

# Subjective well-being, sense of community and attitudes of residents towards the development of tourism

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**Abstract:** Tourism is a key line for economic and social development According to various reports and research that have evaluated the different tourism opportunities in Colombia the department of La Guajira is recognized as a territory with high tourism potential To measure its scope it is necessary to understand the tourist dynamics of local communities and their destinations from the perspective of residents In this sense the present study examined the relationships between subjective well-being in terms of satisfaction with life the sense of community and the attitudes towards tourist development of residents Self-administered surveys were used with 200 residents of the department of La Guajira The results suggested that there is a significant relationship between the study variables being positive in terms of subjective well-being and attitudes while negative between the sense of community subjective well-being and attitudes towards tourism.

**Keywords:** Residents; Subjective well-being; Satisfactio with lifen; Sense of community; Attitudes towards tourism development.

## Bienestar subjetivo, sentido de comunidad y actitudes hacia el desarrollo turístico de los residentes

**Resumen:** El turismo es una renglón clave para el desarrollo económico y social. Según diversos informes e investigaciones que han evaluado las diferentes oportunidades turísticas en Colombia, el departamento de La Guajira es reconocido como un territorio con alto potencial turístico. Para medir su alcance, es necesario comprender la dinámica turística de las comunidades locales y sus destinos desde la perspectiva de los residentes. En este sentido, el presente estudio examinó las relaciones entre el bienestar subjetivo en términos de satisfacción con la vida, el sentido de comunidad y las actitudes hacia el desarrollo turístico de los residentes. Se utilizaron encuestas autoadministradas con 200 residentes del departamento de La Guajira. Los resultados sugirieron que existe una relación significativa entre las variables del estudio, siendo positiva en términos de bienestar subjetivo y actitudes, mientras que es negativa entre el sentido de comunidad, el bienestar subjetivo y las actitudes hacia el turismo.

**Palabras Clave:** Residentes; Bienestar subjetivo; Satisfacción con la vida; Sentido de comunidad; Actitudes hacia el desarrollo turístico.

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**Cite:** Gil Vega, L.J.; Lozano-Jiménez, J. E.; Madariaga Orozco, C. A. & Cervantes Mendoza, M. A. (2026). Bienestar subjetivo, sentido de comunidad y actitudes hacia el desarrollo turístico de los residentes. *Pasos. Revista de Turismo y Patrimonio Cultural*, 24(1), 149-163. <https://doi.org/10.25145/j.pasos.2026.24.010>.

## 1. Introduction

Tourism is the largest and fastest growing socioeconomic sector worldwide (UNWTO, 2020; Artal tur et al., 2019; Cardoso & Silva, 2018) and is one of the main sources of income from numerous countries, enabling the generation of employment, the creation of companies and promoting progress (Del Chiappaa et al., 2018). This dynamic process affects the economic, environmental, cultural, social and political dimensions of the populations where it develops (Guerrero & Ramos, 2014; Chailiskan and Saltik, 2018), causing effects on its territories and inhabitants (Wasslera et al., 2019; Gursoy et al., 2019), as well as on the well-being of tourists (Chiliskan and Saltik, 2018).

Among other effects, it is observed that tourism promotes the expansion of politics, the economy, science and culture; allows interaction between hosts and visitors; encourages improvement in public services (Kolesnik et al., 2019; Soszyński et al., 2018). However, it can also cause greater pollution, damage to natural environments, threaten the cultural identity and social reality of destinations, as well as generate negative effects on traffic (Ye et al, 2014; Almeida et al. 2015).

Tourism involves various actors, activities and environments and is one of the components that actively mediate the social relationships that develop in destination places (Carvalho et al., 2011). Although, when addressing tourism and the analysis of its adequate development, the aim is to increase its positive impacts and reduce the negative ones on all the actors involved, being of special interest to residents that the benefits of tourism development exceed its costs. As protagonists, their perspective, evaluations, their interaction processes, their links, their well-being, the effects of development on their lives and in their communities, are key components for tourism conditions to be created with greater success and sustainability (Tang & Wang, 2020; Sánchez-Fernández & Cardona, 2016).

However, the participation of residents in these analyzes is often null and they are often isolated in decision-making and tourism management (Ribeiro et al. 2017; Su & Swanson, 2020). Therefore, knowing their perspective contributes to the formulation, planning, legislation and management of tourism, contributing to minimizing possible negative impacts, promoting the adequate scope of tourism activity (Del Chiappaa et al., 2018; Lee & Jan, 2019), in a balanced way that favors both residents and tourists (Janusz et al., 2017).

Thus, for tourism to develop adequately and sustainably, it is required, as expressed by Cohen et al. (2020) "of the articulation and interaction of a series of factors" that must intervene dynamically to ensure its advancement, where all actors, processes, institutions, contexts and resources must be involved in its construction, direction and empowerment. It is a phenomenon that includes management, planning, coordination and comprehensive cooperation, because as the same authors state "it is capable of generating development within society, taking advantage of the opportunities provided by the context" (Cohen et al., 2020: 10).

