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Residents' Emotional State and Attitude Towards Tourists: A Psychological Perspective from Kwahu Traditional Area of Ghana

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ABSTRACT

As an important component of destination experience, residents' emotional experience plays an important role in destination marketing. This study examines residents' emotional experiences about tourists using discrete emotions (happy, anger, guilt, sadness, fear and surprise). The study area is Kwahu Traditional Area characterised by exponential increase in tourist arrivals as a result of varied tourists' attractions and events. Emotions were measured retrospectively using self-report. Participants rated their own emotions on the Differential Emotional Scale, before indicating their final judgment. In addition, Positive and Negative Affect Schedule was used to classify these emotional states into Positive Affect and Negative Affect using a concurrent mixed-method involving 569 survey respondents and 15 in-depth interviews, the study found that even though some residents appear to have mixed emotional experiences toward tourists, more than half of residents reported strong positive emotional state toward tourists as against negative emotional state. The study discovered that, positive emotions such as joy, happiness, honoured, pleasure, cheerful, inspire, satisfy and positive surprise were strongly experienced. The results further shows that residents generally demonstrate positive emotional states towards tourists across socio-demographic characteristics such as age, education attainment, religion, marital status and community of residence. The study contributes to tourism management literature by explaining how residents' emotional states can be utilized to market tourists' destination areas and also provides evidence for planning and sustainable tourism development.

Keywords; Residents, Kwahu, Emotional State, Discrete Emotion, Positive Emotion

INTRODUCTION

Ghana's tourism sector has witnessed a substantial increase since 1982, and the country is now the third leading destination for international tourist arrivals in West Africa (WTTC, 2022). Tourism is positioned as Ghana's 4th highest foreign exchange earner only after gold, cocoa, and oil (Ghana Tourist Authority [GTA], 2022: World Economic Forum). The host community is one of the most important areas for promotion

and development of the tourism industry in Ghana (Asiedu, 2009). In the destination region, there is direct and constant contact of the residents and tourists in the community.

Studies have empirically certified that during such interactions, emotion plays an important but invisible role in influencing residents' satisfaction, judgment and behavioural response (Mehrabian & Russell, 1974 & Gerben & Fischer, 2016), since residents are the focal point of tourism development

(Easterling, 2004; Sharpley, 2014). Emotions have significant impact on residents' attitude and behaviours (et al., 2017; Zheng et al., 2019 & Woosnam et al., 2012). Residents' emotional states influence how they relate to touring bodies in specific tourism episode. Again, residents' emotions in a destination area motivate tourists to visit and revisit an area. Woosman (2012), found that emotional state of residents can successfully predict their attitudes toward tourists, shortens the length of stay of tourists, lessens the amount of money tourists spend in the community, diminishes repeat visits and creates negative word-of-mouth. For example, anger is marked by a fixed gaze, constricted eyebrows, compressed lips, quick gestures, and a loud voice (Desmet, 2004) and these emotional expressions of residents need attention in tourism studies (Harril & Potts, 2016).

An exclusive empirical study on emotional attitude is the one by Woosnam (2012). His findings provide useful insights on emotional attitude, but the focus was largely theoretical. Moreover, most of the previous studies looked at residents' general attitude from the economic impacts of tourism perspective and from a cognitive processing perspective (i.e., thoughts), not necessarily from an affective perspective (Gursoy & Rutherford, 2004; Woosnam, 2009 and Amuquandoh, 2010). The most existed emotional studies in the literature were geared towards emotional experiences of tourists before planning, during and after their trip (Sweeney & Wyber, 2002; Lee, & Babin, 2008; Walters & Sparks, 2012).

Although these studies have made considerable contributions to improving our understanding of how emotions are evoked and influence behaviour, not much work has been done on characterizing residents'

emotional state and how these emotional experiences evoke residents' attitude towards tourists and tourism in general. Furthering insights of previous studies, this current study employs discrete emotion (Shaver et al., 1997) model.

According to this model, discrete emotions are considered fundamental psychological states that are characterized by specific subjective experiences, physiological responses, and expressive behaviors. Discrete emotion describes emotions using six basic emotions (happiness, sadness, anger, fear, disgust, and surprise) (Li et al., 2015). These emotions are basic because they are present from birth and have distinct adaptive value (Izard, 1992; Stein & Oatley, 1992). These emotional states are accompanied by a pattern of behaviour for instance, facial expressions are linked to subjective feelings and important for expressing what we feel, what we intend to do and who we are. From this perspective, an individual's emotional expressions are sufficient to determine a person's internal, emotional state.

