

Appendix 1: Review of studies on Social capital in tourism industry

Author (Year)	Journal	Proposed model	Level	Method	Analysis technique	Sample and Location	Findings – role of social capital
Macbeth, Carson, & Northcote (2004)	CIT	Studied the key concepts of social, political and cultural capital (SPCC) to understand the readiness for development and the potential for tourism to contribute to building stronger, sustainable regional communities	Community	Conceptual paper	–	–	<ul style="list-style-type: none"> • Tourism development depends on a level of social, political and cultural capital (SPCC) in order to be a successful regional development tool (even in economic terms) while at the same time tourism development can be undertaken in a way that contributes to SPCC in the region.
Jones (2005)	ATR	Studied the concept of social capital to generate an understanding of the processes of social change leading to, and resulting from, the development of a community-based ecotourism venture	Individual (i.e. villagers)	Qualitative study (Case study)	–	35 interviews (structured and semi-structured) from Tumani Tenda and Kafuta village in Gambia	<ul style="list-style-type: none"> • High level of social capital may have been instrumental in the formation of this eco-camp. • Structural social capital at least appears to be increasing as a consequence of the camp, as more projects are being initiated which require labor contributions and the number of organizations simultaneously increases. • Cognitive social capital appears to have developed from the seeds sown through the commitment and vision of the village founders
McGehee, Lee, O'Bannon, & Perdue (2010)	JTR	Examined tourism-related social capital and its relationship with other forms of capital	Firm (i.e. stakeholder firms)	Quantitative study	Structural Equation Modelling	98 tourism stakeholders in a four-county region of Virginia, USA Response rate 32% (98 of 307)	<ul style="list-style-type: none"> • There is a positive relationship between length of residence and tourism-related social capital as well as a relationship between tourism-related social capital and cultural capital, political capital, human capital, private built capital, and financial capital, • No relationship exists between tourism-related social capital and public built capital or natural capital

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Zhao, Ritchie, & Echtner (2011)	ATR	Applied the concept of social capital to understand tourism business development	Individual	Quantitative study	Logistics regression analysis	233 Entrepreneurship (EN) respondents and 249 Non-entrepreneurship (NE) respondents in 16 Rural areas of Guangxi, China	<ul style="list-style-type: none"> • Structural social capital is positively related to both an individual's ability to enterprise and the individual's probability of establishing a tourism business. • Relational social capital contributes to the ability to enterprise, but does not demonstrate any significant impact on the probability of start-up. • Cognitive social capital is marginal in both cases
Park, Lee, Choi, & Yoon (2012)	TM	Studied the factors influencing social capital as it affects community conflict management for community residents in rural tourism villages	Individual (e.g. Community resident)	Quantitative study	Cluster analysis and Binary logistics regression analysis	348 residents from 38 towns of the Korean government's rural tourism village	<ul style="list-style-type: none"> • A factor- clustering method identified distinct segments: high social capital (52%) and low social capital (47.7%). • People who live longer have a higher probability of belonging to a lower social capital group. • People who participated in "agricultural product sales," "working in restaurants," "farm stays," and "activity and experience programmes" have a higher probability of belonging to a higher social capital group • People with higher levels of participation in agricultural product sales or activity and experience programmes in rural tourism businesses were more likely to cultivate fruits, vegetables, and rice as their main crops. These people also had a higher probability of belonging to a high social capital group.
Casanueva,	TM	Examine the influence of	Firm	Quantitative	Partial Least	Alliance data	<ul style="list-style-type: none"> • The structural and relational social

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Gallego, & Sancho (2013)		access to valuable network resources on company performance (in operational and financial terms).		study	Square (PLS)	collected from Airline industry	capital affect the acquisition of network resources which in turn increase firms' operational performance
Hung, Xiao, & Yang (2013)	TM	Explored the meanings and dynamics of immigrants' travel to their places of origin from the perspective of social capital and acculturation	Individual (e.g. Immigrants)	Qualitative study	–	20 in-depth interview from Mainland Chinese immigrants in Hong Kong	<ul style="list-style-type: none"> • Immigrants' social capital changes at both horizontal (composition) and vertical (extent) dimensions as a consequence of their relocation or difference in social space. • Notably, social capital is reported to be more robust in kinship than in friendship in relation to the immigrants' travel to their places of origin, which is primarily motivated by their need to strengthen social capital at the family level.
Kim, Lee, Paek, & Lee (2013)	IJCHM	Investigated an integrative model that explores the influence of knowledge-sharing enablers (social capital (SC), including structural, relational, and cognitive SC) on knowledge-sharing (KS) processes (KS behaviors: knowledge collecting (KC) and knowledge donating (KD)) as well as a further superior KS outcome (organizational performance)	Individual (e.g. employees of Hotel)	Quantitative study	Structural Equation Modelling	486 employees in 14 top tier five-star hotels in Seoul, Korea Response rate 78.4% (486 of 650)	<ul style="list-style-type: none"> • Structural, relational, and cognitive social capital (SC) affected knowledge collecting (KC) and knowledge donating (KD), which in turn influenced organizational performance. • Interestingly, whereas cognitive SC has the strongest effect on employees' KC, relational SC has the strongest effect on employees' KD. • The impact of employees' KC on organizational performance appears to be stronger than that of KD.
Gibson et al. (2014)	TM	Examined perceptions of psychic income and social capital among South African residents prior to, and following, the 2010 FIFA	Individual (e.g. residents of city)	Quantitative study	Quasi experiment	Residents of five host cities (i.e. Johannesburg, Pretoria, Polokwane,	<ul style="list-style-type: none"> • Following the 2010 FIFA World Cup, three social capital dimensions (i.e. collective action, social connection, and tolerance of diversity) decreased and two (trust and safety and value of life)

