

The Nexuses between Community Attachment, Tourism Support, and Cultural Heritage Protection in the Bektashi Faith Destination: The Roles of Perceived Tourism Impacts and Residency Length

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ABSTRACT

This study examines the nexus between community attachment (CA), residents' perceived positive tourism impacts (POSI), residents' perceived negative tourism impacts (NEGA), and their attitudes toward support for tourism development (SUPT) and protection of cultural heritage (SUPCH) in the Bektashi faith destination with the moderating role of length of residency. Using a quantitative research approach through the questionnaire technique, 245 eligible questionnaires were analyzed by partial least squares structural equation modeling (PLS-SEM). Findings confirmed the positive relationships among CA, SUPT, and SUPCH. However, only SUPCH positively mediated the relationship between CA and SUPT. Finally, length of residency (LOR) significantly moderated some relationships (i.e., CA and SUPCH; CA and POSI, NEGA and SUPT; and SUPCH and SUPT). Theoretically, this research concluded that CA and LOR are essential determinants of residents' SUPT and SUPCH. Practically, policymakers and practitioners of faith destinations can develop strategies and take practical future actions.

Keywords: Community Attachment, Perceived Tourism Impacts, Length of Residency, Faith Tourism, Cultural Heritage, Tourism Development

Submitted : 13.12.2023
Revision Requested : 16.08.2024
Last Revision Received : 17.08.2024
Accepted : 11.09.2024
Published Online : 18.11.2024



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1. Introduction

Attachment is a relationship-based structure that expresses a person's emotional attachment to an object (McCool & Martin, 1994). With the spread of attachment theory, studies on attachment have been meritorious, and theories have been developed (Ouyang et al., 2017). For example, attachment theory is a conceptual perspective that originated from a mother and infant relationship purpose directed at exploring how emotional ties could be utilized in human life (Popper & Maysel, 2007). The concept of attachment has attracted researchers' attention working on destinations or communities in tourism and hospitality (T&H; Cifci, 2022; Eluwole et al., 2022; Pichierri et al., 2023).

Whereas destination attachment refers to a strong bond people have toward a physical environment (Trimbach et al., 2022), CA relates more to the emotional bond that a person develops for a group to which s/he belongs. Anton and Lawrence (2014) stated that forming an attachment to one's home, region, or community is associated with many beneficial outcomes. People who are deeply rooted to their environments show higher social and political participation to the challenges that affect societies (Rasoolimanesh & Seyfi, 2021).

The spiritual attachment to place and society is presumably related to duration of residence. Thus, LOR is also an essential indicator of CA (Man Cheng et al., 2022). Strong CA extends LOR by reducing individuals' intentions to leave the community (Kanakakis et al., 2019). Increased duration of residency also strengthens social relations within the community, which makes individuals feel like they belong to the community and establishes a stronger bond with it (Ma, 2021). So far, certain researches (e.g., Eslami et al., 2019; Gannon et al., 2021; Papastathopoulos, 2020) have examined CA and tourism growth using various metrics. However, no study has examined the psychological impacts of faith tourism development and the protection of cultural heritage with the possible moderating role of LoR, leaving a gap and making this study noteworthy.

Residents' attitudes and perceptions about the impacts of tourism development on local communities are subscribed topic among T&H researchers (e.g., Moisescu et al., 2019; Šagovnović et al., 2022; Strzelecka et al., 2023). In this sense, CA has also been subject to the T&H context as a factor that influences residents' perceptions and attitudes toward the development of tourism (e.g., Dedeoğlu et al., 2023; Li et al., 2021; Man Cheng et al., 2022; Rasoolimanesh & Seyfi, 2020). Nevertheless, the existing literature lacks sufficient evidence regarding residents' sentiments about the effects of tourism development on their faith (Cifci et al., 2023a) and how this sentiment influences their sense of attachment to their community, in which locals are most probably rooted in their religious convictions (Shtudiner et al., 2018).

In addition, despite its link to a sense of place, prior research has neglected to protect cultural heritage relationships when searching for CA and developing tourism in faith destinations. In areas where faith-based tourism is prominent, understanding individuals' perceived tourism value could better clarify why tourism and cultural heritage involvement is poor (Cifci et al., 2023a). Indeed, previous research has examined CA in sustainable tourism (Eluwole et al., 2022), national park (Nugroho & Numata, 2022), festival (Eslami et al., 2019), and heritage tourism (Rasoolimanesh et al., 2019) settings; however, despite promising mainstream research, academic conversations around faith tourism destinations have received little attention insofar (Cifci, 2022; Cifci et al., 2023a; Tam et al., 2022).

As well shall note, faith destinations are sacred sites deeply intertwined with the culture and traditions of their communities (Terzidou, 2008; Zamani-Farahani & Musa, 2012). Belief in the sanctity of the place they live in and related experiences ensures that locals are spiritually connected to the place they live in and their communities (Mazumdar & Mazumdar, 2004; Mu et al., 2019). Therefore, based on the community attachment theory developed by Nicholas et al. (2009), this current work examines how CA affects residents' perceptions and attitudes toward SUPT and SUPCH in the Bektashi (Türkiye) faith destination with the moderating role of LoR. Previous studies have observed that due to the complexity in the definition and functioning of the phenomenon of CA (Shen et al., 2019), it appears that the CA and tourism relationship has not been adequately harping upon the faith destination context, thereby, is an area that still needs to be researched.

