

Effects of Responsible Tourism on the Quality of Life of the Community of Com Village

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ABSTRACT

This research investigates the influence of responsible tourism on the quality of life of the community in a tourism destination. A survey questionnaire was distributed to 276 households and the returned data analysed using Smart-PLS 3.0. The findings reveal that responsible tourism has significant impacts on the quality of life in the community. This implies that government and other stakeholders should develop appropriate strategy for responsible tourism to enhance economic growth and social development, ultimately contributing to an improved quality of life of the community in the tourism destination.

Keywords: Economic impacts of responsible tourism, social impacts of responsible tourism, quality of life of community.

1. Introduction

Recent empirical studies have examined tourism impacts on quality of life of communities in tourist destinations. Tourism influences community well-being in domains of life such as material and emotional well-being (Woo, Kim and Uysal, 2015). Tourism also has an economic impact on income generation, and job creation (Wang et al., 2020), and training opportunities, which lead to an improved standard of living for a local community (Fachrudin and Lubis, 2016; Kubickova, Croes and Rivera, 2017; Uysal, Berbekova and Kim Lina, 2020).

Previous research on tourism destinations reveals that responsible tourism and quality of life have strong influences on each other. Responsible tourism influence positively and significantly on quality of life of community in tourism destination (Hanafiah et al., 2016; Mathew and Sreejesh, 2017; Su, Huang and Huang, 2018; Alrwajfah, Almeida-García and Cortés-Macías, 2020) as local community have positive perceived value of tourism activities (Caber, Albayrak and Crawford, 2020), job creation and income generation. Conversely, numerous empirical studies also found that responsible tourism adversely affect to the quality of life of the community in a tourism destination because of increasing price of goods, and possible environmental destruction, low skills and low payment, and unequal distribution of tourism revenue (Uysal, Woo and Singal, 2012; Farid, 2015; Lee and Jan, 2019; Gilliland, Sanchirico and Taylor, 2020).

The most important of social impact of responsible tourism is to get to know another culture, which can contribute to the improvement of the quality of life and the

preservation of the culture heritage (Gondos, 2014; Mathew and Sreejesh, 2017) because tourism can help to improve quality of life through material well-being and emotional well-being (Mathew and Sreejesh, 2017). Conversely, social impacts of responsible tourism may adversely influence quality of life of local community in a tourism destination (Lee and Jan, 2019) due to lack of knowledge on how to engage community, poor tourism planning and managing, inability of managing the changing of the local community's habits and culture upon the arrival strangers (Farid, 2015), lack of understanding of local communities, poor local participation (Uysal, Woo and Singal, 2012), and increasing crime rate in the community (Lee and Jan, 2019), .

Therefore, empirical studies are needed to test the influence responsible economic and social tourism on the quality of life of the community in tourism destination, particularly in emerging tourism destination such as Timor-Leste. The objectives of this research are: (1) To test and explain the influence of responsible tourism on the quality of life of the community in an emerging tourism destination; (2). To test and explain the influence of social impacts of responsible tourism on the quality of life of the community in emerging tourism destination.

2. Theoretical Framework and Hypothesis Development

2.1 Economic Effects of Responsible Tourism

Responsible tourism is understood as the participation of relevant stakeholders such as consumers, suppliers, tourism service providers, governments, local people to ensure tourism activities can provide mutual and sustainable benefits to all involving stakeholders (Rasdi et al., 2019).

Responsible tourism contributes to the economic growth, job creation, income generation, local business participation, job creation, create market for local products and engagement of local people (Kim, Uysal and Sirgy, 2013; Uysal et al., 2015; Yu, Cole and Chancellor, 2016; Alrwajfah, Almeida-García and Cortés-Macías, 2020; Vogt, Andereck and Pham, 2020; D'Arco et al., 2021). Therefore, responsible tourism requires responsibility and action by stakeholders such as operators, hoteliers, governments, local people and tourists to make tourism more safe, benefits and sustainable (Lee and Jan, 2019; Rasdi et al., 2019; Vaduva, Echevarria-Cruz and Takacs, 2020).

2.2 Social effects of Responsible Tourism

Social impacts of responsible tourism describe related between host and visitors forms and objectives to clarify its potential value to prevent social exclusion. It plays an important role in order to achieve social benefits. Social tourism provides simultaneously stimulated the local community and increase the income of country's taxes and a reduction of unemployment opportunities (Uysal et al., 2015; Su, Huang and Huang, 2018; Pyke, Pyke and Watuwa, 2019; Rasdi et al., 2019; McCabe and Qiao, 2020).

