Is Overtourism the Enemy to Host Communities? The Influence of Geodemographic Traits of Residents on their Perceptions Towards Tourism

O Overtourism é Inimigo das Comunidades Anfitriãs? A Influência das Características Geodemográficas dos Residentes na sua Perceção em Relação ao Turismo

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Abstract

Gentrification is among the most common negative consequences that a fast and uncontrolled tourism growth originates. This study analyzes the influence of residents' geodemographic traits on their perceptions of tourism in Lisbon. Hence, three studies were conducted: (i) an exploratory study analyzed of the psychometric properties of the instrument used for data collection; (ii) a confirmatory study validated the results of the Exploratory Factor Analysis; (iii) analysis of how the perceptions of residents towards tourism is influenced by the concentration of local accommodation businesses and the length of residence in each parish. Results suggest that despite the growing tourist pressure, participants have an overall positive opinion towards tourism, considering it a catalyzer of community development and of the quality of life of their parishes, due to its positive economic impacts.

Keywords: Gentrification, Residents' perceptions, Tourism destinations, Geodemographic traits, Overtourism.

Codes JEL: Z32

Resumo

A gentrificação está entre as consequências negativas mais comuns que um crescimento turístico rápido e descontrolado origina. Este estudo analisa a influência dos traços geodemográficos dos residentes nas suas perceções do turismo em Lisboa. Por conseguinte, foram realizados três estudos: (i) um estudo exploratório que visou analisar as propriedades psicométricas do instrumento utilizado para a recolha de dados; (ii) um estudo confirmatório que validou os resultados decorrentes da Análise de componentes Principais; (iii) um estudo que procurou analisar de que forma a perceção dos

residentes em relação ao turismo é influenciada pela concentração do alojamento local e pelo tempo que os participantes residem na atual freguesia. Os resultados sugerem que apesar da crescente pressão turística, os participantes têm uma opinião globalmente positiva em relação ao turismo, considerando-o um catalisador do desenvolvimento comunitário e da qualidade de vida das freguesias onde residem, devido aos seus impactos económicos positivos.

Palavras-chave: Gentrificação, Perceção dos residentes, Destinos turísticos, Características geodemográficas, Overtourism.

Código JEL: Z32

1. INTRODUCTION

As most research on tourism destination planning demonstrates, the fastest the growth of the tourism sector, the lesser opportunities for a community-led sustainable development, primarily benefiting residents (Var & Gunn, 2020). In scenarios where the approach to tourism development tends to be focused on the mere economic growth, other essential aspects to consider in these processes – such as those related to the environmental stewardship and social justice - are often overlooked by decision-makers (Costa, 2020). Previous studies as well as abundant empirical evidence demonstrate that, if ill-managed, tourism growth has a considerable potential of harming the well-being of local communities and jeopardize their identity (Kuščer & Mihalič, 2019).

Gentrification is among the most common and damaging negative consequences that a fast and uncontrolled tourism growth originates (Almeida-García et al., 2021). This phenomenon, which leads to a rapid influx of new permanent or temporary residents with higher income than those of the surrounding community, often forces the original residents to move to other cheaper residential areas (Cocola-Gant & Lopez-Gay, 2020).

Existing studies on this issue often suggest that residents of places suffering from gentrification tend to develop negative perceptions about tourism (Dirksmeier & Helbrecht, 2015). Nonetheless, existing research has seldom sought to analyze if and how the sociodemographic profile of these same residents can shape their perceptions about the sector. In addition, previous scientific works tend to empirically analyze the residents of a given destination as a whole (Amore et al., 2020; Liang & Bao, 2015). However, it also seems adequate to hypothesize that the perceptions of residents about tourism may vary according to the distinct levels of tourism activity in their concrete residential areas, despite living in the same tourist destination. The present study intends to contribute to fill these research gaps by empirically analyzing an urban destination consensually suffering from a gentrification process: the city of Lisbon.

Regarding its structure, the present paper begins by presenting a literature review on tourism destinations' development processes, previous studies on residents' perceptions towards tourism, as well as on the concepts of gentrification and overtourism. The following section aims at contextualizing the specific tourism destination where the study was undertaken: the city of Lisbon. The study subsequently describes the methodology employed on each of its three empirical analyses, flowed by its results, the corresponding discussion and the conclusions.

2. LITERATURE REVIEW

Previous research (Woo et al., 2015) as well as strategies aiming to achieve a sustainable development of urban tourism destinations (UNWTO, 2019) suggest that the main goal underlying every tourism destination development process should be the increase of the host communities' welfare and quality of life. However, sometimes unfavorable socioeconomic contexts within some host communities (*e.g.*, social unrest, high unemployment rates, structural underdevelopment) may negatively affect the levels of adequacy of a destinations' development model vis-à-vis the real needs of their residents (Stylidis et al., 2017).

Thus, Wiltshie (2019) argues that each destination should assure that the existing and planned development of the tourism sector is good for communities before considering in each way to enhance visitors' experiences. According to the same author, any destination development strategy should embed the tourism experience within the sociocultural context of the host community so that

it becomes the main resource vis-à-vis the creation, storage and retrieval of social, political and cultural capital.

Nonetheless, in many countries and regions, tourism became the key sector regarding the development of the entire economic system (World Travel & Tourism Council, 2018). The often pressing need to develop alternatives to the development of national or regional economies, particularly in less developed countries or regions, led to a hasty and unplanned tourism growth, named by some authors as boosterism. According to Tilaki et al. (2017), in destinations which have chosen boosterism as their approach to tourism development the satisfaction of the visitors' expectations is usually at the top of the list of priorities, even if it the specific strategies to do so counter the social and cultural values as well as the economic needs of the host community.

