ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 4| April 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

EMOTIONAL SOLIDARITY, COMMUNITY ATTACHMENT AND SUPPORT OF RESIDENTS FOR TOURISM DEVELOPMENT IN DAVAO REGION: A PATH ANALYSIS

Jacqueline M. Cenizal[1], Dr. Jose Marie E. Ocdenaria[2], Dr. Florence Kristina M. Jimenez[3]
[1]Lyceum of the Philippines, [1,2] Ateneo De Davao University,[1,2,3] University of Mindanao

Article DOI: https://doi.org/10.36713/epra21010
DOI No: 10.36713/epra21010

ABSTRACT
This study investigates the optimal model for fostering resident support for tourism development in the Davao Region by examining the roles of affective solidarity, quality of life, and community attachment. The data were collected from 462 residents in four critical locations using a non-experimental route analytic methodology. The results indicate that emotional solidarity substantially impacts community cohesion and collaboration despite its less direct function. The results emphasize the significance of fostering a sense of community and enhancing living conditions to facilitate the expansion of tourism. This research contributes to the literature on tourism development and sociology. It also provides policymakers with practical insights that will help them align sustainable tourism expansion with the community's welfare.

KEYWORDS: *Emotional Solidarity, Community Attachment, Tourism Development, Path Analysis, Davao Region*

INTRODUCTION
Advocacy for tourist development has emerged as a pivotal issue in the tourism sector, given its capacity to harmonize guest contentment with sustainable ecological practices and local economic advancement. This equilibrium can improve inhabitants' quality of life and build communal connections. Residents significantly influence the success of tourism since their favorable attitudes and active engagement are essential for promoting sustainable tourism initiatives that support environmental and societal health (Eslami et al., 2019; Kim et al.,2013; Lee,2013).

The research underscores the necessity to investigate further how citizens' perceptions—specifically regarding emotional solidarity and community attachment—affect support for tourism. These interrelated elements substantially influence community responses to tourism expansion. Comprehending their relationships is crucial for guaranteeing that tourism growth advantages communities and visitors while advancing overarching sustainable development goals (Rasoolimanesh et al., 2020).

OBJECTIVES
1. Examine and assess the degree of emotional solidarity among residents regarding tourism development in the Davao Region.
2. Identify the principal factors affecting residents' support for tourism development in the Davao Region.
3. Assess the degree of residents' acceptance and openness to tourism development in their respective localities within the Davao Region.
4. Develop and propose an optimal model tailored to enhance government initiatives in significantly bolstering the well-being of residents in the Davao Region amidst ongoing tourism development.

This was tested using the following hypotheses at a 0.05 level of significance.

METHODOLOGY
The study followed a systematic data collection process. Authorization was first secured from the research panel, and the survey instruments—including interview guides and questionnaires—underwent content validity checks by tourism and research experts. Reliability was assessed using Cronbach's Alpha.

The researcher personally administered the questionnaires, explaining the study's purpose to respondents. Completed surveys were collected and subjected to tabulation, analysis, and interpretation. Findings and conclusions were drawn based on this analyzed data, ensuring a structured and validated approach to data treatment.

SAMPLING DESIGN
The study employed stratified random sampling to guarantee equitable representation among residents of four provinces in the Davao Region—Davao de Oro, Davao del Norte, Davao Oriental, and Davao del Sur. The Raosoft sample size calculator determined the necessary respondents, with a 20% buffer to account for anomalies, based on a total population of over 3.1 million. This yielded 462 participants. Diverse tourism assets are present in each province:

The ecotourism sector in Davao de Oro is flourishing due to the abundance of natural attractions, including cascades, springs, rivers, and mountains. Davao Oriental prioritizes ecotourism

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 4| April 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

and agro-industrial activities, featuring historical sites, Dahican Beach, and the UNESCO-designated Mount Hamiguitan Wildlife Sanctuary. The Island Garden City of Samal (IGACOS) in Davao del Norte is a premier coastal destination, renowned for its beaches, dive sites, and water activities. Marilog District in Davao del Sur provides a pastoral, highland experience that is characterized by a robust indigenous cultural presence and the potential for ecotourism. The study was able to investigate the impact of tourism development on emotional solidarity, community attachment, and quality of life in various locations as a result of the diverse geographic and cultural landscape.

