



The Interplay Between Tourism Development, Quality of Life, and Local Support for Tourism Growth

Abstract

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The research investigates the complex connection between the development of tourism and the quality of life (QOL) of inhabitants in Nigerian communities, emphasising the sector's role beyond economic benefits to encompass social, cultural, and environmental impacts. Utilizing a descriptive research design and quantitative methods, standardised questionnaires were used to collect data from a sample of 450 residents. The research targeted villages known for tourist attractions, incorporating major cities and smaller communities. The data analysis involved descriptive and inferential statistics. Results indicate a strong inclination among the population towards supporting tourism due to perceived communal benefits, with significant engagement in cultural exchange activities and advocacy for tourism promotion. The research concludes that tourism development has a notable impact on residents' socio-economic conditions, influencing their quality of life and support for further tourism initiatives. This research contributes to the understanding of tourism's socio-economic effects on community residents, offering insights for policymakers and stakeholders in tourism planning and development.

Keywords: Quality of life, life satisfaction, tourism development, tourism impacts

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Introduction

Tourism's interconnection with various economic sectors is widely acknowledged, positioning it as a strategic vehicle for socio-economic advancement (Rasool et al., 2021). It serves as a catalyst for employment creation, income generation, local economic stimulation, and enhancement of living standards (Harrill, 2004). Within this context, Nigeria views tourism as an untapped reservoir for economic diversification, positing that a robust tourism sector could augment job creation and support the agricultural sector, thereby fostering holistic economic growth (Ajani & Kalu, 2017). Furthermore, tourism's potential to upgrade infrastructure in rural destinations presents an opportunity to elevate the living conditions of local communities (Kachniewska, 2015). Recent scholarly endeavours in tourism research have broadened their scope beyond the economic benefits, exploring the diverse social, cultural, and environmental effects of tourism on the quality of life (QOL) among community residents. (Ramkissoon, 2020). QOL, defined as the overall satisfaction and well-being experienced by individuals or communities (Delibasic et al., 2008), has garnered attention in tourism studies, segmented into two distinct research streams. The first examines the correlation between tourism experiences and tourists' QOL, suggesting that tourism activities contribute to visitors' mental and physical well-being (Gryphon & Stacey, 2011). The second stream scrutinizes how tourism influences the QOL of residents in tourist destinations, with studies categorizing tourism's community impacts into economic, socio-cultural, and environmental dimensions (Wang et al., 2021). The dichotomy of tourism's impact—either augmenting or diminishing community QOL—is underscored by various studies. Perdue et al. (1999) identified neighbourhood safety, employment opportunities, social milieu, and community congestion as pivotal to residents' QOL. In contrast, a study conducted by Khizindar (2012) in Saudi Arabia found that tourism had minimal effects on the life satisfaction of local residents. This highlights the need for a detailed analysis of how tourism impacts the quality of life in the community. The nuanced interplay between residents' perceptions and the tangible benefits of tourism underscores the complexity of tourism's societal footprint (Nunkoo & Gursoy, 2017; Gursoy et al., 2018; Tichaawa et al., 2021). In Nigeria, the focal point of tourism development has predominantly been economic gain at the national level, with local communities often sidelined, leading to a discernible disconnect between tourism revenue and community development (Adebayo & Butcher, 2022). This has catalysed a critical discourse on the equitable distribution of tourism's benefits and its contribution to the holistic development and satisfaction of community residents (Kolawole et al., 2016). The existing infrastructure deficits—spanning transportation, utilities, and accommodations—underscore the imperative to critically evaluate tourism's role in enhancing community QOL and garnering local support for sustainable tourism development. This research aims to evaluate the nuanced effects of tourism development on the quality of life of local communities and their support for tourism initiatives. The research questions are:

- How does the development of tourism affect the quality of life indicators of residents in tourism destinations, and is there a relationship between these changes and the residents' support for more tourism development?
- How does participating in or benefiting from tourism activities affect the level of satisfaction that local residents have with their well-being in tourism destinations?

