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LOCAL SUPPORT FOR FESTIVALS AS TOURISM PRODUCTS: A SYSTEMATIC REVIEW

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ABSTRACT

This paper reviews the formation of locals' support towards festival as tourism product. This study will provide a clear idea on the connection between locals and festivals at a particular tourism destination. Current literatures show that locals' support towards tourism product is fostered by various antecedents such as economic gains, perceived benefits, level of community attachment, active local participation, quality of life, as well as locals' attitude towards tourism development. Methodologically, this paper aims to systematically review past studies to produce a holistic understanding on the antecedents of locals' support towards festival as tourism product. For the purpose of this study, the authors examined databases such as Scopus, Science Direct, and Google Scholar to select related articles. Articles selected manually from Google Search were also included. All the related articles were subjected to a thorough and systematic quantitative review and content analysis. By identifying the main research gaps, the paper proposes a new model of antecedents for locals' support towards festival as tourism product. Finally, this paper provides theoretical implications based on the gaps in previous research. Furthermore, it also offers valuable insights in promoting locals' support for festival development. Essentially, the results of this study using systematic literature review, provides a complete summary of antecedents that form locals' support towards festival tourism product.

Keywords: Local support, festivals, tourism product, systematic literature review.

INTRODUCTION

Regardless of the types of products developed in tourism destinations, locals' support is required (Christiawan et al., 2024). Their support is critical for tourism sustainability (Chiciudean et al., 2021; Neuts et al., 2021), and success (Muresan et al., 2021; Yu et al., 2018). As one of the fastest-growing tourism products, festivals has become the most preferable product to be developed in most tourist destinations. Hence, it reflects the importance of festivals as a valuable tool for local development because it rooted in the destination (Fiuza et al., 2019) and able to become a good medium to boost tourism at the destination (Nadarajah & Ramalu, 2018). Local's commitment is also paramount for attracting visitors to festivals (Nilssen & Sandkjær, 2022). Thus, festivals have become one of the saviors for most tourist destination to stay relevant in the tourism market (Van Niekerk, 2017).

Festivals are typically hosted to celebrate, promote, and display the culture as well as resources of the locals at a particular destination (Andari & Yuniawati, 2021). Moreover, festivals often manage to attract locals and international visitors; hence, they kept revisiting the destination for main purpose of attending festivals (Na, 2024; Nadarajah & Ramalu, 2018). Festivals such as themed-based events often attracted people with different motives of visitation and participation. Visitors of cultural-based festivals for example, attend cultural festivals for cultural exploration, cultural enrichment, and other cultural-related motives. In addition, food festival visitors would seek for food-related experiences. Different motives would provide different experiences, hence creating high place attachment to the destination.

Festivals as Tourism Product

The decision to host festivals in tourist destinations depend on the resources of the particular destination (Xiang Li et al., 2021). The resources within the tourist destination are unique and can hardly be imitated by others and often regarded as core attractions; and those resources can be commercialized through festivals (Xiubai Li et al., 2021). The resources available at the destination such as coffee (Hakim et al., 2022), and wine (Andrade-Suárez & Caamaño-Franco, 2020; Štastná et al., 2020; Trigo & Silva, 2022; Vukovic et al., 2019), has been implanted in the tradition and professed as local tourism product. Tourism destinations that own cultural-based resources commonly highlighted these resources through cultural festivals. A cultural festival that provides entertainment that are naturally and culturally aesthetics, together with excellent service and interaction, provides the most unique tourists' experience (Chang et al., 2022; Xiang Li et al., 2021). Further emphasizing these resources through festivals would strengthen its attractive power, hence increasing tourists' visitation to the destination (Andari & Yuniawati, 2021; Lopes & Hiray, 2024).

Many tourist destinations that use wine as a tourism product declare winery as their culture (Andrade-Suárez & Caamaño-Franco, 2020; Štastná et al., 2020). For instance, the winery culture was transformed into Wine Festival and further declared as the tourism product in Czechia (Štastná et al., 2020) and Portugal (Andrade-Suárez & Caamaño-Franco, 2020). Other than that, the destination that is rich with coffee tend to embed coffee culture into their lifestyle and tourism product. For example, Banyuwangi Geopark which is located in East Java, Indonesia, promoted coffee as their tourism product and has proven can attract tourists to their huge coffee plantation at this area (Hakim et al., 2022).

