Thanh-Thuy Thi (Jessica) Doan
Hue University, Vietnam
Auckland University of Technology, New Zealand

Diem-Hang Le Doan
Hue University, Vietnam
Mahidol University, Thailand

Thuy-Hien Thi Dang
Hue University, Vietnam

Tran Huu Tuan (*corresponding author*)
Hue University, Vietnam

The Residents' Place Attachment Impacts Tourism in the Context of COVID-19 Pandemic: The Case in Hue City, Vietnam

Hue City is situated in the center of Vietnam and is home to a variety of tourist attractions, such as the Huong River, Ngu Binh Mountain, Hue Monument Complex, and beaches. Tourism in Hue has been severely impacted by the COVID-19 pandemic, resulting in the closure of both domestic and international borders. This study investigated whether residents' place attachment influences their intention to support tourism in Hue during COVID-19. Residents' place identity and place dependence are analyzed to determine how they influence place attachment in relation to tourism changes in Hue during the pandemic. One hundred sixty-five residents of Hue City were surveyed online to acquire data, and structural equation modeling (SEM) was used to analyze the data. Results indicated that the COVID-19 pandemic did not significantly impact residents' place attachment; however, their place identity and place dependence affected their place attachment and their support of Hue tourism. The findings emphasize the significance of residents' place identity and place dependence in influencing their place attachment to Hue tourism during crises and demonstrate the role of residents' support in Hue tourism.

Keywords: COVID-19, place attachment, place identity, place dependence, Hue city, residents

MSc. Thanh-Thuy Thi (Jessica) Doan
PhD candidate of Tourism
School of Hospitality and Tourism, Hue University, Vietnam
School of Hospitality and Tourism, Auckland University of Technology, Auckland, New Zealand
Phone: +61 02108109040
Email: doanthithanhthuy@hueuni.edu.vn/ jessica.doan@autuni.ac.nz

MSc. Diem-Hang Le Doan

PhD candidate of Multicultural Studies
School of Hospitality and Tourism, Hue University, Vietnam
Research Institute for Languages and Cultures of Asia, Mahidol University, Thailand
Email: dldhang@hueuni.edu.vn/ doanlediem.han@student.mahidol.ac.th

MSc. Thuy-Hien Thi Dang
Lecturer of Tourism
School of Hospitality and Tourism, Hue University, Vietnam
Phone: +84 0362178815
Email: dtthien@hueuni.edu.vn

Assoc Prof. Tran Huu Tuan
PhD, Associate Professor
School of Hospitality and Tourism, Hue University, Vietnam
Phone: +84 094 9819588
Email: thtuan@hueuni.edu.vn

Thanh-Thuy Thi (Jessica) Doan is a full-time lecturer of tourism at the School of Hospitality and Tourism, Hue University, Vietnam, and a PhD candidate at Auckland University of Technology, New Zealand, researching the impact of virtual reality on heritage tourism. Her research interests and areas of expertise lie in the fields of heritage tourism, authentic travel, virtual reality and place attachment. She has a bachelor's degree from International School and Hue University in Vietnam and a master's degree from Western Sydney University in Australia.

Diem-Hang Le Doan is currently a PhD candidate at Mahidol University, Thailand, majoring in Multicultural Studies. She completed her master's degree at University of Economics, Hue University. Her research areas include multicultural, gender, community-based tourism, place attachment and hospitality. She is also a lecturer of tourism at School of Hospitality and Tourism, Hue University, Vietnam.

Thuy-Hien Thi Dang completed her master's degree at School of Hospitality and Tourism, Hue University and currently a full-time lecturer at School of Hospitality and Tourism, Hue University. Her teaching and research areas include travel management, responsible tourism, place attachment and e-learning.

Tran Huu Tuan is an associate professor at Hue University with an interest in the

tourism and environment. His current research focuses on sustainable tourism, economics of tourism, and environmental economics.

Introduction

Prior to COVID-19, excessive tourism resulting in an influx of too many visitors to a particular destination was a problem in several destinations, causing locals to reject tourists (Kamata, 2021). Nonetheless, the COVID-19 pandemic emerged and expanded globally, resulting in domestic and international travel restrictions. Tourism is one of the industries most impacted by the COVID-19 pandemic, which reduces the demand for international travel due to global restrictions imposed to prevent the virus's spread. According to UNWTO (2021) statistics, the tourism industry lost 1 billion international arrivals and 1 trillion US dollars in 2021. Since the commencement of COVID-19, tourism has been one of the most impacted industries. Some governments provide incentives for domestic tourists to travel domestically in order to support the tourism industry. (Davies, 2020). For example, the Japanese government has proposed a "Go to" campaign to encourage Japanese people to rediscover the beauty of their country. In order to enhance domestic tourism, some studies focus on the place attachment of tourists or residents (Peroff et al., 2020; Chen et al., 2021; Williams & Vaske, 2003). The reason is that the place attachment can promote individual enthusiasm in participating in tourism development (Nian et al., 2019). Expressly, Zhang and Lei (2010) assume that place attachment may encourage residents to participate in tourism development. Besides, Zhang and Lei (2010) confirm the role of attachment to residents; specifically, the community attachment in place will favor tourism if residents firmly attach to a place and vice versa.

