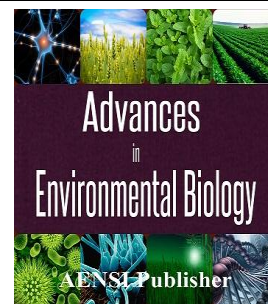




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An Analysis of Tourism Impacts on Residents Quality of Life

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ABSTRACT

Tourism development is a global phenomenon impacting the changes of the human life pattern. Tourism development and quality of life have long been studied, mostly from the perspective of how tourism development affects the quality of life. Tourism growth responds to changes in quality of life involving the direct effect of global perceived tourism impact on global perceived quality of life, indirect effect global perceived tourism impacts on global perceived quality of life, through life satisfaction and happiness (material, emotional, community and health and security well-being). Understanding the relationship between tourism development and quality of life will broaden the explanation and goals of development and will help changing the argument from an income and standard of living perspective to a quality of life standpoint. Against this background, this study aims to revisit how the tourism development affects the residents' quality of life and to review the willingness of society to accept tourism development occurring in their area. Such studies should be conducted as this will help in assessing the level of the development of tourism in bringing a positive change for the benefit and interest of the local communities.

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INTRODUCTION

Tourism development is often perceived as a possible driver for economic benefits, which will consequently improve resident quality of life. Tourism is often viewed as an expression of human behavior [6]. Besides, quality of life is measured by well-being, life satisfaction, made up of happiness, and absence of ill being [3].

Tourism should support the development of the quality of life of residents too, from a national, regional or local planning point of view [9]. A study in Shiraz, showed the results that tourism has a positive impact on quality of life of residents [2]. Hence, once a community becomes a destination, the lives of residents in the community are affected by tourism and the support of the residents is essential for the development, planning, successful operation and sustainability of tourism [6]. Therefore, the quality of life of the residents should be a major concern for community leaders. It's supported by scholars' states that tourism improves quality of life of the residents [8, 10].

Researchers have explored factors that directly influence resident quality of life. Those residents' perceptions of community life satisfaction vary with the levels of tourism development [1]. Several studies treated overall community satisfaction as a mediator between tourism impacts and resident support for tourism development [7, 11]. QOL refers to the extent to which people's needs are met and to which people are satisfied or dissatisfied in various life domains [4]. Bearing in mind these definitions, QOL may also be considered as the satisfaction perceived by individuals with several domains of their life, considering their needs and expectations. Jashveer et al. in their study stated those changes in lifestyle of local residents directly influence their perceptions of tourism development and its impacts, cost than benefits are brought about by tourism development [5].

Method:

The study presented in this working paper is motivated based on a two objective. The first objective is to examine the resident's involvement in the tourism sector and the second objective is to identify the effect of tourism development on resident's quality of life. The instrument data is constructed a self administered questionnaire survey based on the working along experts from various fields also the secondary data from scholar in the related fields. The instruments are divided into three sections where the first sections gather the demographic information of respondents (gender, age and level of education), by which sections two addresses the information of the respondent's involvement in the tourism sector. The third section collects the information of resident's perception on quality of life. It is important to emphasize that this working paper will only focusing on the perceive quality of life of tourism development. This working paper is run the test of descriptive analysis, factor loading and reliability in order to complete the working paper followed the objective mentioned. In addition, likert scale is used in the instrument with the scale of 5 point system. Targeting residents with the minimum age of 18 and working in the various fields in Langkawi Island, data collection was done in March 2014 (within two week timeframe). Out of 400 distributed questionnaires, this working paper has successfully retrieved 398 valid and usable questionnaires.