Consequently, it is relevant and necessary to analyze and debate the relationship of tourist activity in variables that involve the local community or residents, knowing its implications in the current context and in the immediate future, which gives the opportunity to provide information and evidence truthful to propose measures that contribute to the improvement, development, sustainability, and growth of said activity (Brankov, et al., 2019), in addition, there are few studies oriented to the relational analysis of the set of variables.

From a particular perspective, the department of La Guajira, with an income of 66,485 tourists as of November 2018, is positioned as the fastest growing destination in Colombia (Cámara de comercio de La Guajira, 2019) and is called to establish itself as one of the main drivers of the departmental economy (Restrepo et al., 2018; Gobernación de La Guajira, 2020). However, tourism in La Guajira is little diversified (Mejía and Bolaño, 2014) and has various tourist products that have not yet managed to position themselves at the national level (Cámara de comercio de La Guajira, 2017). This sector in the department demands to focus on strengthening tourism promotion projects, improving in terms of quality of services in destinations, promoting formalization, perfecting the development of specialized tourism products, promoting investment in the activity, institutional strengthening of planning and management processes of tourism development projects and ensuring a tourism information system that allows formulating policies for its progress to make it more competitive (Gobernación de La Guajira, 2020). To achieve this, it is necessary to strengthen the development of specialized tourism products, training and tourism awareness among the actors involved, and consider the consolidation of a tourism information system that allows for the formulation of government policies (Cámara de comercio de La Guajira, 2017).

An adequate tourism policy will also contribute to a favorable urban policy because its design and execution will provide more favorable conditions in terms of habitability of spaces in the destinations (Prado-García et al., 2018), which will improve the conditions of well-being, social interaction, commitment

and exchange in the territories by residents and visitors, the effectiveness of tourism practice and community development (Liang & Hui, 2016) and to this end analyze the attitudes towards tourism that residents have, their subjective well-being and the sense of community is paramount.

Despite the interest in this area, in recent years the tourist destinations of the department of La Guajira have been little promoted or are in the beginning stage, so it is necessary to analyze the system, the generation of quality products and services that offer the possibility of attracting visitors and tourists, building their loyalty and making them feel confident about the destinations that the department has, in order to have a greater presence in the competitive market (Mejía & Bolaño, 2014). Added to this is that despite the academic interest in this topic, the analysis of these phenomena has focused more on the perspective of tourists (Tang & Wang, 2020).

For all of the above, considering analyzing variables associated with tourism from the perspective of residents, such as the subjective well-being of residents, their attitudes towards tourism development and the sense of community, is key in that it can become a tool necessary for the management of destinations and their potential use in the tourism of the department of La Guajira. For this purpose, three hypotheses are proposed: H1. There is a relationship between Subjective Well-being and residents' attitudes towards tourism development. H2. There is a relationship between residents' sense of community and attitudes and H3. There is a relationship between Subjective Well-being and residents' sense of community.

## 2. Literature review

### 2.1. *Subjective well-being and tourism*

Subjective well-being focuses on happiness and getting the most out of all aspects of life. It is defined by Diener (2002) as:

the cognitive and affective evaluations that a person makes about their life. These evaluations include both emotional reactions to events, as well as judgments about satisfaction and achievement. Subjective well-being is, therefore, a broad concept that includes the experience of pleasant emotions, low levels of negative emotions and high levels of satisfaction with life. (Diener, 2002: 63)

It consists of two dimensions. Affective refers to the positive and negative affects resulting from individuals' experiences in their daily lives (Blanco & Rodriguez, 2007; Moreta et al., 2017). And Cognitive, also understood as satisfaction with life, refers to the global judgments of an individual regarding the factors that he considers relevant in his life. This assessment of global satisfaction is related to various dimensions such as work, studies or health (Moreta et al., 2017). According to Lin et al., (2017), satisfaction with life is a predictor of behaviors such as the co-creation of values and participation in social networks.

Although the dimensions of subjective well-being can be measured interchangeably, according to Kahneman & Deaton (2010) the affective component is weaker than the cognitive component. In fact, they were able to establish that the impacts perceived by residents are related to satisfaction with life and not to the affective dimension. Regarding life satisfaction, Tang & Wang, (2020) established that, although it is valid to understand the subjective well-being of tourists and residents, focusing on the latter could be more beneficial in terms of improving the lives of the local population in aspects such as participation or support for tourism. In response to its methodological proposal, the present study focuses on the cognitive dimension.

Other studies (Lin et al., 2017; Alrwajfah et al., 2019) highlight the value of well-being subjective of the local population in tourism scenarios, as it is essential for the successful development of these practices, which will contribute to whether residents support or not tourist activities in their territories, depending on how they positively perceive their environmental, cultural and economic impacts.