Previous research suggests that Destination Management Organizations (DMOs) should monitor the perceptions of their host communities regarding their agreement with the development of the tourism sector in general, as well as with the specific tourism development models and initiatives undertaken by the destinations' managers (Brida et al., 2010). In addition, the residents' perceived benefits and drawbacks that may result from the destination development should also be closely monitored by DMOs (Andereck & Nyaupane, 2011; Kim et al., 2013). Such monitoring should also be regular (Lee & Jan, 2019) because the perceptions of residents about the tourism impacts as well as their attitudes towards the development of the sector in their own communities may change from positive to negative (Lee, 2013) as a consequence of the speed, levels and nature of the destinations' development (Hunt & Stronza, 2014; Lundberg, 2015).

Within the first category of perceptions – agreement towards tourism development and with its specific model – previous research posits that DMOs ought to grasp the views of residents vis-à-vis (i) the role that tourism is expected to play in the overall future of the community and in its economic sector in particular (Liao et al., 2016; Sinclair-Maragh et al., 2015); the expected role attributed to DMOs in the destination development and management process (Arbogast et al., 2017; Volgger & Pechlaner, 2014); the current levels of contribution of tourism to the communities' welfare (Dyer et al., 2007); (iv) the building and/or installation of additional tourism facilities (Kuvan & Akan, 2012); and (v) the relevance or need for community-led planning and management processes (Choi & Murray, 2010; Eshliki & Kaboudi, 2012).

Regarding the benefits underlying tourism development, previous research suggest that DMOs should seek to assess host communities' perceptions regarding, for example, (i) the creation of employment opportunities for residents (Almeida-García et al., 2016; Sharpley, 2014); (ii) the development of parks and recreational areas that residents can use (Abdollahzadeh et al., 2014); (iii) the improvement of community public services (Gu & Wong, 2006; Nunkoo & Ramkissoon, 2011); (iv) the preservation of the community's cultural identity that fosters their pride and self-esteem (Nunkoo & Gursoy, 2012; Stronza & Gordillo, 2008); (v) the greater variety of cultural activities for residents (Xu et al., 2016); (vi) the improved shopping opportunities for residents (Andereck & Nyaupane, 2011; Rasoolimanesh et al., 2017); and (vii) the protection of historic sites and buildings (Andriotis & Vaughan, 2003; Chen, 2011), which are often affected by overtourism (Pasquinelli & Trunfio, 2020).

As far as the downsides of the development of destinations to host communities is concerned, previous research suggests that residents often consider that tourism is responsible for (i) the increase of crimes rates and vandalism (Garau-Vadell et al., 2018); (ii) friction between residents and visitors (Bimonte & Punzo, 2016); (iii) The exploitation of the residents' labor force (Carte et al., 2010; Medina, 2003); (iv) the transformation of the traditional cultural so as to please the visitors' taste and values (Chen & Chen, 2010; Kim et al., 2013); (v) the overcrowding of public spaces and heritage sites (Gonzalez et al., 2018); (vi) the excess of litter produced by visitors (Silva, 2014); (vii) the overwhelming increase of traffic (Abdollahzadeh et al., 2014; Jordan & Vogt, 2017); and (viii) burdening the destinations' public services (Albalate & Bel, 2010).

As previously referred, the present study aims at analyzing the influence of residents' geodemographic traits of residents of the same local destination vis-à-vis the tourism development of their community. Considering that sustainable tourism development processes require the integration and complicity of local communities (Stylidis et al., 2017), it would seem reasonable that many studies had previously encompassed the influence of the geodemographic traits of residents of the same local destination vis-à-vis the tourism development of their community. However, the overwhelming majority of the scarce number of studies analyzing the influence of geodemographic traits of

individuals on their perceptions are focused on the demand. Such studies typically seek to identify geodemographic characteristics of visitors that may determine certain patterns of consumption (Guiry & Vequist, 2015; Newing et al., 2014), often aiming to offer distinct offerings to different types of consumers (Miller, 2008).

In addition, most previous research encompassing the perceptions of local residents towards the tourism development of their communities tend to take a sociodemographic approach, exploring characteristics such as age, gender, educational background or employment (Tichaawa & Makoni, 2018). Practically no studies have been previously conducted seeking to understand how the specific location and the length of residency as well as the pressure exerted by the tourism activity in distinct areas of the same destination may shape residents' views about tourism development's benefits and drawbacks.

Gentrification is closely linked to overtourism and often derives from it (Szromek et al., 2020). When conceptualizing overtourism, some researchers tend to privilege its nefarious effects on resident communities, by considering it a "visitation growth that has led to overcrowding in areas where residents suffer the consequences of temporary and seasonal tourism peaks, enforcing permanent changes to their lifestyles, and impinging their access to amenities and the realisation of optimum well-being" (Milano et al., 2019, p. 2). Other approach to the concept has focused on the harmful role of overtourism to the tourist sector itself, by considering overtourism "the impact of tourism on a destination, or parts thereof, that excessively influences perceived (…) quality of visitors' experiences in a negative way" (UNWTO, 2018; cited by Koens et al., 2018, p. 3). Still other conceptualization efforts of the overtourism concept take an urbanistic perspective, arguing it is the excessive pressure exerted by tourism in a given urban context, ultimately leading to gentrification (García-Hernández et al., 2017).

The gentrification phenomenon can be interpreted as a type of urban development by which residents of higher socioeconomic status take the place of the traditional population with a lower income. This process often originates real estate speculation, but also the renovation and requalification of public spaces (Jover & Diaz-Parra, 2020). Nonetheless, Potter and Labbé (2021) argue that gentrification should not be taken as a mere consequence of the capitalist logic, resulting from substantially different urban dynamics which include diverse ideological and ontological assumptions of a socio-spatial form.

