Identifying with tourists: Examining the emotional solidarity of Beaufort County, South Carolina residents with tourists in their community (Grant # 15-2020735-130-1500256)

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INTRODUCTION

Tourism is one of the most important industries worldwide, nationwide and in South Carolina. According to the most recent data from the South Carolina Department of Parks, Recreation and Tourism (SCPRT), the economic impact of tourism in South Carolina was $16.0 billion in 2005 (SCPRT, 2007). This accounted for 11.2% of total state employment and had a fiscal impact of $1.1 billion in state and local tax revenues. The growth of tourism in South Carolina has moved the South Carolina Council on Competitiveness to develop a tourism action plan (October 2006). Within the plan, recommendations are made for developing infrastructure (i.e., road building and airport construction) increasing tourist numbers, developing rural areas of the state for tourism and increasing the South Carolina Parks, Recreation and Tourism agency marketing budget. Many of the suggestions within the plan speak to the economics of tourism. However, there is little consideration of local residents in achieving the goals of the plan, as well as the social and cultural impacts that may result from increased tourism development. It is our opinion that residents' feelings about tourism and tourists need to be examined if the plan is to be achieved.

This research went beyond the traditional approach of resident studies focusing on attitudes toward tourism and tourism development, and examined the relationship between residents and tourists in a travel destination. Relationships between residents and tourists in travel destinations are typically superficial, based on financial exchanges, where members of each party are looked at as the 'other' or as a spectacle (Aramberri, 2001; MacCannell, 1999; Urry, 1994). An examination of the bond residents and tourists may possess is lacking in the tourism literature. However, McIntosh (1998), Pizam, Uriely, and Reichel (2000) and Wearing and Wearing (2001) have called for a greater examination of the emotional relationship between tourists and residents. As a result, examining such relationships in terms of emotional solidarity was one option. Emotional solidarity was conceptualized as the affective bonds individuals feel with one another binding a group together, characterized by perceived closeness, degree of contact, and an identification with others in the group (Hammarstrom, 2005). In the context of religion, Durkheim (1995) put forth the theory of emotional solidarity stating that as individuals share a belief system, participate in similar behaviors, and interact, they establish an emotional solidarity with one another (see Figure 1). Unfortunately to date, no one has tested Durkheim's model as no scale exists capturing the construct, only numerous single-item measures (see Bahr, Mitchell, Li, Walker and Sucher, 2004).
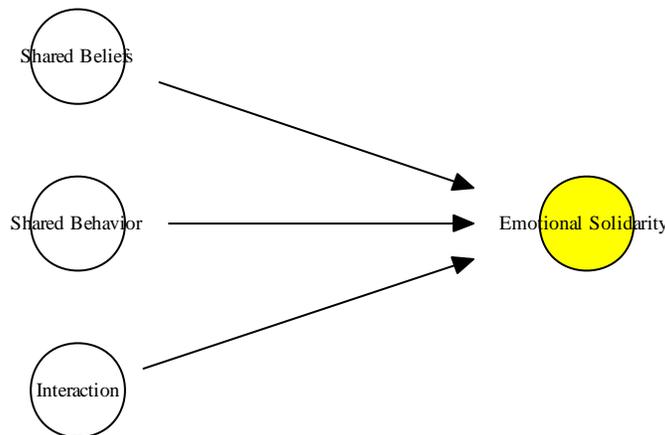
Figure 1. Model of Emotional Solidarity (Durkheim, 1995)

Problem Statement

Emotional solidarity has been examined as a social phenomenon in the context of church congregations, families, prisons, and neighborhoods but has not been examined in tourism destinations even though both religion and tourism are social systems (Leiper, 1990; Wallace & Wolf, 2006). In addition, previous research has found that residents and visitors have been found to share beliefs and behavior and interact with one another in a tourist setting (Derrett, 2003; Laxson, 1991; Sherlock, 2001). Unfortunately, little is known about the emotional solidarity that residents may experience with tourists in a particular destination. Such an examination provides a new way of explaining the dynamic relationship between parties and move beyond the widely accepted views of the relationship that are characterized by an imbalance of power, limited to financial transactions, and the dichotomy of 'self' and 'other' (Aramberri, 2001; Wearing and Wearing, 2001). Emotional solidarity can be examined from the perspective of a resident or tourist (or both). In this proposed project, the focus was from the residents' perspective. The theory was utilized to examine residents' level of emotional solidarity experienced with tourists as a result of sharing beliefs and behavior while interacting with such visitors.