Research has empirically found that among all the emotional experiences, happiness and joy were found to be significant predictors of their attitude (Jenny Lee, 2015). However, Jiang and Wang (2006), Martin et al. (2008) and Hume and Mort (2010) observed that negative emotions such as anger and fear were also found to have effect on residents' attitude. In relation to socio-demographic characteristics, findings from previous studies demonstrated that, retrospectively reported emotions are affected by our beliefs and gender stereotypes (Robinson & Clore 2002), women more than men, express greater intensity of emotions (Seidlitz & Diener, 1998). In contrast, studies have

revealed no association between gender and residents' emotional state and expressions (Hetland et al., 2016). As a result, this study proposed significant relationship between residents' emotion and their socio-demographic characteristics. The study identified residents' emotional states based on their sex, age, religion, education and their occupational status. The paper utilizes both the Emotional Solidarity Theory and Cognitive Appraisal Theory to examine residents' emotional state.

The researcher, therefore, carried out the study in the Kwahu Traditional Area (KTA) where there is an annual Easter Festival called Kwahu Easter Festival (KEF) which is associated with paragliding activities which attracts a reasonable number of domestic and foreign tourists since 2005 (KSDA, 2019).

To identify the type of emotions elicited by the residents, this study employs Positive Affect and Negative Affect Schedule scale PANAS (Watson et al., 1988). This scale has been used to measure positive and negative emotional responses as two independent reactions (Dasborough et al., 2008).

This research contributes to the realm of tourism in both theoretical and practical ways. This study, from a theoretical standpoint, responds to a recent appeal for tourism researchers to investigate residents' emotional reactions to tourists in impoverished nations (e.g., Harrill & Potts, 2003; Woosnam, 2009; Chen & Phou, 2013; Zheng et al., 2019). Against this background, this research attempted to comprehend residents' emotional attitudes in relation to their emotional states and how these emotional experiences vary across residents' socio-demographic variables.

The present study differs from previous studies because it identifies specific residents' emotional attitude towards tourists, whether they are happy, surprised, angry, worried about seeing tourists or interacting with tourists in their communities and also identify residents' emotional state of being either positive or negative. Moreover, the findings of this paper offer useful management and marketing insights for managers of the tourism industry in Kwahu Traditional Council, GTA and other private sector players in the industry to promote more attractive touristic activities in addition to paragliding since the residents are emotionally connected to tourists and exhibited positive emotional experience for tourists.

Theoretical framework
This study chose Cognitive Appraisal Theory (CAT) as theoretical framework to explain how residents' emotions are elicited (the antecedents) and the consequences of their emotions. This theory was initially proposed by a psychologist (Richard Lazarus in the 1960) to understand subjective causes of the elicitation of a specific emotion for the sake of predicting and adjusting behaviours (Lazarus, 2001; Roseman & Smith, 2001). CAT is based on the premise that emotions are elicited by appraisals of situations (Ellsworth & Scherer, 2003; Ding, 2013; Ma et al., 2013). CAT also speaks to the consequences of emotions or, functional role of emotion. CAT proposes that emotions are derived as a result of an individual's subjective evaluations of a situation or event on a number of appraisal dimensions (Hosany, 2012). The theory summarized emotions through a sequence of events, the first step

being the perception of a situation that leads to an appraisal, followed by the felt emotion and then the appropriate action. CAT not only addresses how emotions are triggered, but also their implications or, more accurately, their functional role in the architecture of the mind, such as "the significance of emotion for personality integration" (Arnold, 1960). The cognitive appraisal hypothesis outlines how a resident's assessment influences the cognitive and emotional outcomes.

The implication is that a resident makes an appraisal and reacts with an appropriate emotional response that can include an external emotional expression. In psychology, emotional expression could be verbal and non-verbal behaviour that communicates an internal emotional state (Dorset, 2007). For instance, expression of happiness (like a smile) signifies favourable response while expression of anger signifies unfavourable response. This idea explained emotions as a series of events, with the first phase being the perception of a circumstance, which leads to an assessment, then the felt emotion, and finally the right action (Arnold, 1960).

This Cognitive Appraisal Theory (CAT) is complemented by Emotional Solidarity Model proposed by Woosnam et al. (2009). This model describes the emotional relationships that people form with others, which are defined by their perceived emotional proximity and degree of contact, and so influence their attitudes toward tourism (Woosnam, 2010; 2012). The model proposed that residents' shared beliefs, shared behavior, and level of interaction with tourists have significant influence on their emotional attitude toward tourists (Woosnam, 2009). Woosnam et al. (2009) framework has gotten a lot of interest in tourism because it provides a fresh approach to examine the psychological and dynamic relationship between residents and tourists.

Operationalization of Concepts

The term "attitude" was coined by Kotler et al. (2010) to represent a person's relatively consistent evaluations, feelings, and dispositions toward an item or an idea. The tri-component of attitude model, according to Kotler et al. (2010), combines individual thinking (cognitive), feelings (affection), and actions (behavioural) to generate individual attitude. Hence this study conceptualises emotional attitude as the affective component of an individual that leads to a positive or negative reaction to a person, place, thing, or event (the attitude object). Emotion can be the driving force behind our thoughts and actions.

