

Artigos – Gestão do Turismo

Resident honor: expanding well-being in tourism support

Honra do residente: ampliando o bem-estar no apoio ao turismo

Honrar al residente: ampliar el bienestar en apoyo del turismo

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Abstract

Happiness and subjective well-being reveal an individual's assessment of general aspects and conditions of life and how much that person likes the life they lead, that is, how satisfied they are with their life. Our study analyzes the perception of Blumenau (Brazil) residents on the relationship of honor, the impacts of event tourism, and life satisfaction in supporting tourism. The resident's honor, formed by personal gains, pride, and a sense of belonging and quality of life, can significantly impact the sense of satisfaction with life and a more positive perception of tourism.

Resumo

A felicidade e o bem-estar subjetivo revelam a avaliação de um indivíduo sobre aspectos e condições gerais de vida e o quanto essa pessoa gosta da vida que leva, ou seja, o quanto está satisfeita com sua vida. Nosso estudo analisa a percepção dos moradores de Blumenau (Brasil) sobre a relação de honra, os impactos do turismo de eventos e a satisfação com a vida no apoio ao turismo. A honra do morador, formada por ganhos pessoais, orgulho, sentimento de pertencimento e qualidade de vida, pode impactar significativamente na sensação de satisfação com a vida e uma percepção mais positiva do turismo.

Resumen

La felicidad y el bienestar subjetivo revelan la valoración que hace un individuo de aspectos y condiciones generales de vida y cuánto le gusta a esa persona la vida que lleva, es decir, qué tan satisfecho está con su vida. Nuestro estudio estudia la percepción de los residentes de Blumenau (Brasil) sobre la relación de honor, los impactos del turismo de eventos y la satisfacción con la vida en el apoyo al turismo. El honor del residente, formado por la ganancia personal, el orgullo y el sentido de pertenencia y calidad de vida, puede impactar significativamente en el sentido de satisfacción con la vida y una percepción más positiva del turismo.



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1 INTRODUCTION

Based on honor, this article explores the nexus between tourism and tourism events in the impacts of tourism and the honor of residents with the support of tourism in a Brazilian destination. Honor can be understood from two

perspectives, one related to the individual's self-esteem and related to social consideration, both linked to reputation (Novin et al., 2015; Pitt-Rivers, 1965; Senigaglia, 2020). It is a concept historically permeated by social conflicts, and it has gone through discussions about the right to property, dignity, and citizenship. Such conflicts brought changes and political and institutional implications. Currently, honor is a principle that can be found in many laws as it is a recognized personality right in many countries, including the Universal Declaration of Human Rights (United Nations, 2022). Honor is a feeling defined by qualities of value and status that dictate behavior and explain social relationships between individuals. If, in the past social conflict happened over the right to possessions and property or the dignity of having conditions for a good life and feel honored, in contemporary society, a change in the form of domination was from the "reprimand" of the past to that of the "seduction" due to new consumption patterns (Ahmad, 2013). If before, people fought for essential needs, now they seek to satisfy desires through the products' symbolic meanings, signs, and images (Ahmad, 2013).

In this perspective, the dynamics of the consumption of culture and tourism are understood, which have also been intertwined by relations of domination, power, and conflict. Therefore, it is understood that tourism has modified social relations and production and consumption processes, including interactions between people and how cultures and identities are appreciated (Berselli et al., 2019). Many investigations indicate the existing conflicts between institutions, the consumer market, and the residents of the destinations (Añanã et al., 2020; Berselli, Pereira, et al., 2021; Fiuza et al., 2019; Koens et al., 2018; Milano & Alegria, 2020). Such investigations seek to understand conflicts and find solutions and more harmonious social relations between market and community. On the other hand, many destinations seek to use tourism to increase and contribute to the well-being of people, both from the perspective of residents and tourists (Garcês et al., 2018).

The importance of well-being has been widely recognized over the past few years (Longo, Coyne, Joseph, 2018). For Diener (1984), subjective well-being determines what a good life is and how much people enjoy the life they lead, justifying why the term is often associated with life satisfaction and happiness. Happiness is a feeling resulting from satisfaction with life, or contentment, constituting an emotional satisfaction after a subjective evaluation of life itself (Rivera et al., 2016). Happiness and subjective well-being represent merit that indicates a person's good life chances and how much people enjoy the life they lead (Diener, 1984).

The way people think and feel about their lives can be considered a subjective way of measuring their quality of life (Giacomoni, 2004). Thus, the search for happiness is strongly correlated with multiple outcomes, including perceiving certain aspects related to tourism (Rivera, Croes, Lee, 2016). However, this statement is still questionable because despite providing happiness for those who travel, that is, for the tourist, this claim is dubious for those who receive these visitors, that is, residents (Bimonte&Faralla, 2016). We believe that increasing studies on happiness, well-being, life satisfaction, and support for tourism from new perspectives bring valuable contributions. To contribute to the current research focus on the effects of tourism on residents' happiness, this study uses honor to deepen the analysis of how the sense of belonging, autonomy, and pride of living in the community, which we translate in this study as the "resident honor", contributes to the positive well-being of residents.

Our study analyzes the resident's perception of Blumenau (Brazil) regarding the relationship between honor, the impacts of event tourism, and life satisfaction in supporting tourism. It is important to emphasize the importance of the study of tourism being pressured and confronted by new theoretical and practical dilemmas, problematizing it, for example, with concepts of political philosophy. In this way, we seek to contribute to the recommendation by Nunkoo and Ramkissoon (2009) on the need to develop new theoretical concepts that capture the complex relationships between residents and tourism. Social theories can provide new support for understanding human relationships that must continue to be investigated. Thus, the choice of honor is not arbitrary because, as it is intended to demonstrate, its articulation with the satisfaction with the life of the community/residents allows a resignification of the process of construction of the social bonds that constitute the sphere of the residents of the tourist destination, articulated to the questions of the impacts of tourism, satisfaction with life and support for tourism. In this perspective, we suggest honor in tourism due to personal gains, pride, and quality of life that give residents dignity. From this point of view, the paradigm of honor allows the construction of new reflections on social conflicts and support for the industry in the field of tourism.

