

Tourism impacts on the sense of well being and satisfaction of life

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Abstract

The increasing of global welfare and economic development have caused the increasing number of tourists travelling around the world. Tourism and travelling are tertiary needs and have only become lifestyle when people or family have achieved considerably above average income. The increase of travelling lifestyle has not only impacted to the tourists themselves but also the residents living in the tourism areas. The objective of this study is to investigate how tourism impacts in terms of economic, social, cultural, and environmental impact on residents' well-being (material, community, emotional and healthy/safety well-being). Further, residents' welfare are tested on their impacts on life satisfaction. This research collected 179 valid responses from the city of Yogyakarta residents around local tourism areas. Using Partial Least Squares (PLS), it reveals that social and cultural impacts of tourism do not influence residents sense of well-being as well as their satisfaction with their life. Thus, residents' life satisfaction caused by tourism activities are more defined by economic and environmental impacts. These impacts have been identified to significantly influence sense of material well-being and sense of health and safety. It can be concluded that from the tourism perspective, residents' life satisfaction is determined more from the gain in material well-being, health and safety.

Keywords: *tourism impacts, residents' well-being, life satisfaction*

INTRODUCTION

Tourism has been given a special attention due to its potential contribution on economic development. The government as well as the private sectors increasingly treated tourism as an important industry that can enhance local income and tax revenue as well as increasing employment opportunities and other economic benefits. When a particular area becomes tourism destination, the lives of the people in the local community are affected by tourism activities. Studies have identified many impacts of tourism to local communities both directly and indirectly. The impacts can be positive and negative (Allen et al., 1993; Kim et al., 2013). Those are usually categorized into four sectors: economic, social, cultural and environmental sectors. Other tourism impacts are also studied such as impacts on social well-being (Andereck 1995), cultural well-being (Tosun 2002; Wang et al., 2006) and environmental well-being (Andereck 1995).

The studies of tourism impacts can be seen from two perspectives which are from tourists (visitors) and from the local residents (communities). Tourists can be a



good source information since they travel in many places and from them, it is possible to have a good comparison and suggestions from different views. Meanwhile, local residents are also a good source of information as they can provide long term views (Merrilees et al., 2009). The local residents are affected by tourism activities for a long term, and thus they can provide suggestions for long term impacts. Indeed, the success of tourism activities are determined by the acceptance of the residents around the tourism objects. Tourists will interact mostly with the local residents. The local residents are also the main subject that provide the services and attractions for tourists.

Since the involvement of the local residents is very important to support tourism success as well as tourism development, thus residents' perceptions on how tourism impacts affect their life is important. Furthermore, it is also important to observe how the tourism impacts influence the residents' sense of well-being in various life domains such as 1) material life (economic), community life (social), emotional life (cultural), and environmental (health and safety). Kim et al., (2013) study has identified that the fulfillment of residents' well-being influence residents' life satisfaction. When residents feel satisfied with their life because of tourism activities, it is expected that residents will behave positively to support tourism development in their area. Thus, the objective of this study is to analyze the impacts of tourism, in terms of economic, social, emotional and environmental aspects, towards the resident's sense of well-being (material life, community life, emotional life and healthy-safety) and how these senses of well-being influence residents' satisfaction with their life.

RESEARCH METHODS

Tourism impacts in the literature review can be analyzed from different perspectives such as economic, social, cultural, and environmental. First, the economic impact from tourism activities is seen as an economic force either positive or negative. The positive economic impacts suggest that tourism helps to increase business activity, improve the standard of living and increase investment (Kim et al., 2013). Whereas, the negative impacts refer more to the increase in property taxes, the increase in local price of goods and services and the increase in the price of land/property. Other studies have found no economic effects or neutral (no change) (Belisle and Hoy 1980). These mixed findings suggest that the impacts of tourism may change over time in line with the developmental stages of tourism (Kim et al., 2013).

