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A COMPARISON OF RESIDENTS' ATTITUDES TOWARD SUPPORTING TOURISM DEVELOPMENT: A CASE STUDY OF VANGVIENG DISTRICT, VIENTIANE PROVINCE, LAO PDR

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ABSTRACT

This paper aim to model residents' satisfaction for support of tourism development expansion based on the factors found to influence residents' satisfaction, and to compare between two groups of residents' attitudes toward supporting of tourism development expansion. Social exchange theory was used and support for tourism development model with hypotheses concerning eight paths was also proposed. Data was collected in the 4 villages of the Vangvieng District, Vientiane, and Lao PDR. The model and hypothesized paths were tested. IBM-SPSS Amos 21 was used as an analyzing tool. All variables were tested utilizing CFA with maximum likelihood method of estimation in combination with two step process. The multi-group model and moderator analysis was also applied for comparing attitudes between two groups of residents who reside in different areas. The findings reveal that residents' satisfaction of tourism development was influenced by perceived positive socio-economic impact. Meanwhile environmental impact was found to have an insignificant relationship with satisfaction, and the support for the tourism development expansion was influenced by satisfaction with the future guarantee of tourism related jobs and employment. Between two groups of residents', attitudes of satisfaction and support for the expansion of tourism were found to be affected by different factors.

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INTRODUCTION

The consequences of tourism development have the potential role of sustaining local economy and improving the quality of life of local residents. These include improving infrastructure and various economic areas like employment and income generation; (Lankford and Howard 1994; Gursoy, Jurowski, and Uysal 2002; Andriotis and Vaughan 2003; Nukoo and Ramkissoon 2011). Numerous studies have been extensively conducted to demonstrate residents' attitude toward or perception of tourism development. The results of those studies reveal that host residents' attitude or perception are influenced by perceived impacts of tourism development in three basic categories of socio-cultural, environmental and economic costs and benefits (Gunn 1988; Gee, Mackens and Choy 1989; Victor, Sevil and Ercan 2002), the length of residence (McCool and Martin 1994). Understanding local residents' perception, attitudes and satisfaction which influence their perceived value of tourism impacts are likely to be important noticeably for achieving goal of favorable

support for tourism development (Ap 1992; Nunkoo and Ramkissoon 2011), and for tourism development planning and policy consideration (Gursoy, Jurowski, Uysal 2002). Residents' satisfaction with tourism development in a community is an important indicator apprising residents' willingness to support further tourism development. Residents' attitude of tourism development impact and support are associated with satisfaction toward life domain and community services (Ko and Stewart 2002; Woo, Kim and Uysal 2015).

This study attempts to examined the relationship between residents' satisfaction with community development and perceived tourism impacts, and assess the relationship between satisfaction and support for tourism development as well and also seek for the different point of two groups of residents' attitudes toward supporting of tourism development expansion who are situating in two different area in Vangvieng District, Lao PDR where the levels of tourism development is different. Social exchange theory is extensively used for analyzing residents' perception of or attitude toward development. Since social exchange theory demonstrates that human behavior is guided by consideration of exchange; individual or group

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willing to participate in an exchange (eg. supporting a tourism development plan) if they believe costs will not surpass benefits (Jurawski *et al* 1997, Ap 1992). Social exchange theory contains three components of exchange process which can be classified into economic, socio-cultural and environmental. These three elements can assist in defining how residents would react to future tourism development through a vital perception of a community (Andriotis and Vanghan 2003)

Figure1 represents the modeling which was studied in this paper. The model consisted of 6 latent constructs and 8 hypotheses. The model proposes that support for the tourism development expansion (STDE) is influenced by residents’ satisfaction with overall current community development (SOCD) and residents’ satisfaction with the future guarantee of tourism related jobs and employment(SGTJE). Model also suggests that residents’ satisfaction with overall current community development and residents’ satisfaction with the future guarantee of tourism related jobs and employment were influenced by perceived positive economic, socio-cultural, and environmental impacts of tourism development (PEITD, PSCTD and PEVITD respectively).

