

IMPACT OF LOCAL COMMUNITY QUALITY-OF-LIFE (QOL) ON SUSTAINABLE DEVELOPMENT OF PILGRIMAGE DESTINATIONS: MEDIATING ROLE OF DESTINATION IMAGE

Hardeep Chahal* and Asha Devi*

Abstract: Purpose: The main purpose of the study is to examine the impact of QOL of local community on sustainable tourism development with destination image as a mediating variable. **Research Methodology:** The primary data were collected using purposive sampling during January to June, 2015 from 504 local people and 508 domestic tourists from three pilgrimage destinations of Jammu region, India. EFA, CFA and SEM techniques were used for data purification and data analyse. **Findings:** Study results reveal that community involvement, community development and community well-being and optimum resource utilization in the tourism activities are significant in developing and spawning QOL of local community. Local community QOL has significant impact on the sustainable tourism development and destination image. The results also established partial mediating role of destination image in local community QOL and sustainable tourism development relationship. **Originality/Value:** The study makes contribution towards sustainable tourism development literature relating to tourist pilgrimage destinations and fulfills the research gap to some extent by analysing the role of local community QOL in sustainable tourism development and destination image. **Implications:** Present study can provide inputs to destination marketing organisations (DMOs) to formulate strategic policies which can minimize the potential negative impacts of tourism development and maximise its benefits to the local community QOL. **Limitations:** The study was conducted amidst few limitations. First, study findings are based on local residents' responses towards pilgrimage destinations due to which results cannot be properly generalized. Second, present study has examined the impact of local community QOL on destination image and sustainable tourism development, other indicators such as tourist satisfaction and behavioural intentions can be incorporated in future research to understand the impact of local community QOL on sustainable tourism development.

Key words: Local community QOL, sustainable tourism development, destination image

1. INTRODUCTION

Tourism is acknowledged as foremost attribute for providing economic, social and cultural development opportunity to the local community (Kim, Uysal and Sirgy, 2013; Hanafiah, Jamaludin, Zulkifly, 2013). Past research documented that tourism

* Department of Commerce, University of Jammu, Jammu, 180006, E-mails: chahalhardeep@rediffmail.com; ashacommerce@gmail.com

has greater impact on economic, social, cultural and environmental well-being of local community (Nkemngu, 2015; Rivera, Croes and Lee, 2015; Buzinde, Kalavar, and Melubo, 2014; Kim, Uysal and Sirgy, 2013; Wang, et al., 2006 and King and Milman, 1993). Apart from this, Besculides, Lee and McCormick, (2002) suggested that community benefits-based tourism approach focuses on such tourism (marketing) actions that ensure benefits to their community as well as develop tourist destination image resulting in sustainable tourism development. Tourism is also considered as an imperative development industry of the country, as it creates employment opportunities, generate tax revenues, preserve the environment and provide holistic support to local communities (Liu, 2003) this subsequently paves way to a better quality of life and local community development. Sustaining the quality of life of local community has become an essential element of sustainable tourism development (Richards and Hall, 2000). The existing literature on quality of life of local community with respect to tourism reveals that developing tourist destination in a particular region or locality can increase the life domains and sub-domains of the host community through improvement in the level of education, environment, economics, recreation opportunities, health access, social inclusion and cultural identity etc. (Kim Uysal and Sirgy, 2013; Nawijn and Mitas, 2012; Uysal, Perdue and Sirgy, 2012 and Andereck and Nyaupane, 2011).

In the literature, most of the studies are conducted from tourist/individual perspective and very little attention is given to the life experience of the local residents (Uysal, Perdue and Sirgy, 2012). On the other hand studies such as Simpson, (2008); Dyer, *et al.*, (2007) suggested that community people lifestyle may influence the structural changes in tourism industry that occurred through enduring development of tourism, such as changes in the local economics, social-cultural changes and environmental changes. Lee, (2013) remarked that support and participation of residents is a critical factor for ongoing sustainable tourism development. Similarly, Ritchie and Inkari, (2006) put forth that QOL of local community is an important factor that should be considered in planning, developing and managing tourism in order to achieve long run prosperity and sustainability of the tourism industry. Although, some studies such as Eshliki and Kaboudi, (2012); Lo *et al.*, (2012); Chandralal, (2010) and Choi and Sirakaya, (2006) put forth that image of tourist destination is highly impacted by community attitudes, community involvement and participation in decision making as local community or people have great potential for promoting long term sustainable development of tourist destinations. Besides, Lo *et al.*, (2013) stated that local people's attitude, their perception and community involvement play significant role in developing effective and sustainable tourist destination image. Similarly Sutowa, (2012) suggested that a sustainable tourism development and destination image can occur only when tourism industry focuses on green tourism products, develop partnership with different tourism stakeholders, involved in improving

the quality of life through community development etc. Further, Tan, Liu and Hu, (2013) have defined sustainable tourism as a comprehensive development process where tourism development takes place within the context of all local socio-economic development, involving local population in planning and management decisions, and with costs and benefits fairly distributed among tourism businesses, promoters and the host community. Furthermore Simpson, (2008) and Dyer, *et al.*, (2007) also highlighted in their study that quality of life of community influences the tourism industry structural changes which results through long-term development of tourism, such as changes in the local economics, social-cultural changes and environmental changes. Thus, the support and participation of residents are the critical factor for ongoing sustainable tourism development (Lee, 2013).

The destination image is examined in the literature using different parameters such as understanding tourists' attitudes and behaviour, personality factors of the destination, pull and push factors of the destination, and its relationship with revisiting intentions tourist satisfaction (Qu, Kim and Im, 2011; Pike, 2009; Nadeau *et al.*, 2008; Chen and Tsai, 2007; Gallarza, Saura and García, 2002). Besides, very few studies have explored the relationship of destination image with community value (Lo *et al.*, 2013; Croy, 2010) and relationship between destination image with sustainable tourism development (Stylidis, *et al.*, 2014; and Nunkoo and Ramkissoon, 2011). Further, among reviewed studies, only one study that is Chandralal, (2010) examined the local community's life impact on destination image and remarked upon increased infrastructure and better tourist facilities as significant influencing predictors of sustainable tourism development. Furthermore, most of the studies are conducted in general context only and not considered specific destinations perspective such as volatile, pilgrimage and adventurous etc. Based on this background, the study examines the impact of local community QOL with its dimensions (community participation, community development and community value) on sustainable tourism development and destination image (cognitive, affective and unique image). By understanding role of local community QOL in developing destination image and sustainable tourism, researchers can provide input to destination marketing organisations (DMOs) to formulate strategic policies which can minimize the potential negative impacts and maximise benefits of tourism development. Thus, three research questions need to examine include:

- 1 Does local community QOL play significant role in building positive destination image?
- 2 Does local community QOL play significant role in sustainable tourism development?
- 3 What are the managerial implications for the DMO and other stakeholders for developing a community based sustainable tourism?