Tourism activities in Hue, Thua Thien Hue Province, Vietnam, were significantly impacted by the COVID-19 pandemic. Thua Thien Hue province is part of Vietnam's North Central Coast region, which is well-known for its Nguyen Dynasty - Hue, Vietnam, is regarded as a place with many tangible and intangible riches because of its high density of historical monuments, cultural values, religious sites, and festivals. According to statistics from the

Department of Tourism of Thua Thien Hue province, the number of tourists to Hue in the first nine months of 2021 is estimated to be 633,315 turns, a 56% decrease from the same period in 2020 (Vietnam National Administration of Tourism, 2021). Many travel companies have been bankrupt, and thousands of tourism employees lost their jobs and income (Vietnam National Administration of Tourism, 2021). In that situation, the People's Committee of Thua Thien Hue province has focused on developing a tourism development recovery plan, explicitly implementing it in association with the local and regional markets (Ministry of Culture, Sport and Tourism Portal, 2021).

The solution is quickly accessible to residents who "may be considered and examined as a special group of experienced customers of the tourism products of a destination" (Chen et al., 2021, p.50). Besides, place dependence and place identity are prominent dimensions of place attachment (Ispas et al., 2021), which impact residents' behavioral intentions (Shen et al., 2019) or participation intentions (Zhang & Lei, 2010). Therefore, the relationship between place attachment and behavioral intention can be seen in the relationship that affects residents' perceptions of and support for tourism (Stylidis, 2018). Place attachment is the term used to describe the emotional ties between a person and a specific location or how deeply a person is rooted there (Dwyer et al., 2019). This study aims to analyze residents' place attachment during the COVID-19 pandemic in 2020. Place dependence and place identity are factors of place attachment (Dwyer et al., 2019). Place dependence means that a person is tied to a place because it serves a purpose for them. So, a person may feel connected to a place with special tools to help them reach their goals (Chen et al., 2021). In particular, when an individual assigns emotional or symbolic meaning to a place, that is attachment. The physical environment or location becomes a part of the individual's self-identity (Chen et al., 2021). Compared to other options, a place's value is determined by how well it can

meet an individual's or group's needs or behavioral objectives (Chen et al., 2021). So, this study used two factors to assess how they interact with place attachment related to residents' supporting Hue tourism.

Literature Review and Hypotheses

Place attachment, place identity, and place dependence

The fundamental concept that characterizes the relationship between humans and place is place attachment, also known as a sense of place (Chen et al., 2021). Place attachment is formed in phenomenologically oriented human geography (Giulian, 2014). Place attachment is defined as people's emotional bond to place (Dwyer et al., 2019), which defines place attachment by broadly embracing the relationship between people and a physical setting. In addition, Peroff et al. (2020) noted that individuals may sense a connection to a location because it is a part of who they are or because the location facilitates their activities. For instance, they go there for recreation or to sustain themselves; the former is considered place identity, while the latter is place dependence.

Proshansky et al. (1983) defined place identity as an individual's perceptions, beliefs, or thoughts related to human attitudes and behaviors toward the place. Some studies suggest that place identity affects attitudes (Chen et al., 2021) and relates to unconscious ideas, beliefs, feelings, and behavioral tendencies (Hosany et al., 2007). In other words, place identity is the relationship between individual self-identity and a particular setting (Ramkissoon et al., 2014). In the tourism context, place identity influences residents' attitudes regarding their support of tourism, and their self-identity is considered a determinant of behavior (Nunkoo & Gursoy, 2012). It is also positively associated with spontaneous culture conservation in tourism (Yang et al., 2022). Therefore, place identity is a significant concept often used in tourism when exploring people's perceptions or behaviors.

Place dependence is defined as the competence of a place to support the conditions and activities (Chen et al., 2021). Besides, place dependence is described as an instrument to connect people and places by evaluating how the place can help people achieve their goals and desires (Guo et al., 2018). Some studies demonstrated that dependence is the relationship between people and place with three characteristics: cognition, practice, and emotion (Halpenny, 2010; Ramkissoon et al., 2014; Ryan et al., 2001). Tourism also directly influences residents' perception, which is predicted by residents' political, social, and psychological empowerment from tourism (Aleshinloye et al., 2022), and meets the tourists' functional needs in the destination (Wu et al., 2022).

The impact of the COVID-19 pandemic to residents' place attachment and their tourism support

Since 2020, the COVID-19 pandemic has been classified as a global pandemic. The escalating infections and fatalities depicted the grim state of the world. It has compelled the world to implement numerous restrictions, including travel controls, mobility restrictions, and school closures (Qiu et al., 2020). Meanwhile, tourism is one of the most affected by COVID-19 (Karabulut et al., 2020). The COVID-19 pandemic is considered a global health risk factor, explaining why many countries and governments had unprecedented movement restrictions. Besides, Gautret et al. (2012) mention that infected tourists' health risks could spread the disease to residents. That is the reason why residents in Japan are still anxious to accept tourists during and after the COVID-19 pandemic (Kamata, 2022). So, according to Qiu et al. (2020), residents could play an essential role in flattening the curve of new infections during a crisis while also suffering from a drop in tourism income. They conducted research in three Chinese urban destinations to prove that finding. The reason could be explained by the research of Andereck et

al. (2005) that residents in Arizona (a southwest US state) know the importance of tourism to economic development and perceive tourism's negative consequences. Eitzinger and Wiedemann (2007) claim that the residents' views are shaped by their specific experiences, which differ from tourists'; therefore, it is vital to research residents' risk perception (cited in Qiu et al., 2020). For instance, research concentrates on tourism community participation after the earthquake in Wenchuan, China, in 2018 (Nian et al., 2019); its result shows a perception of benefit from community attachment and participation. It can be seen in the research of Wong and Lai (2022) that this study was conducted to emphasize the role of residents when they support the process of accelerating tourism recovery. Some related research focuses on perceived community resilience in disaster recovery (Guo et al., 2018; Nian et al., 2019). Evidence shows that people are aware of risk reduction and are willing to pay to decrease tourism's social costs when facing pandemics (Qiu et al., 2020).

