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Zibin Song<sup>a</sup>, Lijuan Xing<sup>b</sup> & Prakash K. Chathoth<sup>c</sup>

<sup>a</sup> Tourism School of Hainan University, Haikou, Hainan, PR China

<sup>b</sup> Tourism Management Department, School of Economics and Commerce, South China University of Technology, Guangzhou, Guangdong, PR China

<sup>c</sup> Department of Marketing and Information Systems, School of Business Administration, American University of Sharjah, Sharjah, United Arab Emirates

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## The effects of festival impacts on support intentions based on residents' ratings of festival performance and satisfaction: a new integrative approach

Zibin Song<sup>a\*</sup>, Lijuan Xing<sup>b</sup> and Prakash K. Chathoth<sup>c</sup>

<sup>a</sup>Tourism School of Hainan University, Haikou, Hainan, PR China; <sup>b</sup>Tourism Management Department, School of Economics and Commerce, South China University of Technology, Guangzhou, Guangdong, PR China; <sup>c</sup>Department of Marketing and Information Systems, School of Business Administration, American University of Sharjah, Sharjah, United Arab Emirates

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Festivals can provide an effective vehicle for sustainable tourism. It is therefore necessary to examine the impacts of festival tourism as well as their consequences in order to manage their relevance to the local community. The lack of a multiple mediation approach, however, has hampered research on the psycho-social process through which festival impacts (perceived benefits, costs, and affective impact) influence resident support. We propose a new integrative approach in which resident-rated festival performance and satisfaction are putative mediators that transmit the effects of the three festival impacts to support for future festivals. The theoretical foundations of this integrative approach or model are jointly built on social exchange theory, the affective theory of social exchange, and the theory of reasoned action. The integrative model was successfully validated using eight sample festivals within China, which included 353 observations with 10,000 bootstraps. The empirical findings reveal that 14 out of the 17 hypotheses received empirical support in this study, and it thereby contributes significantly to new understanding in the literature.

**Keywords:** festival support; festival impacts; affective theory; festival satisfaction; sustainable tourism

### Introduction

The growth of festival tourism in recent years has been accompanied by an increase in its diversity and popularity (Crompton & McKay, 1997; Gursoy, Kim, & Uysal, 2004; Loots, Ellis, & Slabbert, 2011). There are, for example, about 5000 festivals and/or events held every year in China (Lu, Zhang, & Tang, 2009), where governments and non-governmental organizations at all geographical levels are attempting to use tourism, festivals, and events alike as tools in shaping their respective cultural identities (Yan & Bramwell, 2008). Festivals might have started as small special events that are celebrated within local communities; but over time, some of them have gradually evolved into tourist attractions (Savinovic, Kim, & Long, 2012), which in turn have produced both positive and negative impacts in economic, social, cultural, and psychological spheres (e.g. Chen, 2011; Gratton, Raciti, & Arcodia, 2011; Lee, Lee, & Yoon, 2009; Loots et al., 2011).

According to Quinn (2006), festivals can provide an effective vehicle for sustainable tourism. It is therefore essential to delve into the impacts of festival tourism as well as their consequences in order to manage their relevance to the local community. This can

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\*Corresponding author. Email: [simonsoong@hotmail.com](mailto:simonsoong@hotmail.com)

assist managers to take effective actions to reduce the possibility of a community backlash against tourists in festival, event, and tourism development (Deery, Jago, & Fredline, 2012). Without local resident support, sustainability and success cannot be achieved as residents and visitors are key stakeholders in any community-based festival tourism. Despite its importance, festival and event phenomena have been somewhat poorly understood, thus far, as indicated by a review of the literature. The literature also reveals that in the main scholars consider the effects of festival and event impacts on resident support using two different approaches – social exchange theory (SET) or an affective theory of social exchange (ATSE), and an integrative approach.

### **The approach of SET or ATSE**

In the tourism context, SET holds that residents are likely to participate in an exchange if they benefit without incurring unacceptable costs; and that a higher level of resident support is the outcome if they perceive that tourism development is beneficial (Ap, 1992; Gursoy & Kendall, 2006). To a certain degree, SET is useful in explaining resident support, given its ability to account for different views on the basis of experiential and psychological outcomes (Nunkoo & Ramkissoon, 2011; Prayag, Hosany, Nunkoo, & Alders, 2013). However, it should be noted that SET is not without its limitations. This is reflected in the mixed findings that capture the direct effects of perceived benefits and costs on resident support behavior or behavioral intentions.

In particular, the direct effect of perceived benefits on resident support has been supported in some studies (e.g. Gursoy & Kendall, 2006; Loots et al., 2011; Nunkoo & Ramkissoon, 2011), but not in other studies (McGehee & Andereck, 2004). Similarly, the effect of perceived costs on resident support has gained substantial support in some studies (e.g. Nunkoo & Ramkissoon, 2011), but not in others (Dai & Gai, 2011; Gursoy & Kendall, 2006). As such, Vargas-Sánchez, Porrás-Bueno, and Plaza-Mejía (2011) argue that perceived benefits and costs alone – and therefore SET – are not sufficient to explain, with any guarantee, residents' attitudes toward tourism development.

To work around the limitation of SET, Lawler (2001) developed an ATSE, incorporating emotions as an explicit, central feature of social exchange processes. ATSE argues that individual actors, such as community residents, are known to be not only self-interested (i.e. rational) but also unemotional or emotionally vacuous (i.e. non-rational) (Lawler, 2001; Lawler & Thye, 1999). Affect can complement, deepen, or broaden theorizing in the context of social exchange, although rational and non-rational processes are intertwined (Lawler & Thye, 1999). Specifically, ATSE holds that people's support behavior or behavioral intentions are essentially driven by both cognition (reason) and affect (passion) (Lawler & Thye, 1999). While cognitive impacts could include perceived benefits and costs, affect impacts involve feeling "pleasant or unpleasant", "good or bad", and the like (Lawler, 2001; Russell, Ward, & Pratt, 1981). Both cognitive and affective impacts are produced by social exchange processes (Lawler, 2001). In research related to festival tourism, there has been a lack of empirical evidence on affective impact, albeit this emotional impact has its roots in ATSE theory.

### **The integrative approach**

Recently, there has been a new trend toward studying the effects of festival, event, and tourism impacts on resident support from an integrative approach. This integrative approach entails the combined use of SET and the theory of reasoned action (TRA, Ajzen & Fishbein, 1980), and that jointly explains tourism and/or festival impacts. Prayag et al.

(2013), for instance, found that global attitude mediates the effects of event impact dimensions on resident support intentions. Despite this, the festival and event literature to date has been limited due to the lack of a multiple mediation model, in which perceived festival impact dimensions could affect resident support through a set of putative mediators, rather than a single mediator.

