



UNIVERSITY OF HAWAII AT MĀNOA

SHIDLER COLLEGE  
OF BUSINESS

SCHOOL OF TRAVEL  
INDUSTRY MANAGEMENT

# Quality of Life and Well-being of Destination Residents: Re-defining Tourism Success

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# Introduction

- The conceptual shift from thinking about tourism value only in regard to its economic assets has initiated an extensive research stream that concentrates on non-conventional outcome measures of tourism
- The majority of studies on quality of life (QoL) in tourism focus on identifying how tourism activities impact various well-being dimensions of tourists (e.g. Kim, Woo, & Uysal 2015), residents (e.g. Alonso & Nyanjom 2016), and tourism industry employees (e.g. Kim, Woo, Uysal, & Kwon 2018)

# Introduction

## Quality of life

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graph LR; A[Quality of life] --- B[Quality of life from destination residents' perspective]; A --- C[Quality of life and destination performance]; B --> D[What factors contribute to improved QoL and well-being of destination residents and host communities?]; C --> E[Proposing new measures of destination performance that incorporate QoL and well-being indicators];
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Quality of life from destination residents' perspective

What factors contribute to improved QoL and well-being of destination residents and host communities?

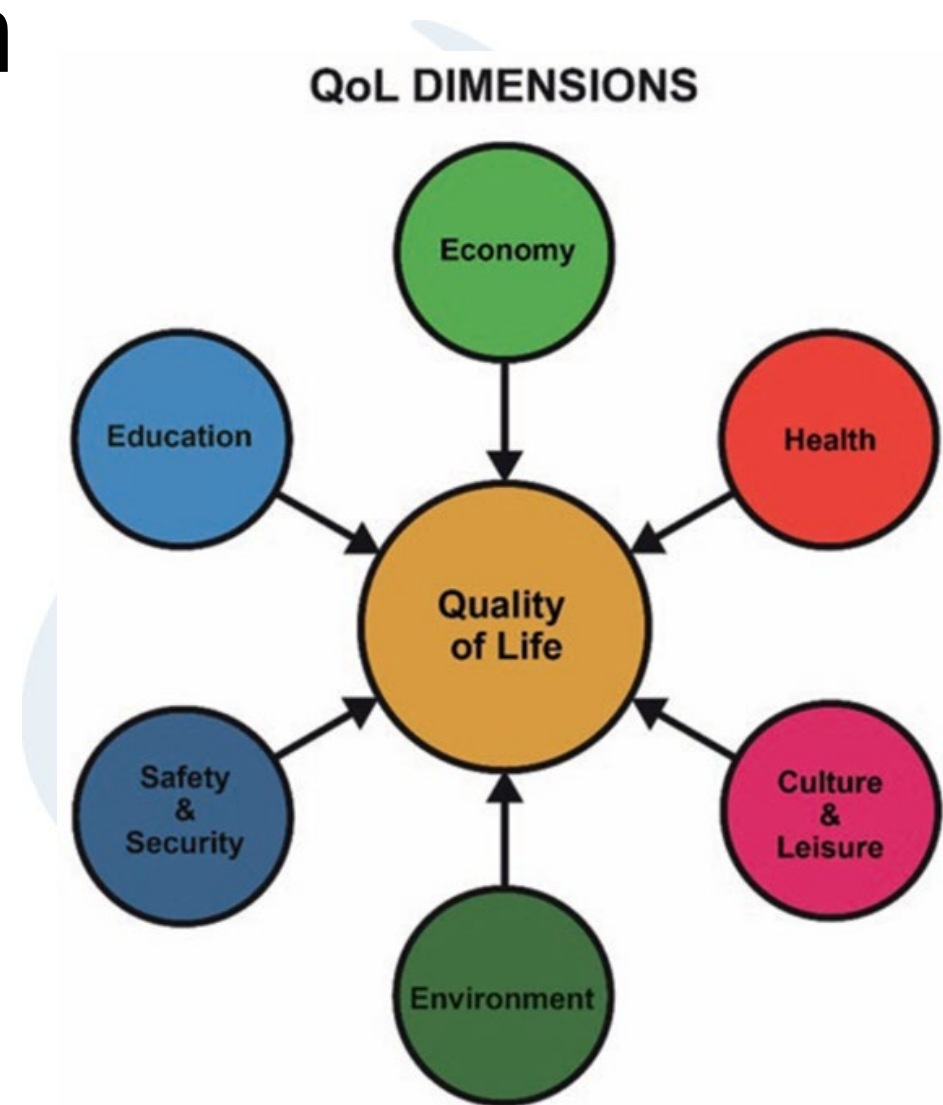
Quality of life and destination performance

