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Research Article

Examining the Relationships Between Residents' City Identity, Concern for Tourism Development, Attitudes Towards Tourists, and Tourism Advocacy

Şehir Sakinlerinin Şehir Kimliği, Turizmin Gelişimine İlgi, Turistlere Yönelik Tutumlar ve Turizm Savunuculuğu Arasındaki İlişkilerin İncelenmesi

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Abstract

The relationship between tourism development and its effects on residents' attitudes towards tourism is being widely discussed in the tourism literature. Within the scope of these discussions, many different theories and model proposals were formulated by tourism academicians with the aim of examining these relations. However, little attention is being paid to the role of residents in tourism from the perspective of place identity theories. In this context, the concept of city identity was discussed with a focus on the social identity theory and the relationship between the city identity of residents and tourism advocacy was examined under this study. While examining this relationship, the concerns of the residents in the development of tourism and their attitudes towards tourists were included in the research as mediating variables. The findings of the research indicate that there are significant effects between city identity and tourism advocacy and also between city identity and concern for tourism development and attitudes towards tourists. Moreover, mediating effects were also revealed due to the significant effects of concern for tourism development and attitudes towards tourists on tourism advocacy. In line with the results of the research, theoretical and practice-oriented inferences and suggestions were made with regards to city marketing.

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Özet

Turizm alan yazınında turizm gelişimi ve bunun sakinlerin turizme yönelik tutumları üzerindeki etkileri arasındaki ilişki geniş bir şekilde tartışılmaktadır. Bu tartışmalarda turizm akademisyenleri tarafından söz konusu ilişkileri incelemek amacıyla birbirinden farklı pek çok teori ve model önerileri öne sürülmüştür. Bununla birlikte, yer kimliği teorileri perspektifinden sakinlerin turizmdeki rolüne ise fazla dikkat edilmemiştir. Bu kapsamda bu araştırmada şehir kimliği kavramı sosyal kimlik teorisi odağında ele alınmış ve sakinlerin şehir kimliği ile turizm savunuculuğu arasındaki ilişki incelenmiştir. Bu ilişkiyi incelerken sakinlerin turizmin gelişimine ilgileri ile turistlere yönelik tutumları birer aracı değişken olarak araştırmaya dahil edilmiştir. Araştırmanın bulguları, şehir kimliği ile turizm savunuculuğu, şehir kimliği ile turizmin gelişimine ilgi ve turistlere yönelik tutumlar arasında anlamlı etkiler olduğunu göstermiştir. Ayrıca, turizmin gelişimine ilgi ile turistlere yönelik tutumların turizm savunuculuğu üzerindeki anlamlı etkileri nedeniyle aracılık etkileri de ortaya çıkarılmıştır. Araştırma sonuçları doğrultusunda şehir pazarlaması açısından teorik ve uygulamaya yönelik çıkarımlar ve öneriler de bulunulmuştur.

1. INTRODUCTION

City marketing, as a continuously developing structure, is defined as all kinds of promotion and branding activities implemented to attract more visitors to cities. The main purpose of city branding, on the other hand, is to create a destination brand for tourists or a powerful city brand for local people, positively affect their decision to stay in the city and attract commercial investments to the city (Uca, 2019). Within the framework of city branding concept, city residents establishing bond with a city's efforts aimed at branding can become advocates the brand and encourage brand adoption by promoting the brand to others (Kemp et al., 2012: 510). In this context, tourism advocacy comprises positive word-of-mouth communication activities of residents about city brands and serves an indicator of local people's support for tourism. In the literature, the support of the residents is often emphasized so that the tourism industry could prosper successfully (Ekici and Çizel, 2014: 74).

Residents are an element that is both affected by and influencing the progress of tourism in a region. The positive perceptions of the residents towards tourism lead to positive attitudes towards tourism development and tourists, while negative perceptions could bring about negative attitudes (Buzlukçu and Avcıkurt, 2021: 117). In broad strokes, residents who perceive positive tourism impacts are more aspirant to support future tourism development policies. The fact that city residents perceive the tourism effects negatively in general indicates that they are less willing to support any increase in the total number of tourists (Brida et al., 2014: 37). Although there are studies dealing with various models and theories (tolerance approach model, social exchange model, etc.) by different authors in the rich literature on this subject, only a limited number of studies focuses on the role of social psychological traits such as social identity of the host community residents. Social identity similarities between tourists and host community residents can influence the general attitude towards tourism development (Ye et al., 2014: 908). In addition, the lack of identity in a tourism destination can also generate opposite effects, including destructive and obstructive behaviours for the tourist (Mohamad and Hamzah, 2015: 330). In this direction, it can be argued that examining the role of social identity in the context of tourism has importance in terms of understanding and assessing the attitudes of the residents about the impact of tourism development.

