively on the mediating role of place identity. Future studies could include other mediating or moderating variables, such as residents' demographic characteristics or personality traits, to develop a more comprehensive model and provide further insights into community-based festival tourism. Third, our selected methodology was a survey design. The application of a mixed-method approach, including both quantitative and qualitative aspects, has the potential to offer a deeper understanding of the topic than either approach alone (Creswell & Plano Clark, 2017). Finally, we measured residents' support intention rather than their behavioral actions. Although this is a common approach in tourism research, actual behavior may differ from intentions (Hsu & Huang, 2012). In the future, it may be useful to conduct a longitudinal study to track whether surveyed respondents who reported they were likely to support the promotion of festival tourism did indeed participate in development activities.

Acknowledgements

This work was supported by the Ministry of Science and Technology of Taiwan, Republic of China, under Grant MOST-105-2410-H-328-013.

Appendix Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.jhtm.2020.11.005>.

References

- Ajzen, I. (2005). *Attitudes, personality and behavior* (2nd ed.). Berkshire, UK: Open University Press.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Ali-Hassan, H., Nevo, D., & Wade, M. (2015). Linking dimensions of social media use to job performance: The role of social capital. *The Journal of Strategic Information Systems*, 24(2), 65–89.
- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056–1076.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423.
- Anton, C. E., & Lawrence, C. (2014). Home is where the heart is: The effect of place of residence on place attachment and community participation. *Journal of Environmental Psychology*, 40, 451–461.
- Attanasi, G., Casoria, F., Centorrino, S., & Urso, G. (2013). Cultural investment, local development and instantaneous social capital: A case study of a gathering festival in the south of Italy. *The Journal of Socio-Economics*, 47, 228–247.
- Babbie, E. (2002). *The basics of social research*. Belmont, CA: Wadsworth Publishing.
- Babin, B. J., Harris, E. G., & Mason, C. B. 2. (2010). OH: South-Western Cengage Learning.
- Ballesteros, E. R., & Ramírez, M. H. (2007). Identity and community—Reflections on the development of mining heritage tourism in Southern Spain. *Tourism Management*, 28(3), 677–687.
- Bernardo, F., & Palma-Oliveira, J. M. (2012). Place identity: A central concept in understanding intergroup relationships in the urban context. In H. Casakin, & F. Bernardo (Eds.), *The role of place identity in the perception, understanding, and design of built environments* (pp. 35–46). Danvers, MA: Bentham.
- Boley, B. B., McGehee, N. G., Perdue, R. R., & Long, P. (2014). Empowerment and resident attitudes toward tourism: Strengthening the theoretical foundation through a Weberian lens. *Annals of Tourism Research*, 49, 33–50.
- Bott, S., Cantrill, J. G., & Myers, O. L. (2003). Place and the promise of conservation psychology. *Human Ecology Review*, 10(2), 100–112.
- Brislin, R. W. (1970). Back-translation for cross-cultural research. *Journal of Cross-Cultural Psychology*, 1(3), 185–216.
- Brown, G., Smith, A., & Assar, G. (2016). Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics. *Tourism Management*, 55, 160–172.
- Bryden, J., & Hart, K. (2004). *A new approach to rural development in Europe: Germany, Greece, Scotland, and Sweden*. New York, NY: Edwin Mellen Press.
- Bullen, P., & Onyx, J. (2005). *Measuring social capital in five communities in NSW: A practitioner's guide* (2nd ed.). Coogee, NSW: Management Alternatives.
- Charles, A. (2012). *Exchange entitlement mapping*. New York, NY: Palgrave Macmillan.
- Cho, J. (2015). Roles of smartphone app use in improving social capital and reducing social isolation. *Cyberpsychology, Behavior, and Social Networking*, 18(6), 350–355.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York, NY: John Wiley and Sons, Inc.
- Cox, E. (1995). *A truly civil society (1995 Boyer Lectures)*. Sydney, AU: ABC Book.
- Creswell, J. W., & Plano Clark, V. L. (2017). *Designing and conducting mixed methods research* (3rd ed.). Thousand Oaks, CA: Sage.
- Cuba, L., & Hummon, D. M. (1993). A place to call home: Identification with dwelling, community, and region. *The Sociological Quarterly*, 34(1), 111–131.
- De Bres, K., & Davis, J. (2001). Celebrating group and place identity: A case study of a regional festival. *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 3(3), 326–337.