The success of festivals as tourism product is because of strong support from stakeholders including locals (Machisa et al., 2018). Eventually, a festival that loses locals' support is difficult to sustain (Scholtz et al., 2019). Undeniably, some tourist destinations have proven that not everyone in that destination favor or support the development of cultural festivals. This is possibly due to negative perceptions of festivals as tourism product, where locals were found to reject the event development (Sánchez-Teba et al., 2019; Nunkoo and Ramkissoon, 2011; Wang et al., 2021). Agreeing to accept tourists, who are mostly outsiders means more attention should be given to ensure daily comfort and safety (Kurniawan et al., 2021). Locals' consistent support for tourist development is crucial for locals' psychological empowerment and participation, which lead to an increasing sense of belonging (Fiuza et al., 2019; Jeong et al., 2021).

The inconsistency in showing support among locals can be described as a social dilemma. In some cases, although festival development creates tense and negative effect, locals still support the effort as the benefit of the development surpasses (Chien et al., 2012). It is proven that, in gaining economic, social, and cultural benefits, organizing festivals are an effective plan as compared to other types of tourism products (Nadarajah & Ramalu, 2018). A festival that is rooted in the destination requires the support, commitment and locals' willingness to display and promote their culture (Fiuza et al., 2019).

The importance of locals' support study

This paper is motivated by a central question: What are the antecedents of locals' support towards festivals as a tourism product? There are a few reasons that justify the value of this study, hence narrowing the gaps in related topics. Firstly, very few studies focus on locals' support towards festival as a tourism product. Existing studies focus on locals' support for tourism development from general perspectives (see for example Gannon et al., 2021; Kazakova et al., 2021; Kurniawan et al., 2021; Tichaawa & Moyo, 2019). A specific study on this topic is needed because locals' perceptions of the tourism products are diverged according to the nature of each product. By nature, festivals mostly satisfy tourists' emotions (Abbasian, 2023). It provides emotional experiences that can motivate tourists to revisit (Hosany et al., 2021), and become loyal visitors (Nadarajah & Ramalu, 2018). In contrast, other types of attractions such as heritage buildings, nature parks, and waterparks, satisfy different elements such as physical satisfaction. The visitors also found that visiting festivals provide more positive experiences rather than fixed attractions or tours (Richards & King, 2022).

Secondly, studies that focuses on locals' support is significant because they are local inhabitants that first met and interact with the tourist (Kazakova et al., 2021). Hence, local positive reaction when meeting the tourist is crucial as it determines tourist's satisfaction (Heidari et al., 2018). Besides, the antecedents that form locals' support for tourism development keep changing from time to time (Al-sakkaf et al., 2022). Furthermore, pandemic, demographic features, and local tendencies also might influence locals' perception towards tourism whilst determining their level of support (Dedeoğlu et al., 2021). Therefore, new studies on locals' support on festivals as part of tourism development are needed, as new support antecedents might be discovered.

Thirdly, locals' support and participation in promoting tourism sites would influence tourists' overall satisfaction (Erdem, 2024). Hence, data collected through a systematic approach for example, could help form a more holistic comprehension to aid destination management in designing specific policies to increase locals' support for tourism development (Salee et al., 2022). Fourthly, this study is important because locals' support is key for tourism development (Kurniawan et al., 2021), and sustainability (Li et al., 2021). Without locals' support, it is difficult to sustain the tourism product (Basile et al., 2021). It seems that without locals' support, the effort to sustain tourist attraction is deemed for failure (Nunkoo & Ramkissoon, 2011). Indeed, the first thing to consider in planning sustainable tourism products is strong collaboration between all stakeholders including locals (Trigo & Silva, 2022). Moreover, the visitors would expect engagement and interaction with locals when they visit the tourist's destination (Li et al., 2021). Destinations that provide direct experiences to tourists must engage the tourism activities with the locals so they can share the real experience (Basile et al., 2021).

Finally, a study that examines locals' responses toward tourism product development is warranted. Locals' active engagement is considered a key approach to maximizing the positive experiences and mitigating negative impacts (Al-Makhadmah et al., 2021). Involvement in the development of tourism products including festivals is also important for its sustainability. Active support from locals to optimize the capacity in planning and implementation is crucial (Hakim et al., 2022; Machisa et al., 2018).

However, it can be argued that the use of festivals as a tourism product is not always good. In organizing the festival to attract tourists, there must be cultural integration and modification (Matatolu, 2019). Due to cultural intrusions, locals become confused; and the culture becomes fragile. This does not contribute to cultural sustainability (Xiubai Li et al., 2021). Hosting a festival in a tourist destination may also cause psychological and social costs, such as increased traffic, drug and alcohol abuse, increased crime rate, as well as a change in the local routine of people that live at a particular destination (Fiuza et al., 2019). Whilst some studies proved the negative impact of festivals on the people and destination itself, the number of destinations that uses the festival as a tourism product is still increasing. Therefore, this study is important to highlight the gaps in studies on locals' support towards festivals as tourism product.