Literature review

The influence of tourism development on the quality of life

Tourism can exert both beneficial and detrimental impacts on the host destination communities. Tourism-led regional development has emerged as the most prominent manifestation of policy results (Kişi, 2019). The impact of tourism activities



has been examined through diverse approaches, including qualitative and quantitative methods, and from multiple viewpoints, such as those of locals, entrepreneurs, managers, government officials, and other stakeholders. Some academics argue that tourism can have positive effects on regional influence, employment, and social progress. However, others claim that poorly managed tourism development can lead to issues like traffic congestion, environmental damage, loss of cultural values, and a decline in residents' quality of life (Dwyer & Edwards, 2010; Butcher, 2011; Singh, 2016). Tourism has a discernible influence that can be classified into three specific domains: economic, environmental, and socio-cultural. Extensive studies have been undertaken on these impacts. From an economic perspective, the presence of high-quality tourism offerings plays a crucial role in building a recognisable brand for a tourist location (Pike & Bianchi, 2013). This, in turn, leads to an increased likelihood of tourists returning, higher levels of spending, and an overall boost in revenue for local inhabitants (Timur & Getz, 2009). However, this could lead to increased prices for local goods and higher property values. Several studies indicate that tourism development has negative environmental impacts in the region. Examples of negative impacts caused by human activities include heightened reliance on fossil fuels (Koçak et al., 2020), escalated emissions of carbon dioxide (Lee & Brahmasrene, 2013), reduction in forest coverage (Bilgili et al., 2017), long-term harm to biodiversity, and increasing production of waste (Michailidou et al., 2016). Tourism, being a service business, has a positive impact on the environment by promoting environmental awareness, enhancing the environment, and protecting local biodiversity. Tourism is a societal phenomenon. Sanchez del Rio-Vazquez et al. (2019) argue that tourism has the potential to assist communities in attaining comparable social objectives and enhancing their standard of living, all the while safeguarding their cultural legacy. Simultaneously, tourism is defined as a social and cultural endeavour that involves both tourists and hosts, with an emphasis on prioritising the convenience of travellers (Tsundoda & Mendlinger, 2009). Moreover, the heightened inclination of inhabitants to engage in tourism services, foster local cultural growth, and enhance the region's influence are a few advantageous socio-cultural consequences (Torres-Ruiz et al., 2018).

Residents' attitudes and support for tourism development

The assessment of tourism's true impact and its potential for future growth relies heavily on the perspectives of residents. This aspect is central to the focus of this study. Prior studies have shown that individuals are more inclined to endorse the growth of tourism when they observe favourable outcomes associated with tourist destinations (Garca et al., 2015; Gursoy et al., 2017; Ribeiro et al., 2017). Residents who hold a viewpoint that emphasises the negative outcomes over the positive benefits are more inclined to be against the development of tourism (Kang & Lee, 2018; Gursoy et al., 2017). Residents play a vital role in the development of practical and sustainable tourism within local areas. Gaining resident support for tourism initiatives is essential and can be achieved by considering various viewpoints and conditions, including engagement in tourism development planning. Simultaneously, it also minimises the likelihood of enduring negative repercussions. Gursoy et al. (2017) and Rasoolimanesh et al. (2017) have highlighted the significance of taking into account the perspectives of locals when assessing the impact of tourism and their potential support for its future expansion. According to earlier studies, locals who believe that tourist attractions have positive benefits are more inclined to support sustainable tourism (Garca et al., 2015; Ribeiro et al., 2017). Locals are more likely to oppose tourism if they believe there are more costs than benefits (Gursoy et al., 2017; Kang & Lee, 2018). Locals are essential in promoting sustainable tourism in their communities, so it is important to consider residents' perception of tourism and how their perception influences their active participation in tourism activities, which might lead to tourism development.