Regarding the global tourist gentrification, it is the process by which popular neighborhoods are transformed into sites of consumption and tourism. Hence, the expansion of the recreational and leisure function into tourist accommodation or short-term rentals usually exacerbates trends of residential displacement and segregation of local residents. As a result of the combination of overtourism and gentrification, entire neighborhoods can be depleted of their traditional population, barring access to housing for people of lower socio-economic status, thus jeopardizing the social sustainability of historical centers (Mendes, 2018a).

According to Hall and Mood (2021), to address the challenges of overtourism, local attraction interventions, destinations and stages of tourism travel must go hand in hand with multilateral initiatives on a global scale.

3. CONTEXT OF STUDY

The tourism sector is arguably among the major economic sectors of the countries appertaining to the Organization for Economic Co-operation and Development (OECD, 2020), directly contributing, on average, 4.4% of the Gross Domestic Product (GDP), and 21.5% of service exports. However, in the Portuguese case, the contribution of tourism to the overall economy is considerably higher, clearly demonstrating the overwhelming importance to the country's wealth. Hence, in Portugal, tourism directly contributes to 8.0% of the national GDP, 51.1% of the service exports and 10.0% of jobs. Regarding the weight of the tourism sector to the national GDP alone, Portugal is only surpassed by Spain (11.8%), Mexico (8.7%) and Iceland (8.6%) among the 37 OECD countries (OECD, 2020).

However, despite the efforts to decentralize the excessive concentration of tourism activity from the regions of Lisbon and Algarve (holding 57.0% of the overall hotel capacity as well as 59.0% of the overnight stays), most of the country's territory still suffers from underdevelopment of the sector.

Thus, the uneven distribution of tourism suppliers and demand in Portugal further increases the overtourism scenario in Lisbon and Algarve regions (Turismo de Portugal, 2017).

Especially since 2008, when a new typology of lodging services, the LA, Portugal's accommodation supply had an overwhelming growth. The Portuguese LA can be considered as a short-term rental type of accommodation service which does not configure a specific type of lodging businesses as it happens, for instance, in the case of Rural Tourism (Araújo, 2017). Rather, the main aim of LA was to foster an easier and more democratic access to entrepreneurialism in the accommodation subsector, both at financial and administrative levels (Cordeiro, 2018). Thus, the LA typology may include units with similarities to internationally established types of independent lodging businesses such as hostels, guest houses, boarding houses. The small size of most LA units made them particularly suitable for the historical centers of the Portuguese cities, such as that of Lisbon. As a result, LA has been steadily responsible for the rising prices of real estate in historical parts of the city and, consequently, for the replacement of its indigenous inhabitants by visitors (Cocola-Gant & Gago, 2019).

4. METHOD

The present investigation was developed over three studies. Firstly, an exploratory study aimed to analyze the psychometric properties of the instrument. The second confirmatory study intended to validate the results of the previous study. Furthermore, a third study was carried out, in order to study the influence of geodemographic traits of residents on their perceptions towards tourism.

4.1 Study 1. Exploratory factor analysis

4.1.1 Sample

In this study, 403 residents from various parishes in Lisbon participated, aged between 18 and 90 years old (M^1 = 43.97; SD^2 = 16.57), the majority being female (53.3%). Regarding the level of education, it was found that more than half of the participants (62.0%) had academic qualifications lower than the Bachelors' degree. It should be noted that the years of schooling were grouped according to the levels stipulated by the Portuguese Ministry of Education (Law No. 46/86, of 14th October).

Due to the great diversity of professions mentioned by the respondents, they were grouped according to the latest edition of the Portuguese Classification of Professions (Instituto Nacional de Estatística [INE], 2011), and it was found that most of the participants were professionals within intellectual and scientific activities (32.0%).

The residents are spread over ten parishes, with Olivais having the largest number of participants (17.9%). Among these, the neighbourhoods with the highest (*e.g.*, Santa Maria Maior, Misericórdia) and lowest weight (*e.g.*, Benfica, Lumiar) in terms of the accommodation typology local accommodation (LA) were included (Jornal de Negócios, 2018).

Regarding the length of the respondents' period of residency at a given parish, it was found that it varies between 1 and 81 years (*M* = 24.66; *SD* = 17.29), with 18.6% of the participants living in the parish for 41 years or more (Table 1).

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[1] *M* = Mean
[2] *SD* = Standard deviation

Table 1- Sociodemographic characteristics of the participants

	N	%
Gender		
Male	188	46.7
Female	215	53.3
Age range (*M* = 43.97; *SD* = 16.57)		
25 years old or younger	66	16.4
26 to 35 years old	76	18.9
36 to 45 years old	92	22.8
46 to 55 years old	64	15.4
56 years old or older	105	26.1
Education		
1st to 4th grade	57	14.1
5th to 6th grade	52	12.9
7th to 9th grade	83	20.6
10th to 12th grade (regular or vocational)	58	14.4
Bachelor's degree	86	21.3
Master's degree	38	9.4
Doctoral degree	29	7.2
Occupation		
Professionals in intellectual and scientific activities	129	32.0
Administrative staff	38	9.4
Service providers	121	30.0
Unskilled workers	115	28.5
Parish		
Misericórdia	16	4.0
Santos António	57	14.1
Santa Maria Maior	35	8.7
São Vicente	45	11.2
Benfica	35	8.7
Lumiar	11	2.7
Olivais	72	17.9
Santa Clara	63	15.6
Marvila	14	3.5
Parque das Nações	55	13.6
Residence's time length (*M* = 24.66; *SD* = 17.29)		
10 years or less	115	28.5
11 to 20 years	85	21.1
21 to 30 years	76	18.9
31 to 40 years	52	12.9
41 years or more	75	18.6

4.1.2 Measure

The residents' perception of tourism was assessed through the compilation of questions made by Andereck and Vogt (2000), drawing from the works developed by several authors (*e.g*., Allen et al., 1993; Lankford & Howard, 1994; McCool & Martin, 1994).

