

What is the role of tolerance in tourism development?

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Abstract

The social exchange theory (SET) does not sufficiently explain residents' attitude towards tourism development, especially regarding the acceptance of tourism's negative impacts. Few research has shed light on the tolerance concept despite its potentials. This paper investigates the tolerance concept toward tourism development, especially in an Islamic country where inhabitants pay great attention to tourists' attitudes and lifestyles. Our conclusions confirm the relationship between the perceived tourism impacts (cost and benefits) on a destination and the use of the resident's tolerance concept. Since tourism activities sometimes conflict with residents' culture, values, norms, morals, and religion, tolerance is a mediator between perceived tourism impacts (cost and benefits) and intentions to support tourism development.

Keywords: Tourism development; resident's attitude, perceived tourism impact; tolerance.

Résumé

La théorie de l'échange social (SET) n'explique pas suffisamment l'attitude des résidents envers le développement du tourisme, particulièrement en ce qui concerne leur acceptation des impacts négatifs du tourisme. Peu de recherches ont fait la lumière sur le concept de tolérance malgré ses potentiels. Dans ce travail, nous étudions le concept de tolérance envers le développement du tourisme, notamment dans un pays islamique où les habitants sont très attentifs à l'attitude et au mode de vie des touristes. Nos conclusions confirment la relation entre les impacts touristiques perçus (coûts et bénéfices) sur une destination et l'utilisation du concept de tolérance du résident. Etant donné que les activités touristiques entrent parfois en conflit avec la culture, les valeurs, les normes, la morale et la religion des résidents, la tolérance est un médiateur entre les impacts perçus du tourisme (coûts et avantages) et les intentions de soutenir le développement touristique.

Mots de passe : Développement du tourisme, attitude du résident, impact perçu du tourisme, tolérance.

1. Introduction

Tourism development has been accelerated fast and has become an economical alternative source after oil reduction, especially in countries based on oil and gas. Oman's government intends to improve residents' quality of life by developing the tourism sector, facilitating visas for tourists, and attracting them to visit Oman to enhance the economy based on Omani vision 2040 (Ministry of Tourism, 2016). However, residents with an Islamic background and less contact with tourists may be concerned about social orders and other negative impacts in the host community (Yan et al., 2018). All researchers have assured that tourism is associated with positive and negative impacts (Sharpley, 2014; Rasoolimanesh et al., 2015). Sharpley (2014) asserts that economic impacts and financial benefits are crucial for residents in destinations. On the other hand, all scholars confirm that resident satisfaction is essential for tourism sustainability (Nunkoo & Ramkissoon, 2010; Brown-Roomies, 2018; Qin et al., 2021). Furthermore, improving infrastructure and facilities is essential for residents' quality of life (Yu et al., 2017). However, there are many costs associated with tourism development (e.g., pollution, disease, crime, alcohol, etc.), and they affect residents' decision to be involved or support tourism development in their destination (Nunkoo & Gursoy, 2012; Rasoolimanesh et al., 2017; Yan et al., 2018; Qin et al., 2021).

Social Exchange Theory is one of the most used theories in tourism development, as developed by Ap (1992). This conceptual framework can explain the residents' attitude and behavior toward tourism development, looking at how and when they agree or refuse to exchange in a process contingent on perceived personal benefits and cost of tourism development (Qin et al., 2021; Styliadis et al., 2014). Many findings confirm the validity of SET theory to explain the resident's attitude (Styliadis et al., 2014; Rasoolimanesh et al., 2015; Rasoolimanesh & Jaafar, 2016; Qin et al., 2021). Actually, positive impacts of tourism (economics, socio-cultural and environmental) increase the level of supporting tourism development, whereas negative effects of tourism influence the lack of residents' support toward tourism. Previous studies confirm a significant direct positive/negative correlation between perceived tourism impacts (benefits and cost) and support tourism development (Gannon et al., 2021; Nunkoo, 2016; Rasoolimanesh et al., 2015; Rasoolimanesh & Jaafar, 2016).

However, there are contrary results that affect the validation of SET. Other research showed findings of negative impacts insignificantly of on support tourism development intentions (Andereck et al., 2005; Andereck & Vogt, 2000).

