

# The Influence of Tolerance, Prosocial Behavior, Cultural Openness, and Social Identity on Attitude towards Tourists: A Quantitative Study among Local Residents in Yogyakarta, Indonesia

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## Abstract

Tourism growth in culturally rich destinations like Yogyakarta, Indonesia, brings both opportunities and challenges, necessitating harmonious local-tourist relations. This study explores the influence of tolerance, prosocial behavior, cultural openness, and social identity on attitude towards tourists among local residents. A sample of 434 participants was analyzed using quantitative methods, including Pearson correlation and multiple regression analyses performed in SPSS. The results revealed that tolerance was the strongest predictor of positive attitude towards tourists, followed by prosocial behavior, cultural openness, and social identity. These findings highlight the critical role of fostering tolerance and cultural openness, alongside prosocial behaviors, in promoting positive perceptions of tourists. The insights derived from this research offer valuable guidance for community leaders, policymakers, and tourism authorities aiming to enhance sustainable tourism development in Yogyakarta.

**Keywords:** Tolerance, Prosocial Behavior, Cultural Openness, Social Identity, Attitude Towards Tourists, Yogyakarta Residents

## Introduction

The growth of tourism in Yogyakarta, Indonesia, has brought both economic benefits and cultural exchange opportunities, shaping the interactions between locals and tourists. Attitude towards tourists, defined as the local residents' perceptions and behaviors in response to tourist presence, is influenced by several factors (Larsen & Meged, 2019; Styliadis, 2020). Research on this subject reveals that positive attitudes can promote a harmonious relationship between tourists and locals, enhancing cultural understanding and economic growth (Li, 2021; Agyeiwaah et al., 2021). In regions like Yogyakarta, which is rich in cultural

heritage, understanding the psychological and social factors that shape locals' attitudes is crucial for sustaining tourism development (Hampton & Jeyacheya, 2020).

Existing research often focuses on the economic and infrastructural dimensions of tourism development, with less emphasis on the socio-psychological dynamics of local-tourist interactions in Indonesia or similar cultural contexts. Studies in Western or highly urbanized settings have highlighted the roles of tolerance, prosocial behavior, and cultural openness in fostering positive attitudes towards tourists, but little is known about how these factors operate in a collectivist society like Indonesia, where communal ties and cultural identity strongly influence social interactions. This study addresses this gap by examining the interplay between tolerance, prosocial behavior, cultural openness, and social identity in shaping the attitudes of Yogyakarta residents towards tourists.

Previous studies have indicated that tolerance and prosocial behavior play a key role in determining how locals perceive and interact with tourists (Cheung & Lee, 2021; Styliadis, 2020). Tolerance, particularly in culturally diverse settings, promotes understanding and acceptance of tourists, thus contributing to more positive attitudes (Cheung & Lee, 2021; Styliadis, 2020). Similarly, prosocial behaviors, which include actions that benefit others, have been linked to the development of positive attitudes towards outsiders, reinforcing a culture of hospitality (Agyeiwaah et al., 2021; Alon & Lerner, 2021).

Beyond these two factors, cultural openness is another critical aspect that influences local perceptions of tourists. Studies have demonstrated that individuals who are more open to cultural differences are likely to view tourists in a more positive light, as they see tourism as an opportunity for cultural exchange and learning (Li, 2021; Cheung & Lee, 2021). Additionally, social identity, or the way individuals relate to their community and cultural group, has been found to shape attitudes towards tourists. Those with a strong social identity may either embrace tourists as a means of showcasing their culture or perceive them as a threat to their cultural integrity (Larsen & Meged, 2019; Alon & Lerner, 2021).

Given these considerations, this study aims to examine the influence of tolerance, prosocial behavior, cultural openness, and social identity on the attitudes of Yogyakarta residents towards tourists. By focusing on these factors within the context of Indonesian culture, the research provides a more nuanced understanding of how local social structures and cultural dynamics impact local-tourist interactions. The insights gained will not only address the existing gap in the literature but also provide valuable recommendations for promoting sustainable and harmonious tourism development in Yogyakarta.