Specifically, simple mediation has many disadvantages as compared to multiple mediation (Preacher & Hayes, 2008; Song & Chathoth, 2013). This is reflected in the findings that relate to a single mediator's effect on a given criterion or criteria which could be biased if that effect fails to separate out the influences of other mediators that are correlated to the single mediator (Preacher & Hayes, 2008; Song, Su, & Li, 2013). In the context of festival tourism, it is likely that the effects of festival impacts on resident support may not always be straightforward and may even be mediated by a set of putative mediators. Resident-rated festival performance and satisfaction are very much likely to be the set of putative mediators because Baker and Crompton (2000) and McDowall (2010) show that these two constructs are correlated to each other. Despite this, there has been a lack of empirical evidence on these two constructs' mediation effects in the domain of festival tourism.

### Research purpose and potential contributions

The purpose of this study, therefore, is to propose and test a new multiple mediation model (Figure 1), in which the effects of festival impacts – in terms of perceived benefits, costs, and affective impact – on resident support for future festivals are mediated by festival performance and satisfaction. In so doing, this paper makes valuable contributions to the existing literature. While the vast majority of existing studies (e.g. Dai & Gai, 2011; Gursoy et al., 2004; Lu et al., 2009) examine the cognitive impact of festivals (i.e. resident-perceived costs and benefits), this study additionally explores the affective impact. This provides the basis to view festivals using a wider lens in order to capture the dynamics of the phenomenon.

A notable contribution of this study lies in the exploration of multiple mediation effects. This study provides the first-ever empirical evidence, in this case evidence that validates that each of the three festival impacts had a substantial indirect effect on support for future festivals collectively through festival performance and satisfaction. The study also explores and/or confirms the eight direct causal linkages in the overall structural model (see Figure 1), which further significantly adds to the literature. One implication of these novel findings is that it indicates that existing research on festival/tourism impacts and resident support is based on incomplete theoretical propositions – such as the omission of important variables of affective impact, festival performance, or satisfaction – and this may be lacking explanatory power. It is thus important to capture the dynamics of festival impacts in a more robust manner.

### The conceptual framework and its theoretical foundations

As shown in Figure 1, TRA could be employed to explain the indirect causal linkages (paths 9–11) between support for future festivals and each of the three festival impact dimensions. These linkages could be explained through the thesis that perceptions of a festival (e.g. perceived benefits) result in resident attitudes toward the festival (e.g. festival satisfaction), which in turn influence behavior or behavioral intentions (i.e. support for future festivals). SET in the tourism context (Ap, 1992) can well explain the direct

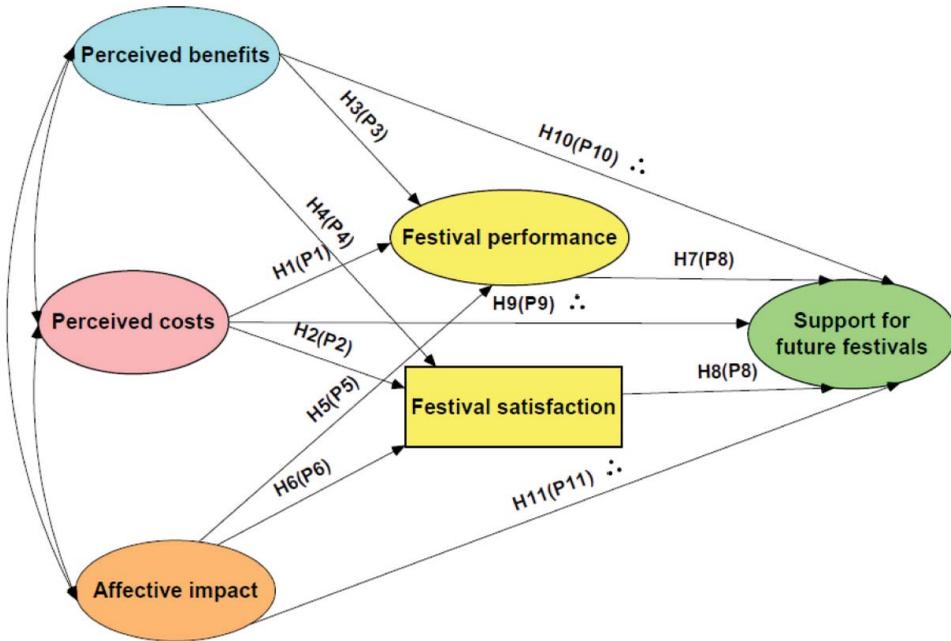


Figure 1. Overall conceptual model for the study. Note: H = hypothesis, P = path. “∴” indicates the path that is collectively mediated by festival performance and satisfaction. While H9–H11 involve the collective mediation roles of festival performance and satisfaction in the relationships between festival impact dimensions and support for future festivals, H12–H17 (not depicted in this figure, but presented in Table 5) relate to the individual mediating roles of each of festival performance and satisfaction on the same causal paths.

causal linkages (see paths 18, 19 shown in Table 6) between support for future festivals and each of the two cognitive impact dimensions (costs and benefits). Specifically, SET posits that positive impacts influence support positively; while negative impacts influence the same support negatively (Ap, 1992; Nunkoo & Smith, 2013). With regard to the causal link between affective impacts and future support (i.e. path 20, Table 6), ATSE theory (Lawler, 2001) suggests that social exchange processes produce affective impacts, in addition to cognitive impacts. Based on the foregoing, it could be stated that each of the three festival impact dimensions has a direct effect on future support; but that each of them is reduced or even disappears after controlling for the multiple mediators of festival performance and satisfaction. The overall conceptual model as depicted in Figure 1 is therefore well grounded.

## Developing hypotheses

### *Cognitive impacts and their relationships with festival performance and satisfaction*

Developing tourism, festivals, and events undoubtedly produces social, cultural, economic, and environmental impacts. Positive impacts may include an increase in business and job opportunities, fostering local interest in regional culture and history (Small, Edwards, & Sheridan, 2005), and the cultivation of civilized behaviors among residents (Liu, 2009), among others. Negative impacts include environment pollution (Zhou & Ap, 2009), a decline in morality (Liu, 2009), and an increase in the crime rate (Gursoy et al., 2004). In

the festival context, Baker and Crompton (2000) underscore the importance of performance and satisfaction in developing festival models. To our knowledge, the relationships between festival impacts and festival performance and satisfaction have not been documented in the literature. The relationship between festival impact dimensions on global festival attitude, however, has been substantiated in Prayag et al.'s (2013) study. In the present study, resident global attitude is operationalized as per Baker and Crompton (2000) and Tian-Cole and Crompton (2003), as having two dimensions: festival performance and satisfaction. Therefore, the direct causal linkages between cognitive impacts and festival performance and satisfaction are likely to be true. Specifically, festival benefit perceptions are likely to result in favorable appraisals of festival performance and satisfaction, while festival cost perceptions lead to unfavorable evaluations of festival performance and satisfaction. The underlying logic is that people tend to develop favorable attitudes toward events which they perceive positively, and unfavorable attitudes toward the things which they perceive negatively. This led to the following four hypotheses (H1–H4):