2 THEORETICAL FOUNDATION

2.1 The Honor

Honor, throughout history, has undergone theoretical reflexive changes linked to political and institutional changes in different societies (Nappi, 2013). Honor is one of the classic concepts of social theory, and it permeates symbolic nuclei that allow us to understand certain social systems (Rohden, 2006). Depending on the ethnographic situation, the strength of honor will have specificities within a society (Novin et al., 2015). In honor, certain cultural, psychological, and behavioral traits reinforce certain cultural aspects of a community, associated with moral systems (Rohden, 2006). Within social groups, honor is associated with a performed game where people can express their esteem for themselves and others. At the same time, it becomes a field of social conflict due to the quest to obtain or maintain honor or earned honor (Rohden, 2006). According to Rohden (2006), in this scenario, each group has its honor and evaluates each other in these terms.

Historically, the social status that supported hierarchies was measured by feelings of honor, and thus, individuals were divided by classes (Nappi, 2013). The search for honor also became the right to possession and the search for more social power (Machiavelli, 1971; Silva, 2013). There was a recognition of all individuals as equals in society, deserving of equality, respect, and dignity, more in line with the idea of citizenship (Virgínia, 2017). However, to avoid the homogenization of different groups, Taylor, a contemporary philosopher, sought to understand the construction of modern identity (Taylor, 1997). His thinking was permeated by the concept of the identity of social groups and the recognition of this authenticity (Taylor, 1996). In modern honor, honor as well as a personal value is also an attribute of power due to the process to arrive at the honor achieved. And the honor of these individuals also becomes a code of ethics for the group they belong to (Dória 1994). And among the reactive attributes, it was identified that social rewards in honor cultures can stimulate cordiality, generosity, and hospitality (Ramirez-Marin and Shafa 2018). For example, a positive association was found between the positive social image built by honor and life satisfaction (Rodríguez Mosquera and Imada 2013), honor, a sense of community, and autonomy (Guerra, Giner-Sorolla, and Vasiljevic 2013).

Taylor intertwines the fields of morality and identity. For him, there are three axes that people give meaning to life, first, through respect for others and the obligations of others towards them; second, to have a meaningful and fulfilling life; and third, the intertwining of these first ones, dignity (Taylor, 1997). He also highlights that every culture has these three axes of social life, which people have incorporated "The configurations' incorporate' a set of 'strong assessments' that function as 'qualitative distinctions,' that is, that make us think, to feel, to judge with the feeling that some action or way of life or way of feeling is 'incomparably' more important than others" (Azevedo, 2009). This "higher" distinction makes life more fully seen, in the sense of a dignified life. Through them, individuals judge what is better and worse, right and wrong.

As seen, in the course of social changes, new structures began to guide institutions and relationships between groups in society in general. Today, identity and recognition are present in the political claims of different social groups and genders and often permeated by new social conflicts (e.g., xenophobia, genocide, resistance movements, etc.). In addition, the principles of equality, dignity, and citizenship are contained in the principles of many laws and guide public policies.

2.2 Honor and Tourism

As we seek to show, honor is understood as the right to respect for all citizens, bringing the concept of honor closer to a more egalitarian reflection, linked to the self-confidence of individuals, prestige, and reputation, arising from a social set that gives it merit. Given this, when a resident has a greater sense of community, composed of a sense of belonging, autonomy, and pride in living in the community, which can be translated in this study as the resident's honor, this aspect contributes to well-being (satisfaction with the positive life) of the residents who also start to support tourism. In addition, we can understand that honor is loaded with signs, symbolologies, and codes specific to the community that gives it identity (Dória, 1994).

On the other hand, the tourist experience is only possible when there is social interaction, and this interaction is loaded with power games between the different actors. (Friedmann 1992) argues that empowerment is the development of psychological (eg. pride, self-esteem), social (eg. cohesion and collaboration), and political (eg. fair representations of tourism development) power of individuals to have a good life. Communities that can develop strategies to achieve specific goals, community integration, and greater self-confidence, achieve greater empowerment over tourism practices (Iqbal et al. 2022; Knight and Cottrell 2016). A logic of power involving the principle of honor

is identified. The attributes of honor such as dignity, citizenship, status, and socio-economic and political rights constitute the strength of the empowerment of the social group that conquers its space in the relations between the community and the tourist market. Tourism activity occurs from the mutual influence between the market, public institutions, and residents loaded with complex exchanges, with power games at the environmental, economic, and cultural levels (Berselli et al., 2019). Social cohesion is based on the way interactions between different social groups and the institutions that somehow regulate them occur (Kaztman & Ribeiro, 2008). For Kaztman and Ribeiro (2008, p.241), "the quality of social relations is highly dependent on inequalities in the distribution of wealth, income, power, and the resources that underlie prestige, honor and social recognition." Thus, for residents, the assessment of how positive or negative the impacts of tourism will depend on how to exchange relations are measured in terms of power and dependence (Ap, 1992) and on the maintenance of an honorable life within parameters of quality of life, pride, satisfaction with life, personal gains, for example. Furthermore, ideally, the relationship between hosts and visitors needs to be cohesive and as balanced as possible (Ap, 1992). In tourism, residents are expected to be hospitable and share the destination's collective spaces with minimal conflict. For this, the losses must be minimally felt by the residents.