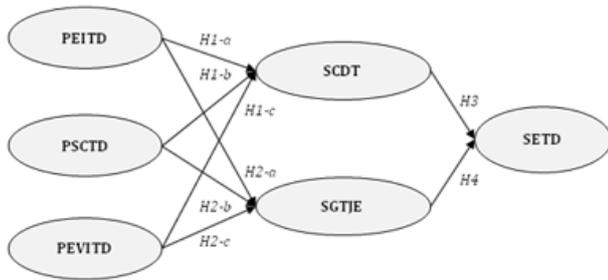


Figure 1. Proposed model

Several researchers have studied the relationship between residents’ satisfaction and support tourism development and the relationship between residents’ perceived impact of tourism development and support for tourism development (Latkova andVogt 2012; Woo, Kim and Uysal 2015); Ko and Stewart (2002) have examined the relationship between community satisfaction and support for tourism development, Zhenxiao. *et al* 2009 stated residents’ anticipation from and satisfaction with tourism development strongly influences residents’ support of tourism development (However, Perdue, *et al* (1990) stated that support for additional development was negatively related to the perceived future of the community, residents only held high support for tourism development at the initial stage, but support diminish over time.

Factors influencing residents’ satisfaction with tourism development are perceived benefit and cost, community attachment, distribution of personal benefit, residents’ participation and expectation (Wang, *et al* 2014). The relationship between tourism impact and individual satisfaction is based on tourism development stages (Kim, 2002). Barquet *et al* study (2010) has identified different segment of residents regarding to their attitudes toward tourism, finding reveal that among resident groups greatly influenced by the employment in the tourism sector. Harril (2004) also indicated that resident’s perception influenced by

the concentration or spatial arrangement of tourism facilities, activities, economic impact and type of attitude within resident groups or communities.

Satisfaction with the current community development

Community service is a crucial determinant factor of community satisfaction (Murdockand Schriener 1979). Sirgy and Cornwell (2001) also considered community service as the important factor of community satisfaction. However, they additionally recommended that together with service, life domain should be included in community satisfaction. Life domains include socio-financial and economic status namely income, safety, public service and facilities (Flanagan1978; Cummins 1996; Sirgy 2002 and Puzckoand Smith 2011). Ko and Stewart (2002) discovered that personal benefit from tourism development is likely predicable effect on life domain satisfaction, life domain satisfaction from Ko and Stewart’s point of view include satisfaction with public service, infrastructure, economic and job opportunities, environment, recreational opportunities and medical services. Similarly, Woo, Kim and Uysal, (2015) determined community life well-being, health and safety well-being, material well-being, emotional well-being as residents’ satisfaction indicators. Others studies endorsed that social and environmental elements are also essential indicator of community satisfaction (Flanagan 1978; Andriotis and Vanghan 2003).Hence, the basic conceptual and empirical viewpoint from above literature reviews led to these hypotheses;

Hypothesis1.a: the greater the resident’s perceived positive economic impact of tourism development the greater satisfaction with overall current community development.

Hypothesis1.b: the greater the resident’s perceived positive social impact of tourism development the greater satisfaction with overall current community development.

Hypothesis1.c: the greater the resident’s perceived positive environmental impact of tourism development the greater satisfaction with overall current community development.

Satisfaction with the future guarantee of tourism related jobs and employment

Redmond (2010) stated that “the people will be motivated because they believe thither decision will lead to desired outcome”, individual modify their behavior depend on the valuation of expectation outcome (Fang 2008). Regarding expectancy theory and a study of Wang, *et al.* (2014), who reported that economic benefit influence residents’ satisfaction with the tourism development in a community and Zhenxiao, *et al.* (2009) reported that residents’ satisfaction with community development and support for future tourism development is associated with residents’ anticipation of benefits obtained from tourism development.

Therefore, this study tries to test the following hypotheses;

Hypothesis 2.a: satisfaction with the future guarantee of tourism related jobs and employment influenced by perceived positive economic impact of tourism development.

Hypothesis 2.b: satisfaction with the future guarantee of tourism related jobs and employment influenced by perceived positive social impacts of tourism development.

Hypothesis 2.c: satisfaction with the future guarantee of tourism related jobs and employment influenced by perceived positive environmental impacts of tourism development.