**Hypothesis 1** – a direct negative relationship exists between perceived costs and festival performance.

**Hypothesis 2** – a direct negative relationship exists between perceived costs and festival satisfaction.

**Hypothesis 3** – a direct positive relationship exists between perceived benefits and festival performance.

**Hypothesis 4** – a direct positive relationship exists between perceived benefits and festival satisfaction.

#### *Affective impact and its relationships with festival performance and satisfaction*

ATSE argues that affective impacts should not be neglected in understanding people's social exchange processes. Yet, extant research has not captured the effect of festival affective impacts on festival performance and satisfaction. However, visitor satisfaction is reported to be directly predicted by a second-order destination image, with affective image as one of its first-order dimensions (Song et al., 2013). This would suggest that the affective impact of a destination has a direct effect on visitors' attitudinal evaluations of their travel experiences in that destination. Likewise, the favorable or unfavorable extent to which residents have affective perceptions of a given festival is likely to result in favorable or unfavorable attitudinal evaluations of that festival. The underlying logic is that once people have favorable perceptions of an event, they are likely to favorably evaluate their attitudes toward the event. This postulation led to the following two hypotheses (H5, H6):

**Hypothesis 5** – a direct positive relationship exists between affective impact and festival performance.

**Hypothesis 6** – a direct positive relationship exists between affective impact and festival satisfaction.

### ***Support for future festivals and its relationships with festival performance and satisfaction***

In their American festival sample, Baker and Crompton (2000) report that festival performance and satisfaction predicted behavioral intentions directly. These two direct causal linkages are postulated to be true in this study as a result of the commonalities that exist in human behavior across various international contexts. This postulation is also based on the logic that supportive behavior or behavioral intentions could be jointly caused by residents' satisfaction with, and positive performance appraisal of, festival development. The above led to the following two hypotheses (H7, H8):

**Hypothesis 7** – a direct positive relationship exists between festival performance and support for future festivals.

**Hypothesis 8** – a direct positive relationship exists between festival satisfaction and support for future festivals.

### ***Festival performance and satisfaction as a set of putative mediators***

From the perspective of SET, support for future festivals, for instance, is directly predicted by perceived costs in the absence of the proposed two mediators of festival satisfaction and performance. In the presence of the mediators, the direct effect between perceived costs and support for future festivals is, however, very much likely to be reduced or even disappear. This is given that the effects of festival impact dimensions (through the lens of TRA) should be either partially or fully transmitted by evaluative attitudes to resident support for festival development. The mediating role of global attitude in the tourism and event contexts has been successfully explored in previous studies (Chen & Raab, 2012; Prayag et al., 2013). These effects are essentially simple mediation effects. Song et al. (2013) report that the effect of destination image on visitor future behavior is transmitted by perceived value and tourist satisfaction both collectively and individually. As such, the extant research could be extended to support the thesis that festival performance and satisfaction could also be salient mediators that transmit the effects of residents' perceived tourism impacts to their corresponding support for future festival development. Moreover, the mediating roles of festival satisfaction and performance have been jointly suggested by hypotheses H1, H2, H7, and H8 developed previously. Likewise, H3, H4, H7, and H8 would jointly suggest that the effect of perceived benefits on support for future festivals is collectively transmitted by the two mediators. Finally, the same two mediators are also jointly suggested, by H5–H8, to likely transmit the effect of affective impacts on support for future festivals. In sum, the three festival impact dimensions predict support for future festivals directly and respectively; but these respective direct effects are reduced or disappear after controlling for festival performance and satisfaction. As such, the following three hypotheses (H9–H11) were developed:

**Hypothesis 9** – the relationship between perceived costs and support for future festivals is mediated by festival performance and satisfaction collectively.

**Hypothesis 10** – the relationship between perceived benefits and support for future festivals is mediated by festival performance and satisfaction collectively.

**Hypothesis 11** – the relationship between affective impact and support for future festivals is mediated by festival performance and satisfaction collectively.

In fact, the foregoing three mediation effects are of the total/collective mediation type as categorized by Preacher and Hayes (2008), who argue that specific/individual mediation effects are also worthy of detection in a multiple mediation model. For instance, Song et al. (2013) suggest that the effect of destination image on visitor future behavior is mediated by visitor satisfaction and perceived value, not only collectively but also individually. As such, the relationship between perceived costs and support for future festivals should also be individually mediated by festival performance and satisfaction, respectively, in addition to collective mediation (purported in H9). Likewise, the relationship between perceived benefits and support for future festivals is individually mediated by festival performance (purported in H1 and H7) and festival satisfaction (H2 and H8). Finally, H5, H7, and H6, H8 would suggest that the relationship between affective impact and support for future festivals is individually mediated by festival performance and festival satisfaction, respectively. Therefore, the following individual mediation hypotheses were developed:

**Hypothesis 12** – the relationship between perceived costs and support for future festivals is mediated by festival performance individually.

**Hypothesis 13** – the relationship between perceived costs and support for future festivals is mediated by festival satisfaction individually.

**Hypothesis 14** – the relationship between perceived benefits and support for future festivals is mediated by festival performance individually.

**Hypothesis 15** – the relationship between perceived benefits and support for future festivals is mediated by festival satisfaction individually.

**Hypothesis 16** – the relationship between affective impact and support for future festivals is mediated by festival performance individually.

**Hypothesis 17** – the relationship between affective impact and support for future festivals is mediated by festival satisfaction individually.

## Research design

### *Study sample and data collection*

Two studies were carried out for this assessment. Data for the pilot study were gathered in September 2011 by getting 25 respondents to fill out self-administered questionnaires. The investigator in the pilot study was the second author of this paper, who requested the respondents to give their feedback as soon as they had completed filling out the questionnaires. The feedback received from the respondents on the questionnaire included their views on clarity, comprehension, and length, among others. Based on the feedback, the questionnaire was revised accordingly for the main study.

The main study focused on those festivals that are community-based, usually held annually or regularly, and characterized by certain cultural and social tourism elements, among others. A total of eight festivals in Mainland China were investigated in this study, including: (1) Carnival of Hainan Island (on Hainan Island), (2) Pingyao International Photography Festival (in Pingyao, Shanxi), (3) Chaohu Peony Festival (in Chaohu, Anhui), (4) Chende International Tourism Culture Festival (in Chengde, Hebei), (5) Xi'an Wall Exhibits of Lanterns (in Xi'an, Shaanxi), (6) Cixi Waxberry Festival (in Cixi, Zhejiang), (7) Shenyang Ice and Snow Festival (in Shenyang, Liaoning), and (8) Yunnan

Dai Water-Splashing Festival (in Xishuangbanna, Yunnan). Among these festivals, some (e.g. the Carnival of Hainan Island) were classified as obtrusive forms of tourism development, others (e.g. Yunnan Dai Water-Splashing Festival) were more welcomed by the local community, still many others (e.g. Shenyang Ice and Snow Festival) focused on maintaining a balance between the needs of residents and visitors, a key characteristic of sustainable festivals.