Countless definitions of emotion have been proposed, demonstrating how difficult it is to come up with one that is acceptable to everyone who is interested in the phenomenon. Conceptualizations of emotion in terms of action readiness (Frijda & Mesquita, 1994) and forms of involvement with the (social) world are perhaps most pertinent to this study (Parkinson et al., 2005). Emotion is described by Niedenthal and Brauer (2012) as an evaluation or assessment of specific stimuli that are relevant or irrelevant to an individual's or group's objective and are marked by powerful sensations connected with distinct reaction behaviors (Hosany & Prayag, 2013). Clore and Parrott (1994) describe emotion as an affective state characterized by powerful feelings linked with a specific individual that elicit certain responses. It is defined as a physiological and cognitive condition with a positive or negative evaluative component (Clore & Parrott, 1994). Walentowska (2011) discovered that emotions are built

based on the individual, situation, culture, and previous experiences, and that there are no pre-programmed emotional responses that are constant and distinctive to one emotion or another. Again, in this study emotion is conceptualised as an intense feeling that is linked to specific responses.

Discrete Emotional State and Expression

Discrete emotion is described as emotions which is physiologically basic and consistent throughout people and civilizations (Sato & Yoshikawa, 2004). Because they perceive emotion on a biological level, it is generally referred to as basic emotions or fundamental emotion or distinct emotion (happiness, surprise, fear, rage, sadness, and guilt). Li et al. (2015) used these six fundamental emotions as basic methods to characterize human emotions. The basic emotions are employed in this study because they are present from birth and are consistent across persons and countries (Sato & Yoshikawa, 2004). Moreover, distinctive emotions have such diverse assessment patterns (Smith et al., 1993) that they give observers a lot of information (Hareli & Hess, 2010). Although the informational value of discrete emotions changes depending on the situation, the underlying informational value of discrete emotions is universal (Van Kleef, 2009). Happiness, sorrow, anger, fear, disgust, and surprise are the six fundamental emotions used in the basic method to characterize human emotions (Li et al., 2015). As a result, this study uses six basic emotions to assess inhabitants' emotional states (happy, anger, sad, fear, guilt and surprise). The contextual meanings of the six basic emotions are listed below. Surprise (amazed, stunned and astonished), anger (annoyed, frustrated, irritated, aggravated), sad (unfulfilled, unhappy, unsatisfied, discontented), guilt (ashamed, regret), fear (anxiety, worried, tense, unpleasant), and apprehensive. The strongest emotions are happiness and

sadness, which are stronger than fear, rage, positive surprise, and guilt (Richins, 1997). The basic emotions were chosen since they have been studied the most in previous studies (Ekman, 2003).

Emotional state refers to a set of emotions that arise as a result of a certain activity or during social interactions. Emotions are accompanied by a sense of action readiness, in which the body and mind prepare for behavioural reactions aimed at dealing with the conditions that triggered the emotion (Frijda, 1986). According to Robinson (2009), each emotional state is associated with a specific pattern of expression (Ekman, 1994). Emotion, as a psychological state, has two valences: positive and negative. Pleasant feelings are associated with positive emotions, while unpleasant experiences are associated with negative emotions (Hansen et al., 2005). The Differential Emotional Scale (DES) was selected as a vital psychological tool for evaluating the intensity and frequency of diverse emotional states. Moreover, the DES is unique in that it is premised on the notion of universally discrete and distinct emotions, which trigger or shape behaviour (Li et al., 2015). Moreover, it is noteworthy that the DES is cross-cultural, versatile and practical.

Positive and Negative Emotions

Residents' emotion refers to the positive and negative feelings generated by their perception of external stimuli during their interactions with tourists which may influence their behavioural intentions (Mitas et al., 2012). At the same time, the emotional connection and unity between tourists and residents through interactions can generate positive emotional experiences for residents. Positive emotions such as satisfaction, happiness, or love, according to Russell (1998) and Woosnam (2012), are integrating, that is, they typically motivate behaviours that bind groups together, whereas negative

emotions such as anger, resentment, or fear are differentiating and lead to disintegration. Surprises were widely classified in the literature into two groups. Unexpected satisfaction promotes positive surprise, which is communicated by facial expressions like a smile, while unexpected negative surprise is expressed by facial expressions like frowning, according to the findings of Reinhard et al. (2017).

Guilt, anger, fear and sadness are classified as negative emotions, and happiness and positive surprises are classified as positive emotions (Lazarus, 1991). Hence, this study classified happiness and positive surprise as positive emotional states, while sadness, fear, anger, and guilt are classified as negative emotional states in this study. Sadness is an emotional state marked by disappointment, grief, and a sense of helplessness. People may deal with grief in a variety of ways, depending on how they view things and the circumstances in which they find themselves (Sprecher, 2001).