2. LITERATURE REVIEW AND HYPOTHESES FORMULATION

2.1. Local Community Quality of Life (QOF)

In simple language, QOL refers to the assessment of societal or community well-being to the specific evaluation of the situations of individuals or groups. Brock, (1993), cited in Diener and Suh, (1997) stated three major philosophical approaches in defining quality of life. The first approach of quality of life refers to describe the features of good life that are based on religious, philosophical, or other normative ideals and is related to the social indicators tradition. The second approach is related to good life based on the satisfaction or preferences. In this approaches people select only those things that enhance their quality of life. The last approach defines the quality of life as that is based on person experiences with their life as good and desirable by considering paramount factors such as feelings of joy, pleasure, contentment, and life satisfaction. Similarly, Derek, Ron, & Geraldine, (2009) measured quality of life using two scientific approaches that is objective or social indicators and subjective well-being. Objective or social indicators are societal measures that reflect people's objective circumstances in a given cultural or geographic unit. For example, wealth of nations, income equality, per capita purchasing power of nations and savings rate etc. Subjective well being is an important measure to define the individual's cognitive and affective reactions to his whole life, as well as to specific domains of life. For example life satisfaction, moods, emotions etc.

Local community is a group of people of host destination having collective source of value, while local community quality of life refers to community attitudes and perceptions toward a sense of right and wrong regarding to a society. However, research on community QOL highlighted that community QOL is conceptually distinct from individual QOL that has examined variables impacting the physical and psychological well-being of the individual. Research on community QOL mainly starts with the development of urban policy and directing resources to urban needs. Sirgy, *et al.*, (1997) proposed that community QOL is considered as a factor that impacts an individual's overall QOL and life domain. Resources such as climatic conditions, geography, etc. are considered for conceptualising and measuring community QOL because community quality of life are highly influenced by the government, business, and community change agents decisions and actions (Shin, 1980). Aref, (2011) and Kim (2002) categorised community quality of life into five domains including; material well-being (income, standard of living, employment) community well-being (infrastructure facilities, recreational and entertainment facilities, educational etc.) emotional well-being (leisure activity and community value) and health (establishment of better health service) and safety well-being (ensuring safety services). Consequently, Moscardo, (2009) have also made an attempt to explore the tourism impact on quality of life of destination residents by using objective indicators of community quality of life and community

wellbeing. Chandralal, (2010) stated that majority of the local residents hold the perception that tourism has a positive effect on the local community quality of life as it provides employment opportunities, increases property value, city image, appearance and infrastructure of the city and improves pride of the residents, which ultimately increase the sustainable tourism development. He also found that positive attitudes, perceptions and actively involvement of local community contribute to the development of tourism. In the same line, Eshliki and Kaboudi, (2012) also stated overall community value (proxy concept of quality of life), attitude towards visitors, their cultural value and destination facilities and resources significantly contribute to the destination image as well as in framing tourism development programmes. They further stated that local community plays significant role in establishing positive and significant eco-tourism destination image. Similarly local community festivals and events, cultural customs and ideas can also increase community pride, tradition and values, which further reinforce destination image (Ekinci, Sirakaya and Preciado, 2013).

Further Lo, *et al.*, (2012) used community value as a proxy element of community QOL and stated that community value is the most important factor which has significant impact on tourism development. Because community QOL is improved by community development, community involvement and community value provides social, economic and cultural benefits to local residents, promotes host destinations, provides visitors with high-quality experiences and greater environmental awareness among both local community and visitors (Lo, *et al.*, 2013; Eshliki and Kaboudi, 2012; Chandralal, 2010). Further Lo, *et al.*, (2013) also highlighted that image of tourist destination is highly impacted by the local community attitudes, perceptions, attachments and their involvement because local community or people have great potential for promoting long term sustainable development of tourist destinations sites. Even earlier, Besculides, Lee and McCormick, (2002) suggested that benefits-based tourism approach focuses on such tourism (marketing) actions that ensure benefits to the community as well as develops tourist destination image and contribute to sustainable tourism development. Recently, Lee, (2013) suggested that community attachment and community involvement are critical factors that affect sustainable tourism development. Hence following hypotheses are formulated:

- H1: Community involvement, community development and community well-being are the significant predictors of the local community QOL (quality of life).
- H2: Local community QOL (quality of life) has significant influence on overall image of the destination.
- H3: Local community QOL (quality of life) has significant influence on sustainable tourism development.

2.2. Sustainable Tourism Development (STD)

According to World Tourism Organisation (WTO, 2004) sustainable development is considered as the development that meets the need of the community without compromising the ability of future generations to meet their needs. In other words it is an attempt that focuses on the present generations' responsibility to regenerate, maintain and improve planetary resources for use by future generations. In tourism context, Tanguay, Rajaonsan and Therrien, (2011) defined sustainable tourism as a long-term sustainability of tourism by reaching equilibrium between the environmental, social and cultural aspects of development. They further remarked that sustainable tourism is considered as a development process that maximises the economic benefits while minimising the impact of physical and human environment. Additionally, Ahn, Lee and Shafer, (2002) considered tourism sustainability as a means for the improvement of life quality of host community, satisfaction of visitors, the conservative use of natural beauties, historical wealth, social and cultural values. Sharpley, (2009) remarked that tourism development in the destination has both positive and negative impact on community quality of life. The positive impact includes increased foreign exchange and additional income, increase standard of life and increased employment opportunities to the local community etc., while negative impact includes destruction of natural resources, create social and cultural problems etc. He further addressed that positive aspect of tourism sustainability helps in protecting the host destination environment, increases living standard of the host country people, host destination community value, and tourist satisfaction.