In the main study, a total of 500 copies of the self-reported questionnaires were administered to local residents, who were selected by using a snowball sampling procedure. Respondents were assured of their anonymity and were asked to recall information about the festivals that were listed on their questionnaires. The main data were collected between November 2011 and April 2012. As a result, 360 copies of the questionnaires (about 72% of the total) were returned, out of which 353 copies were usable.

### *Item generation*

In the pilot study, a 40-item pool (Table 1) tailored for the proposed six constructs (Figure 1) was generated by implementing the following strategies. First, the literature was reviewed extensively, after which an English version of the item pool was developed for the six constructs. Second, two professors from the Tourism School of a well-established university within the region were invited to review the initial questionnaire. Based on their comments and suggestions, the questionnaire was revised accordingly. Finally, the English version of the questionnaire was translated into Chinese by using a blind translation-back-translation method (Brislin, 1976), which enables researchers to achieve functional equivalency between the English and Chinese versions. It should be noted that in collecting the data, only the Chinese version of the questionnaire was used.

Items used for measuring the three festival impact constructs are detailed in Table 1. Specifically, the affective impact has four items adapted from Russel et al. (1981). The perceived costs have 10 measurement items, of which one item (i.e. “causes the problem of over-exploitation of our community resources such as time and finance resources”) was developed for this study and the other 9 items were adopted from the literature (i.e. Gursoy et al., 2004; Gursoy & Rutherford, 2004; Liu, 2009; Zhou & Ap, 2009). Finally, the perceived benefits have 18 measurement items, of which one item (i.e. “helps pass the customs and traditions to young people”) was developed for this study, while the other 17 were taken from existing works (Gursoy et al., 2004; Jackson, 2008; Liu, 2009; Lorde, Greenidge, & Devonish, 2011; Small et al., 2005; Zhou & Ap, 2009).

Table 1 also has the measurement details for festival performance, festival satisfaction, and support for future festivals. In particular, festival satisfaction is measured by using the single item measure developed by Scarpello and Campbell (1983). As per the literature, this measure is stable and reproducible, and reliable (Lam, Pine, & Baum, 2003). Festival performance is measured by three items, of which one item (i.e. “has always been held successfully thus far”) was developed for this construct and the other two were adapted from the literature (Baker & Crompton, 2000; Chen & Klimoski, 2003). Finally, support for future festivals is captured by four items, of which one was taken from Látková and Vogt (2012) and the rest from Gursoy and Kendall (2006).

### *Item purification*

Measurement item purification was conducted for the main data by taking the following two sequential steps: (1) checking item-to-total-correlation values, and (2) performing

Table 1. Exploratory factor analyses (EFA).

Scale items (reliability alpha)	Factor loadings	Eigenvalue	% of variance explained
<b>Perceived cost scale<sup>a</sup></b> (9 items, $\alpha = .80$ ) is multidimensional: three factors were extracted.			66.3%
<i>Environmental pollution</i> ( $\alpha = .74$ ): this festival...		3.63	
Makes more noises that annoy local residents	.84		
Causes damage to natural environment	.82		
Disrupts residents' peace and tranquility	.59		
Produces a lot of rubbish	†		
<i>Ethical issues</i> ( $\alpha = .73$ )		1.32	
Brings about the decline of morality in this community	.88		
Decreases mutual trust among community residents	.75		
Causes the problem of over-exploitation of our community resources (e.g. time, finance resources)	.68		
<i>Social problems</i> ( $\alpha = .70$ )		1.01	
Increases in prices and services	.60		
Attracts more investment	.84		
Increases crime rate	.73		
<b>Perceived benefit scale</b> (16 items, $\alpha = .85$ ) <sup>a</sup> is multidimensional: five factors were extracted.			61.63%
<i>Cultural preservation</i> ( $\alpha = .70$ )		1.43	
Increases local interest in the region's culture and history	.79		
Helps pass the customs and traditions to young people	.82		
Encourages development of a variety of cultural activities by the local residents	.53		
Provides an incentive for the restoration of historical buildings	†		
<i>Economic benefits</i> ( $\alpha = .70$ )		4.9	
Increases business opportunities	.75		
Increases pride of local residents in our community	.67		
Attracts more spending in our community's economy	.63		
Attracts more investment	.58		
<i>Social benefits</i> ( $\alpha = .68$ )		1.15	
Local businesses benefit most from this festival	.79		
This festival increases job opportunities	.79		
This festival helps preserve the local culture	.47		
This festival increases local people's standard of living	†		

(continued)

Table 1. (Continued)

Scale items (reliability alpha)	Factor loadings	Eigenvalue	% of variance explained
<i>Community cohesiveness</i> ( $\alpha = .68$ )			
Brings the community closer together	.80	1.07	
Fosters a sense of community (e.g. belonging)	.75		
Cultivates residents' civilized behaviors (e.g. no littering)	.63		
<i>Cultural exchange</i> ( $\alpha = .65$ )			
Enhances community image to outsiders	.72	1.31	
Helps foster relationships between residents and visitors	.68		
Gives our community a chance to show the world what we are capable of doing	.71		
<b>Affective impact scale</b> (3 items, $\alpha = .72$ ) is unidimensional			
Unpleasant ... pleasant <sup>b</sup>	.87	1.94	64.50%
Gloomy ... exciting <sup>c</sup>	.83		
Sleepy ... arousing <sup>d</sup>	.51		
Distressing ... relaxing <sup>e</sup>	†		
<b>Overall festival performance scale</b> (3 items, $\alpha = .71$ ) <sup>a</sup> is unidimensional			
Has always been held successfully, thus far	.81	1.90	63.36%
Performs the best, in comparison to other festivals of a similar kind.	.79		
Has performed better than what I have expected.	.79		
<b>Overall festival satisfaction scale</b> <sup>f</sup> (1 item)			
All things considered, I am _____ with this festival.	NA	NA	NA
<b>Support for future festival scale</b> (4 items, $\alpha = .78$ ) <sup>g</sup> is unidimensional			
Offers information services for festival visitors such as maps and guidebooks	.79	2.39	59.94%
Promotion of the area as a festival destination such as television advertising or brochures	.79		
Development of visitors' services and facilities such as hotels, restaurants for this festival	.77		
Attraction of more festival visitors/tourists	.75		

Note: (1) EFA with varimax rotation was performed in SPSS 17.0. (2)  $N = 353$  observations. (3) NA = not applicable. (4) † indicates a deleted item due to item purification. (5)  $\alpha$  = reliability alpha. (6) The measurement items from existing works are adapted to guide respondents to think about a given festival scenario. (7) <sup>a</sup>1 = strongly disagree, 5 = strongly agree; <sup>b</sup>1 = very unpleasant, 5 = very pleasant; <sup>c</sup>1 = very gloomy, 5 = very exciting; <sup>d</sup>1 = very sleepy, 5 = very arousing; <sup>e</sup>1 = very distressing, 5 = very relaxing; <sup>f</sup>1 = strongly dissatisfied, 7 = strongly satisfied; <sup>g</sup>1 = strongly oppose, 7 = strongly support.

exploratory factor analyses (EFA). Specifically, a measurement item is considered as offending or trivial, and thus is deleted, when its item-to-total correlation is smaller than .35 (Churchill, 1979), or its factor loadings are problematic, such as through low loading and/or cross loading (Hair, Black, Babin, Anderson, & Tatham, 2010). Using this approach, no item was deleted from the item pools prepared for the following three constructs: support for future festivals, festival satisfaction, and festival performance. However, a total of four offending items (indicated by “†” in Table 1) were ruled out from the item pools of the rest of the three constructs, including affective image, perceived benefits, and perceived costs.