STATISTICAL DESIGN

This study employed a descriptive and correlational research design, using a non-experimental approach to examine the relationships between emotional solidarity, community attachment, and support for tourism development. Descriptive research provided clear insights into the presence and distribution of these variables, while correlational analysis assessed the strength and direction of their relationships without manipulating any factors.

A path analysis was conducted to identify the best-fitting behavioral model and determine which variables most influence support for tourism. While this method cannot establish causality due to its reliance on statistical assumptions rather than experimental control, it is effective for exploring complex theoretical models. The approach is appropriate for evidence-based planning, enabling local government units (LGUs) to prioritize interventions—such as enhancing emotional solidarity based on measurable community sentiments gathered through surveys.

GEOGRAPHICAL AREA

The investigation addressed four provinces in the Davao Region—Marilog District (Davao City), Mati (Davao Oriental), Maragusan (Davao de Oro), and IGACOS (Davao del Norte)—each of which exemplifies a diverse tourism landscape. Marilog District is characterized by a rural, mountainous landscape replete with indigenous culture, notably the Bagobo Klata. The district is dedicated to sustainable agriculture and ecotourism. Mati is a coastal city renowned for its vibrant festivals and picturesque beaches, which foster cultural pride and environmental awareness. Maragusan is a center of agricultural and eco-adventure activities that showcase natural attractions such as waterfalls, mountains, and indigenous heritage. IGACOS emphasizes sustainable practices and cultural festivities, offering island tourism, including eco-resorts, dive sites, and beaches. These diverse settings in urban, rural, and coastal contexts provide valuable insight into the impact of tourism on the quality of life of residents, community attachment, and affective solidarity.

RESULTS

The research evaluated residents' reported emotional solidarity with tourists in the Davao Region, emphasizing Welcoming Nature, Emotional Closeness, and Sympathetic Understanding. Results indicate that residents demonstrate significant hospitality (mean = 4.13), expressing pride in hosting tourists and acknowledging their beneficial economic and social impacts. Emotional intimacy and empathetic comprehension were assessed as moderate (means = 3.69 and 3.70), suggesting that although inhabitants appreciate encounters and share mutual understanding with tourists, profound emotional connections are rare. The overall emotional solidarity score was 3.84, indicating a predominantly good albeit mildly emotional bond with tourists. This indicates that citizens enjoy the advantages of tourism and exhibit hospitality, albeit emotional connections are somewhat restricted—reinforcing evidence that community endorsement correlates with perceived tourist value and collective experiences.

Residents of the Davao Region report a strong sense of community attachment, with an overall mean score of 3.80, indicating emotional connection, identity, and satisfaction with community life. High scores in psychological attachment (3.82), community participation (3.94), and feeling “at home” (3.76) reflect deep-rooted ties and reluctance to leave their community.

Cultural and sociocultural values are also important, with residents recognizing the value of cultural identity, local traditions, and historical landmarks. Cultural exchange with tourists (3.78) and diverse activities (3.69) further enhance attachment.

Residents view tourism as beneficial to economic development, local products, and government revenue, and they also perceive positive environmental impacts, including improvements to biodiversity, infrastructure, and outdoor spaces. These factors collectively reinforce community cohesion and support for tourism.

The study reveals a strong positive correlation between community attachment and emotional solidarity ($r = .620$, $p < .001$), indicating that residents who feel closely connected to their community also experience deeper emotional bonds with others. Additionally, a significant positive correlation exists between emotional solidarity and support for tourism development ($r = .538$, $p < .001$), suggesting that residents with strong emotional ties are more likely to support tourism initiatives. These findings highlight the role of emotional and communal connections in fostering resident backing for tourism Kim et al., 2023).