### 2.2. *Sense of community*

The sense of community is defined by Sarason (1974) as the perception that individuals have of being like others around them, the acceptance of mutual dependence and the desire to maintain it by carrying out reciprocal behaviors of giving and doing for the other, and the feel part of a larger, more stable, and integrated structure. More recently and in the same sense, McMillan & Chavis (1986) define it as:

a feeling members have of belonging, a feeling that members are important to each other and to the group, and a shared faith that members' needs will be met through their commitment to being together. (McMillan & Chavis, 1986: 9)

And it is these last authors who defined the four dimensions that compose it:

**Membership:** feeling of belonging to a group, with which they identify, to which they dedicate time, in which they can share ways of interacting, experiences, norms and a common symbolic system.

**Influence:** reciprocal power of individuals over group decisions, dynamics, and actions and to make contributions, as well as a sense of feeling important to the group and recognizing others as important as well.

**Reinforcement of Needs:** This is the feeling that members' needs will be satisfied by the resources received through their membership in the community, the benefits they have from belonging to the group, the ability to provide opportunities to their members, generate an exchange process and share values.

**Shared emotional connection:** recognition of shared bonds, the commitment and belief that members have shared a common history and will continue to do so, of participating in similar experiences, common places and sharing time together.

McMillan & Chavis (1986) state that the community has the capacity to be part of the development of plans, programs and policies that strengthen and protect it and that the community psychologist can carry out processes of identification and design of mechanisms that strengthen the behaviors that lead to developing a sense of community, seeking ways to strengthen the social fabric and use the sense of community as an effective tool to promote cooperation.

The sense of community is related to other variables such as quality of life, social support and well-being (Novo et al., 2016). In this sense, Ramos & Maya (2014) state that, to improve people's quality of life, the implementation of actions, the sense of community, citizen participation and psychological empowerment are essential.

Participation is a key element to promote a sense of community and empowerment, in the construction of solid and sustainable communities, as well as for the promotion of community tourism (Siri & Sanchai Chantraprayoon, 2017), formulation of tourism policies and the local tourism development (Jeong et al., 2018).

Additionally, the sense of community within the framework of tourism development processes is key to the subjective well-being of residents of tourist destinations. It is also related to the attitudes, perceptions, and feelings of residents, who to the extent that they consolidate their sense of community have positive perceptions in the economic and social dimensions respect to the tourism impact (Chi et al., 2017). For Hlengwa & Mazibuko (2018), the sense of community is essential for the sustainability of tourism as residents understand the collective value and are motivated about tourism as a generator of economic resources.

### **2.3. Residents' attitudes toward tourism**

Attitudes are defined as the "general and relatively stable evaluations that people make about other people, ideas or things that, technically, are called attitude objects" (Morales et al. 2007). These general evaluations or judgments can be positive, negative, or neutral and can vary in their degree of polarization.

Attitudes are made up of three dimensions. The cognitive, which includes people's thoughts and beliefs regarding any subject, thing, or idea; the affective, which corresponds to the feelings and emotions associated with the attitude object that the individual possesses; and behavioral, which involves intentions or dispositions to action, as well as behaviors directed toward something or someone (Morales, et al. 2007).

In the context of tourism, the attitudes of residents represent a widely discussed variable, given its relevance for tourism planners and managers (Hsu et al., 2019), who have the analyzes derived from it for decision making strategic, as they allow us to know the behavioral intentions towards tourism development (Alrwajfah et al., 2019).

Since the late seventies, various Research (Sánchez-Fernandez & Cardona, 2016; Rodrigues et al., 2015) report considerable knowledge about residents' attitudes towards tourism development. For Ap, (1992); Lee & Jan, (2019) and Oh, Park & Lee, (2020), research on residents' attitudes is relevant for management aimed at successful and sustainable long-term tourism. It also stands as a strategy to evaluate contextual and political factors, as it makes it possible to collect valuable information about the individual and their community regarding tourism as an activity aimed at improving the quality of life of residents and monitoring subjective patterns of well-being (Ribeiro et al. 2017; Su & Swanson, 2020). It also has effects on planning and policy processes that enable new opportunities for residents, such as the development of tourism products (Wise et al. 2017).

Research has been grouped around various theories used to analyze residents' attitudes towards tourism development, such as Doxey's irridex model, Butler's life cycle model, that of Dogan and that of Ap & Crompton, the Theory of Reasoned Action, the theory of Place Attachment, community attachment models, place identity theories, the combination between social exchange theory (SET) and

place attachment theory, the theory of social capital, the theory of Relational Quality and the joint use of the SET with the theory of reasoned action (Chailiskan & Saltik, 2018; Eusébio et al. 2018).

In particular, Su & Swanson (2020), as well as Yeager et al. (2019); Vukovic et al (2019) consider that the most recent research has used Social Exchange Theory to study attitudes toward tourism development by residents.

