

Resident Stereotype, Tourist Stereotype And Attitude Toward Tourism In Pakistan: Moderating Role Of Perceived Value And Tourist-Residents Relationship

Dr. Rana Muhammad Shahid Yaqub (Corresponding Author)¹, Dr. Atteeq ur Rahman², Dr. Bilal Ijaz³, Muhammad Murad⁴, Muhammad Zubair Saeed⁵

ABSTRACT

Tourism is one of the biggest industries in the world which is getting more importance in recent days due to globalization. Scholars believe that the hospitality of the local community, the residents is a big factor in promoting tourism at a certain tourist destination. However, hospitality is not the only factor there are several stereotypes associated with tourists and residents that become a challenge for tourism promotion of a certain tourist destination. The purpose of this study is to investigate the association of tourists' and residents' stereotypes with their attitude towards tourism. We conducted a survey to empirically test our hypothesized model wherein 317 respondents who were foreign travelers to Pakistan participated in the survey. Results of the study reveal that tourists' and residents' stereotypes are positively associated with their attitude towards tourism through cultural acceptance while perceived value was found as a moderator in our model. This research is noteworthy because it tackles the issues and gaps in the body of knowledge in the tourism area. The focus of the research is to add relevant information to the body of literature in tourism by addressing questions about the function of tourist stereotypes, resident stereotypes, and attitudes toward tourism. The findings are beneficial to the policy makers, the tourists, and the residents for promoting tourism by reducing stereotypes.

Keywords: *Tourists' stereotypes; residents' stereotypes; cultural acceptance; perceived value; attitude towards tourism.*

1. Introduction

Tourism has increased throughout the world in the post-Covid-19 period as a result of easy travel and knowledge sharing (Rahmah, 2022). The best tourism facilitators are logistics and transportation (Leung et al., 2021), because these facilities have accessibility, tourists are travelling to tourist places from all across the globe (Luu, 2018). Both locals and visitors must

¹Assistant Professor Department of Marketing and International Business The Islamia University of Bahawalpur, Pakistan

²Lecturer Department of Management Sciences University of Gujrat, Pakistan

³Lecturer Department of Management Sciences University of Gujrat, Pakistan

⁴Postgraduate Research Scholar, School of Business Management, Universiti Utara Malaysia

⁵Institute of Banking & Finance, Bahauddin Zakariya University, Multan, Pakistan

avoid the outward threat of cultural and social stereotypes and foster a tourism-friendly setting collaboratively (Luu, 2018; Souza, de Vasconcelos Marques and Veríssimo, 2020; Susanto et al., 2021). Due to difficulties in engaging with Pakistani culture, vacationers experience concerns relating to misconceptions (Rahmah, 2022; Šagovnović and Kovačić, 2022). Comparable difficulties confront international travelers everywhere. Significantly, due to cultural and political preconceptions (Singjai, Winata and Kummer, 2018), visitors from Syria are not greeted warmly in Europe (Han and Kim, 2010; Ahmad and Zafar, 2018). In contrast, prejudices held by locals and tourists harm the tourism industry by contrasting those who belong to rival communities and fostering conflict between them (Liu-Lastres and Cahyanto, 2021).

Kayumovich et al. (2020) demonstrate that the linkage between tourism promotion and attitude towards tourism were investigated in previous research. Additional studies about the link between cultural diversity and tourism marketing have also been discussed in the literature (Ocampo, Tan and Sia, 2018; Hasyim, 2019). Studies on the importance of efficient tourist administration and advertising are also included (Ayeh et al., 2012; Ocampo, Tan and Sia, 2018; Martínez et al., 2019)(Yousaf, Rasheed, Hameed, & Luqman, 2019). On the other side, much research on the connection between tourism promotion and hospitality management can indeed be described in the literature (Hays, Page and Buhalis, 2013; Leung et al., 2021; Modabber Khaknezhad, Hosseinzadeh Dalir and Ezzatpanah, 2022)(Saleem, Rasheed, Malik, & Okumus, 2021). Researchers have also found a connection between road and transport infrastructure development and tourism promotion (Kanwal, Pitafi, Rasheed, Pitafi, & Iqbal, 2022; Kanwal, Rasheed, Pitafi, Pitafi, & Ren, 2020). Nevertheless, the vacuum in the knowledge was noted even though no previous research was done to ascertain the impact and connection between residents' stereotypes, tourism stereotypes, and sentiments about tourism (Hvass and Munar, 2012; Qiu et al., 2019; Jang and Hsieh, 2021). Furthermore, the research's major issue on the role of perceived value as a moderator in the linkage between resident stereotypes, tourist stereotypes, and perceptions toward tourism was also discovered. As a moderator in the interaction between resident stereotypes, tourist stereotypes, and attitudes toward tourism, the tourist-resident connection was also noted as a knowledge gap (Meng et al., 2020; Ayorekire et al., 2022; Markose, Vazhakkatte Tazhathethil and George, 2022).

Several studies enhanced the literature of tourism, including the impact of COVID-19 on tourism (Susanto et al., 2021), environmental sustainability and tourism (Smerecnik and Andersen, 2011), cultural tourist experience (Cetin and Bilgihan, 2016), and hotel industry attraction to tourism (Pham, Tučková and Jabbour, 2019). However, the earlier studies didn't reflect the stereotypes of tourists and residents widely in tourism literature (Lee, 2016). This gap in literature has influenced to design this study and the purpose of this study is to fill in the gaps in the existing body of knowledge and provide valuable information for researchers and scholars in the future. The goal of this study is to ascertain how attitudes toward tourism and stereotypes of residents and visitors related to one another with mediating role of cultural acceptance and moderating role of perceived value. Therefore, we aim to determine how perceived value influences the residents' views about tourism and prejudices about tourists. Additionally, the study's theorized model aims to pinpoint the role of perceived value as a moderator in the association between tourist stereotypes and attitudes toward travel. This work is significant enough that it adds to current knowledge of related and understandable literature.

In addition, the role of cultural acceptance is to be determined as a mediator in the interaction between residents' and tourists' stereotypes and attitudes towards tourism.

This research is noteworthy by its significant empirical contribution because it tackles the issues and gaps in the body of knowledge and research. This research has contributed a theorized framework in the body of knowledge that explained the influence of tourist stereotype, resident stereotype, cultural acceptance and perceived value on attitude towards tourism. This contributed on current research was not explored in the existing literature and it has enriched the literature on tourism. These relationships would provide more detailed information to the tourists and residents to understand the culture of each other and respect it to develop positive attitude of both tourists and residents towards tourism in Pakistan. The focus of the research is to add relevant and trustworthy information to the body of literature and expertise by addressing questions about the function of tourist stereotypes, local stereotypes, and attitudes toward tourism. By giving foreign visitors to Pakistan a safe and dependable work environment (Pramanik and Rakib, 2020), this study's substantial contribution will aid in the industry's attractive growth. By addressing issues connected to resident and tourist preconceptions, this research demonstrates actual theoretical as well as practical information for improving tourism and the working experience for international visitors in Pakistan. Practically, this study is important as it highlights the stereotypes in tourism sector that could be reduced with findings of this study to develop the positive attitude of both tourists and residents in Pakistan. In addition, the findings of this study demonstrate the tourism sector can be improved if Government of Pakistan spread awareness for developing positive attitude and reduce stereotypes for the foreign tourists. The conclusion of this study is beneficial to the government, and stakeholders would strive with all foreign tourism participants in Pakistan to establish a healthy and alluring environment for international visitors. Future researchers should work on the agritourism and waste management to promote sustainable tourism in Pakistan. Figure 1 explains the research model of our study;