SUGGESTIONS

This study highlights the critical role of community engagement and emotional solidarity in shaping residents’ support for tourism development. Tourism thrives when residents are emotionally invested, feel a sense of ownership, and are actively involved in its benefits. Strong community attachment fosters more favorable attitudes toward tourism, while disengagement may lead to emotional detachment.

Beyond the Davao Region, the findings offer valuable insights into other areas in the Philippines, emphasizing that tourism should aim for economic gains and strengthen local culture, social cohesion, and residents' well-being. The study calls for tourism policies that balance attracting visitors with enhancing

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 4| April 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

residents' quality of life and emotional connection, ensuring a sustainable and inclusive tourism model built on a shared vision and community pride.

Area for Further Research

The study recommends implementing targeted education, collaborative stakeholder platforms, and inclusive development strategies to ensure sustainable and inclusive tourism in the Davao Region. These empower local communities—especially marginalized groups—by enhancing their understanding and involvement in tourism. Continuous feedback ensures adaptability and long-term impact.

For future research, integrating modern analytical tools is essential. This includes:

- Sentiment analysis to monitor public opinion via social media;
- Social Network Analysis (SNA) to assess community relationships and social cohesion;
- Quality of life and sustainability metrics to measure tourism's broader impact;
- Geospatial (GIS) analysis to track the physical and emotional effects of tourism.

Combining these tools will provide comprehensive insights, helping policymakers design tourism initiatives that align with local values, promote well-being, and maintain strong community support.

TABLES

Table 1. Test on how Residents Perceive Emotional Solidarity.

Welcoming Nature			
I…	**Mean**	**SD**	**Description**
1. …am proud to have tourists in our municipality.	4.22	0.99	**Always**
2. …feel the community benefits from having tourists in our municipality.	4.21	2.04	**Always**
3. …appreciate tourists for the contribution they make to our local economy.	4.05	1.01	**Always**
4. …treat tourists well in our municipality.	4.05	1.68	**Always**
Category Mean	**4.13**	**1.43**	**Always**
Emotional Closeness			
I…			
1. …feel close to some tourists I met in our municipality.	3.70	1.74	**Often**
2. …have made friends with some tourists in our municipality.	3.70	1.10	**Often**
3. …enjoy interacting with tourists in our municipality.	3.68	1.09	**Often**
Category Mean	**Often**	**1.31**	**Often**
Sympathetic Understanding			
I…			
1. …have a positive and useful interaction with tourists in our municipality	3.77	1.09	**Often**
2. …have a lot in common with the tourists in our municipality	3.61	1.18	**Often**
3. …feel affection towards tourists in this our municipality	3.68	1.13	**Often**
4. …understand tourists in this municipality	3.74	1.07	**Often**
Category Mean	**3.70**	**1.12**	**Often**
Over-all Mean	**3.84**	**1.29**	**Often**

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 4| April 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

