

## Tourism Development and Its Impacts Upon Residents Quality of Life

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### Abstract

Tourism encompasses several sectors and ecosystems, making it a truly multidisciplinary subject. In order to encourage tourism growth and ensure its long-term viability, careful planning is required to avoid the negative outcomes that might arise from a lack of preparation. Some of these effects may be detrimental to the local ecosystem, others may have unfavourable consequences for the local culture, and yet others may lessen the economic opportunities available to locals. Furthermore, there is a clear rationale connecting tourism's aftereffects to a decline in the quality of life for locals. Once a location has been designated as a tourist hotspot, the lives of its locals will be impacted by the influx of visitors, making the full participation of the local people in the tourism industry crucial to its growth, success, and longevity. As a consequence, community leaders should be very concerned about the Quality of Life (QOL) of local inhabitants; if the growth of tourism negatively impacts locals' quality of life, they may be less inclined to support tourism in that area. Thus, there is a high need for all-encompassing planning and a need for rigorous study on the effects of tourism on locals' quality of life due to worries about the possible implications of tourist expansion (QOL). Hence, it is crucial that tourist planners and community developers take locals' perspectives into account when designing tourism programmes and assist locals in satisfying their "higher order wants," such as those connected to self-worth, mastery, and appreciation of beauty and art.

**Keywords:** *Tourism, Quality of Life, Gross Domestic Product, World Tourism Organization and Tourism Council.*

### 1. Introduction

The tourism sector is rapidly becoming the most important driver of global economic expansion in the twenty-first century. It has become one of the major service industries in many nations and contributes significantly to GDP and employment, as well as supplying essential inputs to the rest of the economy. One of the most dynamic parts of the global economy, tourism has been expanding and diversifying at a rapid rate over the last several decades. It is a major contributor to economic expansion, responsible for more than 5 percent of worldwide exports and 10 percent of global economic activity[1]. In 2013, travel and tourism added 3.1% to its direct contribution to global GDP, increasing its 2013 contribution to US\$2.2 trillion and creating 101 million new employment throughout the globe. World Tourism Organization (WTO) data shows that international travel and tourism now make up 40% of worldwide commerce in services and 6% of overall world trade, with a

steady annual growth rate of 4%. Between January and June of 2015, the global tourism industry welcomed approximately 538 million visitors, a 21 percent increase compared to the same period in 2014. In other words, foreign tourist earnings almost quadrupled from 2005 to 2015, reaching \$1.26 trillion. The country that spent the most on overseas tourists was China, followed by the USA and Germany. Although certain countries, like France and the United States, have long been established as tourist hotspots, others, previously less visible, are swiftly rising to the top as they realise the economic advantages of catering to tourists[2]. Around 31.3 billion U.S. dollars were spent by foreign visitors in Dubai in 2016, making it the top city for international tourism expenditure. The travel and tourism business is one of the world's biggest, contributing over 7.6 trillion U.S. dollars to the global economy in 2016. In 2016, the tourism sector had a direct economic effect of around \$2.3 trillion U.S., including lodging, transportation, entertainment, and attractions. In 2017, the consumer confidence indexes of all the world's major economies increased, and the economic position of the world's main nations improved progressively[3]. In addition, demand for tourism from all of the world's leading economies has grown, transnational tourist infrastructure has improved, and the cost of international travel has dropped. Despite this, both the number of tourists who visited different parts of the world and the money they spent abroad both continued their rapid expansion. Tourists and locals alike reap the rewards of the large annual global investment in tourism infrastructure because of the industry's generally acknowledged significance to economic growth. Because of the significant value that foreign exchange earnings in this industry can bring to a country's economy, a growing number of nations are looking to it as their primary means of revenue generation, as well as a means of fostering the development of their private sector, their middle class, and their national infrastructure.