Project Goal and Objectives

The goal of this project was to examine the level of emotional solidarity among residents of Beaufort County towards tourists visiting the region. The study had five objectives to meet this

goal. The first objective was to assess resident perceptions and feelings about tourists in Beaufort County through three focus groups. The second objective was to develop appropriate measures to assess emotional solidarity of residents. The third objective was to implement a county-wide survey of residents that measures their level of emotional solidarity with tourists. The fourth objective was to test Durkheim's model using items of shared beliefs, shared behavior and interaction between resident and tourist to predict emotional solidarity. The fifth and final objective was to examine how well a number of resident characteristics (i.e., length of residence in county, recent travel experience, economic dependency on the tourism industry, and age) predict emotional solidarity experienced with tourists.

RESEARCH DESIGN

Using a sequential exploratory mixed methods design (Creswell & Plano Clark, 2006), this project had three phases. Phase I was an exploration of the construct emotional solidarity, for which a series of focus groups were conducted among residents of the study site with heterogeneous perspectives of tourists (Objective 1). Phase II involved the development and testing of a scale of emotional solidarity based on the items resulting from the analysis of focus groups data (Objective 2 and 3). In Phase III, a survey was conducted and distributed to a representative sample of the county's residents to test Durkheim's model and examine level of emotional solidarity experienced with tourists across different characteristics of residents (Objective 4 and 5). Two primary rationales exist for using an exploratory mixed methods design: 1) to develop a measure of a construct that is absent from the literature (Tashakkori & Teddlie, 2003) and 2) to explore a phenomenon in depth and then measure its prevalence and generalize results across different groups (Morse, 1991).

Beaufort County, South Carolina was selected as the study site for multiple reasons. Beaufort County is the fastest growing county in the state, third most-visited county in the state, and tourism is the number one industry in the county (Lowcountry Council of Governments, 2006). A large number of residents in the region (66%) are born outside of the state (US Census Bureau, 2007). Kneafsey (2001) claims such individuals are likely to participate in local tourist activities. Also, there are numerous distinct groups of residents in Beaufort County—second homeowners, retirees, new residents, long-time residents, and residents, many who are employed to some degree within the tourism industry. Having such a diverse population makes it an ideal location to examine emotional solidarity of residents with tourists.

The three focus groups in Phase I occurred in Beaufort, Bluffton, and Hilton Head Island during April and May of 2007. Participants were selected through purposeful sampling using gatekeepers (tourist specialists employed by the Beaufort and Hilton Head Island-Bluffton Chambers of Commerce as well as the University of South Carolina-Beaufort) who supplied a list of potential individuals aged 18 and older who represented different opinions towards tourism in Beaufort County. Potential participants were sent a recruitment letter informing them of the purpose of the study and the time and location of the focus groups. Participants received a $25 stipend and provided lunch for participating. Focus groups were moderated by a Department of Parks, Recreation, and Tourism Management (PRTM) Ph.D. candidate using a semi-structured interview script. The script included questions concerning residents' behavior and beliefs regarding tourism, interaction with tourists, and attitudes and feelings about tourists in the county. An assistant moderator (PRTM Ph.D. student) provided logistical assistance and took detailed notes throughout all three focus groups. The Hilton Head Island focus group took place at the Beaufort County library branch on the island, involving eight participants and lasted two hours. The Bluffton focus group occurred at the University of South Carolina—Beaufort (South Campus) library in Bluffton, involving 11 participants, and lasted two hours. The Beaufort focus group took place at the Clemson University County Extension office in Beaufort, involving ten participants and lasted one hour and 45 minutes. Each focus group was recorded and the data were transcribed and coded using qualitative data software, QSR NVivo$_7$.