In this study, being implemented in Çanakkale, which is one of the important tourism destinations of our country, it was aimed to determine the effect of residents' perception of city identity on tourism advocacy behaviour and the mediating role of concern for tourism development and attitudes towards tourists regarding this effect. In this context, first, the concept of city identity was discussed within the scope of social identity theory, and the findings and results of the hypotheses formulated by associating the concept and the tourism advocacy behaviour of the residents were included. It is believed that the results obtained from the research will contribute to the literature as well as benefiting to the destination stakeholders and tourism practitioners.

2. CONCEPTUAL FRAMEWORK

2.1. An Overview of the Relationship between Residents and Tourism

The attitudes of the residents towards tourism and the perception of the tourism effects have been discussed by research studies for nearly fifty years. It was observed that the positive effects of tourism were mentioned in the 1960s, that a balanced and systematic approach was shown against these effects in the 1970s, and that the negative effects were focused in the 1980s (Akova, 2006). This trend can also be seen in the models put forward by various tourism academics of this time period. An example is the Tolerance Approach Model (Irridex) developed by Doxey (1975). This model argues that the attitudes of the community towards tourism activities in a region may change through several stages such as euphoria, apathy, irritation, and antagonism (Pavlić and Portolan, 2015). Similarly, Butler (1980) developed the Tourism Area Life Cycle model based on the product life cycle stages, and in this model, it is claimed that there is a relationship between the development of tourism and the attitudes of residents towards tourists. Butler's tourism area lifecycle model states that as the number of tourists in a destination increases, residents who are substantially well-intentioned towards tourists tend to develop increasing reservations about the long-term benefits of their presence (Vargas-Sanchez et al., 2015: 200). Freeman (1984), on the other hand identified tourists, tourism professionals, residents, entrepreneurs, and local governments as stakeholders, respectively, within the scope of Stakeholder Theory, and noted that residents, who are regarded as one of the most important

stakeholders, are both affected by the development of tourism and influence this development process (Kodaş et al., 2021: 2616).

Another theory that is frequently implemented in research studies on the support of city residents to tourism, thus making significant contributions to research is the Social Exchange Theory (Nunkoo and So, 2016: 847). Social Exchange Theory considers social interactions as an exchange of resources and asserts that individuals are likely to participate in an exchange process if they hope to gain benefits without incurring any unacceptable costs. Community residents are likely to support tourism development if the perceived positive effects (benefits) outbalance the potential negative consequences (costs). Therefore, residents' perceptions on the effects of tourism are an important consideration for the successful progress and operation of tourism (Stylidis et al., 2014: 261). In summary, residents' attitudes regarding tourism will be based on their evaluation of tourism "in terms of expected benefits or costs for the services they offer" (Gürsoy et al., 2002: 81).

2.2. Relation between Residents and Tourism from the Perspective of Identity

The literature also contains studies examining the support of host communities to tourism within the scope of the identity concept. Among these studies, Ballesteros & Ramiriez (2007) emphasized community identity and emphasized the necessity to include indicators of community identity in the evaluation, planning and management of tourism projects implemented in heritage sites. Choo et al. (2011) associated the concept of brand identity with residents' tourism behaviours such as engagement and word-of-mouth communication. However, the authors noted that the role of residents in branding tourism destinations was not adequately investigated in tourism research. Nunkoo and Gürsoy (2012), on the other hand, considered identity theory as a precursor to the social exchange theory in residents' support for tourism. As the research in question associates the concept of identity with the attitudes and behaviours of residents, it is quite important. Palmer et al., (2013) discussed the concept of identity in terms of social identity theory.

Social identity theory was proposed by Tajfel and Turner (1979) complementary, in some respects, to the realistic group conflict theory put forward by the Turkish scientist Muzaffer Şerif Başoğlu (Gürlek and Tuna, 2018: 40). It is a social psychology theory that deals with group membership, group processes, and intergroup relationships. Within the scope of social identity theory, group is considered as a psychological concept that incorporates association, being ourselves, and belonging rather than an institutional or formal concept, like most ongoing approaches that have members (Demirtaş, 2003: 123). Social identity theory has three basic assumptions. These assumptions are as follows; a) people struggle to build and maintain a positive self-esteem, b) social identity is part of the self-concept and stems from group membership, and c) an individual must perceive his/her own group (in-group) positively among other groups in order to achieve and maintain a positive social identity (Tajfel and Turner, 1979: 40). Based on these assumptions, researchers conceptualize social identity in three dimensions including: cognitive, emotional, and evaluative. The cognitive dimension refers to that people classify themselves as members of a particular group. The emotional dimension means the feelings people bear about their membership in the group. The evaluative dimension, on the other hand, is measured as the individual's group-based or collective self-esteem and is defined as self-worth based on social belonging (Ertaş, 2020: 623).