The subsequent section includes a literature review and explains the method for CA, residents' perceptions of tourism, their support for it, and the influence of residency duration. And, then, the findings are presented, and the outcomes are examined. Finally, the conclusion discusses the study's theoretical and practical contributions, limits, and recommendations for further research.

2. Literature Review

2.1. Community Attachment Consequences

CA is the social participation of the individual in the community because of the feeling of belonging to a community and the idea that an individual shared past; hence, CA is an emotional link with the community (McCool & Martin,

1994; Šagovnović et al., 2022). However, the attachment of individuals to their community is generally associated with the length of residency in that community and being born in the geography of the community, that is, having a commonsense cultural heritage (Um & Crompton, 1987).

Research indicates that individuals living in longer-term places tend to have a greater sense of attachment, attributed to their strong social connections and shared memories (Hashemnezhad et al., 2012). On the other hand, studies have shown that even newly settled residents or short-term visitors could feel a strong attachment to place (Trimbach et al., 2022). It is also accepted that the CA of those who have lived or visited for a shorter time than long-term residents is influenced by their perception of environmental quality (Man Cheng et al., 2022).

Faith centers are sacred places closely related to their inhabitants' cultures, tradition, and heritage. Thanks to the increasing experience of people's beliefs and cultural values, their social attachment also increases. Moreover, as belief centers become tourist hotspots, the relationship between hosts and guests is strengthened (Cifci, 2022). The development of faith tourism in a destination leads to the development of many related industrial issues, both directly and indirectly, in the region (Terzidou et al., 2008), including supporting and accelerating the infrastructure and superstructure development of the area, contributing to the social development of the inhabitants, promoting cultural values and transferring them to future generations. On the other hand, developing tourism activities can harm the residents of faith destinations. According to Mu et al. (2019), when faith places become more accessible to tourists, spiritual values and cultural traditions can become overwhelmed by commercial concerns, leaving communities vulnerable to degradation. This circumstance may drive residents to acquire unfavourable opinions and attitudes towards tourists, raising concerns about cultural and spiritual deterioration.

2.2. Residents' Supports for Tourism

Studies have revealed a connection between the strength of a sense of CA and the support given to tourism (Gannon et al., 2021). Many theories have been used to examine how residents perceive the impacts of tourism and how they develop attitudes to support tourism because of this perception. For instance, the social exchange theory (SET), a leading theory that approaches issues from a sociological and psychological perspective, applies a risk-benefit analysis to maximize the benefits of the parties in a social relationship that is formed relative to the costs (Cifci et al., 2023a). According to the SET, residents are more likely to support tourism development when there is a prevailing positive perception of the impacts of tourism on their region (Ng, 2023).

Tourism development brings about positive or negative economic, sociocultural, and environmental consequences that impact residents' lives and their perspectives on the T&H industry. While the growing economy through tourism creates positive opportunities, such as higher employee wages, increased job opportunities, and improved quality of life, it can also lead to adverse outcomes, such as rising living costs and increased property prices. Sociocultural developments such as development of recreation and leisure facilities and the promotion of local culture to the outside world can offer residents positive opportunities. On the contrary, increasing visitor numbers can adversely affect local life, such as traffic congestion and security problems. Furthermore, the pollution and depletion of natural resources caused by excessive and unsustainable consumption and the disruption of the local ecosystem can also have negative impacts on tourism (Gursoy et al., 2002).

CA includes positive, negative, and complex emotional relationships between residents and their environment. This situation can play an essential role in affecting residents' perceptions and behaviors toward the development of tourism (Kil et al., 2012). Some studies have argued that a positive relationship exists between strong CA and perceptions of support for and being affected by tourism (Ganji et al., 2021; Choi & Murray, 2010). Others argue that the relationship between CA, supporting tourism, and being affected by tourism has a negative direction (Gursoy et al., 2010; Um & Crompton, 1987). Consequently, it remains uncertain whether the direct relationship between CA and SUPT in faith-based destinations is positive or negative (Gursoy & Kendall, 2006; Nugroho & Numata, 2022). Thus, the following hypothesis is proposed:

H₁: Residents' CA significantly influences their behavioral intentions toward SUPT.

2.3. Residents' Support for the Protection of Cultural Heritage

Heritage is a vital element that connects individuals with their cultural origins, fosters a sense of belonging, and instills a feeling of being part of a community (Mbaiwa & Gladys, 2023). The concepts of community and heritage are interrelated and mutually strengthening. Communities come together due to their accumulated heritage, and in turn, they continue to develop their heritage after forming a community. Shared solid cultural values and the significant heritage of a region contribute to a sense of community belonging. Common values inherited from the past strengthen

individuals' emotional connection to the place they live and make them more sensitive to preserving their heritage values (Waterton, 2014).