The questionnaire consists of a total of 37 items assessing four different dimensions: (i) Community development; (ii) Negative impacts; (iii) Quality of life; and (iv) Economic impacts. Each item corresponds to an affirmative sentence that refers to the residents' perception of the positive and negative aspects of tourism. For each sentence there are seven possible answers, presented on a Likert scale that ranges from 1 (Strongly disagree) to 7 (Strongly agree). The results of each dimension are determined by the sum of the scores of the items that compose it. Thus, the higher the score, the greater the degree of agreement with a given statement.

The internal consistency of the questionnaire was studied through the analysis of Cronbach's alpha coefficient, which revealed rates ranging from 0.58 to 0.96 (Andereck & Vogt, 2000).

4.1.3 Procedures

The questionnaire, consisting of questions that assess residents' perception of tourism and a set of questions related to the geodemographic traits of the respondents (gender, age, education, profession, parish, time residing in the place), was personally distributed to an aleatoric sample of residents of the various parishes. In this type of sampling, the probability of each element of the population being part of the sample is the same for all elements and there is a greater probability that the elements chosen are representative of the population (Sharma, 2017). The confidentiality of the results was ensured as well as the guarantee that they are intended for purely academic purposes.

Once the questionnaires were applied, the data was processed statistically using IBM-SPSS (version 27) and AMOS 22.0.

4.1.4 Results

a) Construct validity

In order to understand the internal structure of the instrument and to identify the dimensions and indexes associated with them, an analysis of main components with varimax rotation was carried out. The Kaiser-Meyer-Olkin indicator (KMO = 0.91) and Bartlett's sphericity test [$\chi^2_{(351)} = = 6582.5$, $p < 0.001$] demonstrating that there are no identity problems in the data and that the correlations between items are sufficient and adequate.

The extraction of the components was based on the Kaiser-Guttmann criterion (eigenvalues greater than one), the analysis of the Scree plot and the percentage of explained variance. Through the analysis of the scale components matrix, it was possible to verify that the five obtained components explain 65.1% of the variance, a very satisfactory value. According to Marôco (2014) values equal to or greater than 50.0% are considered acceptable.

The first extracted component explains 18.71% of the variance of the results and is composed of the items belonging to the dimension Negative impacts in the host community quality of life; the second component presents an explained variance of 17.63% and corresponds to the dimension Community development; the third component includes items belonging to the Negative economic impacts and explains 10.78% of the total variance; fourth, with 10.55% variance, the Positive economic impacts dimension emerge; with a lower weight, the Positive impacts in the host community quality of life dimension, presents an explained variance of 7.49%.

In its initial version, the questionnaire contained 37 questions, but after extracting the factors, only 27 remained, because it was found that there were factors with only one item (questions 3, 13 and 35) and items that saturated in more than one factor (questions 2, 4, 12, 29, 30, 31 and 34). Then, the items were reordered, with the associated items as shown in Table 2.

Table 2- Factorial matrix of the questionnaire after varimax rotation

Itens	F1	F2	F3	F4	F5
1. Tourism development increases the amount of crime in an area.	0.806				
2. Tourism development increases the traffic problems of an area.	0.802				
3. Tourism results in more litter in an area.	0.782				
4. Tourism results in more vandalism in a community.	0.757				
5. Native people are being exploited by tourism.	0.737				
6. An increase in tourists in my community will lead to friction between local residents and tourists.	0.734				
7. In recent years, my community has become overcrowded because of tourists.	0.676				
8. Tourism causes change in traditional culture.	0.651				
9. Additional tourism would help this community grow in the right direction.		0.794			
10. Tourism can be one of the most important industries for a community.		0.775			
11. I am happy and proud to see tourists coming to see what my community has to offer.		0.741			
12. I favor building new tourism facilities that will attract more tourists.		0.730			
13. My community should plan and manage the growth of tourism.		0.721			
14. Tourists are valuable.		0.701			
15. The overall benefits of tourism outweigh the negative impacts.		0.642			
16. I support tourism as having a vital role in this community.		0.523			
17. Tourism results in an increase in the cost of living.			0.831		
18. Tourism usually benefits a small group of residents.			0.729		
19. Tourists are a burden on a community's services.			0.665		
20. Tourists negatively affect a community's standard of living.			0.662		
21. Increasing the number of tourists to a community improves the local economy.				0.797	
22. Tourism increases a community's tax revenue.				0.793	
23. Tourism provides incentives for restoration of historic buildings.				0.689	
24. Tourism development increases the quality of life in an area.				0.602	
25. Tourism encourages a variety of cultural activities by local residents.					0.812
26. Tourism promotes cultural exchange and education.					0.736
27. Tourism helps preserve the cultural identity of my community.					0.503
Eigenvalue	9.95	3.49	1.73	1.37	1.03
% variance explained	18.71	17.63	10.78	10.55	7.49

Note: F1 = Negative impacts in the host community quality of life; F2 = Community development; F3 = Negative economic impacts; F4 = Positive economic impacts; F5 = Positive impacts in the host community quality of life

The final questionnaire only included items that have an item-factor correlation equal to or greater than 0.40 and a difference between correlations greater than 0.20, so that all items that integrate the scale have high saturation indexes in the corresponding components.

b) Reliability

The reliability of the scale was determined by using the internal consistency method using Cronbach's alpha coefficient. The values obtained by the five dimensions range between 0.75 and 0.90, which reveals an adequate internal consistency (Hair et al., 2018), as can be seen in Table 3.