### **1.1 National Scenario of Tourism Industry**

The tourism business in India is one of the fastest growing in the country. In terms of the number of international visitors that come to India, the country comes in at number 42. India, along with China, has been identified by the World Travel and Tourism Council (WTTC) as having one of the fastest-growing tourism industries over the next 10–15 years, with the WTTC suggesting that India's competitive advantage lies in the country's mystical attractions, which stem from its ancient civilization and culture[4]. The country is home to a wide variety of tourist attractions, including some of the world's tallest mountains, a lengthy coastline dotted with beautiful beaches, lush tropical forests, fascinating wildlife, desert safaris, tranquil lagoon backwaters, ancient and regal monuments, forts, and palaces, a plethora of cultural events and celebrations, colourful folk arts, and a welcoming locals who are known for their unique hospitality. The Travel and Tourism Competitiveness Report (2007) places India's tourist industry at #6 for price competitiveness and #39 for safety and security. According to the World Tourism Organization (WTO), India attracts more than half of all international travellers to the South Asian region. In 2016, the travel and tourism business in India contributed a total of \$208.9 billion U.S. dollars to India's gross domestic product, or 9.6 percent of India's overall GDP. Moreover, the industry has a major impact on employment in India, directly providing over 25.4 million jobs in 2016 and accounting for 6.2% of the national GDP and 8.78% of overall employment in the country[5]. Furthermore, the growth of the tourism sector has resulted in employment creation, foreign exchange earnings, expansion of infrastructure facilities, capital investment, and socio-economic growth, increasing the contribution to GDP, etc., implying that India has demonstrated sustainable and inclusive economic growth as a result of the wide expansion of the tourism sector. Hotels, resorts, home stays, street vendors, spice stores, tour operators, etc. all rely heavily on the tourism industry in India. The federal government and individual states spend large sums annually to foster the growth of the tourist industry. The improved tourist industry is seen as a major contributor to economic expansion, the development of new jobs, higher national and personal incomes, a stronger balance of payments and higher foreign currency revenues, higher standards of living, more spending, and so on. In other words, tourism has made a huge and meaningful contribution to India's GDP throughout the years. Based on what has been said above, it is reasonable to conclude that the Indian tourism sector has grown rapidly over the last several years, making a

major impact on the country's GDP, foreign currency profits, and employment levels[6]. Foreign currency reserves were significantly bolstered by the booming Indian tourist sector, which is now the country's second-biggest source of foreign income. The evolutionary mechanism responsible for this meteoric expansion promises future social and economic advantages from tourism. Foreign Visitor Arrivals, a key indicator of global tourism activity, are forecasted to rise, providing India with an excellent potential to spur economic development.

### **1.2 Tourism Impacts**

There may be both good and negative results from visiting a new destination. That is to say, effects are bad when they contribute to the breakdown of societal elements, and positive when they serve to improve essential features of modern society. Contributions to local economies and the development of new jobs are two examples of the economic advantages that might result from a project's implementation. Traditional art and handicraft activities may be revitalised or stimulated as a consequence of tourism, which has positive repercussions for society and culture. Some potential positive impacts of tourism on the environment include the use of tourist fees to fund upkeep and repair of natural attractions, as well as increased awareness of, and support for, initiatives to safeguard the natural world among the general public[7]. Rising costs for food, land, and housing in popular tourist areas may be one way in which tourism has a negative impact on local economies. Loss of cultural identity is one example of how tourism may have unintended negative social and cultural effects, and it is especially problematic when visitors come from wealthy countries while their hosts live in less developed areas. Maybe this is a component of the "demonstration effect" that's so often spoken about. This happens when locals in a developing nation attempt to do what tourists from more developed nations are doing. This might manifest in seemingly harmless ways at first, like a preference for designer clothing and upscale fast food, but can escalate into far more serious problems like drug use and prostitution[8]. Vehicle pollution, trash from tourists, habitat disturbance, and deterioration of natural features are only some of the negative environmental effects. As a result, weighing the pros and cons of tourism's effects may be difficult. However, it may not be that simple to categorise consequences at a single tourist resort or destination as merely 'good' or 'bad,' since impacts tend to be multi-faceted, typically including a mix of economic, social, and environmental aspects. Depending on one's perspective, a destination's tourist industry may have both beneficial and bad effects. What kind of tourism is being discussed, where it is occurring, when it is occurring, the cyclical nature of tourism, and the tourist infrastructure are all important considerations when assessing the nature of specific tourism effects[9]. Moreover, the quantity of tourists, the visitors' ethnic and economic features, the duration of their stay, and the visitors' activities all have a role in determining the amount and severity of these influences on the locals. Perceived effects of tourism are significantly influenced by the host country's social, cultural, and economic structure and circumstances.

### **1.2 Quality of Life**

"the individual's experience or impression of how well he or she lives" (Naess, 1999) is what we mean when we talk about someone's "quality of life," which is often strictly defined as that person's feeling of well-being, level of contentment with life, level of happiness, or lack thereof. According to one definition, a person's quality of life is based on how they evaluate their own circumstances in light of their own values, priorities, hopes, and fears. Additionally, quality of life research is a relatively new area of study in the social, behavioural, environmental, and policy sciences within the last several decades. Originating in economics and sociology, it is often seen as a spinoff of the social indicators movement. Sirgy (2002) explains that the conventional economic measurements of societal progress (GNP) cannot be equated with the more significant indicators of development that capture subjective welfare, and this is what has sparked the social indicators movement (need satisfaction, life satisfaction, perceived QOL, happiness or life fulfillment).