In a study consisting of a sample of 307 Welsh residents, Palmer et al. (2013) associated the cognitive, emotional, and evaluative dimensions of social identity theory with tourism advocacy. The fact that theory of social identity is tested within the scope of tourism serves as the most important contribution of the study to the literature. The study revealed that social identity theory within the context of tourism should be discussed in two dimensions as cognitive and emotional. In the study of Wang et al. (2014), which is conducted based on Palmer et al. (2013)'s two-dimensional theory of social identity, this theory is addressed as residents' perceptions of place identity. In the study, the authors examined the relationships between dimensions of cognitive and emotional social identity and residents' concern for tourism development, their attitudes towards tourists, and tourism advocacy. The research sample consists of 303 residents from Indianapolis and the research findings reveal positive relationships between the variables. The results of the study provide a basis for future research aimed at examining the relationship between residents' place identity and support for tourism.

2.3. Residents' Perception of City Identity and Its Relationship with Tourism Advocacy

Tourism is essentially a place-based phenomenon that involves generation of destination identity at different scales. Tourism organizations of distinct levels are always actively engaged in presenting and promoting place identity with the aim of attracting tourists and increasing market share. Based on this fact, many studies evaluated the effects of brand identity and visitors' attitudes towards a destination brand and subsequent travel behaviours within the context of tourism. However, much less attention was paid to identity and its effect on residents' support for tourism (Wang et al., 2014: 111).

Places are environments that are assigned meaning based on human experiences, social relationships, emotions, and thoughts (Stedman et al., 2004: 581). Research studies conducted on places indicate that people define themselves through places and thus develop a place identity (Buzlukçu and Avcıkurt, 2021: 118). A place identity is determined not only by the physical components, but also by the meaning and association developed between humans and the place. More specifically, it involves a compilation of meanings, knowledge, attachment, and satisfaction that an individual or group associates with a particular place (Wang & Xu, 2015: 242). Place identity, which a dimension of place attachment, is defined as an emotional attachment and is expressed as a component of self-identity that increases self-esteem and one's sense of belonging to the community (Vaske & Kobrin, 2001: 17). In this context, city identity underlines the emotional bond of both tourists and residents and is considered as an antecedent for satisfaction and originality in city branding studies (Casais and Monteiro, 2019: 230).

Urban identity focuses on the interrelationship between place, place attachment, and pride and self-esteem of individuals within the scope of social identity theory (Wang et al., 2018: 330). In this sense, it is assumed that cities being able to increase the self-esteem of city residents can be a source of pride (Gu & Ryan, 2008). Many features such as the city's cultural heritage, historical and natural beauties, climate, location, and tourist attractions can be a source of pride for the residents (İri, 2019: 621). It is recommended that civic pride, which can be summarized as exhibiting a positive attitude towards locality (Wood, 2006: 167), should be used as a word-of-mouth communication tool promoting the image of the city within the scope of city marketing (Wang et al., 2011). Considered in the context of city identity, word-of-mouth communication activities displayed by residents reflect civic behaviours related to the city. These activities, which contribute to the city identity by improving the image of the city for tourists, represent the sense of responsibility shown by the residents towards their city. Because a person, who creates a perception of city identity, will also promote, and preserves the interests of his/her city in order to build and maintain a coherent self-image and self-esteem (Šegota, 2021).

Strengthening residents' perceptions of city identity and promoting civic pride are included among the goals of city branding (Gilboa and Jaffe, 2021: 115). If city residents feel a sense of belonging and identify with their own city's destination brand, they will be more likely to display hospitable attitudes and behaviours towards tourists (for instance, an eagerness to share local knowledge and experiences, be friendly with visitors, and assist visitors when encountered). Nonetheless, the effect of word-of-mouth communication by residents in suggesting tourism products and services to visitors is a subject that is rarely explored in the tourism literature (Choo et al., 2011: 203). However, it can be claimed that practitioners have noticed the importance of the subject recently. As part of the "Share Your Washington" brand campaign, which is among the examples of this practice, city residents invite their friends and families to visit the city. Another one, the "Talk for Ireland" brand campaign, asks people to speak with pride and passion about Irish resorts. The "I Amsterdam" brand campaign, on the other hand, considers citizens as an integral part of the city brand (Rehmet and Dinnie, 2013: 32). These types of cities branding campaigns, which can be diversified by adding many more examples, incorporate the residents in the marketing of the city on an equal basis with other stakeholders and are among best practices of tourism advocacy by assigning citizens as brand ambassadors. Co-existing relationship created by the engagement of the residents in the branding efforts of the city they live in could fulfil both social identity desire of the resident, who acts as a tourism advocate, and the destination's desire for increased visitor spending (Lever et al., 2021: 432).