LITERATURE REVIEW

Support is an action that provides a positive reaction. To be attentive to the reaction, which possibly turns out to be positive or negative reaction, knowledge of support management must be explored. Understanding the process of forming support also requires continuous research because locals' support is key for tourism sustainability (Basile et al., 2021). In addition, studies that focuses on recognizing the importance of support and understanding the formation of local support, are trending topics in tourism research (Al-sakkaf et al., 2022). It was found that the antecedents that form support in tourism studies are not consistent and vary from time to time (Al-sakkaf et al., 2022). Different perception towards tourism development also changes based on factors including stages in locals' life cycle (Andrade-Suárez & Caamaño-Franco, 2020); impact of the product development on their life (Li et al., 2020), as well as locals' awareness towards the needs of accepting the tourist. It was found that locals in a mature tourism destination are not the same as locals that live in a newly developed area (Rasoolimanesh et al.,

2017). Moreover, the decision to support tourism products also varies according to the types of attraction developed in that area (Pulina et al. 2013). The formation of locals' support also depends on their roots, beliefs, and culture (Ramely, 2020).

Fundamentally, the above situation is best explained by Social Exchanges Theory (SET) which describe that individual is willing to do the exchanges if they found the exchanges benefited them, more than the cost. Therefore, SET has become a dominant theory in support studies (Maruyama et al., 2019). The examples of recent scholars who used SET as a philosophy to enlighten why support is formed in tourism development are Kanwal et al., (2020); Maruyama et al., (2019); Prayag et al., (2022), and Vinerean et al., (2021). However, the need to integrate SET with other complementary theories was debated. SET as a standalone concept is not adequate to comprehend the antecedents of local support holistically (Nunkoo, 2016; Nunkoo & So, 2015). On that basis, the combination of SET with other theories is commonly applied in studies on the formation of locals' support. Table 1 shows studies that integrate SET with other theories, which are useful for future research. Rather than statistically testing the integration of theories, the present paper will only provide a systematic review related to studies on formation of locals' support in tourism destinations. This paper can be a guideline for future empirical research that intend to further explore the formation of locals' support. Locals' support is an action that requires extensive understanding and needs to be sustained. Locals' decision to support tourism development is discussed in the following section.

Table 1

Theories integration in local support studies

Sources	Theories used in support studies
Al-sakkaf et al., (2022)	SET + Stakeholder theory
Choirisa et al., (2021); Gannon et al., (2021)	SET + Weber's theory of substantive and formal rationality (WTSFR)
Erul et al., (2020)	Emotional solidarity + theory of planned behavior
Giango et al., (2022)	SET + Emotional Solidarity
Li et al., (2020)	SET + The bottom-up spillover theory
Ramely (2020)	SET + Theory of power + Concept of trust
Schnitzer et al., (2021)	SET + The theory of reasoned action

Locals' Support towards Tourism Product

Locals' support is fundamental for tourism product sustainability (Basile et al., 2021; Xiubai Li et al., 2021). Other than sustaining the tourism product, locals' support is also significant in ensuring the success of tourism destinations' management (Muresan et al., 2021; Yu et al., 2018). The motivation for

locals to support tourism development is a widely discussed topic by previous scholars (see for example Al-Sakkaf et al., 2022; Ganji et al., 2021; López et al., 2020; Wang et al., 2021; Yu et al., 2018). However, those studies cannot be generalized to all tourism destinations because the perception and acceptance of locals towards tourism activities in different tourism destination are varied. Thus, a specific study for cross-cultural communities is needed (Matatolu, 2019). The following section discusses antecedents that are frequently found as influencing the formation of locals' support namely economic gain, perceived tourism benefits, community attachment, active locals' participation, Quality of life, and locals' attitude towards tourism.

