



FACTORS INFLUENCING SUPPORT FOR CULTURAL TOURISM DEVELOPMENT COMMUNITY ATTACHMENT, SOCIAL-PSYCHOLOGICAL AND CULTURAL ATTITUDES

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Acknowledgement

We would like to thank Ahmet Altuğ for his support during the data collection process.

How to cite (APA style): Çelik, S., Coşkun, E., & Yıldız, N. (2026). Factors influencing support for cultural tourism development: Community attachment, social-psychological and cultural attitudes. *Turyzm/Tourism*, 36(1), 51–60. <https://doi.org/10.18778/0867-5856.2026.04>

ABSTRACT

The local community has different attitudes towards the economic, environmental and socio-cultural impacts of tourism. However, studies examining the relationships between attitudes towards tourism development and social psychology, cultural attitudes and community attachment, are limited. In this context, the aim is to investigate the impact of social-psychological and cultural attitudes as well as community commitment to support for cultural tourism development. A quantitative research method has been applied and data were obtained from participants, determined by convenience sampling, with a questionnaire technique. The surveys were conducted among the local residents of Cizre district in Şırnak province, located in the south-east of Türkiye. Descriptive statistics, factor, correlation and regression analyses were used to explain the conceptual model. The results of the research show that community commitment, cultural attitude and the social-psychological attitudes of local people positively affect the development of cultural tourism. In the light of the research results, various recommendations are presented.

KEYWORDS

social psychology, cultural attitudes, community attachment, support for cultural tourism

ARTICLE INFORMATION DETAILS

Received:
19 May 2025
Accepted:
18 December 2025
Published:
28 May 2026

1. INTRODUCTION

Due to the importance of tourism, support for tourism development is an issue that needs to be emphasized. Studies on this (Adongo et al., 2017; Bhat & Mishra, 2021; Blešić et al., 2022; Buzlukçu & Avcikurt, 2021; Çalışkan & Saltık, 2018; Campón-Cerro et al., 2017; Eslami et al., 2019; Lee, 2013; Li et al., 2021; Rasoolimanesh, Roldán et al., 2017; Sher et al., 2015) are frequently found in the literature. However, it is still a fact that there may be different factors affecting it. Tourism development has numerous economic, socio-cultural, social-psychological and environmental consequences for a destination and its residents. As local communities are vital stakeholders in the tourism sector, it is difficult to achieve tourism development without their cooperation (Blešić et al., 2022, p. 1; Campón-Cerro et al., 2017, p. 1). In addition, since the attitude of local people towards a phenomenon is an indicator of future behavior related to it (Hadinejad et al., 2019), research on residents' attitudes towards tourism and tourism development (McCool & Martin, 1994; Riden, 1995; Williams et al., 1995) has increased in recent years.

Since having different cultural backgrounds has an impact on the interaction between tourists and local people, it can also affect their support for tourism development (Stringer & Pearce, 1984). When the literature on tourism development and cultural attitude is reviewed, it is seen that there are works on the effect of local participation in cultural activities to support tourism development (Blešić et al., 2022), the effect of tourism development on cultural identity (Daly et al., 2021; McIntosh et al., 2002) and their attitude towards tourists and tourism. Another variable that is also related to support for tourism development is community attachment. As attachment to the community they live in increases, attitudes towards embracing the place where they live and support for tourism development increase (Adongo et al., 2017).

Therefore, the positive and negative effects of tourism affect the relationship between community attachment and support for tourism development (Çalışkan & Saltık, 2018; Eslami et al., 2019; Lee, 2013). In this study, social-psychological attitudes are considered as a variable that may affect such support. Attitudes towards others are one of the most fundamental subjects in social psychology (Allport, 1954). Ultimately, a good attitude towards others can contribute to a positive view of the tourism sector that brings together people from different cultures and beliefs. On the other hand, the attitudes and behaviors of tourists can also affect the attitudes of local people towards tourists (Armenski et al., 2011).