Proposing new measures of destination performance that incorporate QoL and well-being indicators

# Introduction

The multifaceted nature of the quality of life and well-being concepts makes it rather hard to define them.

While **quality of life** embraces several aspects of an individual's life, including external components such as **objective economic, socio-cultural, and environmental conditions**, **well-being** is based more on the **subjective experience** and includes subjective evaluations of one's well-being (for example, happiness, life satisfaction)



# Quality of life from destination residents' perspective

- The various economic, sociocultural, and environmental impacts of tourism development have been researched extensively.
- Tourism affects not only the residents' perceptions of tourism development but also their overall well-being, and consequently their attitudes toward tourism and support for further tourism development (Uysal et al., 2016).

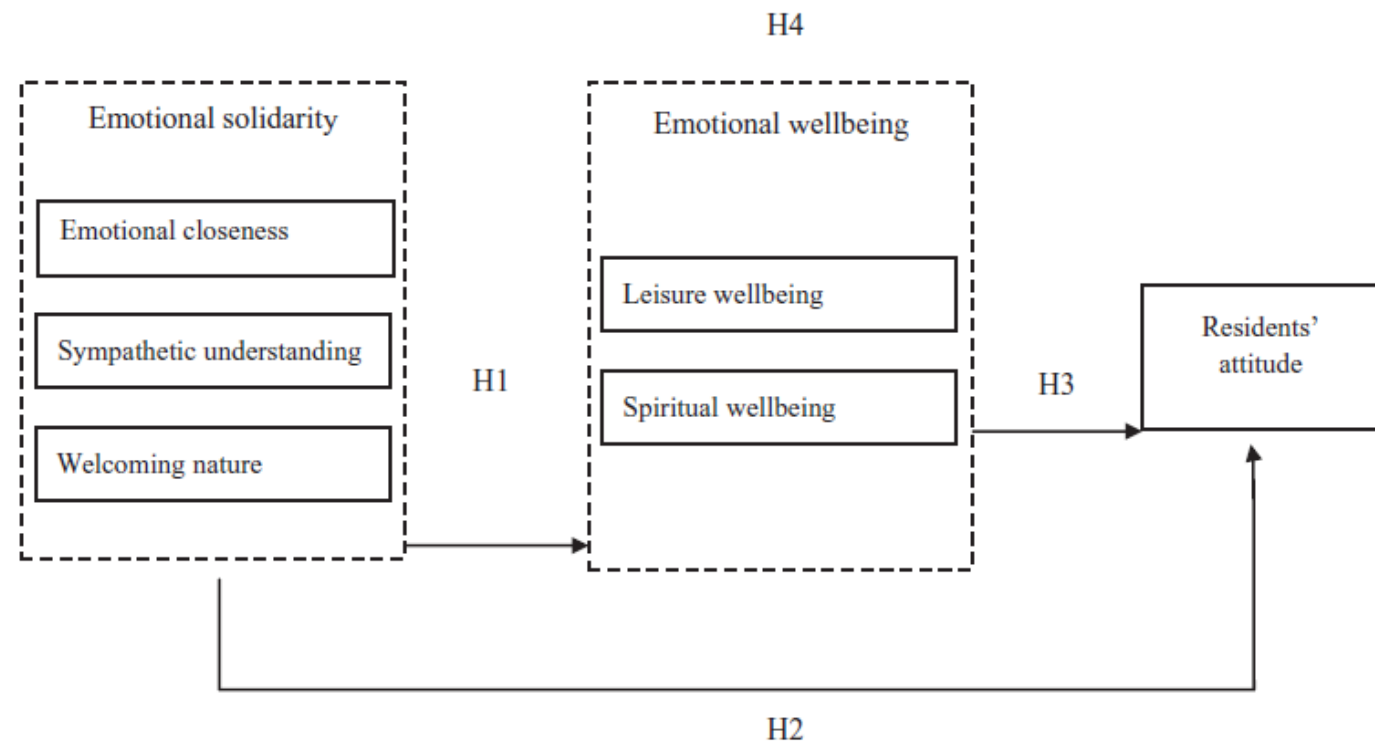


The analysis of how tourism manifests in different QoL domains is an important source of information that guides planning processes for destination management organizations and policymakers.

# Quality of life from destination residents' perspective

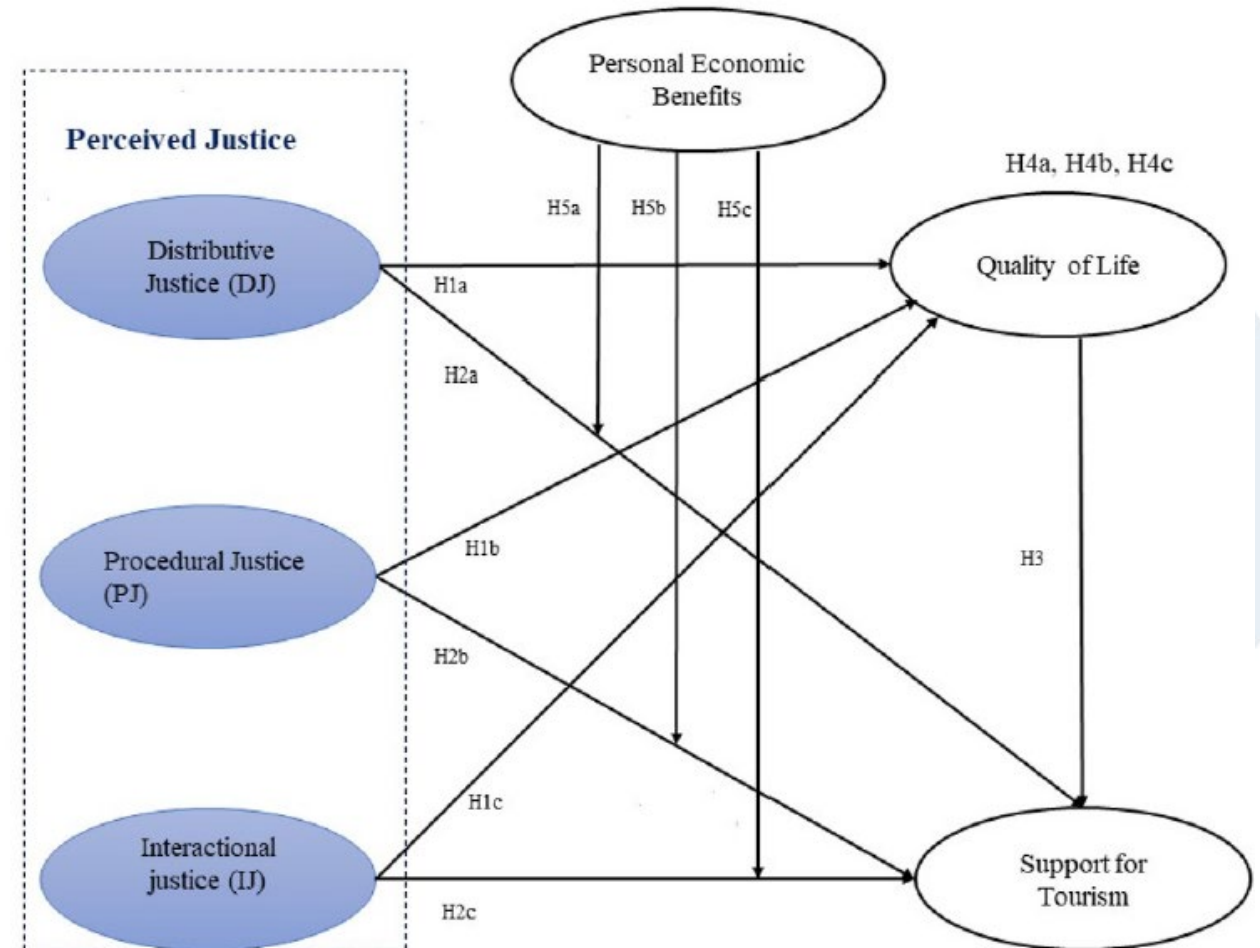
In a series of studies we explored what factors contribute to improved QoL and well-being of destination residents and host communities.

