Chapter 2

LITERATURE REVIEW

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Chapter 2

LITERATURE REVIEW

The literature review helps to understand the gap in the existing literature. The major aim of this chapter is to give an account of the important literatures which has been reviewed in the areas of ‘community support for tourism development’ and ‘tourist satisfaction’. This enabled the researcher to identify the important variables which determine the resident community support for tourism development in a more meaningful way and this has also been explained in this chapter. Also the important variables for tourist satisfaction, identified through literature review has been explained in this chapter. The first section of this chapter discuss the major studies conducted in Kerala in the area of tourism.

2.1 Review of Studies conducted in Kerala

Sudheer (1991) in his study assessed the potential of natural resources for developing tourism industry in Kerala and also analysed the various facilities available to tourists. One of the objectives of the study was to evaluate the working of government machineries for ascertaining the professionalism of its personal. The study also assessed the economic benefits obtained by the business community in the tourist centres. The study found that the natural beauty of Kerala was the main attracting factor for tourists. The study also found that out of the 14 districts 7 were found to have high potential for tourism activities. The study found that the state lacks the integration among different stakeholders of tourism. The inadequacy of communication system and the presence of unethical traders were the problems which create inconvenience for the tourists. The study recommended that more attempts have to be made by the government to attract more tourists to Kerala.

Kamalakshi (1996) in her study assessed the developments in the Kerala hotel industry and also studied the economic performance of the hotels. The study found that Kochi is the only centre where there was growth in all the four groups of hotels(Group

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I - five star and three star hotels, Group 11 - two star, one star and hotels awaiting classification, Group III - unapproved hotels which were members of the FHRAI, and Group IV - remaining unapproved hotels). The major suggestion of the study was that accommodation facilities should be planned by taking initiatives for “joint venture agreements” and these kinds of agreements have to be planned with the “international hotel chains”. The study also argued that this type of developments would help the hotel companies to market their services in a big way.

Joseph (1997)³ in his study assessed the role of KTDC (Kerala Tourism Development Corporation) in tourism promotion and suggested measures for improvements based on the findings. The major findings were overcrowded road traffic, the inefficient law and order situation and the unhygienic environment at the tourist’s destinations. He also found that the inefficient law and order situation caused a threat on the safety of the tourists. The major recommendations were, KTDC should establish a research and development wing, should either conduct programmes for human resource development or can seek the services of professional institutes like KITTS (Kerala Institute of Travel and Tourism Studies) and should concentrate more on promotional activities.

Anil (2004)⁴ identified the various negative factors of tourism and evaluated its impact upon tourists and host community. Littering, overpricing, disturbance to tourists by taxi and auto rickshaw drivers, water pollution, alcoholism, drug trafficking, prostitution, cultural conflicts, off-seasonal unemployment etc were the negative factors identified in the study. The major recommendation was that the government should conduct awareness programs and should impart proper education to the tourists and to the host community to minimize the negative impacts.

Jayaraju (2005)⁵ in his study compared the problems and prospects of ecotourism in the states of Tamil Nadu and Kerala. The study evaluated two aspects,

the ecotourism management and ecotourism prospects in the two states. The study found that the ecotourism management was different in these two states.

Manoj (2005)\(^6\) in his study assessed the perception of tourists on the specified aspects of Kerala as a tourist destination and analysed the latent destination image dimensions generated from the tourist’s perception. The study measured the level of impact of destination image dimensions on the tourists' overall holiday satisfaction. The study compared the overall destination impression and trip satisfaction for different tourists groups. The tourists groups were divided on the basis of their “country of origin” and also based on different socio demographic characteristics. The study analysed the destination attractiveness using Importance Performance matrix. The study found that the satisfaction level of male tourists with their holiday experience in Kerala were more than that of female tourists. The study provided insights regarding image and quality perception of tourists towards Kerala. The results of the study helped to assess the areas where quality gap occurs and how such gaps were contributing to the tourists' satisfaction with the destination experience.