Economic Gains and Locals' Support

The significant role of economic gain in forming locals' support for tourism development has long been recognized and relevant. In most tourist destinations where locals economically depend on tourism development, the tendency for them to support the development is high (Choirisa et al., 2021; Ganji et al., 2021; Gannon et al., 2021; Muresan et al., 2021; Stumpf et al., 2022; Scarpi et al., 2022; Yu et al., 2018). Festivals are regarded as an economic booster for many countries including Scotland (Yeoman et al., 2004); Czechia (Štastná et al., 2020); Greece (Kolokytha, 2022); Glasgow (Guillard & McGillivray, 2022); Hong Kong (Richards & King, 2022) and Malaysia (Krishnaswamy et al., 2018). Particularly, visitors' happiness and satisfaction brought by the festival lead to loyal visitation hence providing an economic return to the locals (Abbasian & Lundberg, 2020; Skoultzos et al., 2020). However, locals in tourist destinations that were not economically dependent on tourism such as they were more dependent on pensions or other sources of income; were not truly supporting tourism development (Ganji et al., 2021; Štastná et al., 2020). Hence, an effort is needed to ensure this segment also support tourism development. Even though the economy is not the sole impact (Choirisa et al., 2021), it is still valued as the greatest effect on the formation of support among the locals at the tourism destination (Al-Makhadmah et al., 2021). According to Scarpi et al., (2022), locals would be more willing to reside at tourist destinations for the long term due to economic gains from tourism activities. Above all, the use of festival as a tourist attraction is regarded as an effective plan because festival produces more benefits as compared to the cost (Nadarajah & Ramalu, 2018).

Perceived Tourism Benefits and Locals' Support

Locals' perceptions of the benefits and values driven by tourism activities are proven to be one of the antecedents that form locals' support (as in Bertan, 2019; Co et al., 2020; Dedeoğlu et al., 2021; Ganji et al., 2021; Gannon et al., 2021; Kanwal et al., 2020; Kurniawan et al., 2021; López et al., 2020; Mohamed et al., 2020; Rasoolimanesh et al., 2019; Ramkissoon, 2020; Schnitzer et al., 2021; Vicente et al., 2021; Vinerean et al., 2021; Li et al., 2021). More positive perceive impact leads to more support (Chiciudean et al., 2021) while less positive tourism impact leads to less support (Gannon et al., 2021). Locals' support keeps changing because their perception varies over time (Schnitzer et al., 2021). Positive perception of the festival strengthens their support (Andrade-Suárez & Caamaño-Franco, 2020; Fiuza et al., 2019; Muresan et al., 2021).

Indeed, when locals regard festival development in their area helps to improve local infrastructure or upgrade the country's image (Stankova & Vassenska, 2015), they will support the use of the event as a tourist attraction (Schnitzer et al., 2021). This is in line with Co et al., (2020) who stated that the positive image brought by tourism activities in a destination influences the formation of locals' support. As opposed to this, researchers such as Sánchez-Teba et al (2019); Nunkoo and Ramkissoon (2011) as well as Wang et al (2021) found that locals' negative perception would lead to the rejection of tourist attraction development. However, locals' negative perceptions of tourism development do not always reduce support (Prayag et al., 2022).

Locals' consistent support for tourist attraction development is crucial for locals' psychological empowerment and participation, which leads to an increasing sense of belonging (Jeong et al., 2021). Importantly, locals' experience whether good or bad also will determine their perception of hosting a festival in their area (Scholtz et al., 2019). Moreover, Scholtz et al., (2019) mentioned that locals perceived the social impact of the 'Macufe' festival in Africa as not substantial, hence indicating the possibility to lose locals' support in future event. In another perspective, locals also perceived festivals as tools for rural tourism development (Štastná et al., 2020). A rural destination that possesses cultural-related resources will host a cultural festival to create a destination image (Kolokytha, 2022). In addition to rural tourism destinations, the festival can also develop urban space (Hoeven & Hitters, 2020; Richards, 2022; Xiubai et al., 2021). Altogether, festivals are a tool for destination branding and destination sustainability (Guillard & McGillivray, 2022; Richards & King, 2022). Above all, it has been comprehensively endorsed that the formation of locals' support towards tourist development is influenced by locals' perceived positive impacts. Locals' awareness about tourism benefit will help form locals' support (Giango et al., 2022).

Community Attachment and Locals' Support

Community attachment has long been an important factor that formed locals' support for tourism development (Gannon et al., 2021; Moghavvemi et al., 2021). Significant locals' attachment to products and tourism destination creates emotional bonding, hence positively reacting to its development (Ramkissoon, 2020). The attachment also creates heightened awareness about the benefits of tourism development (Vinerean et al., 2021). Community attachment also helps to form locals' support because it relates to the locals' values, meaning, feelings, and emotions (López et al., 2020). The emotional component and attachment indeed help in forming the support for tourism activities development (Schnitzer et al., 2021).