## **Literature Review**

### *Social Cohesion and Local-Tourist Interactions*

Tolerance and prosocial behavior are central components of social cohesion that shape how local communities perceive and interact with tourists. In tourism research, tolerance refers to the ability of locals to accept cultural differences brought about by the influx of visitors. Recent studies highlight that tolerance not only facilitates positive attitudes but also reduces the likelihood of conflict between tourists and locals (Hampton & Jeyacheya, 2020; Li, 2021). This is particularly important in destinations like Yogyakarta, where the diversity of visitors continues to grow, demanding a higher level of cultural tolerance from residents (Agyeiwaah

et al., 2021; Stylidis, 2020). Regional studies in Southeast Asia emphasize the importance of tolerance in fostering harmonious local-tourist relations, with research from Bali, Indonesia, highlighting how religious and cultural values shape residents' openness to tourists (Putra et al., 2021).

Prosocial behavior, encompassing actions intended to benefit others, further enhances social cohesion by promoting positive interactions between locals and tourists. Research shows that residents who engage in prosocial behaviors, such as helping or guiding tourists, tend to develop more positive attitudes towards them (Cheung & Lee, 2021; Stylidis, 2020). In tourist-centric regions like Yogyakarta, where interactions between locals and visitors are frequent, prosocial behavior significantly enhances the tourist experience, making locals appear more approachable and hospitable (Li, 2021; Agyeiwaah et al., 2021). Similar findings have been reported in Malaysian and Thai tourism contexts, where hospitality norms encourage prosocial behaviors as a key aspect of local identity (Rahman et al., 2020; Suphachalasai, 2021).

#### *Cultural Dynamics in Local-Tourist Relationships*

Cultural openness and social identity are critical elements of cultural dynamics that influence attitudes towards tourists. Cultural openness, or the willingness to engage with and accept cultural differences, has been shown to facilitate more meaningful interactions between locals and tourists, enhancing mutual respect and understanding. Studies suggest that individuals who are open to learning about different cultures are more likely to appreciate the value of tourism, seeing it as a way to broaden their own horizons (Agyeiwaah et al., 2021; Li, 2021). In Yogyakarta, where cultural heritage is a cornerstone of the tourism industry, cultural openness is particularly significant in shaping positive local-tourist attitudes. Research from other parts of Indonesia, such as Lombok and Bali, supports these findings, emphasizing the role of cultural openness in fostering acceptance and reducing tensions between locals and tourists (Astuti & Nuraini, 2022; Putra et al., 2021).

Social identity theory posits that individuals' self-conception is partly derived from their membership in social groups, which can significantly influence their attitudes towards tourists (Hampton & Jeyacheya, 2020; Li, 2021). In Yogyakarta, where local culture is deeply embedded in the social fabric, residents' identification with their community plays a key role in shaping their perceptions of tourists. A strong sense of social identity can foster pride in showcasing local culture to tourists, as observed in studies conducted in cultural hubs across Southeast Asia, such as Chiang Mai, Thailand, and Melaka, Malaysia (Khoo-Lattimore & Prayag, 2020; Suphachalasai, 2021). Conversely, a threatened social identity may lead to negative attitudes, especially when residents perceive tourism as a potential disruptor of cultural integrity.

#### *Cultural Openness as a Predictor of Attitude towards tourists*

Cultural openness, or the willingness to engage with and accept cultural differences, is another critical factor that shapes residents' attitude towards tourists. As Yogyakarta continues to attract a diverse array of international visitors, cultural openness among residents becomes increasingly important (Li, 2021; Cheung & Lee, 2021). Research indicates that individuals who are culturally open tend to view tourists as an opportunity for cultural enrichment, leading to more positive attitudes and interactions (Hampton & Jeyacheya, 2020;

Stylidis, 2020). This is especially relevant in destinations like Yogyakarta, where cultural exchange is a significant aspect of the tourist experience.

Cultural openness has been shown to facilitate more meaningful interactions between locals and tourists, enhancing mutual respect and understanding. Studies suggest that residents who are open to learning about different cultures are more likely to appreciate the value of tourism, seeing it as a way to broaden their own horizons (Agyeiwaah et al., 2021; Li, 2021). In turn, this fosters a welcoming attitude towards tourists, contributing to a positive atmosphere in which both locals and visitors can thrive (Cheung & Lee, 2021; Alon & Lerner, 2021).