Data was collected in two manners (i.e., two pilot-tests) throughout Phase II as put forth in the scale development procedure by Churchill (1979). The first pilot-test occurred among residents of a similar coastal county in North Carolina for item clarity and confusion. The second pilot-testing occurred among a sub-sample of the population of Beaufort County residents prior to beginning Phase III of the project.

Phase III included the development of a survey instrument to test Durkheim's (1995) model as well as examine levels of emotional solidarity experienced with tourists across different characteristics of residents. The resulting scales of shared beliefs, shared behavior, interaction, and emotional solidarity from Phase II were included within the survey. The population that was utilized in this phase of the study was the 60,059 homes in Beaufort County. A multi-stage cluster sampling scheme was utilized to acquire a representative sample of the population. The first stage

of cluster sampling included randomly selecting census tracts within the county. The second stage of cluster sampling included randomly selecting block groups within each selected census tracts. Onsite self-administered survey instruments were distributed door-to-door throughout the county between mid-August and early-September of 2007 on four weekends (i.e., both Saturday and Sunday) during the hours of 10:00 a.m. and 6:00 p.m. Participants were contacted in the late-morning hours (on both Saturday and Sunday) and asked to complete the survey instrument, with researchers returning the same day. During each weekend between three and six trained researcher assistants administered the survey instruments.

RESULTS

Data from all three focus groups were content analyzed following an eight step procedure following the work of Busch, DeMaret, and Flynn (2007) and Carney (1972). The first five steps included making he decision to: 1) code by phrase, 2) code for emotional solidarity items, shared beliefs items, shared behavior items, and interaction items, 3) code for frequency, 4) code data exactly as they appear and 5) disregard irrelevant information. The final steps included 6) having the moderator and assistant moderator code the text, 7) formulate themes from the codes and 8) conduct a test of inter-rater reliability (which was 84.4%) between coders' themes as instructed by Holsti (1969). The result of Phase I were four scales capturing each of the constructs of the Durkheim model (i.e., shared beliefs, shared behavior, interaction, and emotional solidarity).

Some of the main themes (based on frequency of codes) for shared beliefs included an appreciation for the local area, appreciation for the natural area, respect for nature, and beliefs that Beaufort County is a beautiful place, a unique place, and great place for local art. Most participants mentioned shared behaviors involved attending special events and festivals, cultural-historic activities, beach activities, local shopping, outdoor activities, and local dining activities. Major themes of interactions between residents and tourists included where interaction occurred, intimacy of interaction, frequency of interaction, and parties with whom interactions occurred. Finally, main themes of emotional solidarity included residents feeling empathy/sympathy towards visitors, enjoyment, pride, gratefulness, crowded, and economically appreciative. Items for each of the four scales were generated from these themes. Overall, 94 items were generated from the qualitative data analysis and then distributed to an expert panel (see Dillman, 2006) of researchers across the country specializing in resident attitudes research to determine overlapping items, potential bad

items, and confusing items. Approximately 40 items were reworded and six were removed prior to pilot-testing.

Phase II consisted of developing four scales through two separate pilot-tests and subjecting the data to separate exploratory factor analyses to determine the appropriate number of dimensions for each scale and reduce items within each scale. Initially, each of the four scales was pilot-tested with a self-administered onsite survey using a sample of 51 residents from a North Carolina Coastal County (i.e., Carteret County) similar to Beaufort County. The four scales were subjected to exploratory factor analysis using principal axis factoring extraction with a varimax orthogonal rotation procedure. Ten factors resulted across the four scales. Items that cross-loaded on multiple factors or items with low loadings (i.e., loadings below 0.40) were removed. Based on these criteria, 36 items were removed. The construct shared beliefs had two dimensions (i.e., "preservation of the area" with six items and "amenities of the area" with three items). The construct shared behavior had four dimensions (i.e., "cultural heritage activities" with ten items, "beach activities" with three items, "outdoor recreation activities" with six items, and "local patronage activities" with three items). The interaction construct was unidimensional with five items. Emotional solidarity had three dimensions (i.e., "emotional closeness" comprised of three items, "sympathetic understanding" with five items, and "welcoming of visitors" with four items). In order to purify the measure, reliability tests were conducted as suggested by Churchill (1979). Cronbach alphas ranged from 0.744 to 0.945 across the ten dimensions. According to Nunnally (1978), reliabilities over 0.70 are adequate when assessing new scales (primarily through the use of exploratory factor analysis).