Theoretical framework: Bottom-up spillover and social exchange theory

The bottom-up spillover theory, primarily utilized in psychological research, posits that life satisfaction results from the cumulative impact of various life domains, such as leisure, work, health, economic status, and family relationships (Sirgy & Lee, 2006). This theory explains how different sectors of life collectively influence overall life contentment. For instance, in employment, job satisfaction derives from factors like work hours, benefits, and workplace relationships, with leadership style significantly affecting work-life quality and overall life satisfaction (Kara et al., 2013). In tourism studies, the bottom-up spillover theory is adapted to examine how tourism experiences affect individuals' Quality of Life (QOL). Uysal et al. (2012) focus on the relationship between tourism activities and QOL, assessing the impact across various life domains. For example, Rahman et al. (2005) applied this framework to analyze tourists' satisfaction across three life domains: health, financial capacity, and emotional well-being. Further, Kim et al. (2013) investigated the QOL of residents in tourism destinations, considering aspects such as economic well-being and community. Woo et al. (2016) explored the well-being of tourism industry stakeholders, distinguishing between economic and non-economic (social, emotional, health/safety) well-being factors. Social Exchange Theory (SET) has been employed since the 1970s to understand residents' reactions to local tourism. This theory suggests that individuals evaluate the pros and cons before engaging in transactions (Emerson, 1976). Research using SET, such as by Ap (1992) and Jurowski (1997), has examined the social interactions between the tourism sector and local communities, focusing on how perceptions of tourism impacts influence support for its development. Andereck et al. (2005) found that the perceived benefits and drawbacks of tourism significantly shape local attitudes towards its progression. Moreover, studies have noted that understanding residents' assessments of these exchanges is crucial for advancing theoretical knowledge and fostering support for tourism development (Jurowski et al., 1997; Prayag et al., 2013). The hypothesis is grounded on social exchange theory and bottom spillover theory, which asserts that residents' assessments of the benefits and costs associated with tourism and their life satisfaction domain shape their support for tourism's further development. The research by Nyaupane & Andereck (2011) found that positive perceptions of tourism's economic and social impacts were

strongly associated with community support for tourism activities. Similarly, studies such as those by Wani et al. (2023) have indicated a direct link between improved QOL due to tourism and increased resident support for its development. By integrating these theoretical perspectives and empirical findings, Hypothesis H₁ was formulated.:

Hypothesis H₁: *proposes that there is a significant correlation between the impact of tourism on the quality of life (QOL) of community residents and their level of support for tourism development.*

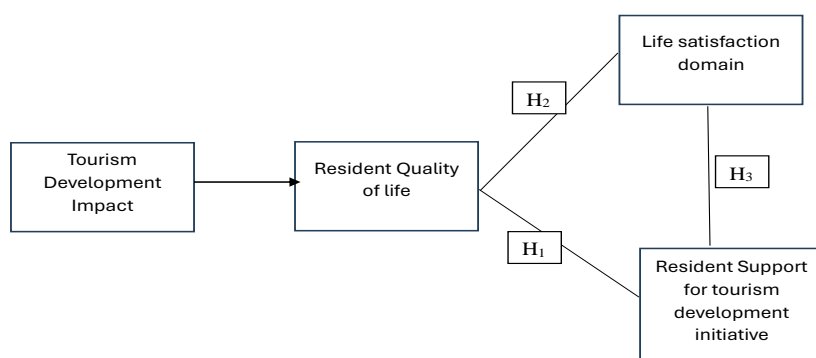


Figure 1: Developed theoretical framework model
Source: Derived from Kim et al. (2020)

The conceptualization of H₂ draws upon the work of Uysal et al. (2012), who suggest that the impacts of tourism can have profound effects on residents' perceived life satisfaction and overall quality of life. Perdue et al. (1990) have also explored how changes in the community attributed to tourism affect residents' life quality and satisfaction, suggesting a direct linkage between tourism impacts and QOL satisfaction. By examining the correlation between tourism's impact on QOL and residents' satisfaction, this hypothesis seeks to deepen the understanding of how tourism-related changes in a community influence individual satisfaction levels, which is pivotal for sustainable tourism development.

Hypothesis H₂ asserts that the effect of tourism on the quality of life (QOL) of community residents significantly correlates with their level of satisfaction regarding their QOL.