From the tourism industry's perspective, destinations' cultural values are fundamental driving factors that influence consumers' travel decisions. Therefore, destinations consider their cultural heritage as a means to stand out and promote themselves (Stone et al., 2023). Additionally, locals can support tourism because it can serve as an efficient intermediary in preserving cultural heritage assets and promoting them to the outside world (Rasoolimanesh et al., 2019). On the other hand, worrying about the destruction of cultural values and heritage and a destination's traditional and natural structure may decrease social support for tourism. From this perspective, some studies have revealed that as social attachment increases, support for tourism decreases due to concerns that cultural and environmental values and heritages can be damaged (Um & Crompton, 1987; Gursoy et al., 2010). Thus, CA, residents' SUPT, and SUPCH are subjects that need to be boiled down; therefore, the following hypotheses were set;

H₂: Residents' CA significantly influences their behavioral intentions toward SUPCH.

H₃: Residents' behavioral intent toward SUPT significantly influences their behavioral intention toward SUPCH.

2.4. Residents' Perceived Tourism Impacts

Residents who feel a spiritual attachment to their communities and geography may have either positive or negative feelings toward tourism movements (Gursoy et al., 2002, 2010; Dedeoğlu et al., 2023). Residents favor tourism in terms of economics because it is a crucial tool for regional development (Cifci et al., 2023a; Olya, 2023). The factors that cause residents to have negative attitudes toward the tourism industry are usually tourism's socio-cultural and environmental impacts. Sociocultural impacts are directly linked to residents' social connectedness. Tourism can cause significant changes in sociocultural elements, such as residents' daily lives, values, and identities. Protecting socio-cultural character is essential in two ways: Firstly, the intention to preserve cultural character is closely related to social cohesion. Second, the fact that the socio-cultural nature of a region is a tourist attraction is also necessary for the continuity of tourism activities. In line with this information, the following hypotheses were developed:

H₄: Residents' CA significantly influences their attitudes toward POSI.

H₅: Residents' CA significantly influences their attitudes toward NEGA.

2.5. Mediating Role of Residents' Perceived Tourism Impacts

Residents' understanding and support for tourism are essential for developing tourism in the region and improving the tourist experience (Phuc & Nguyen, 2023). Therefore, understanding residents' attitudes toward tourism development is crucial (Hadinejad et al., 2019). One of the critical models regarding residents' attitudes toward tourism is Doxey's Irridex Model (Suharyanto et al., 2023) which based on the social-economic-environmental changes. According to Doxey, the attitudes of locals toward tourism activities in a region can be categorized into four stages: euphoria, apathy, annoyance, and antagonism. In the initial stage of euphoria, residents experience enthusiasm about the socio-economic benefits of tourism. As tourism continues to grow in the area, their attitudes progressively shift from apathy to annoyance, ultimately leading to antagonism (Fan, 2023).

Numerous factors also affect residents' perceptions of tourism, such as their experience and knowledge of the tourism industry, how long tourism activities have been going on in the region, region of residence, length of residency, and demographic characteristics. Tourism perception varies across communities. Depending on the level of tourism utilization, some communities may have a higher tolerance for tourism, while others may have a lower tolerance (Lundberg, 2015). While the positive effects of tourism, such as economic development, are understood in the short term, its effects, such as environmental problems and sociocultural deformation, are understood in the long term (Dedeoğlu et al., 2023).

In addition, sharing cultural heritage elements, which are sources of pride for residents, with the outside world is a significant tourist attraction and an important tool for regional development. Heritage is the most crucial component of societies and geographies' economic and social empowerment through their introduction to the outside world. Events, civilizations, and cultures that develop over centuries or even millennia leave many elements to be desired in the future. These remains are vital for understanding and recognizing the past. The interest shown by tourists in the heritage of past cultures positively motivates the tourism industry related to heritage; thus, regional development is achieved. This issue positively impacts residents' preservation of heritage elements (Molina et al., 2023). In line with these ideas, the following hypotheses were developed:

H₆: Residents' attitudes toward POSI significantly influence their behavioral intent toward SUPT (**H_{6a}**); behavioral intention toward SUPCH (**H_{6b}**).

H₇: Residents’ attitudes toward NEGA significantly influence their behavioral intent toward SUPT (**H_{7a}**); behavioral intention toward SUPCH (**H_{7b}**).

H₈: Residents’ perceived POSI mediates the relationship between residents’ CA and their behavioral intent toward SUPT (H8a); as well as behavioral intention toward SUPCH (H8b).

H₉: Residents’ perceived NEGA mediates the relationship between residents’ CA and their behavioral intent toward SUPT (H9a); as well as behavioral intention toward SUPCH (H9b).