### *Developing the measurement models*

Three measurement models were developed for this study. Whereas models 1.1 and 2.1 have three constructs (perceived costs, benefits, and support for future festivals) and two constructs (affective impact and support for future festivals), respectively, model 3.1 includes all the six constructs as per Figure 1. The overall measurement model (model 3.1) is seen to have one manifested construct (i.e. festival satisfaction) and five latent variables, including support for future festivals, festival performance, and the three festival impact dimensions. Among the five latent constructs shown in Figure 1, three constructs (i.e. affective impact, festival performance, and support for future festivals) directly use their corresponding measurement items presented in Table 1 as their manifested variables. However, the other two latent constructs – perceived costs and perceived benefits – alternatively use summated scales as their manifested variables (detailed next).

As shown in Table 2, a total of three summated and averaged scales – environmental pollution, ethical issues, and social problems – were created for the subsequent analysis of perceived costs, with higher scores indicating higher levels of perceived costs. There has been considerable precedent (e.g. Ward & Berno, 2011) for creating summated scales, a strategy known to reduce measurement errors (Hair et al., 2010). Furthermore, these three summated and manifested variables are unidimensional. Just like perceived costs, perceived benefits is also used as a latent variable, and its corresponding five aggregated variables – cultural preservation, economic benefits, social benefits, community cohesiveness, and cultural exchange – are treated as manifested variables, which are also unidimensional.

### *Model-fit analysis and measurement invariance*

According to Hair et al. (2010), the extent to which a measurement or structural model fits given data could be jointly measured by statistical indices such as  $\chi^2/df$ , RMSEA (root mean square error of approximation), GFI (goodness-of-fit), AGFI (adjusted goodness-of-fit), RMR (root mean square residual), CFI (comparative fit index), and IFI (incremental fit index). We, therefore, examined the fit indices of the three measurement models using the overall sample of 353 observations with 10,000 bootstraps. According to Nevitt and Hancock (2001), the bootstrap method involves a strategy of bootstrapping resampling, which is known as “establishing an empirical sampling distribution associated with a statistic of interest by repeatedly sampling from the original ‘parent’ sample data” (p. 355). Specifically, the maximum likelihood bootstrapping technique was used because the data with 353 observations are multivariate non-normal (multivariate kurtosis = 78.273,  $t = 26.03$ ). The foregoing bootstraps were generated as per Preacher and Hayes (2008) using the AMOS

Table 2. Standardized factor loadings in the measurement models.

Latent and/or manifested variables	Model 1.1		Model 2.1		Model 3.1	
	Standardized loadings	SE	Standardized loadings	SE	Standardized loadings	SE
Perceived costs						
Environmental pollution	.77	.058	–	–	.77	.065
Ethical issues	.55	.060	–	–	.55	.064
Social problems	.67	.060	–	–	.67	.061
Perceived benefits						
Cultural preservation	.60	.057	–	–	.60	.057
Economic benefits	.62	.056	–	–	.63	.054
Social benefits	.67	.048	–	–	.64	.049
Community cohesiveness	.63	.047	–	–	.64	.045
Cultural exchange	.66	.054	–	–	.66	.052
Affective impact						
Unpleasant...pleasant	–	–	.87	.065	.83	.053
Gloomy...exciting	–	–	.71	.047	.74	.040
Sleepy...arousing	–	–	.50	.057	.51	.056
Overall festival performance						
Has always been held successfully thus far	–	–	–	–	.73	.047
Performs the best in comparison to other festivals of a similar kind.	–	–	–	–	.64	.048
Has performed better than what I have expected.	–	–	–	–	.65	.065
Overall festival satisfaction	–	–	–	–	NA	NA
Support for future festivals						
Offers of information services for festival visitors such as maps and guidebooks	.70	.061	.72	.055	.70	.063
Promotion of the area as a festival destination such as television advertising or brochures	.72	.052	.70	.051	.71	.056
Development of visitors' services and facilities such as hotels, restaurants for this festival	.66	.064	.68	.058	.66	.062
Attraction of more festival visitors/tourists	.67	.052	.64	.053	.68	.053

Note: (1)  $N = 353$  with 10,000 bootstraps. (2) “–” indicates the measurement item that is not included in the corresponding measurement model. (3) SE = standard error. (4) NA = not applicable. (5) Sources of the measurement items are detailed in Table 1. (6) Model fit indices of the three measurement models are detailed in Table 4. (7) Model 1.1 comprises two antecedent variables including perceived costs, benefits, and one consequence variable of future support. (8) Model 2.1 has one antecedent variable of affective impact, and one consequence variable of future support. (9) Model 3.1 (i.e. the overall measurement model of this study) comprises three antecedent variables (perceived costs, benefits, affective impact), one consequence variable (future support), and two mediators (overall festival performance and satisfaction).

package. It should be noted that the maximum likelihood bootstrapping method was used in all other measurement and structural models illustrated in Table 4.

Table 4 includes all the fit indices for all of the three measurement models, which were tested using CFA (confirmatory factor analysis) fit indices. It should be noted that  $\chi^2/df$ , rather than  $\chi^2_{(df)}$  with its  $p$  value, is used as the first fit index because the latter is very sensitive to sample size (Hair et al., 2010). As such,  $\chi^2/df$  is alternatively used as a fit index whose threshold level is suggested, as per Hair et al. (2010), to be 3 or less. In addition, a threshold value of .90 was used for GFI, CFI, and IFI, respectively (Hair et al., 2010), .80 for AGFI (MacCallum & Hong, 1997), and .10 for RMR (Dekeyser, Raes, Leijssen, Leysen, & Dewulf, 2008), and .07 for RMSEA (Hair et al., 2010). Based on the foregoing threshold levels and criteria, all of the three measurement models (models 1.1, 2.1, and 3.1) exhibit acceptable levels of fit indices.

In addition, the overall measurement model's factorial structure was cross-validated by using two randomly assigned split-half samples (176 and 177 observations). The results indicate that the incremental chi-square difference between the non-restricted measurement model and the full metric invariance model is not significant:  $\Delta\chi^2_{[13]} = 20.32, p = .91$ . As per Hair et al. (2010), it could be stated that these two models exhibit full metric invariance and configural invariance.