Vijayan (2007)\(^7\) in his study assessed the different impacts of tourism on the economic and social life of destination community. The study analysed the attitude of local people in tourism centres towards tourism development. The study also analysed the role of officials in bringing awareness among locals regarding the benefit of tourism. The study states that the tourism act as an important industry for the improvement of life of the local people. The study also found that the local people had suffered from “the negative impacts of tourism”. The other finding was that the tourism officials had not succeeded in conducting awareness program among the local people regarding the benefits of tourism. The study suggested that the government should take speedy measures to educate the locals about the societal benefits of tourism through various types of programmes by including the local self-government, NGO’s and Kudumbasree units.

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Sunanda (2008)\textsuperscript{8} in her study assessed the health tourism promotion measures in Kerala with special reference to Ayurveda. The study evaluated the marketing environment of Ayurveda health care tourism units and also analysed the marketing strategies used by the Ayurveda centres in Kerala. The study evaluated the level of satisfaction of tourists and also identified the effectiveness of supporting facilities available for the Ayurvedic health care tourism sector. The study found that the management has adopted new strategies and technologies for developing health care tourism and the pricing decisions were found to be scientific and rational.

Binu (2008)\textsuperscript{9} in his study assessed the strength, weakness, opportunities and threats of ecotourism in Kerala. The study analysed the existing ecotourism projects in Kerala and also analysed the influence of behavioural variables of different categories of eco-tourists on their perception and attitudes towards ecotourism. Three ecotourism projects (Thenmala ecotourism project TEP, Neyyar ecotourism project NEP and Periyar Tiger Trail PTT) were identified for analysing the perception and attitudes of eco tourists. The study found that Kerala has got unlimited opportunities for developing ecotourism and the visitor management techniques used in these projects were found to be good. The study also found that the percentage of participation of local communities in ecotourism projects was varying from project to project and the major problem faced by these three projects was the pollution.

Nair (2008)\textsuperscript{10} in his study analysed the prospects of ecotourism in Kerala and identified the potential ecotourism centres in the state. The study made a brief assessment of the environment impact of ecotourism, based on the opinion of locals, tourists and educated youth. The study also evaluated the policies and efforts made by central and state government for the development of ecotourism in Kerala.

Gracious (2008)\textsuperscript{11} in his study conducted a cross section analysis of the marketing mix implemented by different classified and non-classified categories of


tourism units. The study also evaluated the effectiveness of participation in travel mart, trade shows, fairs etc. by different sectors of tourism units in Kerala. The study examined the role of information technology devices in marketing the tourism products of Kerala. The study found that the different classified and non-classified categories of tourism units developed their tourism products depending on the seasonal demand. Seasonality was cited as one of the major problem faced by tourism industry and suggested that the Government should take adequate steps to overcome the factor of seasonality in tourism.

Nimidev\textsuperscript{12} in her study analysed the various policy initiatives adopted for designing tourism products. The study also analysed the pricing strategies adopted for supportive services of tourism industry and also evaluated the promotional strategies adopted by the two states of Tamil Nadu and Kerala. The pricing strategy used in Tamil Nadu was cost pricing and that in Kerala was competitive pricing. The study revealed that the promotional measure of Kerala was worth mentioning than that of Tamil Nadu.

The study of Asan (2009)\textsuperscript{13} provided an insight into the life cycles scenarios of Kerala tourism with special reference to Kovalam and Thekkady. The study result showed that Kerala tourism has entered into its growth stage of life cycle in the second half of 2001.

Augustine (2009)\textsuperscript{14} in her study examined the effectiveness of tourism brand promotion measures and strategies used by the state. The result of the study showed that Kerala tourism had succeeded in positioning Kerala as a powerful tourism destination brand. As per the findings of the study the tourists were mostly attracted by the natural attractions in Kerala. The study also found that tour operators and accommodation providers were performing a major part in the overall promotion of tourism, especially in the destination branding of Kerala tourism.

\textsuperscript{12} Nimidev (nd.). Marketing strategies adopted by the tourism industry in south India-A comparative study between Kerala and Tamil Nadu. PhD Thesis, Kerala University.


Nithya (2011)\textsuperscript{15} in her study discussed the status and scope of heritage tourism in Kerala. The study evaluated the support provided by the government and non-government agencies for the development of heritage tourism in Kerala. The study also analysed the commercial viability of heritage tourism in Kerala and discussed about the problem faced by heritage tourism in Kerala. The result of the study revealed that many heritage sites having historic and architectural elegance and monuments in various districts were not adequately preserved and promoted.