The genesis of H₃: is based on the premise that resident satisfaction with life quality plays a critical role in shaping their attitudes toward tourism development. Theoretical insights from Ribeiro et al. (2023) suggest that residents who are satisfied with their QOL are more likely to perceive tourism positively and support its development. This hypothesis aligns with the findings of Nunkoo & Ramkissoon (2012), who affirm that residents' satisfaction with their community life is a significant predictor of their support for tourism. The hypothesis is formulated to explore the direct link between residents' QOL satisfaction and their support for tourism, positing that a higher level of satisfaction with life quality due to tourism may engender greater support for its development

Hypothesis H₃: *posits that the satisfaction of resident with their quality of life significantly correlates with their support for tourism development.*

Study area

The study was carried out in the Southwest region of Nigeria, encompassing six states: Ekiti, Ondo, Osun, Ogun, Oyo, and Lagos. Geographically, this region is positioned within longitudes 20°31' E to 60°001' E and latitudes 60°21' N to 80°371' N, covering a land area of 77,818 square kilometres. As per the 2007 report by the National Population Commission, Southwest Nigeria had a population of 27,511,892, comprising 14,049,594 males and 13,462,298 females. The area experiences a tropical climate with two main seasons: the wet season spans from April to October, while the dry season occurs from November to March, with temperature ranges between 21°C and 28°C and humidity levels at 77%. The fertile land supports agricultural activities, which are the primary livelihoods, including crop cultivation and livestock farming. Besides agriculture, residents engage in various professions such as commerce, driving, and carpentry. English serves as the official language, while Yoruba and its dialects are predominantly used for informal communication. The research will focus on three key communities in three states within the region, each with a population between 9,000 and 14,000 individuals.

Research methodology

This study investigates the impact of tourist development on inhabitants' quality of life and support for its expansion, using a case study technique within a descriptive research framework and quantitative methods. Field surveys were carried out in three different communities across three states in Southwest Nigeria, utilising standardised questionnaires to collect data relevant to



the research aims. The primary subjects of this study were citizens of three Southwest villages known for their tourist attractions. The sites included a main tourist attraction in a tiny community, and tourist draws in major cities. The overall population of the selected villages was projected to be between 28,000 and 30,000. The sample size was calculated using the Taro Yamane formula, with a 95% confidence level and a 7% margin of error, yielding 579 respondents. This figure was increased to 600 to enable adequate data collection. To ensure that the sample was representative, stratified and simple random sampling methods were used. Data gathering used both primary (direct observations and questionnaires) and secondary sources (information from the Ministry of Tourism, academic publications, and online resources). The questionnaire, developed to represent the study questions, comprised both closed and open-ended questions. A section of the questionnaire collected socio-demographic information, whereas the remaining sections focused on the research issue. The data analysis used descriptive statistics to interpret questionnaire results and inferential statistics to evaluate hypotheses. The findings were presented through frequency distribution tables and other statistical methods. The theoretical framework was evaluated using Exploratory Factor Analysis (EFA) in the absence of mediating factors. Factor analysis tested the constructs' validity and reliability. Potential moderating effects were investigated using regression modelling. The link between dependent and independent factors and moderating variables was assessed using regression analysis. The technique focused on the moderating effect of tourism's impact on people's quality of life, contentment with tourism, and perceptions of their surroundings.

Result and discussion

The socio-demographic data analysis results reveal a predominant age group of 25 to 54 years within the community, with individuals above 60 years constituting the smallest demographic segment. This distribution underscores a population largely concentrated in their mid-life, especially within their forties. The income analysis shows a significant portion of the community earning between \$100 and \$250 while a minor segment earns above \$250, highlighting income disparities. Within the realm of tourism employment, 53% of the community residents are involved, with 8.4% in transportation and rental services, 5.8% in food services, 4.9% as tour guides, and 1.6% in tourism healthcare services. Further, among the family members of respondents, 9.6% are employed in food services, 3.8% in souvenir sales, and 2% in healthcare services related to tourism. This employment distribution offers insights into the economic activities and livelihood strategies prevalent within the community.