Because of this partial questioning of the validity of the SET theory to explain residents' attitudes and the link between perceived negative impact and support tourism development, other determinants have been used intensely to describe resident's opinions such as community attachment, community identity, the density of tourism, economic dependence on tourism, residents' homes distance from tourism centers, gender, education, native-born and length of residence (Sharpley, 2014; Alrwajfah et al., 2019; Lee & Jan, 2019). Furthermore, Qin et al. (2021) suggested prioritizing alternative theories such as machine theory, emotional solidarity, identity theory, self-theory, Index irritation theory, etc.

However, environmental and socio-cultural impacts and health impacts since 2020 are still the primary and sensitive concerns on residents' opinions (Brown-Roomies, 2018). Furthermore, Doxy's irritation model is the relevant concept to represent residents' responses due to stages of tourism development. Considering that investigating tolerance levels among local communities is crucial and achieving tourism sustainability in destination (Yan et al., 2018) and that more negative impacts have been associated with the increased numbers of tourists and projects (Iranu, 2004), the Doxy's irritation model suggests that residents are more likely to antagonize tourists and tourism in the last stage (Brida et al., 2014; Iranu, 2004). Some other explanations are that local communities can be antagonistic to tourists and tourism based on the type of tourism activities and tourists' lifestyles. In fact, not halal tourism activities or products are against their religion, culture, and values, which locals reject. Halal tourism, a new concept in the tourism industry (Vargas-Sánchez et al., 2014; Vargas-Sánchez & Moral-Moral, 2020), means tourism activities should meet the Islam principles and regulations. Therefore, studying tolerance and acceptance among locals is essential in tourism development in destinations to better understand residents' attitudes (Armenski et al., 2011; Qin et al., 2021). So, this study intends to use the tolerance construct as a mediator between perceived tourism impacts (positive and negative) and the support tourism development. This paper will contribute to understanding the tolerance level of residents in Muslim destinations and its effects on residents' level of support towards tourism.

The rest of the paper is organized as follows. Section 2 analyses the relationship between tourism development and resident's perception. Section 3 develops and analyses the conceptual model of tourism tolerance. Finally, in Section 4, we give some concluding remarks and future research directions.

2. Tourism development and resident's perception

2.1. Tourism development

Tourism is growing fast and rapidly and has become one of the critical alternative economies in different developing countries. The uniqueness of the tourism industry, the importance of local and perceived tourism development, and tourists are vital for some destinations (Thyne et al., 2018) where it is essential to promote tourism sustainability in destinations (Nunkoo & Ramkissoon, 2010; Meimand et al., 2017). Even tourism development leads to local satisfaction and happiness (Sharply, 2014), previous studies have asserted that tourism development impacts host communities through associated benefits and cost impacts (Rasoolimanesh et al., 2015; Basendwah, 2018; Gursoy et al., 2019). Moreover, these residents' and locals' perceptions of tourism impacts lead to different levels of support toward tourism development (Rasoolimanesh et al., 2017), which *in fine* contributes to the sustainability and durability of tourism development in these destinations (Hasani et al., 2016; Meimand et al., 2017).

Tourism influences either positively or negatively the lives of locals and residents in economic, socio-cultural, environmental, and health ways (Brankov et al., 2019; Rasoolimanesh et al., 2015). Besides the aforementioned, tourism provides spaces for guests-tourists interactions in the destination. These interactions imply that locals deal with and accept tourists, cultural differences, tourism activities, and tourist goals (Zaidan & Kovacs, 2017). Sometimes, cultural variations are so significant that they affect locals' acceptance of tourism. Since tourism is necessary to some destinations, understanding the resident's perception of tourism impacts and tolerance becomes inevitable in tourism sustainability.