Table 3- *Cronbach's Alpha coefficients*

Dimensions of residents' perception of tourism	α
Negative impacts in the host community quality of life	0.91
Community development	0.89
Negative economic impacts	0.84
Positive economic impacts	0.83
Positive impacts in the host community quality of life	0.75

c) Normality Test

The total values of the five dimensions were obtained through the mean of the participants' responses for all items that made up each of them. The higher the score, most positive is the perception of the participants in this dimension.

The normality of the distribution was verified through the Kolmogorov-Smirnov (KS) test and the Central Limit Theorem which revealed that Negative impacts in the host community quality of life (KS[3] $= 0.044$, $p > 0.05$; SC[4] $= 0.14$) and Negative economic impacts ($KS = 0.080$, $p < 0.001$; $SC = -0.44$) follow a normal distribution. It was also found that Community development ($KS = 0.083$, $p < 0.001$; $SC = -6.06$), Positive economic impacts ($KS = 0.085$, $p < 0.001$; $SC = -5.18$) and Positive impacts in the host community quality of life ($KS = 0.089$, $p < 0.001$; $SC = -4.08$) were skewed to the right (negative skewness). These results were expected due to the fact that the participants have a positive perception about tourism (Table 4).

Table 4 - Normality Test

Dimensions of residents' perception of tourism	M	SD	KS	Sig.	SC
Negative impacts in the host community quality of life	3.84	1.41	0.044	0.055	0.14
Community development	5.19	1.08	0.083	0.000	- 6.06
Negative economic impacts	3.98	1.41	0.080	0.000	- 0.44
Positive economic impacts	4.94	1.16	0.085	0.000	- 5.18
Positive impacts in the host community quality of life	4.78	1.17	0.089	0.000	- 4.08

Note: KS = Kolmogorov-Smirnov; SC = Skewness coefficient

The exploratory factor analysis (EFA) from which five dimensions were extracted: (i) Negative impacts in the host community quality of life, (ii) Community development, (iii) Negative economic impacts, (iv) Positive economic impacts and (v) Positive impacts in the host community quality of life, revealed that the instrument presented good psychometric characteristics.

4.2 Study 2. Confirmatory factor analysis

The results arising from the EFA were confirmed through a confirmatory factor analysis (CFA), which sought to test the fit of the model (Marôco, 2021).

4.2.1 Sample

In the second study, 782 residents from the same parishes selected in Study 1 participated. The respondents' ages varied between 18 and 83 years ($M = 40.77$; $SD = 15.97$). It was also found that 50.6% of the respondents are female and that only 39.8% have a degree or higher.

It was verified that on average the participants have lived in their parishes for around 25 years ($SD = 17.53$, Min = 2, Max = 74), with the majority belonging to Parque das Nações (19.4%).

4.2.3 Procedures

Study 2 followed the same procedures as in Study 1. The data were analyzed through statistical software AMOS (version 22) was used to analyze the obtained data.

4.2.4 Results

The model fit was evaluated using the measures recommended by Marôco (2021), as shown in Table 5. To analyze the factorial structure of the questionnaire, two conceptual models were tested: the model composed of the four factors proposed by Andereck and Vogt (2000) and the model formed by the five dimensions obtained in Study 1.

In the analysis of the values obtained, the cut-offs suggested by the literature were considered (Bentler, 1990; Jöreskog & Sörbom, 1996; Klem, 2000; Marôco, 2021; Steiger, 2000), which demonstrate that the five-factor solution, with covariation of the errors indicated by the AMOS

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[3] Kurtosis Coefficient
[4] Skewness coefficient

modification indices is the most adjusted to the sample data [$\chi^2_{(308)} = 3.56$, $p < 0.001$, CFI = 0.91, GFI = 0.90, RMSR = 0.04, RMSEA = 0.05].

Table 5 summarizes the adjustment statistics concerning each model tested, showing that the model composed of five factors presents more favorable adjustment indexes (Hoyle & Panter, 1995) than the model composed of four factors (Andereck & Vogt, 2000).

These results were also corroborated by the AIC and ECVI indices which revealed that the lowest values effectively belong to the five-factor model resulting from the EFA.

Table 5 - Adjustment measures of the models under study

	χ^2/df	CFI	GFI	RMSR	RMSEA	AIC	ECVI
4 factors	5.39	0.80	0.80	0.05	0.07	3139.87	4,02
5 factors	5.44	0.83	0.85	0.05	0.07	1837.70	2.35
Covariation of the errors suggested by the AMOS modification indices							
	χ^2/df	CFI	GFI	RMSR	RMSEA	AIC	ECVI
4 factors	4.23	0.85	0.84	0.05	0.06	2491.15	3.19
5 factors	3.56	0.91	0.90	0.04	0.05	1216.28	1.55

Results suggest that, from a psychometric point of view, the five-factor model is the most appropriate to describe residents' perceptions of tourism.

4.3 Study 3: Influence of geodemographic traits of residents on their perceptions towards tourism

Gentrification is among the most common and damaging negative consequences that a fast and uncontrolled tourism growth originates. This phenomenon, which leads to a rapid influx of new permanent or temporary residents with higher income than those of the surrounding community, often forces the original residents to move to other cheaper residential areas. The third study sought to assess the perception of residents towards tourism and to analyze how the weight of local accommodation and the length of residence in the parish influence this perception (positive *versus* negative).

4.3.1 Sample

The third study had the participation of 636 residents from the parishes mentioned above, most of them belonging to Misericórdia (16.5%). It should be noted that 52.4% are female and their ages range between 18 and 80 years ($M = 43.30$; $SD = 17.25$).