In addition, it has been proven that the more locals are attached to tourist attractions, the more they would favor the tourist attraction's development (López et al., 2020). Gathering locals in a workshop for brainstorming, collective opinion, and shared interest, will eventually increase their support for festivals as a tourism product development (Erul et al., 2020). Moreover, local engagement could neutralize potential opposition to the festival's development (Guillard & McGillivray, 2022). The visitors would expect to engage and interact with locals when visiting tourist destination (Xiubai Li et al., 2021). In a destination that provides direct experiences to the tourist, locals' support to engage with the activities are important in providing real experience that, the tourist expects (Basile et al., 2021). Other than

benefiting the tourist, the community's direct attachment, engagement, and participation in tourist attraction development, could provide equal profit sharing (Kurniawan et al., 2021) when locals also benefited from the development.

Scholtz et al., (2019) also verified that the inclusion of locals by attaching, engaging, and participating in planning, are the keys to improve tourism development. Community attachment is also explained through locals' length of stay in the destination, which also can be measured by the number of years residing in the destination. Length of stay is identified as a demographic feature together with gender, ethnicity, and age. Other than the emotion-related antecedents as discussed in the previous paragraph, locals' length of stay in the destination also play an important role in determining their support for the development of a tourism destination (Fiuza et al., 2019). Locals, which stay longer at the destination, tends to give more attention to the impact of festival development; as they are the one that must bear with all the consequences, either positive or negative.

Active Local Participation and Locals' Support

Another antecedent which proven to stimulate the formation of locals' support towards tourism product is active locals' participation (Boonsiritomachai & Phonthanukitithaworn, 2019; Erul et al., 2020). The higher the level of participation, the more support they will show (Choirisa et al., 2021). Consistent participation from stakeholders including locals pledges the success of the festival as a tourism product (Xiubai et al., 2021). The growth in locals' participation nurtured organic development because locals are the owner of the culture. When locals get the chance to develop the festival (Kolokytha, 2022), it automatically nurtures a strong localism feeling which is important for festival's success (Xiubai et al., 2021).

Locals' involvement also bounces more transparency and accountability in tourism planning (Guillard & McGillivray, 2022). Erul et al. (2020) indicated that locals' participation could be in the form of attending the meeting to voice out their opinion; hence, the development will also consider local-based perspectives. Active locals' participation also provides more chances for cultural recognition, keeping ancient culture alive as well as preserving ancestors' legacy, whilst giving more room to transfer cultural knowledge to future generations (Abbasian & Lundberg, 2020). Local involvement must happen in the early development phase of tourism development (Al-sakkaf et al., 2022). Above all, active locals' participation can educate others, especially the younger generation about their own local culture (Kolokytha, 2022), and enhance their passion for culture (Hoeven & Hitters, 2020).

Quality of Life and Locals' Support

Quality of life is another antecedent that has proven as fostering local support towards tourism development (as in Co et al., 2020; Nopiyani & Wirawan, 2022; Ramkissoon, 2020; Li et al., 2020; Yu et al., 2018). Quality of life can be divided into physical and subjective. Income, expenditure, and educational level are examples of physical measures; whilst satisfaction, affective and cognitive, consider subjective measures. However, the extent of beliefs among locals' quality of life improvement from the festival's development in influencing their level of support, remain a question (Li et al., 2020).

Locals' quality of life can be improved by upgrading social development as well as educating locals on the benefits of tourism activities (Morales et al., 2018) such as from the local festivals. The constant and continuous locals' support would sustain tourism activities (Skoultos et al., 2020), whilst directly improving local quality of life (J. Wang et al., 2021; Nopiyani & Wirawan, 2022). Nevertheless, quality of life might weaken due to phases of tourism development at the destination (Nopiyani & Wirawan, 2022). Therefore, this effect needs to be considered by tourism players to maintain locals' support.

Locals' Attitude toward Tourism Products and Locals' Support

Locals' attitude toward tourism has long been acknowledged as one of the significant antecedents for the formation of locals' support (see for example Erul et al., 2020; Gannon et al., 2021; Giango et al., 2022; Morales et al., 2018; Schnitzer et al., 2021). Attitudes toward tourism form locals' support, hence sustaining tourism development (Vinerean et al., 2021). Giango et al., (2022) in their study recommended policymakers and managers to focus on the approach that can form locals' positive attitude toward tourism development. Giving more incentives to locals, offering discounts on permits, and tax incentives, will possibly change locals' attitudes towards tourism development.