The measurement of social impacts of responsible tourism were adopted from previous research to measure this research local community engagement, Direct employment opportunities, direct for support enterprises, training for engagement and public awareness (Mathew and Sreejesh, 2017).

2.3 Quality of Life of Community

Community quality of life concerns the degree to which human needs are fulfilled in relation to their perception of subjective well-being (Croes, Ridderstaat and van Niekerk, 2018). The quality of life has also been defined as the extent of well-being felt by individual or group of people (Aref, 2011). Quality of life sometime defined as happiness and well-being refer to one's satisfaction with life, and feelings of contentment or fulfilment with one's in experiences the world (Benckendorff *et al.*, 2009; Moshin, Brochado and Rodrigues, 2020). Therefore, quality of life can be seen as enjoyment, achievement, and refer to the physical, psychological and sociological state of being of people (Rasdi et al., 2019).

The quality of life of community can be measured by well-being of material, emotional, health and safety, life satisfaction and made up of happiness. For example, quality of life of community or well-being is typically captured by objective measure of economic well-being (e.g. household income) (Uysal et al., 2015). Mathew and Sreejesh (2017) measured the quality of life of residents in the community can be measured by material well-being and emotional well-being. (1) Material Well-being. The material well-being is the satisfaction that can be shared by income and

employment, income at current job, family income and cost of basic necessities. (2). Emotional Well-Being. The emotional well-being is can be satisfied by leisure activity, religious services, cultural preservation, cultural exchange

2.4. Conceptual Framework

This research was based on a study by Mathew and Sreejesh (2017) which developed indicators of the economic and social aspects of responsible tourism and the quality of life of community. This study has three indicators of economic impacts such as employment opportunities, purchasing of local produce and skill development for local residents, while the social impacts of responsible tourism consists four indicators such as local community engagement, support local small enterprises, training for engagement and public awareness. In addition, the quality of life of community has two dimensions; material well-being with four indicators and emotional well-being has four indicators as well.

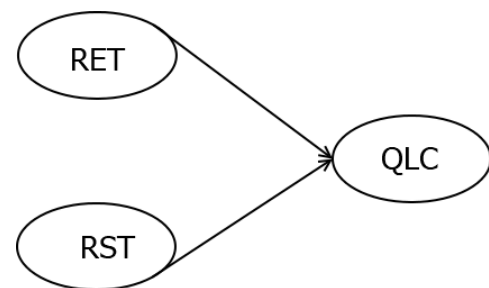


Figure 1. Research model

(RET= Economic impacts of responsible tourism; RST= Social impacts of responsible tourism; QLC= Quality of life of the Community).

2.5. Hypothesis development

The impact of economic tourism is well documented that visitors or tourists spending essentially an export in service, contribute to the balance of payment through foreign exchange earnings and proceed generated, which represents an important income source an economy (Farid, 2015; Fachrudin and Lubis, 2016; Hanafiah *et al.*, 2016; Croes, Ridderstaat and van Niekerk, 2018; Alrwajfah, Almeida-García and Cortés-Macías, 2020). In addition, such foreign exchange earnings used in importing capital goods for production will essentially growth benefit. Other economic benefits obtained from tourism surround tax revenues generation, employments and extra sources of income (Mathew and Sreejesh, 2017; Rasdi *et al.*, 2019; Wang *et al.*, 2020).

The importance of responsible tourism impact has been contributed to local economy through three different types

such as employment opportunities, purchasing of local produces and skill development for local community (Uysal, Woo and Singal, 2012; Mathew and Sreejesh, 2017). Employment opportunities can be direct employment in tourism industry, which include hotel staff, restaurant staff, taxi drivers and so on (Stainton, 2020). Tourism offers economic impacts to the local community, ultimately improve the well-being of the community (Vaduva, Echevarria-Cruz and Takacs, 2020). Therefore, this study suggests the following hypotheses:

H₁: Economic impacts of responsible tourism influences positively and significantly on quality of life of community.

The social impact characteristics of community that affect by tourism development such as habits, daily routines, beliefs and values. It also has positive and negative impact. Tourism can result in improved local community services including extra park, recreation and cultural facilities and encouragement of cultural activities (Uysal *et al.*, 2015). Such improvement, as a result of tourism, may also improve the well-being of destination residents (Mathew and Sreejesh, 2017). On the other hand, tourism also an element that contributes to the increase of entertainment, historical, cultural exhibition. Tourism development plays a role towards increase of cultural exchange, events and identity (Uysal, Woo and Singal, 2012). Therefore, tourism cultural impact had a statistically significant influence on the sense of emotional well-being of the community (Kim, Uysal and Sirgy, 2013; Mathew and Sreejesh, 2017). Therefore, this study suggests the following hypotheses:

H₂: Social impacts of responsible tourism positively and significantly influences on quality of life of community.