According to United Nations Environment Program (UNEP, 2012) sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as effectively managing resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Akin to this definition, Maheshawari, Vandewalle and Bomber, (2011) and Kerimoglu and Çiraci, (2008) also put forth sustainable tourism development (STD) as a process or idea of optimizing local economic benefits, protecting the natural and built environment to improve residents' quality of life and to provide a high quality experience for visitors. Previous studies such as Sutawa, (2012) and Çiraci, Turgut and Kerimoglu, (2008) established three significant dimensions of sustainable tourism development that is, economy, environment and socio-cultural. Economic sustainability refers to optimising the use of tourist destination resources and distributing the same throughout the community in order to achieve the maximum tourism development and benefits from tourism. Whereas environmental sustainability recognises as a natural environment that must be protected for the present as well as for the future generations. While, socio-cultural sustainability implies respect for social identity,

social capital, and community culture. Besides, Choi and Sirakaya, (2006); HwanSuk & Sirakaya, (2006) and Ko, (2005) have discussed two more indicators namely political and technological, to measure the sustainable tourism development. They suggested that sustainable tourism development depends on the society's political system and power distribution. However their role in sustainable tourism development is not much significant as the role of economic, socio-cultural and environmental sustainable tourism development. Hence following hypothesis is formulated:

H4: Economic, social-cultural and environment development of the destination are significant dimensions of sustainable tourism development.

2.3. Destination Image

In the tourism literature, destination image is considered as prolific and key ingredient of sprouting sustainable tourism development in the particular destination (Mackay and Fesenmaier, 2000; Laws, Scott and Parfitt, 2002). Date back to late seventies, Crompton (1979) cited in Gallarza, Saura and Garcia, (2002) defined destination image as an attitudinal construct consisting of an individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or destination. Akin to this, Gallarza, Saura and Garcia, (2002) have defined it as a mental representation developed by tourists on the basis of impressions such as attraction, facilities provided by the service marketers. Nadeau *et al.*, (2008) remarked that cognitive, affective and unique image aspects of a destination represent key elements for measuring the overall destination image. Cognitive image refers to perceived beliefs and knowledge about a destination. It is developed through the construction of thought process, including remembering, problem solving and decision making about a destination. Affective image refers to feelings and emotions raised by tourist destinations and it can be developed by outcomes of factors such as relaxing, enjoying good weather, have fun, emotional attraction of a destination (Qu, Kim and Im, 2011; Kozak and Rimmington, 1999). On the other hand unique image refers to the image derived from the way to communicate the expectations of a satisfactory travel experience that is uniquely associated with the particular destination (Pike, 2009).

Further, Sharma and Dyer, (2009) put forth that community's positive attitude created by social, cultural and economic benefits received from tourism play significant role in building effective destination image among visitors. Furthermore, Besculides, Lee and McCormick, (2002) remarked that community-based tourism provides economic benefits to local residents, promotes host destinations destination image which further lead to sustainable tourism development. Tavares, (2011) and Lee, (2013) remarked that community involvement and attachment are important factors of community QOL that positively lead to sustainable tourism development Studies such as Styliadis *et al.*, (2014) and Ramkissoon and Nunkoo,

(2011) have suggested that place image has significant influence on sustainable tourism development. Akin to this, Croy, (2010) highlighted in his study that destination image management leads to both local community QOL and sustainable tourism development. Based on this background, following hypotheses are formulated:

- H5: Destination image plays significant role in sustainable tourism development.
- H6: Destination image mediates the relationship between local community QOL and sustainable development.

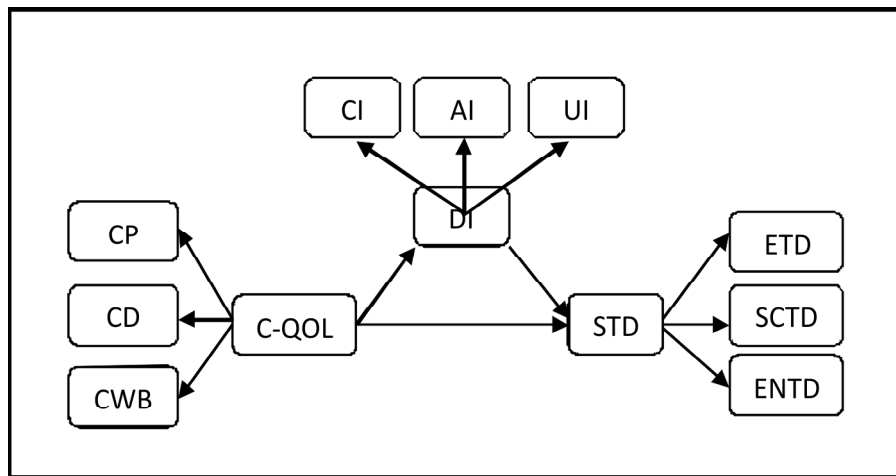


Figure 1: Research Model

Note: CP-Community Participation, CD-Community Development, CWB-Community Well-being, C-QOL- Community Quality of Life, CI- Cognitive Image, AI-Affective Image, UI-Unique Image, DI-Destination Image, STD-Sustainable Tourism Development, ETD-Economic Tourism Development, SCTD- Socio-cultural Tourism Development, and ENT-Environment Tourism Development.

2. RESEARCH METHODOLOGY

2.1. Generation of Scale Items

To accomplish the study objectives and to test the hypotheses, three important constructs namely local community QOL, destination image and sustainable tourism development are identified. For collecting requisite data, questionnaire was framed using modified scale items extracted from different studies. The items generated under different dimensions are given in table 1. In the questionnaire, some items were kept in negative form to verify the internal consistency and to ensure the active participation of respondents while filling the questionnaire. Negative item were reversed before data processing.