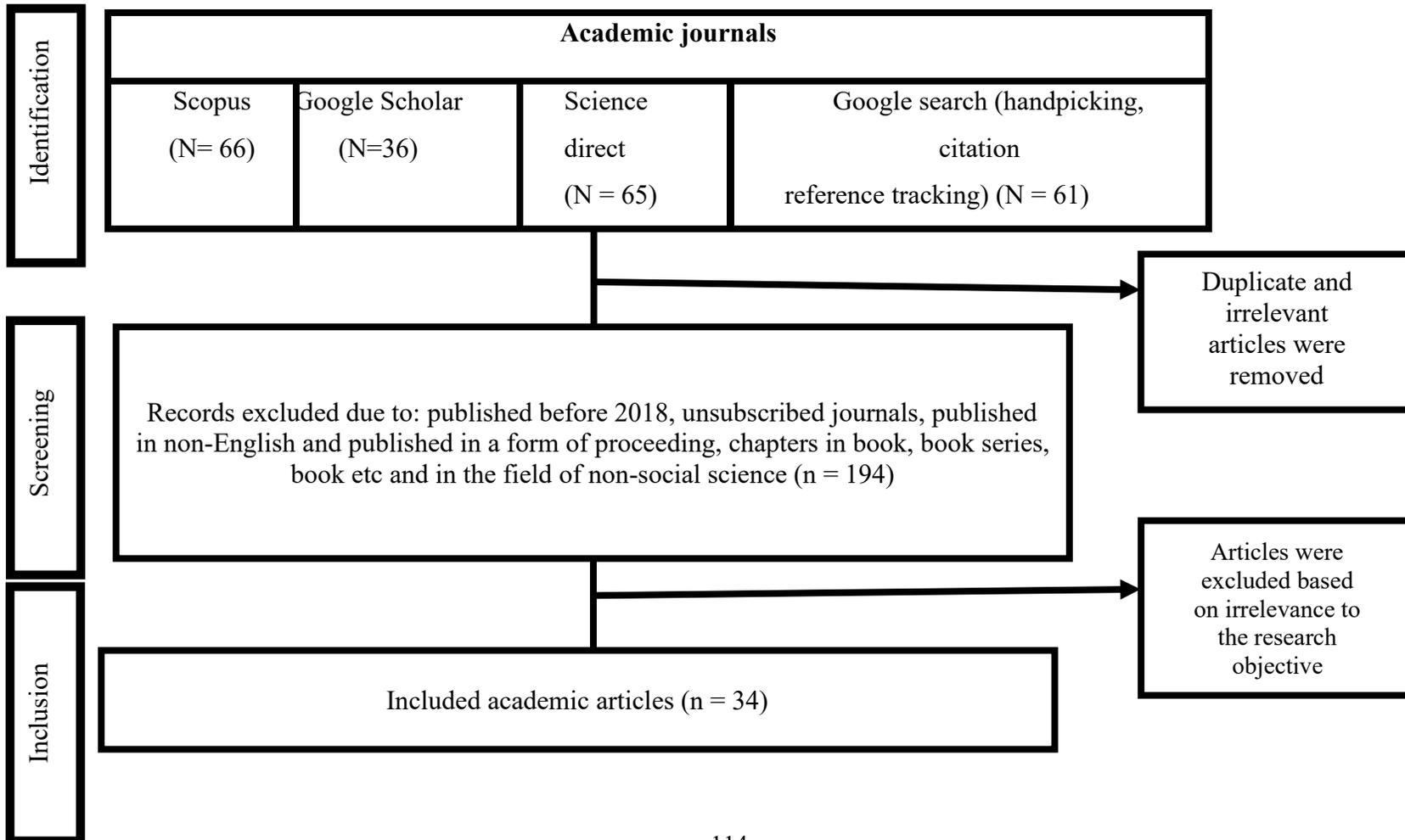
METHODOLOGY

A systematic review was employed to answer the research question, "What are the antecedents of locals' support towards the use of festivals as a tourism product?" Systematic literature review (SLR) is a technique to identify, select, synthesize, and reliable approach to tourism product to answer a research question (Chutiphongdech & Kampitak, 2022). It has become a widely applied technique among scholars that intend to explore the root of problem within their study area. For this study, reviewing current research through SLR indeed helped authors to identify recent trends and synthesized the current evidence (Warsaw et al., 2021). A systematic review is regarded as a tool that provides a comprehensive summary of research (Chutiphongdech & Kampitak, 2022).

Therefore, to achieve the goals of the study, a systematic review technique namely Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) was used. To ensure only quality articles were reviewed, the articles have gone through a few stages recommended in PRISMA. Three main stages of PRISMA such as identification, screening, and inclusion not only provide an orderly process but helped authors to do a transparent systematic review (Liberati et al., 2009; Salee et al., 2022). Detailed process of article selection is shown in Figure 1.