- De Vries, L., Gensler, S., & LeeFlang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83–91.
- Derrett, R. (2003). Making sense of how festivals demonstrate a community's sense of place. *Event Management*, 8(1), 49–58.
- Derrett, R. (2008). Regional festivals: Nourishing community resilience: The nature and role of cultural festivals in Northern Rivers NSW communities (Doctoral dissertation). <https://epubs.scu.edu.au/theses/90/>.
- Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook "friends": Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4), 1143–1168.
- Falk, I., & Kilpatrick, S. (2000). What is social capital? A study of interaction in a rural community. *Sociologia Ruralis*, 1(40), 87–110.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Forsell, T., Tower, J., & Polman, R. (2020). Development of a scale to measure social capital in recreation and sport clubs. *Leisure Sciences*, 42(1), 106–122.
- Franke, S. (2005). Measurement of social capital: Reference document for public policy research, development, and evaluation. <http://publications.gc.ca/collections/Collection/PH4-27-2005E.pdf>.
- Frazier, P. A., Tix, A. P., & Barron, K. E. (2004). Testing moderator and mediator effects in counseling psychology research. *Journal of Counseling Psychology*, 51(1), 115–134.
- Fukuyama, F. (1999). *Social capital and civil society*. Fairfax, VA: Institute of Public Policy, George Mason University.
- George, B. P., & George, B. P. (2004). Past visits and the intention to revisit a destination: Place attachment as the mediator and novelty seeking as the moderator. *Journal of Tourism Studies*, 15(2), 51–66.
- Ghahtarania, A., Sheikhmohammadya, M., & Rostami, M. (2020). The impact of social capital and social interaction on customers' purchase intention, considering knowledge sharing in social commerce context. *Journal of Innovation & Knowledge*, 5(3), 190–198.
- Gieseeking, J. J., Mangold, W., Katz, C., Low, S., & Saegert, S. (2014). *The people, place, and space reader*. London: Routledge.
- Gursoy, D., Chi, C. G., & Dyer, P. (2010). Locals' attitudes toward mass and alternative tourism: The case of sunshine coast, Australia. *Journal of Travel Research*, 49(3), 381–394.
- Gursoy, D., Jurovski, C., & Uysal, M. (2002). Resident attitudes: A structural modeling approach. *Annals of Tourism Research*, 29(1), 79–105.
- Gu, H., & Ryan, C. (2008). Place attachment, identity and community impacts of tourism – the case of Beijing Hutong. *Tourism Management*, 29(4), 637–647.
- Hair, J. T., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis with readings*. New York, NY: Macmillan.
- Hanafiah, M. H., & Hemdi, M. A. (2014). Community behaviour and support towards Island tourism development. *International Journal of Economics and Management Engineering*, 8(3), 804–808.
- Hatcher, L. (1994). *A step-by-step approach to using the SAS system for factor analysis and structural equation modelling*. Cary, NC: SAS Institute.
- Hauge, A. (2007). Identity and place: A critical comparison of three theories. *Architectural Science Review*, 50(1), 44–51.
- Holbrook, M. B. (1986). Emotions in the consumption experience: Toward a new model of consumer behavior. In R. A. Peterson, W. D. Hoyer, & W. R. Wilson (Eds.), *The role of affect in consumer behavior: Emerging theories and applications* (pp. 17–52). Lexington, MA: Lexington Books.
- Hosany, S., Buzova, D., & Sanz-Blas, S. (2020). The influence of place attachment, ad-evoked positive affect, and motivation on intention to visit: Imagination proclivity as a moderator. *Journal of Travel Research*, 59(3), 477–495.
- Hosany, S., Prayag, G., Deesilatham, S., Caušević, S., & Odeh, K. (2015). Measuring tourists' emotional experiences: Further validation of the destination emotion scale. *Journal of Travel Research*, 54(4), 482–495.
- Hosany, S., Prayag, G., van der Veen, R., Huang, S., & Deesilatham, S. (2017). Mediating effects of place attachment and satisfaction on the relationship between tourists' emotions and intention to recommend. *Journal of Travel Research*, 56(8), 1079–1093.
- Hsieh, C.-M., Tsai, B.-K., & Chen, H.-S. (2017). Residents' attitude toward aboriginal cultural tourism development: An integration of two theories. *Sustainability*, 9(6), 903.