City residents make up a significant part of the experience of the place, which correspondingly influences the experience of the visitor. They directly benefit from positive developments, as well as perceiving the negative social and environmental impacts of tourism. However, research studies on tourism paid much more attention to the individual residents' attitudes towards tourists and tourism planning rather than focusing on residents' perceptions of place and how these may affect the destination's touristic objectives. In this direction, ensuring a more complete understanding of the perceptions of residents in the context of city marketing would be beneficial for tourism practice (Zenker et al., 2017: 16).

3. METHODOLOGY

3.1. Place of Study

The main objective of the research is to investigate the relationships between city identity, concern for tourism development, attitudes towards tourists and tourism advocacy. Çanakkale province, an important destination in terms of Turkish tourism, was chosen as the research area to identify aforementioned relationships. Çanakkale, like Istanbul, one of Turkey's most important tourist attractions, is the country's second city that has lands on both the Asian and European continents. The city is located on both sides of Çanakkale Strait (Dardanelles), a watercourse connecting the Aegean Sea and the Sea of Marmara. Çanakkale Strait, which is considered one of the most important watercourses of the world, has a coastline of 671 km and is one of the most distinctive natural richness of the city (Çanakkale Provincial Directorate of Culture and Tourism, 2022). The fact that the Mediterranean climate prevailing in the provincial area and the sea water temperatures rise to the highest level during the summer months (Çanakkale Municipality, 2022) make the city preferable in terms of sea-sand-sun tourism. Çanakkale also hosts a wide range of touristic activities from diving tourism to health tourism thanks to its various features such as blue flag beaches and a total of seven tourism centre regions including three thermal areas, three coastal areas and one nature themed area (Invest in Çanakkale, 2022).

Çanakkale, enjoying an extremely rich potential in terms of historical and cultural resources as well as its natural beauties, is in a very prosperous and fortunate geography from the perspective of regional, country and even world tourism (Kelkit, 2003: 20). Thanks to its strategic location, Çanakkale is built in a region where settlements started from the Paleolithic period and has always preserved its importance throughout the historical process (Tombul, 2015). Trojan Wars, World War I that had changed the history of our world and notable events that had affected the results of these wars had taken place within the borders of Çanakkale. Moreover, Çanakkale possesses an especially important and noteworthy value with its cultural accumulation enriched by the civilizations that ruled in the region (Çakıcı et al., 2007: 114). Given all these features, Çanakkale is an important destination for domestic and foreign visitors, where they can enjoy tourism activities throughout the year.

3.2 Research Models and Hypotheses

As part of the study, in which social identity theory is discussed in the context of tourism, firstly, the two components of social identity were combined under the concept of urban identity based on study conducted by based on the study of Palmer et al. (2013). Then, the research model shown in Figure 1 was formed based on the research made by Wang et al. (2014) and Wang (2016).

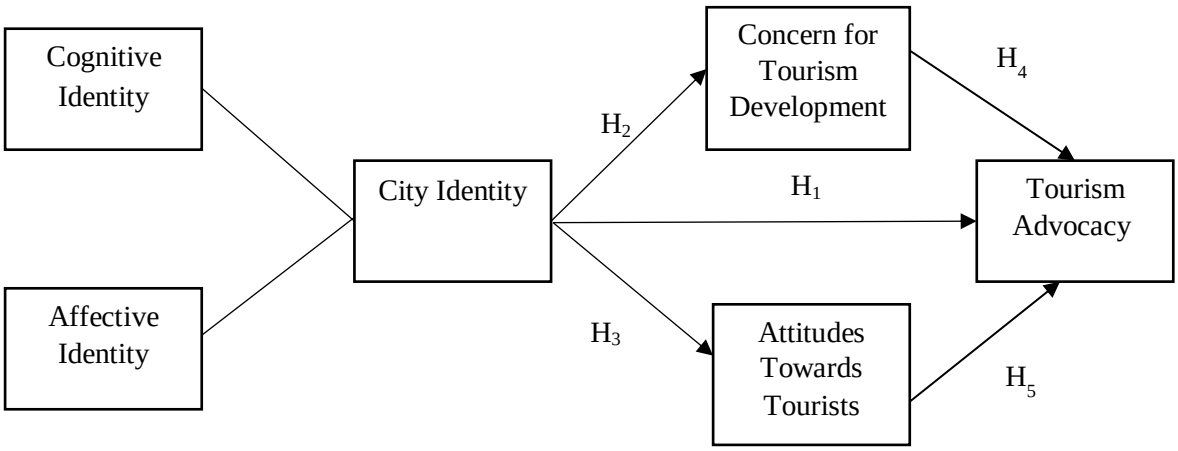


Figure 1. Theoretical model and hypotheses

As is shown by the model, this study assumes positive relationships between city identity, residents' concern for tourism and attitudes towards tourists, and tourism advocacy tendencies. In this context, seven hypotheses were formulated in the research:

H_1: City identity affects tourism advocacy positively.