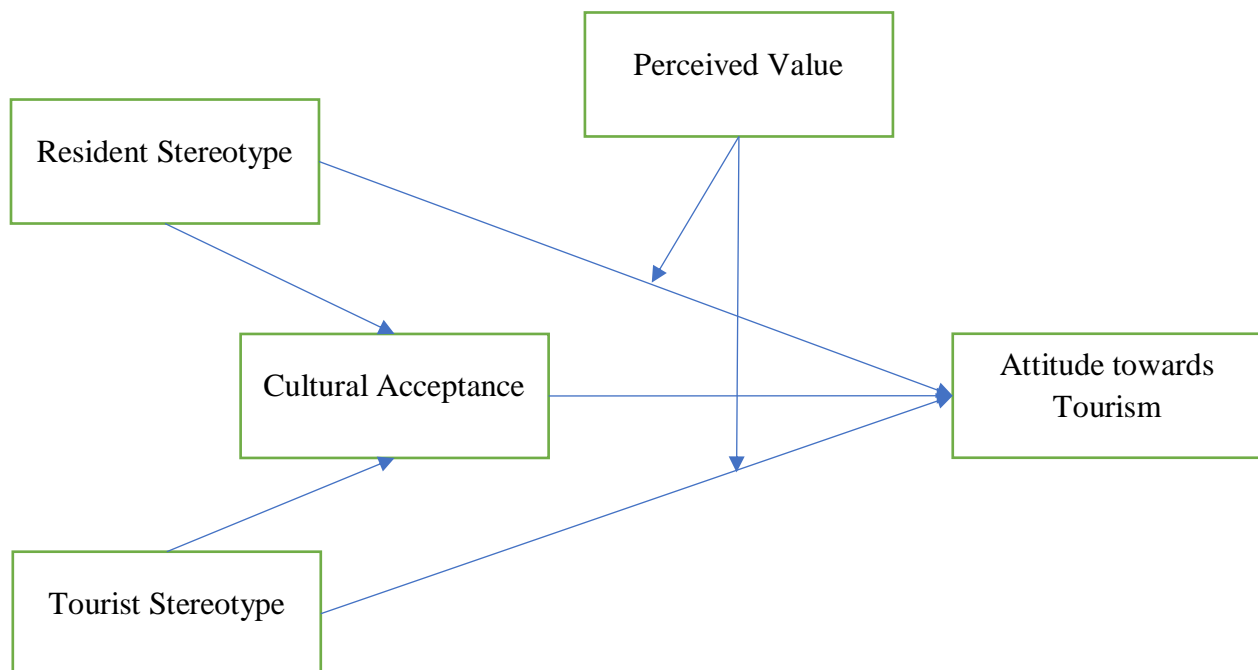


Figure 1. Hypothesized Model of the Study

2. LITERATURE REVIEW AND HYPOTHESIZED FRAMEWORK

According to Cetin and Bilgihan (2016), “tourist stereotypes are defined as residents’ preconceptions of tourists in destination settings and assessing stereotypes is important since mutual biases between hosts and tourists may shape perceptions and behaviors when in the presence of others”. The residents stereotypes is defined as the bad behavior and attitude of the residents to the foreign tourist based on their culture, values and perceived norms (Nguyen, 2020). Both tourists’ stereotype and residents’ stereotypes are problematic for the tourism promotion as they have conflicting attitude (bias, culture clashes, religious difference) for one another. The cultural acceptance is necessary as Cetin and Bilgihan (2016) demonstrated, “it helps dispel negative stereotypes and personal biases about different groups. In addition, cultural diversity helps us recognize and respect “ways of being” that are not necessarily our own. So that as we interact with others we can build bridges to trust, respect, and understanding across cultures.” The acceptance of culture helps the tourists and residents to improve their communication in tourism sector enhancement and sustainability. Furthermore, attitude towards tourism is explained by He, Xu and Chen (2021), “translating this generic framework of attitude to the particular field of tourism, this can be described as a set of beliefs, predispositions, and behavior (or intended behavior) toward specific aspects of tourism”

Attitude of the tourists and residents play a critical role in tourism promotion as it develops positive tourism promotion. Tu and Ma (2021) demonstrated perceived value in tourism as, “perceived value has been found to have a direct positive impact on future behavioral intention. However, this impact may also be influenced by tourism experience because tourism experience is the result of the values perceived by tourists and it has been recognized as a powerful driver of future behavioral intention.” Due to globalization, there is a greater emphasis on promoting travel now, and more people are traveling to various tourist spots worldwide (Ayeh et al., 2012; Pham, Tučková and Jabbour, 2019). The residents must be aware of hospitality, nevertheless, to promote tourism and improve tourists' attitudes (Sigala, Christou and Gretzel, 2012; Ocampo, Tan and Sia, 2018; Habibi, Irandoost and Sheikh Ahmadi, 2022).

It's indeed worth noting that some residents are unkind to visitors even though they don't want other ethnicities to blend with their own (Luu, 2019; Ayorekire et al., 2022). In numerous police stations and to the government, the majority of locals who are unwilling to welcome visitors from other parts of the globe complain frequently about the visitors (Klimenko et al., 2018; Han, 2021). Due to their lack of regard for the host nation's and community's cultures, many citizens know that all these visitors are disrespectful and ill-versed in local customs. Although they don't want to accept the customs and culture of the other culture, some locals also don't know much about the tourists (Han, Hsu and Sheu, 2010; Alghizzawi, Salloum and Habes, 2018; Ichsan, Suparmin and Nasution, 2020). In fact, He et al. (2021) concluded that in some localities in Thailand, locals serve as a gateway for tourists coming from nations with which the country has hostile relations. In this way, the locals' unfavorable attitude is inappropriate for promoting tourism because it is not representative of the visitors who come from other countries (Leung et al., 2021; Rahmah, 2022). The majority of visitors don't wish

to return to their host nations when they experience problems, preferring instead to enjoy their exciting trip instead (Luu, 2018; Susanto et al., 2021). Additionally, a visitor who is not properly received by the local populace of the host country forms a strong opinion of it and refrains from urging other people to travel to that nation and region (Souza, de Vasconcelos Marques and Verissimo, 2020; Susanto et al., 2021; Šagovnović and Kovačić, 2022). Accordingly, a visitor's discontent with the hospitality in any host country might cause them to have a bad impression of the place and harm the tourist industry (Han and Kim, 2010; Ahmad and Zafar, 2018; Singjai, Winata and Kummer, 2018). Moro & Rita (2018) concluded that the tourist community is now connected and sharing various types of information for it with the use of social media. When a traveler expresses unfavorable opinions about a tourist location or community, other travelers steer clear of the area to minimize the chance of having a terrible experience (Hasyim, 2019).

It is also observed that tourists today have various stereotypes (Hasyim, 2019), that are inappropriate for tourism promotion and travel. This is due to the dynamics of the industry changing at this time. Culture has a critical role in tourism because most tourists are always concerned with cultural values for the selection of destinations for tourism (Sigala, Christou and Gretzel, 2012; Go, Kang and Suh, 2020; Leung et al., 2021). Muslims of Malaysia prefer to travel the places with the better cultural association, however, there is less focus on cultural acceptance of non-Muslim countries (Pholphirul et al., 2021). The people of Europe are more welcoming to the people sharing the same culture with the native people because they believe that their cultural association would be beneficial for communication and better relationship management (Han, 2021; Leung et al., 2021; Susanto et al., 2021). On the other hand, Han (2021) demonstrates that the Americans consider their culture superior and they are always concerned to communicate and have a relationship with the people of the same culture. In India, there are different communities, and different people belonging to different cultures are living (Go, Kang and Suh, 2020; Han, 2021).

They are more concerned about their perceived value and cultural acceptance of the foreign tourist as most of them don't accept the diversity of culture in tourism. It is a reality that with the help of globalism, the world is living in a shared culture, but for tourism, culture acceptance has a critical role in developing better relationships with the tourists and residents (Leung et al., 2013; Ma, Chen and Ampountolas, 2016). Tourism culture studies are evidence that culture is a critical dimension of tourism, and it has significant importance for international travelers (Koc, Okan and Acikgoz, no date; Sigala, Christou and Gretzel, 2012). In this sense, several European tourists have the opinion that their culture is more advanced than the civilization of the visiting nation (Pholphirul et al., 2021). Tension arises between the community of the host country and the tourist country as a result of the contrasting visitor attitudes (Luu, 2019; Pramanik and Rakib, 2020; Leung et al., 2021).

The host country's culture is fundamentally different from that of the tourists because they are actual people with distinct identities of their own. The stereotypes of residents have impact on the attitude of tourists because they are communicating at the tourism destinations (Tse and Tung, 2022). The behavior of residents can influence the behavior of tourist that has critical challenge for tourism in the modern time (Antwi et al., 2022). The residents should accept the culture of the tourists for tourism promotion and improve their performance in tourism sector

(Kraaij and Garnefski, 2019). Furthermore, the residents value for tourists can improve the tourism behavior if the residents and tourists are accepting the culture of each community (Tung and Tse, 2022). In addition, the tourist and residents should accept the culture of each other and avoid the misbehavior because it can be challenging for their relationship for the promotion of tourism (Sun et al., 2022).

H1. The resident stereotype has an impact on attitude towards tourism.

H2. The resident stereotype has an impact on cultural acceptance.

H3. Cultural acceptance has an impact on attitude towards tourism.

Indeed, communication and logistics improve, the tourism industry booms (Pramanik and Rakib, 2020; Rahmah, 2022). The perception of someone's worth, however, is equally important for the growth of any nation's tourism industry (Qiu et al., 2019; Susanto et al., 2021). Any nation's citizens will engage with tourists according to a unique set of feelings and ideals (Ma, Chen and Ampountolas, 2016; Šagovnović and Kovačić, 2022). Ayeh et al. (2012) concludes that any nation's tourism industry must successfully manage this relationship between visitors and locals. In any nation, the values they receive from the locals are more important to the sensible citizen of another country (Martínez et al., 2019; Ayorekire et al., 2022; Markose, Vazhakkatte Tazhathethil and George, 2022). The citizens of European nations are more hospitable to tourists and assist visitors with any issues (He, Xu and Chen, 2021), allowing them to have positive interactions also with international visitors (Martínez et al., 2019). Similar to something like this, Kayumovich et al. (2020) demonstrate that tourists in European nations feel safer against any form of resistance because they are covered by local legal regulations. The government has to effectively promote tourism since the interaction between visitors and locals' aids in the development of the tourism industry's sustainability (Souza, de Vasconcelos Marques and Veríssimo, 2020; Trimurti and Utama, 2021).

France's citizens are kind and gracious to visitors (Rahmah, 2022), and according to several surveys, the country's public's positive attitudes and manners contribute to an increase in tourism (Aldebi and Aljboory, 2018; Xu, Yang and Ren, 2020). Human relationships are built on ideals that are deemed appropriate for something like the development of the connection and its protracted viability (Alghizzawi, Salloum and Habes, 2018; Magno and Cassia, 2018; Sumani et al., 2022). The critical role of culture can't be divorced from the perceptions and attitudes of the tourists (Qiu et al., 2019; da Mota and Pickering, 2020), because they are more motivated and connected to their values and norms (Kayumovich and Kamalovna, 2019; Go, Kang and Suh, 2020). Since tourists are human beings (Ahn, Lee and Kwon, 2020), they have their own set of perceptions and values (Cheng and Edwards, 2015; Liu-Lastres and Cahyanto, 2021).