- Hsu, C. H., & Huang, S. (2012). An extension of the theory of planned behavior model for tourists. *Journal of Hospitality & Tourism Research*, 36(3), 390–417.
- Hurley, A. E., Scandura, T. A., Schriesheim, C. A., Brannick, M. T., Seers, A., Vandenberg, R. J., et al. (1997). Exploratory and confirmatory factor analysis: Guidelines, issues, and alternatives. *Journal of Organizational Behavior*, 18(6), 667–683.
- Hwang, S.-N., Lee, C., & Chen, H.-J. (2005). The relationship among tourists' involvement, place attachment and interpretation satisfaction in Taiwan's national parks. *Tourism Management*, 26(2), 143–156.
- Jackson, J., Houghton, M., Russell, R., & Triandos, P. (2005). Innovations in measuring economic impacts of regional festivals: A do-it-yourself kit. *Journal of Travel Research*, 43(4), 360–367.
- Jones, S. (2005). Community-based ecotourism: The significance of social capital. *Annals of Tourism Research*, 32(2), 303–324.
- Kaohsiung City Government. (2015). *The history of Kaohsiung Zuoying Wannian Folklore festival*. <http://travel.1111.com.tw/2015KH/Wannian/index.asp#news>.
- Kim, M. J., Lee, C.-K., & Bonn, M. (2016). The effect of social capital and altruism on seniors' revisit intention to social network sites for tourism-related purposes. *Tourism Management*, 53, 96–107.
- Knack, S., & Keefer, P. (1997). Does social capital have an economic payoff? A cross-country investigation. *Quarterly Journal of Economics*, 112(4), 1251–1288.
- Kneafsey, M. (2000). Tourism, place identities and social relations in the European rural periphery. *European Urban and Regional Studies*, 7(1), 35–50.
- Krishna, A., & Shrader, E. (2000). *Cross-cultural measures of social capital: A tool and results from India and Panama*. Washington, DC: World Bank.
- Kuo, N.-T., Chang, K.-C., Cheng, Y.-S., & Lin, J.-C. (2016). Effects of tour guide interpretation and tourist satisfaction on destination loyalty in Taiwan's Kinmen battlefield tourism: Perceived playfulness and perceived flow as moderators. *Journal of Travel & Tourism Marketing*, 33(sup1), 103–122.
- Kyle, T. G., Mowen, A. J., & Tarrant, M. (2004). Linking place preferences with place meaning: An examination of the relationship between place motivation and place attachment. *Journal of Environmental Psychology*, 24(4), 439–454.
- Lee, J., Árnason, A., Nightingale, A., & Shucksmith, M. (2005). Networking: Social capital and identities in European rural development. *Sociologia Ruralis*, 45(4), 269–283.
- Lee, J. J., Kyle, G., & Scott, D. (2012). The mediating effect of place attachment on the relationship between festival satisfaction and loyalty to the festival hosting destination. *Journal of Travel Research*, 51(6), 754–767.
- Lee, C.-S., Yang, M.-C., & Che, C.-W. (2011). Exploring the influences of festival perceived benefit on place attachment and sense of community by the local festivals. *Journal of Landscape*, 17(3), 1–22.
- Lee, P.-C., & Yen, C.-H. (2006). Study of identification with folk festival activities and inclination of patronage-Case of Da-Jia Ma-Tsu custom festival activities. *Agricultural Extension Anthology*, 51, 115–134.
- Lewicka, M. (2008). Place attachment, place identity, and place memory: Restoring the forgotten city past. *Journal of Environmental Psychology*, 28(3), 209–231.
- Liao, C.-S. (2014). Community governance and social capital in rural communities: A case study of Sher Suei village. *Journal of Environment & Art*, 15, 40–59.

- Light, R. (2015). Like strangers we trust: Identity and generic affiliation networks. *Social Science Research*, 51, 132–144.
- Liu, Y., & Cheng, J. (2016). Place identity: How tourism changes our destination. *International Journal of Psychological Studies*, 8(2), 76–85.
- Liu, C.-R., Lin, W.-R., Wang, Y.-C., & Chen, S.-P. (2019). Sustainability indicators for festival tourism: A multi-stakeholder perspective. *Journal of Quality Assurance in Hospitality & Tourism*, 20(3), 296–316.