3. Research Methods

This research was conducted in Com village, Lautem municipality, which located in the eastern part of Timor-Leste. The collection was started from July to August 2020. Population of this research is members of the households of Com village who know well on how responsible economic and social tourism impact on quality of life of community. The total households in the village are 276 (Census 2015). Sample of this research was 276 households representing the whole local community who lives around Com village. This sample is higher than the minimum statistic allowable number of 30. Due to Smart-PLS 3.0 was used to analyse

data, therefore, the minimum sample for variables relationship test is 30 (Hair *et al.*, 2014).

Questionnaires were used to collecting data. The questionnaires were adopted from (Mathew and Sreejesh, 2017). The Questionnaire used five Likert scale, starting from 1 strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5). The questionnaire were enumerating distributed to all 276 households in Com Village, Lautem Municipality, of which 100% questionnaires were returned, valid and used in this study.

To test inference data, Smart PLS 3.0 was used. First of all, validity and reliability of the model were tested using convergent validity and discriminant validity. Convergent validity was tested by using two parameters namely indicator loadings or outer loadings (OL) and average variance extracted (AVE). An item is valid when the OL value is higher than the threshold values of 0.7 and the AVE values were exceeded the threshold values of 0.5 (Hair *et al.*, 2014). Discriminant validity of items was tested by using Fornell-Larcker Criterion (FLC) (Hair *et al.*, 2014) and Heterotrait-Monotrait (HTMT) (Henseler, Ringle and Sarstedt, 2015).

The reliability of items was tested by using Cronbach alpha (CA) and composite reliability (CR). The items were reliable if the CA values were exceeded the minimum threshold values of 0.7 and CR values were above the minimum allowable values of 0.7 (Hair *et al.*, 2014, 2017). Hypotheses were tested by using path coefficient of which were specifically observed the values of T and P. The relationship between the two variables are significant if the T values is higher than 1.96, and the P values were lower than 0.05 (Hair *et al.*, 2014).

4. Results

4.1. Reliability Test

The reliability test is also known as the internal consistent of indicators to measure one variable. Normally, the reliability teste is used two parameters namely Cronbach's alpha (CA), and composite reliability (CR). According Hair *et al.* (2014), the item is reliable when the CA and CR values are above the minimum suggested values of 0.7 and 0.7 respectively. In this research, the CA and CR values of all items are above the minimum suggested threshold values 0.7 (Table 1). Therefore, all items have good internal consistency.

Table 1. Results of Reliability and Validity Test

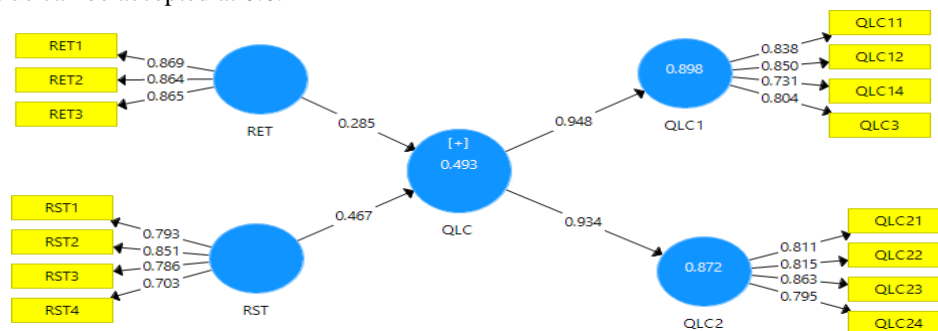
Item	Cronbach's Alpha (CA)	Composite Reliability (CR)	Average Variance Extracted (AVE)
QLC1	0,820	0,882	0,652
QLC2	0,839	0,892	0,675
RET	0,833	0,900	0,750
RST	0,790	0,865	0,616

4.2. Validity Test

The validity test used to categorize in two types such as convergent validity and discriminant validity.

Convergent validity is measured by using two parameters namely indicator loading or outer loading (OL) and average variance extracted (AVE). According to Hair et al. (2014), the item is valid when the OL value is higher than 0.7, and the AVE value is higher than 0.5. However, for exploratory research, the OL value can be accepted at 0.6.