In Scandinavian countries, tourists with the same culture and religion are accepted by the locals (Munar and Jacobsen, 2013; Harrigan et al., 2017), due to sharing the same culture (Alrawadieh, 2020; Jaya and Priantara, 2020). On the one hand, Irfan et al. (2017) concluded that the locals in Jakarta are always concerned for the culture of the tourists because they believe that the clash in culture and values is dangerous for the people of the society. On the other hand, the tourists in Indonesia always claim the superiority of their culture (Magno and Cassia, 2018), because American and European travelers visiting Bali believe that they are rich and belong to the composed and advanced culture (Go, Kang and Suh, 2020; Souza, de Vasconcelos Marques and Veríssimo, 2020; Rahmah, 2022). The reports against the

misbehaving of European tourists in the local police stations of Bali are significant evidence of the cultural clash between residents and tourists (Ayeh et al., 2012; Kayumovich et al., 2020; Sumani et al., 2022). The responsibility of both tourists and residents is to consider the importance of people of other cultures and they should value the other culture (Kayumovich et al., 2020). Civil society can promote the concept of cultural acceptance for the determination of cultural values to the residents and the tourists to tolerate each other and tourism destinations (Luu, 2018; Leung et al., 2021; Rahmah, 2022).

The tourists' appreciation of the local way of life and culture in Jakarta gives both parties the chance to build relationships that are hard and durable (Munar and Jacobsen, 2013; Ma, Chen and Ampountolas, 2016; Teng et al., 2019). Chinese locals always extend a warm welcome to visitors from other cultures (Go, Kang and Suh, 2020), which gives both visitors and locals the chance to build the tourism industry in an alluring way (Leung et al., 2013). Minazzi (2015) discussed that residents of the tourist destination are given reading material about the morals and values of foreign visitors to help them get along with them better and steer clear of any preconceived notions. The material on hospitality is appealing because it aids in influencing the ideals and beliefs of various travelers by various ideals (Moro and Rita, 2018; Alrawadieh, 2020; Jang, Kim and Lee, 2022). The locals of Pakistan's northern provinces greet visitors nicely as they cherish their stay here anyway (Munar and Jacobsen, 2013; Ahmad and Zafar, 2018). The growth and progress of the tourism sector are solely dependent on the allure of travel and the favorable attitudes of travelers toward it as discussed by Hasyim (2019). The greatest way to promote sustainable growth and interact effectively with visitors and locals is for both groups to have favorable views and attitudes toward one another (Sigala, Christou and Gretzel, 2012).

The administration of the public's marketing destination tourism aims to place more of an emphasis on the creation of strong interactions involving visitors and locals since this will aid visitors in having a good time and managing the industry. The stereotype of the tourists can influence the behavior of residents to the tourism sector as they are not accepting the tourists to violence their social norms (Chen, Hsu and L. Pearce, 2022). Culture acceptance is a fundamental factor in tourism sector as the residents in Sri Lanka re not welcoming the tourists that have different value in dressing and violating residents social and religious norms (Gunawardana et al., 2022). Furthermore, the perceived value and prejudice of residents is challenging for the tourists as it changes the intention of tourists to visit their destination (Josiassen, Kock and Nørfelt, 2022). The role of cultural values and acceptance is critical in tourism sector as it enhances the performance of tourism sector to increase its promotion (Zeng, Liu and Xu, 2022). The perceived value of culture facilitate the tourism sector promotion in the attractive way (Zeng, Liu and Xu, 2022). Cross-cultural tourism and perceived value of the residents has significant impact on tourism intention (Ali et al., 2022).

The culture has a significant impact on tourism performance, but the role of perceived value is always priority of the tourists to improve their performance in the attractive way (Ketsuwan and Bejrananda, 2022). Perceived value and cultural intelligence has influence of tourism performance that could be enhanced by good relationship between tourist and guests based on perceived value (Coves-Martínez, Sabiote-Ortiz and Frías-Jamilena, 2022). Moreover, the cultural tourism is influenced by the tourism cultural tourism promotion that is

based on the perceived value of the tourist and it develops their better intention for the tourism sector (Kerdpitak et al., 2022). Also, the sustainability in tourism sector can be achieved when the perceived value of the tourists would be positive for tourists destinations (Tsekouropoulos et al., 2022).

H4. Tourists' stereotype has an impact on attitude towards tourism.

H5. Tourists' stereotype has an impact on cultural acceptance.

H6. Cultural acceptance mediates the relationship between resident stereotypes and attitude toward tourism.

H7. Cultural acceptance mediates the relationship between tourist stereotypes and attitudes towards tourism.

H8. Perceived value moderates the relationship between resident stereotypes and attitude towards tourism.

H9. Perceived value moderates the relationship between tourist stereotypes and attitude towards tourism.

3. METHODOLOGY

For measuring the link between the study's variables, most applied sciences research relies on quantitative data collected through a survey questionnaire. To ascertain the link between the multiple variables stated in the various hypotheses, this research is also based on quantitative data that was gathered on a five-point Likert scale. The measurement scales used in this research were adapted and modified from a variety of published research papers, and the Cronbach's Alpha for such measurement scales was found to be more than 0.90, indicating the validity and reliability of the measurement scales in the earlier research.

The scale items for attitude towards tourism were adapted from Jackson (2008). The scale items for perceived value were adapted from Sweeney & Soutar (2001). The measurement scale for resident stereotypes was adapted from Jackson (2008). The measurement scale for tourist-resident relationships was adapted from Hasyim (2019). The measurement scale for tourist stereotypes was adapted from Hasyim (2019). The measurement scale for cultural acceptance was adapted from Oii & Ali (2011). The description of scale items is available in Appendix 1.

International visitors who visited several popular and alluring places to discover in Pakistan provided the information used in this research, since, this study was to measure the impact of culture impact as a mediator in the model, the foreigner tourist belonging to different culture were taken as the population for this study. The data was collected online through electronic survey questionnaire. We created the survey link in google forms and distributed the link among the foreigner travelers coming to Pakistan through social media. The data was collected from January 2022 to March 2022 wherein we collected 317 useable responses. Before the start of the survey all the participants were ensured about the anonymity of their identity and about the confidentiality of their information provided as recommended by the previous research (Rasheed, Malik, et al., 2020; Rasheed, Okumus, Weng, Hameed, & Nawaz, 2020; Rasheed, Weng, Umrani, & Moin, 2021). Of 317 participants, 190 were males. 97 belong to the age group above 30 years. Similarly, 109 were visiting from European countries, while 209 were travelling alone and 108 were travelling in groups. The demographics information is available in Table 1;

Table 1. Demographic Information

Category	Type	Number of Respondents
Gender	Male	190
	Female	127
Age	18-22	65
	22-25	90
	26-29	65
	30 above	97
Daily Income	More than \$4	201
	Less than \$4	116
Visiting From	Europe	109
	Central Asia	107
	Middle East	54
	Others	47
Visiting Status	Alone	209
	Groups	108

4. ANALYSIS AND RESULTS

On data information gathered using a Likert scale survey, this article's findings were determined. Therefore, the Smart PLS 3.0 recommended by Hair Jr et al. (2017) was employed to evaluate the information obtained for this research. Two important models were determined for findings of this study. According to Hair et al. (2007), “the measurement models represent the relationships between the observed data and the latent variables”. Furthermore, Hair et al. (2007) demonstrated, “the structural model represents the relationships between the latent variables”. To examine the convergent validity, discriminant validity, direct relationships, moderating relationships, effect size, and coefficient of determination, PLS Algorithm calculations and Bootstrapping were also employed. The PLS Blindfolding calculations were also determined in the study to apply to the predictive relevance test recommended by (Hair Jr, Howard and Nitzl, 2020).

The measurement scales employed in this study's PLS calculations were assessed for validity and reliability see Figure 2. According to the value available in Table 2, the value of Cronbach’s alpha for each variable measurement scale was greater than 0.80.

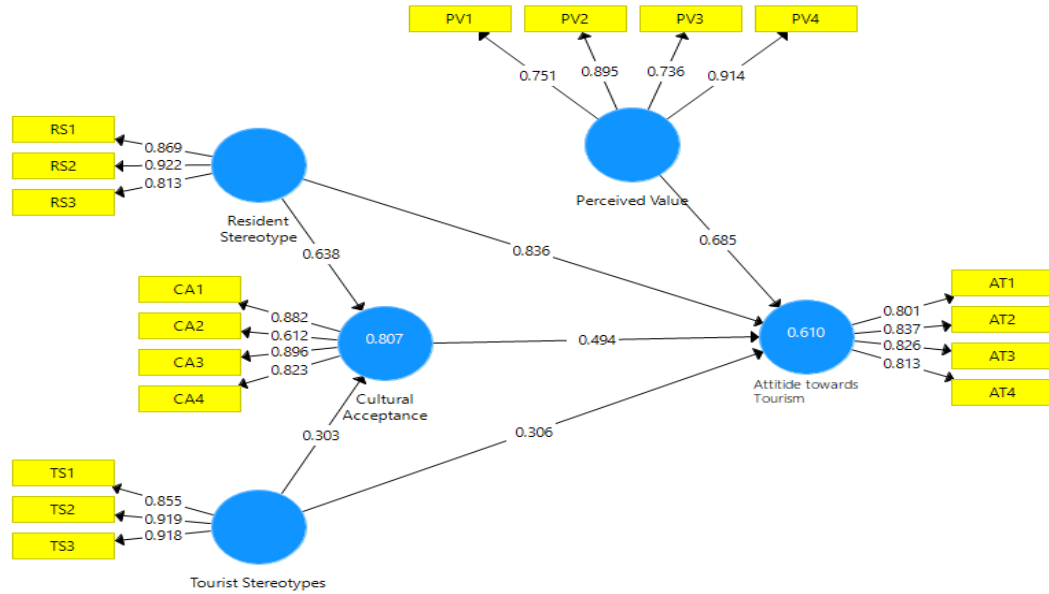


Figure 2. Measurement Model

Table 2. Measurement Scale and Cronbach’s Alpha

Variables	Cronbach's Alpha
Attitude towards Tourism	0.838
Cultural Acceptance	0.821
Perceived Value	0.852
Resident Stereotype	0.838
Tourist Stereotypes	0.881

The factor loading values were all more than 0.70 for every measure as recommended by Ramayah et al. (2018). Likewise, the composite reliability (CR) values did not go below 0.80 because 0.70 is the minimum. According to the numbers for average variance extracted (AVE), the limit for AVE was 0.50 and is shown in Table 3. The results for AVE were not below 0.50 recommended by Hair Jr et al. (2017). Consequently, the research's hypotheses have definite reliability and validity.