On the other hand, Santos and Oliveira Moreira's (2021) research on Portuguese tourism shows that Portuguese people started their tourist trips during the first wave of the pandemic and were aware of the benefits of reducing pressure on resources and attractions and escaping "over-tourism" situations.

Similarly, Hartman (2021) suggests that the COVID-19 pandemic also increases local adaptive capacity, meaning survival and development competence in changing circumstances. This demonstrates how residents typically attach and take steps to boost tourism when faced with changes like epidemics that impact travel. We hypothesized the following:

H1a: COVID-19 pandemic significantly impacts on residents' place attachment on Hue tourism.

H1b: COVID-19 pandemic significantly impacts on residents' supporting Hue tourism.

Residents' Place Identity and Place Attachment to Tourism Support

In the concept of attachment in a place, place identity is conceptualized as a primary dimension of place attachment, which indicates a perception aspect of this human–place bond (Chen et al., 2021). Some studies show that place identity is a component that enhances one's sense of belonging to a place or expresses one's identity (Relph,1976; Tuan, 1980; Kyle et al., 2004), cited in Hosany et al., (2017). For example, Nyamekye et al. (2021) show that place/brand identification refers to the diners' perceived sense of belonging. Therefore, they researched to strengthen brand loyalty by enhancing the place identity of banquets. In other terms, place identity is an emotional attachment defined as the connection between an individual's self-identity and a specific location. (Ispas et al., 2021). Therefore, there is a positive interaction between place identity and place attachment. For example, several studies examined the length of residence because it is considered the main predictor of place attachment (Schilar & Keskitalo, 2018). It claims that the length of residence is linked with their feeling of belongingness and sorrow if moving out of the community (Giuliani, 2017). Other research shows that the belonging social feeling, such as home or land ownership and life history, plays a crucial role for individuals (Schilar & Keskitalo, 2018). So, place identity is the primary dynamism influencing resident attitudes toward their tourism support (Kamata, 2021). So, we hypothesized the following:

> *H2a: Residents' place identity significantly impacts their place attachment to local tourism.*
> *H2b: Residents' place identity significantly impacts their supporting local tourism.*

Residents' Place Dependence and Place Attachment to Tourism Support

Place dependence reflects the functional aspect of attachment to place and refers to the behavioral exclusivity of the place in comparison to alternatives (Chen et al., 2021). In other words, place

dependence is a mutual relationship between humankind and the place environment. People's attachment development is constructed from their satisfaction with the residential environment (Chen et al., 2021). People often develop strong feelings for places that have special meaning to them, and they could be their enjoyable activities or historical, economic, and cultural importance (Zhang & Lei, 2010). In addition, place dependence may strengthen a person's attachment to commonplace landscapes because it is influenced by frequent use. In other terms, place dependence describes the environment that facilitates lifestyle activities for individuals (Prayag & Ryan, 2012). If the place means a lot to people, it could motivate them to visit it frequently (Ispas et al., 2021). Stylidis (2018) confirms the crucial role of places in shaping residents' level of attachment to their place. It is similar to Andereck et al. (2005) research findings that, in the tourism concept, people employed by the industry express a high level of dependence because of its benefits and have more positive attitudes toward tourism support. In this context, we hypothesized the following:

> *H3a: Residents' place dependence significantly impacts their place attachment to local tourism.*
> *H3b: Residents' place dependence significantly impacts their supporting local tourism.*

Residents' Place Attachment and Their Support for Tourism

The environmental psychologists Setha Low and Irwin Altman (1992, p.2, cited in Milligan, 1998) defined *place attachment* as "the boding of people to places," which is used to develop in the tourism context if tourists and visitors' social interactions and involvement within the destination meaningful (Milligan, 1998, p.6). Place attachment also primarily shapes one's experiences within a destination (Prayag & Ryan, 2012) and is applied in tourism studies to explore the relationship between place and individuals' perceptions (Dwyer et al., 2019).

Some studies demonstrate the utility of place attachment to conceptualize individual-place relationships, such as the bonding between local people and place (Hoang et al., 2020), which is also a context where human interactions play a crucial role in creating one's experiences. In tourism research, some studies emphasize whether residents' attachment positively depends on their attitudes toward tourism development (Williams & Vaske, 2003). Another study shows the relationship between individual experiences and place attachment (Hidalgo & Hernández, 2001), which could be used to assess individual attitudes toward tourism (Dwyer et al., 2019; Lee, 2003). According to Kyle et al. (2010), a study examining an ideal and satisfying place in a region could measure people's attachment to the place. They suggest that understanding their attachment to their home and community could provide insight into residents' attitudes and behaviors. For example, in the case of Hoi An, Vietnam, Hoang et al. (2020, p.12) claim that emotions are also a primary part of residents' place attachment. In other words, they developed their positive emotions and feelings while living and working in their hometown because of the degree of their place attachment. It also ensures that the research of Zhang and Lei (2010) shows that place attachment relates to individual emotions and feelings for places or landscapes, which can significantly affect residents' participation in tourism development. Residents are encouraged to participate in local development when they develop a stronger attachment to their community (Zhang & Lei, 2010). For example, residents will encourage tourists to come to their community, and they get a high cognition regarding the vital tourism development in their community (Blešić et al., 2022). As a result, residents can enhance their protection awareness of local tourism resources or maintain their local cultural initiatives (Dwyer et al., 2019). Hence, people who are attached to a place can support tourism development or changes (Peroff et al., 2020). So, there is a consideration between place attachment and tourism support. According to that discussion, we hypothesized the following:

H4: Residents' place attachment significantly impacts their supporting local tourism