In the research, environmental attitudes (Gannon et al., 2020), economic gain (Gannon, 2020), place

image (Stylidis et al., 2014), positive and negative effects of tourism (Yuan et al., 2019), community attachment (Gannon et al., 2020), cultural identity (Daly et al., 2021; McIntosh et al., 2002), local demographic characteristics (Bhat & Mishra, 2021), cultural participation (Li et al., 2021) and place attachment (Blešić et al., 2022) are seen to be effective in local attitudes towards support for tourism. However, studies investigating the effects of cultural attitudes, social-psychological attitudes and community attachment on the dimension of tourism support are limited. In other words, previous works have not sufficiently addressed how social commitment, cultural attitudes and social-psychological attitudes influence the development of cultural tourism. At this point, the first contribution of this work is at the literature level. Here, the impact of social psychology, cultural attitudes and community attachment on support for the development of tourism in Cizre/Şırnak, which is still at the beginning of the road in terms of the development of the tourism sector, is of interest. On the other hand, the selection of Cizre, a rural destination, adds unique value to the subject. As a matter of fact, this is the second important contribution of the research. Also, especially in research examining "support for tourism development", participants in each destination are asked questions without considering the different types of tourism. However, there are types of tourism that are acceptable and unacceptable for each destination. Furthermore, it cannot be expected that the local population living in each destination will say yes to every type of tourism. Therefore, the generalizing attitude in the literature is not considered correct, and in this study, since cultural tourism is at the forefront in the research area, the variable of support for tourism is considered as one for cultural tourism. Thus, this study seeks to answer the question of how social-psychological attitudes, cultural attitudes and community attachment affect the development of cultural tourism in Cizre/Şırnak.

2. LITERATURE REVIEW

2.1. CULTURAL ATTITUDES AND SUPPORT FOR TOURISM DEVELOPMENT

Culture is defined as "the form of ideas and behaviors acquired from human activities within a society or communities" (Bâlc, 2018, p. 258). Attitude is a psychological concept that means a person's positive or negative evaluation of an object, place or subject (Hadinejad et al., 2019, p. 159). Cultural attitudes refer to those of local people towards culture.

In order for the relationship between tourism and culture to be sustainable, tourism should be developed in harmony with community benefits. Tourism should protect and preserve traditional cultures by being sensitive and respectful of cultural practices (McIntosh et al., 2002, p. 39). Through the development and dissemination of traditional culture in tourism planning, residents' awareness of cultural heritage conservation and inter-community exchange increases (Yuan et al., 2019, p. 3). The tourism sector culturally enriches both local people and tourists. It introduces the host to various cultures and provides the emergence of tolerance and understanding in society. It also brings the local culture to the tourists and increases the understanding of what it means to live in a community, leading to identification, pride, unity and support between tourists and locals (Blešić et al., 2021, p. 3).

Local attitudes towards tourism development can be influenced by the culture of their community and cultural differences determine attitudes towards tourism development. One way to understand such local attitudes is to look at the impact of tourism on local people (Bhat & Mishra, 2021, p. 2). In addition, the attitude of a community towards its culture can also affect the perception of tourism. People who embrace their own culture and have a motive to protect it may not accept the negative impact of tourism. As a matter of fact, Rasoolimanesh, Jaafar et al. (2017) found in their study that cultural attitudes effect negative tourism perception, but not positive tourism perception. Again, Gannon et al. (2020) did not find an effect of cultural attitude to support for tourism and on the perception of local people.

There are several studies examining the support of tourism development on local people's cultural attitudes (Bhat & Mishra, 2021; Kamata, 2022; Li et al., 2021). Local attitudes are seen as a psychological concept that includes positive and negative thoughts arising from tourism interaction (Hadinejad et al., 2019). The positive or negative impact of tourism development on the lives of local residents affects their attitude towards tourism (Daly et al., 2021). Therefore, it is more accurate to evaluate their attitude towards tourism development by looking at its impact (Bhat & Mishra, 2021). There are studies indicating that there are significant relationships between the positive and negative impacts of tourism and support for tourism development (Blešić et al., 2022; Ritchie & Inkari, 2006). On the other hand, Teye et al. (2002) concluded that local people have a negative attitude due to the lack of expected results from tourism development. From this point of view:

H₁: Local people's cultural attitude has a positive effect on support for cultural tourism development.