Resident support for tourism development

Table 1 reveals the result of resident support for tourism development in the community. The study's results reveal a strong inclination among the community's residents towards endorsing tourism expansion, attributable to its perceived communal advantages. A considerable 70.7% of the local population engages in cultural exchange activities, while a notable 51.6% advocate for vigorously promoting tourism. These activities encompass a range of initiatives, including offering community services to tourists, supporting tourism development programs, and contributing to environmental education and preservation endeavours. Additionally, a significant segment of the community—49.6% and 40.9%, respectively—assist tourists during their visits and partake in tourism planning and development processes. This behaviour underscores the community's active role in facilitating tourism growth through various means, such as direct assistance to tourists, engagement in cultural exchanges, and involvement in tourism development and environmental conservation initiatives (Eslami et al., 2019).

Table 1: The support of residents for the development of tourism in the community

	Yes (%)	No (%)	Mean	STD	Skewness
Participate in cultural exchange events among local inhabitants and tourists.	318 (70.7%)	132 (29.3%)	1.29	.456	.911
Promote and educate others about environmental improvement and conservation.	232 (51.6%)	218 (48.4%)	1.48	.500	.062
Participate in tourism planning and promoting tourism development projects within the community.	184 (40.9%)	266 (59.1%)	1.59	.492	-.372
Assisting tourists on their visit	223 (49.6%)	227 (50.4%)	1.50	.501	-.018
Providing community services such as security, transportation, and others for tourists	256 (56.9%)	194 (43.1%)	1.43	.496	.279

The influence of tourism on the resident's quality of life

Table 2 shows the result for the influence of tourism on residents' quality of life. The economic dimension of the impact of tourism on quality of life was analyzed using five variables. A principal component factor analysis with Varimax rotation was employed to refine the scale items. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were applied to assess the appropriateness of factor analysis. The KMO test yielded an acceptable value of 0.528, while Bartlett's test indicated significance at $p < .001$. This analysis identified a singular factor, which explained 59.05% of the variance, with all factor loadings surpassing 0.4. The scale's reliability, indicated by a coefficient of 0.762, exceeded the recommended threshold of 0.70, confirming its validity in accessing the research objectives. Six items were analysed to assess the community and leisure dimensions. The KMO measure (0.549) and Bartlett's test ($p < 0.001$) affirmed the data's fitness for factor analysis, as detailed. All items demonstrated factor loadings above 0.5 and converged on a single factor. Furthermore, the reliability analysis of six indicator items yielded a coefficient of 0.798, denoting high reliability and a variance explanation of 64.20%. The health and safety dimension was examined through four variables. The principal component factor analysis, supplemented by the KMO test (0.619) and Bartlett's test ($p < .0001$), validated the data's suitability for analysis. Varimax rotation revealed that the items loaded onto one factor, with loadings exceeding 0.55 and accounting for 68.92% of the variance.



The reliability of these items, as indicated by a Cronbach’s alpha of 0.818, supports their consistent use in assessing this dimension.

The scale for interpreting the results was structured as follows: values ranging from 1 to 1.8 indicated a positive impact, values between 1.9 and 2.5 signified a negative impact, and values of above 2.5 denoted no impact at all or neutral; this scale enabled a detailed analysis of how tourism affected various aspects of quality of life. The economic quality of life indicator showed a modest positive influence (29.3%) from tourism, primarily manifesting in enhanced family and individual income, job creation, and improved compensation and benefits. This finding is at odds with the conclusions of Andereck & Nyaupane (2011), who posited that personal benefits from tourism mediate the economic aspects' impact on quality of life (QOL). The study further revealed that community members perceive a significant uplift in their quality of life due to tourism, especially in leisure activities, community services, and amenities like restaurants, shopping centres, healthcare, and public transport. Contrary to this, the most pronounced positive impact was observed in the health and safety quality of life indicators. Residents noted improvements in safety and security, environmental cleanliness, and water and air quality, aligning with the findings of Nkemgu (2015) and Aref (2011), highlighting tourism's positive influence on community QOL through environmental conservation, enhanced security, and facilitated social interactions. Khizindar (2012) echoes these sentiments, suggesting that social, cultural, and environmental impacts positively affect residents' QOL. However, this contrasts with Yu, Chancellor, and Cole (2018), who argued that the social cost dimension does not significantly influence resident QOL.