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		World Cup.				Rustenburg, and Nelspruit) of South Africa were surveyed three months pre-event (n = 1749), and eight months post-event (n = 2020).	exhibited no change
Liu et al.(2014)	TM	Developed a model to test whether social capital improves cooperation between community residents and the coordination of community based eco-tourism (CBET) development, and whether its role is persuasive and encourages resident's pro-environmental behaviours.	Individual (i.e. community residents)	Quantitative study	Structural Equation Modelling	420 residents from Nankun and Luofu communities in Guangdong providence, China Response rate 92% (420 of 462)	<ul style="list-style-type: none"> Economic benefits have a direct impact on residents' pro-environmental behaviours; and the cognitive, rather than structural social capital has a partially mediating effects on this relationship. These findings indicate that a high level of social capital, particularly the cognitive variant, is instrumental in encouraging residents' pro-environmental behaviours.
Mura & Tavakoli (2014)	CIT	Studied the relationship between social capital and tourism	Individual	Qualitative study	–	22 in-depth interview with Malaysians from the three main ethnic groups	<ul style="list-style-type: none"> Tourism is an experience that creates and strengthens social relationships among people irrespective of ethnic background
Nieves, Quintana, & Osorio (2014)	IJHM	Aimed to study the role played by a set of knowledge-based resources in determining innovation activity in hotel industry	Inter-firm	Quantitative study	Multiple regression analysis	109 hotels in Spain Response rate 20.84% (109 from 523)	<ul style="list-style-type: none"> External social relationships of managers influence product, process and marketing innovation

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Sainaghi & Baggio (2014)	IJHM	The study aimed to explore effect of social capital on hotel performance	Firm	Quantitative study	Social network analysis, Nonparametric correlations (Spearman's rho) analysis	The network of the tourism actors in Livigno was assembled by using secondary sources	<ul style="list-style-type: none"> Structural social capital (SSC) is the strongest positive determinant of hotel performance, compared with weaker and generally not significant relations linking occupancy and control variables (category, size, location).
Dai, Mao, Zhao, & Mattila (2015)	IJHM	Investigated the moderating role of firm-level entrepreneurial activities (service innovation, corporate venturing and strategic renewal) on the relationship between social capital and financial performance	Intra and inter-firm	Quantitative study	Hierarchical regression analysis	125 large, full-service hotels from Zhejiang Hotel Association, China Response rate is 78.1% (125 of 160)	<ul style="list-style-type: none"> External social capital has a positive impact on the hotel's financial performance Interaction of external and internal social capital has a positive effect on financial performance. In addition, innovation and corporate venturing enhance the relationship between financial performance and social capital.
Ooi, Laing, & Mair (2015)	JST	Studied social capital concept to examine the sociocultural dimension of sustainability	Individual (i.e. community people)	Qualitative study	Ethnographic case study	Mountain resort community people of Steamboat Springs, Colorado, USA	<ul style="list-style-type: none"> Mountain resort tourism has affected such social capital outcomes and sociocultural sustainability indicators as quality of life, community participation, and the associated notions of democracy, equity, and empowerment, in both positive and negative ways, leading to a spirit of community cooperation, friendliness, grass-roots initiatives and community action group development running alongside social exclusion, transience, and political powerlessness.
Campopiano et al.,(2016)	IJCHM	Aimed to study the effect of family social capital on the	Individual	Quantitative study	Regression Analysis	2,923 individuals (i.e. university	<ul style="list-style-type: none"> Family acts as a fundamental institution fostering entrepreneurship, both through