### *The construct's reliability and validity*

Table 3 summarizes the values for the composite alpha, reliability alpha, average variance extracted (AVE), and squared correlations. The five latent constructs are reliable because their alpha values are all greater than .70, a threshold level suggested by Nunnally and Bernstein (1994). The convergent and discriminant validity were used to assess the construct validity. Netemeyer, Bearden, and Sharma (2003) suggest that a newly integrative scale should have an AVE value of .45 or higher, although Hair et al. (2010) state that an AVE value for a given measurement scale should be .50 or higher. Due to the fact that a majority of the measurement items used in this study are newly used in the festival context and they are adapted from various sources, the measurement scales in this study are essentially exploratory. Given this, the perceived benefit scale, as per Netemeyer et al. (2003), is seen to be close to the threshold of demonstrating convergent validity. The rest of the four measurement scales – perceived costs, affective impact, festival performance and satisfaction, and support for future festivals – have reasonably exhibited their convergent validity. Finally, as shown in Table 3, the five measurement scales exhibit their discriminant validity given that the AVE value for each construct was higher than the squared correlations between the construct and other constructs in the overall measurement model.

## **Results**

### *Respondents' characteristics*

Approximately 50% of the 353 respondents were male and the rest were female. The majority of the respondents ( $n = 253, 71.7\%$ ) were employed or self-employed, while the rest were either retired ( $n = 8, 2.27\%$ ), unemployed ( $n = 13, 3.68\%$ ), or in full-time education ( $n = 79, 22.38\%$ ). In terms of monthly income, 53.20% of the respondents were in the “USD 160.28–480.36” category (CNY 100 = USD 16.012), followed by 24.1% in the “USD 480.52 and above” category, and 22.7% in the “USD 160.12 and below” category. In terms of educational level, more than half of the participants ( $n = 213, 60.34\%$ ) had a four-year university degree or higher qualification, 24.93% of them ( $n = 88$ ) had a

Table 3. Mean, standard deviation, alpha, AVE, and correlations.

Constructs	M	SD	Composite alpha	Reliability alpha	AVE	1	2	3	4	5	6
1. Perceived benefits	3.78	.51	.87	.77	.40	—	.000	.157	.148	.091	.125
2. Perceived costs	2.94	.66	.77	.71	.45	.004	—	.007	.030	.037	.054
3. Affective impact	3.78	.70	.79	.72	.50	.396**	-.085	—	.128	.056	.090
4. Festival performance	3.36	.63	.80	.71	.46	.385**	-.174*	.358**	—	.094	.158
5. Festival satisfaction	5.02	.99	NA	NA	NA	.301**	-.193**	.236**	.306**	—	.125
6. Support for future festivals	5.33	.89	.73	.78	.47	.354**	-.232**	.300**	.398**	.354**	—

Note: (1)  $p < .05$ , \*\*  $p < .01$ . (2) 353 parent observations with 10,000 bootstraps. (3) Correlation values are below the diagonal (—), while squared correlation values are above the diagonal. (4) NA = not applicable. (5) The values are obtained from the overall measurement model (i.e. model 3.1 in Table 4).

Table 4. Measurement and structural model fit indices.

Models	$\chi^2$	df	p	$\chi^2/df$	RMSEA	GFI	AGFI	RMR	CFI	IFI
Direct effects only										
1.1. Measurement model of perceived benefits and costs on future support	119.478	51	.000	2.34	.062	.946	.917	.043	.933	.934
1.2. Structural model of perceived benefits and costs on future support	119.478	51	.000	2.34	.062	.946	.917	.043	.933	.934
2.1. Measurement model of affect impact on future support	24.331	13	.028	1.87	.050	.981	.958	.034	.982	.982
2.2. Structural model of affect impact on future support	24.331	13	.028	1.87	.050	.981	.958	.034	.982	.982
Both direct and indirect effects										
3.1. Overall measurement model	312.642	138	.000	2.23	.059	.916	.884	.041	.902	.903
3.2. Overall structural model	312.642	138	.000	2.23	.059	.916	.884	.041	.902	.903

Note: (1) 353 parent observations with 10,000 bootstraps. (2) Models 1.1 and 1.2 have two antecedent variables (perceived benefits, perceived costs), and one outcome variable (support for future festivals). (3) Models 2.1 and 2.2 have one antecedent variable (affective impact) and one outcome variable (support for future festivals). (4) The six constructs in models 3.1 and 3.2 are depicted in Figure 1; they are perceived benefits, costs, affective impact, festival performance, satisfaction, and support for future festivals. (5) All the models are tested using AMOS 17.0 software.

three-year college education or below, and 14.16% of them ( $n = 50$ ) had senior middle school education or below. The age distribution of the sample was as follows: 18–25 ( $n = 173$ , 49.01%), 26–34 ( $n = 104$ , 29.46%), 35–44 ( $n = 49$ , 13.88%), 45–54 ( $n = 15$ , 4.25%), 55–64 ( $n = 4$ , 1.13%), 65 and above ( $n = 3$ , 0.85%), unknown ( $n = 5$ , 1.42%).

### ***The direct and indirect effects***

The fit indices of the overall structural model are shown in Table 4, model 3.2 (the overall structural model) which exhibit the same acceptable levels (discussed in the section *Model-fit analysis and measurement invariance*) as that of the overall measurement model (model 3.1). The overall structural model (model 3.2) explains 27.7%, 22.3%, and 14% of the variance in support for future festivals, festival performance, and festival satisfaction, respectively. This enables us to proceed to hypothesis testing, with the results summarized in Table 5.

Specifically, the findings suggest that the relationship between affective impact and satisfaction (path 6) is not significant ( $\beta = .120$ ,  $p = .066$ ). Conversely, all the other seven paths turn out to be significant (e.g. path 1,  $\beta = -.155$ ,  $p = .037$ ). These results would suggest that except for H6, all other direct-effect hypotheses, including H1–H5, H7, and H8, have received empirical support in this study.

Tables 5 and 6 collectively present the results of the hypotheses tests on the indirect effects. Specifically, two steps were taken for mediation hypothesis testing. In the first step, two structural models without mediators (i.e. models 1.2 and 2.2) were developed and they both exhibit acceptable levels of fit indices (Table 4). In particular, support for future festivals has been found to be directly predicted by the corresponding festival impact dimensions, namely, perceived benefits ( $\beta = .352$ ,  $p = .000$ ), perceived costs ( $\beta = -.234$ ,  $p = .003$ ), and affective impact ( $\beta = .303$ ,  $p = .000$ ).

In the second step, the overall structural model (model 3.2) is developed which differs from each of the foregoing two structural models in that the overall structural model additionally has the two proposed mediators. This has changed the structural associations from having only direct causal linkage(s) (in models 1.2, 2.2) to having both direct and indirect causal linkages (in model 3.2). As a result, all the three collective and indirect causal paths are statistically significant, which include: (1) perceived costs on support for future festivals (the consequence) collectively via the two mediators ( $\beta = -.066$ ,  $p = .003$ ), (2) perceived benefits on the same consequence variable collectively via the mediators ( $\beta = .109$ ,  $p = .001$ ), and (3) affective impact on the same consequence variable collectively via the mediators ( $\beta = .070$ ,  $p = .007$ ).