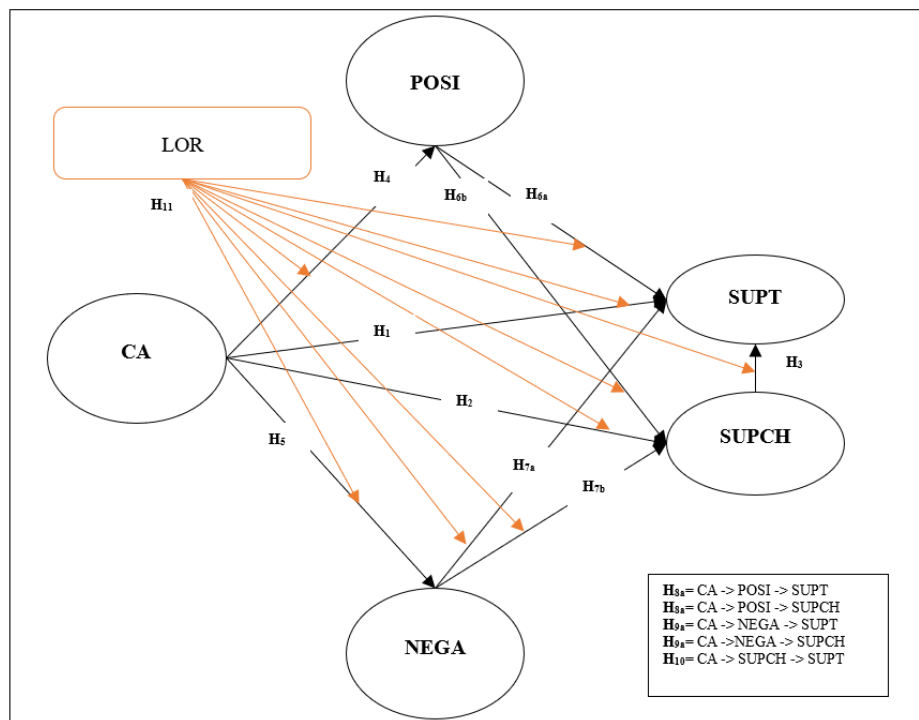
H₁₀: Residents’ attitudes toward SUPCH mediate the relationship between residents’ CA and their behavioral intent toward SUPT.

2.6. Moderating Role of Length of Residency

As the length of residence increases, social relations with the community deepen, which enables the individual to feel an emotional connection to the community (Ma, 2021). Beggs et al. (1996) noted that CA emerges depending on the duration of residence, the social status of the individual in the community, and the stage of the individual’s life cycle. The intense emotional bond with the place concerns the long-term development of the place, and at this point, the long-term residence may be a factor; however, without a spiritual connection to the location, individuals are unlikely to care about its long-term benefits, regardless of how long they have lived there (Man Cheng et al., 2022).

Residents may have either positive or negative perceptions of the various developments brought about by the growth of tourism in a region. While the positive effects of these developments (e.g., economic impact) can be seen in the short term, the negative consequences (e.g., environmental problems, cultural degeneration, psychological effects, etc.) ordinarily occur in the long term (Gautam, 2023). The spiritual bond that develops in connection with the extension of the residence period also develops sensitivity to the developments in the region (e.g., Kanakis et al., 2019; Man Cheng et al., 2022; Papastathopoulos et al., 2020). While elements that will positively affect the interests of the region and its inhabitants are more readily adopted, factors that may cause the degeneration of the area and features that may cause damage and destruction of cultural heritage are firmly rejected (Dedeoğlu et al., 2023). In this regard, the following hypotheses were proposed:

H₁₁: LoR moderates the relationship between CA and SUPT (**H_{11a}**); CA and SUPHC (**H_{11b}**); CA and POSI (**H_{11c}**); CA and NEGA (**H_{11d}**); POSI and SUPT (**H_{11e}**); POSI and SUPHC (**H_{11f}**); NEGA and SUPT (**H_{11g}**); NEGA and SUPHC (**H_{11h}**); SUPCH and SUPT (**H_{11j}**).



Note: CA = community attachment, POSI = positive impact, NEGA = negative impact, SUPT = tourism support, SUPCH= support for protection of cultural heritage, LOR= length of residency.

Figure 1. Proposed model

3. Method

3.1. Research Instrument

The quantitative research approach was used through a self-administered questionnaire technique that consisted of multiple-item scales employing a 5-point Likert-type response style, consisting of demographic details (e.g., gender) and residenpographic pieces of information (e.g., year of residency).

The primary components of the questionnaire were derived from previously validated measures. Initially, CA was assessed using a unidimensional scale of five questions adapted from Nicholas et al. (2009). Next, we evaluated the perceived effects of tourism, as Chen et al. (2017) specified, consisting of 10 items categorized into two categories (i.e., negative and positive impacts). Residents' attitudes toward the protection of cultural heritage were assessed using a set of six questions from a study conducted by Chui et al. (2011), and their behaviors related to supporting tourism were examined based on Nunkoo and Gursoy's (2012) study (see Appendix).

3.2. Sample Design

This research's sample comprises individuals belonging to the Bektashi faith as destination residents. Haci Bektash Veli, a prominent figure in Bektashism, established a dervish lodge in Nevsehir, Türkiye, during the 12th century, demonstrating his strong commitment to the Islamic faith (Cifci & Akova, 2016). The dervish lodge has been repurposed as a museum and has gained significant popularity, ranking as the fourth most frequent museum in Türkiye, with more than 500 K visitors (Municipality of Hacibektash, 2021).