Roy (2011)\textsuperscript{16} in his study evaluated the role of tourism in the development of Kumbhalanghi Grama Panchayath. The study evaluated the attitude of people towards tourism development in Kumbhalanghi. The study also evaluated the effect of resident’s participation in tourism and also assessed their views regarding the impact of rural tourism. The researcher also tried to understand the effect of rural tourism on the development and management of Kumbhalanghi village. The study found that the tourism in Kumbhalanghi had helped to generate additional income and had helped in the improvement of quality of life of the villagers. Another major finding of the study was that the resident community showed a positive attitude towards tourism development.

Brilliant (2011)\textsuperscript{17} in his study evaluated the tourism carrying capacity of Varkala, Wagamon and Kumarakom. The study assessed the physio-chemical factors and bacteriological count in water. The study analysed the “socio cultural”, the “environmental” and “the economic impacts” of tourism with special reference to the areas under investigation. The study found that Varkala was at the edge of carrying capacity level and suggested that the construction works should be fully stopped. The study also suggested that discharge of sewage through the streams should be restricted in Varkala, to protect the entire tourism area. The study also found that the tourism activities in Wagamon were within the level of carrying capacity. The study also found that Kumarakom has been exceeding the tourism carrying capacity levels. The number


of house boats were above the carrying capacity level of Vembanad Lake. The heavy pollution of the lake proved that the water sports activities should be stopped. The study also revealed that the increase in tourism activities had adversely affected the ecological condition of the place, especially the over construction results in the destruction of mangrove vegetation.

Jermon (2011)\textsuperscript{18} in his study assessed the attitude and reaction of the people of Alappuzha towards tourism development. The study also analysed the tourist perception on unethical practices in the tourism industry in Alappuzha district. The study also tried to evaluate the adequacies of infrastructural facilities such as roads, rails and water transportation facilities of the districts with the demands of the tourism industry. The study also tried to get clarity about the role played by the Government tourism authorities and non-government agencies in the promotion of tourism in Alappuzha district. The study found that there is urgent need for trained and authorised tourist guides in the district. The study also found that the tourists were concerned about their safety while travelling in house boats. The poor and unhygienic conditions of the beach was another concern of the tourists. The study also found that the presence of drug mafia was another problem at the destination. The major findings of the study was that in spite of all these problems tourist considered Alappuzha as an attractive tourist spot in Kerala.

Subash (2012)\textsuperscript{19} in his study assessed the identification and implementation of programmes of DTPC (District Tourism Promotion Council). The study analysed the effectiveness of various programmes conducted by DTPC in the promotion of tourism in Kerala. The result of the study revealed that the DTPC’s in Kerala had undertaken a number of programmes for the awareness creation, product promotion and provision of amenities at the tourist destinations. The result of the study showed that these programmes were not found to be effective from the perspective of tourists and host community. The major findings of the study was that even though the DTPC’s in

\textsuperscript{18} Joseph Jermon (2011). \textit{A critical analysis of the measures initiated by the government and private agencies in the promotion of tourism in Alappuzha}. PhD Thesis, M.G.University.

Kerala were engaged in a number of tourism promotional programmes, the result of these efforts were not satisfactory as visualised by DTPC’s.

Resmi (2013)\textsuperscript{20} in her study assessed the importance of ecotourism in Idukki district. The main aim of the study was to understand the problems, performance, growth and economic significance of various ecotourism projects in Idukki district. The result revealed that 82% of the local people were benefited from the eco-tourism projects and Idukki has got the highest potential for developing ecotourism projects. The result also showed that domestic tourists were more in number than foreign tourists. The lack of infrastructural facilities in Idukki was responsible for the less number of foreign tourists.