A second pilot-test of the four scales was conducted using another self-administered onsite survey. A sample of 53 residents of Beaufort County completed the second pilot-test. Using an exploratory factor analysis with principal axis factoring extraction and varimax orthogonal rotation procedure again, the same ten dimensions resulted. However, 15 items were removed due to cross-loading on multiple items and low loadings. Cronbach alphas ranged from 0.738 to 0.914. Convergent validities were also assessed across each of the ten dimensions. Pearson correlations for each of the ten dimensions were significant ($p < 0.05$) for convergent validities and ranged from 0.265 to 0.770. Positive correlations are needed in assessing convergent validities, but values too large (i.e., greater than 0.90) are problematic because that would indicate measures are almost identical (Churchill, 1977).

Within Phase III, 455 surveys were completed by residents of Beaufort County. Of those residents that were contacted at homes, 82.6% accepted a survey from one of the researchers. The completion rate once those surveys were accepted was 82.1%. The effective response rate was 67.8% (671 homes contacted; 455 completed survey instruments). The confidence level of the sample was 99% with a 6.02 confidence interval. Ten surveys were discarded as either less than half of the survey was completed or responses on particular items were screened as outliers. This yielded a final sample size of 445. The sample population was almost a perfect split between females (i.e., 51.9%) and males, with the average age being 50 years. Most individuals were highly educated, with 76.7% having between some college and a Ph.D./professional (e.g., M.D., J.D., D.V.M., D.D.M.) degree. In terms of race, 81.1% of the sample was white, with the remainder made up of minorities (i.e., 12.3% specifically African American). Most of the sample participants (83.8%) were not born in Beaufort County. The average number of years lived in Beaufort County within the sample was nearly 21 years. The median household income within the sample was between $60,000 and $74,999, with the average resident believing 18.2% of their household income was derived either directly or indirectly from visitor spending within the county. Over the last two years, residents on average made approximately 15 day and overnight trips outside of Beaufort County.

Model Testing

Prior to conducting inferential statistical procedures on the sample data, confirmatory factor analysis techniques using EQS 6.1 were conducted. The purpose of conducting CFA was to specify the measurement model that was to be used within the structural equation model, testing Durkheim's theory of emotional solidarity. Three more items were removed that cross-loaded on multiple factors (resulting in 34 items across the four constructs). The same ten dimensions from the initial two pilot-tests were run as a measurement model and resulted in a Satorra-Bentler Scaled Chi-square value of 819.16, with 482 degrees of freedom and a p-value of 0.00. The measurement model had a CFI model fit index value of 0.955 and a RMSEA model fit index value of 0.040. According to Hu and Bentler (1999), a rule of thumb for the CFI and other incremental indexes is that values greater than roughly 0.90 may indicate reasonably good fit of the researcher's model. As for RMSEA, a rule of thumb is that values less than or equal to 0.05 indicates close approximate fit, values between 0.05 and 0.08 suggest reasonable error of approximation, and RMSEA greater

than or equal to 0.10 suggests poor fit (Browne & Cudeck, 1993). Maximal weighted Cronbach alpha reliabilities for the ten dimensions ranged from 0.784 to 0.997.