Despite the considerable influx of visitors, the population of residents in the Hacibektash destination stands at 10,503 individuals, primarily due to substantial external migration (T.R. Nevşehir Special Provincial Administration, 2021). Consequently, we used purposeful sampling to collect data on the Bektashi faith destination between August 15 and 30, 2022. This sampling strategy is commonly used in tourism and social science research to identify reliable informants (Cifci et al., 2023).

3.3. Data collection

A panel of two academics with solid knowledge of the subject administered the questionnaire to ascertain its validity. The questionnaire had relatively minor wording revisions based on the comments received from the panel. Further, to ensure face validity, a pilot test was conducted to assess the accuracy of the scale items in June 2023. Forty samples were analyzed for this evaluation, and it was determined that no modifications were necessary. After administering the pretest, 263 closed-ended questionnaire forms were collected for data analysis in December 2023. Among the 263 questions collected, a substantial number of 245 questionnaires were considered appropriate for inclusion in the dataset. This quantity can be considered sufficient for using the Smart-PLS, as suggested by previous studies (Hair et al., 2019; Wong, 2013).

3.4. Data Analysis

Structural equation modeling (SEM) is used as an appropriate method for assessing the supposed causal relationships among latent components. PLS-SEM has a causal character that facilitates the harmonious integration of explanation and prediction (Becker et al., 2023). This aligns well with the prevailing research landscape in the field of T&H, where the use of empirically validated hypotheses is crucial for policy recommendations. Therefore, PLS-SEM was considered suitable for this research, as it effectively improves the understanding of preexisting theoretical frameworks (Hair et al., 2019). This approach also enables greater numbers of indicator variables hence increasing the confirmed model validity and reliability, providing more insights for future research and managerial recommendations (Astrachan et al., 2014).

4. Results

4.1. Respondents' Profiles

Out of 245 questions, men answered 166 (67.8%) and women answered 79 (32.2%). One hundred twenty-seven residents, accounting for 52.9%, were between 35 and 64 years old, 17 residents (7.1%) were 65 years or older and 96 residents (40%) were aged 18 to 34. Married individuals comprised 58.4% of the respondents (n = 143), while 102 respondents (41.6%) were single. Among the 120 respondents (49%), 67 (27.4%) held undergraduate and graduate degrees, and 58 (23.7%) had completed elementary school. The 245 participants included 76 artisans (31%). Seventy-one respondents worked in the private and public sectors (29%) and 39 were unemployed (15.9%).

Additionally, 39 respondents (15.9%) were students, and 20 (8.2%) were retirees. Finally, 126 inhabitants (52.5%) had lived in Bektashi for more than 30 years, while 114 (47.5%) had lived there for less than 30 years.

4.2. Assessment of the Model

To assess the measurement model, this study analyzed convergent validity, discriminant validity, factor loadings, composite reliability (CR), average variance extracted (AVE), and HTMT values. Hair et al. (2022) suggested that the factor loading should not be below 0.7. However, when determining whether the loads affect the composite reliability, a range of factor loads between 0.4 and 0.7 is allowable (Rasoolimanesh & Ali, 2018). Hair et al. (2022) posited that the AVE of all the constructs in the study must exceed 0.5. According to Table 1 factor loads are not less than 0.5; coefficient of internal consistency reliability (Cronbach's alpha) is above the recommended range; one of the mean-variance (AVE) values disclosed falls above or equals to 0.5; and composite reliability (CR) values are above 0.6. These values indicate that the concept of the proposed model is feasible.

Table 1. Model Assessment

Measurement Items	Factor Loadings	Cronbach's Alpha	rho_A	CR	AVE
<i>Community attachment (Reflective)</i>		0.809	0.824	0.876	0.642
CA1	0.660				
CA2	0.900				
CA3	0.832				
CA4	0.794				
<i>Positive impact (Reflective)</i>		0.821	0.835	0.874	0.581
POS11	0.702				
POS12	0.815				
POS13	0.747				
POS14	0.743				
POS15	0.801				
<i>Negative impact (Reflective)</i>		0.817	0.903	0.872	0.581
NEGA1	0.826				
NEGA2	0.895				
NEGA3	0.776				
NEGA4	0.560				
NEGA5	0.713				
<i>Support for tourism (Reflective)</i>		0.735	0.740	0.834	0.559
SUPT1	0.733				
SUPT2	0.853				
SUPT3	0.696				
SUPT4	0.699				
<i>Support for protection of cultural heritage (Reflective)</i>		0.848	0.856	0.891	0.582
SUPCH1	0.851				
SUPCH2	0.861				
SUPCH3	0.810				
SUPCH4	0.826				
SUPCH5	0.629				
SUPCH6	0.541				

The next step consists of testing discriminant validity by adopting the Heterotrait-Monotrait ratio (HTMT; Hair et al., 2022), whose threshold should not exceed 0.9 (Henseler et al., 2015). All HTMT values are presented in Table 2, and the analysis confirms that both convergent and discriminant validity are statistically significant. For the subsequent analysis of path coefficients, hypotheses, mediating effects, and moderating effects, the bootstrapping method was employed. In addition, PLS-SEM was employed to assess the common method variance (CMV) by means of a full linearity assessment. To this extent, all the factor level VIFs were below 3.0, disproving the inclusion of CMV in the study model (Hair et al., 2011).