Table 3. Measurement Values

Variables	Items	Loadings	CR	AVE
Attitude towards Tourism	AT1	0.801	0.891	0.671
	AT2	0.837		
	AT3	0.826		
	AT4	0.813		
Cultural Acceptance	CA1	0.882	0.883	0.659
	CA2	0.612		

	CA3	0.896		
	CA4	0.823		
Perceived Value	PV1	0.751	0.896	0.686
	PV2	0.895		
	PV3	0.736		
	PV4	0.914		
Resident Stereotype	RS1	0.869	0.903	0.756
	RS2	0.922		
	RS3	0.813		
Tourist Stereotypes	TS1	0.855	0.926	0.806
	TS2	0.919		
	TS3	0.918		

Every research must distinguish here between measurement scales it employs (see Table 4). This survey's measure items' discriminant validity was examined in this respect. The Heteritrait-Monotrait (HTMT) technique of discriminant validity was used, and the results showed that values were below 0.90 recommended by Gold et al. (2001). Consequently, there is no doubt about the research's discriminant validity for the items it employed.

Table 4. Discriminant Validity

	Attitude towards Tourism	Cultural Acceptance	Perceived Value	Resident Stereotype
Attitude towards Tourism				
Cultural Acceptance	0.797			
Perceived Value	0.675	0.665		
Resident Stereotype	0.651	0.634	0.628	
Tourist Stereotypes	0.438	0.614	0.618	0.602

The direct hypotheses of this study are tested with Smart PLS 3 available in Figure 3. The findings disclosed that the first hypothesis is significant because the relationship between resident stereotypes and attitudes toward tourism is supported ($\beta = 0.836$, $P = 0.000$). Further, the second hypothesis is significant because the relationship between resident stereotype and cultural acceptance is supported ($\beta = 0.638$, $P = 0.000$). Also, the third hypothesis is significant because the relationship between cultural acceptance and attitude towards tourism is supported ($\beta = 0.494$, $P = 0.000$). In the same way, the fourth hypothesis is significant because the relationship between tourist stereotypes and attitudes towards tourism is supported ($\beta = 0.306$, $P = 0.000$). In addition to it, the fifth hypothesis is significant because the relationship between tourist stereotypes and cultural acceptance is supported ($\beta = 0.303$, $P = 0.000$). The results of the hypotheses tests are presented in Table 5.

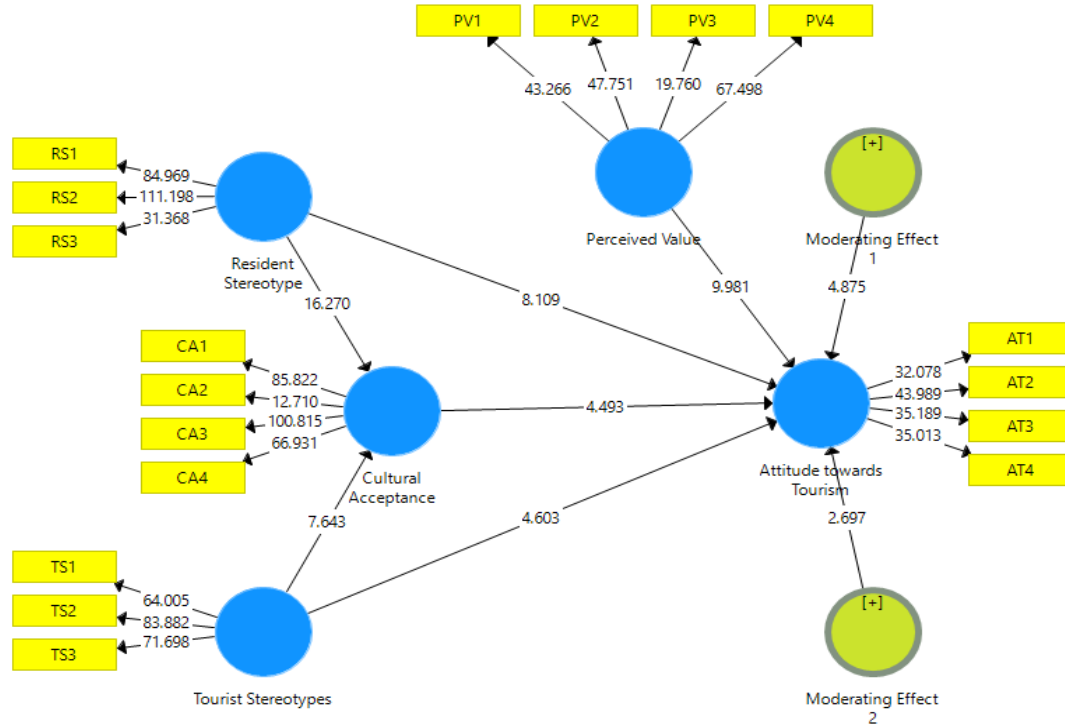


Figure 3. Structural Model

Table 5. Direct Hypotheses

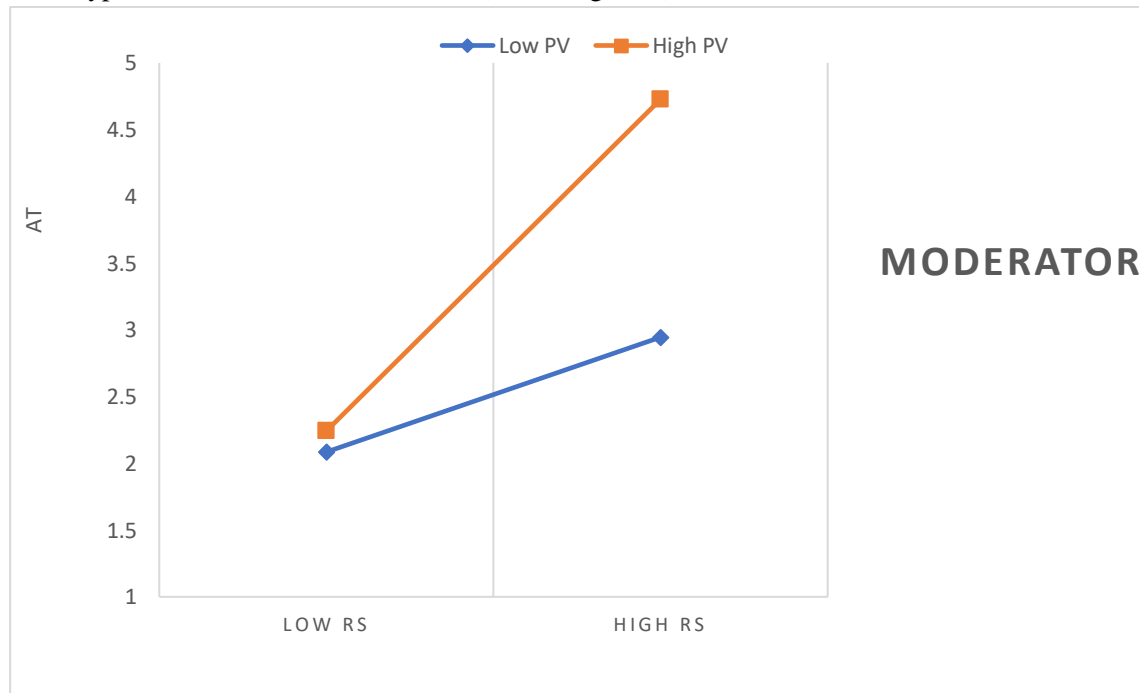
Direct Relationships	Beta	SD	T	P	Results
Resident Stereotype -> Attitude towards Tourism	0.836	0.103	8.109	0.000	Supported
Resident Stereotype -> Cultural Acceptance	0.638	0.039	16.27	0.000	Supported
Cultural Acceptance -> Attitude towards Tourism	0.494	0.110	4.493	0.000	Supported
Tourist Stereotypes -> Attitude towards Tourism	0.306	0.066	4.603	0.000	Supported
Tourist Stereotypes -> Cultural Acceptance	0.303	0.040	7.643	0.000	Supported

In mediation analysis, the sixth hypothesis is significant because the mediating relationship of cultural acceptance in the relationship between resident stereotypes and attitude toward tourism is supported ($\beta= 0.315, P = 0.000$). Moreover, the seventh hypothesis is significant because the mediating relationship of cultural acceptance in the relationship between tourist stereotypes and attitudes towards tourism is supported ($\beta= 0.150, P = 0.001$). The results of the mediation hypotheses tests are presented in Table 6.