Second, the social perspective of tourism impact. The social impacts can be both positive and negative. The negative impacts of tourism have been shown in the studies where there are traffic congestion problems, crowdedness in the public areas and other social problems (Andereck 1995). There is also evidence that tourism causes social ills such as drug trafficking, prostitution, begging and gambling (Andereck et al., 2005). All of these cause deteriorations of the local value and local tradition (Andereck et al., 2005). In contrast, there also exists the positive social impact. For example, tourism offers more opportunities to enhance facilities such as better infrastructures, outdoor facilities, telecommunications, market, parks and roads (Perdue et al., 1991).

Third, the culture perspective of tourism impact. The cultural impacts are also both positive and negative. The negative impact is sometimes called as "culture exploiter" (Pearce 1996; Kim et al., 2013). Tourism may cause disruption of traditional

cultural structures and behavioral patterns (Kim et al., 2013). However, from the positive aspects, tourism may also revitalize cultures when it is about to leave off (Wang et al., 2006). Tosun (2002) found that there also exists some variety of cultural impacts which has a correlation with the social relationship between residents and tourists. The difference in the social and cultural relationship between locals and tourists in regions may be related to residents' education level, communication capabilities and their perceptions of international tourists. The last aspect which is regarding to the environmental perspective of tourism also brings both positive and negative impacts as well as the previous three aspects. With regard to the positive impact, tourism helps create better awareness for the environmental preservation. Environmental preservation is emphasized to capture the natural beauty for tourist purposes. Tourism industry is usually followed by increasing investments in the environmental infrastructure by the host country. Tourism is also said to be relatively a clean industry. It produces less pollution problems compared to other industries (e.g., manufacturing). Tourism "clean" industry helps the community and its surroundings to improve their physical appearance (Kim et al., 2013). However, many also believe that tourism causes environmental pollution. Tourism is also believed to responsible for the destruction of natural resources, the degradation of vegetation and the depletion of wildlife (Andereck 1995).

As previously explained, residents are one of the most important stakeholders of tourism industry. Research is needed to better understand how tourism impact affects community residents' in terms of their overall senses of well being. These senses of well-being are translated into four life domains, namely material life, community life, emotional life, and health and safety. When the sense of well-being can be influenced by tourism impacts, further questions may arise. Do these perceptions of sense of well-being in various life domains further impacts on life satisfaction of the residents? Again, it has to be considered that residents' sense of well-being and overall life satisfaction varies depending on the stage of tourism development in the affected areas and residents' background. Life satisfaction is defined as "people's overall assessment of their feelings and attitudes about their life at a particular point of time" (Diener 1985; Prasoon and Chaturverdi 2016). The assessment ranges from negative to positive. Satisfaction of life domains can be in the forms of satisfaction with community, satisfaction with family, satisfaction with work, satisfaction with social life and satisfaction with health, and etc. In the tourism industry, residents' life satisfaction can be influenced indirectly by tourism impacts in specific life domains (Kim et al., 2013). More specifically, the sense of well-being (material life, community life, emotional life and health and safety) mediates the influence of tourism impacts (economic, social, cultural and environmental) to residents' life satisfaction. To conclude, this study will examine two major propositions: (1) residents' perception of tourism influences their sense of well-being in various life domains (material, community, emotional, and health/safety well-being), (2) residents' senses of well-being influences their life satisfaction. When the residents perceive tourism impacts positively then the greater the positive effect on well-being in life domains (material, community, emotional, and health/safety well-being). Since the tourism impacts can be positive or negative thus, changes in this positive or negative perceptions affect life domains perceptions which further contribute to changes in satisfaction of life. Therefore, this study proposes the following hypotheses:

- H1a: The economic impact of tourism positively affects residents' sense of material well-being
- H1b: The social impact of tourism positively affects residents' sense of community well-being
- H1c: The cultural impact of tourism positively affects residents' sense of emotional well-being
- H1d: The environmental impact of tourism positively affects residents' sense of health and safety and well-being
- H2a: Residents' sense of material well-being positively affects their satisfaction of life.
- H2b: Residents' sense of community well-being positively affects their satisfaction of life.
- H2c: Residents' sense of emotional well-being positively affects their satisfaction of life.
- H2d: Residents' sense of health and safety well-being positively affects their satisfaction with life.