H_2: City identity affects the concern for the tourism development positively.

H_3: City identity affects attitudes towards tourists positively.

H_4: Concern for tourism development affects tourism advocacy positively.

H_5: Attitudes towards tourists affect tourism advocacy positively.

H_6: Concern for tourism development has a mediating role in the relationship between city identity and tourism advocacy.

H_7: Attitudes towards tourists have a mediating role in the relationship between city identity and tourism advocacy.

3.3. Research Population, Sampling and Data Collection Method

Research population consists of urban residents living in the city centre of Çanakkale. In the exploratory research, a questionnaire form was implemented as a data collection tool. Initially, it was aimed to start the collection of research data face-to-face in March 2020, however, this goal could not be achieved as a result of the restrictions and bans imposed due to the Covid-19 pandemic. In this context, the questionnaire form was first converted into an online form with the aim of collecting data. Then, the form was applied to the academic and administrative staff of the University with the permission granted by the general secretariat of Çanakkale Onsekiz Mart University (ÇOMÜ). The online questionnaire forms sent to the institutional e-mail addresses of the University staff by the ÇOMÜ Information Technologies Department was open to access between 1 May and 31 August 2020. At the end of this period, 336 convenient questionnaires were obtained.

The questionnaire implemented in the research contains 16 items and it consists of five chapters. The scale implemented in the study conducted by Wang et al. (2014) was used in the first three chapters. In this scale, city identity consists of 6 items, concern for the tourism development consists of 3 items, and attitude towards tourists consists of 4 items, respectively. In the fourth chapter, the scale implemented in the study conducted by Palmer et al. (2013) was used to measure tourism advocacy. The scale consists of 3 items. Respondents, on the other hand, were asked to respond to these statements within the framework of a 5-point Likert scale (1- Strongly Disagree; 5- Strongly Agree). The last chapter included category questions to determine the socio-demographic characteristics of the participants, such as age, gender, marital status, and educational status.

4. FINDINGS

The demographic characteristics of the participants, the reliability and validity of the scales, and the results of the hypotheses are explained in detail in this section.

4.1. Demographic Characteristics

Information on the demographic characteristics of the respondents is given in Table 1.

Table 1. Sociodemographic Profile of Sample

Demographics	Frequency	%	Demographics	Frequency	%
Gender			**Marital status**		
Male	177	52,7	Single	179	53,3
Female	159	47,3	Married	157	46,7
Highest Edu. Qua.			**Age group (years)**		
Primary school	55	16,4	18-30	3	,9
High/secondary school	123	36,6	31-43	15	4,5
Graduate degree	101	30,1	44-56	57	17,0
Postgraduate degree	54	16,0	57-69	138	41,1
			70 ≥	126	37,4

As given in Table 1, it is observed that more than half of the respondents are men (52.7%) and single (53.3%), majority of them (66.7%) are between the ages of 31 and 56 and well-educated (78.6% with bachelor's or higher degree).

4.2. Analysis of the Research Model

For the analysis of the research model, SmartPLS 3.3.7 packaged software was used with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. PLS-SEM has become increasingly popular in marketing research over the past decade thanks to its ability to model latent structures under variance-based and non-parametric conditions, unlike traditional covariance-based SEM (Ali et al., 2018: 514). Analyses are conducted in two phases in the SmartPLS software. In the first phase, validity, and reliability analysis of the variables in the model are performed by using the research model and measurement model (outer model). In the second phase, the correlations between independent and dependent latent variables are determined by using the structural model (internal model) (Yıldız, 2020: 26).

4.3. Validity and Reliability Analysis of Scales

Consistency reliability, convergent validity and discriminant validity were evaluated for the review of the validity and reliability of the measurement model of the study. Cronbach's Alpha and Composite Reliability (CR) coefficients were examined for internal consistency reliability. In the determination of convergent validity, factor loadings and the values of Average Variance Extracted (AVE) were used. It is expected that factor loadings would be ≥0.70; Cronbach Alpha and composed reliability coefficients would be ≥0.70; and the value of average variance extracted would be ≥0.50 (Hair et al. 2017:113). Table 2 below demonstrates the results regarding the internal consistency reliability and convergent validity of the constructs included in the study.