Table 6. Mediation Hypotheses

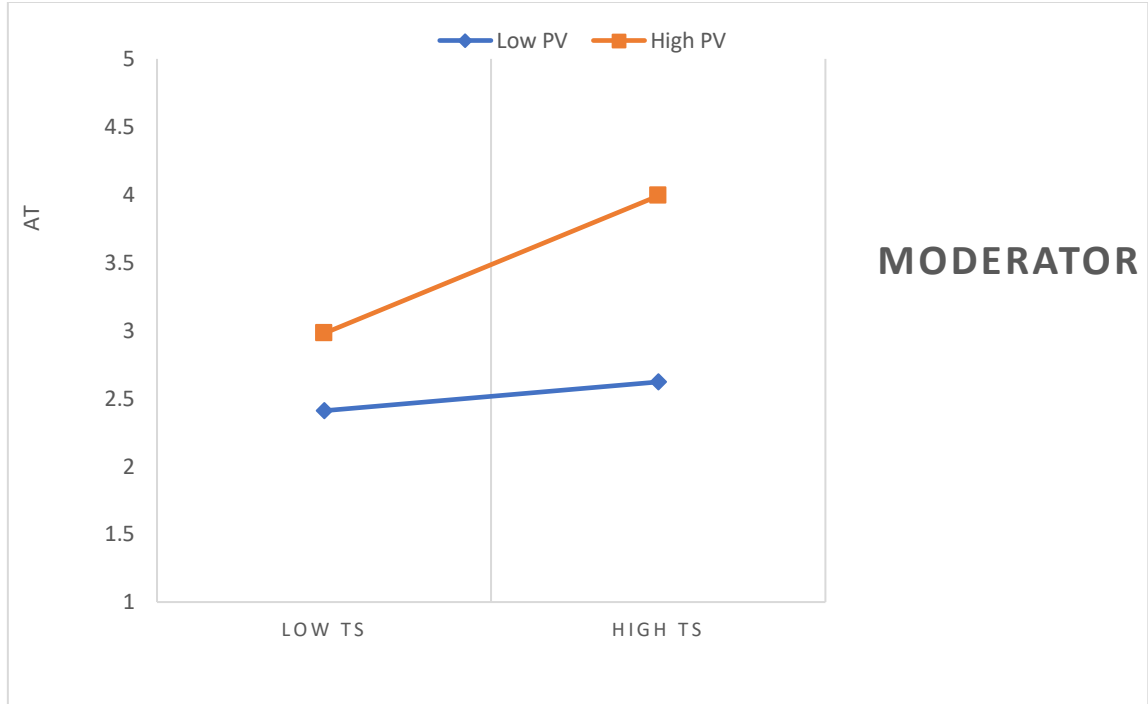
Mediation Results	Beta	SD	T	P	Results
Resident Stereotype -> Cultural Acceptance -> Attitude towards Tourism	0.315	0.066	4.786	0.000	Supported
Tourist Stereotypes -> Cultural Acceptance -> Attitude towards Tourism	0.150	0.045	3.302	0.001	Supported

In moderation analysis, PLS Bootstrapping calculations were used to test the hypotheses. As a result, the eighth hypothesis is significant because the moderating role of perceived value in the relationship between resident stereotype and attitude toward tourism is supported ($\beta= 0.406$, $P = 0.000$). Lastly, the ninth hypothesis is significant because the moderating role of perceived value in the relationship between tourist stereotypes and attitude towards tourism is supported ($\beta= 0.200$, $P = 0.007$). The results of the moderating hypotheses tests are presented in Table 7. The results disclose that perceived value positively strengthens the relationship between resident stereotypes and attitude toward tourism (check Figure 4). In addition to it, the results also highlight that perceived value positively strengthen the relationship between tourist stereotype and attitude towards tourism (check Figure 5).



AT = Attitude towards Tourism, RS = Resident Stereotype and PV = Perceived Value

Figure 4. Moderation 1



AT = Attitude towards Tourism, TS = Tourist Stereotype and PV = Perceived Value

Figure 5. Moderation 2

Table 7. Moderation Hypotheses

Moderation Results	Beta	SD	T Value	P Value	Results
Moderating Effect 1 -> Attitude towards Tourism	0.406	0.083	4.875	0.000	Supported
Moderating Effect 2 -> Attitude towards Tourism	0.200	0.074	2.697	0.007	Supported

The effect size of this study is determined by PLS Algorithm calculations (see Table 8). In this regard, the value for f^2 is 0.35 is large, 0.15 is medium and 0.02 is small (Hair et al., 2007). The cultural acceptance, perceived value, resident stereotypes, and tourist stereotypes have a large impact on attitudes towards tourism.

Table 8. Effect Size

Constructs	F Square
Cultural Acceptance	0.312
Perceived Value	0.306
Resident Stereotype	0.334
Tourist Stereotype	0.201

The R-square value for this study was taken with PLS Algorithm to determine the variation in this framework of the study. The R-square of 0.19 is weak, 0.33 is moderate, and 0.67 is substantial (Hair et al., 2007). The R-square value is 0.610, therefore, there is a 61% variation in the study proposed framework (see Table 9).

Table 9. R Square

Construct	R Square
Attitude towards Tourism	0.610

The calculations of Blindfolding were taken for the determination of Q² (Figure 6). The recommended value of Q² must not be below 0 (Hair et al., 2007). The findings show strong predictive relevance because the value of Q² is 0.379. The Q² value is available in Table 10.

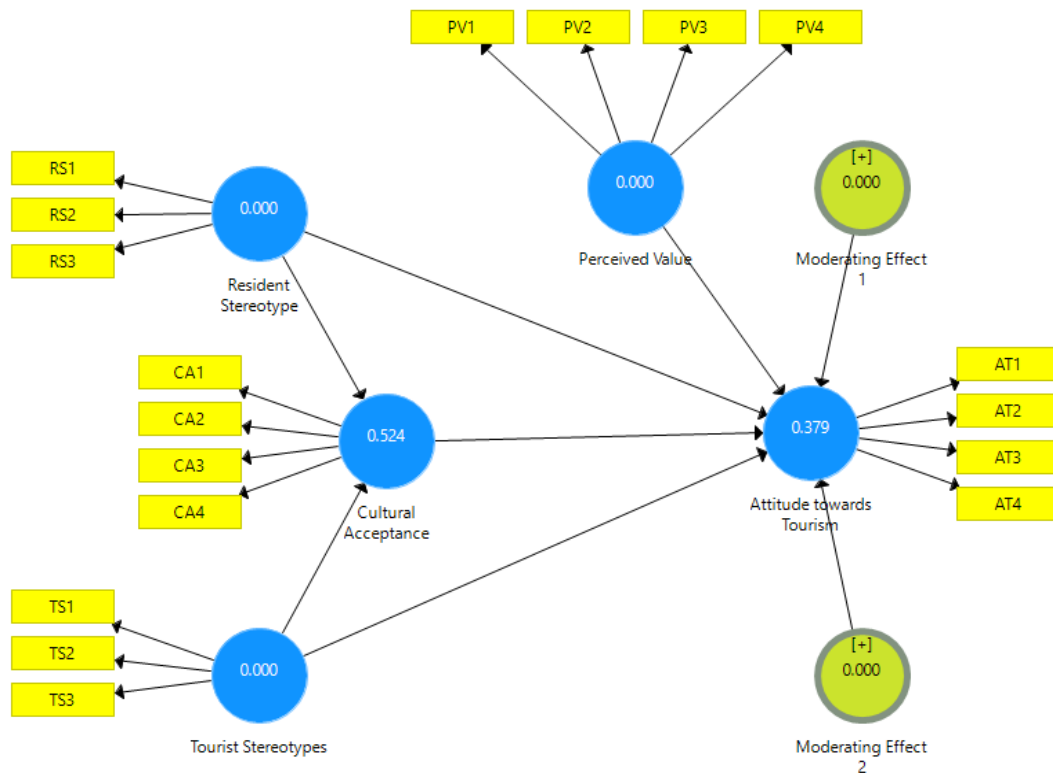


Figure 6. Q Square – Attitude towards Tourism

Table 10. Q Square

Constructs	SSO	SSE	Q ² (=1-SSE/SSO)
Attitude towards Tourism	1284	797.399	0.379

5. DISCUSSION

5.1. Theoretical and Practical Implications

The findings of this study demonstrated that all hypotheses of the study were significantly supported. The objective of this study is achieved. The significant direct impact of tourists' stereotype, residents' stereotype is obtained in study' outcomes. Similarly, the mediation of cultural acceptance between residents' stereotype, tourists' stereotype and attitude towards tourism were found significant. Moreover, the moderating impact of perceived value on the influence of residents' stereotype, tourists' stereotype and attitude towards tourism is also significant.

Therefore, the purpose of this study was to fill in the gap in the body of knowledge. However, the findings of this study are similar to the earlier studies. For instance, the role of resident stereotype and tourist stereotype must be considered in tourism promotion-related literature because it matters a lot in the relationship between the residents and tourists (Chen, Hsu and L. Pearce, 2022). Following it, the study findings declare that the role of perceived value needs to be considered by the stakeholders for developing policies related to tourism promotion and tourism performance. The earlier literature also evident that the relationship between culture and tourism is significant because both have a binary relationship (Leung et al., 2021; Rahmah, 2022). If the tourists are the product of their culture and they are not willing to accept the culture of the host nation (Luu, 2018), then it would be quite difficult to develop a relationship based on culture between both tourists and residents (Luu, 2018; Susanto et al., 2021). In Sri Lanka, the residents don't like the tourists that has difference in culture because they are violating the social norms of Sri Lankan people (Gunawardana et al., 2022). In the same way, if the tourists are learned and behave in a good way to accept the culture of the host country (Souza, de Vasconcelos Marques and Veríssimo, 2020; Šagovnović and Kovačić, 2022), there is a greater possibility of a sustainable and good relationship between both communities (Singjai, Winata and Kummer, 2018; Šagovnović and Kovačić, 2022).