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		degree of engagement in the entrepreneurial process in the case of hospitality and tourism (H&T) new ventures, and how this relates to environment - related motivation				students) gathered through “Global University Entrepreneurial Spirit Students Survey (GUESS)	the provision of bonding and bridging social capital, and the nurturing of attitudes towards the environment.
Kim, Lee, & Bonn (2016)	TM	Examined the relationships among social capital, altruism, common bond and identity, and revisited intention using social capital, altruism, and attachment theories.	Individual (i.e. Seniors, age more than 50)	Quantitative method	Partial Least Square (PLS)	452 seniors in Korea Response rate is 94.6% (452 of 478)	<ul style="list-style-type: none"> • Social capital has significant effects on common bond and identity while social capital has a slightly greater effect on common identity than common bond.
Martínez-Pérez, García-Villaverde, & Elche (2016)	IJCHM	Aimed to analyse the extent to which social capital (SC) spurs innovation in firms located within tourism clusters. Specifically, the study focuses on the mediating role of ambidextrous knowledge strategy (AKS) on the relationship between SC and innovation.	Interfirm	Quantitative study	Structural Equation Modelling	215 firms in hospitality and tourism industry located in World Heritage Cities of Spain. Response rate is 10.55% (215 of 2037)	<ul style="list-style-type: none"> • The combination of bonding and bridging social capital yields higher innovation performance through ambidextrous knowledge strategy (AKS).
Stevenson (2016)	JST	The study explored the nature of social capital arising from engagement in local festivals and the implications of this for the social sustainability of an emerging destination	Individual (i.e. local community people)	Qualitative study	Longitudinal case study	Two local annual festivals in East London: Wick Festival and Hackney Wicked 84 interviews over a period of 3 years	<ul style="list-style-type: none"> • The development of bridging and linking social capital through these festivals has been uneven and reflects wider inequalities within the area. • The accumulation of social capital through these local festivals privileges the voices of the creative community. • Social capital development undermines the social sustainability of the emerging destination

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García-Villaverde, Elche, Martínez-Pérez, & Ruiz-Hortega (2017)	IJHM	Analysed the moderating role of market dynamism perception among the three dimensions of social capital – structural, relational and cognitive and radical innovation	Interfirm	Quantitative study	Structural Equation Modelling	215 firms in hospitality and tourism industry located in World Heritage Cities of Spain. Response rate is 10.55% (215 of 2037)	<ul style="list-style-type: none"> Negative effect of structural social capital on radical innovation worsens when market dynamism perception is higher. However, market dynamism perception improves the effects of relational and cognitive social capital on radical innovation.
Hwang & Stewart (2017)	JTR	Aimed to extend social capital to specific types of personal relationships that encourage residents' collective action for rural tourism development.	Individual (i.e. community residents)	Mixed method – Qualitative and then Quantitative	Multiple Regression Analysis	11 interviews from community leaders. Community survey conducted in two communities (73 respondents from Nak-Ch'oŋ and 47 respondents from Mang-Jang) in Jeju Island, South Korea	<ul style="list-style-type: none"> Quality of one's social networks are relevant to the propensity to participate in tourism development. The closer one's relationship to a community leader of tourism development, the more likely they are to be part of community-based efforts for tourism development. In addition, compared to individualized personal ties among residents, already existing social organizations were critical to enhance collective action of residents
Liu (2017)	TM	Aimed to test the relationship among intellectual capital, social capital and performance	Firm	Quantitative study	Ordinary Least Squares (OLS); Structural Equation Modelling; Hierarchical Multiple Regression Analyses	434 firms from Culture and Creative Industries (CCIs) in Taiwan	<ul style="list-style-type: none"> Social capital mediates the relationship between human capital and organization performance. Social capital mediates the relationship between organizational capital and market performance.
Tavakoli, Mura,	CIT	Explored social capital among	Community	Qualitative	–	15 homestay	<ul style="list-style-type: none"> Homestay contributes to strengthen

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and Rajaratnam (2017)		Malaysian homestay providers and other groups of the host community		study		providers in Gopeng Homestay, Malaysia	<p>social capital among certain groups of the host community.</p> <ul style="list-style-type: none"> • However, as communities are constituted by heterogeneous groups with diverse interests, the dynamics of social capital and conflict vary according to the different groups of the host community.
Martínez-Pérez, Elche, García-Villaverde, and Parra-Requena (2018)	JTR	Aimed to identify factors that influence radical innovation in the context of cultural tourism clusters.	Firm	Quantitative	Partial Least Square (PLS)	215 firms located in UNESCO World Heritage Cities in Spain	<ul style="list-style-type: none"> • Findings show that firms with higher levels of bonding social capital tend to generate more radical innovation. • We also find a positive moderating effect of bridging social capital and negative moderating effect of relationship with institution on the relationship between bonding social capital and radical innovation.

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