Yogyakarta is one of the main tourism destination in Indonesia. Yogyakarta is regarded as special destination due to its historic contribution to Indonesia's independence as well as the numerous cultural heritages along with Kraton (Sultanate palace) which can be found there. Additionally, the citizens of Yogyakarta have also actively involved in the tourism activities. Considering to the tourism industry achievements, Yogyakarta has been awarded in three consecutive years (2009-2011) as the "Best Province on Tourism Development" (Suara Merdeka 2012). Whereas, in 2009, 2011 and 2013, Yogyakarta province was awarded as being the most livable city in Indonesia (IAP 2011). The environmental, social, cultural, and economic factors are used by the IAP as indicators to assess the quality of the city/place. This study will focus on the smaller area setting which is Kota Yogyakarta (Yogyakarta city), where there are some historic sites located such as Kraton, Malioboro and Kotagede. The activities of the tourism sites do affect the local people's daily activities, while some may be able to take the benefits from tourism such as by selling tourism products, opening shops and services such as tour guide, transportation or other well-being services such as spa, dance courses, and etc. Meanwhile, some others cannot avoid the overcrowding, traffic jam, and the rising costs of living in the tourism areas. In order to gain success for the tourism development, the local government and tourism planner should take the first priority for the residents to reduce the negative impacts and increase the benefits from tourism activities.

RESULTS AND DISCUSSION

To achieve the objective of the study, residents of Yogyakarta city were targeted as respondents. The study had collected 179 valid respondents as samples. Purposive sampling was chosen in which respondents should be the legal residents of Yogyakarta city and at least had been living around for the last two years. Two statistical tools were used for the study namely SPSS and PLS (Partial Least Squares). SPSS was used for running and analyzing descriptive analysis. Smart PLS which was developed by Ringle, et al. (2005) was used to test the validity, reliability as well as to analyze the structural model as proposed in the hypotheses. PLS was chosen since the research model was quite complex. The model had four intervening variables so it was considered as a complex model. Using PLS, the validity and reliability of the item used were analyzed

by the measurement model. The tests for reliability and validity in PLS covered individual loadings, internal composite reliability (ICR), average variance extracted (AVE) and discriminant validity (Chin 1998). After completing the first analysis (measurement model), the second process was analyzing the structural model. PLS in the structural model assessed the causal relationship between variables investigated in the research model. The hypotheses were tested by assessing the path coefficients, t-statistics, and r-squared value (Chin 1998).

The SPSS results revealed that respondents' age ranged from 16 to 58 years old and the means was 40 years old. The residents' education level were varied and the majorities of respondents' were high school to bachelor degree graduates. Residents' monthly expenditures were at minimum around Rp. 5.000.000 per month. From the descriptive backgrounds, it can be viewed that the residents living around the tourists' areas in the city of Yogyakarta were middle income residents. Only few of them worked in the tourism sector but they mostly welcomed the changes and dynamic of their area as a result of tourism activities. The purchasing power of the local residents in Yogyakarta was not far different from the residents in the other regions in Yogyakarta and in Indonesia as a whole. The condition may reflect that the impacts for tourism in raising the cost of live in the city of Yogyakarta is not high or still tolerable. The most obvious response by the residents were the rapid increase in the number of hotels and cafes. There are positive and negative impacts for the number due to traffic jam from visitors who stay in the hotel who also park for having meal.

Table 1. Reliability and validity analysis

	AVE	Composite Reliability	R Square	Cronbach's Alpha	Communality	Redundancy
Community						
wb	0.5553	0.8612	0.0641	0.7981	0.5553	0.0343
Cultural	0.5868	0.8754	0	0.853	0.5868	0
Economics	0.6088	0.8845	0	0.8517	0.6088	0
Emotional wb	0.789	0.882	0.0644	0.7345	0.789	0.0514
Environmental	0.8385	0.9121	0	0.8097	0.8385	0
Health safety	0.707	0.8784	0.1449	0.7973	0.707	0.0929
Material wb	0.8626	0.9262	0.1302	0.8419	0.8626	0.1109
Sat life	0.5952	0.8773	0.4839	0.8252	0.5952	0.0346
Social	0.6822	0.8067	0	0.5914	0.6822	0