Support for the expansion of tourism development

Residents' valuation of the consequence of tourism development encourages the support for tourism development (Andereck, *et al* 2003; Ap 1992; Perdue, Long and Allen 1990). Ko and Stewart' study (2002) suggested that quality of life is an important factor of satisfaction with community development and services which include environmental satisfaction, recreation opportunity satisfaction, formal education satisfaction, public service satisfaction, crime prevention and public transportation in the community. Nukoo and Ramkissoon (2011); Woo, Kim and Uysal (2015) included quality of life, public space, facilities and services as contributors to community satisfaction.

The satisfaction with life domain consists of satisfaction with economic status, social status, living standard, income, public space, facilities and services (Puczko and smith 2011). Woo, Kim and Uysal' study(2015) suggest that residents overall quality of life can affect their attitude toward further tourism development, if the development of tourism resulted in bad quality of life, residents assuredly will not support for further tourism development. Regarding to these literature review, the study state the following hypothesis;

Hypothesis 3: residents' support for the tourism development expansion is affected by satisfaction with community development based tourism.

A study has examined the relationship between quality of life and tourism development; found that the relationship between tourism development and quality of life has direct and indirect relationship, suggesting that resident's satisfaction with standard of living, income (job), community services or public facility and services (Health services, educational services, safety, transportation etc...) is an important determining factor for residents' support for future tourism development (Diederstaat, Croes and Nijkamp 2014). However, the relationship between satisfactions with the future guarantee of tourism related jobs and support for further tourism development has been rarely mentioned in the existing literature. Therefore, one of the purposes of this study is to examine this relationship as posed in the hypothesis below;

Hypothesis 4: residents' support for the tourism development expansion affected by satisfaction with the future guarantee of tourism related jobs and employment.

MATERIALS AND METHODS

Study site

The study was carried out in 4 villages (Viengkoe, Savang, Naka and Phoudindean) of Vangvieng District, Vientiane Province, Lao PDR. Vangvieng District is one of the Tourist-

oriented towns in Lao PDR. More than two thirds of the district area is mountainous. There are 30 caves in the surrounding and karst hill landscape. Due to its advantageous location, Vangvieng has become a famous tourist destination among domestic and international tourists. In 1996 it was reported that there was one hotel and 12 guest-houses. Of recent, there are more than 105 hotels and guesthouses with a capacity to accommodate 2,484visitors per day (Annual Report of Vangvieng District Tourism Office, 2012). Tourism volume of the town is growing annually at 15-20% per annum and is expected to surpass 500,000 tourists by 2020. Viengkoe and Savang villages are located in the area where tourism development is flourishing while Phoudindeng and Naka Villages are situated in the less tourism development area.

Research design

The study was carried out with residents who live in the 4 villages of the Central Vanvieng District, Vientiane province, Lao PDR. They were selected using a random sampling approach. At first 300 self-administered questionnaires were distributed to stratified random sample residents of 4 villages. A total of 255 questionnaires were returned. To avoid from the statistical problem and data bias, a total of 7 incomplete questionnaires were eliminated and 248 complete questionnaires were kept and used in the analysis as recommended by Hair, Anderson, Tathman and Black 1998.

This study aims to test the residents' satisfaction with community development and perception of tourism impacts and support of the tourism development expansion. To achieve the purposes of the study, Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) were applied for data analysis. IBM-SPSS Amos statistic version 21 was used as data analysis tool. Descriptive statistics were used to describe residents' socio-demographic profile. CFA was constructed on all the variables utilizing the covariance matrix and maximum likelihood estimation, the proposed structures were verified by checking Cronbach's alpha coefficient, convergent validity and average variance extracted(AVE). The construct would be acceptable if Cronbach's alpha coefficient is greater than.7 (Nunnally 1978), factor loading significance and AVE value are greater than .5 is considered to be acceptable (Fornell and Larker 1981).