Figure 1 shows that the OL value of all items were exceeded the minimum threshold value of 0.7, and the AVE values of all items are above the minimum suggested value of 0.5 (Table 1). Therefore, all items are valid to be used in measuring inner model.

**Figure 1.** Outer Loading for Convergent Validity Test

The discriminant validity is to represent empirical distinct between variable and another variable, all construct measures that is intended to measure (Hopkins, 2015). Discriminant validity was tested by using Fornell-Larcker Criterion, and Heterotrait-Monotrait Ratio (HTMT). This method shows that variable or construct which has variance value with highest indicators compares to other variable. Therefore, the root average variance extracted

(AVE) value of every items are highest square correlation and another variable or constructs as suggested by Hair et al. (2014). Table 2 shows the values of Fornell-Larcker Criterion all items fulfilled the criteria recommended by Hair et al.(2014). As example, the root square of AVE value of QLC₁ to QLC (0,948) which is highest number compared to the other variable and indicator in the table. Therefore, all items are valid based on Fornell-Larcker Criterion.

Table 2. Fornell-Larcker Criterion

	QLC	QLC1	QLC2	RET	RST
QLC1	0,948	0,807			
QLC2	0,934	0,774	0,822		
RET	0,625	0,608	0,560	0,866	
RST	0,675	0,647	0,616	0,730	0,785

Heterotrait-Monotrait Ratio (HTMT) is a parameter to measure validity of outer model. Normally, HTMT maximum values of all items are 0.9 (Henseler et al., 2015).

Table 3 revealed that the HTMT values of all items were below than 0.90. Therefore, all items were valid to use in inner model.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Item	QLC1	QLC2	RET
QLC2	0,890		
RET	0,735	0,669	
RST	0,801	0,754	0,899

The first hypothesis is to test the influence of economic impacts of responsible tourism (RET) on the quality of life of the community (QLC). The results of SMART-PLS 3.0 as shown in the Table 4 revealed that the T value (3,489) which is far beyond the minimum threshold value of 1.96 and the P value (0,001) is below the maximum threshold value of 0.05.

This means economic impacts of responsible tourism reflected by employment opportunities, purchasing of local produces and skill development for local community positively and significantly influence on the quality of life of the community (QLC) reflected by material and emotional well-being. Therefore, H₁ was supported.

Table 4. Results of Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Note
RET -> QLC	0.285	0.283	0.082	3.489	0.001	Significant
RST -> QLC	0.467	0.474	0.073	6.354	0.000	Significant

The second hypothesis is to test the influence of social impacts of responsible tourism (RST) on the quality of life of the community (QLC). The results of SMART-PLS 3.0 as shown in Table IV revealed that the T value (6.354) which is exceeded the minimum allowable value of 1.96, and the P value (0.00) is below the maximum threshold value of 0.05. This means that social impacts of responsible tourism reflected by local community engagement, support local small enterprises, training for engagement and public

awareness influence positively and significantly on the quality of life of the community reflected by material well-being and emotional well-being. Therefore, H₂ is supported.