Table 1
Generation of Scale Items

<i>S.No</i>	<i>Constructs</i>	<i>Items</i>	<i>Studies</i>
1	Local Community QOL	14	- Choi and Sirakaya, (2006); Wang, Pfister and Morais, (2006); Lee, (2013) and Tsaur <i>et al.</i> , (2006).
2	Sustainable Tourism Development:		
	- Economic Tourism Development	14	- Choi and Sirakaya, (2006); Wang, Pfister and Morais, (2006); Tsaur <i>et al.</i> , (2006).
	- Socio-cultural Tourism Development	14	
	- Environmental Tourism Development	15	- Choi and Sirakaya, (2006); Wang, Pfister and Morais, (2006) and Tsaur <i>et al.</i> , (2006). - Choi and Sirakaya, (2006) and Tsaur <i>et al.</i> , (2006).
3	Destination Image:		
	- Cognitive Image	18	- Qu <i>et al.</i> , (2011); Pike, (2009) and Garcia <i>et al.</i> , (2012)
	- Affective Image	5	
	- Unique Image	7	- Qu <i>et al.</i> , (2011) - Qu <i>et al.</i> , (2011) Jain, (2013).

All the items are measured on five point Likert scale with 5 as strongly agree and 1 as strongly disagree anchors.

2.2. Sample

In order to authenticate the scale items, at the outset, the items of the scale were discussed with employees of the 5 tour and travel agencies and JKTDC to examine the content validity of the scale. Thereafter, pretesting was conducted on a sample of conveniently selected respondents (n = 100) from three tourist stay places namely Vasihno Devi Dham, Sarswati Dham and Kalika Dham of Jammu City during November 2014. After data collection, the questionnaire responses were scrutinised to revise and refine items for better clarity of final responses for final survey. This whole process resulted in 86 items covering various aspects of local community QOL (14), destination image (29) and sustainable tourism development (43). Subsequently, final survey was conducted and data regarding community value and sustainable tourism development constructs were collected from the local people, whereas data regarding destination image construct was collected from the pilgrimage domestic tourists who visited in Katra, Jammu and Mansar during January to June, 2015 using purposive sampling. Accordingly a total 585 questionnaires were distributed to local people and 595 were distributed to domestic tourists, out of which 504 local people and 508 tourists' questionnaires were returned which gave response rate of 88.3% and 87.8%.

3.3. Descriptive Statistics

In the first stage of data analysis, negatively worded items were reversed and afterward descriptive analysis was carried out in order to check the psychometric properties of the data in the three selected constructs namely local community QOL, destination image and sustainable tourism development. Initially, in order to check the normality of the data, outliers were identified using item to item outliers' method. Total 38 responses from local people sample and 41 responses from domestic tourists sample were identified and removed. Subsequent to the outliers removal, skewness and kurtosis measures of the data were analysed to check the normality of data whether the data falls within the expected range of +1 to -1 (skewness) and +3 to -3 (kurtosis) (Hair *et al.*, 2009). Eight items of sustainable tourism development and one item of destination image were deleted because the items did not match the threshold value of skewness and kurtosis. The descriptive statistic results are given in table 1.2.

Table 2
Descriptive Statistics

Constructs	Mean		Standard Deviation		Skewness		Kurtosis	
	Min	Max	Min	Max	Min	Max	Min	Max
Community Value	4.21	4.63	.494	.751	-.259	.886	-.135	-1.303
Sustainable Tourism Development	3.69	4.58	.508	1.222	.225	.945	-.027	2.606
Destination Image	4.12	4.38	.625	.990	.062	-.833	0.30	2.754

4. RESULTS

4.1. Exploratory Factor Analysis (EFA) Results

After checking the data normalcy, EFA was executed to reduce the variables into minimum number of factors to summarise and analyse the three constructs. Principal component analysis with varimax rotation was applied to the data. Kaiser-Meyer-Oklun (KMO) value greater than or equal to .50, measure of sampling adequacy (MSA) greater than .70, communality greater than .50 and factor loading equal to or greater than .50 criteria were used to retain scale items (Hair *et al.*, 2009).

Initially, EFA was conducted on 14 items of local community quality of life of tourists visiting pilgrimage destinations, out of which two items were deleted due to low communalities. And finally four factors were identified. The factors emerged are related to *community well being (03 items)*, *optimal resource utilization (03 items)*, *community participation and involvement (03 items)* and *community development (03 items)*. The four factor solution showed KMO value as 0.729 with Bartlett's Test of Sphericity Coefficient as chi-square = 1336.947, df = 66 and BTS = 0.000. The

communalities (.532 to .818) and factor loading values (.595 to .820) of the items (see Table 3).

Further, in destination image construct, six factor solution is emerged after four rounds with KMO as 0.753 and Bartlett's Test of Sphericity Coefficient as chi-square = 1811.957, df = 91 and BTS = 0.000. The factors include *cognitive image (accommodation) (05 items)*, *cognitive image (infrastructure) (04 items)*, *cognitive image (natural attraction) (03 items)*, *cognitive image (good value) (02 items)*, *affective image (05 items)* and *unique image (04 items)*. All the items communalities (.585 to .736) and factor loading values are ranged between 0.636 to 0.849.

Lastly, EFA was run separately on three respective dimensions of sustainable tourism development. Three factors solution for economic sustainable tourism development, consisting of *economic benefits (05 items)*, *facilities development (03 items)* and *local market development factors (02 items)* is emerged with KMO value as .757 and Bartlett's Test of Sphericity Coefficient as chi-square = 3835.87, df = 91 and BTS = 0.000. All the items show significant CR values, SRW ranged from 0.580 to 0.878, which are above the threshold criteria. Similarly EFA results depict three factor solution of *socio-cultural sustainable tourism development* construct with KMO (.619) and BTS (chi-square = 2340.127, df = 91 and p = .000) values. The factors identified include *city deterioration (03 items)*, *facilities (03 items)*, and *social cost deterioration (02 items)*. The item wise value of communalities (.542 to .769) and factor loading value are arrived from 0.545 to .859. Under *environmental sustainable tourism development*, five factors solution is extracted. The factors include *environment pollution (04 items)*, *natural resources protection (04 items)*, *environment regulation (02 items)*, *environment protection (03 items)* and *environment damage (02 items)*. The results illustrated KMO equals to 0.701 and Bartlett's Test of Sphericity Coefficient as chi-square = 4599.256, df = 105 and BTS = 0.000. The value of all items communalities (.541 to .853) and factor loading value are ranged between 0.552 to 0.789 (see Table 3).