2.2. COMMUNITY ATTACHMENT AND SUPPORT FOR CULTURAL TOURISM DEVELOPMENT

Community attachment is a concept that is often not clearly defined, but is expressed as being attached to a community or being attached to a place. The structure of community attachment takes into account the connections between individuals and societies and is used as a measure of emotion about the society in which a person lives (Trentelman, 2009, p. 201). The concept of community attachment, indicates a strong positive feeling towards the community, a sense of rootedness and a sense of belonging (Eslami et al., 2019, p. 1063). It is related to this belonging and the emotional bond people feel towards their community (Rasoolimanesh, Roldán et al., 2017). There are four forms of effective community attachment. These are having a sense of belonging to a community, having trust that can have an impact on the community, having trust that each member of the community can meet and satisfy their personal needs, and having expressions of reflection of emotions towards the community and between members within it (Wijaya et al., 2018, p. 1).

In a destination where community attachment is active, attachment can influence how residents perceive the potential impacts of a growing tourism industry and can be important determinants of successful coexistence between them (Williams et al., 1995, p. 1). Support for tourism development as a result of community attachment can manifest itself in voting, donations and a willingness to attend meetings in a tourism community. The degree to which residents are attached to a community is thought to be related to the extent to which they will support tourism development within it (Adongo et al., 2017, p. 93).

The relationship between tourism impacts, benefits and subsequent perceptions of support for tourism development is explained by social exchange theory (Campón-Cerro et al., 2017, p. 2). This theory is based on the idea that there is an exchange of physical or intangible activities based on human interaction along with the benefits and costs arising from this interaction (Adongo et al., 2017, p. 89). According to this theory, if local people perceive that they can benefit from the exchange without having to bear heavy costs, they will allow exchange with visitors and support the development of community-based tourism. If they perceive that this development will have more costs than benefits, they are likely to oppose it (Lee, 2013, p. 38). Community-based tourism development is crucial for the community itself to have a deeper knowledge of its local situation and to be able to find and implement the best solutions to problems (Sher et al., 2015, p. 134). Where local people perceive the impacts and benefits of tourism positively, they tend

to be more supportive of tourism development (Adongo et al., 2017, p. 86). This development can provide an understanding of cultural identity in the community, preserve and revitalize traditional arts, culture and crafts, and encourage local people to take pride in their culture. However, tourism can also irreversibly change the value system of families and family relationships, leading to overcrowding and an increase in illegal activities (Rasoolimanesh, Roldán et al., 2017).

There are various studies examining support for tourism development and community attachment (Buzlukçu & Avcıkurt, 2021; Çalışkan & Saltık, 2018; Gursoy & Rutherford, 2004; Lee, 2013; Sher et al., 2015). Social attachment is the state of belonging to a community (Rasoolimanesh, Roldán et al., 2017). There are studies indicating that residents with high community attachment support tourism development (Adongo et al., 2017; Campón-Cerro et al., 2017), as well as studies indicating that community attachment is ineffective in support for tourism development (Choi & Murray, 2010; Gursoy et al., 2002; McCool & Martin, 1994). In this manner:

H₂: Local attachment to a community has a positive impact on support for cultural tourism development.

2.3. SOCIAL PSYCHOLOGY AND SUPPORT FOR CULTURAL TOURISM DEVELOPMENT

From the beginning of the twentieth century to the second decade of the twenty-first, social psychology is as relevant today as it was more than a hundred years ago (Chadee, 2022, p. 3). Social psychology has witnessed the development of numerous theories that aim to conceptualize areas of reality that are outside the scope of sociology or general psychology (Chadee, 2022, p. 3) and it is emphasized in the literature that attitudes form the basis of social psychology (Allport, 1954). Attitudes are expressed in the literature as prejudices and stereotypes. Although it is difficult to change prejudices, it is seen in many studies that tourism changes attitudes and/or reduces prejudices due to increased interpersonal interaction (Çelik, 2019; Günlü et al., 2015; Milman et al., 1990; Pizam et al., 1991). In this work, the concept of social-psychological attitudes has been addressed by taking this effect of tourism into consideration. Social-psychological attitudes, which were previously used as a variable in the studies of Çelik and Rasoolimanesh (2023), were introduced to express such attitudes. It is thought that such attitudes towards those from different cultures, values and beliefs may affect their perspective on sectors that feeds on differences such as tourism.