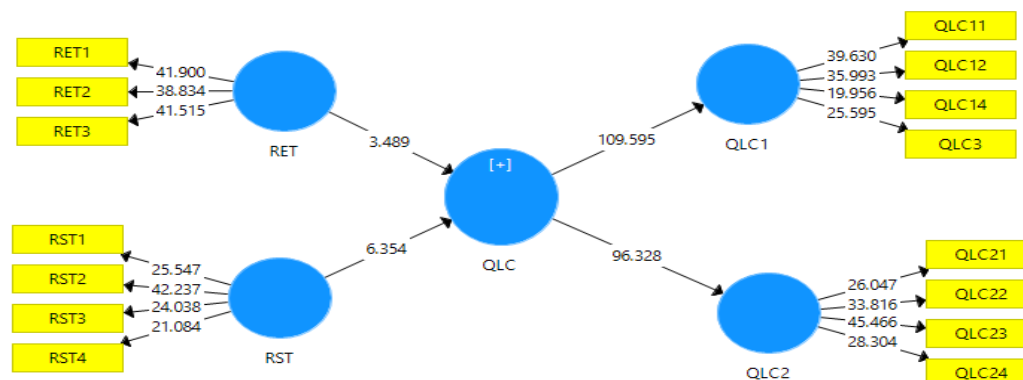


Figure 3. Path Coefficient for Hypothesis Test

5. Discussion

The first objective of this research is to test the influence of economic impacts of responsible tourism on the quality of life of community. The result showed that economic impacts of responsible tourism on the quality of life of community positively. This means that the more tourism activities in community areas will certainly improve the quality of life of the people. The significant influence of economic impacts of responsible tourism on quality of life of the community due to tourism activities can create employment opportunities to local residents, purchase local products, and skill development for local community. This result confirms that responsible tourism influence significantly to the quality of life of community in tourism destination (Kim, Uysal and Sirgy, 2013; Mathew and Sreejesh, 2017; Rasdi *et al.*, 2019) as responsible tourism provides the opportunity to enhance community's skill development, income generation, and local product purchase (Mathew and Sreejesh, 2017).

The second objective of this research is to test the influence of social impacts on the quality of life of the community in a tourism destination. The result showed that there is a significant effect of social impacts of responsible tourism on the quality of life of the community because tourism offers local community a great engagement in tourism activities, training for local community, and support small local enterprises to increase their income. Social impacts of responsible tourism also provide great significant impacts on the material well-being which reflects by income and employment to local residents, income at local community's current job, increase family income, cost of household basic necessities has increase. This research confirms the previous results of empirical studies from Mathew and Sreejesh (2017), Aref (2011), Croes, Ridderstaat and van Niekerk (2018) revealed that social impacts of responsible tourism has significant impacts on the quality of life of the community.

The findings implicate that responsible tourism in the community needs to good policy interventions such as local community empowerment and engagement, creating and promoting employment and entrepreneurial opportunities for local community members, and ensure revenue trickledown in the local economy, marketing of small scale products and services, promotion of local business and micro enterprises, creating a conducive environment for industry-community interactions, creation of self-employment opportunities which leads to the improvement of the quality of life of the (Gondos, 2014; Uysal *et al.*, 2015; Mathew and Sreejesh, 2017).

6. Conclusions and Implications

The result of the study revealed that community agrees that responsible tourism reflected by economic and social tourism can help to improve their material and emotional

wellbeing. (1) Economic impacts of responsible tourism can create employment opportunities, selling local products, and develop local community's skills. Thus, economic impacts of responsible tourism provide positive and significant influence on the local community's material and emotional well-being. (2). Social impacts of responsible social tourism can engage local community through providing training for engagement in any activities and provide public awareness to local residents, and support local enterprises to increase their incomes. Therefore, Social impacts of responsible tourism provide positive and significant influence on local community's material and emotional well-being.

Based on the result of this research the researcher would like to provide the following recommendation:

Firstly, local community who lives around the tourism destination should develop and preserve existing tourism potential attractions in order to attract more tourists to visit the village. The increasing numbers of tourists will lead to provide great economic and social impacts leading to enhance community's material and emotional wellbeing.

Secondly, inferential statistic results show that responsible economic and social tourism influence positively and significantly on the community's material and emotion wellbeing. Therefore, local community should involve in tourism activity which create employment opportunities and increase income to local people for the quality of life of community which reflect by material well-being and emotional well-being. In addition, government also can provide technical assistance to the local community in order to enhance their capacity to optimally capture tourism activities as one of the best opportunity to improve their material and emotional wellbeing.

7. Limitation and Future Research

This research has numerous limitations such as: (1). This research only focuses on responsible tourism and quality of life of the community from the community perspective. It should be better to look also at the combined perspectives of the government, tourists, tourism industry and the local community. (2). Responsible tourism should also look at the sustainability, cultural and environmental perspective, not only look at responsible economic and social tourism. (3). this research only used questionnaires as data collection instrument. Therefore, future research needs to in-depth interview, and focus group discussion and observation to ensure data is not only as social acceptable response data.

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Appendix. Variable measurement

No	Code	Variable	Code	Dimension	Code	Indicator
1	RET	Economic impacts of responsible tourism	-	-	RET1	Employment opportunities
					RET2	Purchasing of local products
					RET3	Skill development for local community
2	RST	Social impacts of responsible tourism	-	-	RST1	Local community engagement
					RST2	Support local small enterprises.
					RST3	Training for engagement
					RST4	Public awareness
3	QLC	Quality of Life of Community	QLC1	Material Well-being	QLC11	Income and employment
					QLC12	Income at current job
					QLC13	Family income
					QLC14	Cost of basic necessities
			QLC2	Emotional Well-being	QLC21	Leisure activity
					QLC22	Cultural preservation
					QLC23	Cultural exchange
					QLC24	Religious services