- Thus, in one of these studies, we focus on the link between the emotional solidarity that locals experience with tourists and their emotional well-being
- It was confirmed that residents' emotional solidarity with tourists is a crucial predictor of residents' attitudinal outcomes, either directly or indirectly, through residents' emotional well-being
- In a follow-up study, it was confirmed that the relationship between emotional solidarity, residents' emotional well-being, and their attitude toward tourism is moderated by the perceived level of tourism development.
- Specifically, the impact of two factors of emotional solidarity on locals' attitudes via emotional well-being decreases as the perceived level of tourism development increases.



# Quality of life from destination residents' perspective

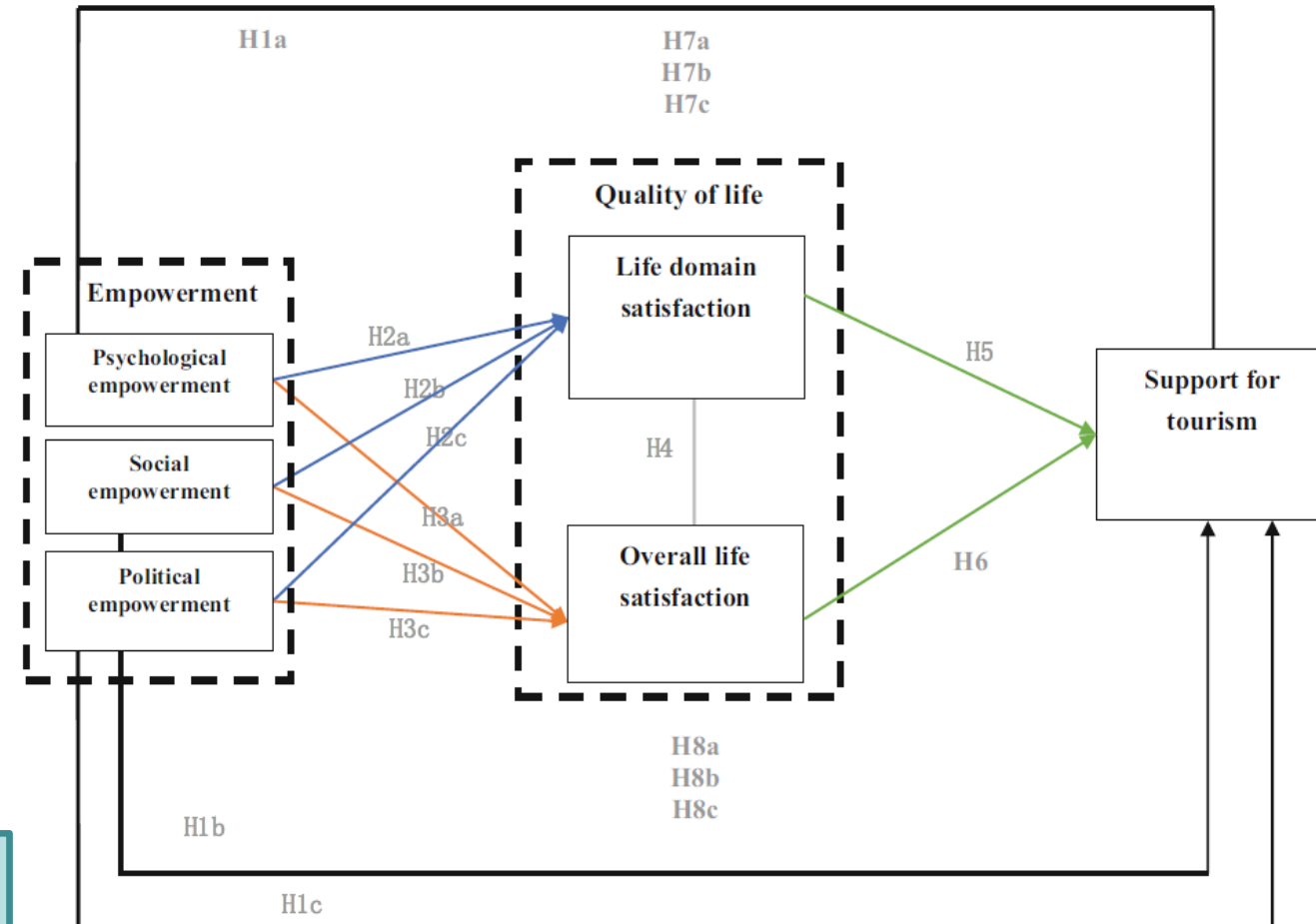
- In another study, we integrated justice dimensions, residents' quality of life, and personal economic benefits.
- The findings of this study confirm that residents' perceived justice of the tourism development process plays a vital role in delineating residents' support for tourism
- Specifically, **interactional and distributive justice** have stronger positive effects on residents' quality of life.
- The higher the material benefits (formal rationality), the stronger the relationship between perceived justice (substantive rationality) and support for tourism