The benefits perceived by residents on the impacts of tourism must outweigh the negatives since many studies indicate its importance in supporting tourism, as residents, despite their little control, can generate obstacles (Almeida García et al., 2015; Andereck et al., 2005; Liang & Hui, 2016; Milano et al., 2019; Nunkoo & Gursoy, 2012; Pavluković et al., 2017; Pereira et al., 2022). We assume that the power of the resident is not to neutralize the power of tourists and the market; the host needs to feel in power, or rather, in control over the results of possible advantages and disadvantages of social exchanges. It will seek to guarantee or maintain their quality of life, well-being, and happiness in the space where they live, despite exchanges with other tourism actors. In addition, a strong social bond of the community is the sum of cohesion, connection, pride, and habits that will be reflected in how receptive the resident will be or not to the resident-tourist interaction (Calgaro et al., 2014; Pavluković et al., 2017). Therefore, we assume that community power can be measured by the levels of honor (personal gains, pride, and quality of life) that will directly relate to life satisfaction, contributing to the support of tourism. Thus, we have the following hypotheses:

H1a – Honor is directly related to life satisfaction.

H1b – Honor is directly related to supporting tourism.

2.3 The relationship of the impacts of tourism on life satisfaction, honor, and support for tourism

In the relationship between residents and the impact of tourism and events, destination managers constantly face the question of how to plan for optimal tourism development while minimizing the impact of that development on the resident population (Jackson, 2008). In general, understanding acceptance and how the resident relates to the tourist is crucial for developing tourism and hospitality in a city, as the visitor wants to feel welcomed and welcomed as an act of belonging (Björk & Sthapit, 2017; Kotler et al., 2006; Stilidy et al., 2014; Woo; Kim & Uysal, 2015). Aspects that seek to understand how satisfaction with life, subjective well-being, happiness, and even the quality of life perceived by residents are related to the impacts of tourism have been presented as a contemporary theme (Andereck & Nyaupane, 2011; Berselli, Añaña, et al., 2021; Bimonte & D'Agostino, 2020; Jordan et al., 2019; Rivera et al., 2016; Uysal et al., 2016; Woo et al., 2015).

The study by Andereck and Nyaupane (2011) was one of the first to investigate residents' perception of the impact of tourism on their quality of life, a topic related to subjective well-being, as well as the relationships between perceptions of quality of life and quality of life support for tourism in the community. The study found that the resident's perceived personal benefit from tourism mediated the effect of economic aspects of their perceived quality of life, residents' contact with tourists, and the development of tourism-related jobs on perceptions of the role of tourism in the local economy. Nawijn and Mitas (2012) evaluated the association between perceived tourism impacts and the subjective well-being of residents in a mass tourism destination and found that tourism impacts are associated with subjective well-being and life satisfaction. Woo, Kim, and Uysal (2015) found that the perceived value of tourism has a positive impact on life satisfaction and contributes to the resident's quality of life, becoming an indicator of support for tourism.

Regarding events, Gursoy and Kendall (2006) state that resident support is directly or indirectly affected by five determining factors: the level of community concern, community attachment, ecocentric values, or the degree of environmental sensitivity, perceived benefits and perceived costs, that is, a perceived cost-benefit ratio, where residents are likely to support events as long as they believe that the expected benefits of the development will exceed

the expected costs. Andereck and Nyaupanee (2011) reveal that tourism increases people's perceived quality of life and ensures pride and economic strength for the region. Even so, they reveal those negative impacts play an important role. Berselli, Añaña, et al. (2021) identified that the positive impacts of a festival had a significant effect on community pride, positively influencing the quality of life of residents, while the negative impacts did not affect either the perception of quality of life or the quality of life the community's sense of pride to the festival. Therefore, we hypothesize that:

H2a – The impacts of tourism have a positive relationship on residents in terms of satisfaction with life.

H2b – The impacts of tourism have a positive relationship with the honor of the residents.

H2c – The impacts of tourism have a positive relationship with support for tourism by residents.

2.4 Life satisfaction and its relationship with tourism

Longo, Coyne, and Joseph (2017) examined similarities and differences in the conceptions of well-being most used by authors such as Diener et al., 2010; Huppert & So, 2013; Keyes, 2002; Ryan et al., 2008; Seligman, 2011, Waterman et al., 2010. They identified distinct and recurrent constructs in the literature involving this theme: happiness, vitality, calm, optimism, involvement, self-awareness, self-acceptance, self-esteem, competence, development, purpose, significance, congruence, and connection. Subjective well-being refers to what people think and how they feel about their lives. This area of psychology has grown in recent times and has encompassed such nominations as happiness, satisfaction, positive affect, and being considered a subjective assessment of the quality of life. It can be said that two conceptions of functioning have guided its study. The one that differentiates positive from negative affect and proposes happiness as balance and the one that emphasizes satisfaction with life as the main indicator of well-being. In summary, subjective well-being is guided by long-term happiness and life satisfaction (Giacomini, 2004), resulting from integrating our strengths and virtues (Seligman, 2004). Diener (1984) summarizes the concept of well-being in determining what a good life is. Emphasizing a pleasant emotional experience, subjective well-being can mean that the person is experiencing pleasant emotions over a lifetime or is predisposed to such emotions. In another study, Diener et al. (1985) list three components of subjective well-being: positive affect, negative affect, and life satisfaction. The judgment of how satisfied people are with their current state of life is based on a standard that each set for himself and is not externally imposed. It is noted that satisfaction with life is strongly related to satisfaction with oneself with personal self-esteem.