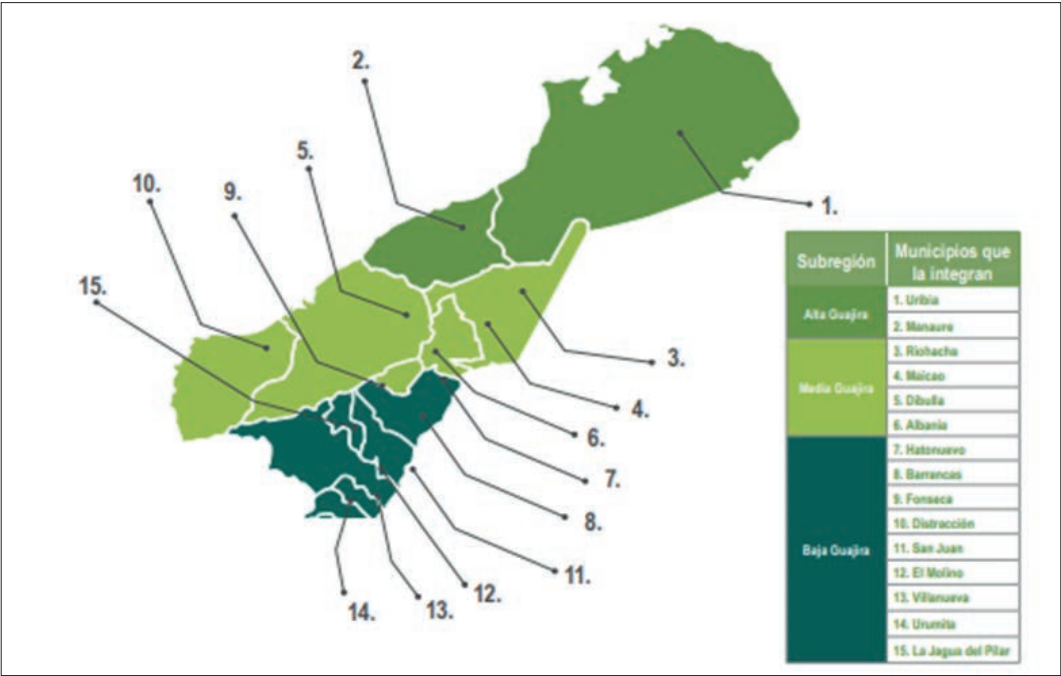
The theory of social exchange proposes that the level of support or opposition of residents towards tourism development depends on the exchange processes that are established in interactions between individuals: if positive evaluations are greater than negative ones and the exchange of resources is balanced, individuals or groups will remain in the interaction and support the development of the activity (Ap, 1992; Gutiérrez, 2010, Woosnam et al. 2018). It establishes that people evaluate whether or not to carry out exchange processes based on the costs or benefits that they may have as a result of said exchange (Hsieh et al., 2017).

3. Methods

3.1. Scope of research and sample

The present study is non-experimental and correlational in scope. It was advanced in four of the fifteen municipalities that make up the department of La Guajira, Colombia, and that are part of the three subregions into which it is divided territorially: Alta, Media and Baja Guajira, which make up municipalities, townships and villages, differentiated by its economy, type of vegetation and climate. In the subregions there are tourism activities on various fronts and in the beginning stage or with little promotion to enter the competitive market (Mejía and Bolaño, 2014), with tourism products that have not yet managed to position themselves at the national level (Chamber of Commerce of La Guajira, 2019). Alta Guajira is made up of the municipalities of Maicao, Uribia and Manaure; In Media Guajira, there are Dibulla and Riohacha. And in Baja Guajira: Albania, Hatonuevo, Barrancas, Distracción, Fonseca, San Juan del Cesar, El Molino, Villanueva, Urumita and La Jaga del Pilar, as shown in figure 1.

Figure 1: Department of La Guajira and its subregions.



Source: Food and Agriculture Organization (FAO) & Agencia de Desarrollo Rural (ADR), 2021



The participants were adult residents of three municipalities located in each of the three subregions respectively: Uribia 9.5%, Dibulla 11.9% and San Juan del Cesar 30.8%, in addition to the capital of the department the District of Riohacha 47.8%.

The sample selection was under the type of non-probabilistic, intentional or convenience sampling.

• N = 1,067,063 • n = 200 (147 women and 53 men) aged between 18 and 73 years (M = 35.08; SD = 13.034).

### 3.2. Measures

**Life Satisfaction Questionnaire** (Diener, Emmons, Larsen & Griffin, 1985). Composed of five items, ranging from a rating of 1 (totally agree) to 5 (totally disagree). The Cronbach's alpha value of internal consistency expressed a high reliability of .849.