Lazarus (1991) discovered that sadness is linked to passivity and withdrawing tendencies. Fear is one of the most basic emotions triggered by a perceived threat or danger, and it results in physiological and behavioral changes. The impression of danger triggers the fear reaction, which leads to confrontation with or avoidance of the threat. For immediate and physical threat (eg, losing one's job), Buckley (2016) discovered that people experiencing anxiety try to avoid it by moving their hand away or taking a step back. Guilt is a negative affective self-conscious emotion that occurs in response to transgressive behaviour or failures that involve a violation of an internalized moral standard or value (Tangney & Dearing, 2002). Guilt-proneness has been linked to a number of adaptive and self-regulatory outcomes. Empirically, Aune et al. (1998) developed scales to measure four responses to guilt, these are, *apology/concession* included behaviours such as "apologize" and "admit responsibility"

Explanations/justifications was comprised of behaviours such as "give an explanation for my actions" and "give reasons". *Appeasement* consisted of behaviours such as "be extra nice to the person and to promise not to repeat the action again". Finally, *denial or withdrawal* included behaviours such as avoid or reject. Researchers used these two alternative frames to analyse people's emotional experiences, which helped them comprehend their overall experiences and their impact on their behavioural intentions.

There are numerous factors that can influence one's emotional state. An empirical review clearly shows that one's socio-demographic background has a significant impact on one's emotional state or experiences (Harrill & Potts, 2003). Several studies have linked inhabitants' emotional experiences to their socio-demographic background (Kohn, 1997; Tomljenovic & Faulkner, 2000; Garg, 2004; Chuang & Kung, 2005; Woosnam, 2012; Prayag, Hosany & Odeh, 2013; Zhang et al., 2014). Research studies have reported that socio-demographic factors such as age, gender, marital status, academic qualifications and experience may influence one's emotional state (Nawijn, 2011; Tse, 2014).

Socio -Demographic Characteristics and Emotional Attitude nexus

Research has shown that there is a wide range of factors that have a direct or indirect impact on the formation of residents' attitudes towards tourists and tourism development (Sharpley, 2014). Residents' opinions toward tourism have been predicted using gender as well as age. Mason and Cheyne (2000) found that men were more optimistic about tourism development than women in their research of a rural New Zealand location. The negative effects of tourism, such as increased traffic, drunk driving, noise, and crime, were more of a concern for women. Women, however, recognize the economic benefits of tourism,

such as job opportunities and business opportunities tend to love it within that perspective. This study wants to find out the type of emotions exhibited by residents to tourists and how their socio-demographic characteristics influence their emotional state towards tourists.

The empirical studies on emotional attitude and behaviour of residents reveal that socio-demographic characteristics influence residents' emotional attitude in varied ways (Woosnam, 2012). However, in research such as (Nawijn, 2011; Tse, 2014), found no significant effect of gender on tourist impacts on happiness. Larsen and Diener (1987) based their findings on retrospective reports and found that women are more emotionally expressive than men when it comes to residents' expressions of happiness toward tourists. Men and women have different emotional experiences and expressions, according to Ruble, Martin, and Berenbaum (2006) and Eliot (2009) research. Women are more emotionally expressive than males on several levels, according to Carducci (2000). Women tend to experience their emotions more intensely than men, and they show a higher level of awareness of their emotions and process them better than men. Gender role stereotypes, according to Borland et al. (1998), influence the quality of emotional expression, as evidenced by the fact that boys are trained not to cry, and girls are taught not to show violence. This is a mindset almost unconsciously transferred over generations but if emotional awareness can be developed, undesirable gender typifying may also decrease. This study looks at some key socio-demographic variables of residents in relations to their emotional attitude towards tourists.

METHODOLOGY

The study area

The study was carried out in Kwahu Traditional Area in the Eastern Region of Ghana, because of its position as the country's highest habitable elevation, the area has been called 'Asaase-Aban', (Natural Fortress) (Kyeremanteng, 2000). The famous Kwahu Easter Festival, which is associated with paragliding, the area receives a reasonable number of domestic and foreign tourists (KSDA, 2012). Kwahu Traditional Area is endowed with tourists' attractions, events and facilities such as hotels, guest houses and recreational sites. The Rock City Hotel located in Kwahu is one of the largest hotels in Africa (GTA, 2022). The tourists' attractions in Kwahu include the famous paragliding and Kwahu Easter Festival.

Mixed method approach was used for the study because of the study's ideology and the study's overall goal. The target population for the survey consisted of household heads over the age of 18 years and have stayed there for more than 5 years. The objective behind choosing household heads over the age of 18 years is that they are more likely to have interacted with tourists and thus be able to supply information for the study questionnaire because they have stayed there for a long time.

A multi-stage sampling procedure was used to collect data from 569 respondents among the four communities (Nkawkaw, Abetifi, Mpraeso and Obomen). These communities were selected because these areas serve as the hotspot of tourist attraction (GTA, 2005). Household lists for each of the four communities were obtained from the various municipal assemblies. The next stage saw the

systematic selection of households from the communities.