The negative attitude and bias of the residents is a challenge for tourism sector promotion and its performance because the attitude of tourists is changed according to the stereotype of the residents (Josiassen, Kock and Nørfelt, 2022). The culture of each other must be respected by both tourists as well as residents (Kim et al., 2020). In the same way, the study demonstrates that the cultural values of the tourists as well the residents must be respected. In the cases of cultural clash between the tourists and the residents, there is less focus on the sustainable development of effective strategies for improving the tourism sector performance (Hasyim, 2019).

In the line with findings of this study, the earlier study also discussed tourism culture as critical in the performance of good communication between the tourism and residents to improve tourism sector (Zeng, Liu and Xu, 2022). In addition, tourism promotion can be increased if the host nation is good at hospitality and the people are willingly helping the people of other communities (Pham, Tučková and Jabbour, 2019). In Goa, Hasyim (2019) discussed that the tourists are entertained by the residents, and due to the shared culture and strong emotions sharing between the residents and the tourist, the relationship between the tourists and residents is strong. The perceived value of the tourists according to the past experience with interaction of residents can change the tourism performance and it is challenging for hospitality industry (Ali et al., 2022). Additionally, tourism performance can be improved with

better hospitality and an understanding perceived values of the people of the host country (Minazzi, 2015; Kaushal and Srivastava, 2021; Šerić and Šerić, 2021). Attitude towards tourism is influenced by the perceived value of the tourists because they are key stakeholders of tourism promotion (Ketsuwan and Bejrananda, 2022). T

he people of rich cultures in tourist destination countries are less attracted to promoting tourism by developing a strong relationship between the tourists and the residents (Singjai, Winata and Kummer, 2018; Leung et al., 2021; Šagovnović and Kovačić, 2022). The relationship between the tourists and residents must be strong (Sigala, Christou and Gretzel, 2012), and the residents are required to have a strong and understanding value for the tourists (Sigala, Christou and Gretzel, 2012; Munar, Gyimóthy and Cai, 2013; Rahmah, 2022). The experience of tourists and residents can influence the performance of tourism if both communities have positive perceived values (Coves-Martínez, Sabiote-Ortiz and Frías-Jamilena, 2022), and this findings of earlier study are lined up with the findings of this study. Foreign tourists are required to develop a strong relationship with the residents (Hays, Page and Buhalis, 2013), by having a positive attitude and eliminating the factor of stereotypes in developing the relationship between tourists and residents (Alghizzawi, Salloum and Habes, 2018; Hasyim, 2019; Qiu et al., 2019; Jang and Hsieh, 2021). In the Scandinavian countries, tourists for Malaysia and Indonesia are welcomed (Jaya and Prianthara, 2020), because it is believed that these tourists don't have any kind of prejudice toward culture and information.

The cultural acceptance has significant impact on the shift in cultural tourism promotion that is achieved with the acceptance and perceived value of both tourist and residents (Kerdpitak et al., 2022), the findings of this study are lined up with the findings of earlier studies. In the same way, in European countries, there is no stereotype between American tourists and residents for their better understanding and culture sharing (Pramanik and Rakib, 2020; Leung et al., 2021; Ayorekire et al., 2022; Thaothampitak and Wongsuwatt, 2022). Therefore, a lot of American travels to European countries for tourism (Pholphirul et al., 2021), and also a large number of foreign travelers from Europe for tour and vacations (Kaushal and Srivastava, 2021). As a result of it, the tourism and resident relationship is significant for developing sustainable relationships in the tourism community and the host country. The perceived value of the tourist and residents has significant impact on the tourism intention (Tsekouropoulos et al., 2022), and the tourism stakeholders should work to promote the tourism in sustainable way by developing positive relationship between tourists and residents.

6. Limitations And Future Research Directions

In a nutshell, to fill in the gaps in literature this study was conducted in the tourism sector. The absolute purpose of this study is to explain how attitudes toward tourism and stereotypes of residents and visitors matter in the promotion of tourism. Significantly, this research also discussed the perceived value influences on residents' views about tourism and prejudices of tourists. In this regard, this study noteworthyly concludes that the role of cultural acceptance and perceived values matter alto to shape the attitude of any individual to the tourism sector promotion and performance. In addition to it, this study developed the model for contribution to the body of literature because the variable of tourist stereotype and resident stereotype is not discussed widely in the literature. On the other hand, the academic and tourism implications of

this study provide a sustainable way for developing a better attitude of both tourists and residents towards tourism in Pakistan. However, the findings of this study can be generalized to implementation worldwide because the deductive approach of the study was adopted in it. In this way, the contribution of this study in literature and implications is significant and it would help future researchers to determine this relationship between variables as crucial factors for the promotion of tourism.

The findings of this research provide both academic as well as tourism implications for the promotion of tourism in Pakistan. To begin with, the findings of this study are advancing the literature because this gap in the literature was not filled by the previous research in the field of tourism. The research contributes significant information and relationship between different variables to the body of literature. Theoretically, this study adds in body of knowledge that cultural acceptance must be considered for the policy development related to tourism in Pakistan as the value need for cultural acceptance to provide a sustainable way of tourism. For tourism promotion and better attitude of tourists to the locals, the earlier studies neglected the important variables of perceived value and culture acceptance.

It is clear from this research that with better acceptance of culture, the tourism sector can grow when the residents and tourists would accept the culture of each other. This cultural acceptance is critical to developing a strong relationship between the tourists and residents. In addition to it, the study's framework is also a reliable and hallmark contribution to literature as all the hypotheses of the study are significant. Tourist stereotypes and resident stereotypes as an appropriate variable for this study are at the infancy stage of research, but the significant findings of this study would rich the literature, and provide a direction for future studies for understanding these variables for further research. The tourism-related implications and contributions of this research are significant as the sustainability in attitude towards tourism and tourism performance are discussed in it. The hallmark findings of this study provide related information to improve the attitude and perception of tourists towards tourism in Pakistan. In this regard, the study provides noteworthy recommendations for significant strategies making for improving the tourism sector in Pakistan.

The government of Pakistan is required to develop strategies effectively with the help of international stakeholders to promote tourism values and norms on social media for improving and modifying the perception of the residents and tourists in Pakistan. In addition to it, the research's findings have realistic information for improving the relationship between tourists and residents to improve the tourism sector in Pakistan. In this way, cultural acceptance is considered significant for this relationship development. Furthermore, the critical role of perceived value is also important to promote tourism in Pakistan because the perceived value of the tourists and residents can maintain a strong relationship between the tourists and residents.

The conclusion of this study is beneficial to the government, and stakeholders would strive with all foreign tourism participants in Pakistan. However, the review of literature explains further dimensions of tourist-related problems to be discussed by the earlier studies. In this regard, future studies may focus on the role of visa policy in the tourism sector of Pakistan. Secondly, future studies may focus on the role of agritourism in tourism attractions in Pakistan. Additionally, future studies can focus on the role of sustainability in tourism and waste management for improving the tourism sector in Pakistan.

References

- Ahmad, I. and Zafar, M.A. (2018) 'Impact of psychological contract fulfillment on organizational citizenship behavior: Mediating role of perceived organizational support', *International Journal of Contemporary Hospitality Management* [Preprint].
- Ahn, J., Lee, S. and Kwon, J. (2020) 'Impulsive buying in hospitality and tourism journals.', *Annals of Tourism Research*, 82.
- Aldebi, H. and Aljboory, N. (2018) 'The impact of the tourism Promotion-Mix elements on the foreign tourists' mental images of the Jordanian tourist destinations: A field study', *International Business Research*, 11(1), pp. 74–86.
- Alghizzawi, M., Salloum, S.A. and Habes, M. (2018) 'The role of social media in tourism marketing in Jordan', *International Journal of Information Technology and Language Studies*, 2(3), pp. 59–70.
- Ali, M.B. et al. (2022) 'Acceptance and use of ICT in tourism: the modified UTAUT model', *Journal of Tourism Futures* [Preprint], (ahead-of-print).
- Alrawadieh, Z. (2020) 'Publishing in predatory tourism and hospitality journals: Mapping the academic market and identifying response strategies', *Tourism and Hospitality Research*, 20(1), pp. 72–81.
- Antwi, C.O. et al. (2022) 'Sustainable cross-border tourism management: COVID-19 avoidance motive on resident hospitality', *Journal of Sustainable Tourism*, pp. 1–21.
- Ayeh, J.K. et al. (2012) 'Perceptions and strategies of hospitality and tourism practitioners on social media: An exploratory study', in *ENTER*, pp. 1–12.
- Ayorekire, J. et al. (2022) 'Community-Based Tourism and Local People's Perceptions Towards Conservation: The Case of Queen Elizabeth Conservation Area, Uganda', in *Prospects and Challenges of Community-Based Tourism and Changing Demographics*. IGI Global, pp. 56–82.
- Cetin, G. and Bilgihan, A. (2016) 'Components of cultural tourists' experiences in destinations', *Current Issues in Tourism*, 19(2), pp. 137–154.
- Chen, N., Hsu, C.H.C. and L. Pearce, P. (2022) 'Developing video vignettes for tourism research: protocol and quality indicators', *Journal of Travel Research*, 61(8), pp. 1828–1847.
- Cheng, M. and Edwards, D. (2015) 'Social media in tourism: a visual analytic approach', *Current Issues in Tourism*, 18(11), pp. 1080–1087.
- Coves-Martínez, Á.L., Sabiote-Ortiz, C.M. and Frías-Jamilena, D.M. (2022) 'Cultural intelligence as an antecedent of satisfaction with the travel app and with the tourism experience', *Computers in Human Behavior*, 127, p. 107049.
- Go, H., Kang, M. and Suh, S.C. (2020) 'Machine learning of robots in tourism and hospitality: interactive technology acceptance model (iTAM)—cutting edge', *Tourism Review* [Preprint].
- Gold, A.H., Malhotra, A. and Segars, A.H. (2001) 'Knowledge management: An organizational capabilities perspective', *Journal of management information systems*, 18(1), pp. 185–214.
- Gunawardana, H. et al. (2022) 'Service Providing Hosts' Perceptions and Responses to an Evolving