Table 2: The influence of tourism on residents' quality of life

	Mean	Factor Loading	KMO	Cronbrach's	Bartlett's Test	Variance Explained (%)
Economic Indicator	1.736		0.528	0.762	0.000	59.05%
Resident's family and individual income generation	1.27	.683				
Employment prospects for local residents.	1.27	.741				
Residents' cost of living in the neighbourhood refers to the expenses associated with basic requirements, including food, shelter, and clothing.	2.38	.741				
Resident job's economic security	2.08	.654				
The compensation and extra benefits you receive.	1.68	.447				
Community and Leisure Indicator	1.55		0.549	0.798	0.000	64.20%
Recreational pursuits of individuals residing in your community	1.35	.533				
The amenities and infrastructure (such as roads, power, and other services) available in your neighbourhood.	1.31	.534				
Public transit services	1.48	.561				
Healthcare facilities and services available in your local community	1.57	.818				
Education services and institutes within the community	1.84	.728				
Restaurant and shopping amenities and provisions	1.75	.676				
Health and Safety Indicator	1.6		0.619	0.818	0.000	68.92%
Community water and air quality	1.25	.711				
Environmental cleanliness in the community	1.32	.815				
Community safety and security	1.48	.747				
Incidence of accidents or crime in your locality	2.35	.969				

Resident life satisfaction with their quality of life

Table 3 presents residents' life satisfaction assessed across four dimensions: economic, community, leisure, and health and safety, as defined in previous studies.

Table 3: Resident's life satisfaction regarding the domain of their quality of life.

	Mean	Factor Loading	KMO	Bartlett's Test	Cronbachs	Variance Explained
Economic Satisfaction Domain	2.70		0.666	0.000	0.915	56.50%
Your occupation	2.77	.833				
Your current salary level at your current job	2.74	.802				
The stability of your employment	2.74	.798				
The cost of indispensable commodities such as food, clothing, and other essential items.	2.58	.534				
Health and Safety Life Satisfaction Domain	3.04		0.619	0.000	0.910	53.62%
The safety and security of your community	3.02	.754				
The rates of accidents and criminality in your village.	2.92	.761				
The environmental conditions, specifically the quality of air and water, in your local community.	3.19	.679				
Community Life Satisfaction Domain	2.94		0.527	0.000	0.833	50.75%
The cleanliness of the environment and the quality of the air and water in your community.	3.19	0.488				
The community's accessible infrastructure and services.	2.80	.833				
The services you get include but are not limited to transportation, healthcare, and education.	2.85	.768				
Leisure Life Satisfaction Indicator	3.11		0.607	0.000	0.856	54.50%
Leisure time	3.06	.762				
Recreational pursuits within your local community	3.19	.793				
The cultural activities and their corresponding benefits that you participate in and experience.	3.08	.652				

Life satisfaction levels were measured on a scale where 1 to 2.4 indicates dissatisfaction, 2.5 neutrality, and 2.6 or higher satisfaction. For economic satisfaction, four variables indicated high data suitability for factor analysis, with a Kaiser-Meyer-Olkin (KMO) measure of 0.666 and Bartlett’s test showing significance ($p < .0000$). A principal component analysis revealed one factor explaining 56.50% of the variance, with factor loadings above 0.50 and a Cronbach's alpha of 0.915. Health and safety were analysed through three variables, showing a KMO of 0.619 and a significant Bartlett’s test ($p < .0001$), with one factor accounting for 53.62% of the variance and a Cronbach’s alpha of 0.910. Community and leisure dimensions were