The model fit indices were determined by examining the chi-square statistic (Byrne 1998; Mulaik *et al.*, 1989), the goodness of fit index (GFI, Joreskong and Sorbom 1999), the comparative fit index (CFI- Bentley, 1990) and the root mean square error approximation (RMSEA-Hu *et al.*, 1999; Mueller, 1996). If the GFI and CFI values are equal or greater than .8, and the acceptable value of RMSEA should line up in between .5 and .8 indicates good fit of the construct. Discriminant validity among the proposed factors was examined for every possible pair of constructs by constraining the estimated correlation parameter between 1.0. A chi-square test for chi-square statistic of construct was used to check that estimated correlations (Kline2005, Anderson and Gerbing1988). Additionally, multi-group model moderation analysis and were utilized for comparing between two groups of residents' attitudes. Which assuming that original model (baseline model) is true.

Measurement of Constructs

The statements of this study originated from a review of existing literature. Residents' support for the tourism development expansion was measured through 2 statements. The subject of 2 statement included "Support for outsider investment in tourism business" and "support local tourism business investment". These statements were taken from previous empirical studies (Nunkoo and Ramkissoon 2011, Gursy, Jurowski and Uysal 2002, Kim, and Woo and Uysal 2015). The residents were asked to indicate how they would agree to promote tourism business investment of local entrepreneurs and support for outsiders' investment in tourism business. They responded in term of a 5-point anchor scale with "strongly disagree" at the low and "strongly agree" at the high end.

Two observed variables were constructed to serve as mediating variable between exogenous variables and the dependent variable (Residents' support for the tourism development expansion). The endogenous variables are residents' satisfaction with overall current community development based tourism satisfaction with the future guarantee of and tourism related jobs and employment. Residents' satisfaction with overall current community development variable comprises two statements namely satisfaction of the community services and economic effectiveness to the community as a whole. They were developed from previous studies of (Latkova and Vogt 2012; Ko and Stewart 2002; Nunkoo and Ramkissoon 2011; Woo, Kim and Uysal 2015; Puczko and Smith 2011). Respondents were proposed to rate their level of satisfaction with the overall current community development.

Satisfaction with the future guarantee of tourism related jobs and employment variable consist of 3 questions namely: "would you be satisfied if an increase in tourist leads to economic growth and generates job opportunity for local residents?", "would you be satisfied if you or your family members are hired within the tourism business?" and "would you be satisfied if you or your family members are able to own a tourism business?". They were developed from (Mbaiwa and Stronza 2011). A 5-point anchor scale with "strongly dissatisfied" at the low and "strongly satisfied" at the high end of the scale was used to rate the residents' satisfaction for both endogenous variables. Perceived positive economic impacts of tourism development were evaluated by two statements: "creating good pay job for local residents" and "increasing income of local".

Residents they were adopted from (Gursoy, Jurowski and Uysal 2002; Eraqi 2007; Andriotis and Vaughn 2003; Ko and Stewart 2002; Nawjin and Mita 2012, and Andereck, Valentine and Knopf 2005). Two statements were used to measure the perceived positive socio-cultural impact of tourism development. These statements are as follows: "More positive in socio-cultural exchange between local resident and tourists" and "Better public service, recreational area and facilities" and they were adopted from (Ko and Stewart 2002 and Li, Hsu, Lawton 2015). Two statements were used to measure perceived environmental impact of tourism development: "better improvement of local infrastructure planning" and "increasing residents' awareness on

environmental protection because of tourism development". They were adopted from (Andriotis and Vaughn 2003; Li, Hsu and Lawton 2015; Ko and Stewart 2002). Three perceived positive impacts of tourism development were evaluated whereby respondent were requested to indicate how much they would agree with economic, socio-cultural and environmental impact statements. A 5-point Likert type of scale was utilized for this measurement.

RESULTS

The sample demographic profile shows that more than half of the respondents were male (66.5%), majority of respondents are aged in between 30-49 years old (67.3%) and graduated from high school (45.2%), and (26.2%) are government officers and (24.2%) are vendors. Reliability analysis was utilized to test the stability and consistency for measurable variables of each latent construct using confirmatory factor analysis with the covariance matrix and maximum likelihood estimation. CFA result shows that all constructs are at the acceptable level of Cronbach's alpha coefficient: support for the expansion of tourism development (.723); Tourism related jobs guarantee residents' satisfaction (.805), satisfaction with current community development based tourism (.741), perceived environmental impact of tourism development (.915), perceived environmental impact of tourism development (.736) and perceived environmental impact of tourism development (.849).