When analyzing the association between the impacts of mass tourism and the residents' perception of their subjective well-being and life satisfaction, Nawijn and Mitas (2012) found that tourism affects the cognitive component of well-being subjective and the resident's life satisfaction. More specifically, the domains of life regarding health, interpersonal relationships, friends, services, and infrastructure are linked to the impacts of tourism, which suggests that tourism could be used to increase people's happiness, not just from the point of view of tourists, but of residents. Bimonte and Faralla (2015), Björk and Sthapit (2017), and Su, Huang, and Huang (2018) state that where a happier and more satisfied resident tends to support tourism more and welcome visitors. Life satisfaction would contribute to support tourism by reducing perceptions of conflict in the resident-tourist-tourism relationship. Pham, Andereck, and Vogt (2019) also found a moderate positive correlation between the general satisfaction that the resident has about their quality of life with tourism support. Thus, we have the following hypothesis:

H3 – Satisfaction with life is related to support for tourism.

2.5 Mediation of the life satisfaction dimension.

The relationship between satisfaction or quality of life with tourism support is widely accepted (Allen et al., 1988; Ap, 1992). Researchers Nunkoo and Ramkissoon (2012) investigated that when residents benefit from tourism, they tend to have positive attitudes and perceptions of tourism and therefore support tourism development, whereas when residents are negatively impacted, they tend not to support tourism.

Satisfaction with quality of life was considered a dimension capable of mediating a relationship between certain predictors and support for tourism by the resident (Woo, Kim & Uysal, 2015). Their investigation results showed that the relationship between support and quality of life was supported. They claim that if the level of tourism development negatively influences the residents' quality of life, they may not support tourism development in their community. In this way, they recommend that there should be an effort on the part of the managers and stakeholders of the destination to improve the resident's quality of life continuously. For Allen (1990), community satisfaction involves two large sets of dimensions, one of which is related to community services and opportunities, while the

other addresses the psychological sense of community. That is, opportunities and a sense of belonging, treated by Boley and McGehee (2014) as community empowerment, which occurs mainly when the interests of a community are reinforced by residents who work better in society.

Thus, issues such as increasing opportunities for residents should improve the quality of life, ensuring greater sustainability of the destination (Hartwell et al., 2018). Because of this, we assume in this study that honor is a construction of personal gains, pride, and quality of life; these constructs would increase the sense of dignity and value for the community. Kaztman & Ribeiro (2008) state that a social group's constituents' social cohesion is related to its level of income, power, prestige, honor, and social recognition. They activate the mechanisms of conflict resolution arising from inequalities. Furthermore, we suppose that having an honorable life could positively influence life satisfaction. Moreover, this positive assessment of life itself would positively mediate the relationship between the honor of residents and support for tourism. As mentioned, honor and tourism impacts predict life satisfaction. In this topic, we already stated that satisfaction has the potential to predict support, so we hypothesize that:

H4a – Life satisfaction mediates the relationship between honor and tourism support

H4b – Life satisfaction mediates the relationship between impacts and tourism support

3 METHODS

3.1 Research design and study environment

This quantitative study opted for the selection of the sample by quotas, which, within the non-probabilistic procedures, is the one that presents greater rigor in the selection of survey respondents since it classifies the population by characteristics and determines the proportion of the population to be placed in each class, setting quotas to select elements of the universe to be searched. Quota research is considered a form of sample stratification (Gil, 2011). According to Malhotra (2001), quotas are assigned so that the proportion of elements in the sample is the same as the population, according to certain characteristics, such as the neighborhood or region of residence. In this way, the calculation was applied based on the data obtained from the City Hall of Blumenau. From the population data of these administrative regions, the sample was calculated by quotas in each city region. For this survey, the urban population of Blumenau was used.

3.2 Research Object

Blumenau, a municipality in the European Valley of Santa Catarina (Brazil), is one of the region's main economic and tourist hubs. The city carries strong European characteristics, attracting tourists for its half-timbered architecture in the Germanic style, typical German cuisine, nature, industries, crafts, draft beer, and the parties it promotes. Among the events it holds, the city has become internationally known for Oktoberfest, the largest German party in the Americas, and consecrated as the second largest Oktoberfest in the world, second only to the homonymous Munich, Germany. The Oktoberfest in Blumenau is also the biggest cultural event in Santa Catarina. The festival has been held since 1984, always in October, at Parque Vila Germânica and attracts thousands of visitors every year to celebrate German culture and traditions through music, folk dances, parades, gastronomy, and beer (Prefeitura Blumenau, 2019; Secretaria de turismo de Santa Catarina, 2019).

3.3 Population and Sample

After defining the place and object of the study, it is necessary to define the population of survey respondents, that is, the universe. According to Sampieri, Collado, and Lucio (2013, p. 193), a population or universe is the "set of all cases that fulfill certain specifications." In this study, the finite population is the residents of the city of Blumenau/SC. However, some researchers reach such a large universe that it becomes impossible to reach them entirely. For this reason, we work with a sample, which is a small part of the people who make up this universe (Gil, 2011). The population surveyed is estimated by IBGE Cidades (2019) at 357,199 inhabitants; therefore, it is necessary to define a significant sample for the scientificity of the research. Work carried out in social sciences must have a confidence level of 95% and a sampling error of 5%. It needs to represent the universe's characteristics faithfully and, therefore, must be composed of a sufficient number of interviewees (Gil, 2002, 2011). To arrive at the sample, the calculations for a non-probabilistic by quotas were considered, considering an approximate sample of 400 respondents, with a confidence of 95% and a sampling error of 5%. After constructing the instrument, defining the sample, and conducting the pre-test, the research data collection process began.