The reviews of the studies in Kerala, helped to understand about the major areas in which studies were conducted. The review of studies revealed that no studies were conducted till date to develop a model for tourism for the state of Kerala. Thus it is relevant to develop a model for Kerala tourism which will ensure sustainable development. To understand the term ‘sustainable tourism development’ different definitions were considered. The most accepted definition for ‘sustainable tourism development’ was given by World Tourism Organisation (WTO) and the definition is as follows:

\begin{quote}
\textit{“Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining the cultural integrity, essential ecology processes, biological diversity and life support systems” (p2, 1998)\textsuperscript{21}}
\end{quote}

The above definition given by WTO highlights the importance of two stakeholders namely ‘the present tourists’ and ‘the host community’ for sustainable tourism development. According to Peter E and Ann E (2006)\textsuperscript{22} the important

\begin{itemize}
\item Murphy Peter E and Murphy Ann E (2006).\textit{Aspects of tourism strategic management for tourism communities bridging the gap}, Viva Books Private Limited. New Delhi, pp288.
\end{itemize}
stakeholders of tourism development are the tourist, tourism industry, resident community and the government and its agencies. As it is not possible to develop a model with the data collected from all the stakeholders of tourism, it was decided to find out the most important among them. As per WTO definition the tourists and the host community determine the sustainability of a destination among the four stakeholders of tourism. Thus it was decided to focus on these two areas, the tourists and the host community. It was also important to find out the indicators of sustainable tourism development. The indicators will help to predict whether the development at the destination ensures sustainability or not. The indicators of sustainable tourism development were explained in the tourism literature included the following:

- As per the study of Byrd and Gustke (2004)\(^{23}\), the main indicator is the perceived positive and negative impacts of tourism.
- As per the study of Sirakaya, Teye, & Sonmez (2002)\(^{24}\) the indicator is resident “community support for tourism development”. The study of Byrd and Gustke (2004)\(^{25}\) also supports the view.
- As per the study of Choi & Sirakaya (2006)\(^{26}\), the major indicators are the resident’s involvement in the tourism development process and their participation in the planning process of tourism.

Considering the above indicators, a decision has to be made to select the most important indicator to develop a model for tourism. The host community is the main factor which influences the tourist satisfaction. Tourists are coming to experience the different life styles of host community, their culture etc. (Aref, Gill and Aref, 2010)\(^{27}\). So the participation of host community in tourism is very important and it can be ensured by the government. The active support of resident’s population is inevitable for

\(^{23}\) Byrd, E. T. & Gustke, L. D. (2004). Identifying tourism stakeholder groups based on support for sustainable tourism development and participation in tourism activities. In Pineda, F. D.


\(^{25}\) ibid


the successful development of tourism. The sustainability of the destination also depends on this factor. So it was decided to select the “community support for tourism development” as the indicator to predict sustainable tourism development and to suggest a model of “community support for tourism development”. Another important stakeholder of sustainable tourism is the tourists which determine the future of tourism industry. In order to attract more tourists, it is necessary to provide them services as per their expectations. The first and second objectives of Kerala tourism policy (2012) are also supporting this view that the tourism development should ensure maximum benefits to the community and should also result in ensuring tourists satisfaction. Better community support can be ensured by providing maximum benefits to the community and the tourists flow can be increased by ensuring tourist satisfaction. Hence the present study focus on the areas of community support and the tourist satisfaction. The next section of this chapter, firstly tries to understand and define the important variables which determine the resident “community support for tourism development” in a more meaningful way and secondly tries to understand the important variables which come under tourist satisfaction.

2.2 Reviews on Community Support for Tourism

The planning, development and the successful operation of tourism in any destination depend on the active support of the resident community. Their support also determines the sustainability of the destinations. Thus the tourism literature included a number of studies which were conducted to understand the underline variables of community support (Gursoy et al., 200228, Nunkoo & Ramkissoon 201129). In the view of some researchers, the members of the host community should be involved in tourism planning because they: (a) have an historical understanding of how the region adapts to


change; (b) will be the ones most closely affected by tourism; and (c) will be expected to become integral part of the tourism product (Scheyvens, 1999\textsuperscript{30}; Simmons, 1994\textsuperscript{31}).

The study of Bachleitner et al (1999)\textsuperscript{32} examined the impacts of a particular kind of cultural tourism (exhibition tourism) as perceived by local residents in several small rural communities of Styria, Austria. The study analysed the different features of the tourism impact and attitude scale (TIAS) which was developed by Lankford and Howard.