Once the measurement model was specified, a structural regression analysis was conducted to test the theory of emotional solidarity as put forth by Durkheim, using the four constructs in Figure 1. The final model fit (after one modification) for the structural model had a Satorra-Bentler Scaled Chi-square value of 920.4478, with 510 degrees of freedom and a p-value of 0.00. The model CFI value was 0.946 with a 0.043 RMSEA value. In the initial model, specifying direct relationships between constructs, only shared beliefs ($\beta = 0.233$) and interaction ($\beta = 0.198$) were significant predictors ($p > 0.05$) of emotional solidarity, explaining roughly 14.5 percent of the variance ($R^2 = 0.145$) in emotional solidarity. This indicates that shared behavior is likely too general of a construct to predict emotional solidarity. As a result, first order factors of shared behavior were then examined within the model.

First-order factors (i.e., dimensions) of shared beliefs and shared behavior were added to the initial model to determine if they explained a greater variance in the model. Two first-order factors of shared behavior were significant predictors of emotional solidarity (i.e., cultural heritage activities and local patronage activities), while the remaining shared behavior and shared belief first-order factors were not significant predictors. Within this final model, shared beliefs ($\beta = 0.225$), shared behavior ($\beta = -0.432$) and interaction ($\beta = 0.259$) were all significant predictors of emotional solidarity along with two dimensions of shared behavior, cultural heritage activities ($\beta = 0.231$) and local patronage activities ($\beta = 0.158$), all explaining 22.3 percent of the variance ($R^2 = 0.223$) in emotional solidarity (Figure 2).
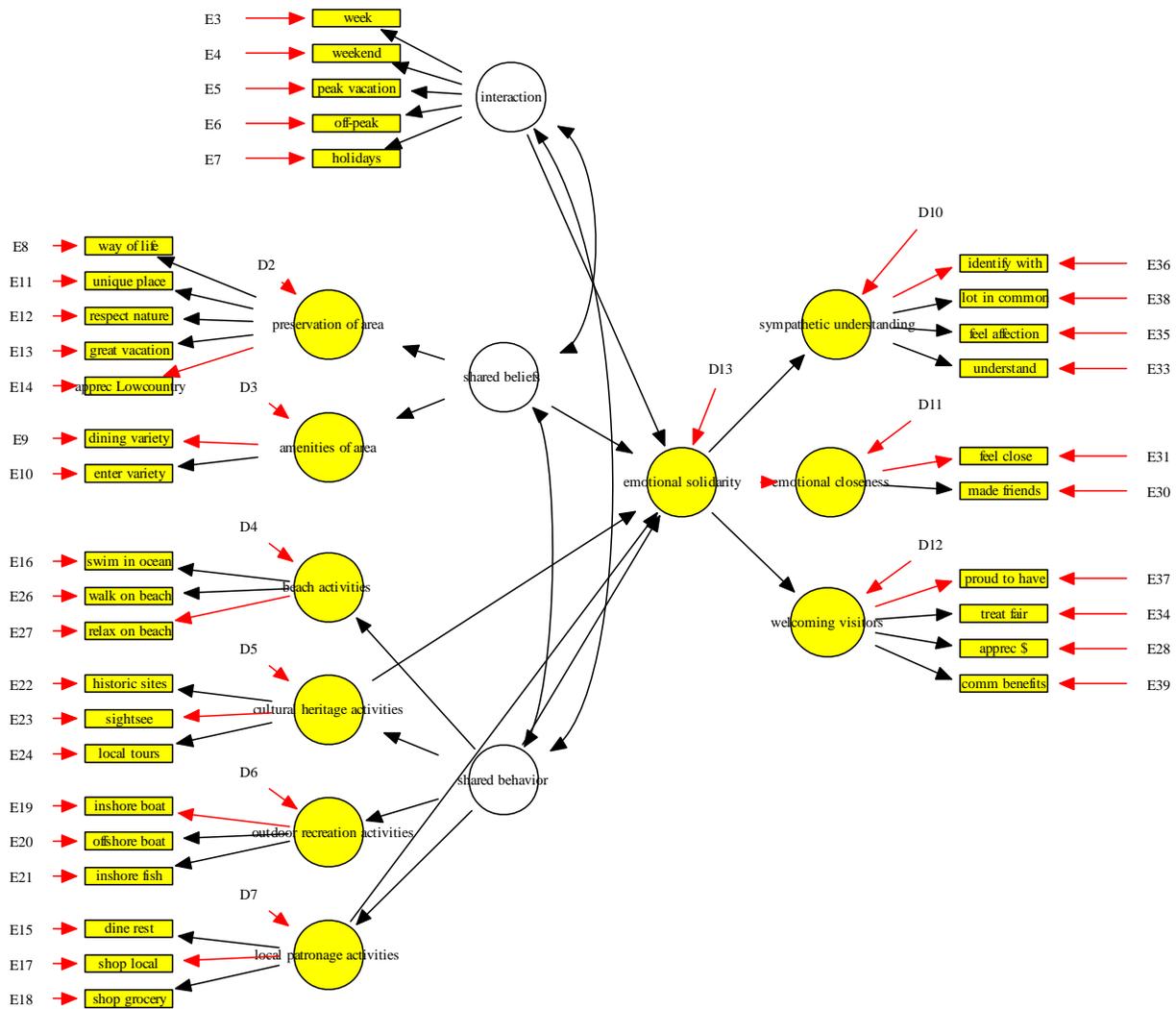
Figure 2. Final Durkheim Structural Equation Model