There are different studies examining the social-psychological attitude of local people towards supporting tourism development (Özel & Kozak, 2017; Kattiyapornpong et al., 2018). It is stated that the

perception of tourism including social psychology is effective in support for tourism (Çelik & Rasoolimanesh, 2023). In this manner:

H₃: Local social-psychological attitudes have a positive effect on support for cultural tourism development.

The conceptual model of the research (Figure 1) was created within the framework of the explanations and hypotheses made in the sub-title to this work. Accordingly, the model demonstrates the effect of social-psychological attitudes, cultural attitudes and community attachment on supporting the development of cultural tourism.

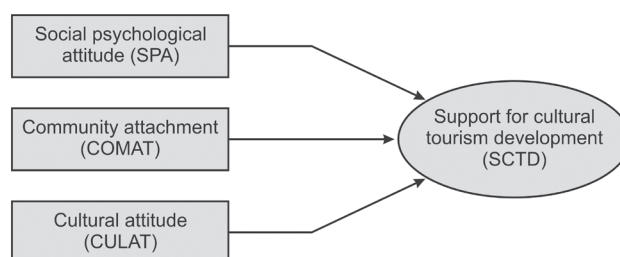


Figure 1. Conceptual model of the research

Source: authors

3. METHOD

3.1. STUDY AREA

Cizre is located in the Tigris section of the Southeastern Anatolia Region. It borders İdil in the west, Silopi in the east, Güçlükonak in the northwest, Şırnak province in the north and Syria in the south (Figure 1). Cizre is located southwest of Mount Cudi and southeast of Mount Gabar. Cizre, which was established on the edge of the Tigris valley, is 380 meters above sea level, within the borders of Mesopotamia between the Euphrates and Tigris rivers, and is located on important trade routes that have survived until today (Karademir, 2019). Cizre's history dates back to the 4th millennium BC. It boasts important historical and cultural assets such as the Tomb of Noah, the Red Madrasa, the Grand Mosque, the Tomb of Mem û Zin, the Abdaliye Madrasa, Cizre Castle, Bırca Belek, the Dengbej House, the Garden of the Mirs (Raze Mira), and the Old Bazaar (Rotam Şırnak, n.d.).

According to 2024 data from the Ministry of Culture and Tourism, the number of tourists staying in ministry-certified tourism facilities in Cizre is 80,523, the average length of stay is 1.46, and the occupancy rate is 55 percent (Ministry of Culture and Tourism, 2025).

The tourism sector has not yet developed in Cizre-Şırnak due to the conflicts and security problems experienced for many years within the country and

on the Iraq-Syria borders, a lack of awareness about tourism, and the lack of promotion and marketing (Mızrak et al., 2021).

3.2. MEASUREMENT

Quantitative research was used in this study with data being collected through questionnaires including demographic questions, cultural attitudes, community attachment, social-psychological attitudes and questions about support for cultural tourism development. The cultural attitude variable, which we addressed, consisted of a single dimension and four statements, the commitment to the community variable also consisted of a single dimension and four statements and is taken from Gannon (2020). The variable on support for cultural tourism development consists of one dimension and five statements and was adapted from Euebio (2018). Social-psychological attitude questions consist of five statements in one dimension and are taken from Çelik and Rasoolimanesh (2023). The answer options for all variables are of a 5-point Likert-type (from 1 – *completely disagree* to 5 – *completely agree*). The scale questions received ethical approval with the decision of the Ethics Committee of T.C. Şırnak University dated 26/02/2021 and numbered 2021/5.

3.3. DATA COLLECTION AND SAMPLING

Data were collected from those over the age of 18 living in Cizre and convenience sampling was preferred. Before starting the survey, 15 face-to-face questionnaires were conducted and the comprehensibility of the questions was measured (surface validity). After the necessary arrangements were made, data were collected from 384 participants between 26.02.2021 and 30.07.2021. According to Cohen's (1988) *d* formula, this number of participants is sufficient for generalization. According to the recommendations of Hair et al. (2019) and Tabachnick and Fidell (2006), this number of participants was sufficient for model testing.