Table 1 shows the results for validity and reliability analysis. Reliability can be identified from the results of composite reliability (ICR) and Cronbach alpha. The results show that all ICR are above 0.8. According to Fornell & Larcker (1981), ICR should produce a value of 0.7 or higher. ICR was also used as a test for convergent validity. The value of Cronbach alpha was also all above 0.73 except Social with 0.59 which is still acceptable. AVE measures the average variance and relates between a set of items and their respective variables/construct (Hulland 1999). AVE value should be at least 0.50 which explains that at least 50% variance of the indicators are captured by the variable/construct (Chin 1998; Fornell & Larcker 1981). AVE scores for all variables used in the model are above 0.5, thus the scores are above the rule-of-thumb as recommended by Fornell & Larcker (1981) and Chin (1998).

Table 2. AVE square root

	Community wb	Cultural	Economics	Emotional wb	Environmental	Health safety	Material wb	Sat life	Social
Communitywb	0.7452	0	0	0	0	0	0	0	0
Cultural	0.2403	0.766	0	0	0	0	0	0	0
Economics	0.3802	0.3373	0.7803	0	0	0	0	0	0
Emotionalwb	0.693	0.2538	0.3051	0.8883	0	0	0	0	0
Environmental	0.3353	-0.0032	0.2776	0.4589	0.9157	0	0	0	0
Healthsafety	0.7094	0.0951	0.2951	0.6833	0.3807	0.8408	0	0	0
Materialwb	0.6662	0.1112	0.3608	0.6682	0.3987	0.5911	0.9288	0	0
Satlfe	0.5678	0.0865	0.2379	0.5823	0.3601	0.6251	0.6024	0.7694	0
Social	-0.2531	0.0124	-0.018	-0.1761	0.2137	-0.2621	-0.1716	-0.146	0.8259