Table 2.. Perceived Level of Community Attachment of the Residents

Community Attachment I…	**Mean**	**SD**	**Description**
1. …have a sense of belonging to this area/community	3.80	1.11	Agree
2. …have a psychological attachment to this area/community	3.82	1.01	Agree
3. …think that exchanging opinions with other members of the area/community is important	3.82	1.03	Agree
4. …expect that I will continuously participate in community activities	3.94	2.77	Agree
5. …feel that this area/community is a part of me	3.86	2.11	Agree
6. …am satisfied with living in this community	3.94	2.29	Agree
7. …feel at home in this community	3.76	1.04	Agree
8. …know about what is going on in my community	3.81	1.77	Agree
9. …would be sorry if I move away from this community	3.76	1.41	Agree
Category Mean	**3.83**	**1.61**	**Agree**
Perceived Sociocultural Impacts			
1. Cultural identity	3.73	1.46	Agree
2. Variety of local cultural activities	3.69	1.02	Agree
3. Historical buildings	3.71	1.10	Agree
4. Cultural exchange between residents and tourists	3.78	1.74	Agree
Category Mean	**3.73**	**1.33**	**Agree**
Perceived Economic Impacts			
1. Business opportunities	3.74	1.04	Agree
2. Impacts on local products	3.68	0.97	Agree
3. Impacts on revenues for the local government	3.85	2.49	Agree
4. Economic Contributor to the local community	3.79	2.53	Agree
Category Mean	**3.77**	**1.76**	**Agree**
Perceived Environmental Impacts			
1. Natural environment and biodiversity	3.68	1.13	Agree
2. Local infrastructure such as roads, civil center and other public facilities	3.77	1.01	Agree
3. Impacts on beaches and other outdoor places	3.81	1.30	Agree
4. Impacts on Island landscape	3.81	1.04	Agree
Category Mean	**3.77**	**1.12**	**Agree**
Over-all Mean	**3.76**	**1.42**	**Agree**

REFERENCES

1. *Andereck, K. L., & Nyaupane, G. P. (2011). Exploring the nature of tourism and quality of life perceptions among residents. Journal of Travel Research, 50(3), 248-260.*
2. *Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. Annals of Tourism Research, 32(4), 1056-1076.*

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 4| April 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