4.2. Measurement Model

After factor identification under EFA, CFA technique was conducted on all the three constructs namely local community QOL, destination image and sustainable tourism development of pilgrimage destination data for structural validation. The measurement models were evaluated on the basis of model fit indices which include chi-square divided by degree of freedom (χ^2/df), root mean square error of approximation (RMSEA), goodness-of-fit index (GFI), normed fit index (NFI) and comparative fit index (CFI). Threshold value 0.9 for NFI, GFI, CFI and TLI, RMSEA value less than 0.08, and χ^2/df value less than 3 suggest acceptable fit of measurement model (Hair *et al.* 2009). The validity and reliability of the measurement model was assessed through average variance explained (AVE) and standard regression weights (SRW) greater than 0.5, cronbach alpha value (α) greater than 0.7, and critical ratio (CR) above 1.96 indicators.

Table 3
EFA and CFA Results of Leisure and Pilgrimage Destination

Constructs	Factors	Efa					Cfa		Model Fit Indices	
		FL	KMO	COM	TVE %	Alpha	Cr	S _{rrw}		
Destination Image	Cognitive Image (accommodation)	Family-oriented destination	.735	.753	.696	15.034	.743	10.054	.652	CMIN/df= 4.270 GFI= .872 NFI= .784 CFI= .824 AGFI= .834 TLI= .791 RMIR = .046 RMSEA= .079
		Reasonable hotels and restaurants accommodation facilities	.705	.661	.661			10.430	.674	
Cognitive Image (infrastructure)	Cognitive Image (infrastructure)	Fascinating architecture	.652		.714			10.466	.685	
		Good name and reputation local people are very friendly	.610		.624			9.646	.594	
Cognitive image (natural attraction)	Cognitive image (natural attraction)	Well developed infrastructure such as roads, railways and resorts etc	.586		.662		Ref	.518		
		Good historical attraction	.787		.767	13.578		7.505	.667	
Cognitive Image (good value)	Cognitive Image (good value)	Beautiful natural sceneries, mountainous and landscapes	.748		.672			7.663	.810	
		Suitable accommodation	.648		.741			Ref	.549	
Affective Image	Affective Image	Good value for money	.595		.532			7.441	.634	
		Interesting place	.783		.675	11.218		10.508	.812	
Unique Image	Unique Image	Quite relaxed	.781		.818			Ref	.629	
		Quite arousing	.669		.606			10.769	.605	
Unique Image	Unique Image	Quite excited	.820		.767			8.431	.924	
		Quite pleasant	.784		.784	11.117		Ref	.637	
Unique Image	Unique Image	Unique and memorable experiences	.781		.718	10.853		13.232	.859	
		Unique local people way of life	.764		.735			Ref	.642	
Unique Image	Unique Image	Unique culture and way of life	.749		.724			11.339	.613	
		Unique craftsmanshship and traditional foodstuffs	.711		.735			10.686	.560	
Unique Image	Unique Image	Unique and memorable experiences	.658		.792	8.601		7.874	.569	
		Unique and memorable experiences	.812		.710			7.902	.686	
Unique Image	Unique Image	Unique local people way of life	.725		.652			Ref	.557	
		Unique culture and way of life	.689		.604			7.163	.581	
Unique Image	Unique Image	Unique craftsmanshship and traditional foodstuffs	.641		.710			6.947	.547	

contd. table 3

Constructs	Factors	Items	Efa				Cfa		Model Fit Indices	
			FL	KMO	COM	TVE %	Alpha	Cr		Srw
Community QOL	Community well-being	Tourism facilities improves quality of local people	.849	.729	.736	19.842	.870	10.051	.743	CMIN/df= 3.708 GFI= .944 NFI= .879 CFI= .907 AGFI= .900 TLI= .879 RMSEA= .021
		Tourism actively encourages community value	.773	.612	.612			9.741	.690	
		Tourism increases local people standard of living	.685	.609	.609		Ref	Ref	.601	
Community participation and involvement		Full community participation is needed for successful tourism development	.814	.696	.696	18.060		8.672	.551	
		Tourism development authorities involve community local people in taking tourism decisions	.656	.585	.585			9.540	.647	
		Tourism provide benefits only small proportion of the community people*	.649	.645	.645		Ref	Ref	.697	
Optimal resource utilization		Tourism activity disturbed harmony of the community*	.804	.663	.663	17.024		7.889	.604	
		Tourism manipulated local people resources	.768	.628	.628			7.818	.622	
		Tourism adversely affects community development	.635	.621	.621		Ref	Ref	.577	
Community development		Tourism development is curial for economic development of community	.742	.690	.690	14.300		9.512	.847	
		Tourism embrace the development of community residents	.724	.609	.609			8.352	.592	
		Tourism helps the prosperity of community residents	.680	.708	.708		Ref	Ref	.591	

contd. table 3

Constructs	Factors	Items	Efa				Cfa			Model Fit Indices
			FL	KMO	COM	TVE %	Alpha	Cr	Srvw	
Economic Sustainable Tourism Development	Economic benefits	Local people get economic benefits from tourism Tourism increases tourism employment opportunities Tourism increases people income and economic standard of living Tourism generates tax revenue for local government Tourism increase employment opportunities Tourism creates better shopping facilities Tourism benefits encourages local governments to participate in tourism decision making Tourism enhances better infrastructure facilities Tourism creates new market for local products Tourism diversifies the local economy	.762	.757	.646	20.360	.900	11.072	.720	CMIN/df= 3.240 GFI= .961 NFI= .928 CFI= .948 AGFI= .926 TLI= .920 RMSEA= .071
			.757	.635			11.687	.676		
			.722	.593	Ref			.646		
			.670	.665	10.865	.679				
			.582	626	9.556	.530				
			.878	.803	17.771	.714				
			.781	.714	11.153	.871				
			.580	.622	Ref	.563				
			.866	.760	Ref	.531				
			.790	.726	11.072	.958				
			.831	.619	24.502	.719				
			.801	.646	10.053	.647				
			.770	.665	Ref	.715				
Socio-Cultural Sustainable Tourism Development	City deterioration	Tourism increases crimes/ robberies etc. in the destination Tourism increases traffic accidents in the destination Tourism increases alcoholism, prostitution and several permissiveness							CMIN/df= 2.979 GFI= .974 NFI= .958 CFI= .957 AGFI= .941 TLI= .925 RMSEA= .017 RMSEA= .067	