# Quality of life from destination residents' perspective

- Empowerment in tourism can be defined as a process of enhancing residents' personal and interpersonal power, that stems directly from engaging in tourism (Gutiérrez, 1990).
- This study confirmed a direct positive impact of the perceived empowerment dimension on life-domain satisfaction
- Interestingly, only psychological empowerment was found to have a direct impact on residents' support for tourism

These papers further illustrate the continuing relevance of non-material factors in explaining residents' quality of life and support of tourism development.





# Quality of life and destination performance. Re-defining tourism success

- Measuring performance is an important step in evaluating a destination and provides valuable insights for further tourism development. The traditional measures of destination performance (e.g., tourism receipts and number of arrivals) are dominant
- Recently, it was proposed that traditional performance measures, widely used to assess the efficiency of tourism destinations, should be discussed in conjunction with QoL indicators (Uysal & Sirgy 2019)
- QoL indicators (either independently or in some combined forms) could be utilized to estimate performance



Destinations today are facing a variety of challenges and consider employing a broader set of measures to evaluate performance *going beyond traditional number of arrivals, and revenues received*. This new group of indicators should focus on the development of tourism in environmentally and socially sustainable ways, that enhances quality of life for all involved stakeholders

# Quality of life and destination performance. Re-defining tourism success

- We empirically tested the proposition that there is an overlap between objective quality of life indicators and traditional destination performance indicators, suggesting that certain objective QoL indicators can be treated as performance measures.
- Using canonical correlation analysis, 16 quality of life indicators and five destination performance indicators were analyzed for 105 countries (1995-2018).
- Our results indicated that the two sets of variables share a common variance and there is a strong interaction between the objective quality of life indicators and destination performance measures.
- While this study established the reciprocity, more empirical substantiation is needed on how communities' quality of life can be implemented in performance measures.

# Future research directions

- Exploring factors contributing to the enhancement of different residents' well-being domains
- Establishing quality of life frontier for tourism destinations, that views traditional measures of performance as inputs rather than ultimate outcomes of tourism development
- Destination-specific research to formulate focused tourism policies and development strategies

# Questions?



**SCAN ME**

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# Further readings

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*Mahalo Nui!*