## **2. Literature Survey**

Research on the growth of the tourist industry dates back more than seven decades. Over this time, a great deal of research has been done on the topic of tourism, and several theoretical frameworks have

been developed. Tourists go from being highly adaptable and autonomous during the early stages of a destination's growth to becoming less adaptive and more reliant on the local population as the destination progresses through the latter phases of its development[10]. Views on tourism among locals shift during the many stages of the tourist life cycle. Locals are optimistic during the beginning of a destination's tourism cycle because they have high long-term expectations of what visitors will bring to the area. They said that people go through a process of "embracing," "tolerating," "adjusting," and "withdrawing" as they grow up. To illustrate how locals' perspectives on tourism change as the industry grows, the model uses a feedback loop. When locals, particularly those who stand to gain financially from tourists, come to tolerate and even welcome the industry, we have achieved full acceptance and enthusiastic support. People in the host community may start to experience the effects of tourism during the tolerance phase. They can't make up their minds whether they support or oppose tourist expansion. Some people go through the adjustment phase because of their heavy participation in the tourist industry, while others do not[11]. The last stage is withdrawal, which occurs when locals' unfavourable opinions of tourism overwhelm their ability to deal with its effects. Since then, efforts have been made to ensure that tourism continues to drive economic growth and social progress. It is claimed that a participatory approach would make it easier to put tourist development ideas into practise by providing locals with greater chances to reap substantial and equitable advantages from tourism growth in their areas. From the available research, it is clear that the growth of the tourist industry has the potential to significantly impact locals' standard of living[12]. Although the majority of locals may have a good outlook on tourism, it doesn't mean they aren't worried about its potential negative effects on their standard of living. Residents' reactions may be influenced by extraneous variables such as a place's level of development, its residents' participation in decision-making, the season in which visitors arrive, the region's reliance on tourism for economic growth, and the extent to which locals and visitors come from different cultural backgrounds. That is to say, the degree to which a destination is prepared to deal with the effects of tourism is directly correlated with the level of development at which tourism is at. From what has been discussed above, we may deduce that many nations see tourism as a promising sector for economic growth. Yet, rising global tourism has also sparked growing public concern about the potential detrimental effects of the industry on host communities. The goal to maximise economic advantages for tourist sites while limiting negative effects on the environment and local culture has led to widespread support for sustainable tourism development. In other words, the connection between visitors and locals will reflect the degree to which the growth of tourism distorts sociocultural norms, the local economy, and the standard of living for locals. So, government planners and community developers should take residents' perspectives into account while designing travel and tourism programmes, so as to better meet residents' higher order requirements in terms of social esteem, actualization, knowledge, and aesthetics[13]. Positive or negative, economic effects are those that have an effect on a city's level of economic activity. For instance, they modify employment rates and retail spending, both of which have a direct impact on the local economy and the livelihoods of its residents and business owners. The demand and supply variables decide how many tourists arrive, how long they stay, and how much money they spend, while the structural features of the economy dictate how much of that money is recycled back into the economy. The original stimulus has a bigger multiplier impact the more it circulates throughout the economy. Research in the field of tourist economics is conducted to learn how visitors' spending habits and the presence of permanent businesses in a region affect the local economy. They are carried out for a wide variety of locations and occasions, including cities, countries, towns, states, provinces, and nations[14]. They typically cover a full calendar year, however seasonal and event-based analyses are not unheard of. Often expressed in monetary terms, the findings of these studies reveal the positive or negative impact of tourism on local economies. Communities often downplay the negative economic effects of tourism, despite the fact that these effects are significant. The opportunity costs of tourism are the negative effects on the local economy. Low-wage work, temporary employment, and the need to make costly investments in infrastructure that may be needed for just a portion of the year are all examples of the opportunity costs that might