2.2. Perceived benefits and perceived cost of tourism impacts

Previous studies widely investigated residents' perception and how they perceive tourism impacts in two dimensions: positive or negative (Qi et al., 2016; Qin et al., 2021). Perceived benefits and costs are essential for locals' decision to support tourism development. Many

studies have assessed residents' perception and support of tourism development using the social exchange theory (SET). The SET framework explains the residents' attitude and behavior toward tourism development that residents agree or refuse to exchange in process contingent by perceived personal benefits and cost from tourism development based on the three dimensions of economic impacts, socio-cultural impacts, and environmental impacts (Sharpley, 2014; Stylidis et al., 2014; Qi et al., 2016; Qin et al., 2021). However, there are contrary results that affect the validation of SET, i.e., some findings confirmed perceived negative impacts insignificantly influenced support tourism development (Andereck et al., 2005; Gursoy & Kendall, 2006; Vargas-Sánchez et al., 2011; Jani, 2018; Qi et al., 2021; Qin et al., 2021). Another critic is argued on the fact that SET has considered the residents as a homogeneous group with a personal interest in tourism development regardless of the collective interest (Qi et al., 2016; Qin et al., 2021; Weaver & Lawton, 2013). Because of these limitations, further researchers have examined different theories and variables to understand better local attitudes from different perspectives and approaches (Qi et al., 2021). Many determinants have been used to explain residents' opinions: community attachment, community identity, the density of tourism, economic dependence on tourism, the distance of residents' home from tourism centers, gender, education, native-born, and length of residence (Gursoy & Kendall, 2006; Alrwajfah et al., 2019; Lee & Jan, 2019). Furthermore, many theories have been used, such as machine theory, emotional solidarity, identity theory, self-theory, and Index irritation theory (Woosnam, 2011; Nunkoo & Gursoy, 2012; Qin et al., 2021).

Regarding impacts, if previous studies confirm the economic factors are measured as an influential factor in the community's decision to support tourism development (Sharpley, 2014), environmental and socio-cultural impacts, and recently health impacts, that are the primary and sensitive concern on residents' opinions, are still ambiguous (Bimonte, 2008; Yan et al., 2018; Qin et al., 2021). Negative socio-cultural impacts, tourist behaviors, and environmental impacts can cause opposition from the local community to tourism development. Doxy (1975) designed an irritation index model to reflect the host community's attitude change towards tourists and tourism development in four stages (euphoria, apathy, irritation, and antagonism). Consequently, the increases of tourists in numbers and tourism development make residents change their attitude from welcoming to irritation (Ap & Crompton, 1993; Johnson et al., 1994). This model is considered an indicator of the relationship between the growth of tourism development and residents' tolerance. However,

cultural differences between locals and tourists influence residents' perceptions of tourism positively or negatively (Zaidan & Kovacs, 2017). Since negative social-cultural impacts affect local's values, beliefs, culture, tradition, and social norms (Armenski et al., 2011; Prendergast et al., 2016; Zaidan & Kovacs, 2017; Alrwajfah et al., 2019), Zaidan & Kovacs (2017) argued that host communities are more tolerant with tourists with a similar culture, language, and financial regardless of tourism development.

On the one hand, according to SET, tourism impacts positively and negatively residents' perceptions. On the other hand, according to the Doxy Irritation Index model, the level of tourism development stages indicates the level of tolerance among host communities from welcoming to irritation. Usually, when there is little tourism development, locals embrace and welcome more tourism development because it brings more benefits to the local community, whereas more growth and increased volume of development with high numbers of tourists make negative impacts more essential and noticeable, what drives the locals' and residents' attitude to change toward opposition (Iranidu, 2004; Johnson et al., 1994). The combination of SET and Doxy's Irritation model shows the relationship between locals' and residents' perception of tourism impacts and their level of tolerance (positively and negatively). However, locals' tolerance is influenced by different factors regardless of the benefits of tourism impacts. Tolerance appears culture-sensitive, religious values linked and dependent on the types of tourism activities, tourists' lifestyle, and costumes (Prendergast et al., 2016; Zaidan and Kovacs, 2017). Thus, the locals may have low tolerance despite the benefits of tourism impacts at the early stage of tourism development.

In the case of Oman, some locals are hesitant of tourism development in their destination regardless of any benefits or stage of tourism development because they anticipate that tourism will negatively impact the local culture in the future. Furthermore, according to their conception of Islam or Halal tourism, some locals refuse any tourism activity that might be against their Islamic principle (Vargas-Sánchez and Moral-Moral, 2020). The following table summarizes some benefits and costs of tourism impacts.