Given above result indicate that measurement variables are reliable. Thus, all constructs retained in the model. Confirmatory model' evaluation show that model was a good fit with the statistic ($\lambda^2=851.439$; $df=78$; $CMNI/DF=1.49$; $CFI=.970$; $RMSEA=.044$; $GFI=.958$). Convergent validity results also indicate that all variable loading are significantly with the statistic as all loading were more than .60 (Table 1). The consequence of Average variance extracted (AVE) demonstrates that the AVE of all 6 constructs exceeded that .5 threshold which corresponded to the acceptable convergent validity as recommended by Fornell and Larcker (1981). Discriminant validity for each pair of six- constructs of proposed model was accessed. The result presented in Table 2 and shows that there is no any estimated correlations extremely high. The all AVE values are above correlation coefficient. Hence, the method supported discriminant validity of the six -proposed constructs.

Whether the data fits the proposed model, statistics results were obtained using SEM analysis. The results show that the data is appropriate with the proposed model regarding with acceptable values ($\lambda^2= 500.464$; $df= 303$; $CMNI/DF=1.652$; $CFI= .943$; $RMSEA=.067$; $GFI=.801$). This given result indicated goodness of fit. Thus all proposed models are retained (Table 3). The standardized path estimates are shown in Table 4 and the modified structural equation model in illustrated in Figure 2. Two hypotheses (H1.c and H2.c) related to perceived positive environmental impact of tourism development were rejected because of the constructs have not found to be a significant relationship with residents' satisfaction with community development and residents' satisfaction with the future guarantee of tourism related jobs and employment.

Table 1. Reliability and Convergent Validity (CFA results)

Constructs	Statements	Standardized Estimate	CCR	AVE
PEITD	Q1.1	.871	.849	.743
	Q1.2	.624		
PSCTD	Q1.3	.617	.736	.582
	Q1.4	.639		
PEVITD	Q1.5	.904	.915	.844
	Q1.6	.858		
SCDT	Q2.1	.653	.741	.595
	Q2.2	.869		
SGTJE	Q2.3	.630	.805	.581
	Q2.4	.630		
	Q2.5	.781		
SETD	Q3.1	.611	.723	.567
	Q3.2	.648		

Model fit: GFI:.958 RMR:.026 RMSEA:.044 NFI:.915 RFI:.864
IFI:.972 CFI:.970 TLI:.951 AGFE:.920

Table 2. Correlation between the number and average variance extracted Index

Classification	PEITD	PSCTD	PEVITD	SCDT	SGTJE	SETD
PEITD	.743*					
PSCTD	.063 (.044)	.582*				
PEVITD	.302 (.091)	.285 (.081)	.844*			
SCDT	.277 (.077)	.303 (.092)	.126 (.016)	.595*		
SGTJE	.244 (.060)	.45 (.203)	.207 (.043)	.308 (.095)	.581*	
SETD	-.077 (.006)	.34 (.116)	.229 (.052)	.265 (.070)	.324 (.105)	.567*

Table 3. Fit indices of Constructs

Fit Indices			
Chi-square λ^2	500.464	GFI	.801
df	303	CFI	.943
P-value	0.000	RMSEA	.067
CMNI/DF	1.652	RMR	.037
NPAR	75	NFI	.869

($\lambda^2=500.464$; $df=303$; $CMNI/DF=1.652$; $CFI=.943$; $RMSEA=.067$; $GFI=.801$)

Table 4. The Result of SEM Analysis

H	Paths	Std Est	S.E.	C.R.	P	Hypotheses
H1	H1.a	.347	.170	.553	***	accepted
	H1.b	.384	.210	.392	***	accepted
	H1.c	-.078	.093	-.875	.382	rejected
H2	H2.a	.366	.135	.263	.001**	accepted
	H2.b	.466	.168	.86	***	accepted
	H2.c	-.027	.070	-.295	.768	rejected
H3	H3	.212	.056	.837	.066	rejected
H4	H4	.268	.074	.334	.020*	accepted

