



**SUSTAINING RESIDENT SUPPORT FOR  
TOURISM THROUGH EMPOWERMENT:  
AN INQUIRY BASED ON RESIDENT  
EMPOWERMENT THROUGH TOURISM SCALE**

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## ABSTRACT

Researches on resident attitude towards tourism are most ubiquitous topics to be specified in tourism research. In the context of this area, although empowerment aspects as a crucial factor in depicting resident attitude, few researchers have been conducted quantitatively with establish scale models to operationalize empowerment across different communities in Sri Lanka. In response to this gap, above study focuses in predicting the validity of resident empowerment through tourism scale (RETS) in demonstrating, how empowerment predict residents support for tourism in the context of Kalipinya. In approaching this, theoretical contributions related with resident attitude as a blend of both Social Exchange Theory (SET) with Webber's theory of formal and substantive rationality (WFSR) has been utilized as a framework for the study. It guided the development of hypothesis that found, the extent of significant relationship between the positive and negative perceptions that resulted through empowerment influence in order to support tourism development with a forward analysis of Structural Equation Model. The results demonstrated that, residents in Kalpitiya context, Sri Lanka are more influenced by, personal economic benefits along with non-economic factors of pride and self-esteem enhanced by psychological empowerment and capability to raise a voice boosting political empowerment, among other scales which influenced on positive impacts, emphasizing the fact that, if to empower a group of residents with its benefits diversely to an extent, more favorably the resident will support tourism development in a destination.

Keywords: Empowerment, Resident Attitude toward Tourism, Resident Empowerment through Tourism Scale (RETS), Kalpitiya Context