accrue. The term "socio-cultural implications of tourism" refers to the changes in the way locals talk to and about visitors, both directly and indirectly. "impacts on population structure," "transformation of forms and types of occupations," "transformation of values," "influence on traditional lifestyle," "modification of consumption patterns," and "benefits to tourists" are the six main categories of social and cultural impacts identified by Pizam and Milman. In addition, tourism has had a profound impact on the social and cultural fabric of a great number of popular travel locations. The preceding overview of the literature draws attention to several key research on tourist development and effects and tourism impacts and quality of life, and it exposes the gaps and weaknesses in these areas[15]. Although local communities are often cited as the most important group of people to include in tourist management, it is imperative that the interests of all groups operating within a region be taken into account when making decisions. Researchers in industrialised nations have studied how local community attitudes about tourism impact people's quality of life extensively because of the vital role that local inhabitants play in the tourist industry[16]. In addition, research on the tourism industry as a whole shows that most studies concentrate on visitors rather than locals. Travel and tourism may have positive and negative effects on the quality of life (QOL) of citizens in the town that hosts them. Moreover, in today's global environment, despite the availability of some research on tourism development and its impacts on residents' quality of life, it is necessary to conduct additional research on this topic in other geographical locations, in different settings, and over a period of time in order to explore other factors that may influence the host residents' perceptions and attitudes towards tourism development and its impacts upon residents' quality of life and the environment. In light of these considerations, the current study was undertaken to fill the void and contribute significantly to this area of research.

### **3. Measurement Model for Tourism Impacts**

The purpose of the first-order confirmatory factor analysis (CFA) of tourism effects (economic impacts, socio-cultural impacts, and environmental impacts) was to determine the factor loadings of items inside the primary construct, i.e. the Tourism Impacts construct (Figure.1.). All of the tourist effects aspects had factor loadings that were either 0.57 or higher, meaning they were significantly more important than unrelated factors, or 0.92 or higher, meaning they were significantly more important than unrelated factors. Convergent validity of all the analysed influences on tourism is therefore supported by the size and importance of the loading estimations.