similarly analysed, indicating suitable data reliability and factor analysis validity, with respective Cronbach's alphas of 0.833 and 0.856. The study found high resident satisfaction with leisure, health, and safety aspects of their lives, corroborating Suntikul et al. (2016), who found similar satisfaction levels in the Hue community in Vietnam, despite dissatisfaction with infrastructure and amenities. Despite these positive impacts, residents showed limited satisfaction with economic aspects, echoing concerns about job quality, income levels, job security, and living costs, as Suntikul et al. (2016) noted. The study also highlighted issues like tourism mismanagement, maintenance challenges, inadequate investment, and ownership disputes impacting tourism growth.

Hypothesis result

Tables 4 and 5 show the relationship between quality of life and residents' support for tourism growth. The findings of this study illuminate the consequential impact of tourism on various aspects of residents' quality of life, which, in turn, influences their support for tourism development. Specifically, the analysis indicates that tourism significantly affects socio-economic factors ($p < 0.05$), catalysing residents' support for tourism initiatives. Conversely, the impact of tourism on health and safety indicators and community indicators was not found to be significant ($P > 0.05$). Overall, the study reveals a strong correlation between the effects of tourism on locals' quality of life and their support for the growth of the tourism sector, as shown by the F-test value of 5.618 and the significance level of 0.018, which are below the standard value ($P\text{-Value} > 0.05$). This correlation elucidates that enhanced positive repercussions of tourism on residents' quality of life amplify their backing for tourism development in the community, culminating in the acceptance of the hypothesis (H_1). Woo (2013) partially supports this, indicating that overall QOL predicts support for tourism development. The research underscores a significant connection between the effects of tourism on residents' QOL and their life satisfaction, affirming that tourism's positive aspects substantially influence residents' overall life satisfaction.

Table 4: Multiple regression results for the hypothesis 2 co-factor

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		t
		B	Std. Error	Beta		
1	(Constant)	1.323	.054		24.304	<.001
	Economic Indicator	.063	.022	.135	2.835	.005
	Community and leisure Indicator	.021	.022	.048	.972	.331
	Health and Safety Indicator	-.002	.021	-.006	-.119	.905

a. Dependent Variable: Support for Tourism Development

Table 5: The relationship between tourism's impact on residents' quality of life and their support for tourism development

Model		ANOVA ^a				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.231	1	.231	5.618	.018 ^b
	Residual	18.460	448	.041		
	Total	18.692	449			

a. Variable Dependent: Backing for Tourism Enhancement

b. Predictive Variables: (Constant), Life Quality

Table 6 shows hypothesis test results regarding the correlation between residents' quality of life and their satisfaction with their life domain. The H_2 hypothesis is accepted based on the statistical evidence. The R^2 value of 0.182, the F-value of 15.410, and the significant level of 0.000 (which is lower than the recommended threshold of $P \leq 0.05$) all indicate a significant relationship between the impact of tourism on residents' quality of life and their life satisfaction levels. Therefore, the null hypothesis is rejected. This indicates that the influence of tourism, whether positive or negative, will have a corresponding impact on residents' satisfaction with their quality of life or overall well-being. In addition, the table shows that there is no significant correlation between resident satisfaction with their life domain and their support for tourism development. This is because the significance level of 0.098 is higher than the standard value of $P \leq 0.05$, so hypothesis H_3 is rejected. This contradicts the study of Woo et al. (2015), which indicates that residents' satisfaction with their life domain enhances their support for tourism development in the community.