**Sense of Community Index 2 (SCI-2)** (Chavis, Lee, & Acosta, 2008). Questionnaire composed of 24 items, divided into four areas of 6 items, which in turn examine the four constituent dimensions of the sense of community: membership, influence, integration and satisfaction of needs and emotional connection, rated on a Likert-type scale of 0 (not at all) to 3 (completely) points, and preceded by a question about the importance of the sense of community, with a Likert-type response scale of 1 to 6 points, which is not recorded in the total score. The Cronbach's alpha value of internal consistency expressed a reliability of .952 as a whole, and an internal consistency for the individual dimensions, as follows: Integration/ Satisfaction of needs .827, Membership or belonging .810, Influence .837, and Emotional connection .906.

**Scale of Attitudes towards Tourism Development in Residents (ATTD)**, It consists of 24 items, divided into three areas of 8 items, corresponding to the dimensions of attitudes: affective, cognitive and behavioral, which are decomposed into four indicators that measure social, economic, environmental and cultural attitudes, with items related to costs or benefits of tourism development. It is a Likert-type scale of 1 to 5 points on your level of agreement (1 = totally agree, 5 = totally disagree). The Cronbach's alpha value of internal consistency expressed a reliability of .894 as a whole, and an internal consistency for the individual dimensions, as follows: Affective .853, Cognitive .716, and Behavioral .678.

### 3.3. Procedure

Once the study measures were identified and defined, the Scale of Attitudes towards the Tourism Development of Residents instrument was created. The pilot test was carried out to establish its level of reliability and the validation process was carried out by experts. The pilot test had 36 items, and was applied to 44 subjects, obtaining a Cronbach's Alpha = .840. It was decided to eliminate 12 of the items so that the questionnaire would have a shorter version, leaving a scale with high reliability for its 24 items represented by a Cronbach's Alpha = .909. Once this process was completed, an online questionnaire composed of the measures was constructed. Once the research sample was defined, the link with the survey was sent to potential participants. As an inclusion/exclusion criterion, we asked if the respondents resided in any of the four municipalities. Only those who responded positively were able to complete the questionnaire. Voluntary participation was reported. As it was a study with human participants, the proposal was reviewed and approved by the ethics committee. Participants gave informed consent to participate in this study. The data obtained were tabulated and analyzed with the statistical program SPSS (Statistical Package for the Social Sciences), version 18.

## 4. Results

A descriptive and comparative analysis of the results obtained on the relationships between subjective well-being, sense of community and attitudes towards tourism development of residents of La Guajira is displayed considering the theory related to the research. Means and standard deviations were calculated for all variables.

The mean for subjective well-being was 2.31, for residents' sense of community it was 1.88, and for attitudes toward tourism development it was 2.10. Correlations between variables were also calculated and significant relationships existed between each set of variables (Table 1). Regarding internal consistency, Cronbach's alpha values for all variables ranged between .849 and .952.

For subjective well-being, 73.4% of the residents surveyed say they feel satisfied with their lives, while 7.5% consider themselves dissatisfied with their lives. The data generally reflect high life satisfaction scores.

Regarding the sense of community of the residents, in particular, as relevant data it is found that 41.3% of those surveyed state that it is important to belong to their community and 31.8% that it is very important, finding the dimension of shared emotional connection with a higher average score than the others (11.96).

Regarding attitudes towards tourists, an analysis of each of its dimensions is presented: affective, behavioral and cognitive, with the highest average score (2,438) in the behavioral dimension. Each of the dimensions measures attitudes in social, economic, environmental and cultural aspects, in relation to the costs or benefits of tourism.

Regarding the analysis of the variables, according to the place of residence of the participants, when comparing the variables by the four municipalities it is evident that it is in Dibulla where there are greater favorable attitudes towards tourism development in the residents and greater subjective well-being, which suggests that when carrying out evaluations about the exchange processes that the activity can generate, for residents the benefits exceed the costs, this may be due to the fact that Dibulla has established itself as a recipient of tourists, mostly foreigners, being considered one of the areas in which department that has found in tourism an opportunity to reactivate its economy (La Guajira Chamber of Commerce. 2019); while in Uribia the sense of community is higher and may be due to the fact that the majority of its residents are Wayuu indigenous people.

According to gender, it can be observed that women are the ones who could support the development of tourism activity in their municipalities of residence to a greater extent, since they present greater subjective well-being, feeling of community and favorable attitudes towards tourism than men. In contrast, subjective well-being in Uribia was the same for both men and women, and in San Juan del Cesar, favorable attitudes towards tourism are greater in men.

To determine the possible correlations between the variables, a Pearson correlation was performed. As seen in Table 1, the subjective well-being variable from the cognitive component (life satisfaction) has a significant positive relationship with attitudes towards tourism development ( $r_s = .231, p < .01$ ), that is, in the as favorable attitudes toward tourism development increase, subjective well-being may also increase proportionately.