As regards academic qualifications, 53.0% of the residents have completed Basic Education, 17.5% have completed Secondary Education/Vocational Training and 29.6% have Higher Education. It should be noted that 27.0% of the participants have lived in their parishes for 31 years or more ($M = 23.96$; $SD = 18.13$).

4.3.2 Measure

A question was added to the questionnaire composed of the 27 items from Study 1 that, aiming to assess the overall perception of residents towards tourism. Responses were given through a seven points Likert scale whose values ranged from very negative (1) to very positive (7). The results were determined through the average of the answers given, whereby the higher the value, the more positive is the residents' perception of tourism.

4.3.3 Procedures

As in the previous study, the questionnaire was distributed personally to the residents of the various considered parishes. Confidentiality of the data collected, as well as the anonymity of the participants were ensured. Statistical treatment was carried out the IBM-SPSS software (version 27).

4.3.4 Results

a) Construct validity

The third study confirmed the factor structure of the previous studies, with the extraction of five components, whose percentage of variance explained was 60.17%. The Kaiser-Meyer-Olkin test (KMO = 0.92) and Bartlett's test of sphericity ($\chi^2_{(351)}$ = 8373.00, $p < 0.001$) revealed that the correlations the items were sufficient and adequate and that there were no identity problems in the data.

b) Reliability

Reliability was analyzed using Cronbach's alpha coefficient, which revealed adequate internal consistency for all dimensions with values ranging between 0.72 and 0.88.

c) Descriptive statistics

After verifying the psychometric properties of the questionnaires, the authors sought to ascertain whether the residents' perception of tourism. The data leads us to conclude that in general, residents have a positive perception of tourism ($M = 4.89$; $SD = 1.10$), with the most valued dimension being that concerning Community Development ($M = 5.10$; $SD = 1.25$), which presents the highest average values. It should be remembered that the answers were given on a Likert scale ranging from 1 (Strongly disagree / Very negative) to 7 (Strongly agree / Very positive).

5. IMPACT OF THE VARIOUS DIMENSIONS ON PERCEPTION OF RESIDENTS TOWARDS TOURISM

The next step was to find out the impact of the various dimensions under study on residents' perceptions of tourism (Table 6). For this purpose, multiple regression analyses were carried out using the Enter method, which allows one to evaluate the contribution of each independent variable to explain the dependent variable (Marôco, 2014).

Table 6 - Explanatory variables of residents' perception of tourism

| Explanatory variables	Perception of residents (β)	R^2 Semi-partial (%)
Negative impacts in the host community quality of life	0.045**	0.1
Community development	0.545**	13.3
Negative economic impacts	- 0.051**	0.1
Positive economic impacts	0.305**	4.5
Positive impacts in the host community quality of life	0.265**	4.1
R^2 ajustado	0.944	
$F_{(5, 630)}$	2129.0**	

Note: **$p < 0.001$

The obtained results demonstrate that the linear model is statistically significant [$F_{(5,630)} = 2129.0$, $p < 0.001$] and that 94.4% of the variation in residents' perception of tourism and tourists (adjusted $R^2 = 0.944$) is explained by the set of predictors: Negative impacts in the host community quality of life, Community development, Negative economic impacts, Positive economic impacts and Positive impacts in the host community quality of life (Table 6). It was also possible to verify that Community Development ($\beta = 0.545$) is the dimension exerting the greatest effect on the overall perception of residents, as it explains 13.3% of its variation.

5.1 Moderating role of LA's weight and length of residence of participants in the relationship between perception of community development and perception of residents' perception of tourism

In view of these results, the authors intended to analyze a influence of geodemographic traits of residents – Weight of the LA in the parish of residence and time length of the residency in the parish – in the relationship between the dimension most valued by the participants – Community development – and your perceptions towards tourism. For this purpose, the moderating variable weight of LA in the parish of residence was transformed into a dummy (0 = little weight and 1 = very heavy), with 1 being the reference category. The creation of this variable was based on the number of local lodgings per 100 houses (Figure 1), with the category Light weight includes the neighbourhoods with less than 10 lodgings (Benfica, Lumiar, Olivais, Santa Clara, Marvila e Parque das Nações) and the Heavy weight category covers the neighbourhoods with 10 or more lodgings (Santo António, São Vicente, Misericórdia e Santa Maria Maior).
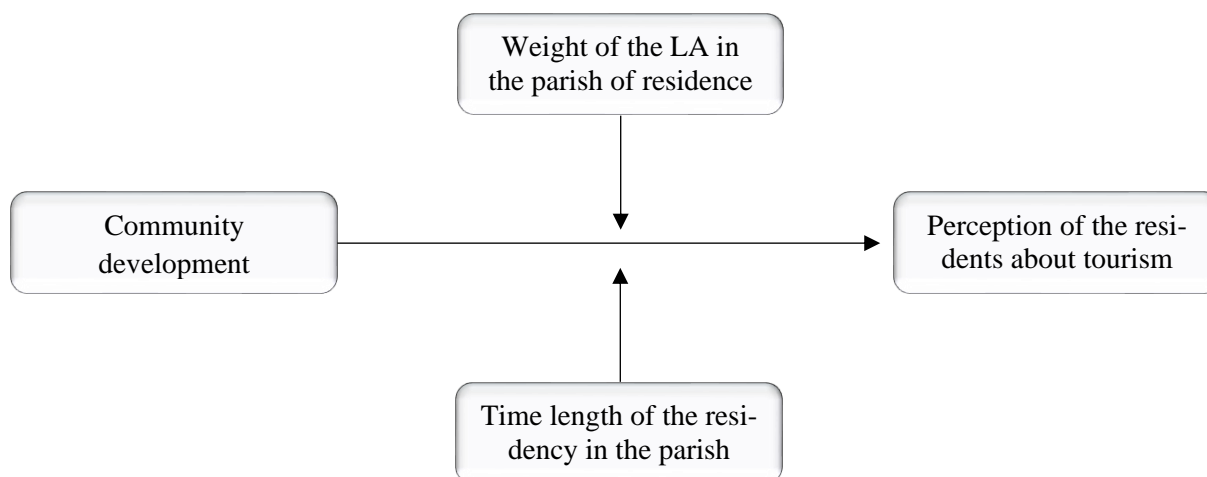
Figure 1 - Number of LA units in Lisbon per 100 households
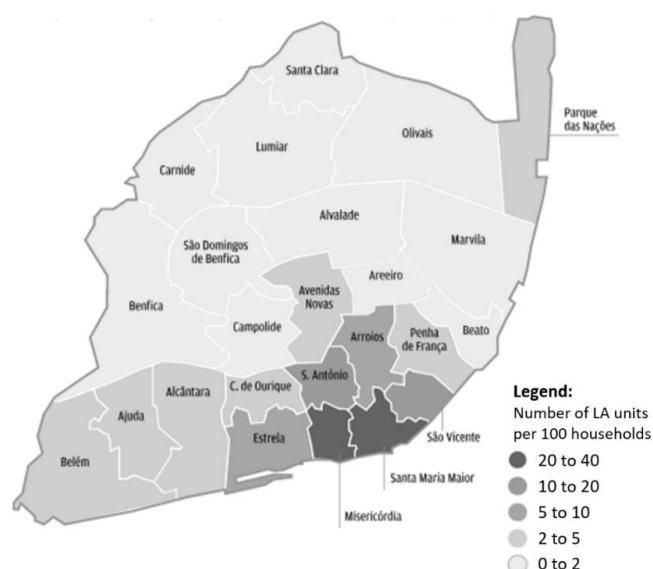
Source: Jornal de Negócios (2018)