3.4 Data collection instrument

For the survey data, a structured and self-completed questionnaire was used as an instrument, with closed questions and the Likert-type scale, which allows more precise answers based on numerical measures. Above all, before starting, to verify if the respondent was a resident of Blumenau, the filter question was asked: "Are you a resident of Blumenau?". The questionnaire was structured in six blocks. Some questions had their order changed to understand the research structure better. The first and second blocks are formed by the dimensions that measure the positive and negative impacts of tourism and resident support for tourism, scales based on Chi, Cai, and Li (2017) study. Together, the first and second blocks have 16 statements. To measure the resident's pride, personal gains from tourism, and perception of quality of life, the third and fourth blocks, based on studies by Chen (2011), was formed by 17 questions, divided into three dimensions. In the fifth block of the research, there is the scale to measure the satisfaction with the life of the residents, based on the studies of Pavot and Diener (2009) and Diener et al. (1985), with five statements and one dimension. In the last block of the questionnaire, the questions refer to the residents' sociodemographic profile and their involvement with recent events. The scales that measured the constructs are measured through interval scales with seven items in the Likert pattern, starting from 1 - totally disagree to 7 - totally agree. Dichotomous and nominal questions evaluated the other questions.

3.5 Pre-test and data collection

Chaoubah (2017) highlights that after being built, the questionnaire must undergo an exploratory study called pre-test and must be applied with a small portion of the sample before collecting data. The number of pre-test respondents may be small, regardless of the number of elements that make up the sample to be surveyed (Gil, 2002). It is an important way to identify problems in understanding the instrument.

Respondents were chosen non-probabilistically and randomly by the researcher. As it is a self-completed questionnaire, the instrument was answered without interference. In general, the questionnaire took between 5 and 10 minutes to complete 84 valid questionnaires were collected for analysis during the pre-test. The instruments filled in incorrectly or incompletely were discarded to not harm the research result.

The main objective of the pre-test was to verify the reliability and validity of the data collection instrument, making it possible to identify possible errors and necessary changes for the application of the research. Cronbach's Alpha was used to verify the reliability of the constructs used. It is an indicator of data veracity and examines respondents' degree of agreement in relation to an applied theoretical construct (Cronbach, 1951). Cronbach's Alpha tool quantifies the reliability of the construct on a scale of 0 to 1, and a number above 0.70 (Cronbach, 1951; Hair et al., 2009) is suggested as the recommended minimum value to be considered satisfactory. The pre-test reached a score of 0.867, an index considered positive by the authors, and it can be assumed that the instrument is reliable.

After the application and analysis of the pre-test, the need for minor changes to the instrument was identified. The most representative is the scale used to measure the variables. In the pre-test, a five-point Likert scale was used. In the final instrument, a seven-point Likert scale was used, following the same pattern used by the authors who based this instrument, namely: Chen (2011); Chi, Cai, and Li (2017); Diener et al. (1985); Pavot and Diener (2009). Data collection was carried out through a face-to-face questionnaire, applied at different points of flow in the city, to strategically cover the sampling by quotas according to the regions and their population. In the demographic data, instead of questioning the neighborhood in which they live, the geographic regions of the city were added, according to the administrative, named by the City Hall of Blumenau in the Master Plan, grouping the city's neighborhoods in the following regions: Vila Itoupava, Itoupava Central, Badenfurt, Fortaleza, Velha, Vila Nova, Central and Garcia.

4 ANALYSIS METHOD

First, the fulfillment of the premises was verified to guarantee the validity of the proposed model. Among the main premises, it is worth mentioning that the Kolmogorov-Smirnov test suggests that the variables are not normal. This indicates that structural equation modeling is based on variance (PLS-SEM). When there is a violation of the normal distribution, PLS-SEM is recognized as a good methodological option for theoretical testing (Sarstedt et al., 2011). The G * Power 3.1 software was also used to estimate the appropriate sample size (Ringle et al., 2014). According to the parameters (effect size $f^2 = 0.15$, power = 0.95, number of predictors = 9), it was indicated that the minimum sample size was calculated at 74, which means that the current sample size ($n = 398$) is adequate.

4.1 Sample characteristics

A total of 398 individuals were interviewed, submitted to the collection instrument provided in the methodological description of this work. Table 1 in the appendix indicates the characteristic of the sample interviewed. The sample consisted mostly of women (59.05%), aged between 25 and 39 years (41.21%), married or living in a stable union (47.99%). Regarding the region of residence, data collection was faithful to compliance with quotas, as described in Table 1, which corresponds to a real sample of the number of residents in urban areas of the city. Comprising the regions of Velha (22.61%), Fortaleza (17.34%), Badenfurt (14.32%), Garcia (14.32%), Central (10.80%), Vila Nova (10.55%), Itoupava Central (9.55%) and Vila Itoupava (0.50%).

Most of the interviewees had an income of R\$ 1,908 to R\$ 4,770 (32.91%). In terms of schooling, High School (38.69%) was the most representative and Salaried Employees (36.68%). As for the length of residence in the city, the profile that has lived for 25 years or more represented 35.93% of the respondents. Finally, regarding habits related to events held in Blumenau, most respondents usually participate in Oktoberfest and other events held in the city (68.34%) and do not work directly or indirectly in any of these events (83.42%).