Table 2. Assessment of the measurement model

Construct/items	Loadings
Cognitive Identity α=0,789; CR=0,904; AVE=0,826	
I identify myself as a Çanakkale resident.	0,903
I am one of the Çanakkale residents.	0,914
Affective Identity α=0,810; CR=0,888; AVE=0,727	
I respect Çanakkale residents	0,756
I am glad to tell others that I am a Çanakkale resident	0,899
I like being a Çanakkale resident	0,896
Concern α=0,808; CR=0,886; AVE=0,722	
I like to visit tourist attractions of the Çanakkale city	0,824
I am glad to see new tourism development in the Çanakkale city.	0,848
I like to help promote Çanakkale's tourism if needed.	0,876
Attitudes α=0,853; CR=0,911; AVE=0,773	
I like to make tourists feel welcome when visiting Çanakkale.	0,902
I am happy to help tourists visiting Çanakkale.	0,890

I think interacting with tourists is a good way to show friendliness people of Çanakkale.	0,844
Advocacy α=0,811; CR=0,888; AVE=0,726	
I will tell more people about the tourist attractions in Çanakkale than in other regions.	0,889
When I tell others about the tourist attractions in Çanakkale, I tend to talk about them in great detail.	0,866
I only have good things to say about the tourist attractions in Çanakkale.	0,799

It can be argued that the internal consistency reliability was maintained because the Cronbach's Alpha coefficients of the constructs were between 0.789 and 0.853 and also CR coefficients were between 0.886 and 0.911. Looking at the values included in the table, it is understood that the factor loadings are between 0.756 and 0.914. According to Hair, et al., (2017:113) factor loadings should be ≥0.708. It is also seen that AVE values are between 0.722 and 0.826. In the view of such information, it can be stated that the convergent validity was maintained in the study.

To check discriminant validity; cross loading method, Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio were used. In the study, cross-loads were firstly checked for examining the discriminant validity. In this context, it was determined that item number 2 of the cognitive identity variable of the study and item number 3 of the attitude towards tourist variable overlap with each other and removed from the assessment model. The results of the Fornell-Larcker Criterion are given in Table 3.

Tablo 3. Discriminant validity analysis (Fornell-Larcker Criterion)

	Advocacy	**Affective Identity**	**Attitudes**	**Cognitive Identity**	**Concern**
Advocacy	0,852				
Affective Identity	0,455	0,853			
Attitudes	0,747	0,589	0,879		
Cognitive Identity	0,438	0,720	0,446	0,909	
Concern	0,714	0,556	0,706	0,442	0,850

According to the Fornell Larcker (1981) criterion, the square root values of the AVE calculated for each factor must possess the highest value in the relevant factors. Values in parentheses shown in the table are the square root values of AVE. When analyzing the values in the table, it is observed that the average square root of variance explained for each construct is higher than the correlation with other constructs. Heterotrait-monotrait method has been developed by Henseler et al. (2015) as a result of recent criticisms claiming that the Fornell Larcker criterion remains incapable for discriminant validity. According to this method, the calculation of the heterotrait-monotrait ratio below 0.9 is considered sufficient for discriminant validity. When Table-4 is examined, it can be understood that this criterion is met.

Tablo 4. Discriminant validity analysis (HTMT Criterion)

	Advocacy	**Affective Identity**	**Attitudes**	**Cognitive Identity**	**Concern**
Advocacy					
Affective Identity	0,554				
Attitudes	0,890	0,713			
Cognitive Identity	0,544	0,889	0,541		
Concern	0,871	0,683	0,846	0,554	

4.4. Structural Model

Following the acceptance of the validity and reliability tests of the measurement model, the SmartPLS 3.3.7 packaged software was implemented to perform the structural equation analysis of the study, and the results of the structural model after the analysis are shown in Figure 2.

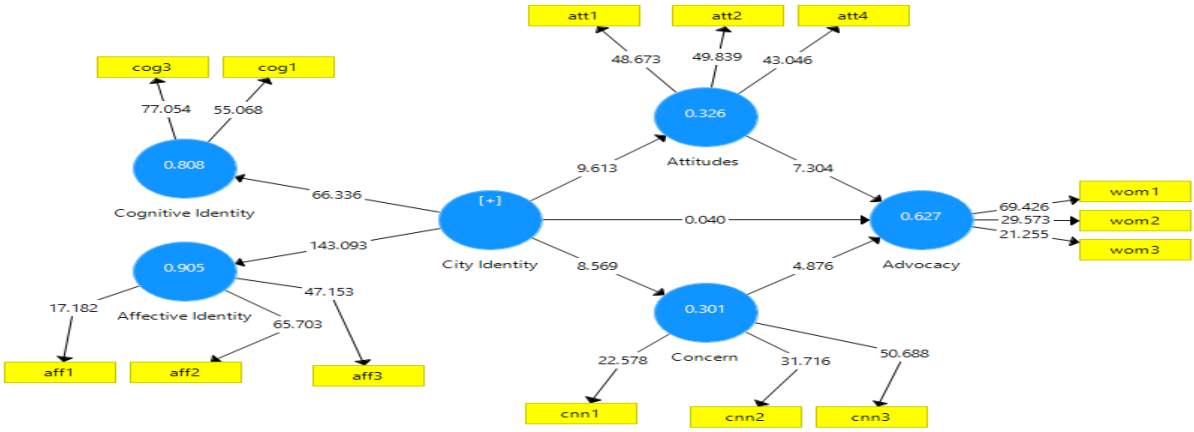


Figure 2. Structural model

With respect to the research model, PLS algorithm was run to calculate linearity, path coefficients, ^{R2} and effect size (f^2), on the other hand, blindfolding analysis was also run to calculate the prediction power (Q^2). Table5 shows VIF, R^2, f2 and Q^2 coefficients.