Table 2. Discriminant validity

Constructs	CA	SUPCH	POSI	NEGA	SUPT
CA					
SUPCH	0.536				
POSI	0.411	0.238			
NEGA	0.136	0.076	0.253		
SUPT	0.394	0.699	0.263	0.112	

4.3. Structural Model

To compare the effects of structural model relationships, it is essential to first assess the model's goodness-of-fit index. However, PLS-SEM cannot produce concurrent global fitness indices. Consequently, prior research has recommended that r^2 scores should serve as the single test procedure for assessing the level of explanation of models (Cifci, 2022). The geometric mean of the averages of R^2 and commonality serves as a valuable regression technique for evaluating PLS path modeling through the computation of the Goodness-of-Fit (GoF) index (Tenenhaus et al., 2005). In behavioral research, the following thresholds for GoF analysis are typically employed: GoF_{small} = 0.1, GoF_{medium} = 0.25, and GoF_{large} = 0.36 (Hoffmann & Birnbirch, 2012). As indicated in Table 3, the computed goodness-of-fit value was 0.309, which signifies a medium fit for the assessment.

Table 3. The goodness-of-fit value

Constructs	AVE	r^2
CA	0.642	
SUPCH	0.559	0.205
POSI	0.581	0.119
NEGA	0.581	0.007
SUPT	0.559	0.336
Average Scores	0.584	0.166
AVE* r^2	0.096	
(GOF = $\sqrt{AVE \times R^2}$)	0.309	

To further test the significance of the path coefficients, all estimates were based on a two-tailed test; for bootstrapping with 5000 iterations within a two-tailed test, a critical value of *1.96 ($p < 0.05$); **2.58 ($p < 0.01$) was chosen (see Table 4).

Table 4. Hypotheses testings

Hypotheses	f^2	Partial mediation			Full mediation			Decisions
		Std. B	Std. Deviation	T Statistics	Std. β	Std. Deviation	T Statistics	
H₁ : CA -> SUPT	0.003	0.046	0.072	0.707 ^{ns}	0.267	0.071	3.656**	Supported
H₂ : CA -> SUPCH	0.205	0.432	0.071	6.023**	0.022	0.022	0.865 ^{ns}	Supported
H₃ : SUPCH -> SUPT	0.320	0.514	0.093	5.540**				Supported
H₄ : CA -> POSI	0.135	0.353	0.063	5.440**				Supported
H₅ : CA -> NEGA	0.007	0.095	0.078	1.082 ^{ns}				Not- Supported
H_{6a} : POSI -> SUPT	0.016	0.114	0.060	1.853 ^{ns}	0.031	0.030	0.935 ^{ns}	Not- Supported
H_{6b} : POSI -> SUPCH	0.003	0.058	0.055	0.999 ^{ns}				Not- Supported
H_{7a} : NEGA -> SUPCH	0.000	-0.003	0.078	0.078 ^{ns}				Not- Supported
H_{7b} : NEGA -> SUPT	0.022	-0.124	0.061	2.033**	0.002	0.040	0.077 ^{ns}	Supported

T-values. *1.96 ($p < 0.05$); **2.58 ($p < 0.01$) / ^{ns} not significant.

The authors assessed the mediating effects with 5000 iterations of the bootstrapping method within a two-tailed test; a critical value of *1.96 ($p < 0.05$) and **2.58 ($p < 0.01$) were chosen. Table 5 presents the results.

Table 5. Mediating effects

Hypotheses	Std.		T Statistics	Decisions
	β	Deviation		
H_{8a} : CA -> POSI -> SUPT	0.040	0.022	1.713	Not- Supported
H_{8b} : CA -> POSI -> SUPCH	0.020	0.019	0.971	Not- Supported
H_{9a} : CA -> NEGA -> SUPT	-0.011	0.011	0.965	Not- Supported
H_{9b} : CA -> NEGA -> SUPCH	0.002	0.008	0.061	Not- Supported
H₁₀ : CA -> SUPCH -> SUPT	0.226	0.066	3.343**	Support

Note: bootstrapping based on n = 5000 subsamples (t-values. *1.96 (p<0.05); **2.58 (p<0.01))

The authors separated items on length of residency to find the median score for identifying two different groups, i.e., more length of residency time (above 30.00) and less length of residency time groups (below 29.99). The more than 30 years' group ($n^{(more)} = 126, 52\%$; Mean=47.56; Median=46.00; Std. deviation= 11.972), and the more than 30 years' group ($n^{(less)} = 119, 48\%$; Mean=17.01; Median=19.00; Std. deviation= 8.075). The statistical power of the groups was evaluated to examine the minimum r^2 value in the endogenous constructs (i.e., SUPT and SUPCH) at a 5% significance level (Hair et al., 2022). Moreover, to find out sample size for this study for two groups, the G*Power test was conducted (Kang 2021). From the power analysis, the sample size was estimated to be 40, the effect size of 3.78 and the power of 0.95. Thus, a sample of 245 completed questionnaires completed by participants was too large to conduct the hypotheses testing (Rasoolimanesh et al., 2020).