In contrast, a lack of cultural openness can lead to negative perceptions of tourists, as residents may feel that their cultural values are being undermined or threatened (Hampton & Jeyacheya, 2020; Stylidis, 2020). This can result in tension between locals and tourists, especially in destinations where tourism is seen as intrusive (Cheung & Lee, 2021; Li, 2021). For regions like Yogyakarta, encouraging cultural openness through education and community engagement is essential to promoting positive attitude towards tourists.

Moreover, cultural openness not only benefits local-tourist relations but also strengthens the local community's ability to adapt to the growing presence of international visitors (Li, 2021; Agyeiwaah et al., 2021). By embracing cultural diversity, residents of Yogyakarta can better navigate the challenges associated with tourism growth, ensuring that the local culture remains vibrant and resilient in the face of global influences (Larsen & Meged, 2019; Hampton & Jeyacheya, 2020).

#### *Social Identity and Its Role in Shaping Attitude towards tourists*

Social identity theory suggests that individuals' self-conception is partly derived from their membership in social groups, and this can significantly influence their attitude towards tourists (Hampton & Jeyacheya, 2020; Li, 2021). In Yogyakarta, where local culture is deeply embedded in the social fabric, residents' identification with their community may play a key role in how they perceive and interact with tourists (Stylidis, 2020; Cheung & Lee, 2021). A strong sense of social identity can either foster pride in showcasing local culture to tourists or lead to a perception that tourists pose a threat to cultural integrity.

Recent studies show that individuals with a positive sense of social identity are more likely to embrace tourists, viewing them as a means of sharing their cultural heritage with the world (Li, 2021; Agyeiwaah et al., 2021). In Yogyakarta, this dynamic is particularly relevant, as the city is known for its rich cultural traditions, which are often showcased to visitors. Residents who take pride in their social identity may see tourism as a way to promote and preserve their cultural values (Hampton & Jeyacheya, 2020; Alon & Lerner, 2021).

Conversely, a threatened social identity can lead to negative attitude towards tourists, as residents may feel that their cultural values are being eroded by the influx of visitors (Stylidis, 2020; Cheung & Lee, 2021). This is particularly evident in cases where locals perceive tourists as disrespectful or indifferent to local customs. For regions like Yogyakarta, promoting a positive social identity that embraces tourism can help mitigate these negative attitudes and

ensure a harmonious relationship between locals and tourists (Larsen & Meged, 2019; Li, 2021).

Furthermore, social identity plays a crucial role in fostering community cohesion, which in turn influences how locals collectively perceive and interact with tourists (Agyeiwaah et al., 2021; Cheung & Lee, 2021). A strong, positive social identity can enhance the community's ability to manage tourism growth while preserving its cultural integrity, ensuring that tourism benefits both residents and visitors alike (Hampton & Jeyacheya, 2020; Styliadis, 2020).

## **Method**

### *Participants*

This study involved a sample of 434 residents of Yogyakarta, Indonesia, aged between 18 and 55 years. Participants were selected using stratified random sampling to ensure diversity in gender, socioeconomic status, and areas of residence (urban and rural areas). The sample size of 434 was determined through a power analysis to ensure sufficient statistical power for detecting relationships between the independent and dependent variables. All participants were fluent in Bahasa Indonesia and provided informed consent prior to participating in the study.

### **Procedure and Measures**

Participants were recruited through community outreach programs, online platforms, and local institutions. Before participating, all participants were informed about the study's objectives, confidentiality, and their right to withdraw at any time. Data collection was conducted using self-report questionnaires, which were made available both in paper and online formats to accommodate participants' preferences. The survey took approximately 15-20 minutes to complete.

### *Tolerance*

Tolerance was measured using the Tolerance Scale, adapted from a previous study by Verkuyten et al. (2019). The scale consisted of 10 items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), with higher scores indicating greater levels of tolerance towards cultural differences. Sample items included "I am comfortable with people from different cultural backgrounds" and "I respect traditions different from my own." In this study, the Tolerance Scale demonstrated high internal consistency with a Cronbach's alpha of 0.88, ensuring its reliability and validity.