- Chinese Tourist Market: Evidence from Sri Lanka', *Journal of China Tourism Research*, pp. 1–25.
- Habibi, K., Irandoost, K. and Sheikh Ahmadi, A. (2022) 'Framework for the Regeneration of Historical Contexts with Culture-Led approach to Achieve Sustainable Tourism Development (Case study: Urmia Historic Core)', *Journal of Iranian Architecture & Urbanism (JIAU)* [Preprint].
- Hair, J.F. et al. (2007) 'Research methods for business', *Education+ Training* [Preprint].
- Hair Jr, J.F. et al. (2017) 'PLS-SEM or CB-SEM: updated guidelines on which method to use', *International Journal of Multivariate Data Analysis*, 1(2), pp. 107–123.
- Hair Jr, J.F., Howard, M.C. and Nitzl, C. (2020) 'Assessing measurement model quality in PLS-SEM using confirmatory composite analysis', *Journal of Business Research*, 109, pp. 101–110.
- Han, H. (2021) 'Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research', *Journal of Sustainable Tourism*, 29(7), pp. 1021–1042.
- Han, H., Hsu, L.-T.J. and Sheu, C. (2010) 'Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities', *Tourism management*, 31(3), pp. 325–334.
- Han, H. and Kim, Y. (2010) 'An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior', *International journal of hospitality management*, 29(4), pp. 659–668.
- Harrigan, P. et al. (2017) 'Customer engagement with tourism social media brands', *Tourism management*, 59, pp. 597–609.
- Hasyim, M. (2019) 'Foreign tourists' perceptions of toraja as a cultural site in south sulawesi, indonesia', *African Journal of Hospitality, Tourism and Leisure*, 8(3).
- Hays, S., Page, S.J. and Buhalis, D. (2013) 'Social media as a destination marketing tool: its use by national tourism organisations', *Current issues in Tourism*, 16(3), pp. 211–239.
- He, J., Xu, D. and Chen, T. (2021) 'Travel vlogging practice and its impacts on tourist experiences', *Current Issues in Tourism*, pp. 1–16.
- Hvass, K.A. and Munar, A.M. (2012) 'The takeoff of social media in tourism', *Journal of vacation marketing*, 18(2), pp. 93–103.
- Ichsan, R.N., Suparmin, S. and Nasution, L. (2020) 'THE EFFECT PROMOTION OF HALAL TOURISM ON INTERESTS TOURISM TO INCREASE INCOME ORIGINAL AREA IN MEDAN CITY', *INTERNATIONAL JOURNAL ECONOMIC AND BUSINESS APPLIED*, 1(2), pp. 179–186.
- Irfan, A. et al. (2017) 'Role of social media in promoting education tourism', *Advanced Science Letters*, 23(9), pp. 8728–8731.
- Jackson, L.A. (2008) 'Residents' perceptions of the impacts of special event tourism', *Journal of Place Management and development* [Preprint].
- Jang, S., Kim, B. and Lee, S. (2022) 'Impact of corporate social (ir) responsibility on volume and valence of online employee reviews: Evidence from the tourism and hospitality industry', *Tourism Management*, 91, p. 104501.
- Jang, Y.-T. and Hsieh, P.-S. (2021) 'Understanding consumer behavior in the multimedia context:

incorporating gamification in VR-enhanced web system for tourism e-commerce', *Multimedia Tools and Applications*, 80(19), pp. 29339–29365.

Jaya, I.P.G.I.T. and Priantara, I.B.T. (2020) 'Role of Social Media Influencers in Tourism Destination Image: How Does Digital Marketing Affect Purchase Intention?', in *3rd International Conference on Vocational Higher Education (ICVHE 2018)*. Atlantis Press, pp. 9–20.

Josiassen, A., Kock, F. and Nørfelt, A. (2022) 'Tourism affinity and its effects on tourist and resident behavior', *Journal of Travel Research*, 61(2), pp. 299–313.

Kaushal, V. and Srivastava, S. (2021) 'Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India', *International Journal of Hospitality Management*, 92, p. 102707.

Kayumovich, K.O. et al. (2020) 'Opportunities of mobile marketing in tourism', *Journal of Critical Reviews*, 7(12), pp. 94–98.

Kayumovich, K.O. and Kamalovna, S.F. (2019) 'Social media-marketing-a forceful tool for tourism industry', *European science*, (7 (49)), pp. 41–43.

Kanwal, S., Pitafi, A. H., Rasheed, M. I., Pitafi, A., & Iqbal, J. (2022). Assessment of residents' perceptions and support toward development projects: A study of the China–Pakistan Economic Corridor. *The Social Science Journal*, 59(1), 102-118.

Kanwal, S., Rasheed, M. I., Pitafi, A. H., Pitafi, A., & Ren, M. (2020). Road and transport infrastructure development and community support for tourism: The role of perceived benefits, and community satisfaction. *Tourism Management*, 77, 104014.

Kerdpitak, C. et al. (2022) 'Development of Historical and Cultural Tourism Areas for the Competitive Business of U-don Thani Province', *International Journal of Health Sciences*, (V), pp. 271–285.

Ketsuwan, P. and Bejrananda, J. (2022) 'The Development of Tai Lue Community in North of Thailand with Cultural Innovation for quality of life and Cultural Tourism Supports.', *Journal of Positive School Psychology*, 6(3), pp. 9595–9601.

Kim, W.G. et al. (2020) 'Hotels' environmental leadership and employees' organizational citizenship behavior', *International Journal of Hospitality Management*, 87, p. 102375.

Klimenko, T.I. et al. (2018) 'Modeling factors of environmental tourism development in innovation economy', *Ekoloji*, 27(106), pp. 263–269.

Koc, E., Okan, E.Y. and Acikgoz, F. (no date) 'The Dyadic Influence of Personal and Cultural Factors on Tourism and Hospitality', in *Routledge Handbook of Social Psychology of Tourism*. Routledge, pp. 251–265.

Kraaij, V. and Garnefski, N. (2019) 'The behavioral emotion regulation questionnaire: development, psychometric properties and relationships with emotional problems and the cognitive emotion regulation questionnaire', *Personality and Individual Differences*, 137, pp. 56–61.

Lee, L.Y.-S. (2016) 'Hospitality industry web-based self-service technology adoption model: A cross-cultural perspective', *Journal of Hospitality & Tourism Research*, 40(2), pp. 162–197.

Leung, D. et al. (2013) 'Social media in tourism and hospitality: A literature review', *Journal of travel*

& tourism marketing, 30(1–2), pp. 3–22.

Leung, X.Y. et al. (2021) 'How the hotel industry attracts generation Z employees: an application of social capital theory', *Journal of Hospitality and Tourism Management*, 49, pp. 262–269.

Liu-Lastres, B. and Cahyanto, I.P. (2021) 'Exploring the host-guest interaction in tourism crisis communication', *Current Issues in Tourism*, 24(15), pp. 2097–2109.

Luu, T.T. (2018) 'Building employees' organizational citizenship behavior for the environment: The role of environmentally-specific servant leadership and a moderated mediation mechanism', *International Journal of Contemporary Hospitality Management* [Preprint].

Luu, T.T. (2019) 'Green human resource practices and organizational citizenship behavior for the environment: the roles of collective green crafting and environmentally specific servant leadership', *Journal of Sustainable Tourism*, 27(8), pp. 1167–1196.

Ma, Z., Chen, M.-H. and Ampountolas, A. (2016) 'The effect of students' perceptions and learning approaches on the quality of hospitality financial management education', *Journal of Hospitality & Tourism Education*, 28(4), pp. 169–177.

Magno, F. and Cassia, F. (2018) 'The impact of social media influencers in tourism', *Anatolia*, 29(2), pp. 288–290.

Markose, N., Vazhakkatte Tazhathethil, B. and George, B. (2022) 'Sustainability Initiatives for Green Tourism Development: The Case of Wayanad, India', *Journal of Risk and Financial Management*, 15(2), p. 52.

Martínez, J.M.G. et al. (2019) 'An analysis of the stability of rural tourism as a desired condition for sustainable tourism', *Journal of Business Research*, 100, pp. 165–174.

Meng, B. et al. (2020) 'Volunteer tourism (VT) traveler behavior: Merging norm activation model and theory of planned behavior', *Journal of Sustainable Tourism*, 28(12), pp. 1947–1969.

Minazzi, R. (2015) *Social media marketing in tourism and hospitality*. Springer.

Modabber Khaknezhad, A., Hosseinzadeh Dalir, K. and Ezzatpanah, B. (2022) 'Analysis of planning and policy-making for development of historical-cultural tourism in Iran (case study: Tabriz metropolis)', *Journal of Tourism Planning and Development*, 10(39), pp. 197–222.