- Liu, J., Qu, H., Huang, D., Chen, G., Yue, X., Zhao, X., et al. (2014). The role of social capital in encouraging residents' pro-environmental behaviors in community-based ecotourism. *Tourism Management*, 41, 190–201.
- Liu, C.-R., Wang, Y.-C., Huang, W.-S., & Tang, W.-C. (2019). Festival gamification: Conceptualization and scale development. *Tourism Management*, 74, 370–381.
- Macbeth, J., Carson, D., & Northcote, J. (2004). Social capital, tourism and regional development: SPCC as a basis for innovation and sustainability. *Current Issues in Tourism*, 7(6), 502–522.
- MacKinnon, D., Fairchild, A., & Fritz, M. (2007). Mediation analysis. *Annual Review of Psychology*, 58, 593–614.
- Milligan, M. J. (1998). Interactional past and potential: The social construction of place attachment. *Symbolic Interaction*, 21(1), 1–33.
- Moghavvemi, S., Woosnam, K. M., Paramanathan, T., Musa, G., & Hamzah, A. (2017). The effect of residents' personality, emotional solidarity, and community commitment on support for tourism development. *Tourism Management*, 63, 242–254.
- Myers, L. (2020). How often to post on social media: 2020 success guide. <https://louisem.com/144557/often-post-social-media>.
- Nunkoo, R., & Gursoy, D. (2012). Residents' support for tourism: An identity perspective. *Annals of Tourism Research*, 39(1), 243–268.
- Nunkoo, R., & Ramkissoon, H. (2011). Developing a community support model for tourism. *Annals of Tourism Research*, 38(3), 964–988.
- Nunkoo, R., & Smith, S. L. J. (2013). Political economy of tourism: Trust in government actors, political support, and their determinants. *Tourism Management*, 36, 120–132.
- Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). New York, NY: McGraw-Hill.
- Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of Sustainable Tourism*, 16(5), 511–529.
- Park, D.-B., Nunkoo, R., & Yoon, Y.-S. (2015). Rural residents' attitudes to tourism and the moderating effects of social capital. *Tourism Geographies*, 17(1), 112–133.
- Pavlukovic, V., Armenski, T., & Alcantara-Pilar, J. M. (2017). Social impacts of music festivals: Does culture impact locals' attitude toward events in Serbia and Hungary? *Tourism Management*, 63, 42–53.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903.
- Pongponrat, K., & Chantradoan, N. J. (2012). Mechanism of social capital in community tourism participatory planning in Samui Island, Thailand. *Tourismos*, 7(1), 339–349.
- Prayag, G., & Grivel, E. (2018). Antecedents of sport event satisfaction and behavioral intentions: The role of sport identification, motivation, and place dependence. *Event Management*, 22(3), 423–439.
- Prayag, G., Millsm, H., Lee, C., & Soscia, I. (2020). Team identification, discrete emotions, satisfaction, and event attachment: A social identity perspective. *Journal of Business Research*, 112, 373–384.
- Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement and satisfaction. *Journal of Travel Research*, 51(3), 342–356.
- Preacher, K., & Hayes, A. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879–891.
- Proshansky, H. M. (1978). The city and self-identity. *Environment and Behavior*, 10(2), 147–169.
- Proshansky, H. M., Fabian, A. K., & Kaminoff, R. (1983). Place-identity: Physical world socialization of the self. *Journal of Environmental Psychology*, 3, 57–83.
- Putnam, R. D. (1993). *Making democracy work: Civic traditions in modern Italy*. Princeton, NJ: Princeton University Press.
- Putnam, R. D. (2000). *Bowling alone: The collapse and revival of American community*. New York, NY: Simon and Schuster.
- Quinn, B. (2009). Festivals, events and tourism. In T. Jamal, & M. Robinson (Eds.), *The SAGE Handbook of tourism studies* (pp. 483–503). London: Sage.
- Ramkissoon, H. (2015). Divali festival in Mauritius: The development of a conceptual framework for understanding attitudes towards and intentions to celebrate traditional cultural festivals. In J. Laing, & W. Frost (Eds.), *In Rituals and traditional Events in the modern World* (pp. 39–50). New York, NY: Routledge.
- Relph, E. C. (1976). *Place and placelessness*. London, UK: Pion.
- Rivera, M., Croes, R., & Lee, S. H. (2016). Tourism development and happiness: A residents' perspective. *Journal of Destination Marketing & Management*, 5(1), 5–15.