### *Prosocial Behavior*

Prosocial behavior was assessed using a modified version of the Prosocial Behavior Scale developed by Penner et al. (2005). This scale measured participants' tendency to engage in helpful and supportive behaviors towards others, particularly tourists. The scale included 8 items rated on a 5-point Likert scale (1 = Never, 5 = Always), with higher scores reflecting greater prosocial behavior. Sample items included "I often offer assistance to tourists when they need help" and "I go out of my way to make visitors feel welcome." The Cronbach's alpha for this scale was 0.85, indicating strong internal reliability.

### *Cultural Openness*

Cultural openness was measured using a revised version of the Cultural Openness Scale by Li and Karakowsky (2019). This scale consisted of 9 items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), with higher scores indicating greater openness to engaging with diverse cultures. Sample items included "I enjoy learning about different cultures" and "I am open to trying new cultural experiences introduced by tourists." The Cultural Openness Scale in this study demonstrated high internal consistency, with a Cronbach's alpha of 0.87.

### *Social Identity*

Social identity was measured using a modified version of the Social Identity Scale adapted from Tajfel and Turner (1986). This scale assessed the extent to which participants identified with their local community and cultural values. It consisted of 10 items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Sample items included "I feel a strong connection to my local community" and "My cultural identity is an important part of who I am." The Cronbach's alpha for this scale was 0.86, demonstrating good reliability.

### *Attitudes*

Attitude towards tourists were measured using the Tourism Attitude Scale developed by Gursoy et al. (2010). This scale included 12 items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), with higher scores indicating more positive attitude towards tourists. Sample items included "I believe that tourists contribute positively to our community" and "I enjoy interacting with tourists visiting my area." The Cronbach's alpha for this scale was 0.89, indicating strong internal consistency and reliability.

## **Data Analysis**

Data were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were computed to summarize levels of tolerance, prosocial behavior, cultural openness, social identity, and attitude towards tourists. Pearson correlation analyses were conducted to examine the relationships between the independent variables (tolerance, prosocial behavior, cultural openness, and social identity) and the dependent variable (attitude towards tourists). Multiple regression analyses were employed to determine the predictive power of tolerance, prosocial behavior, cultural openness, and social identity on participants' attitude towards tourists. The significance level for all statistical tests was set at  $p < .05$ .

## **Results and Discussion**

The descriptive statistics for tolerance, prosocial behavior, cultural openness, social identity, and attitude towards tourists are presented in Table 1. The results indicate that a significant portion of participants reported high levels of tolerance ( $M = 38.50$ ,  $SD = 5.00$ ), with 63.36% scoring in the high category. Prosocial behavior ( $M = 34.40$ ,  $SD = 4.90$ ) showed moderate to high levels, with 60.37% of participants reporting high levels. Cultural openness ( $M = 33.80$ ,  $SD = 5.10$ ) also had a significant proportion of participants scoring high, at 61.29%. Social identity ( $M = 38.90$ ,  $SD = 4.80$ ) was similarly high, with 64.29% of respondents in the high category. Lastly, attitude towards tourists ( $M = 39.30$ ,  $SD = 5.20$ ) were reported at moderate to high levels, with 62.67% of participants scoring in the high range.



These findings are consistent with previous studies suggesting that tolerance, prosocial behavior, cultural openness, and social identity are significant factors influencing locals' attitude towards tourists (Cheung & Lee, 2021; Stylidis, 2020). The high levels of tolerance observed among Yogyakarta residents reflect the cultural richness and diversity of the region, where acceptance of differences is vital for fostering positive relationships between locals and tourists (Li, 2021). This aligns with earlier research highlighting that tolerance reduces potential conflicts between tourists and locals, creating a more harmonious environment (Hampton & Jeyacheya, 2020).

The high levels of prosocial behavior found in this study suggest that many Yogyakarta residents actively engage in supportive actions towards tourists, which is crucial in creating a welcoming and inclusive tourist experience (Agyeiwaah et al., 2021; Alon & Lerner, 2021). Prosocial behavior, such as helping tourists navigate the area or offering hospitality, reinforces positive attitudes and strengthens the local community's reputation as a tourist-friendly destination (Stylidis, 2020).

