

Residents' pro-tourism behaviour as a trigger for destination branding engagement: the Algarve case

Patrícia Pinto

Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics, University of Algarve; pvalle@ualg.pt

Manuela Guerreiro

Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics, University of Algarve; mmguerre@ualg.pt

Ana Renda

Centre for Tourism Research, Development and Innovation (CiTUR) and School of Management, Hospitality and Tourism, University of Algarve: arenda@ualg.pt

Célia Ramos

Research Centre for Tourism, Sustainability and Well-being (CinTurs) and School of Management, Hospitality and Tourism, University of Algarve; cmramos@ualg.pt

João Filipe Marques

Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics, University of Algarve

Luís Nobre Pereira

Research Centre for Tourism, Sustainability and Well-being (CinTurs) and School of Management, Hospitality and Tourism, University of Algarve: imper@ualg.pt

Milene Lança

Research Centre for Tourism, Sustainability and Well-being (CinTurs), University of Algarve; mglanca@ualg.pt

Hio Kuan Lai

Research Centre for Tourism, Sustainability and Well-being (CinTurs), University of Algarve; kuan4.22@gmail.com

Abstract

Previous research suggests that destination brand can benefit from the involvement of residents in its co-creation alongside other stakeholders. For this purpose, it is crucial to guarantee that residents support the development of tourist activity and feel good in their relationship with tourists. This study, developed in the scope of the project SAICT-ALG/39584/2018 aims to validate a model to clarify how residents' support for tourism and connection with tourists impact their behaviours towards tourism development. The model is estimated using data collected between 2020 and 2021 from a sample of 4,026 residents in the Algarve region, the most important Portuguese tourism region. Overall, the study results highlight residents' potential role as ambassadors concerning the destination brand.

Keywords: Residents; Pro-tourism Behaviour; Attitudes; Emotional Solidarity; Destination Branding; Algarve.

Acknowledgements

The authors would like to acknowledge the funding support provided by the Foundation for Science and Technology, through project UIDB/04020/2020, and also the European Regional Development Fund by CRESC Algarve 2020, through the project SAICT-ALG/39584/2018.