Notably, in the new structural model, the direct effect of perceived benefits on support for future festivals has disappeared, that is, its  $\beta$  value has changed from .352 to .179, and its  $p$  value from .000 to .084. Likewise, the direct effect of affective impact on support for future festivals has disappeared, namely, its  $\beta$  value has changed from .303 to .097, and its  $p$  value from .000 to .306. Similarly, the direct effect of perceived costs on support for future festivals has reduced in magnitude. Specifically, its  $\beta$  value has changed from  $-.234$  to  $-.152$  and its  $p$  value from .003 to .045. Based on the above, H9–H11, which involve collective meditation of festival performance and satisfaction, have been empirically supported in this study.

In the overall structural model of multiple mediation, festival performance individually mediates the relationship between perceived benefits and support for future festivals ( $\beta = .062$ ,  $p = .035$ ), but not the relationship between perceived costs and support for future festivals ( $\beta = -.033$ ,  $p = .098$ ), or the one between affective impact and support

Table 5. Direct, indirect, and total effects in the overall structural model (model 3.2).

Paths/hypotheses	Direct effect			Indirect effect						Total effect		
	Estimate	SE	p	Via performance and satisfaction		Via performance		Via satisfaction		Estimate	SE	p
				Estimate	SE	Estimate	SE	Estimate	SE			
P1 (H1). Costs and performance	-.155	.075	.037	.000	.000	.000	.000	.000	.000	-.155	.075	.037
P2 (H2). Costs and satisfaction	-.184	.058	.003	.000	.000	.000	.000	.000	.000	-.184	.058	.003
P3 (H3). Benefits and performance	.296	.101	.012	.000	.000	.000	.000	.000	.000	.296	.101	.012
P4 (H4). Benefits and satisfaction	.254	.064	.000	.000	.000	.000	.000	.000	.000	.254	.064	.000
P5 (H5). Affect and performance	.228	.098	.026	.000	.000	.000	.000	.000	.000	.228	.098	.026
P6 (H6). Affect and satisfaction	.120	.069	.066	.000	.000	.000	.000	.000	.000	.120	.069	.066
P7 (H7). Performance and support	.211	.104	.043	.000	.000	.000	.000	.000	.000	.211	.104	.043
P8 (H8). Satisfaction and support	.183	.079	.021	.000	.000	.000	.000	.000	.000	.183	.079	.021
9. Costs and support	-.152	.072	.045	-.066 <sup>a</sup>	.028	-.033 <sup>d</sup>	.030	.098	-.034 <sup>e</sup>	-.219	.072	.003
10. Benefits and support	.179	.102	.084	.109 <sup>b</sup>	.039	.062 <sup>f</sup>	.046	.035	.046 <sup>g</sup>	.288	.097	.005
11. Affect and support	.097	.94	.306	.070 <sup>c</sup>	.032	.048 <sup>h</sup>	.026	.056	.022 <sup>i</sup>	0.167	.097	.085

Note: 353 parent observations with 10,000 bootstraps. The estimates are standardized beta values. *P*-value is a value of two-tailed and biased corrected significance value. SE = standard error. P1 = path 1, H1 = hypothesis 1, for instance. <sup>a</sup>P9 (H9), <sup>b</sup>P10 (H10), <sup>c</sup>P11 (H11), <sup>d</sup>P12 (H12), <sup>e</sup>P13 (H13), <sup>f</sup>P14 (H14), <sup>g</sup>P15 (H15), <sup>h</sup>P16 (H16), <sup>i</sup>P17 (H17).

for future festivals ( $\beta = .048, p = .056$ ). In the same model, festival satisfaction is seen to individually mediate all three relationships, that is, support for festivals and each of the festival impact dimensions, including perceived costs ( $\beta = -.034, p = .034$ ), benefits ( $\beta = .046, p = .019$ ), and affect ( $\beta = .022, p = .011$ ). These findings suggest that, among the six hypotheses on individual mediation, two (H12, H16) have been rejected, but the other four (H14, H13, H15, H17) have been accepted.

## Discussion

### *The direct causal linkages in the integrative model*

Among the eight hypothesized direct causal linkages depicted in [Figure 1](#), six paths as well as their hypotheses (H1–H6) have not been documented in the literature thus far. The other two hypothesized direct linkages (i.e. H7 and H8) support Baker and Crompton's (2000) findings. Contrary to our expectation, affective impact does not directly predict festival satisfaction, although they are significantly correlated to each other ([Table 3](#)). A possible reason is that there are competing influences of the three festival impact dimensions on the same festival satisfaction. As such, affective impact has given way to the other two competing influences. Notably, findings regarding these competing direct influences have been essentially exploratory. Given this fact, future studies are warranted to test the foregoing direct causal hypotheses again.

### *From direct effects only to both direct and indirect effects*

In the absence of festival performance and satisfaction, support for future festivals is directly influenced by each of the three festival impacts, comprising perceived costs, benefits, and affective impact (noted earlier). Overall, these findings are consistent with SET and ATSE theories, thereby justifying their relevance. Furthermore, findings regarding the relationship between support for festival development and perceived festival benefits and costs are consistent with the results obtained in a majority of festival, event, and tourism impact studies reviewed by Deery et al. (2012). Findings regarding affective impact and resident support for festival development actually provide the first-ever empirical evidence to support ATSE, a theory that has long been neglected in the tourism impact studies.

From the perspective of SET or ATSE (and in the absence of festival performance and satisfaction), the foregoing three direct causal linkages between festival impacts and resident support for festival development are supported in our empirical samples. However, from the perspective of the integrative approach that embraces elements of TRA, SET, and ATSE, the same three direct effects either disappear or reduce in magnitude owing to the inclusion of a new set of putative indicators in this study, that is, festival performance and satisfaction. In this new environment, SET loses its power in explaining, for instance, the insignificant relationship between perceived benefits and support for festival development.

In contrast, the insignificance of the direct relationship is quite reasonable through the lens of the integrative approach as this suggests that the direct relationship is very much likely to be fully mediated by a set of putative mediators given the insignificance of the direct relationship. In fact, this supposition has been supported in our empirical data in that, for instance, the relationship between perceived benefits and support for future festivals is both collectively mediated by festival performance and satisfaction (H10), and individually mediated by performance (H14) and satisfaction (H15), respectively. These findings regarding collective and individual mediation (shown in [Table 5](#)) reveal that the relationships between the festival impact dimensions and support for future festivals are

Table 6. Direct effects in structural models 1.2 and 2.2.