In this study, structured interview (questionnaire administration) was utilized for quantitative data, while semi-structured (interview guide) was used for In-depth Interviews (IDI). With regards to the qualitative part, fifteen (15) residents (such as drivers, traders, shop owners and tour guides) were purposively selected for IDI because they were the most likely people to have had frequent contact with the tourists. The interview schedule was created in English and administered in the local language by the researcher and three (3) field assistants.

The first component of the survey questioned people's feelings toward tourists. This begins with questions about people's feelings toward tourists, the study used the six discrete emotions (happy, anger, guilt, sadness, fear, and surprise) to determine inhabitants' emotional state (Yalch & Spangenberg, 2000). Here the study employed Shaver et al. (1987), one of the most used scales in tourism marketing this scale provides list of discrete emotions, which identifies emotions experienced by consumers (Richins, 1997). The six basic emotions are happy, anger, guilt, sadness, fear and surprise. Faullant et al. (2007) used the scale to identify how ones' emotional states influence others perception and attitude towards tourism. Again, the Differential Emotional Scale (DES) was employed to measure residents' discrete emotions (Izard, 1982). The DES consists of thirty items, three for each of the ten fundamental emotions as visualized by Izard (1982), interest, joy, surprise, sadness, anger, disgust, contempt, fear, shame/ shyness, and guilt, which are represented on 5-point Likert scale. Residents either rate their current feelings,

over the past week, or over long-term traits (i.e. how often do you feel when they interact with tourists or their own emotions on the DES, before indicating their final judgement. The Differential Emotional Scale (DES) was selected as a vital psychological tool for evaluating the intensity and frequency of diverse emotional states. Moreover, the DES is unique in that it is premised on the notion of universally discrete/distinct emotions, which trigger and shape behavior (Li et al., 2015). Moreover, it is noteworthy that the DES is cross-cultural, versatile and practical. In addition, Positive and Negative Affect Schedule was used to classify these emotional states (PANAS) into Positive Affect (PA) and Negative Affect (NA), Mayer & Gaschke, 1988; Almagor & Ben-Porath, 1989). The scale was built on a 5-point anchor scale that ranged from 'not at all' to' very powerful' at the extremes. The **Positive and Negative Affect Schedule (PANAS) is** an extensive psychometric device for assessing the magnitude of positive and negative effect on individuals (Mitas et al., 2012). This is well placed for understanding the nexus of a tourist's emotional state and their psychological well-being cum behaviour. It can uniquely delve into state affect (temporary emotions) and trait affect (general emotional tendencies), thus adaptable to short-term assessments and extensive studies. The joint use of DES and PANAS helps address the general emotional state (PANAS) and unique emotional factors causing it (DES). Moreover, collectively they offer a holistic insight of emotional experiences given the layered insights from general to specific contexts.

Data was compiled, coded, cleaned, edited, categorised, and entered into a computer for analysis using statistical tools for social scientists (SPSS) version 21.0 for the

quantitative part. The data was analysed primarily using descriptive and inferential statistics. Individual characteristics of the respondents as well as the scores of the various scaled items were described using descriptive statistics such as frequencies, percentages, standard deviations, and cross tabulations. Chi-square test of independence was employed to investigate the association between resident emotional state and their socio-demographic factors. In preparation for the interviews, an interview guide was developed which included questions on individual information and themes around their emotional sentiments toward the tourists using the discrete emotions. The interviews were written in English and translated into their local language (Twi). The interviews were audio recorded and lasted between 20 and 30 minutes. The data analysis was built on transcribed audio records and written notes (memos) that were captured during the semi-structured interviews. With regards to the qualitative part, fifteen (15) residents were purposively selected for IDI. Five (5) participants from each of the three districts capital. The sample size 15 is supported by Jones and Lee-Ross (1998) who found that qualitative research can probe deeply, uncovering subtle and complex issues using small sample sizes. The saturation point was reached after the 15th respondent, where the iterative procedure of data collection and analysis by the researchers were producing only redundancies. Moreover, researchers ensured that diverse perspectives had been captured and no substantial new information was emerging. Furthermore, validation techniques were employed by researchers to ensure that the data is a true reflection of the pheromone under investigation. Qualitative data analysis software (NVivo) was used to hoard, organise and code the data. After analysing 15 interviews, the logic of the category-building process was reviewed and the further data analysis process adjusted accordingly. The study adopted an investigator triangulation approach to ensure trustworthiness and credibility in the qualitative data analysis process (Decrop, 1999). A second researcher was consulted to review the data gathering and analysis process. The three interviews were analysed by both researchers and results were compared against each other's to confirm adherence to sound research practices.