Figure 1

PRISMA flowchart (adapted from Chutipongdech and Kampitak, 2022)



RESULTS

Based on the inclusion and exclusion criteria (such as only considered articles that were published within year 2018 until 2022; and empirical paper), a total of 34 articles were included in this study. There were ten articles on local support published in the year 2021, followed by nine articles in the year 2022; eight articles in 2020; four articles in 2018, and three articles in 2019. As shown in Table 2, studies that discussed locals' support were mainly published in Sustainability Journal (n=10), and the Italian Journal of Management (n=2). The rest of the articles were published once in each journal.

Table 2

Summary of journal names and year of publication

Journal	Year					Total
	2018	2019	2020	2021	2022	
Administrative Sciences			1			1
APJIHT					1	1
African Journal of Hospitality, Tourism and Leisure	1					1
British Food Journal		1				1
Cities					1	1
Current Issues in Tourism				1		1
European Countryside			1			1
European Journal of Tourism Research	1					1
Economics, Management and Sustainability				1		1
GeoJournal of Tourism and Geosites					1	1
Italian Journal of Management			2			2
International Journal of Business, Economics and Law				1		1
Journal of Hospitality & Tourism Research,		1			1	
Journal of Sustainable Tourism		1			1	
Journal of Medical Sciences.				1	1	
Journal of Policy Research in Tourism Leisure and Events				1	1	
Journal of Tourism, Hospitality & Culinary Arts		1			1	
Mediterranean Journal of Social Sciences	1				1	
Rev. Anais Bras. de Est. Tur./ ABET, Juiz de Fora (Brasil)	1				1	
Sustainability	1	1	4	4	10	

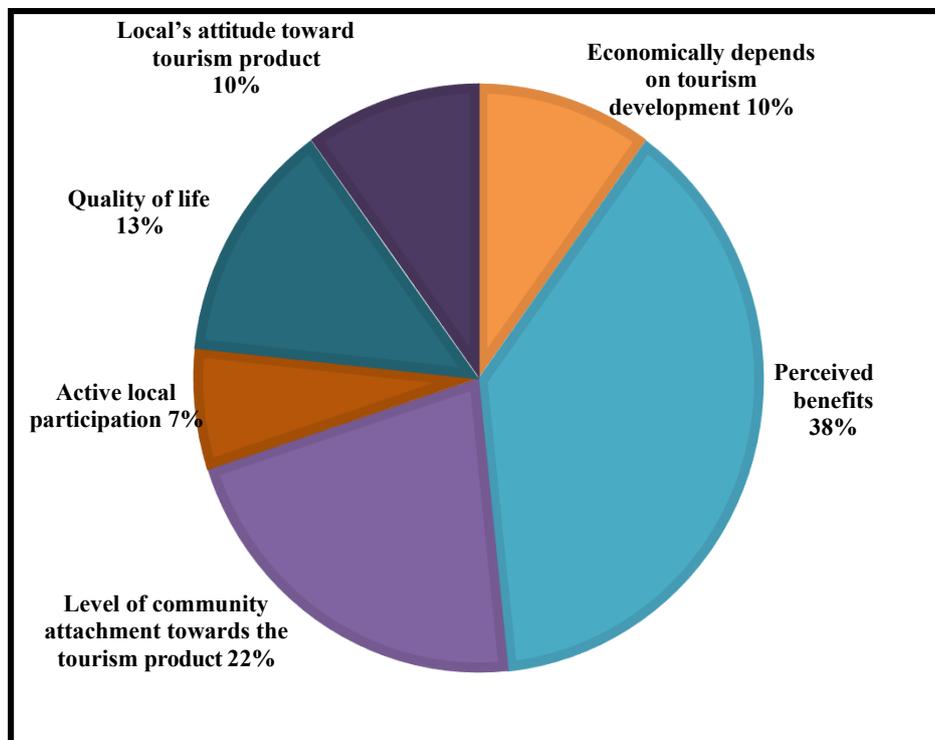
Societies	1	1				
Travel and Tourism Research Association: Advancing Tourism Research Globally	1					
The Journal of Pacific Studies	1				1	
Journal of Tourism, Hospitality and Environment Management				1	1	
Total	4	3	8	9	10	34

The antecedents of locals’ support

The systematic review generated six antecedents of locals’ support. As shown in Figure 2, 38% (n=23) of the studies had used perceived benefits as antecedents for locals’ support. There are also 22% (n=13) of the studies who regarded community attachment towards tourism product as another important antecedent that formed locals’ support. The other antecedents found as significant in forming locals’ support are quality of life (13%), locals’ attitude towards tourism products (10%), economic dependence (10%), as well as active local participation (7%).