- Sharma, B., & Gursoy, D. (2015). An examination of changes in residents' perceptions of tourism impacts over time: The impact of residents' socio-demographic characteristics. *Asia Pacific Journal of Tourism Research*, 20(12), 1332–1352.
- Shi, S. (2015). Impacting effect analysis of social capital and sense of tourism participation on the degree of residents' participation in tourism: Taking Beijing Shicha Lake tourism community as an example. *Areal Research and Development*, 34(3), 101–105.
- Simmons, D. G. (1994). Community participation in tourism planning. *Tourism Management*, 15(2), 98–108.
- Sinclair-Maragh, G. (2017). Demographic analysis of residents' support for tourism development in Jamaica. *Journal of Destination Marketing & Management*, 6(1), 5–12.
- Solomon, M. R. (2011). *Consumer behavior*. Upper Saddle, NJ: Prentice Hall.
- Song, Z., Xing, L., & Chathoth, P. K. (2015). The effects of festival impacts on support intentions based on residents' ratings of festival performance and satisfaction: A new integrative approach. *Journal of Sustainable Tourism*, 23(2), 316–337.
- Stevenson, N. (2016). Local festivals, social capital and sustainable destination development: Experiences in East London. *Journal of Sustainable Tourism*, 24(7), 990–1006.
- Stylidis, D. (2018). Place attachment, perception of place and residents' support for tourism development. *Tourism Planning & Development*, 15(2), 188–210.
- Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260–274.
- Thammajinda, R. (2013). *Community participation and social capital in tourism planning and management in a Thai context* (Doctoral dissertation). https://researcharchive.lincoln.ac.nz/bitstream/handle/10182/5423/thammajinda_phd.pdf.
- Tournois, L., & Djeric, G. (2019). Evaluating urban residents' attitudes towards tourism development in Belgrade (Serbia). *Current Issues in Tourism*, 22(14), 1670–1678.
- Tuan, Y. F. (1980). Rootedness versus sense of place. *Landscape*, 24, 3–8.
- Valenzuela, S., Park, N., & Kee, K. F. (2009). Is there social capital in a social network site?: Facebook use and college students' life satisfaction, trust, and participation. *Journal of Computer-Mediated Communication*, 14(4), 875–901.
- Wang, S., & Chen, J. S. (2015). The influence of place identity on perceived tourism impacts. *Annals of Tourism Research*, 52, 18–28.
- Wang, S., Chen, S., & Xu, H. (2019). Resident attitudes towards dark tourism, a perspective of place-based identity motives. *Current Issues in Tourism*, 22(13), 1601–1616.
- Warf, B. (2006). Geography and identity. In B. Warf (Ed.), *Encyclopedia of Geography* (pp. 239–241). Thousand Oaks London-New Delhi: Sage Publications.
- Williams, D. R., & Vaske, J. J. (2003). The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest Science*, 49(6), 830–840.
- Winterton, R., & Warburton, J. (2012). Ageing in the bush: The role of rural places in maintaining identity for long term rural residents and retirement migrants in north-east Victoria, Australia. *Journal of Rural Studies*, 28, 329.
- Woolcock, M. (1998). Social capital and economic development: Toward a theoretical synthesis and policy framework. *Theory and Society*, 27(2), 151–208.
- Wu, H.-C., & Ai, C.-H. (2016). A study of festival switching intentions, festival satisfaction, festival image, festival affective impacts, and festival quality. *Tourism and Hospitality Research*, 16(4), 359–384.
- Yoon, Y.-S., Lee, J.-S., & Lee, C.-K. (2010). Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. *International Journal of Hospitality Management*, 29(2), 335–342.
- Yuan, Q., Song, H., Chen, N., & Shang, W. (2019). Roles of tourism involvement and place attachment in determining residents' attitudes toward industrial heritage tourism in a resource-exhausted city in China. *Sustainability*, 11(19), 5151.
- Yu, C.-P., Cole, S. T., & Chancellor, C. (2018). Resident support for tourism development in rural midwestern (USA) communities: Perceived tourism impacts and community quality of life perspective. *Sustainability*, 10(3), 802.
- Zhuang, C.-P., & Zhang, J.-X. (2011). Place identity: Analysis from environmental psychology perspective. *Advances in Psychological Science*, 19(9), 1387–1396.