Those hypotheses are illustrated in Figure 1
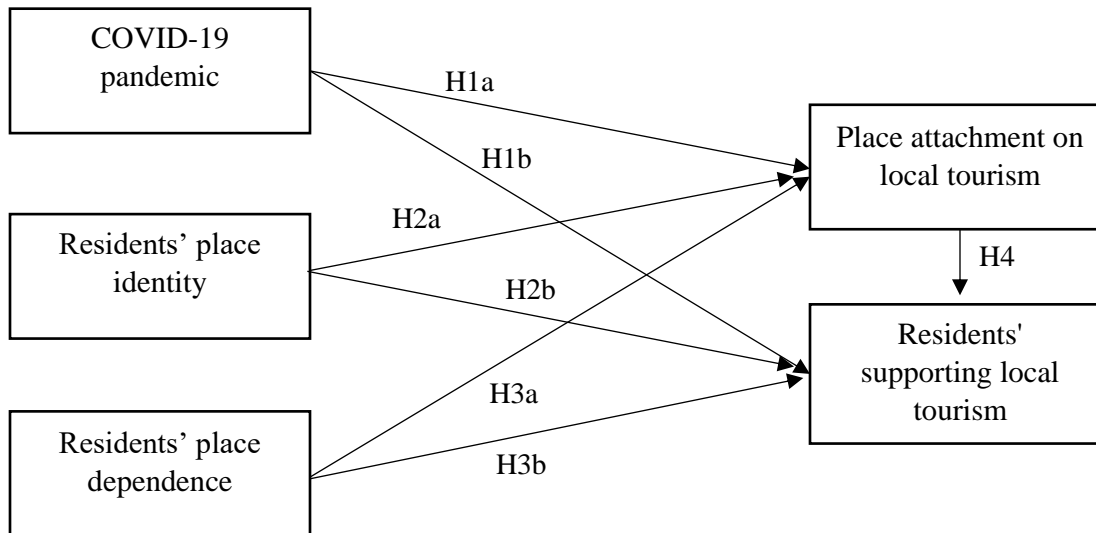
Figure 1. The conceptual model

Research Method

Survey Instrument

A questionnaire was developed to examine the impact of Hue residents' place identity and place dependence on their place attachment and their support for domestic tourism in the context of the COVID-19 pandemic. Because of the pandemic restriction, a Google form online survey with a structured questionnaire was established by reviewing related studies, as shown in Table 1.

There are two sections in the questionnaire. The first section included measurement items about the five factors (Table 1). All items were rated on a 5-point Likert scale ranging from 1 = I completely disagree to 5 = I completely agree. The second section collected the socio-demographic

information (e.g., sex, age, education, occupation, and income) to capture essential sample characteristics.

Table 1. The survey instruments

Factor	Sign	Items	Reference
The impact of Covid-19 pandemic	COVID1	Pay more attention to tourist attractions in Hue	Nian et al. (2019), Qiu et al. (2020), Kamata (2021), Santo & Oliveira (2021)
	COVID2	Tourist attractions in Hue are safer for me	
	COVID3	Want to explore more and more tourist attractions in Hue	
	COVID4	Realized that Hue has many places to go on-site after the pandemic.	
	COVID5	Feel proud because Hue has more beautiful scenes than I thought before	
Residents' place identity	IDEN1	Hue is very special to me	Prayag & Ryan (2012), Guo (2018), Hoang et al (2020),
	IDEN2	Hue culture is a part of my personality	
	IDEN3	Hue is associated with my memories	
	IDEN4	I feel Hue is a part of my life	
	IDEN5	My wife/husband is here	
	IDEN6	I have sense of connecting to Hue and	

		residents	
Residents' place dependence	DEPEN1	I prefer living in Hue over other cities	Prayag & Ryan (2012), Guo et al (2018), Hoang et al (2020)
	DEPEN2	I choose to live in Hue because of affordable prices	
	DEPEN3	I choose to live in Hue because the community here suits me	
	DEPEN4	I choose to live in Hue because the location is very convenient for commuting	
	DEPEN5	I choose to live in Hue because my career is here	
	DEPEN6	Living in Hue makes me feel safe	
	DEPEN7	Hue is the best place for what I like to do	
	DEPEN8	I won't move to another place in search of the experiences I can get while I am in Hue	
	DEPEN9	I miss Hue while being away	
Place attachment on	ATT1	I support the development of tourism in Hue	Stylidis (2018), Guo et al (2018), Dwyer et al (2019), Chen et
	ATT2	I support tourism and its important role	

local tourism		in economic development in the community	al (2021)
	ATT3	I support Hue people to travel to Hue more than before	
	ATT4	I prioritize traveling in Hue for my vacations	
Resident's supporting local tourism	SUP1	I will participate in proposing some options to improve Hue tourism	Andereck et al (2005), Stylidis (2018)
	SUP2	I will participate in activities that help enhance Hue's tourism image	
	SUP3	I am willing to join fanpages to promote Hue on social networking sites	
	SUP4	I will call on my relatives and friends to support Hue tourism more	
	SUP5	I will share Hue travel photos to my domestic and foreign friends when I have an opportunity.	

Data Collection

According to the proposed research model (Figure 1), this research used PLS-SEM (Partial least squares structural equation modeling) to simultaneously explain the relationships between many variables. Regarding the sample size, Schuberth and Cantaluppi (2017) recommend that the sample

size of the data collection for SEM analysis be at least 100 or 200 examples, with 5 or 10 examples for each parameter to ensure reliability. Thus, with 29 measured variables in the present study, the minimum sample size should be 145. The sample size of 165 is sufficient for this quantitative study.