Paths	Direct effect			Remark
	Estimate	SE	<i>p</i>	
P18. Perceived costs and future support	-.234	.074	.003	Values from model 1.2
P19. Perceived benefits and future support	.352	.081	.000	Values from model 1.2
P20. Affect impact and future support	.303	.078	.000	Values from model 2.2

not so straightforward; rather they are essentially indirect to a certain degree. Therefore, the integrative approach that involves both direct and indirect effects actually helps reconcile the seemingly mixed findings in the literature on tourism impacts.

#### ***From cognitive impacts to both cognitive and affective impacts***

For the first time, this study has examined affective festival impact in conjunction with two other classical cognitive festival impact dimensions. Furthermore, affective impact is found to influence support for festival development directly in the absence of the two mediators. But this direct effect disappears after controlling for the two mediators, although the indirect effect through the two mediators is otherwise significant (shown in Tables 5 and 6). Therefore, it could be stated that affective festival impact has significant influences on resident support intention collectively through the proposed two putative mediators. This suggests that SET and ATSE should be jointly used to guide empirical efforts that focus on tourism impact.

Finally, Bramwell, and Lane (2008) argue that sustainable communities as well as their festivals are those where questions of cognitive impacts, including social and cultural needs, economic development, and environment protection, are all taken into consideration. We could go one step further by stating that sustainable festival tourism should also take into consideration affective festival impact, in addition to the cognitive festival impact. This is because both cognitive and affective impacts have been found in this study to substantially influence resident support for festival development collectively through festival performance and satisfaction.

#### ***From simple mediation to multiple mediation***

In the literature, only a few studies (e.g. Chen & Raab, 2012; Prayag et al., 2013) document the mediating role of global attitude in the relationship between cognitive impacts and resident support for future event or tourism development. In this vein, this study extends the literature substantially by exploring the multiple mediation roles of festival performance and satisfaction in transmitting the effects of the three festival impacts to support for festival development. As expected, the multiple mediation effects are statistically significant for all the proposed three indirect hypotheses (H9–H11). The exploratory findings regarding multiple mediation are regarded as very rare and valuable, given the fact that simple mediation has many disadvantages as compared to multiple mediation (Preacher & Hayes, 2008).

#### ***Overall theoretical implication of the integrative model***

Based on the above, an important theoretical implication could be drawn from the findings, namely, that in studying tourism impacts, it is imperative to adopt more than one

theoretical perspective. The integrative approach enables researchers, as per Nunkoo and Smith (2013), “to provide a broader and deeper analysis of findings, prevent premature acceptance of plausible explanations, increase confidence in developing concepts or constructs in theory development, and reduce potential biases in and improve credibility of research findings” (p. 130).

### *Practical implications*

One major practical implication of this study is that the new mediation model enables practitioners to have a more comprehensive understanding of festival impact, which in turn may help prevent festival managers and marketers from pursuing resident support in a piecemeal fashion. Without knowing and understanding the salient factors affecting resident support, the likelihood of community backlash against tourists and festival development cannot be reduced or minimized. The other is that the validated measurement scales could serve as diagnostic tools in shaping and developing residents’ positive perceptions of festival impacts, favorable attitudes toward festival development, as well as their support for festival development. For example, the poorly rated scores for overall festival performance could pinpoint the problem area of festival practices. In fact, resident-rated festival performance could be enhanced so long as their realistic expectations of festivals have been developed, and that the objectives of overall festival performance have been both achieved and well communicated to the public. In other words, the extent to which residents rate the festival performance favorably or unfavorably is largely within the control of festival marketers, managers, and administrators, although this kind of evaluation has its subjective elements.

### *Limitations and future studies*

A limitation of this study is that our data are cross-sectionally designed, which might lead to common method variance and inflation bias. While these problems cannot be completely ruled out, several coping strategies (e.g. assuring protection of respondent anonymity) and the use of multiple items to measure most of the theoretical constructs in our integrative model, have reasonably lessened them. One more limitation involves convergent validity of some constructs used in this study. In particular, the AVE value of perceived benefits is only close to the threshold level. However, this limitation is mitigated for a number of reasons.

First, this construct and the other four constructs included in Figure 1 all exhibit acceptable levels of discriminant validity. Perceived benefits possess satisfactory predictive validity because this construct both directly predicts festival performance and satisfaction, respectively, and indirectly predicts support for future festival. Second, perceived benefits have been measured by as many as 16 items that are distributed among five positive impact dimensions (shown in Table 1). Future studies could further develop a new integrative measurement scale of festival impacts with better psychometric properties. Furthermore, unlike a majority of other festival studies that have focused on a single festival, this study has looked at eight festivals. To a certain degree, this helps in enhancing the generalizability of our findings and therefore assists decision-makers to have a relatively more complete view of community-based festival tourism.

### **Conclusion**

On the basis of, but not limited to, SET, ATSE, TRA, among other conceptual and empirical studies, we have successfully proposed and validated a new multiple mediation

model, in which resident support for future festival development is a function of causal antecedents (perceived festival benefits and costs as well as affective festival impact) and mediators (resident-reported festival satisfaction and performance). In the absence of the two mediators, theories including SET and ATSE can well explain the direct causal influences of festival impacts on support for future festivals. But in the presence of the two mediators, SET and ATSE can no longer explain the insignificant or reduced effects of the same three festival impacts on the same support variable. Instead, the integrative approach comprising TRA, SET, and ATSE can well explain the foregoing reduced or insignificant causal relationships for a notable reason, that is, our integrative model underscores both direct and indirect effects among the proposed theoretical constructs. This indicates that future tourism impact studies in general and festival impact in particular should be underpinned by integrative theories, including TRA, SET, and ATSE, rather than solely by SET. Moreover, festival tourism impacts should not be narrowly focused on cognitive impacts (e.g. perceived benefits and costs); rather, they should be extended to include both cognitive and affective impacts. Generally, the integrative model of multiple mediation has initially demonstrated its explanatory power on the phenomenon of social exchanges, because 14 out of 17 hypotheses developed in this study have been empirically supported. Given the exploratory nature of our integrative model, future studies both with more divergent samples and with longitudinal data could replicate, validate, and extend the multiple mediation model proposed and validated in this study.

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### Notes on contributors

Dr Zibin Song is an associate professor at the Tourism School of Hainan University, Haikou, Hainan, PR China. His research interests include the behavior of tourists, community residents, and organizational employees. Thus far, he has published research papers in *Annals of Tourism Research*, *International Journal of Hospitality Management*, *Journal of Hospitality & Tourism Research*, *Journal of Travel & Tourism Marketing*, among others.

Lijuan Xing is a master's degree candidate at Tourism Management Department, School of Economics and Commerce, South China University of Technology, Guangzhou, PR China.

Dr Prakash K. Chathoth is an associate professor in the Department of Marketing and Information Systems, School of Business Administration, American University of Sharjah, Sharjah, United Arab Emirates. He has research interests in strategic and service management in the context of the hospitality and tourism industry. His research papers have appeared in *Annals of Tourism Research*, *Tourism Management*, *International Journal of Hospitality Management*, *Journal of Travel & Tourism Marketing*, among others.

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