contd. table 3

Constructs	Factors	Items	Efa				Cfa		Model Fit Indices
			FL	KMO	COM	TVE %	Alpha	Cr	
Facilities		Tourism improves quality of life	.858	.742	.742	23.513	7.273	.889	
		Tourism increases recreational and entertainment facilities	.822	.683		Ref	Ref	.669	
		Because of tourism, roads, and other tourism services are well maintained	.615	.542		7.219	7.219	.584	
Social cost deterioration		Tourism deteriorated social cost and quality of life	.859	.711		18.665	Ref	.627	
		Community recreational resources are overused by tourism	.831	.769		3.842	3.842	.766	
Environmental Sustainable Tourism Development		Tourism destroy the local ecotourism	.798	.701	.704	18.132	.958	10.745	.740
		Tourism produces long term negative impact on environment	.761	.635		10.711	10.711	.827	
		Tourism deteriorated the quality of environment	.694	.565		Ref	Ref	.557	
		Tourism bring environment pollution	.671	.541		8.242	8.242	.525	
		Tourism protects wildlife and natural habitants	.740	.597		13.966	11.061	.576	
Natural resources protection		Tourism developed in harmony with natural and cultural environment.	.731	.669		9.246	9.246	.582	
		Tourism strengthens efforts of environment conservation	.599	.601		Ref	Ref	.801	
		Tourism makes efforts for cleaning the garbage that throw away	.552	.665		11.593	11.593	.602	
Environment regulation		Tourism must promote positive environmental ethics among all the stakeholders	.801	.669		11.995	7.849	7.44	
		Tourism protect community environment	.739	.661		Ref	Ref	.544	

contd. table 3

CMIN/df= 3.480
GFI= .858
NFI= .779
CFI= .774
AGFI= .859
TLI= .773
RMSEA= .072

Constructs	Factors	Items	Efa				Cfa		Model Fit Indices
			FL	KMO	COM	TVE %	Alpha	Cr	
Environment protection		Tourism preserve the environment and improves the appearance of the community	.789	.658	10.962	5.499	.519		
		Tourism activity protects environment sustainability	.776	.751		Ref	.524		
Environment Damage		Tourism actively preserve the diversity of natural resources	.502	.873		4.442	.652		
		Regulatory environment standards are need to reduce negative impact of tourism	.805	.742	9.630	3.124	.636		
		Tourism damages natural environment and landscapes	.660	.671		Ref	.853		

The results portray that local community QOL scale comprised of four factors namely community well being, optimal resource utilization, community participation and involvement and community development. Among these factors community participation and involvement (SRW = 0.83) is the most significant factor contributing to local community QOL. And all the items under these factors are significantly contributing to local community QOL. The CMIN/df, GFI, NFI, CFI, AGFI and RMSEA came to be 3.708, .944, .879, .907, .900 and .078. Model fitness results demonstrate that all the value of model fitness indices are above the threshold limits (above 0.9), except NFI indice. The critical ratio (CR) values are above the threshold criterion (greater than 1.96) and standarised regression weights (SRW) ranged between 0.551 to 0.847.

Similarly, CMIN/df, GFI, NFI, CFI, AGFI and RMSEA values for the destination image model came to be 4.270, .872, .784, .824, .834 .079, showing moderate model fitness. The result also shows that unique (SRW = .79) and cognitive (SRW = .43) image dimensions of the destination image are more significant than affective image. SRW of the destination image items are ranged between 0.518 to 0.924 and all the critical ratio values are above the prescribed criteria i.e. above 1.96 indicating that the entire items of destination image have significant impact on them.

Sustainable tourism development comprises of economic, socio-cultural and environmental. The CFA results of the three dimensions are discussed as under.

Economic sustainable tourism development consist three factors namely economic benefits, facilities development and local market development. CFA results indicate that facilities development has major impact (SRW = .86) on economic sustainable tourism development and all the items are significantly and positively contributing to the construct

Furthermore, socio-cultural sustainable tourism development comprises is found to be three factor model. CMIN/df= 2.979, GFI= .974, NFI= .958, CFI= .957, AGFI= .941, and RMESA= .067 values indicate that model is a good fit. All critical ratio values are greater than 1.96 and SRW ranged between 0.541 to 0.801. The social cost deterioration factor attained highest SRW (.59) in comparison to city deterioration (.53) and facilities (.39)

Lastly, overall model of environmental sustainable tourism development with its five outcomes namely environment protection, environment pollution, preserve natural resources, protecting natural resources and environment damaged showed managerial fit indices CMIN/df (3.480), GFI (.858), NFI (.779), CFI (.774), AGFI (.859) and RMESA (.072). Among the three factors natural resources protection (SRW=.81) and environment regulation (SRW=.87) are major indicators of sustaining environmental tourism development. All the items SRW values are significantly and positively contributing to the measurement model (see Table 3).

4.2.3. Reliability and Validity

The study also assessed reliability and validity of all the constructs by computing composite reliability and average variance extracted. The composite reliability of all the constructs - local community QOL, destination image and sustainable tourism development are ranged from .867 to .960. Further all the items have significant factor loading values (more than 0.50) in EFA and critical ratio values (more than 1.96) and standardized regression weight (more than 0.50) in CFA established the convergent validity of the scale. In addition, convergent validity was also established by examining the average variance extracted (AVE) of each constructs. The AVE of the following constructs namely local community QOL (0.638), destination image (0.627), economic sustainable tourism development (0.678), socio-cultural sustainable tourism development (0.677) and environmental sustainable tourism development (0.586) (see Table 4), hence indicating convergent validity.

4.3. SEM Results and Hypotheses Testing

Structural Equation modeling (SEM) is a statistical technique used for testing the relationships among observed and latent variables as a whole. It has the ability to incorporate latent variables into the analysis. A latent construct or variable is a hypothetical and unobserved concept that can be represented by observable or measurable variables called indicators or manifest variables.