An online questionnaire via Google Forms was established for the survey. Authorities in 11 wards were approached for this research (Thuy Bieu, Kim Long, Thuan Hoa, Dong Ba, Gia Hoi, Vinh Ninh, Phu Nhuan, Vy Da, Phu Hoi, Ward Duc, Phuoc Vinh) by asking their help to deliver the questionnaires randomly to residents with 15 survey samples each ward. We chose these wards because they are located in the city's core, where tourist activities are concentrated. The survey took place for two weeks in early October 2021. A sample of 165 responses was collected, with five responses being invalid. Therefore, 160 valid samples were used to analyze the following steps.

The below demographic profile surfaced from the sample: 61,9% female, 41,3% participants 25 – 34 years old, 53,8% unmarried, 68,1% undergraduate level, 33,8% civil servant, and 31,5% participants with income from 3 to 7 million per month. Table 2 summarizes the demographic profile of the respondents.

Table 2. Sample Characteristics

Gender	Frequency	Percentage	*Marital Status*	Frequency	Percentage
Male	61	38,1	Unmarried	86	53,8
Female	99	61,9	Married	74	46,3

Age	Frequency	Percentage	*Education*	Frequency	Percentage
Less than 18 years	3	1,9	High school level or under	5	3,1
18-24 years	50	31,3	College level	11	6,9
25 – 34 years	66	41,3	Undergraduate level	109	68,1
35 - 44 years	27	16,9	Postgraduate level	35	21,9
45 - 54 years	11	6,9	*Career*	Frequency	Percentage
More than 55 years	3	1,9	Student	44	27,5
Monthly Income (VND)	Frequency	Percentage	Civil servant	54	33,8
Under 3 million	44	27,5	Office staff	26	16,3

3 - 7 million	50	31,5	Tourism employment	5	3,1
7 - 10 million	44	27,5	Self-employment	21	13,1
More than 10 million	22	13,8	Retire	2	1,3
			Other	8	5,0

Data Analysis

This study used smart PLS-SEM 3.3.3 to apply the partial least squares (PLS) - path modeling (PLSPM) approach, test the hypotheses and analyze the theoretical framework. The analytical process of PLS-SEM consists of steps followed by Hair et al. (2016). First, the researchers established a link between concepts based on theory and empirical investigation, then built the measurement model. The next step is the PLS algorithm for the measurement model. The PLS algorithm, in addition to 5,000 bootstrap re-sample was applied to calculate the measurement and structural model for this study. Finally, the structural model was assessed.

Results

Measurement Model

Firstly, this study evaluated the reliability and validity of the scale. The results in Table 3 show that most observed variables have Outer Loadings that surpassed the criterion of 0.708 (Leguina, 2015) except for the IDEN5 variable. Proceed to remove this variable and analyze the results for

the second time, obtaining the results that all potential variables satisfy the condition greater than 0.708.

The analysis results of each construct's Average Variance Extracted (AVE) values were more than 0.5, so the proposed scale reaches the convergent value (Leguina, 2015). In addition, the measurement model achieved internal consistency due to CR > 0.7 (Henseler et al., 2015). Therefore, latent variables were kept for further analysis.

Table 3. Results of the measurement model

Factor	Item	Outer Loadings	Composite Reliability (CR)	AVE
The impact of Covid-19 pandemic	COVID1	0.790	0.913	0.679
	COVID2	0.811		
	COVID3	0.876		
	COVID4	0.881		
	COVID5	0.756		
Residents' place identity	IDEN1	0.883	0.916	0.686
	IDEN2	0.765		
	IDEN3	0.823		
	IDEN4	0.826		
	IDEN6	0.840		
	DEPEN1	0.796	0.937	0.626

	DEPEN2	0.763		
	DEPEN3	0.846		
	DEPEN4	0.793		
Residents' place dependence	DEPEN5	0.709		
	DEPEN6	0.855		
	DEPEN7	0.819		
	DEPEN8	0.750		
	DEPEN9	0.777		
	ATT1	0.934		
Place attachment on local tourism	ATT2	0.931	0.938	0.791
	ATT3	0.916		
	ATT4	0.764		
	SUP1	0.842		
	SUP2	0.895		
Resident's supporting local tourism	SUP3	0.891	0.951	0.794
	SUP4	0.923		
	SUP5	0.902		

The convergent and discriminant validity of each latent construct were also tested. According to table 4, the HTMT values in the analytical results are all below 0.9. The bootstrap test with 5000 samples in 95% confidence shows that the original sample of HTMT index is in the

range of 2.5% to 97.5% with 95% probability, and all HTMT values are less than 1, so the discriminant validity is guaranteed (Henseler et al., 2015).

Table 4. Heterotrait – Monotrait Matrix

	Local resident's supporting local tourism	**Place attachment on local tourism**	**Residents' place dependence**	**Residents' place identity**	**The impact of Covid-19 pandemic**
Resident's supporting local tourism	-	-	-	-	**-**
Place attachment on local tourism	0.882	-	-	-	**-**
Residents' place dependence	0.699	0.715	-	-	**-**
Residents' place identity	0.687	0.793	0.830	-	**-**
The impact of Covid-19 pandemic	0.564	0.534	0.608	0.544	**-**

In conclusion, all of the instruments used to measure the concepts in this study meet the criteria for evaluating their reliability and validity, indicating that the measurement model has statistical significance.