4.2 Default model reliability

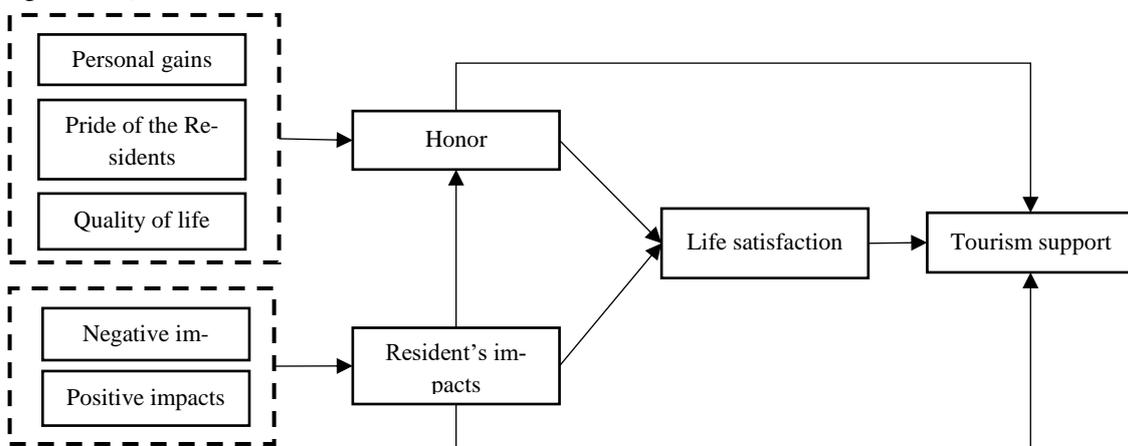
We ran some tests to evaluate and validate the proposed questionnaire before testing the relationships (Hair et al., 2016). We applied Cronbach's Alpha test to assess the reliability and internal consistency of the factors. The external load values of the indicators must be greater than 0.708 (Hair et al., 2016). As shown in Table 2, located in the appendix, all values were adequate above 0.708. For internal consistency, Cronbach's alpha (α) was calculated. All latent constructs showed values above the acceptable minimum of 0.700 (Hair et al. 2016). After preliminary testing, we calculated the extracted mean-variance (AVE) and composite reliability (CR) (Hair et al. 2016). All constructs presented values above the suggested limit of 0.50 in the case of stroke and above 0.700 in the composite reliability. In addition, finally, the Stone-Geisser Q^2 values were obtained through the blindfolding technique for life satisfaction and tourism support. Both were greater than zero, supporting the model's predictive validity (Hair et al., 2014).

We then address the issue of Common Method Bias (CMB) using full collinearity assessment as recommended by Kock (2015). According to the data provided by SmartPLS, all VIF values were less than 3.3. According to Koch (2015), the CMB was not a problem in the dataset. In addition, the discriminant validity was shown to be adequate.

4.3 Measurement model

Data analysis was performed using a partial least squares structural equation modeling (PLS-SEM) tool called SmartPLS 3.3.3 to evaluate the conceptual model. This approach was considered appropriate because the PLS can provide valid results even for small sample sizes (Chin, 2001) and samples that show non-normality of data.

Figure 1 - Proposed model



In this article, honor is conceptualized as a third-order construct with three second-order dimensions: pride, quality of life, and personal gain. In addition to the honor, the impact dimension of residents is also considered a third-order construct with two second-order dimensions that are positive and negative impacts. Modeling resident honor and impacts as a higher-order model are beneficial as it reduces the number of model relationships with support

(figure 1). Furthermore, higher-order constructs provide a means to decrease collinearity between formative indicators, offering a vehicle to reorganize indicators and/or constructs into different concrete sub-dimensions of the more abstract construct (Hair Jr et al., 2016). The higher-order model approach generally allows the path model to be more parsimonious and easier to understand.

After the model was improved, that is, transformed into a higher order, confirmatory factor analysis was used to test the measures of our research model. Table 3 shows the weights and loads for the test. All measures were adequate, indicating acceptable convergent validity.

Table 1 - Composite reliability and validity of the higher-order model

	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
Tourism support	0.860	0.872	0.906	0.707
Honor		1.000		
Resident'sImpacts		1.000		
Life satisfaction	0.825	0.828	0.877	0.588

After completing all phases, we verified the discriminant validity of the new model's measurements, determining whether the square root of the AVE for each construct was greater than its correlation with the other factors. We present in Table 4 the result of the discriminant validity. Overall, the measurement model exhibited adequate discriminant validity.

Table 2 - Discriminant validity

	Tourism support	Honor	Resident'sImpacts	Life satisfaction
Tourism support	0.841			
Honor	0.512			
Resident'sImpacts	0.504	0.567		
Life satisfaction	0.103	0.335	0.137	0.767

4.4 PLS-SEM Results

The results of reliability and validity of the measurement model allowed the continuity of the analysis in the PLS-SEM. So, we use bootstrapping and blindfolding. According to Hair et al. (2016), the number of bootstrapping samples must be greater than the number of valid observations in the original dataset. In our case, we used 5000 samples. The R^2 for life satisfaction was 0.117; for honor, it was 0.320; and for tourism support, it was 0.327 of variance explained by the predictor constructs in the model. Then we evaluated the effect size (f^2).

The honor was affected by 0.475 of the impacts on residents. Satisfaction suffered a 0.111 effect from honor and a 0.005 effect from residents' impacts. Finally, support suffered a 0.005 effect from life satisfaction, 0.097 from impacts on residents, and 0.116 from honor. Finally, we analyze the Stone-Geisser Q^2 to assess the magnitude of all R^2 values. All values of endogenous variables were above zero, as shown in table 2 (Hair et al., 2016).