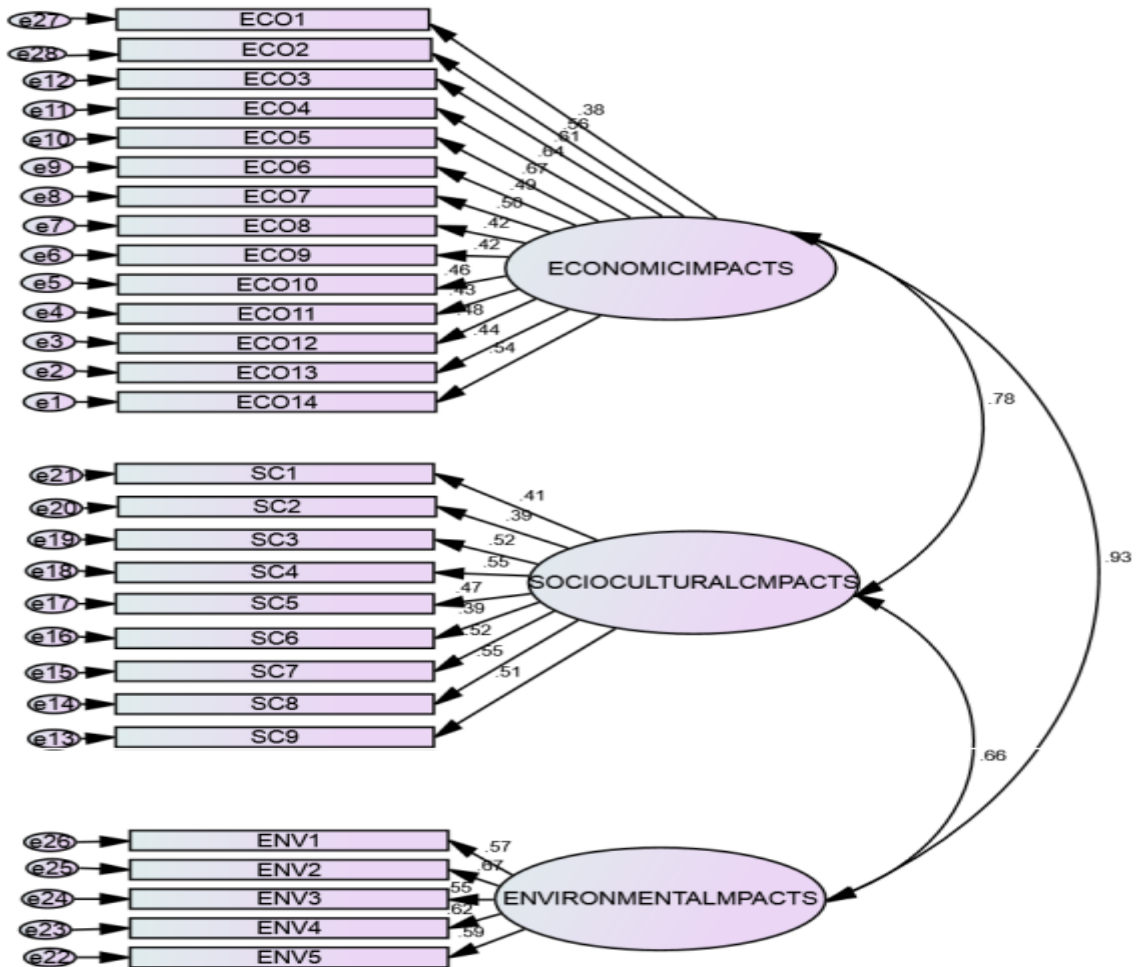


Figure.1. Measurement Model for Tourism Impacts (First Order Model)

The CFA-obtained model fit indices for the investigated tourism impacts' first-order model were analysed. The values of the indices were as follows: value of  $\chi^2/df = 1.894$ , GFI = .965, AGFI = .943, TLI = .939, NFI = .910, CFI = .955, RMSEA = .048. Each factor loading was found to be significant ( $p < 0.05$ ). Because this is the case, we may conclude that the model is accurate. Because of this, the CFA model may be used.

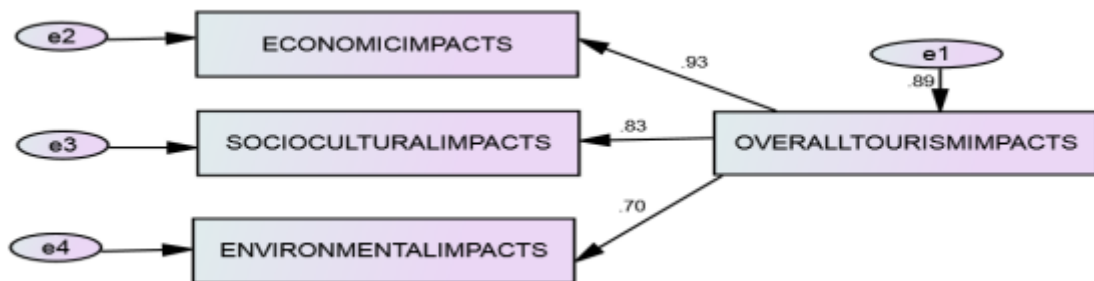


Figure.2. Measurement Model for Tourism Impacts (Second Order Model)

For the purpose of determining the factor loadings of items measuring the primary construct (QOL), a first-order canonical correlation analysis (CFA) of the QOL dimensions (Material well-being domain, Emotional well-being domain, and Health and Safety well-being domain) was carried out (Figure.2.). All of the QOL components had factor loadings that were either 0.71 or 0.89, much over the

minimum requirement of .50, indicating that they all contributed to overall QOL[17]. As a result, the convergent validity of all three dimensions of the QOL construct is supported by the size and importance of the loading estimates. In addition, CFA-obtained model fit indices for the QOL first order model were analysed. The results showed that the value of  $\chi^2/df$  was 3.730, the GFI was .917, the AGFI was .947, the TLI was .910, the NFI was .939, the CFI was .904, and the RMSEA was .058. Because this is the case, we may conclude that the model is accurate. Because of this, the CFA model may be used.