Through its graphic representation it is possible to better illustrate the relationship between the variables under study (Figure 2).

Figure 2 - Conceptual model of moderation

The linear model explains 55.4% (adjusted $R^2 = 0.554$, $p < 0.001$) of the variation in residents' perceptions of tourism, and it is significant [$F_{(3, 632)} = 81.511$, $p < 0.001$]. It was possible to verify that Community Development ($\beta = 0.770$, $t = 37.680$, $p < 0.001$) has a significant effect on residents' perception of tourism. The results also show that the number of local accommodation does not significantly influence this perception ($\beta = 0.058$, $t = 3.614$, $p = 0.345$). However, there is a significant interaction effect ($t = -1.960$, $p < 0.05$), which indicates the existence of moderation and that it has a negative effect (B = - 0.038) on the residents' Global perception which reveals that there is a tendency to be less positive as the number of LA units increases.

The analysis also tried to find out if the length of residence in the parish moderates the relationship between the perception of community development and the residents' perception of tourism, and the model was found to be significant [$F_{(3, 632)} = 888.37$, $p < 0.001$]. and explains 80.8% of the results. Community Development was found to have a positively significant impact on residents' perceptions ($\beta = 0.898$, $t = 51.539$, $p < 0.001$). Length of Residence in the parish, in turn, does not influence this perception ($\beta = -0.010$, $t = -0.574$, $p = 0.567$). However, it was found that when the two variables interact, the effect becomes significant ($\beta = 0.029$, $t = 1.648$, $p < 0.05$), although with a lower weight, which suggests that the longer the time of residence in the parish, the lower the effect of Community Development on the perception of residents towards tourism.

In light of the above, it was possible to verify that the most valued dimension by the residents of the Lisbon parishes is the development that tourism provides to their communities. A further relevant and original finding is that the importance attributed to community development is greater when the weight of local accommodation is lower and that the longer the time of residence, the lesser the effect of community development on the participants' perception of tourism.

6. DISCUSSION

The relationships that develop in the geographical space are multiple and complex, which is why they must be analyzed in interaction (Mendes, 2020). Based on this premise, this research aimed to analyze the influence of residents' geodemographic characteristics on their perceptions of tourism in the city of Lisbon.

Thus, in a first stage, the questionnaire developed by Andereck and Vogt (2000) was used and its suitability to the Lisbon context was evaluated, since it has been used in places with a strong tourism component.

The results obtained from the exploratory study revealed the existence of a factor structure consisting of five dimensions - Negative impacts in the host community quality of life, Community development, Negative economic impacts, Positive economic impacts, and Positive impacts in the host community quality of life - whose psychometric indicators proved to be quite satisfactory (Souza et al., 2017). The original instrument was composed of only four dimensions with slightly different nomenclatures - Community development, Negative impacts, Quality of life and Economic impacts - which can be explained by the fact that it was mostly applied in rural destinations and small urban localities in the United States of America, with a time interval of 20 years and at a time when LA was still a distant reality (Decree-Law No. 39/2008, of 7th March).

The confirmatory study revealed that the five-factor model when compared to the original four-factor model proposed by Andereck and Vogt (2000) is more suitable from a psychometric point of view (Hair et al., 2018; Marôco, 2021) to describe residents' perceptions of tourism, according to the number of LA per 100 inhabitants.