RESULTS AND DISCUSSION

Profile of the respondents

A total of 569 people took part in the survey. The result shows that majority of the respondents were males (55%), while females made up 45%. The age distribution shows that the majority (52.2%) of respondents were within the age category of 18 to 39 years. This is followed by respondents 36.2% within the age category of 40 to 60 years. The age category with the least (11.6%) representation in the sample was those of 60 years and above. Nearly three-quarters (71.2%) of the household heads had gotten either tertiary or senior high-level education, followed by those who had obtained basic education level (22.3%), and 5.6% of the respondents had no formal education. Results on the religious background shows that majority (88.1%), of the respondents were Christians followed by Muslims (7.2%), 3.2% were Traditionalist and 0.4% did not belong to any religion. The marital status of respondents shows that more than half of respondents (54.3%) were married. About 37.3% of the respondents

have never been in a marital relationship, and 8.4% have once been in a marital union. In relation to the household size, the results show that, majority 62.9% of respondents had households with 1 to 4 members, 35.3% live in families with 5 to 9 members with only a small percentage of household head 1.8% reported households with 10 or more members. In connection with respondents' income level, slightly more than a third of respondents (34.8%) earned income between the category of GHC 101 to 500.00, while 23.9% of the respondents also earned GHC 501.00 - 1000.00 and 22.5% also earned between GHC 1001.00-2000.00. 12.3% of the respondents earned more than GHC 2000.00, only 6% of the respondents had a lower income level less than GHC 100.00 a month. The results also reveal that, majority of respondents (89.3%) were natives of the study areas, with Obomen (31.6%), Mpraeso (28.5%), Nkawkaw (22.7%), and Abetifi (17.2%). Finally, the result shows that

majority of respondents (96.1%) have lived in the study region for more than 5 years. For the qualitative respondents, ppurposive sampling was used to identify a total of fifteen (15) participants for the in-depth interview. There were eight (8) males and seven (7) females interviewed in total. A 26-year-old female was the youngest respondent, while a 47-year-old male was the oldest. This indicates that the participants were mostly young.

Residents' Emotional States toward Tourists

The findings were achieved by a combination of graphical analysis and descriptive tables, as well as a chi-square connection test. The section opens with an explanation of how residents' emotional states are distributed into positive and negative.

Table 1: Residents' Emotional States towards Tourists

Emotional Experience	Not at all	Moderate	Strong	Mean	SD
Positive emotional experience (overall)	3.9	44.3	51.9	3.36	0.941
Happiness emotions (overall)	*4.8*	*43.6*	*51.7*	*2.47*	*0.587*
I felt happy	10.9	31.1	58.0	3.17	0.977
I felt satisfied	13.6	42.6	43.8	3.24	0.961
I felt honoured	12.3	38.8	48.9	3.30	0.975
I felt cheerful	12.3	33.0	54.7	3.44	0.904
I felt joy	9.5	27.8	62.7	3.34	0.950
I felt inspired	11.3	32.0	56.8	3.09	1.076
I felt a sense of pleasure	9.0	34.5	56.6	2.48	0.572
Surprise emotions-positive (overall)	*17.9*	*37.4*	*44.6*	*2.27*	*0.745*
I felt surprised	17.9	37.4	44.6	3.39	0.881
Negative emotional experience (Overall)	50.6	43.9	5.5	1.75	1.078
Anger emotions (overall)	*56.1*	*36.0*	*7.9*	*1.52*	*0.639*
I felt angry	66.0	26.6	7.4	1.77	1.110
I felt annoyed	66.4	24.1	9.5	1.70	1.055
Guilt emotions (overall)	*66.3*	*25.3*	*8.4*	*1.42*	*0.643*
I felt disappointed	66.3	25.3	8.4	2.04	1.132

Fear emotions (overall)	*66.3*	*25.3*	*8.4*	*1.71*	*0.664*
I was afraid	52.7	37.9	9.4	2.13	1.193
I felt worried	50.6	34.8	14.6	2.37	1.319
Sad emotions (overall)	*40.6*	*47.6*	*11.8*	*1.73*	*0.672*
I felt sad	68.4	25.0	6.7	1.76	1.094
I felt unsatisfied	46.1	24.8	29.2	1.55	0.598

Source: Authors' analysis

Evidence from **Table 1** above shows that more than half of the respondents (51.9%) reported strong positive emotional experiences toward tourists, while 44.3 percent reported moderate positive emotional experiences towards tourists. Only 3.9 percent of respondents indicated that they have no positive emotional experiences towards tourists. The results put together suggest that although some residents appear to have mixed emotional experiences towards tourists, the level of positive emotional experiences of residents towards tourists outweighs the negative emotional experiences. The positive emotional state was gauged with items such as happy, satisfied, honoured, cheerful, joyful, inspired, and a sense of pleasure. This result implies that residents experience more positive emotion and less negative emotion. There is inducing positive feelings of happiness, positive surprise, and love for tourists, and reduce feeling of discontent, irritation, and uneasy feeling. Again, this positive emotional state of residents means that residents are satisfied with tourists' attitude and behaviour that evoke the positive emotions.