To evaluate whether residents' length of life moderates the relationship between the two models for all path coefficients. As shown in Table 6, the authors performed an MGA analysis based on the Bootstrapping significance test estimated from 5000 sub-samples (Sarstedt et al., 2011).

Table 6. Moderating effects of length of residency (Less than 30 vs. more than 30)

Relationships	Std. β		Std. Deviation		T Statistics		Decisions
	Less	More	Less	More	Less	More	
H_{11a} : CA -> SUPT	0.129	-0.102	0.098	0.109	1.242	0.615	Not- Supported
H_{11b} : CA -> SUPCH	0.334	0.538	0.091	0.113	3.584**	4.713**	Supported
H_{11c} : CA -> POSI	0.345	0.365	0.086	0.099	3.784**	3.540**	Supported
H_{11d} : CA -> NEGA	0.149	-0.012	0.128	0.151	1.095	0.144	Not- Supported
H_{11e} : POSI -> SUPT	0.101	0.139	0.099	0.088	1.028	1.452	Not- Supported
H_{11f} : POSI -> SUPCH	0.127	-0.000	0.107	0.073	1.080	0.046	Not- Supported
H_{11g} : NEGA -> SUPT	-0.182	-0.110	0.091	0.110	2.091**	1.091	Supported
H_{11h} : NEGA -> SUPCH	0.027	-0.070	0.126	0.116	0.470	0.599	Not- Supported
H_{11j} : SUPCH -> SUPT	0.494	0.572	0.110	0.173	4.523**	3.345**	Supported

Note: In the bootstrapping MGA approach, t-values: *1.96 (p<0.05); **2.58 (p<0.01)

5. Discussion

Findings showcase that Bektashi residents' attachment to their communities positively affects their support for tourism development and the protection of their cultural heritage. These findings are compatible with the results of community attachment theory (Nicholas et al., 2009), providing a better explanation for it. Additionally, residents' behavioral intent toward tourism support appears to influence residents' behavioral intention toward cultural heritage support, which aligns with Nicholas et al. (2009). CA also significantly affects residents' perceptions of the positive impact of tourism, but not their perceived negative impact.

Residents' perceived positive tourism impacts did not significantly influence their attitudes toward support of tourism development and the protection of cultural heritages implying with previous findings (Gursoy & Snyder, 2010; Gannon et al., 2020), but in contrast to SET. Given Doxey's Irridex Model, this may also be related to the fact that Bektash locals started to perceive the tourism development phase as an inconvenience. When examining the hypothesis regarding perceived NEGA and SUPT, it was revealed that the negative perceptions of the Bektashi residents toward tourism were negatively related to support for tourism development and not significant for the protection of cultural heritage.

Additionally, a meaningful relationship was found to be similar between CA, SUPT; and SUPCH, supporting previous studies. (e.g., Gannon et al., 2021; Rasoolimanesh et al., 2019). In addition, the only mediating effect regarding support for the protection of cultural heritage between CA and SUPT is significant.

The results further revealed the positive influences of CA on SUPCH and POSI dimensions for residents who lived less or more than 30 years in the Bektashi faith destination, and these effects were significantly higher for residents with longer residency times (above 30). The results also demonstrated that perceived negative impact and support for tourism development had a significant and negative directional relationship. This result indicates that when residents with a shorter residency (below 29.99) perceive the negative impacts of tourism, they support tourism development more than residents with a more extended living (above 30). Lastly, the result shows that residents' attitudes toward protecting cultural heritage and supporting tourism development have a significant and positive relationship with residents with longer residency in Bektashi faith destinations. Contrary to this finding, Cheng et al. (2022), who examined the moderate effect of length of residence, found that the moderating effect of length of residence is ineffective for tourism development. Consistent with this finding, Sinclair-Maragh (2017) noted that the duration of residency does not significantly influence residents' perceptions of or support for tourism.

6. Conclusion

6.1. Theoretical Contribution

The scarcity of research on residents' perspectives and attitudes towards tourism in faith destinations, as well as the impact of residents' length of residency formed the basis of this study (Cifci et al., 2023a; Kim et al., 2020; Tam et al., 2022). The past literature fails to look at the psychological consequences of faith tourism development and cultural heritage protection on residents, with length of residency acting as a moderator, hence this study is unique to the subject of faith tourism. As a result, this study addresses an important gap in the literature by experimentally examining the influence of CA, perceived tourism impacts, and LoR on tourism development and cultural heritage protection in a developing faith destination.

When previous studies in the field of T&H are examined, although place attachment has been extensively emphasized (Dwyer et al., 2019), social attachment has been rarely highlighted (Eluwole et al., 2022; Eslami et al., 2019; Nugroho et al., 2022; Pichierri et al., 2023). Additionally, although there are studies on the mediating role of residents' perceived tourism impacts (Ganji et al., 2021; Gannon et al., 2021; Tosun et al., 2021), the moderating role of length of stay between those concepts of social cohesion, tourism, and cultural heritage has never been investigated, highlighting the importance of this study for one more time. By doing so, this study theoretically fills an omitted gap and contributes to tourism development strategies for faith destinations.