After verifying the suitability of the instrument to the sample under study, the influence of the geodemographic characteristics of the residents of the ten parishes of Lisbon, previously mentioned, on their perceptions of tourism was analyzed. According to Mendes (2020), Lisbon is experiencing a peak of international projection as a tourist destination, which is reflected in a significant increase in tourist arrivals and in the occupancy rate of hotel establishments. Given this scenario, it becomes imperative to build and/or adapt additional tourist accommodations that provide different offers to different types of consumers, and it is in this context that the concept of LA emerges (Miller, 2008). According to Pereira and Teixeira (2017), this accommodation subsector represents 1.0% of the GDP generated in the Lisbon Metropolitan Area, and despite contributing significantly to the economic development of the community in which it is located, it triggers a drastic increase in rental housing values that often forces the original residents to move to cheaper residential areas. We thus

witness a tourist gentrification that transforms Lisbon's historic neighborhoods into short-term accommodation sites that contribute to homelessness and residential segregation (Mendes, 2018b). Recent research argues that, in the context of Lisbon, this process has originated harmful impacts on the rental market and the eviction of former and eviction of former residents (Mendes, 2020).

Despite the inherent disadvantages of overtourism, our study reveals that in general residents have a positive perception of tourism, with the most valued dimension being the one related to Community Development. These findings are similar to those found by Yu et al. (2018), according to which residents consider that tourism activity works as an essential strategy for community development. Khan et al. (2020) add that tourism attracts foreign investment, improves the resources and services of the host community, and promotes the construction of new infrastructure that contributes to job creation.

On the other hand, the "negative economic impacts" dimension is the one with the lowest average values, which can be justified by the increased cost of living in the neighborhoods studied. Following this idea, Kruczek (2018) refers that when the concentration of tourists is excessive, there is an increase in the price of services, rental fees, and real estate. In historical cities, such as Lisbon, it causes gentrification (Mendes, 2020).

To analyze the perception of residents regarding tourism, according to the number of LA per 100 inhabitants, the parishes were divided into two groups: those with more and those with less weight (Jornal de Negócios, 2018). The results obtained reveal that there is a tendency for residents' opinions to be more negative as the number of LA's increases. Séraphin et al. (2018) add that this relationship is more evident in places where the number of tourists is higher. These conclusions are compatible with those achieved in the study carried out by Szromek et al. (2020) which demonstrates that an excessive concentration of tourist activity leads to overcrowding in locations, over-advertising, thus diminishing the quality of tourists' experiences and resulting in the degradation of natural and cultural resources. It was also found that community development positively influences residents' perceptions of tourism, but residence time alone has no impact on these perceptions, results that are in line with those obtained in the study by Sinclair-Maragh (2017). However, when the two variables interact, the effect becomes significant, indicating that the longer the length of residence in the parish, the less importance residents give to the community development provided by tourism. In this context, Wiltshie (2019) argues that community development provided by tourism, is only beneficial when it takes into consideration the quality of life of local residents.

Thus, it is important that, within tourist destination development processes, there is a greater concern for the role of tourism in raising the residents' quality of life. In addition to recognizing the positive and negative impacts of tourism, they should be involved in the sustainable growth of a tourism development model (Sarantakou & Terkenli, 2019). This model should be planned by a government organization (DMOs) and adapted to each community according to the increase in welfare and their quality of life.

7. CONCLUSIONS

This study attempted to contribute to the residents' perception of tourism and its contribution to community development. It was found that the dimension most valued by residents of the Lisbon parishes is the development that tourism provides to their communities, and that community development has a significant effect on residents' perception of tourism. This perception can be justified by an increase in traffic caused by tourism, which suggests that residents, although aware of the negative impacts, consider that they are not significant. Such results are in line with those obtained by Postma and Schmuecker (2017).

The results obtained also show that the number of LA does not significantly influence this perception either. However, it reveals that the importance attributed to the role of tourism in community development is higher where the weight of LA is lower, i.e., there is a tendency to be less positive as the number of LA units increases.

Gentrification is among the most common and damaging negative consequences that rapid and uncontrolled tourism growth gives rise to. In historic cities, like Lisbon, it causes gentrification of historic districts, but this increasing tourist pressure that pushes the resident population to the outskirts due to local accommodation, does not change the opinion of the participants who continue to

have an overall positive opinion towards tourism. However, since this sector is also a catalyst of community development and of the general quality of life of the parishes where they live, due to the positive economic impacts that it causes, the perception of the negative impacts is little weighed against the benefits that tourism can bring to the resident community, and therefore they continue to support its development. The same perceptions were identified in previous studies, especially among members of hosting communities who are employed in the tourism sector (Muler Gonzalez et al., 2018).

It was also found that the length of residence in the parish moderates the relationship that exists between the perception of community development and despite presenting a lower weight, suggesting that the longer the length of residence in the parish, the lower the perception of the positive impact of tourism on their quality of life. Thus, it can be seen that residents' perceptions tend to become less positive as the number of LA's increases, i.e., the importance attributed to community development is greater when the weight of the LA is lower and the longer the length of residence, the smaller is the effect of community development on participants' perceptions of tourism. These findings are consistent with the following study by Szromek et al. (2020) which shows that an over-concentration of tourist traffic leads to overcrowding of sites, over-advertising, and aggressive marketing, which diminishes the quality of tourists' experiences and results in the degradation of natural and cultural resources. Furthermore, the way in which tourism development programs have been implemented or the lack of them, which results, for example, in gentrification, because inhabitants end up leaving their homes where they have always lived because they cannot cope with rising rents.

Perhaps the main limitation of this study is the fact that the LA typology is inherently Portuguese, which may hinder the extrapolation of the results to other contexts. In addition, the fast growing of LA throughout Lisbon and the rest of the country may originate some discrepancies between the period in which the empirical study was conducted and the date of publication of the present paper regarding the weight of LA in the different neighborhoods of Lisbon.

Future studies should encompass the actual willingness and readiness ability of the local and regional tourism boards to develop and implement strategies and measures aiming to prevent or attenuate the negative effects of overtourism on the host communities' quality of life, namely those caused by the excessive concentration of small independent accommodation units, such as LA.

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