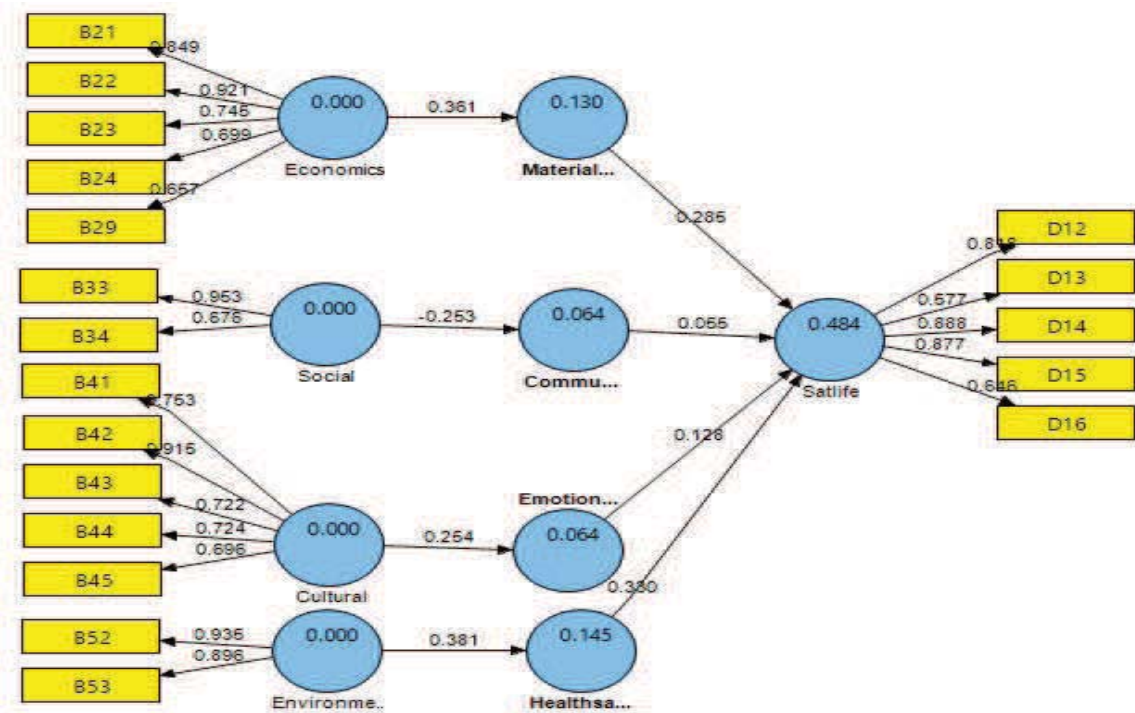


Figure 1. PLS final analysis

While the cross-loading analysis has been satisfactory, the last procedure for testing the discriminant validity uses the square root of the AVE. The square root of the AVE test is demonstrated by comparing the square root of the AVE for each constructs (Bold) with the correlations between the construct and other constructs in the model (Table 2). The diagonal bold values illustrates all the square roots of the AVE values (Table 2). The discriminant validity occurs when the square root of the AVE of each construct is higher than the correlations between the construct and other constructs. For example, the AVE square root of community well-being is 0.7452 which is higher than the inter-construct correlations -0.2531 to 0.7094.

Table 3. Path coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Community wb -> Sat life	0.0548	0.0622	0.149	0.149	0.3677
Cultural -> Emotional wb	0.2538	0.2338	0.246	0.246	1.0316
Economics -> Material wb	0.3608	0.3871	0.0807	0.0807	4.4714
Emotional wb -> Satlife	0.1285	0.1366	0.1157	0.1157	1.1105
Environmental -> Health safety	0.3807	0.3703	0.1271	0.1271	2.9951
Health safety -> Satlife	0.33	0.3142	0.1303	0.1303	2.5327
Material wb -> Satlife	0.285	0.2937	0.0991	0.0991	2.8752
Social -> Community wb	-0.2531	-0.2639	0.0946	0.0946	2.6769

After testing the validity and reliability, the structural analysis can be further conducted. From the Figure 1 (PLS final analysis) and Table 3 (Path Coefficient), we can see that three hypotheses are not supported. Those hypotheses are the influence from community well-being on satisfaction of life, cultural impacts on emotional well-being and emotional well-being on satisfaction of life. The structural model shows that the sense of well-being togetherness influence satisfaction of life with R-squared (R²) of 0.484. The use of R-squared (R²) is important to predict the ability of the model. The bigger the R², the more predictive power the model implies. The direct and indirect relationships of the model can be seen in Figure 1 and Table 3. Therefore, the hypotheses of the study can be concluded in the following table 4.

Table 4. Conclusion

	Original Sample (O)	T Statistics (O/STERR)	Conclusion
H1a: The economic impact of tourism positively affects residents' sense of material well-being	0.3608	4.4714	Supported
H1b: The social impact of tourism positively affects residents' sense of community well-being	-0.2531	2.6769	Supported
H1c: The cultural impact of tourism positively affects residents' sense of emotional well-being	0.2538	1.0316	Not Supported
H1d: The environmental impact of tourism positively affects residents' sense of health and safety well-being	0.3807	2.9951	Supported
H2a: Residents' sense of material well-being positively affects their satisfaction of life.	0.285	2.8752	Supported
H2b: Residents' sense of community well-being positively affects their satisfaction of life.	0.0548	0.3677	Not Supported
H2c: Residents' sense of emotional well-being positively affects their satisfaction of life.	0.1285	1.1105	Not Supported
H2d: Residents' sense of health and safety well-being positively affects their satisfaction of life.	0.33	2.5327	Supported

The results of the study provide the following discussions. Community residents reside in the city of Yogyakarta have perceptions of tourism impact in terms of economic, social, cultural, and environmental impact. Further, there are mix findings whether all of these tourism impacts influence their sense of well-being in corresponding to life domains. Specifically, residents' positive perceptions of economic impact were found that they significantly influence residents' sense of material well-being. Further, the perception of material well-being positively influence residents' satisfaction of life. The fact implies that tourism is perceived to be able to increase the residents' standard of living, generate employment and increase revenues of the local business. The material well-being positively effects on satisfaction of life has been found in some studies (e.g., Gursoy, et al., 2002; Jurowski, et al., 2006). Jurowski et al. (1997) arguing that when a location becomes a tourists destination, the lives of the local residents will be affected by the tourism activities either positively or negatively. Therefore, satisfaction or dissatisfaction with living conditions will spill vertically to the satisfaction of life domains (Kim et al., 2013).