Table 5. Research model coefficients

		VIF	**R^2**	**f^2**	**Q^2**
City Identity	**Attitudes**	1,000	0,326	0,483	0,232
City Identity	**Concern**	1,000	0,301	0,430	0,195
City Identity	**Advocacy**	1,582	0,627	0,000	0,445

First, VIF (Variance Inflation Factor) values were examined to test the linearity of the model. Diamantopoulus and Siguaw (2006: 270) claim that the VIF coefficient should not exceed 3. There is no problem in ensuring linearity between the variables as the VIF coefficients in Table 5 are below 3.

According to the PLS-SEM method, the R^2 value, which is the coefficient of determination, is used to measure the explanatory power of the model in the evaluation of the internal model. R^2 values range from 0 and 1; and 0.25 and above is considered a weak explanatory ratio, 0.50 and above is a moderate, and 0.75 and above is a substantial explanatory ratio (Henseler et al., 2009). When the R^2 values in Table 5 are examined, it is determined that the concern for tourism development accounts for 30%, the attitudes towards tourists are 33%, and tourism advocacy is 63%, respectively.

Moreover, the effect size (f^2) coefficient is calculated for each independent variable. The f^2 coefficient indicates the share of the independent variables in the explanatory rate of the dependent variables (Yıldız, 2020). Having an effect size coefficient (f^2) of 0.02 and above represents small; 0.15 and above represents medium; 0.35 and above represents large (Cohen, 1988). Upon evaluating the effect size (f^2) coefficients, it is found that the concern for tourism development and attitudes towards general tourists have a high-level effect size.

The fact that the prediction power coefficients (Q^2) calculated for the dependent variables are greater than zero indicates that the research model has the power to predict the dependent variables (Hair et al., 2017). Since the Q^2 values in the table are greater than zero, it can be implied that the research model has predictive power.

The Bootstrap method was run on the research model in order to calculate the t values and their significance within the scope of the research. 5000 sub-samples were collected from the sample through derivative sampling method, and t values were calculated. Table 6 shows the results on the effects of the research model.

Table 6. Structural model results

			β	S.E.	t value	p
City Identity	**Advocacy**		0,487	0,055	8,807	0,000
City Identity	**Concern**		0,548	0,064	8,569	0,000
City Identity	**Attitudes**		0,571	0,059	9,613	0,000
Concern	**Advocacy**		0,371	0,076	4,876	0,000
Attitudes	**Advocacy**		0,484	0,066	7,304	0,000
City Identity	**Concern**	**Advocacy**	0,204	0,053	3,813	0,000
City Identity	**Attitudes**	**Advocacy**	0,276	0,051	5,412	0,000

To investigate the mediation effect, at the first stage, the mediating variables were removed from the research model and the significance of the path coefficients was tested. It was determined that city identity affected tourism advocacy (β=0.484; p<0.01). Since these findings, hypothesis 1 of the research was supported.

At the second stage, the significance of the path coefficients was tested by including the mediating variables in the model. It is determined that city identity affects concern for tourism development (β=0.548; p<0.01) and attitudes towards tourists (β=0.571; p<0.01). Therefore, hypotheses 2 and 3 of the research were supported as well. Similarly, it is revealed that concern for tourism development affects tourism advocacy (β=0.371; p<0.01) and also attitudes towards tourists affects tourism advocacy (β=0.484; p<0.01). Based on these findings, hypotheses 4 and 5 of the research were also supported. When the indirect effects are examined, it is observed that city identity also affects tourism advocacy (β=0.204; p<0.01) through concern for tourism development and attitudes towards tourists (β=0.276; p<0.01).

The analysis of Baron and Kenny's (1986) conventional causal step approach was used to test the mediating effect. Baron and Kenny (1986) stated that the independent variables must have significant effects on the dependent variables so that a mediating effect could be mentioned. At the same time, independent variables should have significant effects on mediating variables, and mediator variables should have significant effects on dependent variables when mediating variables are also included in the model. In the light of this information, presence of mediating effect can be claimed as the city identity has a significant effect on tourism advocacy, the city identity also has a significant effect on the concern for tourism development and attitudes towards tourists, and the concern for tourism development and attitudes towards tourists have significant effects on tourism advocacy.