Given that correlations between predictor constructs and emotional solidarity were all positive, it was expected that regression coefficients would also have a positive value. However since shared behavior had a negative regression coefficient and the two dimensions of shared behavior had positive regression coefficients with emotional solidarity, net suppression occurred (Tabachnick & Fiddell, 2001). In other words, shared behavior acts as a suppressor variable of cultural heritage activities and local patronage activities in predicting emotional solidarity, inflating both effect sizes slightly (Kline, 2005). Interaction ($sr^2 = 0.081$) explained the greatest amount of variance in emotional solidarity, followed by cultural heritage activities ($sr^2 = 0.079$), shared behavior ($sr^2 = 0.60$), shared beliefs ($sr^2 = 0.045$), and local patronage activities ($sr^2 = 0.036$).

Residential Characteristic and Emotional Solidarity

In addition to the structural equation model testing, a multiple regression analysis was conducted to examine how well a number of resident characteristics (i.e., length of residence in county, recent travel experience, economic dependency on the tourism industry, and age) predict emotional solidarity experienced with tourists. Regression results indicate the overall model significantly predicts emotional solidarity, $R^2 = 0.039$, $R^2_{adj} = 0.030$, $F(4,440) = 4.417$, $p < .05$. This model accounted for 3.9% of variance in emotional solidarity. Results of the regression analysis indicated that three of the four variables significantly contributed to the model. A review of the coefficients revealed that recent travel experience, economic dependency on the tourism industry, and age were predicted emotional solidarity (Table 1)

Table 1. Coefficient for Model Variables

	β	t	p
Length of residence in county	-0.003	-0.879	0.380
Recent travel experience	0.006	3.278	0.001
Economic dependency on the tourism industry	0.008	2.253	0.025
Age	0.008	2.017	0.044

Length of residence was not a significant predictor of emotional solidarity, $β = -0.003$, $t(440) = -0.879$, $p = 0.380$. Recent travel experience was a significant predictor of emotional solidarity, $β = 0.006$, $t(440) = 3.278$, $p = 0.001$. This result can be interpreted as each additional trip residents took over the last two years, emotional solidarity felt with tourists increased by 0.006 units. Economic dependency on the tourism industry was also a significant predictor of emotional solidarity, $β = 0.008$, $t(440) = 2.253$, $p = 0.025$. Interpretation of the regression coefficient revealed that with every unit increase in residents feeling they are economically dependent on the tourism industry, emotional solidarity felt with tourists increased by 0.008 units. Finally, age was a significant predictor of emotional solidarity, $β = 0.008$, $t(440) = 2.017$, $p = 0.044$. With every unit increase in residents' age, emotional solidarity felt with tourists increased by 0.008 units.