Moro, S. and Rita, P. (2018) 'Brand strategies in social media in hospitality and tourism', *International Journal of Contemporary Hospitality Management* [Preprint].

da Mota, V.T. and Pickering, C. (2020) 'Using social media to assess nature-based tourism: Current research and future trends', *Journal of Outdoor Recreation and Tourism*, 30, p. 100295.

Munar, A.M., Gyimóthy, S. and Cai, L. (2013) 'Tourism social media: a new research agenda', in *Tourism social media: Transformations in identity, community and culture*. Emerald Group Publishing Limited, pp. 1–15.

Munar, A.M. and Jacobsen, J.K.S. (2013) 'Trust and involvement in tourism social media and web-based travel information sources', *scandinavian Journal of Hospitality and Tourism*, 13(1), pp. 1–19.

Nguyen, V.H.N. (2020) 'How youtube travel vloggers affect tourists' intention to visit destinations in Vietnam'. *International University-HCMC*.

Ocampo, L.A., Tan, T.A.G. and Sia, L.A. (2018) 'Using fuzzy DEMATEL in modeling the causal relationships of the antecedents of organizational citizenship behavior (OCB) in the hospitality industry: A case study in the Philippines', *Journal of Hospitality and Tourism Management*, 34, pp. 11–29.

Oii, B. and Ali, A.J. (2011) 'Multicultural Awareness For Better Ways Of Life: A Scale Validation Among Malaysian Undergraduate Students', in 2nd International Conference on Business and Economic Research (2nd ICBER 2011) Proceeding. Conference Master Resources.

Pham, N.T., Tučková, Z. and Jabbour, C.J.C. (2019) 'Greening the hospitality industry: How do green human resource management practices influence organizational citizenship behavior in hotels? A mixed-methods study', *Tourism Management*, 72, pp. 386–399.

Pholphirul, P. et al. (2021) 'Service marketing strategies and performances of tourism and hospitality enterprises: implications from a small border province in Thailand', *Asia Pacific Journal of Marketing and Logistics* [Preprint].

Pramanik, S.A.K. and Rakib, M.R.H.K. (2020) 'Conceptual analysis on tourism product and service promotion with special reference to Bangladesh', in *Tourism Marketing in Bangladesh*. Routledge, pp. 109–126.

Qiu, S. et al. (2019) 'The effects of authentic leadership on trust in leaders, organizational citizenship behavior, and service quality in the Chinese hospitality industry', *Journal of Hospitality and Tourism Management*, 40, pp. 77–87.

Rahmah, A. (2022) 'Paper Review Community Based Tourism Homestays' Capacity to Advance the Sustainable Development Goals: A Holistic Sustainable Livelihood Perspective', in *International Conference on Hospitality and Tourism Studies (ICONHOSTS) 2021*.

Ramayah, T. et al. (2018) 'Partial least squares structural equation modeling (PLS-SEM) using smartPLS 3.0'. Kuala Lumpur: Pearson.

Rasheed, M. I., Malik, M. J., Pitafi, A. H., Iqbal, J., Anser, M. K., & Abbas, M. (2020). Usage of social media, student engagement, and creativity: The role of knowledge sharing behavior and cyberbullying. *Computers & Education*, 159, 104002.

Rasheed, M. I., Okumus, F., Weng, Q., Hameed, Z., & Nawaz, M. S. (2020). Career adaptability and employee turnover intentions: The role of perceived career opportunities and orientation to happiness in the hospitality industry. *Journal of Hospitality and Tourism Management*, 44, 98-107.

Rasheed, M. I., Weng, Q., Umrani, W. A., & Moin, M. F. (2021). Abusive supervision and career adaptability: The role of self-efficacy and coworker support. *Human Performance*, 34(4), 239-256.

Šagovnović, I. and Kovačić, S. (2022) 'Predicting Travel Motivation with Personality and Personal Values—The Roles of Big Five Plus Honesty/Humility Personality Traits and Kahle's Values', *International Journal of Hospitality & Tourism Administration*, pp. 1–30.

Šerić, Maja and Šerić, Mario (2021) 'Sustainability in hospitality marketing during the COVID-19 pandemic. Content analysis of consumer empirical research', *Sustainability*, 13(18), p. 10456.

Sigala, M., Christou, E. and Gretzel, U. (2012) *Social media in travel, tourism and hospitality: Theory, practice and cases*. Ashgate Publishing, Ltd.

Singjai, K., Winata, L. and Kummer, T.-F. (2018) 'Green initiatives and their competitive advantage for

the hotel industry in developing countries', *International Journal of Hospitality Management*, 75, pp. 131–143.

Smerecnik, K.R. and Andersen, P.A. (2011) 'The diffusion of environmental sustainability innovations in North American hotels and ski resorts', *Journal of Sustainable Tourism*, 19(2), pp. 171–196.

Souza, V.S., de Vasconcelos Marques, S.R.B. and Veríssimo, M. (2020) 'How can gamification contribute to achieve SDGs?: Exploring the opportunities and challenges of ecogamification for tourism', *Journal of Hospitality and Tourism Technology* [Preprint].

Sumani, S. et al. (2022) 'Agrapana Melesat: Pengembangan Sumber Kalong Menjadi Rintisan Desa Wisata dengan Pendekatan Community Based Tourism', *Jurnal Abdi Masyarakat Indonesia*, 2(1), pp. 157–164.

Sun, W. et al. (2022) 'When compatriot tourists behave badly: The impact of misbehavior appraisal and outgroup criticism construal', *Journal of Destination Marketing & Management*, 23, p. 100695.

Saleem, S., Rasheed, M. I., Malik, M., & Okumus, F. (2021). Employee-fit and turnover intentions: The role of job engagement and psychological contract violation in the hospitality industry. *Journal of Hospitality and Tourism Management*, 49, 385-395

Susanto, A. et al. (2021) 'The impact of COVID-19 outbreak towards the post-pandemic leisure travel intention', *Journal of Tourism, Hospitality and Culinary Arts*, 13, pp. 54–71.

Sweeney, J.C. and Soutar, G.N. (2001) 'Consumer perceived value: The development of a multiple item scale', *Journal of retailing*, 77(2), pp. 203–220.

Teng, C.-C. et al. (2019) 'Ethical work climate, organizational identification, leader-member-exchange (LMX) and organizational citizenship behavior (OCB): A study of three star hotels in Taiwan', *International Journal of Contemporary Hospitality Management* [Preprint].

Thaothampitak, W. and Wongsuwatt, S. (2022) 'The Effect of e-WOM on Foreign Students' Travel Intention Related to Visiting Tourism Destinations along Thailand's Andaman Coast in the Wake of the COVID-19 Pandemic: Mediating Roles of Destination Image', *Journal of Community Development Research (Humanities and Social Sciences)*, 15(1), pp. 62–75.

Trimurti, C.P. and Utama, I. (2021) 'Bali Tourism Destination Structural Loyalty Model from Consumer Behavior Perspective', *Christimulia Purnama Trimurti, I Gusti Bagus Rai Utama*.(2021). Bali Tourism Destination Structural Loyalty Model from Consumer Behavior Perspective. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(4), pp. 494–505.

Tse, S. and Tung, V.W.S. (2022) 'Understanding residents' attitudes towards tourists: Connecting stereotypes, emotions and behaviours', *Tourism Management*, 89, p. 104435.

Tsekouropoulos, G. et al. (2022) 'Innovative Sustainable Tourism Development and Entrepreneurship through Sports Events', *Sustainability*, 14(8), p. 4379.

Tu, H. and Ma, J. (2021) 'Does Positive Contact Between Residents and Tourists Stimulate Tourists' Environmentally Responsible Behavior? The Role of Gratitude and Boundary Conditions', *Journal of Travel Research*, p. 00472875211048938.

Tung, V.W.S. and Tse, S. (2022) 'Residents' intolerance in host-guest relation', *Annals of Tourism Research*, 92(C).

Xu, X., Yang, C. and Ren, J. (2020) 'Research on the Relationship between Novelty-Centered Business

Model Innovation and Competitive Advantages of Sports Tourism—Based on the Empirical Analysis of Guizhou Province, China’, *Journal of Service Science and Management*, 13(02), p. 317.

Yousaf, S., Rasheed, M. I., Hameed, Z., & Luqman, A. (2019). Occupational stress and its outcomes: the role of work-social support in the hospitality industry. *Personnel Review*.

Zeng, Y., Liu, L. and Xu, R. (2022) ‘The effects of a virtual reality tourism experience on tourist’s cultural dissemination behavior’, *Tourism and Hospitality*, 3(1), pp. 314–329.

Appendix 1.

Variable	Scale Description
Attitude Towards Tourism	My attitude towards tourism is positive.
Perceived Values	Tourism helps me to explore the world.
	Tourism is passion of gentle people.
	Tourism helps to engage with other people.
	I always demand value in tour.
Resident Stereotypes	Valuable destinations attract me for travelling.
	I always travel to new destinations.
	Travelling to new people makes me happy.
Tourist Stereotypes	Residents have bad gestures for travelers.
	Residents make hate comments.
	Residents are not good hosts due the different culture.
Cultural Acceptance	I have negative attitude for residents.
	I hate people of other culture.
	I avoid travelling in new culture.
	I accept the culture of host nation while visiting tourist destinations.
	I agree the cultural difference are real and we should accept others culture values.
	Cultural acceptance is important for tourism promotion.
	Cultural norms of tourists and residents should be respected by both communities.