The SEM results related to local community QOL, destination image and tourism sustainable development (economic tourism sustainability, socio-cultural tourism sustainability and environment sustainability) constructs are illustrated in Table 5. The study shows that community well-being ($\beta = .66$, $p < 0.000$), community participation and involvement ($\beta = .65$, $p < 0.000$), optimal resource utilization ($\beta = .72$, $p < 0.000$), and community development ($\beta = .74$, $p < 0.000$) are the significant dimensions and local community QOL. Hence Hypothesis H1 is supported. The existing literature also recognised that community well being (Andereck and Nyaupane, 2011) community involvement and participation (Lee, 2013), optimal resource utilization (Tsaur, Lin and Lin, 2006) and community development (Lo *et al.*, 2012) are the significant indicators/factors for measuring the local community QOL. Additionally, local community QOL, has a significant and positive impact on destination image ($\beta = 0.21$) and tourism sustainable development ($\beta = 0.28$) with all the three dimensions - economic tourism sustainability ($\beta = 0.45$), socio-cultural tourism sustainability ($\beta = 0.30$) and environment sustainability ($\beta = 0.57$). Hence hypotheses which relate to CQOL-DI (H2) and CQOL-STD (H3) are also accepted. Hwang, Stewart and Ko (2012) highlighted in their study that community involvement and development play a significant role in developing sustainable tourism in the destination Further, hypothesis (H4) that is economic ($\beta = .55$, $p < 0.000$) social-cultural ($\beta = .42$, $p <$

0.000) and environment tourism sustainability ($\beta = .67, p < 0.000$) of the destination are significant dimension of the sustainable tourism development is also supported in the study (see Table 5 and Fig 2). Similar results are also found in the study conducted by Eshliki and Kaboudi, (2012). They signify the important of three tier dimensions – economic, socio-cultural and environment tourism sustainability of measuring sustainable tourism development constructs. Last hypothesis related to destination image impact on sustainable tourism development is also found significant and supported by data (0.24) (see table 5).

4.4. Mediating Role of Destination Image in the Local Community QOL and Sustainable Tourism Relationship

In order to test the mediation effect of destination image, a path analysis method was performed by using SEM to testing interactional effects of variable between two different constructs. In the path analysis process, a series of contrasting models i.e. fully mediating, partially mediating and non-mediating were executed and analysed. In fully mediating model, indirect relationship between independent and outcome variables (i.e. a paths from independent to mediating variables and from mediating to outcome variables) is analysed. Further in partially mediating model, both direct (from independent to outcome model) and indirect path relationship from independent variable to outcome variable was examined (i.e. the fully mediating model with the addition of a direct path from independent variable to outcome variables). The non-mediating model refers to the model with a direct relationship between independent variable and outcome variable, with no path from mediating variable to outcome variable is analysed (Arnold et al., 2007). The selection between the three contrasting models is done on the basis of chi-square difference test. In case of significant difference among the models, the model with better fitness indices is selected. On the other hand, if there exists insignificant difference among the models, then all the models can be selected (Arnold *et al.*, 2007).

Among the three models, partial mediating model depicting destination image as a mediator between community QOL and sustainable tourism development relationship, as it is selected on the basis of better fitness indices such as values of GFI, AGFI CFI and RMSEA are .966, .942, .880 and .056 (see Table 6). Hence Hypotheses H5 is partially accepted.

5. DISCUSSION AND CONCLUSION

The paper has proposed a method for exploring new measurement indicators of local community QOL and their influence on sustainable tourism development and destination image. The present study extends the work of Lee, (2013); Hwang, Stewart and Ko, (2012); Andereck and Nyaupane, (2011) who have mainly investigated the community QOL's individual factor such as local residents support and attitude towards tourism development. The present study in addition to this,

Table 4
Composite Reliability, Average Variance Extracted and Correlation Matrix of Scale

Constructs	Cor	Ave	Correlation Matrix				
			Destination Image	Community Value	Economic sustainable tourism development	Social-cultural sustainable tourism development	Environment sustainable tourism development
Destination Image	0.960	0.627	.792*				
Community Value	0.956	0.638	.143	.798*			
Economic sustainable tourism development	0.949	0.678	.172	.230	.823*		
Social-cultural sustainable tourism development	0.942	0.677	.118	.276	.478	.823*	
Environment sustainable tourism development	0.867	0.586	.182	.142	.278	.295	.766*

*Values in the diagonal of correlation matrix are the square root of AVE

Table 5
SEM and Hypotheses Testing Results

CMIN/df	GFI	AGFI	CFI	TLI	RMR	RMSEA	β -Value	P-value	Sig/Insig	Accepted/Not Accepted
3.691	.946	.900	.912	.862	.020	.078	CQOL-CIP= .65 CQOL-ORU= .72 CQOL-CD= .74 CQOL-CWB= .66	CQOL-CIP= 0.000 CQOL-ORU=0.000 CQOL-CD= 0.000 CQOL-CWB= 0.000	CQOL-CIP= Sig CQOL-ORU= Sig CQOL-CD= Sig CQOL-CWB= Sig	Accepted
2.288	.966	.942	.881	.831	.010	.056	CQOL-DI = 0.21 CQOL-STD = 0.28 CQOL-ETS = 0.45 CQOL-SCTS= 0.30 CQOL-ENTS= 0.57	CQOL-DI = 0.015 CQOL-STD = 0.022 CQOL-ETS = 0.000 CQOL-SCTS= 0.000 CQOL-ENTS= 0.000	CQOL-DI= Sig CQOL-STD = Sig CQOL-ETS= Sig CQOL-SCTS= Sig CQOL-ENTS= Sig	Accepted
3.122	.902	.931	.899	.877	0.21	0.68	DI-STD = 0.24 STD-ETS= .55 STD-SCTS= .42 STD-ENTS= .67	DI-STD = 0.006 STD-ETS= 0.000 STD-SCTS= 0.000 STD-ENTS= 0.000	DI-STD = Sig STD-ETS= Sig STD-SCTS= Sig STD-ENTS= Sig	Accepted