*** $p < 0.001$; ** $P < 0.05$

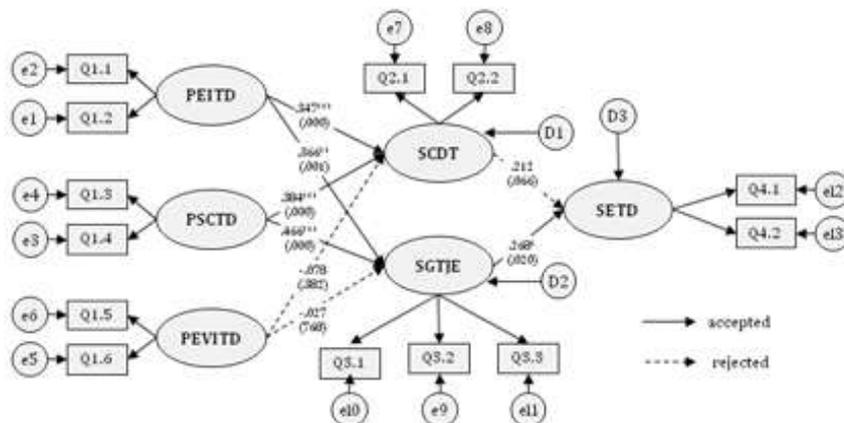


Figure 2. Model estimation result

Hence, there is no relationship to confirm the following hypotheses; the greater the residents' perceived positive environmental impact of tourism development the greater satisfaction with current community development based tourism. ($\beta = -.078$, $P = .382$), satisfaction with the guaranteed tourism related jobs and employment influenced by perceived positive environmental impacts of tourism development ($\beta = -.027$, $P = .786$). This result is contradicted with Ko and Stewart (2002) found that level of residents' satisfaction with community development influenced by perceived positive tourism impact.

In addition, the analysis of "satisfaction with current community development" (H3) resulted in that residents' satisfaction with current community development does not have any influence on residents' support for the expansion of tourism development ($\beta = .212$, $P = .066$). Allent and Hafer (1993) suggest that residents' willingness to support tourism is influenced by state of local economy, by the host community's capability to bond with tourists (Allent and Hafer 1988), and the overall quality of life (Nawjinand Mitas 2012). Other studies presented that residents' attitudes toward tourism may be related to the state of development (Kim 2002). Belishe and Hoy (1980) found that location of residence could influence residents' support for tourism. Ko and Stewart (2002) have shown that residents satisfaction does not necessarily foment a positive attitude towards additional tourism development.

There are two hypotheses relevant to positive perception of economic-social impact of tourism development. Hypothesis 1.a, which predicted that the greater the residents perceived positive economic impact of tourism development the greater satisfaction with current community development ($\beta = .347$, $P < 0.001$), hypothesis 1.b, projected that the greater the residents perceived positive social impact of tourism development there was a greater satisfaction with current community development based tourism ($\beta = .384$, $P < 0.001$). Hypothesis 2.a, proposed that satisfaction with the future guarantee of tourism related jobs and employment was influenced by the perceived positive economic impact of tourism development ($\beta = .336$, $P = 0.05$), hypothesis 2.b, proposed that satisfaction with the future guarantee of tourism related jobs and employment was influenced by perceived positive socio-cultural impact of tourism development ($\beta = .466$, $P < 0.001$).

This empirical finding supported by Ko and Stewart study (2002) and (2003) who reported that economic impact of tourism is directly related to satisfaction with community's well-being. Nunkoo and Ramkissoon study 2011, Woo, Kim and Uysal 2015 presented that residents' satisfaction with community services (Public services, infrastructure and transportation) is significantly related to perceive positive and negative impacts of tourism. Residents' community satisfaction was influenced by perception of tourism impact. Hypothesis 4, which hypothesized that the support for the expansion of tourism development influenced by satisfaction with the future guarantee of tourism related jobs and employment ($\beta = .268$, $P < 0.05$) was supported. These result suggested that resident will support the expansion of tourism development if a prior evaluation of benefits of this expansion can be carried out.