Structural Model

The authors further reviewed with a repeat magnification of up to 5000 samples (bootstrapping) compared to the initial sample size of 160. Firstly, the study conducts multilinear analysis through the VIF index and the influence of the independent variable on the dependent variable (f2)

Table 5. VIF value and the level of interpretation

Path	VIF	f2
The impact of Covid-19 pandemic → Place attachment on local tourism	1.484	0.025
The impact of Covid-19 pandemic → Resident's supporting local tourism	1.520	0.026
Residents' place identity → Place attachment on local tourism on local tourism	2.417	0.233
Residents' place identity →Residents supporting local tourism	2.979	0.002
Residents' place dependence → Place attachment on local tourism	2.609	0.040

Residents' place dependence → Resident's supporting local tourism	2.712	0.046
Place attachment on local tourism → Resident's supporting local tourism	2.282	0.647

The collinearity test shows that the VIF index values are all less than 3, concluding that the model has no multi-collinearity.

The value of f^2 Effect Size indicates whether the influence of the independent variable on the dependent variable is strong or weak. According to analysis, the f^2 index of residents' place identity to local residents' support for local tourism was less than 0.02 leads to the impact is extremely small or having no effect. Other factors have less impact except for the Residents' place identity factor, which steadily impacts place attachment on local tourism (0.233>0.15). Moreover, place attachment on local tourism factor has a considerable impact on resident's supporting local tourism (f2 = 0.647>0.35)

Table 6. Coefficient of determination and accuracy of forecast

Structure	R Square	R Square Adjusted	Q^2
The impact of Covid-19 pandemic	-	-	-
Residents' place identity	-	-	-
Residents' place dependence	-	-	-

Place attachment on local tourism	0.562	0.553	0.436
Resident's supporting local tourism	0.699	0.692	0.545

The structural model evaluates through two values, R Square Adjusted (Adjusted R2) and Predictive Relevance (Q2). Adjusted R2 and Q2 refer to endogenous structures' explanatory and predictive assessments. According to Table 6, the Adjusted R2 of residents supporting local tourism is 0.692, meaning that explained 69.2% by the variation of the Place attachment on local tourism (high level of interpretation). Similarly, 55.3% of variances in Place attachment on local tourism showed the implication of 3 factors: the impact of the COVID-19 pandemic, residents' place dependence, and residents' place identity (Adjusted R2 = 0.553). The remaining percentage is from other factors outside the model.

Calculating the Q2 index through the "blindfolding" process shows that Q2 of Place attachment on local tourism > 0.25, so the forecast accuracy is average (Table 6), and Q2 of Resident supporting local tourism >0.5 express that the forecast accuracy is at a high. In general, the results of Adjusted R2 and Q2 in the table show that the structural model is of good quality.

Figure 2 shows the standard path coefficients between variables. The standardized effect coefficients and significance tests were used to support or reject the hypotheses of the present study. Table 7 summarizes the results of the hypothesis test.
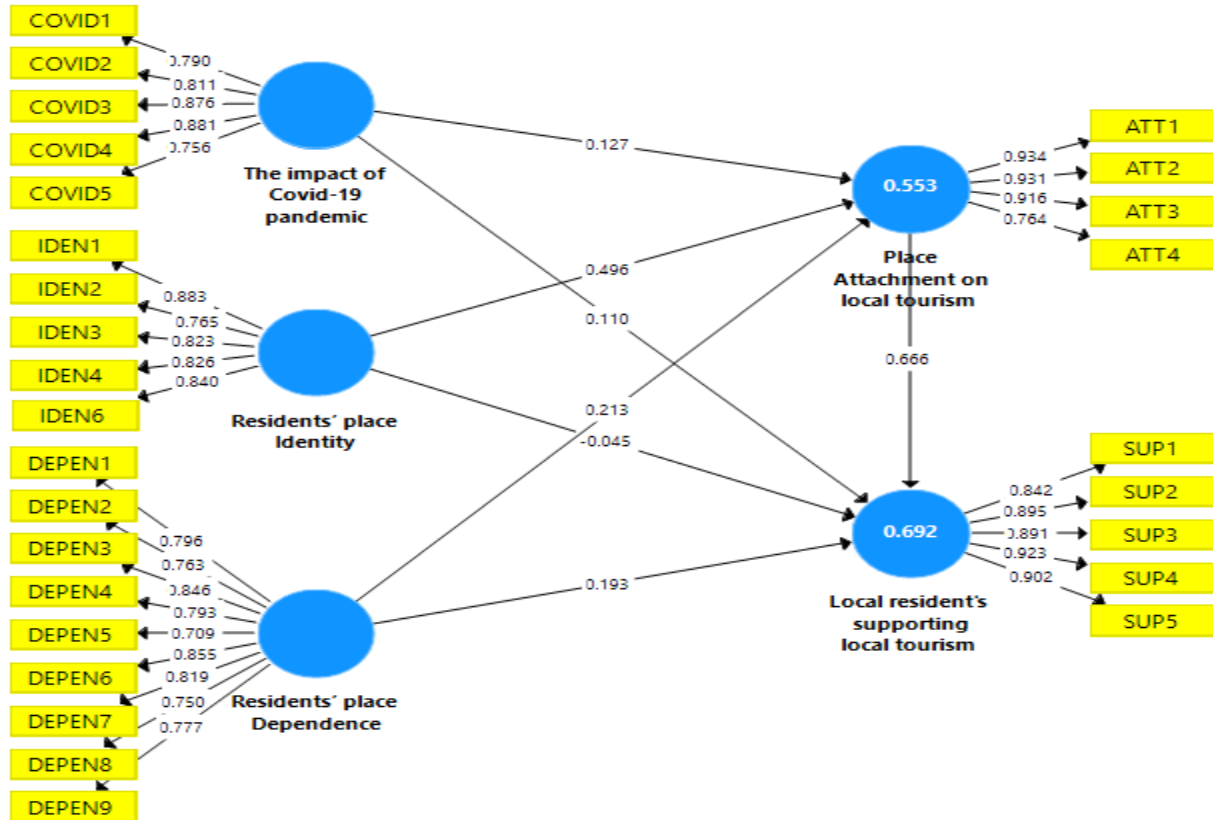
Figure 2. Standardized path coefficients