For the correlation between sense of community and attitudes towards tourism development, a significant negative relationship was found between both variables ( $r_s = -.158, p < .05$ ), which suggests that to the extent that attitudes towards tourism development, the sense of community of the residents participating in the study decreases. On the other hand, it was observed that a significant negative correlation is established between subjective well-being (at a cognitive level) and Sense of Community ( $r_s = -.202, p < .01$ ), which suggests that to the extent that the Individuals present high levels of well-being, their sense of community decreases.

**Table 1: Correlations of the variables.**

		Attitudes towards tourism development	Subjective well- -being	Sense of community
Attitudes towards tourism development	Rho de Pearson	1	.231**	-.158*
	Sig. (bilateral)		.001	.025
	n	200	200	200
Subjective well-being	Rho de Pearson	.231**	1	-.202**
	Sig. (bilateral)	.001		.004
	n	200	200	200
Sense of community	Rho de Pearson	-.158*	.202**	1
	Sig. (bilateral)	.025	.004	
	n	200	200	200

**Source:** Authors' own construction based on data processed with SPSS.

\*\* The correlation is significant at the 0.01 level (two-sided).

\* The correlation is significant at the 0.05 level (two-sided).

Consequently, these results confirm hypothesis 1: there is a positive and significant correlation between Subjective Well-being and residents' attitudes towards tourism development. Hypothesis 2 is also confirmed, in that there is a correlation between the sense of community and the attitudes towards tourism development of residents and this is negative. Finally, hypothesis 3 is confirmed: there is a significant correlation between subjective well-being and the residents' sense of community, and this is negative. It should be noted that, although this relationship between the variables is significant, it is a bit weak.

## 5. Discussion

Regarding subjective well-being, in its cognitive component, most respondents expressed feeling satisfied with their life (73.4%), that is, having a favorable integrated judgment regarding how everything is going in their life (Pavot & Diener, 2008). This coincides with various studies that indicate that, in general, those who report high levels of subjective well-being have better quality in relationships, greater success in their activities, and good physical and mental health (Tang & Wang, 2020). When residents enjoy high subjective well-being and are willing to support tourism, the sustainable success of the development of this activity is more likely (Janusz et al., 2017; Bimonte, & D'Agostino, 2020). Additionally, understanding this dimension is essential for policymakers and managers in the task of minimizing the negative impacts and maximizing the benefits of tourism management (Chi et al., 2017; Bimonte & Faralla, 2016; Durieux, et al., 2020). When a community becomes a tourist destination, its development affects the subjective well-being of residents from all personal, economic, environmental and social dimensions at different levels and in both positive and negative ways (Kim et al., 2013; Rivera et al., 2016; Tang & Wang, 2020). In this way, perceived tourism impacts are associated with a positive evaluation of residents' life satisfaction (Nawijn & Mitas, 2012; Chi et al., 2017), which leads them to develop attitudes of support and participation in tourism, improving activity in host communities and their residents.

In some cases, however, with the increase in the arrival of tourists, the subjective well-being of residents decreases, especially in the component of life satisfaction, because although tourist activity brings benefits to the local community, such as modernization and construction of recreation spaces, improvements in event organization, increased investment, can also increase living costs, traffic, and crowds, which decreases subjective well-being (Ivlevs, 2017). In contrast, as other authors point out, the appreciation by residents of the tourist destination implies that the individual, as part of the local community, enjoys his life with tourism as an activity in his context and makes it possible for him not to perceive tourist development as a threat to the environment, the quality of life and the well-being of the community (Vogt, et al., 2016), since it examines the conditions of its life, balancing the importance of these conditions, to then evaluate its level of general satisfaction with life (Pavot & Diener, 2008; Chi et al., 2017).

Regarding the sense of community, in general, a medium level index could be observed by the residents. However, higher scores were found in the components of shared emotional connection and integration and satisfaction of needs, and lower scores were found in the components of membership and influence, which indicates that residents moderately feel shared ties and commitment with the members of their family and community. They have the feeling that their needs are satisfied, and exchange processes are generated; while, to a moderate and lesser extent, they present feelings of belonging and identification with the community, as well as the reciprocal power they have over the decisions, dynamics and actions of the group to make contributions. This last aspect agrees with what was stated by several authors when referring that in most cases residents feel that they are not considered in matters related to decision making in their community, which affects tourism development (Ribeiro et al. 2017; Su & Swanson, 2020).

Now, when the sense of community is greater, it is favorable because individuals manage to integrate better into their community and to that extent they manage to get more involved in proposals for community advancement (Kloos, et al., 2012; Chavis & Wandersman, 1990) and Likewise, the greater the sense of community on the part of residents, the greater the tendency to support tourism (Del Chiappaa et al., 2018). In this same direction, Chi et al., (2017) conclude that residents with a high sense of community are more likely to positively perceive the impacts of tourism processes in economic and social terms. On the other hand, for the sustainability of tourist activities, the sense of community in residents is decisive, who conceive tourism as a phenomenon of collective interest and value (Hlengwa



& Mazibuko, 2018), especially if they also participate and get involved in the development of the sector (Wei et al., 2012). Added to this is that people who have a high sense of community generally feel strong emotional ties to it, they believe that their needs and interests will be and are being satisfied by collective capabilities, they have a feeling of belonging, they believe they exercise control and also be influenced by the community, with which at the same time they share a history (Chi et al., 2017).