DISCUSSION

This project attempted to understand the level of connectivity between residents and visitors in a tourist destination. This study goes beyond the traditional resident attitudes of tourism

development that is included in existing research by seeking to determine the degree of emotional solidarity residents feel with tourists. This study revealed how residents' perspectives illuminate the positive and negative socio-cultural impacts that tourists bring to the community. By knowing the degree of emotional solidarity that residents possess with visitors, tourism planners and marketers can develop particular strategies to accommodate resident needs within the community. Lastly, ascertaining the level of emotional solidarity residents feel with tourists, researchers may begin to understand more about why residents possess the attitudes they do about tourism development and tourism overall.

The main goal of this project was to examine the level of emotional solidarity among residents of Beaufort County towards tourists visiting the area. Three outcomes resulted from this study with academic and practical implications. First, a scale of emotional solidarity (as well as scales of three predictor constructs) was developed. This will allow additional research to be conducted in similar tourism destination regions to use the scale. Second, Durkheim's (1995) model was tested. Hopefully, this is the beginning of a long line of research employing Durkheim's model in tourism including studies of emotional solidarity from tourists' perspectives and even residents' and tourists' perspectives within a single study. The third outcome was the measure of emotional solidarity across different types of residents within Beaufort County. This outcome has practical implications for tourism planners and marketers in Beaufort County to know what type of residents experience disparate levels of emotional solidarity with tourists.

Results of the focus groups revealed some interesting findings. Members from each of the three focus groups communicated a level of understanding or sympathy for tourists within the county. Most notable, each of the Hilton Head Island participants mentioned they understood what it was like to be a visitor to the island. This is likely a function of the fact that few "native" islanders still live on the island. One participant succinctly put it, "We were all visitors here at one time." Another interesting finding from the focus groups was that residents communicated an appreciation for tourists in two regards: local economic contributions from spending and the vibrance that they create with their presence.

From the qualitative analysis, expert panel review of items, two rounds of pilot-testing (with EFA), and CFA of sample survey data, measures of shared beliefs, shared behavior, interaction, and emotional solidarity were formulated.   Ultimately based on CFA results, shared beliefs had two

dimensions, shared behavior had four dimensions, interaction was unidimensional, and emotional solidarity had three dimensions. Items within each of these dimensions were implemented in the on-site self-administered survey instrument to residents on a county-wide level. While collecting data in this manner was quite costly, time-consuming, and difficult to plan for, it was advisable given the high survey acceptance, survey completion, and overall response rates. Similar studies have also made such claims (see Andereck & Nickerson, 1997; Andereck & Vogt, 2000).

Testing the Durkheim model was a success with this data. Based on the results from the structural equation modeling, each of the predictor variables (i.e., shared beliefs, shared behavior, interaction, cultural heritage activities, and local patronage activities) was significant within the model explaining 22.3% of the variance in emotional solidarity. Each of the five predictor variables were significant within the Durkheim model, only shared behavior was negatively correlated with emotional solidarity. However this is due to suppression given the expected positive relationship among 1st and 2nd order factors with emotional solidarity (Kline, 2005). Interaction with tourists and participating in cultural heritage activities explained the greatest amount of variance in emotional solidarity. The results of this study support Durkheim's theory of emotional solidarity. That is to say that as residents share beliefs, share behavior (more specifically cultural heritage activities and local patronage activities), and interact with tourists, they experience a higher emotional solidarity with tourists overall. This study answers the call by McIntosh (1988), Pizam, et al. (2000), and Wearing and Wearing (2001) for studies to examine the personal, emotional bonds residents and tourists experience within one another in communities. Further the results indicate that relationships between residents and tourists can supersede relationships predicated on financial transactions between the parties.