Table 7. Results for Structural Model Assessment

Hypothesis	Path	β	SE	T value	P value	Result
H1a	The impact of Covid-19 pandemic → Place attachment on local tourism	0.127	0.069	1.823	0.068	Rejected
H1b	The impact of Covid-19 pandemic → Local	0.110	0.059	1.865	0.062	Rejected

	resident's supporting local tourism					
H2a	Residents' place Identity → Place attachment on local tourism	0.496	0.084	5.941	0.000	Supported
H2b	Residents' place Identity → Local resident's supporting local tourism	-0.045	0.085	0.525	0.599	Rejected
H3a	Residents' place Dependence → Place attachment on local tourism on local tourism	0.213	0.095	2.247	0.025	Supported
H3b	Residents' place Dependence → Local resident's supporting local tourism	0.193	0.091	2.128	0.033	Supported
H4	Place attachment on local tourism on local tourism → Local	0.666	0.118	5.664	0.000	Supported

	resident's supporting local tourism					

The t-value represents the index of the normal distribution, with 95% confidence that the data should be in the range Z=-1.96 to Z=+1.96.

The P-values are the probability of making mistakes when rejecting the null hypothesis. The higher the P-value, the more severe the consequences of making a mistake when rejecting the null hypothesis. With 95% confidence, the P-value should be less than 0.05 (Hair et al., 2020).

Hypothesis H1a and H1b: COVID-19 pandemic significantly impacts residents' place attachment on local tourism, and COVID-19 pandemic significantly impacts residents' supporting local tourism. These hypotheses show a low impact of the COVID-19 pandemic on residents' place attachment and support local tourism with t-values of 1.823 and 1.865, respectively, and less than 1.96. Moreover, the bootstrapping results show that the P-values of these two hypotheses are both greater than 0.05, concluding the data rejects the impact of COVID-19 on residents' place attachment and supporting local tourism.

Hypothesis H2a and H2b: Residents' place identity significantly impacts their place attachment in local tourism, and residents' place identity significantly impacts their supporting local tourism. The estimation results showed a strong impact of Residents' place Identity on Place Attachment with a path coefficient value is 0.496 and t = 5.941 > 1.96. However, this does not mean that they will have any support for local tourism because the results of this path are not statistically significant (t=0.525>1.96 and P=0.599>0.05). Therefore, the study supports hypothesis H1a but does not support hypothesis H1b.

Hypothesis H3a and H3b: Local place dependence significantly impacts their place attachment on local tourism, and local place dependence significantly impacts supporting local tourism. The path coefficients of Residents' place Dependence to Place Attachment on local tourism and residents supporting local tourism are 0.213 and 0.193, respectively, t-values >1.96 and P<0.05. The analysis results are consistent with the hypothesis with a moderate impact, so the data support the hypotheses H3a and H3b.

Hypothesis H4: Local place attachment significantly impacts their supporting local tourism.

The path coefficient shows a significant impact of Place Attachment on local tourism on residents supporting local tourism with the coefficient b = 0.666 and the t-value = 5.664 > 1.96. These values show that the more people's attachment to local tourism, the more people support local tourism development.

Overall, four of the seven hypotheses in this model are supported, and their implications will be discussed in detail in the next section.

Discussions of the Findings

This paper empirically analyzed the relationships between the COVID-19 pandemic, residents' place identity, place dependence, place attachment, and support tourism in Hue. The results show that H1a and H1b are rejected, reflecting that the COVID-19 pandemic does not influence local place attachment and their support in local tourism. Hence, the COVID-19 pandemic is not a primary element that impacts residents' place attachment. It can be seen that even though COVID-19 is a severe global crisis in Vietnam, it has not entirely impacted Hue residents, as shown in this result. In other words, the resident's place attachment was not affected

by the COVID-19 pandemic. The result shows a different point from previous research that community attachment positively affects crisis response and community participation (Nian et al., 2019; Wong & Lai, 2022). It also demonstrates a point of view with the research of Moayerian et al. (2022) that, in the difficult situation caused by COVID-19, those who are attached to their community will overlook tourism's advantages or disadvantages. One reason that may be explained is that Thua Thien Hue Province had many drastic ways of preventing the risk of spreading the disease to the community. Specifically, the Thua Thien Hue authority created an isolated map to enforce a law of isolation for residents and businesses to prevent the disease from spreading. Violators could pay a fine if they break the law. In addition, the authority also recommends not moving between provinces except for official vehicles and foods, getting vaccinated and mask-wearing in public, and preventing solutions (mask, disinfection, distance, no gathering, and medical declaration). Therefore, Thua Thien Hue's death cases were lower than in other provinces. According to statistics, in 2021, there were only four deaths; meanwhile, there were 19.301 deaths in Vietnam (Thua Thien Hue Portal, 2021). The residents know the importance of tourism to economic development and perceive tourism's negative consequences (Moayerian et al., 2022). However, it does not mean the COVID-19 pandemic is an element that impacts Hue residents' place attachment to local tourism.

Hypothesis H2a shows that residents' place identity significantly impacts their attachment to local tourism. The reason can be explained for this as seen by Chen et al. (2021, p.70) "residents are often found with high levels of both place identity and place attachment.". Place identity is considered a factor impacting residents' personality and lifestyle (Chen et al., 2021) or so-called 'loyalty' (Ispas et al., 2021). Similarly, in the research of Pineda et al. (2022), they mentioned that local identity could increase someone's place attachment which is used to forecast the ill-social

consequences of decline and be a valuable base to propose local design strategies in urban planning. Regarding the findings in this research, place identity impacts residents' place attachment to local tourism. However, H2b is rejected, which means that place identity does not impact residents' support of local tourism. It could be explained by the research of Hoang (2017), which mentioned Hue people's character that Hue people prefer focusing on internal feelings and spiritual values rather than changing one of them. That is why Hue people prefer preservation rather than being willing to explore new things, as they are pretty passive in supporting tourism development.