3. *Andereck, K. L., Valentine, K. M., Vogt, C. A., & Knopf, R. C. (2007). Residents' perceptions of community tourism impacts. Annals of Tourism Research, 34(4), 863-878.*
4. *Eslami, M., Tahernejad, Z., & Tavassoli, M. (2019). Emotional solidarity as a predictor of residents' support for sustainable tourism: Evidence from a world heritage site. Journal of Sustainable Tourism, 27(2), 113-131.*
5. *Eslami, S., Khalifah, Z., Mardani, A., & Štreimikienė, D. (2018). Impact of non-economic factors on residents' support for sustainable tourism development in langkawi island, malaysia. Economics & Sociology, 11(4), 181-197. https://doi.org/10.14254/2071-789x.2018/11-4/12*
6. *Ge, Q., Yang, J., Tang, F., Wang, Y., He, Q., Chen, H., Ji, Q., Ding, F., Jiang, Y., & Wang, Y. (2022). The Effects of Place Attachment and Emotional Solidarity on Community Residents' Attitudes toward Glacier Tourism. Land, 11(11), 2065. https://doi.org/10.3390/land11112065*
7. *Gursoy, D., Boğan, E., Dedeoğlu, B. B., & Çalışkan, C. (2019). Residents' perceptions of hotels' corporate social responsibility initiatives and its impact on residents' sentiments to community and support for additional tourism development. Journal of Hospitality and Tourism Management, 39, 117–128. https://doi.org/10.1016/j.jhtm.2019.03.005*
8. *Gursoy, D., Jurowski, C., & Uysal, M. (2002). Resident attitudes. Annals of Tourism Research, 29(1), 79–105. https://doi.org/10.1016/s0160-7383(01)00028-7*
9. *Gursoy, D., Ouyang, Z., Nunkoo, R., & Wei, W. (2018). Residents' impact perceptions of and attitudes towards tourism development: a meta-analysis. Journal of Hospitality Marketing & Management, 28(3), 306–333. https://doi.org/10.1080/19368623.2018.1516589*
10. *Gursoy, D., Chi, C. G. Q., & Lu, L. (2019). Antecedents and outcomes of residents' engagement in tourism development. Journal of Travel Research, 0047287519832070.*
11. *Gutman, J. (1982). A means-end chain model based on consumer categorization processes. Journal of Marketing, 42(3), 60-72.*
12. *Gursoy, D., Boğan, E., Dedeoğlu, B. B., & Çalışkan, C. (2019). Residents' perceptions of hotels' corporate social responsibility initiatives and its impact on residents' sentiments to community and support for additional tourism development. Journal of Hospitality and Tourism Management, 39, 117-128.*
13. *Hasani, A., Moghavvemi, S., & Hamzah, A. (2016). The impact of emotional solidarity on residents' attitudes and tourism development. PLOS ONE, 11(6), e0157624. https://doi.org/10.1371/journal.pone.0157624*
14. *Hasani, A., Moghavvemi, S., & Ismail, S. (2016). Residents' attitudes toward tourism development in Iran's rural destinations: The case of Masuleh. Tourism Management, 54, 574-589.*
15. *Hassan TH, Salem AE, Abdelmoaty MA. Impact of Rural Tourism Development on Residents' Satisfaction with the Local Environment, Socio-Economy and Quality of Life in Al-Ahsa Region, Saudi Arabia. International Journal of Environmental Research and Public Health. 2022; 19(7):4410. https://doi.org/10.3390/ijerph19074410*
16. *Hassan, H. (2023). Agritourism, community attachment, and contribution towards tourism and community. Tourism, 71(4), 708-722. https://doi.org/10.37741/t.71.4.4*
17. *Kim, K., Uysal, M., & Sirgy, M. J. (2013). How does tourism in a community impact the quality of life of community residents? Tourism Management, 36, 527-540.*
18. *Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. Tourism Management, 34, 37-46.*
19. *Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. Tourism Management, 34, 37-46.*
20. *Moghavvemi, S., Woosnam, K. M., Paramanathan, T., Hamzah, A., & Evans, N. (2017). Applying the emotional solidarity model to explain residents' attitudes towards tourism development in Terengganu, Malaysia. Current Issues in Tourism, 20(9), 970-984.*
21. *Moghavvemi, S., Woosnam, K. M., Hamzah, A., & Hassani, A. (2020). Considering Residents' Personality and Community Factors in Explaining Satisfaction with Tourism and Support for Tourism Development. Tourism Planning & Development, 18(3), 267–293. https://doi.org/10.1080/21568316.2020.1768140*
22. *Ramkissoon, H. (2023). Resident support for tourism development in Mauritius: Examining the role of social capital and well-being. Tourism Management, 88, 104570.*
23. *Rasoolimanesh, S. M., Jaafar, M., & Ringle, C. M. (2018). Empowerment, resident involvement, and support for tourism development: Evidence from a rural destination. Journal of Destination Marketing & Management, 7, 13-19.*
24. *Rasoolimanesh, S. M., Ringle, C. M., Jaafar, M., & Ramkissoon, H. (2017). Urban vs. rural destinations: Residents' perceptions, community participation, and support for tourism development. Journal of Travel Research, 0047287520962155.*
25. *Woosnam, K. M. (2011). Investigating the antecedents of emotional solidarity with tourists. Annals of Tourism Research, 38(2), 584-604.*
26. *Woosnam, K. M. (2012). Why tourists choose to visit non-metropolitan destinations: An examination of the push and pull factors of rural destinations. Tourism Management, 33(2), 215-224.*
27. *Woosnam, K. M., & Norman, W. C. (2010). The relationship between emotional solidarity and sponsorship outcomes: A study of charity sport events. Journal of Nonprofit & Public Sector Marketing, 22(3), 141-161.*
28. *Woosnam, K. M., Diekmann, A., & An, S. (2015). Testing the relationships among residents' emotional solidarity, empowerment, place attachment, tourism support, and tourism development. Tourism Management, 50, 213-224.*
29. *Woosnam, K. M., Norman, W. C., & Ying, T. (2009). An examination of emotional solidarity and resident sentiment. Annals of Tourism Research, 36(3), 411-428.*
30. *Woosnam, Kyle, M., Shavneet, Sharma., Dimitrios, Stylidis., Gurmeet, Singh. (2024). 1. Amending the Emotional Solidarity Theoretical Framework Through the Addition of Perceived Similarity, Empathy, and Narcissism. doi: 10.1080/21568316.2024.2323001*