Finally, for Su & Swanson, (2020), if residents personally benefited from the tourism activities carried out in their communities, their sense of community would be strengthened and, in turn, could lead to greater identification with the community. Measuring this factor by local planners, managers or administrators can contribute to the execution and formulation of appropriate strategic plans for the development of the tourism sector (Del Chiappaa et al., 2018; Hlengwa & Mazibuko, 2018), respecting the rights, values, symbols and customs of residents, allowing residents to participate in the tourism development process (Su & Swanson, 2020).

According to the above and continuing with what was stated by Siri & Sanchai Chantraprayoon, (2017), it is essential to support community tourism, foster the sense of community and the self-empowerment of residents, favoring the creation of strong and sustainable communities that participate significantly.

Regarding attitudes towards tourism development on the part of residents, a higher average score could be observed for the behavioral dimension, which suggests that, in general, residents have positive attitudes towards tourism development, evaluating it favorably or beneficial for them and their localities, based on a cost/benefit analysis of tourism activity (Stylidis et al., 2014; Hsu et al., 2020). According to Monterrubio, Sosa & Osorio (2018) and Su & Swanson (2020), when the benefits that residents obtain from tourism activities in their communities exceed the costs, they should be open to supporting future additional exchanges.

In the same sense, as stated by Hsu, Chen & Yang (2019), residents' attitudes towards tourism will affect their positive or negative behavioral intentions towards the development of the sector; Its permanent discussion and analysis of economic, social, and environmental factors can be related to the degrees of support for tourism. The support of local communities is essential for the successful development of tourism and its continuity after the first stages, whenever evaluations, local reactions and the factors that influence these attitudes are analyzed. Achieving constant support means having a favorable attitude towards the impacts of tourism (Balbuena, 2014; Chi et al., 2017; Curra's & Escriva, 2018) and, in turn, developing pro-tourism behaviors (Ribeiro et al., 2017).

These results also coincide with those of Bulent, Ozer, & Çalı kan, (2015) and Brankov et.al (2019), in that residents present favorable attitudes towards tourism with respect to its positive economic, social, cultural and environmental impact and Its clear knowledge is essential for the design of strategic plans that promote sustainable tourism development (Almeida et al., 2015; Hsieh et al., 2017), and It also translates into support in making relevant decisions in the sector (Hsu et al., 2019).

A last relevant aspect has to do with the times in the process. Residents' attitudes are associated with the development stage of the tourist destination (Nawijn & Mitas 2012). According to Bimonte & Faralla (2016), the results of most research on attitudes demonstrate that residents, in principle, tend to assume positive attitudes towards tourism development; However, its degree of acceptance and perceptions of the impacts tend to change as sector activity increases, but not necessarily in a deterministic and generalizable way.

Regarding the correlations between the variables, a significant relationship was found between Subjective Well-being and residents' attitudes towards tourism development; between residents' sense of community and attitudes toward tourism development; and between the subjective well-being and the sense of community of the residents, although this relationship is tenuous.

These results harmonize with the approaches of Chi et al. (2017), who declare that the social environment significantly affects the cognitive component of the subjective well-being of residents and that they in turn can evaluate the benefits of the context and exchanges that arise from the Turistic development. However, these same authors confirm the positive association of the sense of community with the attitudes, perceptions, and feelings of residents, which in turn is significantly related to their subjective well-being.

In particular, the fact that subjective well-being (life satisfaction) has a significant positive correlation with attitudes towards tourism development ( $r_s = .231$ ,  $p < .01$ ), implies that as favorable attitudes towards tourism development, subjective well-being could also increase. This coincides with Woo, et.al. (2015) who state that residents' evaluations of the results attributed to tourism will affect their satisfaction with life and with the findings of Platania and Santisi (2016) who expose the measure of influence of residents' life satisfaction and the impact on their attitudes toward tourism economically

and personally, as well as what was stated by Chi et al. (2017), who confirm the relevant role of residents' subjective well-being in correspondence with attitudes towards tourism.

Bimonte & Faralla (2016) point out that residents' attitudes and their satisfaction with life generally positively relate whether the former are positive or beneficial, but that this can change depending on the tourist season in which they are located; Residents evaluated tourism as beneficial to the local community in economic terms.

Regarding subjective well-being and Sense of Community, the correlation was negative and significant, although weak ( $r_s = -.202$ ,  $p < .01$ ), which suggests that to the extent that individuals present high levels of satisfaction with life, their sense of community may decrease, thus providing contradictory ideas compared to previous studies, such as that carried out by Chi et al. (2017) in which they establish that residents' sense of community is related to their satisfaction with life, the first being decisive in increasing subjective cognitive well-being and with a higher sense of community, expressed in autonomy, pride in living in the community and sense of belonging.