Table 3 - Analysis of relationships

(continue)

Hip.	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	2.5%	97.5%
Direct effects							
H1b Honor → Tourism Support	0.334	0.338	0.060	5.604	0.000	0.224	0.458
H1a Honor → Life satisfaction	0.380	0.386	0.061	6.230	0.000	0.262	0.501
H2c Impacts → Tourism Support	0.504	0.506	0.045	11.173	0.000	0.414	0.591
H2b Impacts → Honor	0.567	0.571	0.042	13.503	0.000	0.483	0.647
H2a Impacts → Life satisfaction	0.137	0.140	0.058	2.362	0.018	0.023	0.251
H3 Life satisfaction → Tourism Support	-0.059	-0.059	0.050	1.168	0.243	0.157	0.040

Table 3 - Analysis of relationships (conclusion)

Hip.	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	2.5%	97.5%
Mediation							
H4a	Honor → Life satisfaction → Tourism Support	-0.022	-0.023	0.020	1.099	0.272	-0.065 0.015
H4b	Impacts → Life satisfaction → Tourism Support	0.005	0.005	0.006	0.718	0.473	-0.004 0.021
Indirect effects							
	Impacts → Honor → Tourism Support	0.202	0.206	0.041	4.966	0.000	0.131 0.289
	Impacts → Honor → Life satisfaction → Tourism Support	-0.013	-0.013	0.012	1.094	0.274	-0.037 0.008
	Impacts → Honor → Life satisfaction	0.215	0.220	0.038	5.649	0.000	0.148 0.295

Therefore, we analyzed the hypotheses proposed in the study model. The results suggested that honor has a positive relationship with life satisfaction ($\beta = 0.380$ $p < 0.000$) and with support for tourism ($\beta = 0.334$ $p < 0.000$), providing support for H1a and H1b. Residents' impacts have a positive relationship with life satisfaction ($\beta = 0.137$ $p < 0.018$), honor ($\beta = 0.567$ $p < 0.000$) and support for tourism ($\beta = 0.504$ $p < 0.000$), providing support for H2a, H2b and H2c. And, finally, life satisfaction was not related to support for tourism, thus refuting H3.

Finally, we seek to identify the role of potential mediation and indirect effects to test the mediating effect of life satisfaction on the relationship between honor and residents' impacts on supporting tourism. First, we tested the mediation between honor and support ($\beta_{\text{honor} \rightarrow \text{support}} = 0.022$), and impacts on residents and support ($\beta_{\text{IMPC} \rightarrow \text{Support}} = 0.005$) were not significant, thus rejecting H4a and H4b. Second, we verified the indirect effects of the impacts on residents. The relationship between honor and support ($\beta_{\text{honor} \rightarrow \text{support}} = 0.202$) and honor and life satisfaction ($\beta_{\text{honor} \rightarrow \text{LS}} = 0.215$) was supported. The relationship between honor, life satisfaction, and support ($\beta_{\text{honor} \rightarrow \text{LS} \rightarrow \text{Support}} = -0.013$) was not supported.

5 DISCUSSION

This article explored the nexus between tourism and events in residents' life satisfaction in a Brazilian context based on honor. This study sought to contribute to the study of the literature focused on residents. Previously, the authors Andereck et al. (2005) and Boley et al. (2014) identified that values, beliefs, morals, and philosophy have great potential to understand the resident's attitudes. Thus, the main contribution of our research was to attribute the resident honor as the set sense of belonging, autonomy, and pride in living in the community as the predecessor of the model. In addition, we seek to contribute to Nunkoo and Ramkissoon's (2009) concerns about new theories that explain residents' attitudes and behaviors related to tourism.

We understand that the sociological phenomenon of tourism is permeated by the relationship of consumption of cultures and identities, and the dynamics of domination, power, and conflict between markets, institutions, and residents cannot escape them (Añanā et al., 2020; Berselli et al., 2019; Koens et al., 2018; Milano & Alegria, 2020; Pereira et al., 2022). Current social conflicts are linked to new dynamics of symbolic consumption that create value beyond the utilitarianism of products and services (Ahmad, 2013). Furthermore, Riley (1995, p.634) had cited Mukerji's theory, in which "honor was bestowed on people when goods began to possess qualities beyond their functional purpose. The symbolic meaning was attributed to certain goods and the social honor conferred was one of the residual effects". In tourism, honor has become a specific situation in contemporary society. For example, honor and prestige were studied by Riley (1995) from the point of view of tourists when consuming travel. Our study, on the contrary, sought to understand the honor of the resident in the context of tourism. Feeling honored from a set of attributes of destiny that develops in the resident a feeling of merit, appreciation, and dignity of living there. It was also from these assumptions that we identified the possibility that honor affects life satisfaction and its support for tourism.

In this sense, our study confirmed that resident honor significantly affected resident life satisfaction and support for tourism. In this way, the resident's honor, formed by personal gains, pride, and a sense of belonging and quality of life, can significantly impact the sense of satisfaction with life and a more positive perception of tourism.

We also understand why the impacts of tourism strongly affected the residents' perceptions of honor in our study. These were interesting research findings. Suppose we assume that social conflicts are inherent to tourism dynamics. In that case, we seek to ensure that this dynamic occurs in the most balanced way possible, given that residents have reduced control over impacts (Allen et al., 1988; Milano et al., 2019; Pereira et al., 2022). In this way, as the literature so well defends, managers need to work so that the negative impacts are as less harmful as possible, seeking to maintain the perceptions of the positive impacts on the residents as these are reflected in different social contexts.

Thus, mechanisms that guarantee personal gains, the resident's pride, and quality of life must be guaranteed. Managerial and in the context of public policies, guaranteeing the quality of life, happiness, and life satisfaction of residents are attributes that go beyond tourism but cannot fail to be linked to tourism. Delinking everyday life from tourism development by governments and institutions can result in short-sighted actions and possible failures, as tourism is to a lesser or lesser degree linked in some way to the lives of residents. In other words, in destinations, any public development policy needs to consider the impacts of tourism to some extent. Although it seems a bit obvious, future research on the quality of life and satisfaction with life can deepen investigations in this regard, mainly because an honorable life on the part of residents in the destination has proved to be a deeper dimension that helps to reflect on how satisfaction occurs of life and support for tourism to residents.