VAF (Variance Accounted For) values were calculated since the mediating effect was determined. If VAF > 0.80, full mediating effect could be mentioned; if $0.20 \leq VAF \geq 0.80$, there is partial mediating effect. If it is <0.20, there can be no mediating effect (Doğan, 2018). Accordingly, VAF values were calculated as 0.37 on the path of City Identity → Attitudes Towards Tourists → Word of Mouth Tourism Advocacy. On the other hand, it was calculated as 0.30 on the path of City Identity → Concern for Tourism Development → Word of mouth Tourism Advocacy. In line with VAF values, it is also understood that concern for tourism development and attitudes towards tourists have a partial mediating role between city identity and tourism advocacy. Consequently, hypotheses 6 and 7 of the research were also supported.

Upon examining the R^2 values obtained from the model, it was determined that attitudes towards tourists and the effect on tourism development were accounted for 24% in the model without mediating variables, and 63% in the model with mediating variables. The increase in R^2 value can be interpreted as a confirmation of the identified mediation role.

6. CONCLUSION, DISCUSSION AND SUGGESTIONS

Nowadays, it is declared by various international organizations that the tourism industry is one of the largest and fastest growing industries in the world. The tourism is becoming an important income source with the effects such as enhancing currency input and creating income opportunities

and is of immense importance due to its characteristics like contributing to the balance of payments, having higher multiplier coefficient, and creating employment. In this context, the tourism industry makes incredibly significant contributions to the economies of many countries and the industry has a key role in reducing poverty, especially in developing countries (Çavuşgil, 2010). In addition to these positive economic impacts, tourism also affects the community life and cultural structure of a region. Socio-cultural benefits may include modernization and exchange between cultures, social exchange, improved image of the host society, enhanced public health, social improvements, education, and conservation (Ramseook-Munhurrun and Naidoo, 2011). The contributions of the industry to the public infrastructure and superstructure activities in the destination can also be added to these benefits.

Tourism activities could help protect and/or restore the historical and cultural assets in the touristic area and maintain them operating for many years. In addition, it can be ensured that local people would have access to production ability in different areas along with the formation of tourism awareness. Thus, can also allow for an increase the welfare level of the local people living in the region (Korkmaz et al., 2020: 106). In other words, tourism has positive features such as increasing the value, promoting the culture of a country or region, strengthening intercultural communication, and improving the living standard of the local people.

Residents are often considered the cornerstone of tourism development strategies applied in host communities. A prominent issue in the literature is the necessity to address the needs and concerns of city residents in order to ensure sustainable tourism development in host communities. Similarly, it is also emphasized that it is important to manage the perceptions of city residents to achieve a more harmonious relationship between tourists and city residents, which are seen as the central element of tourism (Martin et al., 2018: 231). When considered within the scope of city branding, local engagement through tourism becomes a connection with identity and in turn positively affects word-of-mouth communication behaviour (Jeuring and Haartsen, 2017: 245). In the light of this information, the perceptions of the city residents were discussed in the context of the social identity model and associated with tourism advocacy as a word-of-mouth communication under this study.

The research model was evaluated with the PLS technique, and it was concluded that in the model, in which the city identity was addressed as an antecedent, the dependent variables of concern for tourism development, attitudes towards tourists were low and tourism advocacy had a moderate explanatory ability. This outcome is considered as the main theoretical conclusion of the study. In addition, the impact of city identity on tourism advocacy directly and indirectly through concern for tourism development and attitudes towards tourists constitutes another outcome of the study. These outcomes were supported by the results of studies conducted in the literature (Palmer et al., 2013; Wang et al., 2014; Wang 2016). Similarly, this study also accords with studies that examine the psychological and sociological processes between local people and the place where they live (Buzlukçu and Avcıkurt, 2021; Choo, et al. 2011; Wang et al., 2018; Ye et al., 2014) as it goes beyond the line commonly evaluating the relationship between local people and tourism based on cost and benefit in the literature.

There are also administrative inferences in the study. The research findings emphasize the importance of the planning to be made within the scope of city branding in particular and city marketing in general, to be in harmony with the identity of the residents. The need for managers and institutions in charge of the marketing and branding of the city to promote the city's identity not only to tourists but also towards residents becomes prominent as well. Moreover, it is recommended to include residents in all branding strategies and even adopt a bottom-up city branding strategy involving residents as key elements.

The research is a study focusing on residents' perception of city identity in the context of social identity theory. In future research, the resident-tourism relationship can be analysed through different place identity variables. Correlatively, modelling can be done with variables such as trust, self-congruity, evaluation as the antecedents of tourism advocacy behaviour. Within the framework of this study, the perception of city identity was evaluated only in terms of residents. It is suggested to analyse the city identity perceptions of tourists and make comparisons with residents as well.

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