*Data Analysis:**(i) Number of respondents involved in the tourism sector:*

Table 1 depicts the respondents' profile. Out of 398 respondents, 52.3% (208) respondents involved in the tourism sector and 57.7% were male. The majority of the respondent falls between 21-30 years old (25.9%), 31-40 years old (29.9%), 41-50 years old (18.6%) and above 51 years old (21.6%). In terms of educational level, 96.0% respondents have formal education while 4.0% respondents reported to receive no formal education. Most of respondents choose to self employed (47.2%) and only (7.3%) of respondents are working in the public sector. Those involved in the tourism sectors are the most educated from secondary school (73.6%) and worked in the private sector (63.0%) that offer tourism related jobs.

Table 1: Number of respondents involved in the tourism sector

Respondents profile		Overall respondents		Respondents involved in tourism		Respondents not involved in tourism	
		No.	Percent %	No.	Percent %	No.	Percent %
Gender	Male	254	63.8	120	57.7	134	70.5
	Female	144	36.2	88	42.3	56	29.5
Age	18-20	16	4.0	13	6.3	3	1.6
	21-30	103	25.9	64	30.8	39	20.5
	31-40	119	29.9	72	34.6	47	24.7
	41-50	74	18.6	32	15.4	42	22.1
	51 and above	86	21.6	27	13.0	59	31.1
Educational Level	No Formal School	16	4.0	7	3.4	9	4.7
	Primary School	80	20.1	20	9.6	60	31.6
	Secondary School	248	62.3	153	73.6	95	50.0
	Certificate/ Diploma	38	9.6	24	11.5	14	7.4
	Degree	16	4.0	4	1.9	12	6.3
Sector of Employment	Public	29	7.3	8	3.9	21	11.1
	Private	172	43.2	131	63.0	41	21.6
	Self-employed	188	47.2	64	30.8	124	65.3
	Unemployed	9	2.3	4	1.9	5	2.6

(ii) Residents' perception of perceive quality of life:

Based on reliability analysis below, Table 4 shows the reliability values of all variables is above 0.80 which indicate a very high degree of internal consistency among the items on the scale. The values are considered to be an acceptable reliability, value and all the items are accepted to values the tourism developments give a positive impact to the changes in resident's quality of life. From Table 2, this study found that: emotion well being (mean=3.80, SD=0.51), followed by community well being (mean=3.61, SD=0.63), safety and healthy well being (mean=3.83, SD=0.58), material well being (mean=3.81, SD=0.55), cost of living (mean=3.48, SD=0.75). Overall, the respondents' responses on the scale indicated that they possessed a fairly high degree of quality of life in their life.

Table 2: Result of the factor analysis-Residents' perception on quality of life (QoL)

Variables	Mean	Std. Deviation	Reliability
<i>Emotion wellbeing</i>	3.80	.51	.894
<i>Community wellbeing</i>	3.61	.63	.887
<i>Safety and Healthy wellbeing</i>	3.83	.58	.878
<i>Material wellbeing</i>	3.81	.55	.831
<i>Cost of living</i>	3.48	.75	.816

Summary:

From results, it is learned that tourism development created a positive impact on the resident's quality of life. The tourism development increased the quality of life (QOL) for local residents, and many communities look to tourism development for this very purpose. This is explained through descriptive analysis of the mean for the quality of life. Mean value for each domain measured is high and it bodes positive of tourism impacts to the residents' quality of life. Each domain has a number of related items that can be measured and reflect the residents' quality of life. Within this study scope, this is influenced by the stability of tourism development also the increases of local and international tourists support the growth of tourism development. Studies show that people feel the positive effects of tourism development. They can interact well with the visitors and give positive feedback on the provision of infrastructure and facilities prepared by the local authority.

Indeed, the development of tourism in such areas could have a major impact on quality of life of local communities. Resident quality of life and satisfaction are important not only for the residents but also for tourism development investors and stakeholders. Resident dissatisfaction can lead to visitors not being welcomed by residents, which jeopardizes tourists having a positive experience. Therefore, the tourism industry relies on the host society's hospitality and goodwill, which suggests that resident dissatisfaction, can become a liability for the local tourism industry.

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