Table 6: Multiple regression result for the hypothesis 3 and 2

	R2	Standardized Coefficients Beta	F-Value	Pearson Correlation value	Significant Level	Decision
H_2 : Resident quality of life ** Life satisfaction	0.182 ^a	-0.182	15.410	-0.182**	0.000	Accepted
H_3 : Support for tourism development**Life Satisfaction domain	0.078 ^a	0.078	2.751	0.078	0.098	Rejected

Conclusion

Tourism is increasingly recognized for its economic benefits and broader impacts on the social, cultural, and environmental aspects of local communities in developing countries. It offers significant potential for enhancing the quality of life by providing jobs, income, and cultural exchanges while also necessitating a focus on the diverse and sometimes uneven benefits it brings to different community segments. This study explores the multifaceted effects of tourism on the quality of life and the local support for its future development. Residents, predominantly middle-aged and engaged in various jobs, including self-employment and farming, reflect an economically active and diverse community. Despite this diversity, with many earning between \$100 and \$250 monthly, there's a notable disparity in economic gains from tourism. While a majority supports tourism due to its perceived economic and social benefits, direct engagement in tourism-related jobs remains low, suggesting room for growth in community-based tourism initiatives. Moreover, residents generally report high satisfaction in aspects of life such as



leisure, health, safety, and community engagement. However, economic contentment is less pronounced, indicating that while tourism enhances life quality in some areas, it may not adequately address economic challenges like job security and income equity. This highlights the need for targeted interventions to redistribute tourism's economic benefits more equitably. The findings advocate for a holistic approach to community development by integrating economic, environmental, social, and infrastructural factors, ensuring that tourism boosts the local economy and contributes to overall life satisfaction. Policymakers and stakeholders are urged to consider local perceptions in decision-making, invest in local amenities, and manage tourist attractions effectively to foster sustainable and inclusive growth that benefits all community members.

Theoretical and practical implications

This study uses bottom-up spill-over to explore the connection between tourism, residents' quality of life, and support for tourism development. The bottom-up spill-over theory suggests resident satisfaction with their quality of life because of tourism's impact on the life satisfaction domain influences their support for its development. This research integrates these theories to assess how tourism affects residents' life satisfaction and quality of life. Key studies, such as those by Wani et al. (2023), Munanura et al. (2023), and Hassan et al. (2022), examine the nuanced impacts of tourism on resident satisfaction, highlighting the complex factors that foster or hinder support for tourism. The research expands bottom-up spill-over theory by applying it to how tourism affects community residents, analyzing the influence of different tourism aspects (economic, social, environmental) on life satisfaction and tourism support. Additionally, the study underscores the importance of considering resident perspectives in tourism impact assessments, often overlooked in favor of economic or environmental impacts. Focusing on resident satisfaction and quality of life, the research advocates a holistic approach to evaluating tourism's success and sustainability. Insights into residents' support mechanisms can assist in shaping inclusive, beneficial tourism policies and community planning. This study enriches theoretical frameworks and offers practical insights for enhancing community engagement and participatory development in tourism.

For practical implication, the study offers insightful observations on how tourism growth correlates with the living standards of local inhabitants in tourist areas. It provides a foundation for creating sustainable and resident-focused tourism policies. The findings can inform policymakers and planners about tourism development's direct and indirect effects on the local community's quality of life, enabling them to tailor their strategies to enhance positive and mitigate negative impacts. Community engagement and empowerment are crucial, as understanding the correlation between tourism development and residents' support for initiatives can lead to more inclusive and accepted tourism development strategies. Economic diversification can be guided by insights into how tourism activities influence residents' well-being, helping to mitigate risks associated with over-reliance on tourism. The research findings can inform tourism marketing strategies, emphasizing the role of community endorsement in promoting destinations. Investors and developers can use the research to make informed decisions about where and how to invest in tourism development. Understanding residents' perspectives can help identify high-potential areas for successful tourism projects, reducing conflict risks and enhancing long-term success. The research can also guide the creation of tourism experiences that contribute positively to local quality of life. This could involve developing tourism products that offer employment opportunities, foster community development, and encourage cultural exchange without compromising the destination's social fabric or environmental integrity. The research findings can serve to establish benchmarks for monitoring and evaluating the impact of tourism on local communities. Regular assessments of residents' support and satisfaction can help stakeholders gauge the effectiveness of their strategies and make necessary adjustments. This research contributes to the academic discourse on sustainable tourism, offering a nuanced understanding of how tourism development intersects with community well-being. It also serves as a basis for further studies exploring these dynamics in different contexts.

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