The IDI with some key informants within the communities revealed similar results. The majority expressed positive emotions like feeling happy, excited, joyful, and being overwhelmed. For instant, one key informant expressed.

"We are always happy to receive tourists because we like them. Most of the tourists are friendly and nice and I become proud when I see them. When I see tourists, I feel like helping them because they may need something, is like putting myself in their shoes that is being a stranger in someone's land, I am comfortable staying with them and wish they could stay here for more because we make money when they come "(Interview with male participant of 32 years, Nkawkaw April. 21, 2022)

Another noted that:

If the tourists are happy, we are happy because we are here to serve them, whenever I see tourists, I become happy because they make our town popular. As a result, we sometimes smile to them, interact and speak with them. At times too, I express my happiness by calling them with their natural names with a smile (Interview with female participant of 40 years, Obomen, April 22, 2022).

Despite these strong positive emotional feelings of residents towards tourists, a few residents had mixed emotional experiences toward tourists. For instance, one interviewee had this to say:

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I love to stay with tourists especially the abrofo (white tourists) because most of them behave well, they respect we the indigenes, they also obey simple instructions and smile when they see us and at times dash us money. So, to me I feel happy and love to stay with them but me per se, I don't like the black tourist especially Nigerian tourists because of their aggressive behaviour, and indecent dressing. Some of them are thieves and don't respect the residents in this area. Not that I hate them, but I don't like their attitude for that matter I am not happy with tourists (Interview with male participant of 47 years, Abetifi. April23,2022)

This finding is in agreement with Dube and Menon's (2000) observation that a causal relationship exists between the role of positive emotions and satisfaction. They argued that satisfaction might be positively associated with positive emotions elicited from good relationship while an inverse relationship and dissatisfaction are associated with negative emotions.

Descriptive Tables with chi-square test of differences were used to identify the variation of residents' emotional states across the socio-demographic characteristics. Two key emotions which were considered as positive emotional experiences are happiness and surprise. The discussion of the distribution of these emotions by socio-demographic characteristics of respondents is provided as follows.

Table 2: Positive Emotional State across the key socio-demographic characteristics of the residents

Socio-demographic characteristics	N	Positive Emotional Experience			χ^2	P-value
		Not at all	Moderate	Strong		
Sex						
Male	313	3.2	47.0	49.8		
Female	256	4.7	41.0	54.3	2.48	0.290
Total	569	3.9	44.3	51.9		
Age						
18-39	297	2.0	39.7	58.3		
40-59	206	5.8	52.9	41.3	17.98***	0.001
60+	66	6.1	37.9	56.1		
Total	569	3.9	44.3	51.9		
Education attainment						
No formal education	32	6.3	65.6	28.1		
Basic	132	3.0	47.7	49.2		
Secondary	176	2.3	42.6	55.1	11.68*	0.070
Tertiary	229	5.2	40.6	54.2		
Total	569	3.9	44.3	51.9		
Religion						
Christian	501	3.0	42.9	54.1	24.38***	0.000
Islam	41	12.2	43.9	43.9		

Socio-demographic characteristics	N	Positive Emotional Experience			χ^2	P-value
		Not at all	Moderate	Strong		
Traditional	25	8.0	76.0	16.0		
No religion	2	0.0	0.0	100.0		
Total	569	3.9	44.3	51.9		
Marital status						
Never married	212	1.4	39.2	59.4		
Married	309	5.2	46.9	47.9	11.37**	0.023
Ever married	48	6.3	50.0	43.8		
Total	569	3.9	44.3	51.9		
Household size						
1-4	358	2.5	43.6	53.9		
5-9	201	5.5	47.3	47.3	14.61***	0.006
10+	10	20.0	10.0	70.0		
Total	569	3.9	44.3	51.9		
Income level						
Less than GH¢ 100	37	2.7	54.1	43.2		
GH¢ 101-500	198	1.5	46.5	52.0		
GH¢501-1000	136	7.4	39.0	53.7	10.27	0.247
GH¢ 1001 -2000	128	3.9	42.2	53.9		
Above GHC 2000	70	4.3	47.1	48.6		
Total	569	3.9	44.3	51.9		
Indigene status						
Indigene	508	3.7	42.1	54.1		
Non-indigene	61	4.9	62.3	32.8	9.98***	0.007
Total	569	3.9	44.3	51.9		
Community						
Nkawkaw	129	5.4	47.3	47.3		
Mpraeso	162	1.9	42.0	56.2		
Abetifi	98	7.1	62.2	30.6	31.09***	0.000
Obomen	180	2.8	34.4	62.8		
Total	569	3.9	44.3	51.9		
Years living in community						
Up to 5	22	9.1	63.6	27.3		
6-10	81	1.2	58.0	40.7		
11-15	111	4.5	46.0	49.6	24.25***	0.002
16-20	98	4.1	51.0	44.9		
21+	257	3.9	35.0	61.1		
Total	569	3.9	44.3	51.9		

Source: Author's analysis

Note: ****, **, and * represent statistical significance at the 1%, 5% and 10% levels of significance, respectively.*

The results show no statistically significant relationship between residents' emotional experiences and sex. This means residents' gender does not influence their emotional state towards tourists. This is in consonant with Brody and Hall (1993) and Simon and Nath (2004) who

found no relationship between gender and emotional experiences by men and women. Also, Hetland et al. (2016) in their study of retrospective emotions found that, gender differences do not reveal a clear pattern.