The data were collected from those who voluntarily participated in the convenience sampling research. The research field was in Cizre, which has a total population of 151,699 (Türkiye İstatistik Kurumu [TÜİK], 2021), 76,733 men and 74,966 women. The demographic profile was 37.2% ($n = 143$) female and 62.8% ($n = 241$) male; 37.2% were single and 62.8% were married; in terms of education 14% had completed elementary school only, 3.9% were literate 48.2% completed high school while 32.5% were university educated; 12% were in the 14–23 age group, 40.4% 24–33, 20.8% 34–43, 14.8% 44–53 age group, and 12% aged 54 and over.

This study has similar sampling characteristics with Çelik et al. (2023), however, the dependent and independent variables, purpose, method, hypotheses and analyzes are completely different.

4. DATA ANALYSIS AND FINDINGS

After the data were collected, data cleaning procedures were carried out. After it was understood that there were no outliers and missing data, skewness and kurtosis values were checked for the normality values of variables, and since the skewness and kurtosis values were between -2.11 and $+3.38$, it was accepted that the variables were normally distributed. Then, factor analysis was undertaken for construct validity, Cronbach's alpha test for reliability, and correlation and regression analyses were conducted to test the hypotheses. The SPSS software package was used for the analyses.

As a result of the factor analysis conducted for the cultural attitude variable, it was seen that (Table 1) four questions related to the variable were gathered under a single dimension and this dimension explained the variable at a rate of 90.4%. The naming was made by considering the content of the item expressions and identified as cultural attitude. It was determined that the variable had a high reliability (Cronbach's alpha: 0.96).

Table 1. Factor and reliability analysis results for cultural attitude

Factor	Items	Communalities	Factor loading	Eigenvalue	Total variance explained (%)	Mean (\bar{x})	Cronbach's alpha (α)
Cultural attitude	CULAT	–	–	3.618	90.460	4.360	0.960
	CULAT3	0.920	0.963	–	–	–	–
	CULAT2	0.910	0.959	–	–	–	–
	CULAT4	0.880	0.942	–	–	–	–
	CULAT1	0.880	0.940	–	–	–	–

Note: Principal component analysis: Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy: 0.86; Bartlett's test of sphericity: 1939.488, *df*: 6, $p < 0.001$.

Source: authors.

As a result of the factor analysis conducted for the social-psychological attitude (SPA) variable (Table 2), the SPA2 statement was removed from the factor analysis since it constituted a factor on its own, and finally, a social-psychological variable with four statements emerged with factor loadings of 0.847, 0.8526, 0.911 and 0.955. The explained variance of the single-factor SPA variable was 79.84% and the factor was found to be highly reliable (Cronbach's alpha: 0.91).

The community attachment variable emerged under a single factor structure with four statements with an explanation rate of 87.54% (Table 3). The factor loadings of each statement were determined as 0.902, 0.925, 0.954 and 0.961 and it was found to have high reliability (Cronbach's alpha: 0.95).

The variable of support for cultural tourism emerged under a single factor with five statements and an explanation rate of 88.18% (Table 4). The factor loadings

Table 2. Factor and reliability analysis results for social psychology

Factor	Items	Communalities	Factor loading	Eigenvalue	Total variance explained (%)	Mean (\bar{x})	Cronbach's alpha (α)
Social-psychological attitude	SPA	–	–	3.194	79.840	4.160	0.910
	SPA4	0.913	0.955	–	–	–	–
	SPA5	0.830	0.911	–	–	–	–
	SPA3	0.733	0.856	–	–	–	–
	SPA1	0.718	0.847	–	–	–	–

Note: Principal component analysis: Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy: 0.80; Bartlett's test of sphericity: 1205.362, *df*: 6, $p \leq 0.001$.

Source: authors.

Table 3. Factor and reliability analysis results for community attachment

Factor	Items	Communalities	Factor loading	Eigenvalues	Total variance explained (%)	Mean (\bar{x})	Cronbach's alpha (α)
Community attachment	COMAT	–	–	3.502	87.540	4.280	0.950
	COMAT3	0.923	0.961	–	–	–	–
	COMAT2	0.911	0.954	–	–	–	–
	COMAT1	0.855	0.925	–	–	–	–
	COMAT4	0.813	0.902	–	–	–	–

Note: Principal component analysis: Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy: 0.85; Bartlett's test of sphericity: 1682.057, *df*: 6, $p \leq 0.001$.