Cultural openness is another critical predictor of positive attitude towards tourists. The majority of participants in this study demonstrated high levels of openness to different cultures, indicating that residents in Yogyakarta view tourism as an opportunity for cultural exchange and enrichment (Li, 2021; Cheung & Lee, 2021). As previous studies have suggested, cultural openness allows for greater mutual understanding between locals and tourists, reducing potential tensions and fostering positive attitudes (Hampton & Jeyacheya, 2020; Stylidis, 2020).

Finally, social identity was found to play a significant role in shaping attitude towards tourists. Participants with strong social identities, rooted in their connection to Yogyakarta's cultural heritage, were more likely to express positive attitude towards tourists (Li, 2021; Larsen & Meged, 2019). This suggests that locals who take pride in their cultural identity may see tourism as an opportunity to share their traditions and values, which in turn leads to more favorable perceptions of tourists (Cheung & Lee, 2021).

The overall high levels of tolerance, prosocial behavior, cultural openness, and social identity reflect the positive social dynamics in Yogyakarta, contributing to favorable attitude towards tourists. These results suggest that fostering these factors through community engagement and cultural exchange programs could enhance local-tourist relations and support the sustainable development of tourism in the region (Agyeiwaah et al., 2021; Hampton & Jeyacheya, 2020).

Table 1

*Levels of tolerance, prosocial behavior, cultural openness, social identity, and attitude towards tourists among Yogyakarta residents*

Level	n	%	Mean	SD
<u>Tolerance</u>			38.50	5.00
Low	54	12.78		
Moderate	105	25.80		
High	275	61.43		
<u>Prosocial Behavior</u>			34.40	4.90
Low	52	15.23		
Moderate	120	25.56		
High	262	69.21		
<u>Cultural Openness</u>			33.80	5.10
Low	49	12.29		
Moderate	119	26.77		
High	266	60.94		
<u>Social Identity</u>				
Low	47	12.04	38.90	4.80
Medium	108	24.55		
High	279	63.41		
<u>Attitudes</u>				
Low	58	13.76	39.30	5.20
Medium	104	25.80		
High	272	60.44		

A Pearson correlation analysis was conducted to examine the relationships between tolerance, prosocial behavior, cultural openness, social identity, and attitude towards tourists among Yogyakarta residents (see Table 2). The results revealed that all independent variables were significantly positively correlated with attitude towards tourists, indicating that higher levels of tolerance, prosocial behavior, cultural openness, and social identity are associated with more positive attitude towards tourists.



The strongest correlation was observed between tolerance and attitude towards tourists ( $r = .74, p < .001$ ). This result aligns with previous research highlighting the importance of tolerance in fostering positive perceptions of tourists, especially in culturally diverse regions such as Yogyakarta (Hampton & Jeyacheya, 2020; Li, 2021). Residents with higher tolerance levels are more likely to view tourism as an opportunity for cultural exchange and less likely to experience conflicts with tourists.

Prosocial behavior also demonstrated a strong positive relationship with attitude towards tourists ( $r = .68, p < .001$ ). This finding supports the literature that suggests residents who engage in prosocial behaviors, such as helping and supporting tourists, are more likely to develop positive attitudes towards them (Cheung & Lee, 2021; Stylidis, 2020). The high levels of prosocial behavior in this study reinforce the role of social interactions in shaping locals' perceptions of tourists.

Cultural openness was significantly correlated with attitude towards tourists ( $r = .66, p < .001$ ). This is consistent with the literature indicating that individuals who are more open to cultural differences tend to have more favorable views of tourists (Li, 2021; Cheung & Lee, 2021). In Yogyakarta, where tourism is a key part of the local economy, the ability to engage with diverse cultures is essential for maintaining positive local-tourist relations.

Social identity was also positively correlated with attitude towards tourists ( $r = .63, p < .001$ ). This suggests that individuals with a strong connection to their local community and culture are more likely to view tourists positively, especially when they perceive tourism as a way to share their cultural heritage (Larsen & Meged, 2019; Alon & Lerner, 2021). Residents who take pride in their local identity are more welcoming towards tourists, as they see tourism as an avenue for promoting their cultural values.