One of the striking and confirming findings of this study is that when the perceived negative impact of tourism is increasing, it continues to gain support from residents—the results of the study point in the opposite direction of Doxey's Irridex Model. According to the Irridex Model, residents should feel antagonism toward tourism activities because of the negative impacts of tourism (Fan, 2023). Our study shows that people living in faith destinations have a more favorable attitude when they perceive the negative effects of tourism; hence, they continue to support tourism. This situation demonstrates that residents may have believed that the negative impacts of tourism could be eliminated with development. On the other hand, the mediating role of attitudes toward the preservation of cultural heritage, put forward as a phenomenon between attachment to the community and development of tourism, contradicts residents' attitudes toward cultural heritage in the face of the negative effects of tourism.

Lastly, it is also observed that the length of residency increases the degree of separation between the extent of residents' community attachment and their perceptions toward development of tourism and protection of cultural heritage. With regard to these observations, the main proposition of this study, which was developed from the notion that there are positive correlations between LoR, CA, SUPT, and SUPCH, was affirmed and yielded a novel approach to enhancing the understanding of the community attachment theory.

6.2. Practical Contribution

Residents who are satisfied with their lives and have a high sense of belonging to their community or place ensure that tourists visiting the destination are welcomed with enthusiasm and enjoyment. Therefore, tourism leaders and local administrators must be committed to continuing policies and regulations to improve their quality of life. At the same time, residents need to be educated and supported about the changes they will experience by introducing tourism activities into their living spaces and how they can turn the tourism industry into an opportunity for themselves.

Faith tourism activities cannot continue without cultural heritage elements that preserve their unique identity. Faith-based tourism movements have an essential place in the tourism industry. For this reason, as Cifci (2022) noted, academic and practical studies should be conducted to understand and develop faith-based tourism activities in a multidimensional way.

The findings indicate that residents' CA plays a crucial role in facilitating tourism development and safeguarding cultural heritage. Furthermore, the results suggest a significant and positive correlation between residents' period of residence and their community attachment, as well as their support for tourism activities. Additionally, the study establishes a notable positive relationship between the LoR, CA, and SUPT. To increase social integration and equity, residents should be empowered and made to feel that they are an essential part of the community. It should be conveyed to residents that supporting tourism development is a crucial part of social and regional development.

Faith destinations have a strong relationship with local culture and traditions; thus, strengthen residents' attachment to their destination (Mazumdar & Mazumdar, 2004), understanding their attitudes toward tourism activities in faith destinations and the reasons for such attitudes is essential for developing attractive faith destinations. Understanding how residents perceive tourism can help overcome the negative perception of tourism support and cultural heritage preservation and indirectly address the community's problems. In this context, faith destination authorities should facilitate strong links between residents and elements of faith such as cultural heritage and tourism. It is believed those destination authorities' interactions with faith leaders and leaders accepted by the community can strengthen the faith-community-tourism relationship.

6.3. Limitations and Future Studies

First, this research is confined to an Islamic-faith destination, Hacibektas, Türkiye . This issue determines the generalisability of the study findings. As a result, it would be beneficial to replicate our model by sampling various faith-based destinations for better comparison and generalisation.

Second, understanding residents' attitudes and behaviors toward tourism needs to be updated due to its dynamic nature. Based on these findings, the study examined the moderate effects of length of residency, a residency typography characteristic. Moreover, due to the method (i.e., purposeful) used in this study, the average life expectancy of the participants was 30 years. In future studies, qualitative or mixed methods can be used to determine precisely after which year life expectancy makes a difference in residents' perceptions. Future studies can also expand the study area by examining the effects of demographic characteristics (e.g., gender; Cifci et al., 2023b).

Lastly, the findings obtained using the community attachment theory developed by Nicholas et al. (2009) yielded different and notable results compared to SET and Doxey's Irridex model. Therefore, future academic research must further explore the links between CA, tourism, and cultural heritage.

Ethics Committee Approval: Ethics approval was obtained from the İstanbul University Social and Human Sciences Scientific Research Publication Ethics Board (Date: 25.10.2023, Decision: 2215122).

Informed Consent: Consent was obtained from the participants' parents.

Peer-review: Externally peer-reviewed.

Author Contributions: Conception/Design of Study- H.C., S.O., S.D.; Data Acquisition- H.C.; Data Analysis/Interpretation- H.C.; Drafting Manuscript- H.C., S.O., S.D.; Critical Revision of Manuscript- S.D., H.C.; Final Approval and Accountability- H.C., S.O., S.D.

Conflict of Interest: The authors have no conflict of interest to declare.

Grant Support: The authors declared that this study has received no financial support.

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How cite this article

Çifçi, H., Boz, S., & Demirkol, Ş. (2024). The nexuses between community attachment, tourism support, and cultural heritage protection in the Bektashi faith destination: the roles of perceived tourism impacts and residency length. *Journal of Economy Culture and Society*, 70, 179-192. [10.26650/JECS2024-1404196](https://doi.org/10.26650/JECS2024-1404196)