Note: CQOL-Community quality of life, CIP-Community involvement and Participation, ORU-Optimum resource utilization, CD-Community development, CWB-Community Well-being, DI-Destination image, STD-Sustainable tourism development, ETS-Economic tourism sustainability, SCTS-Socio-cultural tourism sustainability, ENTS-Environment Tourism Sustainability, CMIN/df-Chi-square/degree of freedom, GFI-Goodness-of-fit index, CFI-Comparative fit index, AGFI-Adjusted goodness-of-fit index, RMSEA-Root Mean Square Error of Approximation, RMR- Root mean square residual

Table 6
Mediating Results for Destination image (Between Local Community QOL and Sustainable Tourism Development)

<i>Models</i>	<i>GFI</i>	<i>AGFI</i>	<i>CFI</i>	<i>RMSEA</i>	<i>Chi-square Value</i>	<i>DF</i>	<i>CMIN/df</i>	<i>Chi-square</i>	<i>DF differences</i>	<i>Sig/Insig</i>
No Mediating	.969	.933	.862	.080	47.272	13	3.636	25.955	19	Insig
Partially mediating	.966	.942	.880	.056	73.227	32	2.288	9.11	1	Sig
Fully Mediating	.963	.936	.856	.060	82.337	33	2.495	35.065	20	Sig
Partially Mediation Accepted										

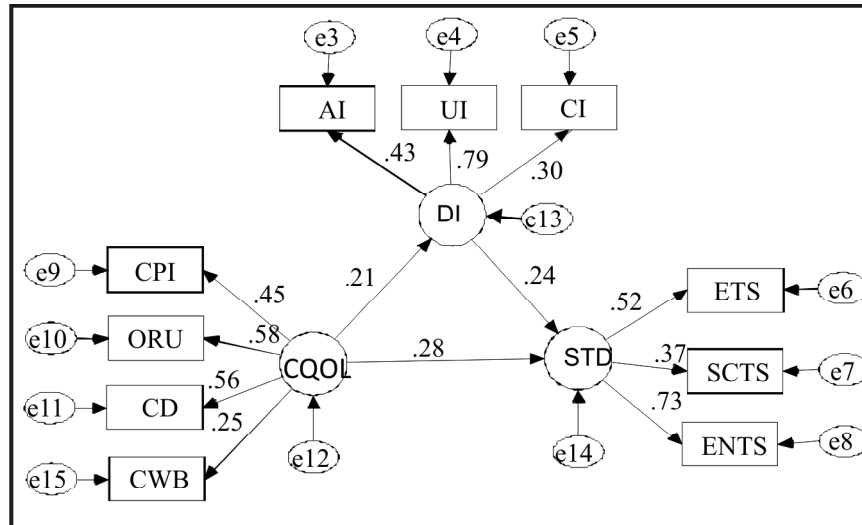


Figure 2: Impact of community value on Pilgrimage destinations image and sustainable tourism development

Note: CQOL- Community Quality of Life; CPI- Community participation and involvement; ORU- Optimum resource utilization; CD- Community Development; CWB-Community Well-being; DI- Destination Image; CI- Cognitive image; AI-Affective image; UI- Unique image; STD-Sustainable tourism development; ETS- Economic tourism sustainability; SCTS- Socio-cultural tourism sustainability; and ENTS- Environment Tourism Sustainability

also examined the influence of local community QOL's, (multi-dimensional construct comprising community well being, optimal resource utilization, community participation and involvement and community development on destination image (cognitive, affective and unique image) and sustainable tourism and identifies indicators such as economic, socio-cultural and environmental sustainable tourism development that have been associated with community-based tourism. Therefore, this study is initiated to investigate new dimensions of local community QOL (quality of life) which has a meaningful impact on sustainable tourism development in context to pilgrimage destinations. The study also followed triple bottom-line measurement indicators (economic, environmental and socio-cultural impacts) for measuring sustainable tourism development and cognitive, affective and unique image for measuring destination image. The findings of the study confirm that all the four dimensions of local community QOL namely community involvement and participation, optimum resource utilization, community development and community well-being are significant indicators of local community QOL. It indicates that local community perceive that their QOL is influenced by tourism activities (in the destinations)as they increases tourism facilities, income (particular for business class), their standard of living/quality of

life, proper utilization of local resources and community involvement in decision making- process etc. Further, study finds that local community QOL has significant impact on destination image and sustainable tourism development. It indicates that there is an important role of local community QOL related to tourist destinations in forming the positive destination image in general and with respect to cognitive image (related to accommodation, infrastructure, natural attraction and good value), affective image and unique image in particularly and maintaining economic, socio-cultural and environment tourism in the destination. These findings are also supported by the past study that economic, socio-cultural and environment tourism sustainability are the important three major dimensions for sustainable tourism development. Furthermore, there exist stronger and positive relationship between destination image and sustainable tourism development, which indicates that domestic tourists visit in pilgrimage destinations have positive and strong destination image for the pilgrimage destination. Further, local people also remarked the positive impact of their QOL on sustainable destination image which ultimately increases sustainable tourism development in the destination. Further regarding the mediating role of destination image in Local community QOL and sustainable tourism development relationship, study found partial mediating role of destination image between local community QOL and sustainable tourism development. The results demonstrate that, pilgrimage destination community QOL and sustainable tourism development relationship was not only influenced by their image but it might be influenced by others factors such as tourist satisfaction, tourist visiting behaviour and tourist actual visiting experiences etc.

LIMITATIONS AND FUTURE RESEARCH

The study illustrated detailed relationships between Local community QOL, destination image (cognitive, affective and unique image) and sustainable tourism development (economic, socio-cultural and environment development) that allows destination management organizations to better understand the role of local community in developing sustainable destination image and sustainable tourism development and improve their role in rural destination management. The study was conducted in the presence of certain unavoidable limitations. First, findings of this study are based on the responses of local residents of the particular destination and tourists visited in pilgrimage destinations such as Katra, Jammu and Mansar. Due to which results cannot be properly generalised. Second, present study examined the impact of local community QOL on destination image and sustainable tourism development, other indicators such as tourist satisfaction and behavioural intentions impact on sustainable tourism development can be incorporated in future research. Lastly, present study cannot examined the influence of demographic factors such as age, education, length of residency etc.

of local community people on community QOL and sustainable tourism development it can also be incorporated in future community-based tourism research.

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