The Comparison attitudes between two groups of residents

The multi-group model and moderator analysis's result show that the chi-square difference of two model is 11.237, with 8 degree of freedom and $p = .189$ indicate that the additional restriction of 8 equal factor loading across the resident group did not result in a statistically significant reducing of overall model fit. Thus null hypothesis cannot be rejected. Between group of residents' attitudes may be affected by different factors. Group1 residents (residents from Viengkoe and Savang villages) slightly satisfied with the current community development and economic impact ($\beta = .760$; $p < .05$), their satisfaction will be increase if they would be employed in the tourism related jobs or owned tourism business ($\beta = .964$; $p < .01$). The more the group1 residents valued satisfaction with the future guarantee of tourism relate jobs and employment the more they willing to support for the expansion of tourism development ($\beta = .305$, $p < 0.05$). Meanwhile, the greater the group 2 residents (residents from Phoudindeng and Naka villages) perceived positive economic and social impact of tourism development the more they satisfy with the overall current community development ($\beta = .651$; $p = .05$) and ($\beta = 1.029$; $P < .05$) respectively due to new changing happening in the community such as foreign communication opportunities, accessing to better community services.

The greater the group 2 residents perceived high value of economic and social impact of tourism, the greater they satisfy with the future guarantee of tourism related jobs and employment ($\beta = .498$, $p < .05$), ($\beta = .711$, $p < .05$) respectively. However, group 2 residents did not show any satisfaction relation with support for the tourism development expansion. This implies that between group 1 residents and group 2 residents' attitudes were influenced by different various factors. Similarity of two residents groups are, the path between perceived positive on environmental impact of tourism development and satisfaction with overall current community development as well as satisfaction with the future guarantee of tourism related jobs and employment have no significant relationship for both group1- residents and group 2 residents (Table 5).

Table 5. Comparison between two groups of residents

Paths	Std Est	S.E.	C.R.	P	Hypotheses
Group1- Residents					
H1.a	.760	.383	1.982	.047*	accepted
H1.b	.311	.266	1.170	.242	rejected
H1.c	.022	.098	.227	.821	rejected
H2.a	.070	.263	.265	.791	rejected
H2.b	.964	.278	3.469	***	accepted
H2.c	-.178	.129	-1.377	.168	rejected
H3	.071	.086	.826	.409	rejected
H4	.305	.109	2.795	.005**	accepted
Group 2- Residents					
H1.a	.651	.238	2.731	.006**	accepted
H1.b	1.029	.400	2.574	.010*	accepted
H1.c	.022	.098	.227	.821	rejected
H2.a	.498	.263	2.929	.003**	accepted
H2.b	.711	.170	2.638	.008**	accepted
H2.c	.069	.269	.861	.389	rejected
H3	.114	.077	1.492	.136	rejected
H4	.079	.113	.700	.484	rejected

*** $p < 0.001$; ** $P < 0.05$ ($Df = 8$; $CMIN = 11.237$, $P = .189$; $NFI = .012$; $IFI = .012$; $RFI = 0$; $TLI = 0$)

DISCUSSION

The study aims to examine the model of residents' attitude of support for the tourism development expansion and compare two groups of residents' attitudes toward supporting of tourism development expansion. Based on literature, 8 Paths were hypothesized. Data was collected with residents of 4 villages (Viengkeo, Savang, Naka and Phousenndin) of Vangvieng District, Vientiane province, Lao PDR. Result of covariance structural analysis revealed that 5 of 8 hypothesized paths were accepted and the rest 3 hypotheses were rejected. Findings indicate that the more the residents satisfied with the future guarantee of tourism related jobs and employment the more resident are likely to support the expansion of tourism development. This empirical result supported the Zhenxiao, *et al.*, study (2009) reported that residents' expectation from and satisfaction with tourism development strongly stimulates residents' support of tourism development. As interpretation of the study result (hypothesis 3) pointed out that, there is no relationship between residents' support for the tourism development expansion and residents' satisfaction with overall current community development based tourism. Perhaps because the host community may have a limit ability to bond with tourists, as stated by Allen and Hafer in their 1993 study.