#### **4. Tourism Impacts Variance across Demographic Variables**

Several demographic characteristics have been shown to produce various impressions of locals' views, as researched by authors like Fredline and Faulkner and Harrill and Potts. While evidence suggesting that demographic determinants play a substantial role in shaping locals' perceptions of tourism's various consequences, no direct investigation of these distinctions has been conducted. According to research conducted by Liu and Var, discrepancies in people's attitudes regarding the effects of tourism may be partially explained by factors such as the amount of time they have lived in the area. Sheldon and Var found similar results in their research, concluding that permanent inhabitants are more aware of the social and cultural effects of tourism. According to the findings of other researches, the longer people stay in one place, the less favourably they see the effects of tourist expansion. Husband also found that locals' opinions towards tourism might be predicted by their age and level of education[18]. That is, he claimed that age and degree of education were the two most significant factors in determining how people reacted to the impacts of tourism. This view is reinforced by the findings of Tyrell and Johnston, who found that residents with greater levels of education had more favourable views towards tourist growth. While Harvey et al. discovered that tourism may be a source of income for young women, they did not find the same for males. The gender of the traveller and their level of economic dependence were shown to be important predictors of the perceived economic advantages of tourism in a research by Harrill and Potts. Furthermore, many studies found that respondents (or their relatives, friends, and neighbours) who depend on a tourism-related job had a statistically significant positive relationship with the positive tourism factors, meaning that the residents who are economically related to the tourism industry are more likely to recognise the benefits of the tourism development. That is, these locals have a favourable impression of tourism's financial effects. Researchers have shown that locals' perceptions of visitors may change depending on how often they interact with them. In his research, Rothman discovered a correlation between locals' upbeat dispositions and the frequency with which they interacted with visitors. Yet Martin found that the more individuals interacted with visitors, the more positively they viewed the beneficial aspects of tourism and the less favourably they viewed the bad aspects. According with the aforementioned studies and the study's goals, it was investigated whether or not locals' views on tourism's effects varied with demographic variables. To do this, respondents were separated into subgroups depending on factors such as age, gender, education, income, location, and number of visitors. If residents had a favourable impression of the project's economic effects, they would expect to see increased employment opportunities, better roads and public services, and a higher standard of living. If they had a favourable impression of the project's sociocultural effects, they would expect to see an enhanced sense of pride in their neighbourhood and a greater number of opportunities to participate in cultural and recreational pursuits. Hotels, airlines, attractions, and other tourist industries all contributed to environmental degradation and pollution by generating vast amounts of garbage. This included, but was not limited to, noise, littering, and traffic jams. Consistent with the preceding research, it was also shown that locals' perceptions were significantly influenced by demographic characteristics when assessing the various consequences of tourism. Findings reported no significant difference in residents' perceptions according to age groups when evaluating the impacts of tourism under study, with the exception of environmental impacts, for which a significant difference ( $p < 0.05$ ) was reported.

## 5. Tourism Impacts and Quality of Life

Examining how different aspects of people's lives were affected by tourism was a primary research question. There is strong theoretical and empirical evidence in the literature linking the effects of tourism to several aspects of citizens' well-being, suggesting a causal relationship between the two. Based on the data presented above, it is clear that when it comes to QOL, respondents are most content with their emotional well-being, followed by their material well-being (mean scores of 3.58 and 3.48, respectively), and least content with their health and safety (mean score of 3.36). (2.98). Therefore, it can be inferred that a strong and positive link exists between the tourist effects and quality of life dimensions under research, with a greater level of perceived tourism impacts leading to higher levels of quality of life. Yet, the correlation values show that environmental effects ( $r=.586$ ) have the greatest effect on quality of life, followed by economic and sociocultural impacts ( $r=.570$ ), ( $r=.460$ ). Furthermore, the regression results of tourism impacts and quality of life dimensions, under investigation, confirm that the impacts are positively, significantly, and strongly related to overall quality of life, indicating that higher levels of perceived tourism impacts result in higher levels of quality of life. It follows that people are happier and have a greater quality of life when tourism has a good effect on their community.

## 6. Conclusion

The quality of life effects on locals were the primary focus of the investigation. The results of this survey make it abundantly evident that locals have mixed feelings about the effects of tourism on their town in terms of economic, social, and cultural aspects. The economic (3.59) and socio-cultural (3.56) effects had somewhat higher mean ratings, indicating that tourism contributes to the economic well-being of the locals and helps to enhance the locals' socio-cultural system. Previous study is supported by a higher mean score on environmental effects (3.53), suggesting that tourism causes degradation of the natural setting and ecological imbalances. Also, the results of the data analysis suggest that the majority of the respondents' lives are of a decent level (3.64). By examining quality of life across many dimensions, it becomes clear that respondents were most satisfied with their emotional well-being (3.58), next their material well-being (3.48), and then their health and safety (2.98). In other words, an increase in residents' perception of the socio-cultural impacts of tourism was correlated with an increase in residents' satisfaction with aspects of their lives that directly contributed to their emotional well-being, such as their satisfaction with their leisure life and their spiritual life. In addition, a higher score on the material well-being domain suggested that locals were more likely to be content with their life based on material belongings as they increased their impression of the economic effect of tourism. However, residents' relatively lower levels of satisfaction on the health and safety well-being domain suggested that if they perceived the negative environmental impacts of tourism, they would be dissatisfied with the environment, which would have a negative impact on their levels of satisfaction on health and safety well-being. While the positive effects of tourism are widely acknowledged, it's also important to acknowledge and address the negative aspects of the industry. For example, the negative impacts of tourism on the environment can be mitigated through initiatives like developing eco-friendly programmes and directly involving the local community in public debates.

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