Table. Benefits and costs of tourism impacts

Benefits	Costs	References
<ul style="list-style-type: none"> • Create more job opportunities • Attract more investment • Improve the quality of living standard • Variety of recreational facilities, restaurants, and shops. • Promoting culture, folklore, and tradition. • Increase pride of culture identity • Culture and Heritage preservation • Protect natural preservation area. • Improve the ecological system. 	<ul style="list-style-type: none"> • Increase in price of land and housing. • Increase of goods price • Increase cost of living • Increase the crime rate. • Excessive alcohol consumption. • Increase of drug • Noise and Pollution. • Amount of litter • Spoils the seashore • Traffic and congestion 	<p>(Andereck & Vogt, 2000; Frauman & Banks, 2011; Johnson et al., 1994; Jurowski & Gursoy, 2004; Lawson et al., 1998; Nunkoo, 2016; Shim et al., 2018; Singh & Gupta, 2018; Styliadis et al., 2014)</p>

Therefore, the following section will examine the effectiveness of perceived positive and costs of tourism on tolerance among the local community.

3. Conceptual model of tourism tolerance

3.1. Definition of tolerance in tourism contexts

There are two approaches of tolerance to be achieved; (i) accepting the attitude of a disapproval out-group and (ii) the positive response to diversity itself (Hjerm et al., 2019). Dryga et al. (2016) mentioned that international tourism had positively impacted the individual in which more host communities interact with different cultures more positive attitudes towards other cultures. It means that globalization may mitigate interaction sensitivity with a different culture. Hence, the residents' attitude or response is more open to the degree of negative impacts and intercultural confrontation (Prendergast et al., 2016). Woosnam et al. (2009) added that at the destination, the interaction between residents and

tourists has linked, and they have encountered in many places (e.g., religion and spiritual beliefs, appreciation for the preservation of culture and heritage, sharing amenities and services, malls, shops, events, and natural resources).

Tourism mentioned above impacts, Armenski et al. (2011) confirm that interaction between tourists' behaviors in destination influence the local's acceptance and tolerance. In Serbia, there are significant differences in residents' perception of accepting foreign tourists based on age, level of education, and place and tourists showing unpleasant behaviors that affect local's tolerance (Armenski et al., 2011). In the context of an Islamic country, halal tourism has recently been considered which defined as " The main and only term to brand and describe tourism products or activities that have full compliance with the rules and guidelines of the halal concept and Islamic Shariah" and meet the Muslim tourists and residents (Vargas-Sánchez & Moral-Moral, 2020). However, the indecent costume of tourists and lifestyle may conflict with local community culture and religion. For example, wearing shorts and bikini clothes on beaches, selling alcohol, gambling and drugs are not allowed in Muslim countries, affecting residents' tolerance and acceptance of other cultures (Zaidan & Kovacs 2017; Zamani-Farahani & Musa, 2012).

Doxy (1975) has determined the residents' response throughout tourism development by categorizing tourists into levels from euphoria to antagonism. According to Doxy's Irritation Index model, the attitude of residents has changed per level of tourism development. In literature, the investigation in tourism impacts; asserts that tourism impacts affect the level of tolerance throughout the different stages of tourism development. Moreover, Tourist destinations attract many visitors, which leads to accumulated impacts due to the influx of tourists. Actually, influenced by the number of tourists visiting the destination, locals' attitudes vary from apathy to xenophobia (Prendergast et al., 2016; Zaidan & Kovacs, 2017).

Zaidan & F. Kovacs (2017) had measured Dubai's local tolerance by using Doxy's Irritation model, and they found that Emiratis believe there is a significant difference between themselves and tourists in terms of behavioral differences. Accordingly, the level of tolerance among Emiratis is high to embrace more tourism development in destinations. Oman is still in the early stages of tourism development, and it has a low level of tourism projects in the destination; due to Doxy's irritation model, the level of tolerance among residents should be high and welcome more tourism development. The purpose is to measure the tolerance among

Omani locals and their attitude towards tourists and tourism development regarding the Omani tourism destination's earlier stages.