Likewise, for Vogt et al. (2016) the sense of community is a fundamental factor in tourism planning and decision processes that often plays an important role in the subjective well-being of residents. Kim et al. (2013) perceptions of tourism and sense of community as antecedents of residents' cognitive well-being. For some small destinations with tourism development conditions, control over decision-making, the challenge lies in determining the levels of change that are acceptable to the community, the sense of community in some populations is an element in the decision-making process that it often plays an important role in people's subjective well-being (Vogt et al., 2016).

Hombrados-Mendieta & López-Espigares (2014) suggest, based on systematic reviews, they suggest analyzing the correlation of the sense of community within the framework of the sociodemographic characteristics of the residents. Aspects such as living in the same place for several years, being married, and a higher educational level make individuals have a greater sense of community; a longer period of residence in the same community; The social structure of cities or municipalities, spatial distribution and socioeconomic characteristics increase the relationships between their members and influence an increase in the sense of community, as well as greater social and academic competence and a higher level of satisfaction with life. Therefore, sociodemographic factors are predictors of the sense of community. Urban density also proposes negative results in relation to residents' sense of community (Douglas, 2022). However, Hombrados-Mendieta & López-Espigares, (2014), state that some authors maintain that perception and trends are not related to socioeconomic reality.

Regarding the correlation between sense of community and attitudes towards tourism development, a significant negative association was found, although weak ( $r_s = -.158$ ,  $p < .05$ ), which suggests that to the extent that the attitudes toward tourism development, the sense of community may diminish.

According to Su & Swanson (2020), several studies have revealed that the positive attitudes that residents have regarding tourism are positively related to the satisfaction they have with their community and the construction of strong relationships between residents and the community of destination, which in turn is associated with support for tourism development, since the benefits that residents obtain from tourism in their communities is related to the degree of support for tourism development. Likewise, Liang & Hui (2016) mention that, depending on the degree of sense of community that residents have, they have different appreciations and evaluations towards the development of tourism. In this regard, our analysis of the population residing in the department of La Guajira must be expanded and deepened to determine further derivations that allow us to enrich the finding obtained.

On the other hand, Wise et al. (2017) conducted a study in the Vojvodina region of Serbia to examine how residents perceive tourism and development in their populations and reviewed how social impacts and changes influence the alteration of perceptions and attitudes of individuals and how to gain support to promote community participation.

The results and analysis are they are based on understanding the sense of community in the destination, subsequent local tourism and residents' perceptions of tourism, considering social impacts, business opportunities, and general potential.

## 6. Conclusion

The results of this research allowed us to establish a significant relationship between subjective well-being in terms of satisfaction with life, sense of community and attitudes towards tourism development in residents of the department of La Guajira. Being positive for subjective well-being and

attitudes towards tourism development and negative between the sense of community with subjective well-being and attitudes towards tourism.

The analysis suggests that when their attitudes towards tourism development increase and are favorable and considered beneficial, the subjective well-being in cognitive terms, that is, satisfaction with life increases of the residents and that when these increase the sense of community decreases in the residents.

This study contributes to greater knowledge of the variables in question and their correlation in this context, which is particularly useful for psychology and the academic world when analyzing attitudes towards tourism development in its three dimensions and establishing the possible correlations of this, with subjective well-being and the sense of community, the latter, on the contrary, little studied in the tourist context for residents.

It is necessary to deepen the study of these variables in the residents in question since the empirical evidence found so far reflects other analyzes and include other aspects such as contextual, time, sociocultural interaction, and characteristics of the population. Now, these findings are valuable, because they invite us to consider the analysis of other study variables within the host community where tourist activities are carried out in the department of La Guajira, to feed the literature with new discoveries and contribute to the strengthening of the processes sustainability of the residents.

The results provide useful information to tourism planners, managers, decision makers and the community in general in the search to build a sustainable tourist destination for all the actors involved and especially for residents, who, as they become more aware of Their role and prominence in the tourism system may influence its management and achieve economic, social, political, cultural and environmental benefits and projections.

As a possible limitation, the circumstances in which the research was carried out during the pandemic can be considered. This may have influenced the informants in some way.

For future research, it is considered pertinent to study how these variables behave from the perspective of tourism operators and tourists, to have a comprehensive overview. It is also suggested to carry out this study in different seasons, either low or high tourist activity. Lastly, it is recommended perform an analysis of the behavior of the variables, taking into account sociodemographic aspects such as age, gender, education, length of residence, ethnicity; socioeconomic such as income and economic dependence on tourism activities and geographic spatial, such as the physical distance between residents and tourists, place of residence, proximity or distance from the area of activity.

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Recibido: 21/10/2023

Reenviado: 08/10/2024

Aceptado: 08/10/2024

Sometido a evaluación por pares anónimos