Resident honor significantly influenced tourism support, while life satisfaction was not confirmed in our study. Not even the indirect relationships of life satisfaction were confirmed in our study. As it is a more complex and in-depth dimension, Honor did not require the mediation of satisfaction with life, as honor proved to be a deeper meaning on the part of people, corroborating its conceptualization. The hour is full of symbols, signs, and codes specific to the community (Dória, 1994) more deeply rooted issues in the community (Calgaro et al., 2014; Pavluković et al., 2017). This is not to say that life satisfaction is not important for support, many previous studies confirmed it as an important predictor. However, our study showed that concepts not sufficiently explored in tourism research could also bring reflective contributions, contributing to tourism theory.

From a practical point of view, as we seek to demonstrate in this discussion, resident honor is a measure of the power of residents concerning their lives and how they relate to tourism. A resident who feels his life is honorable has a more positive relationship with his sense of life satisfaction and in supporting the development of tourism and to the same extent that the impacts of tourism have greater strength in the sense of honor. Having an honorable life was presented as an important concept to be considered. The derivations of this finding can still be scrutinized by scholars and social politicians, considering that honor is present in many public policies; however, they have not yet been addressed in the context of tourism.

Therefore, the well-being of residents must be guaranteed by managers and planners considering concrete and subjective indices of their population. In this case, in our study, the honor of the resident. Understanding residents' regulations will allow a better understanding of the level of their sociability in tourism.

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APÊNDICE A

APPENDIX 1 – Sample Characteristics

(continue)

Characteristics		Frequency	%
Sex	Female	235	59,05%
	Male	163	40,95%
	Total	398	100,00%
Age Group	25 to 39 years	164	41,21%
	16 to 24 years	124	31,16%
	40 to 55 years	83	20,85%
	56 years or older	27	6,78%
	Total	398	100,00%
Marital status	Married / Stable Union	191	47,99%
	single	179	44,97%
	Divorced	24	6,03%
	Widowers	4	1,01%
	Total	398	100,00%
Region	Velha	90	22,61%
	Fortaleza	69	17,34%
	Badenfurt	57	14,32%
	Garcia	57	14,32%
	Central	43	10,80%
	Vila Nova	42	10,55%
	Itoupava Central	38	9,55%
	Vila Itoupava	2	0,50%
	Total	398	100,00%
Residence time	25 years or older	143	35,93%
	Less than 5 years	70	17,59%
	From 15 to 19 years old	61	15,33%
	From 20 to 24 years old	49	12,31%
	From 10 to 14 years	39	9,80%
	From 5 to 9 years	36	9,05%
	Total	398	100,00%
Income	from BRL 1,908 to BRL 4,770	131	32,91%
	Upto BRL 1,908	109	27,39%
	no income	70	17,59%
	from BRL 4,771 to BRL 9,540	55	13,82%
	Uninformed	18	4,52%
	Above BRL 9,540	15	3,77%
Total	398	100,00%	

APPENDIX 1 – Sample Characteristics

Characteristics		Frequency		(conclusion)
				%
Education	High school	154	38,69%	
	Incomplete Higher Education	74	18,59%	
	Complete Higher Education	62	15,58%	
	Complete Graduate	48	12,06%	
	Elementary School or below	42	10,55%	
	Postgraduate Incomplete	18	4,52%	
	Total	398	100,00%	
Occupation	Employee/Salaried	146	36,68%	
	Entrepreneur / Self-employed	76	19,10%	
	Student	47	11,81%	
	Public employee	38	9,55%	
	unemployed	37	9,30%	
	Other	22	5,53%	
	retired	21	5,28%	
	Housewife	11	2,76%	
Total	398	100,00%		
Do you often attend Oktoberfest and other events?	Yes	272	68,34%	
	No	126	31,66%	
	Total	398	100,00%	
Do you work at an event in the city?	No	332	83,42%	
	Yes	66	16,58%	
	Total	398	100,00%	

APPENDIX 2 - Reliability of the standard model

		Fator	Cronbach's Alpha	rho_A	C.R	AVE
Support for tourism			0.860	0.872	0.905	0.707
APOI12	Promotion of exchange of cultural experiences	0.741				
APOI13	I wish Blumenau would attract more tourists	0.885				
APOI14	Investment in tourism development	0.892				
APOI16	City should think more about tourism development	0.835				
Personal gains			0.836	0.842	0.892	0.674
GPT25	Emotions for my life	0.843				
GPT26	Enriched my life	0.854				
GPT27	Emotional experience	0.866				
GPT33	Fun with events	0.711				
Negative impacts			0.709	0.701	0.832	0.623
INT5	Increase in crimes	0.821				
INT6	Prices and cost of living	0.785				
INT7	Environment	0.761				
Positive impacts			0.730	0.731	0.832	0.553
IPT1	Life standard	0.766				
IPT2	local infrastructures	0.768				
IPT3	Industry quality	0.730				
IPT4	Culture and handicrafts	0.709				
Proud			0.776	0.785	0.871	0.694
ORG17	Events improve the image of tourism	0.869				
ORG18	Events improve the image of the city	0.873				
ORG19	Events made me proud to live here	0.750				
Quality of life			0.873	0.874	0.913	0.724
QuV28	Population leisure opportunities	0.877				
QuV29	Family leisure opportunities	0.878				
QuV30	Residents learned about their community	0.834				
QuV31	Improved quality of life for residents	0.813				
Satisfaction with life			0.825	0.826	0.877	0.588
SATV34	Life close to ideal	0.732				
SATV35	Excellent living conditions	0.813				
SATV36	Satisfied with life	0.791				
SATV37	Important achievements	0.752				
SATV38	Change nothing	0.743				