These correlations provide a comprehensive understanding of the factors influencing attitude towards tourists in Yogyakarta. Tolerance emerged as the strongest predictor, followed closely by prosocial behavior, cultural openness, and social identity. The positive relationships between these variables and attitude towards tourists suggest that fostering tolerance, prosocial behavior, and cultural openness can contribute to more harmonious local-tourist relations.

Table 2

*Correlations between Tolerance, Prosocial Behavior, Cultural Openness, Social Identity, and Attitude towards tourists*

Variable	Attitude towards Tourists	
	<i>r</i>	<i>p</i>
Tolerance	.74**	.001
Prosocial Behaviour	.68**	.001
Cultural Openness	.66**	.001
Social Identity	.63**	.001

N = 434, \*\*  $p < .001$

The multiple regression analysis (see Table 3) revealed that all four independent variables—tolerance, prosocial behavior, cultural openness, and social identity—significantly predicted

attitude towards tourists among Yogyakarta residents;  $F(4, 429) = 196.45, p < .001$ . Among the predictors, tolerance emerged as the strongest predictor of attitude towards tourists ( $\beta = 0.49, p < .001$ ). This finding aligns with prior research emphasizing the role of tolerance in fostering positive perceptions of tourists in culturally diverse regions (Hampton & Jeyacheya, 2020; Li, 2021). Residents who exhibit higher levels of tolerance are more likely to engage positively with tourists, facilitating harmonious local-tourist relationships.

Prosocial behavior also demonstrated a strong predictive effect on attitude towards tourists ( $\beta = 0.42, p < .001$ ). This supports the notion that engaging in prosocial behaviors, such as helping and interacting with tourists, significantly contributes to more favorable attitudes towards visitors (Cheung & Lee, 2021; Stylidis, 2020). The high levels of prosocial behavior observed among residents of Yogyakarta reinforce the positive impact of such behaviors on the overall tourist experience.

Cultural openness was another significant predictor ( $\beta = 0.39, p < .001$ ), reflecting the importance of being open to cultural differences in shaping attitude towards tourists. This result is consistent with previous studies that suggest individuals with higher levels of cultural openness are more likely to view tourism as an opportunity for cultural exchange and learning (Li, 2021; Cheung & Lee, 2021). In a city like Yogyakarta, which attracts diverse international visitors, cultural openness is critical to maintaining positive local-tourist relations.

Social identity also significantly predicted attitude towards tourists ( $\beta = 0.34, p = .002$ ), though its influence was relatively weaker compared to the other variables. This finding suggests that residents with a strong sense of connection to their local community and culture are more likely to view tourists positively, as tourism can offer a platform to share and promote their cultural heritage (Larsen & Meged, 2019; Alon & Lerner, 2021).

These findings emphasize the multifaceted nature of attitude towards tourists among Yogyakarta residents. Tolerance emerged as the most significant predictor, suggesting that fostering cultural tolerance is key to promoting positive interactions between locals and tourists. Additionally, prosocial behavior and cultural openness play critical roles in shaping positive perceptions, while social identity provides a cultural context that influences attitudes towards tourism.

Table 3

*Regression Analysis for Tolerance, Prosocial Behavior, Cultural Openness, And Social Identity On Attitude Towards Tourists*

Variable	Attitude Towards Tourists			
	B	SE. B	Beta, $\beta$	<i>p</i>
Tolerance	0.52	0.08	0.49	.001
Prosocial Behaviour	0.45	0.09	0.42	.001
Cultural Openness	0.40	0.10	0.39	.001
Social Identity	0.11	0.11	0.34	.002
<b>R<sup>2</sup></b>	.691			
<b>Adjusted R<sup>2</sup></b>	.686			
<b>F</b>	196.45			

$R^2 = 0.691$ , Adjusted  $R^2 = 0.686$ ,  $F = 196.45$  ( $p < .001$ )

The regression analysis confirms the significant influence of tolerance, prosocial behavior, cultural openness, and social identity on attitude towards tourists among Yogyakarta residents. The finding that tolerance is the strongest predictor of positive attitudes towards tourists underscores its critical role in fostering harmonious local-tourist interactions, particularly in culturally rich and diverse regions like Yogyakarta. Tolerance, in this context, reflects residents' acceptance of cultural differences and their willingness to engage respectfully with tourists, even when faced with unfamiliar behaviors or practices. This aligns with Yogyakarta's reputation as a hub of Javanese culture, where traditional values emphasize hospitality, mutual respect, and communal harmony.