Source: authors.

Table 4. Factor and reliability analysis results for support for cultural tourism development

Factor	Items	Communalities	Factor loading	Eigenvalues	Total variance explained (%)	Mean (\bar{x})	Cronbach's alpha (α)
Support for cultural tourism development	SCTD	–	–	4.409	88.188	4.310	0.960
	SCTD1	0.880	0.963	–	–	–	–
	SCTD2	0.927	0.944	–	–	–	–
	SCTD3	0.824	0.942	–	–	–	–
	SCTD4	0.888	0.938	–	–	–	–
	SCTD5	0.892	0.908	–	–	–	–

Note: Principal component analysis: Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy: 0.84; Bartlett's test of sphericity: 2634.408, *df*: 6, $p \leq 0.001$.

Source: authors.

of the statements ranged between 0.908 and 0.963 and the variable was found to be highly reliable (Cronbach's alpha: 0.96).

In absolute terms, a Pearson's correlation coefficient between 0.70 and 1.00 indicates a high level of relationship; between 0.50 and 0.70 indicates a medium level; and between 0.30 and 0.50 indicates a low level (Büyüköztürk, 2010). As a result of the correlation analysis (Table 5), it was found that there were high-level relationships between the cultural attitude (CULAT) variable and SPA (0.87), community attachment (COMAT, 0.79) and support for cultural tourism development (SCTD, 0.88), between SPA and CULAT (0.87), COMAT (0.79) and SCTD (0.81), and between COMAT and CULAT (0.87), SCTD (0.90) and SPA (0.79).

Table 5. Relationships between variables

Variables	CULAT	SPA	COMAT	SCTD
Cultural attitude (CULAT)	1	–	–	–
Social-psychological attitude (SPA)	0.871**	1	–	–
Community attachment (COMAT)	0.875**	0.797**	1	–
Support for cultural tourism development (SCTD)	0.886**	0.813**	0.906**	1

Note: ** Correlation is significant at the 0.01 level (2-tailed).

The regression analysis model to determine the effect of community attachment, cultural attitude and social-psychological attitude variables on the dimension of support for cultural tourism development was found to be significant ($p \leq 0.05$, $F = 780.580$) (Table 6). Community attachment ($\beta = 0.54$ and $t = 13.59$), cultural attitude ($\beta = 0.33$ and $t = 6.78$) and social-psychological attitude ($\beta = 0.08$ and $t = 2.24$) have a significant positive

effect on support for cultural tourism development. It is seen that the three variables explain 85% of the dimension of support for cultural tourism development.

5. CONCLUSIONS AND DISCUSSION

In this study, the impact of SPA, CULAT and COMAT on SCTD was investigated as in places where tourism is not yet developed, the attitudes of local people play an important role (Bhat & Mishra, 2021). This study was conducted in the Cizre district of Şırnak, a place where tourism has not yet developed but has significant potential. Conducting this study there within the framework of cultural and religious tours, where tourists have started to come in recent years, is important for the development of tourism in the future. As a matter of fact, the results show that the people of the region have a positive attitude towards the development of cultural tourism (\bar{x} : 4.31). At this point, it is also important to determine the factors affecting this variable.

When the relationship between COMAT and SCTD is analyzed, it is found that community attachment has a high impact on the development of cultural tourism. Studies in the literature also support the idea that those who are attached to the community have a positive tendency towards tourism development (Buzlukçu & Avcıkurt, 2021; Gursoy & Rutherford, 2004; Lee, 2013; Sher et al., 2015). Adongo et al. (2017) stated in their study that local people who feel a stronger attachment to their communities have a positive tendency towards tourism and tourism development. Campón-Cerro et al. (2017), who stated that community attachment has a positive effect on support for tourism development, stated likewise. Similarly, Viana-Lora et al. (2024) found that COMAT has a positive effect on support for tourism development and this effect does not differ according to educational level.