Additional resident characteristics (i.e., length of residence in county, recent travel experience, economic dependency on the tourism industry, and age) explained very little variance within emotional solidarity. In fact, length of residence was not even a significant predictor of emotional solidarity. It can be concluded that as traveling out the county, economic dependency on the tourism industry, and age all increased, emotional solidarity experienced with tourists also increased. Frequent travelers understand what it is like to be a traveler in a community that is not their home; this in effect allows them the opportunity to be sympathetic to tourists in their own community. In the way of economic dependence, Pizam (1978) and Smith and Krannich (1998) found that the more a person depends on tourism dollars, the more positive his or her attitude is

toward tourism development. In terms of age, Tomljenovic and Faulkner (2000) found older residents were generally more favorably inclined toward tourism development than their younger counterparts within the community.

Recommendations

From this study a number of recommendations exist. The Hilton Head Island-Bluffton Chamber of Commerce and the Beaufort Regional Chamber of Commerce should promote local amenities and activities within the county to residents as well as a greater interaction with tourists. This will allow residents the opportunity to understand tourists and what it is like to be a tourist in the county. Ultimately, residents will move closer to feeling an emotional connection with tourists. Also from this study, tourism planners and marketers within the county have a better sense of the degree of interaction between residents and tourists and what activities they share. In essence, this will help the chambers of commerce to develop particular strategies to accommodate resident needs within the community. Chamber officials now know what types of residents within the county will potentially have a higher emotional solidarity with tourists (i.e., newer residents, residents who travel outside the county frequently, and those residents who most economically dependent on tourism for their household income). The opinions of these individuals are likely a great source for marketers and planners to tap into when planning for tourism development within the county. Those that have lower emotional solidarity with tourists should be targeted for education, to inform such residents about the positive social-cultural, economic, and environmental impacts accompanied with tourists and tourism development. Statistics highlighting these impacts should be the main educational focus.

Future research

This study provides a theoretical framework to use in examining resident and tourist interactions as well as resident attitudes and feelings toward tourists and tourism development. In the past, theories that have dominated such literatures are the social exchange theory, community attachment, and growth-machine theory (Harrill, 2004). Unfortunately many studies employing these frameworks have been ripe with mixed findings (McGehee & Andereck, 2004). Emotional solidarity offers a novel approach to explain the dynamic relationships between resident and tourist. Utilizing the framework of emotional solidarity in future studies can potentially keep both residents

and tourists from viewing one another as the "other" (Aramberri, 2001; MacCannell, 1999; Urry, 1994) and move both parties in a direction where each sees a common bond in the relationship.

This study will potentially lead the way for greater examination of resident and tourist interactions in the context of emotions in the future. Research should continue to examine residents' emotional solidarity with tourists across numerous communities within the Southeastern United States. Such work will aid in supporting Durkheim's model. In addition, future studies should examine not only residents' level of emotional solidarity with tourists, but also tourists' level of emotional solidarity with residents. It would be ideal to have studies involving both samples with data sets to test hypotheses across. Building off of this study, it would be most beneficial to start within Beaufort County, conducting a visitor study during the same time of the year that the resident data were collected. It would be interesting to see if tourists' emotional solidarity experienced with residents was as high as residents' emotional solidarity experienced with tourists. In addition, studies concerning residents' and tourists' level of emotional solidarity in communities at different stages within the Butler's (1980) life-cycle would of interest. Finally, future studies should explore additional predictor variables to add to the Durkheim model to see whether they explain a greater degree of variance in emotional solidarity.

Deliverables

Findings from this study will be disseminated in multiple manners. Each Beaufort County Chamber of Commerce as well as community tourism organizations will receive a report of the findings to aid in marketing and planning. This report will also be available on the Clemson International Institute for Tourism Research & Development website available for public viewing. Presentations to representatives of Beaufort County's tourism industry will also be made if requested. Manuscripts will be submitted to peer-reviewed travel and tourism journals for publication on topics such as testing Durkheim's model of emotional solidarity, scale development of the emotional solidarity construct and the affect of resident characteristics on emotional solidarity. Abstracts will also be sent for presentation at peer-reviewed regional, national and international travel and tourism conferences.

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