However, there is a statistically significant relationship between positive emotional state and age categories (P=0.001). Residents within the age group of 18-39 and 60 and above show stronger positive emotions towards tourists (58.3% and 56.1%, respectively) compared to those in the age group of 40-59 year group (41.3%). This might be due to the fact that tourism is for the youth and the youth see tourism as economic gain, example provision of jobs and also perceive tourism as a commodification of nature or culture. This finding is consistent with (2015) who found that 'jobs and economic viability' was the most frequent response that influence the youths' positive response towards tourism. On education attainment, there were statistically significant relationships in the level of positive emotional state of residents towards tourists at the 10% (P=0.070) level of statistical significance. The result suggests that residents with high level of education expressed positive emotional feeling towards tourists. Generally, compared with residents without formal education, residents with formal education appear to have stronger positive emotional experiences towards tourists. This finding is consistent with the observation by Henriques and Davidson (2000), residents with higher levels of education expressed happiness and joy to tourists who visit their communities.

In terms of religion, there were statistically significant relationships of positive emotional state of residents towards tourists at the 1% level of statistical significance (P= 0.000). In terms of marital status, respondents who have never been

in any marital relationship significantly reported stronger positive emotional experiences (59.4%) towards tourists compared to those who are in marital unions (47.9%) and those who have ever married before (43.8%). This means there is a statistically significant relationship between positive emotional state of residents and marital status at statistical significance level (P= 0. 023). The distribution of household size also shows a significant relationship of the level of positive emotional experiences of residents towards tourists [P=0.006]. Generally, it is observed that a higher proportion of residents with larger household sizes reported not having positive emotional experiences towards tourists. Additionally, residents who are indigenes show a statistically significant stronger (P= 0.007) level of emotional experiences towards tourists compared to those who are not indigenes.

Finally, those who lived longer in the study area generally demonstrated a statistically significant level of positive emotional experiences with tourists [P=0.002] compared to those who lived in the area for less than five (5) years. Conversely, Cavus and Tanrisevdi (2002) found in a study of Turkish residents that older residents had a more negative emotional experience of tourists than younger residents.

CONCLUSION AND IMPLICATIONS
Residents in tourist areas play a key role in shaping destinations and in turn meeting the demands of tourists, hence their emotional disposition is important in tourism discourse as their emotional state and expression communicate a lot to tourists which tend to influence tourists' intention for revisit. The focus of this paper is to examine residents' emotional attitudes in relation to their emotional states and how these emotional experiences vary across residents' socio- demographic variables.

Emotions were measured retrospectively using self-report. Descriptive statistics were employed to identify residents' emotional state. First, the study found that even though some residents appear to have mixed emotional experiences towards tourists, more than half of residents reported positive emotional state toward tourists as against negative. The study discovered that, positive emotions such as joy, happiness, honoured, pleasure, cheerful, inspire, satisfy and positive surprise were strongly experienced. This is consistent with Francesc and González-Reverté (2022) who found positive emotional attitude of residents toward tourists. The paper further tested the hypotheses between residents' socio-demographic characteristics and their emotional state. The result shows that residents generally demonstrate positive emotional states towards tourists across socio-demographic characteristics such as age, education attainment, religion, marital status and community of residence. The findings disprove the premise that residents' emotional state does not differ across socio-demographic characteristics.

This paper offers useful management and marketing insights for managers of the tourism industry in Kwahu South District, Kwahu East District, Kwahu West District and GTA that up till now have not been considered. Thus, from a practical perspective, the paper offers important implications for destination marketers with the knowledge of residents' positive emotional state toward tourists to promote tourism in KTA. This will increase the probability of success in attracting and retaining visitors. Moreover, the findings offer a new perspective and deeper understanding of the residents' attitude towards tourists which has neglected the role of residents' emotional state, and emotional connection in community tourism development.

It is the first study in the Global South to jointly employ the DES and PANAS to offer a holistic insight of tourists' emotional experiences given the layered insights from general to specific contexts.

Nevertheless, this study is limited in the sense that residents describing their own emotional state towards tourists would not only provide a more realistic and holistic picture of their emotional attitude but also allow for bias and diluted responses. Further research needs to be conducted focusing on tourists' perspectives or from the perspective of both tourist and residents, it would be interesting and of great value if tourists will report positive emotional states as reported by the residents themselves.

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