Table 6. Regression analysis of the effects of community commitment, cultural attitude and social-psychological attitude on support for cultural tourism development

Independent variables	Unstandardized β	Unstandardized standard error	Standardized coefficients β	t	Sig.	Tolerance	Variance inflation factor
Constant	0.253	0.080	–	2.890	0.004	–	–
COMAT	0.530	0.030	0.540	13.599	0.000	0.220	4.360
CULAT	0.320	0.040	0.330	6.783	0.000	0.150	6.560
SPA	0.080	0.030	0.080	2.245	0.025	0.230	4.220

Note: COMAT – community attachment, CULAT – cultural attitude, SPA – social-psychological attitude; R (multiple correlation coefficient) = 0.86; adjusted $R^2 = 0.85$; $F = 780.580$; $p < 0.05$; Durbin-Watson: 1.805. Dependent variable: support for cultural tourism development (SCTD).

Source: authors.

When we look at the relationship between CULAT and SCTD, it is determined that cultural attitude has a high positive effect on SCTD. Contrary to the research result, Gannon et al. (2020) did not find a significant effect of cultural attitude on support for tourism development in their study. This may be due to the fact that they conducted research in places with a high level of cultural preservation and therefore did not see a cultural threat. Rasoolimanesh, Jaafar et al. (2017) found that cultural attitude has an effect on negative tourism perception.

It has been determined that the SPA variable has a low positive effect on SCTD. When the literature is examined, it is seen that there are studies that argue that the social-psychological attitude of the public has a positive effect on support for tourism development (Kattiyapornpong et al., 2018; Özel & Kozak, 2017). Likewise, Çelik and Rasoolimanesh (2023) revealed in their study that the tourism perception variable, included in social-psychological attitude, is effective for support for tourism.

The results obtained in Cizre, a rural destination, are seen to be similar to the results of research conducted in different destinations around the world, such as Lewes (England) and the Kashmir Valley (India). For example, Ritchie and Inkari's (2006) study in the town of Lewes indicates that responses to explanations regarding the effects of cultural tourism were generally positive and that the economic and social benefits of developing cultural tourism were largely accepted. On the other hand, Basheer et al.'s (2024) study in the Kashmir Valley indicates that in destinations with high community cohesion, the local population's attitude towards tourism development is positive.

This study contributes to the literature in several ways. Firstly, the research was conducted in a place where tourism has not yet developed and if it develops, what will be the attitude of the people? In this way, the attitudes of the public were revealed before the development of the tourism sector. The second important contribution is the use of social-psychological attitudes to improve previous models.

The work also provides some important data for decision-makers and tourism sector stakeholders. First of all, it is seen that the public has significant support for SCTD. The second important point is that the cultural attitudes of the participants are at a high level (\bar{x} : 4.36). This finding emphasizes that decision-makers should pay attention to the sensitivities of people towards cultural values in projects related to the tourism sector in the steps they will take in the district. The third important point is the social-psychological attitude of the participants towards tourism. The participants revealed that they agreed with the social-psychological effects of tourism within the framework of respect for differences (\bar{x} : 4.16). In this context, this finding shows

that the relationship between tourism and social psychological impacts can be handled by decision makers and should be included in policies.

Decision-makers and sector stakeholders should work to raise the awareness of local people about tourism. Workshops on tourism involving academics, industry representatives and political actors can be organised to raise awareness among them. The perception that the juxtaposition of different cultures will result in cultural conflict should be destroyed and the perception that it will result in cultural fusion should be gained. The culture of tolerance, which is an intangible cultural heritage that has prevailed in this area for years, should be protected. International festivals can be organised to both preserve this culture and raise tourism awareness among the public, bringing together local people and tourists. Finally, local people and decision-makers should take precautions against the negative effects of tourism. Tourism policies should be developed that include measures to regulate the positive effects of tourism and minimise its negative effects, and these policies should be shared with all stakeholders. At this point, sector representatives should work in partnership with local people to develop tourism. A protectionist approach should be developed for the destination by considering both the positive and negative aspects of the social, environmental and economic impacts of tourism. Information and awareness-raising activities should be carried out for incoming tourists about the social, cultural and socio-psychological structure of those living in the region.

As in every work, this one also has some limitations. First of all, the fact that only a questionnaire was used can be considered a shortcoming. Mixed methods could be used in future studies. In addition, other variables in the literature that affect support for tourism development (emotional solidarity, positive-negative perceptions, etc.) can be added to the model. In addition, researchers can make temporal comparisons after tourism has developed by investigating many different topics in Cizre where tourism has not yet developed.

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