Figure 2

Summary Of The Most Frequent Antecedents That Measure Locals’ Support in the Past Literature (2018-2022)



Other than the most frequent antecedent used to measure locals’ support, there are eleven newly discovered antecedents identified. Those antecedents were considered new as they were rarely found in recent literatures, which were published within the year 2018 to 2022. Those antecedents are listed

in Table 3. Future empirical studies are recommended to include these antecedents to see its capability in influencing the formation of locals' support.

Table 3

Newly discovered antecedents

Newly discovered antecedents	Sources
Political empowerment	Neuts et al., (2021)
Locals' empowerment	Aleshinloye et al., (2022)
Locals' emotional solidarity	Erul et al., (2020); Giango et al., (2022)
Place attachment	Aleshinloye et al., (2022); Scarpi et al., (2022)
Environmental certification	Prayag et al., (2022)
Word-of-mouth intention	López et al., (2020)
Place image	Schnitzer et al., (2021)
Individual's personality traits	Moghavvemi et al., (2021)
Length of stay	Scarpi et al., (2022)
Sense of belongingness	Fiuza et al., (2019)
Destination's social responsibility perception	Al-Sakkaf et al., (2022)

CONCLUSION

The information gained in this study is not only significant for the operators and policymakers of tourism destination, but also validate the importance of locals' support. Potential variables to be studied by researchers in the area as expanded over five years. Locals as the inhabitants that owned the culture portrayed in the destination should be ready to amend their perception of festivals organized in the destination as "commercializing" culture. To gain more support, tourism destination operators should educate and promote knowledge on the benefits of tourism development to the locals. Having a clear idea of how tourism can provide positive impacts on their lives would give more room for locals to improve their support towards tourism activities.

The findings also provide information for the government in planning tourism development. It can positively impact the government's perception on the benefits of community involvement in festival development. A holistic understanding the effect on locals as the main stakeholders could reduce locals' rejection of tourism development (Stumpf et al., 2022), and will aid in embedding efficient antecedents to form locals' support. To be efficient in developing new tourism products, local authorities and tourism operators should invest both time and money to educate locals about the possible benefits of tourism (Gannon et al., 2021). Locals should be empowered to benefit from tourism development (Wang et al., 2021) and thus would be more willing to be part of the tourism development. The suggested antecedents appeared in the literature showed significant theoretical contribution as it extends the current knowledge related to locals' support towards festival in tourism development. The present study also contributed to identifying areas for future research.

Conclusively, research that examines locals' support towards festival are scarce, hence more empirical research is needed. The different nature of festivals as a tourism product indeed demands more study. Lastly, the proposed antecedents also provided managerial contribution as it could help festival managers in designing a festival that stimulates the formation of locals' support. This study's findings help the tourism operators, local authorities as well as festival organizers to produce better festivals that can be sustain with enormous support from the locals. Festival and event operators and organizers must consider the locals residing in the tourist destination in tourism development because locals' perception varies over time. The findings indicated room for improvement in tourism product development, so that festivals not only satisfy tourists, but also benefited the locals at the tourist destination, hence fostering the locals' support.

Furthermore, incorporating locals with tourism operators' planning for festivals can possibly avoid economic leakages. In case of locals lack knowledge in some related area, the operators as well as the local authority could train and empowers the community, hence positively stimulates more support from the locals (Scholtz et al., 2019). Moreover, the inclusion of local dances and traditions as part of the festival would become an appropriate tool to enhance community attachment (López et al., 2020). Getting experienced locals as trainers for this inclusion of events could offer a greater sense of identity and belongingness.

Limitations and suggestions for future research

Despite the contributions, this paper has limitations, which is also provides more opportunities for further research. In this paper, the authors reviewed articles that were included in databases such as Scopus, Google Scholar, Science Direct, and Google search only. It is suggested that locals' support antecedents published in other databases such as Web of Science, EBSCO Host, and many other reputable platforms should also be included. Future studies must consider researching the antecedents of locals' support from other tourism stakeholders' perspectives including the government. Indeed, successful tourism development requires the balance of commitment not only from locals, but from all stakeholders including tourists, service providers, as well the government (Yu et al., 2018).

Connecting the gaps between stakeholders within the tourism sector is believed as the tool for creating a more sustainable tourism industry (Scholtz & Saayman, 2018). Beyond locals' support, the biggest agenda which to sustain the tourism business aligns with the 2030 Agenda for sustainable development and all debates and findings in this study aimed to sustain the tourism business for the well-being of the locals at the tourist destination.

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