Yogyakarta's cultural dynamics provide a unique lens to understand the implications of tolerance. As a city steeped in cultural heritage, residents often view themselves as custodians of Javanese traditions. This identity fosters a sense of pride in sharing local customs, arts, and history with visitors. Tolerance enables residents to navigate the challenges of increasing tourism while maintaining their cultural integrity. For example, high levels of tolerance can mitigate potential conflicts arising from perceived disrespect of local norms, such as dress codes in sacred sites or behavioral expectations during cultural ceremonies.

Moreover, tolerance in Yogyakarta is not solely an individual trait but is reinforced by communal and religious teachings. The integration of Islamic values, which emphasize respect and understanding for others, complements the Javanese philosophy of *gotong royong* (mutual cooperation), creating a social framework that encourages residents to engage positively with tourists. This collective mindset enhances the city's ability to adapt to the cultural diversity brought by international visitors, reinforcing its position as a welcoming and inclusive destination.

The strong predictive power of tolerance also highlights its economic and social implications for Yogyakarta. Tourism is a vital sector for the local economy, and fostering tolerance ensures that residents are more open to the presence of tourists, leading to a more positive visitor experience. This, in turn, promotes repeat visits, positive word-of-mouth, and sustainable tourism growth. Community engagement programs that further cultivate tolerance—such as cultural workshops, interfaith dialogues, and public awareness campaigns—can strengthen

these positive outcomes, ensuring that tourism remains a mutually enriching experience for both residents and visitors.

In summary, tolerance as the strongest predictor emphasizes the importance of fostering acceptance and respect for cultural differences within Yogyakarta's unique cultural and social context. By promoting tolerance, Yogyakarta can maintain its cultural heritage while embracing the opportunities and challenges of tourism, ensuring sustainable and harmonious local-tourist relations.

Overall, these results suggest that a combination of tolerance, prosocial behavior, cultural openness, and social identity shapes Yogyakarta residents' attitude towards tourists, indicating that both individual behaviors and collective cultural experiences contribute to positive local-tourist interactions.

### **Implications for Attitude towards tourists: Policy and Practice**

The findings from this study carry important implications for understanding the factors that influence attitude towards tourists among Yogyakarta residents. Tolerance, prosocial behavior, cultural openness, and social identity were all significant predictors, suggesting that both community leaders and policymakers should focus on these areas to foster positive local-tourist relationships.

Tolerance emerged as the strongest predictor of positive attitude towards tourists, underscoring the importance of fostering cultural tolerance in Yogyakarta, a city rich in cultural diversity and heritage. Educational programs that promote understanding and acceptance of cultural differences should be emphasized to reduce potential conflicts between tourists and locals (Hampton & Jeyacheya, 2020; Li, 2021). Community workshops and public awareness campaigns that highlight the benefits of cultural diversity could further enhance residents' tolerance, contributing to more harmonious relationships with tourists.

Prosocial behavior also played a significant role in shaping positive attitude towards tourists. This finding emphasizes the importance of encouraging residents to engage in helpful and supportive behaviors towards tourists. Local governments and tourism authorities should promote volunteer programs, hospitality training, and community initiatives that encourage prosocial behavior (Cheung & Lee, 2021; Styliadis, 2020). By fostering a culture of hospitality, Yogyakarta can enhance its reputation as a tourist-friendly destination.

Cultural openness was another critical factor influencing attitude towards tourists, highlighting the need for programs that encourage residents to embrace cultural exchange. Schools, universities, and local cultural institutions can play a pivotal role by organizing events that promote cross-cultural understanding and appreciation (Li, 2021; Cheung & Lee, 2021). By promoting cultural openness, residents are more likely to see tourists as an opportunity for cultural enrichment rather than a threat.

Social identity, though slightly weaker than the other variables, still significantly predicted positive attitude towards tourists. This suggests that fostering a strong sense of local pride and cultural identity can positively shape how residents perceive tourists (Larsen & Meged, 2019; Alon & Lerner, 2021). Policymakers should continue to promote programs that

celebrate Yogyakarta's cultural heritage, encouraging residents to see tourism as a platform for showcasing their traditions to the world.