Regarding the above mentions and before the Vanvieng residents start feeling negative impacts of tourism development, policy maker, development planner should therefore understand what stage of tourism development in Vangvieng, and should engage deeply in social disruption theory and theoretical foundation of carrying capacity in order to assist the decision in development planning for future tourism development, ensuring sustainable development and fair income generation for local community residents. Results also indicate that the greater the perception of positive economic and social impacts of tourism development the higher the chances that the residents will be satisfied with overall current community development and with the future guarantee of tourism related jobs and employment. These results support the statement that tourism development contributes economic and social benefit to communities and is an equally important determining factor influencing satisfaction (eg. Ko and Stewart 2002; Nunkoo and Ramkissoon 2011; Woo, Kim and Uysal 2014; Wang, Zhen, Zhang and Wu 2014).

These findings suggest that tourism development planners, policy makers should respond carefully to the resident's satisfaction with guarantee of job and employment, status of community development, community service. They should attempt to increase residents' satisfaction and built up the residents' confidence in guarantee of jobs and employment in further extension of tourism development by working on increasing positive economic, social and environmental impacts as much as possible. The development plans should determine the priority for local residents in obtaining tourism related jobs or investment. Policies can be adjusted in order to foment improvement of community well-being, community services through tourism development policing and urban development planning. Residents' participation in social responsive activities should be promoted such as joining effort

with local authority, tourism businesses, related stakeholders for security tourism within the community. Government should also encourage the private business owners, investors and related stakeholders to create a fund for community development especially for the improvement of recreational facilities, basic infrastructure, social services and trekking paths for example. The study also reveals that perceived environmental impact of tourism development has a lacking relationship with residents' satisfaction with overall community development and satisfaction with guarantee of tourism related jobs and employment. Residents may view environmental impact of tourism development less important than positive economic and socio-cultural impacts as reported by kim *et al* 2003. These findings suggest urgency for development planners and policy maker to increase awareness of environmental problem that could be affected the growth of tourism business in the future through various environmental educational activities and benchmarking of successful models in environmental and tourism management from other countries.

Residents' attitudes in group 1 and group 2 were found to be affected by different factors. Although, residents in group 1 have resided in the thriving tourism development area but they show a slight satisfaction with overall current community development. Their satisfaction would increase if they could be employed in the tourism related jobs or owned tourism business and this satisfaction will influence their support for the tourism development expansion. Meanwhile, residents in group 2 who have resided in the less tourism development area highly perceived positive social-economic impacts and satisfy with the overall current community development. Their satisfaction would increase if they could be assumed that tourism development will be able to contribute jobs and generate it benefit to the social development in their community. However, residents in group 2 did not show any satisfaction relation with support for the tourism development expansion. This may be due to inadequate that the future tourism development expansion would be able to bring real benefit to them and community. Other explanation could be and type of the attitude within resident groups or communities (Harril 2004) or natural, social and economic characteristic in the community.

The reasonable explanation for the difference between two groups of resident may be due to the stage of tourism development in the area as Johnson, Snepenger and Akis study (1994) stated that residents only supported tourism development highly at the initial stage, but that as time passed by their support weakened. When tourism development is at an early stage residents perceive high positive benefit. Conversely, when tourism development reaches critical stage residents perceive high negative impact (Kim *et al* 2003 in Uysal, Perdue and Sirgy 2012). the attitudes among resident groups greatly influenced by the employment in the tourism sector Barquet *et al* study (2010), resident's perception influenced by the concentration or spatial arrangement of tourism facilities, activities, economic impact (Harril 2004). This finding suggests that the tourism development planner, urban designer and policy makers need to consider balance between area preservation for local use and the expansion of tourism development (eg. hotel, tourism facilities etc.), and

should reflect the tourism development feasibility, natural, social and economic characteristic in the community. Successful tourism operation should avoid exploiting the local community and distracting local life as much as possible. Although this study supported some crucial relationship between residents' perceive tourism impacts and satisfaction i.e. the relationship between residents' satisfaction and support for the expansion of tourism development, a limitation still remain. This study only considered the resident's perceived positive economic, social and environmental impact of tourism development, and each construct consist of only two variables which might edge its finding. Future research should therefore aim at adding more variables into the impact of tourism development including its negative impacts and analyze the relationship among them and compare residents' perception through those variables.

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