3.2 Tolerance as an indicator of intention to support tourism

Tolerance among the communities is critical to achieving tourism sustainability. Several types of research shed light on the local's tolerance to achieve a thriving tourism destination. The term tolerance has a Latin root which means "to bear or endure" (Mather and Tranby, 2014). In addition, tolerance is the process of overcoming xenophobia towards other cultures to reach the peaceful coexistence of diversity (Dryga et al., 2016b; Hjerm et al., 2020). Moreover, United Nations Educational, Scientific and Cultural Organization UNESCO (1995) defines tolerance as per article 1.1 as cited in (Hjerm et al., 2020) "... *Tolerance is respect, acceptance, and appreciation of the rich diversity of our world's cultures, our forms of expression and ways of being human..... Tolerance is harmony indifference*". Thereby, tolerance is the value of outcomes in accepting diversity (Hjerm et al., 2019). On the other hand, some scholars have argued that residents' tolerance means their willingness to accept or overcome the negative impacts of tourism (Qi et al., 2016), but voluntary not compulsory (Dryga et al., 2016).

Few studies have focused on the importance of tolerance and its effects on tourism development. Rui et al. (2021) claim a significant relationship between tolerance construct and support tourism development. Therefore, the tolerance construct is used to mediate variable perceptions of tourism impacts and support tourism development. Previous studies confirm that tolerance can play an important role in tourism development to maintain the positive interaction between guests-tourists in the destination (Armenski et al., 2011; Brunt & Courtney, 1999). Inevitably, residents, and tourists share the same resources in a destination due to encounters and daily contact with tourists (Woosnam et al., 2009).

Qi et al. (2016) used the Social Exchange Theory (SET) to measure the role of tolerance among the residents in Columbia, South Carolina, where they found the perceived cost has an insignificant relationship with the support of tourism development; tolerance gives more explanation of how residents perceive cost and negative impacts. Moreover, tolerance can mediate the relationship between the residents' perception of tourism impacts and their support for tourism development (Qi et al., 2021). Therefore, residents' tolerance means their willingness to accept the negative impacts of tourism (, Armenski et al., 2011; Qi et al., 2016;

Zaidan & Kovacs, 2017). Accordingly, the tolerance construct provides further understanding of residents' decision-making and their attitude towards tourism development.

3.3. Tolerance depends on the tourism development stage

The growth of tourism development and increase of tourist numbers have always been associated with negative impacts, which influence the community's culture, natural resources, and environment (Dryga et al., 2016a). Zaidan & F. Kovacs (2017) confirmed that negative impacts on socio-cultural values have occurred due to tourism development including, disruptive social order, erosion of culture and local identity, change of urban landscape, disrespect for the moral and cultural values, and affect the quality of life and satisfaction. Moreover, imported foreign lifestyles, drugs, gambling, and change in traditional lifestyles (Armenski et al., 2011). Additionally, some negative economic impacts are noticed: an increase in land price and a higher cost of goods and services (Bimonte & Punzo, 2016). Environmental impacts include traffic congestion, noise pollution, and competition between tourists and residents in recreational venues and spaces (Zaidan & Kovacs, 2017).

4. Conclusion

Tolerance is a new dimension in the tourism industry under investigation and its relationship with residents' attitudes towards tourism development. Tourism sustainability in a destination requires two important things: the satisfaction of local people to support tourism development and tourists experiencing memorable moments in the destination. However, there are always benefits and negative impacts associated with tourists and tourism in the destination. Also, the type of tourism and behavior of tourists from different cultures may create negative impacts that influence the local people's tolerance and hostility toward tourists from their destination. Nowadays, Halal Tourism means to formulate a tourism industry within Shariah or Islamic concept which the type of activities that meet Islam principles. However, tourism literature still investigates the understanding of the residents' attitude towards tourism to achieve sustainability in the destination. Furthermore, locals' tolerance to accept specific negative impacts for collective interest in community and economic growth is highly important. Therefore, by explaining residents' tolerance role among the local community and supporting tourism development, this study contributes a deeper insight into tourism management literature.

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