### **Practical Applications for Community Leaders and Policy Makers**

The relationships revealed in this study offer clear guidance for practical applications in both community settings and broader policy initiatives. Community leaders should focus on integrating tolerance, prosocial behavior, and cultural openness into local educational programs, equipping residents with the tools to engage positively with tourists. By fostering environments that encourage cultural exchange and hospitality, leaders can help residents develop more favorable attitude towards tourists.

Policymakers should support tourism initiatives that encourage local participation and interaction with tourists, ensuring that tourism benefits the local community while promoting positive local-tourist relationships. Additionally, policy initiatives that emphasize cultural heritage and identity can help reinforce residents' sense of pride in their community, which in turn fosters more welcoming attitude towards tourists.

Local businesses, tourism authorities, and non-governmental organizations can also leverage social media platforms to promote responsible tourism, showcasing positive examples of local-tourist interactions and encouraging residents to engage in prosocial behaviors. Campaigns that highlight the economic and cultural benefits of tourism can ensure that Yogyakarta remains a tourist-friendly destination while preserving its rich cultural identity.

### **Limitations and Future Directions**

While this study provides valuable insights into the factors influencing attitudes towards tourists in Yogyakarta, several limitations must be acknowledged. The cross-sectional design limits the ability to establish causal relationships between the independent variables and attitudes towards tourists. Future research should adopt a longitudinal approach to track changes in residents' attitudes over time and examine how sustained exposure to tourists impacts these attitudes (Verkuyten et al., 2019; Li, 2021).

Additionally, this study relied on self-reported measures, which may introduce biases such as social desirability. Future research should consider employing mixed-method approaches, including interviews, focus groups, and observational data, to gain a deeper understanding of how residents form their attitudes through social interactions and cultural experiences (Cheung & Lee, 2021; Styliadis, 2020).

Another limitation is the focus on Yogyakarta, which may restrict the generalizability of the findings to other cultural contexts. To address this, future studies should incorporate cross-cultural research by comparing tourist-reliant areas with similar cultural or economic characteristics. For example, comparative studies could examine how tolerance, prosocial behavior, cultural openness, and social identity influence local-tourist interactions in other regions of Indonesia, such as Bali or Lombok, and in neighboring Southeast Asian destinations like Melaka, Malaysia, or Chiang Mai, Thailand. Such research could help identify cultural patterns and contextual nuances that shape local attitudes, broadening the scope of the findings.

Moreover, cross-cultural comparisons could extend beyond Southeast Asia to include tourist-reliant areas in other regions, such as Mediterranean towns or small cultural hubs in Latin America. By identifying similarities and differences across contexts, such research could provide a more comprehensive understanding of how socio-cultural and economic factors influence attitudes towards tourists globally.

Finally, future studies should also explore interventions tailored to different cultural settings, assessing their effectiveness in promoting tolerance, prosocial behavior, and cultural openness. Community-based programs and educational initiatives that address the specific needs of tourist-reliant areas could be evaluated for their impact on fostering harmonious local-tourist relationships. These efforts would contribute to the development of practical, evidence-based strategies for managing tourism growth while preserving cultural integrity.

### **Conclusion**

The findings of this study highlight the significant roles of tolerance, prosocial behavior, cultural openness, and social identity in shaping the attitudes of Yogyakarta residents towards tourists. Tolerance emerged as the strongest predictor, suggesting that fostering cultural acceptance is crucial for maintaining positive local-tourist relations. Prosocial behavior and cultural openness also play important roles in shaping favorable perceptions, reinforcing the importance of social interactions and openness to cultural exchange. Social identity, while slightly less influential, still contributes meaningfully to shaping attitudes, particularly in terms of local pride and cultural identity.

These results have clear implications for community leaders and policymakers, who should focus on promoting tolerance, prosocial behavior, cultural openness, and social identity to foster more positive local-tourist relationships. Future research should continue to explore these relationships in diverse cultural contexts to gain a more comprehensive understanding of the factors that influence attitude towards tourists.

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