Satisfaction with a particular life condition (sense of well-being) influences the overall satisfaction of life of the residents. The study found that social impacts of tourism influence the community well-being. However, the community well-being does not influence residents' satisfaction of life. The findings can be implied that as residents increasingly perceive the positive social impact of tourism, they agree that community well-being also increases. For example, the development of public infrastructure, shopping facilities and other entertainment facilities. These facilities are to serve both the residents and the visitors. However, this community well-being is not strong enough to be the reason that causing the life satisfaction of the residents. Residents may see that the current improvement in facilities and infrastructure development are a standard facility that must be provided by the government.

The study found that both the cultural impacts relationships on emotional well-being and the impacts of emotional well-being on residents' satisfaction of life are not significant. The finding is different from the previous studies in which positive significant relationships exists. Interpreting the findings is difficult since the fact shows that in many tourism areas, residents and tourists are mixed and make intense interactions. Both parties learn their cultures and change the knowledge. Chen, (2000) argued that tourism helps keep the culture alive and preserve traditional art, maintains cultural identity and transfer them into the next generation. The finding in the study in which the hypotheses are not supported (H1c and H2c) may due to the fact that not all respondents involve in the tourism activities. They may be the residents and reside in the city of Yogyakarta, but they do not work or receive much benefits from tourism activities. The lack of contact with tourists or tourism activities may be the reasons why the residents do not have emotional sense with tourism which may lead to increase in their life satisfaction.

Lastly, the study reveals that there are positive relationships between the environmental impact of tourism and residents sense of health and safety. Further the sense of healthy and safety also positively influence the residents' satisfaction of life. The finding implies that the residents agree that tourism helps to create greater awareness to preserve the environment as it has its natural beauty for tourist purposes. Thus, the environment should be preserved and maintained to provide adequate

resources to meet the needs for both residents and tourists. When the residents perceive the positive environmental impact of tourism, they will likely to develop the sense that they are healthier and safer. Healthier meant is in the sense that with the improved environment, cleanliness and a lot of green areas, they can feel healthier. With the better environment preservation, disaster may also can be reduced such as flooding and land sliding. The increase on the sense of health and safety is perceived to significantly cause the life satisfaction of the residents in the city of Yogyakarta.

Overall, the life satisfactions of the residents affected by tourism activities can be explained by the four elements of tourism impacts (economic, cultural, social and environmental). However, there are some degree of differences whether these tourism impacts will all positively influence the sense of well-being of the residences and further, their satisfaction of life. The more involved the residents with the tourism activities the higher life satisfaction may they have when their sense of well-being is also increasing.

CONCLUSION

The research is conducted with the belief that the success of tourism development is largely dependent on the participation of the residents living in the tourism destination. The aim of the research is to analyze how the residents' perceptions on tourism impacts (economic, cultural, social and environmental) influence their sense of well-being (material life, emotion life, community life and healthy-safety life). Further, it is also analyzed whether the sense of well-being will affects residents' satisfaction of their life. Findings from the study after analyzing 179 valid responses from the city of Yogyakarta residents reveal that three hypotheses are not supported namely cultural impacts influence on emotional life, emotional life and satisfaction of life, and community life with satisfaction of life. Meanwhile, other hypotheses are supported (economic impacts-material life, material life-life satisfaction, social impact-community life, environmental impact-healthy/safety, healthy/safety-satisfaction of life).

The implications from the study can be addresses to academics in which finding and determining the variables which may be perceived by residents to support tourism are important. The variables that may further influence residents' life satisfaction should always be updated since residents should be taken as the first priority to receive the benefits of tourism impacts. The success of tourism development is largely dependent on the local residents reside in the tourism areas. Similarly, for tourism providers and the government, they should listen closely to the voice of the residents in order to succeed their tourism development. All aspects that may increase residents' sense of well-being should be taken as priority since these may lead to satisfaction on residents' life. The more the residents are satisfied with the tourism activities, the more and the better they will support tourism development.

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