According to the place dependence aspect, H3a and H3b are accepted, which means residents' place dependence significantly influences their place attachment and tourism support. It could be explained that the following functions can satisfy their specific needs: welfare, social care, and commercial service (Chen et al., 2021). It supports the research of Prayag and Ryan (2012) that residents feel their place is suitable for their lifestyle; therefore, they have a positive attachment to supporting tourism. Some participants in our research demonstrated their favorite living in Hue city for reasons such as reasonable price, convenience, and career purposes. Hence, place dependence has a more decisive impact on tourism support than place identity. It is similar to the research of Guo et al. (2018). They also indicated that place dependence influences tourism resilience more than place identity. This study also proved Hoang et al. (2020) 's research that place dependence is demonstrated through how residents connected their life and work. Specifically, local people who can find jobs easily in the tourism sector can stay or return to their hometowns (T. D. T. Hoang et al., 2020), which could be used to explain the residents' place attachment via their place dependence. Finally, the H4 hypothesis shows that residents' place attachment significantly impacts their support of tourism. It could be used to explain why attachment is an essential factor in promoting a tourism brand (Hosany et al., 2017). It confirms

the research of Stylidis (2018) that residents feel attached to their place and will support further tourism development. The findings show that when people feel they belong to their place and connect with where they live, they support tourism growth in their city. It is confirmed by other research that if people have a place attachment to their attitude toward tourism, they will support tourism development (Blešić et al., 2022). This empirical study successfully sees how residents' perceived place identity and place dependence impact their place attachment, which does not come from the COVID-19 pandemic.

Conclusion and Implications

Conclusion

Some studies investigated residents' attitudes toward tourism during the COVID-19 pandemic (Kamata, 2021). This study developed and applied a model of the impact of place identity and place dependence on residents' place attachment in COVID-19. The results showed a positive positive effect of place dependence on Hue residents' place attachment. Therefore, tourism managers should be keen on a strategy to improve place dependence and push residents' support of tourism post-COVID-19.

Theoretical Implications

This study shows that COVID-19 does not significantly impact Hue residents' attachment to Hue tourism. Instead, COVID-19 is a different factor in locals' perception of health risks concerning tourism (Nian et al., 2019) and residents' perspectives on a tourist destination (Wong & Lai, 2022). Although previous research has addressed the impact of COVID-19 on the tourism industry (Nazneen et al., 2020; Qiu et al., 2020; Santos & Oliveira Moreira, 2021), very few studies have considered the tourism support from the residents' place attachment in the COVID-19 context.

This study constructed a residents' place attachment on the local tourism model to examine the impact of residents' place identity and dependence on COVID-19. In the context of COVID-19, residents' place identity and place dependence show through their attachment to local tourism, which is also shown in some other research (S. Chen et al., 2017; Guo et al., 2018; Nyamekye et al., 2021; Yang et al., 2022). This study ensures that place identity dramatically influences residents' attachment to a local tourist destination but does not significantly affect their support for local tourist destinations.

Meanwhile, place dependence significantly affects local people's attachment to and support for their local tourism. Hue tourism is an empirical case that shows that it is necessary to consider the role of residents' place dependence to enhance their support of local tourism. Last but not least, this study asserts that residents' place identity and place dependence—rather than COVID-19—have a more significant impact on residents' place attachment to local tourism than COVID-19 does. Thua Thien Hue province must, therefore, promote the destination's cultural image to strengthen the identity of each person's dependence on Hue and strengthen the attachment. Studies on place attachment in tourism have exclusively used attachment theory (Lewicka, 2011). This theory offers a framework for comprehending the formation of affectional bonds, regarded as a component of emotional and friendship relationships (Hazan & Shaver, 1987). This study backs up the idea of attachment theory that a person's identity and dependence can affect their attachment to a place (Ainsworth, 1989).

Practical implications

As a consequence of the residents' realization that they are suitable for Hue, their place dependence has a positive effect. Otherwise, local authorities or tourism managers should consider the participation of locals in tourism development, as the people's participation demonstrates their

commitment to an activity or experience (Prayag & Ryan, 2012). Hence, tourism managers possess the potential to strategically organize community-based initiatives aimed at fostering a sense of belonging and ownership among local citizens. One notable achievement of the local government is the establishment of pedestrian-friendly streets within the Imperial City. This initiative has resulted in several employment opportunities for residents, who can now actively participate in various tourism-related activities within the area. Furthermore, local authorities must augment the involvement of people in the decision-making processes about tourism. This approach serves to foster a sense of local ownership in the growth of tourism and facilitates the establishment of an authentic guest-host connection (Moayerian et al., 2022). Therefore, residents will be interested in local tourism and may promote and support it if they sense they have a hand in its growth.

Limitation and Future Studies

This study analyzes the effects of the COVID-19 pandemic, place identity, and place dependence on residents' place attachment and their support for Hue tourism. However, there are still limitations that could be addressed in future research. First, this study was conducted only in Thua Thien Hue, where COVID-19 is not as severe as in other Vietnamese cities and provinces. At various phases of the COVID-19 outbreak, residents' responses may vary. Second, additional research could assess the relationship between previously unmentioned factors such as place identity, place dependence, and the COVID-19 context.

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