Mason and Cheyne (2000)\textsuperscript{33} in their study reported the findings of a survey of attitudes of residents living in a rural region of New Zealand towards a proposed tourism venture prior to its development. The main variables used in the study were the perceived impacts of tourism (includes both positive and negative impacts), the degree of growth and other related factors such as residents' closeness to the tourist site, and the degree of community attachment. This study offered insights into residents' attitudes towards tourism in its pre-development phase and indicated the importance of conducting investigations prior to its establishment. The study found that the development process of tourism was opposed more by the women than men and the base for their opposition was the negative impacts of tourism. The study also stated that even though women were concerned with the negative impacts of tourism, paradoxically, they highlighted the benefits of tourism to their region as a result of tourism development.

Yoon, Gursoy and Chen (2001)\textsuperscript{34} in their study tried to examine the effects of economic, cultural, social and environmental factors on total tourism impact. The study also assessed the local residents' support for tourism development. The study was conducted based on five hypotheses and the study also utilised structural equation


modeling with LISREL procedure. The economic, cultural, social and environmental factors were the exogenous constructs used in the study. The study also included two endogenous constructs namely the total impacts of tourism and the resident’s support for tourism development. The five hypotheses were supported in the model developed using structural equation model. The main finding of the study was that the residents will give support for further tourism development if they possess a positive perception towards tourism. In that case they will also show more initiative towards the exchange process with the tourists. The study also found that the resident’s would oppose the tourism development if the tourism development results in more negative impacts than positive impacts.

The residents view on the different impacts of tourism was studied by Tosun (2002)\textsuperscript{35} and the study was conducted in a Turkish town. The study found that the resident’s of Turkish town was less supportive to the tourism development programmes. The reason behind this was their poor perception on the benefits of tourism when compared with the Fijian and American case studies. The study also explained the implications of the findings which can be used as a guiding manual for the marketing of Turkish tourism. The study suggested that a participatory model development will help the Turkish town to integrate the tourism development activities with the developments needs of the locals.

Ko and Stewart (2002)\textsuperscript{36} in their study tried to develop a model using the perceived impacts of tourism and the resident’s attitude towards additional tourism development. The model was tested using structural equation modeling. The objective of the study was that to examine the relationship between resident’s perception of impacts and their attitude towards additional tourism development. The study was based on nine hypotheses and it tested the path relationship between the five latent constructs. The primary data for the study was collected from the residents of Cheju Island (a major domestic tourist destination) at Korea using 732 mail back questionnaires. The findings of the study showed that the path relationships of


resident’s personal benefits from tourism development with the perceived negative impacts of tourism and with the overall community satisfaction were insignificant and thus the hypotheses were rejected. The major findings of the study was that the attitude towards additional tourism development and the overall community satisfaction were greatly affected by the perceived positive impacts of tourism and perceived negative impacts of tourism. The study concluded that the perception of tourism impacts act as the major determining factor for the attitude towards additional tourism development.

A model of resident community support for tourism development was developed by Gursoy, Jurowski and Uysal (2002)\textsuperscript{37}. The primary data was collected from five countries surrounding Virginia (USA). The findings revealed that the perceived costs and the benefits of tourism determine the host “community support for tourism development”. The study also used the constructs namely “the level of concern”, “eco centric values” and “the utilization of resource base” to explain the host “community support for tourism development”.

The attitudes of residents of two of Ghana’s (African countries) towns toward tourism development were explained by the study of Teye, Sonmez and Sirakaya (2002)\textsuperscript{38}. The major factors identified from the study using factor analysis were the “social interaction with tourists”, “beneficial cultural influences”, “negative interference in daily life”, “welfare impacts”, “sexual permissiveness”, “economic costs” and “perception of crowding”. Thus the study identified seven tourism-related factors. The study found that the tourism developments in the region could not able to met the expectation of the resident’s.

Abdool (2002)\textsuperscript{39} in his PhD dissertation, tried to compare the resident’s support for tourism development between two destinations. One destination selected was at its maturity stage and the other was at the introductory stage. The study found that both the destinations in spite of their difference in their life cycle provided good support for


tourism. Both the destination communities show same attitude towards negative impacts of tourism. The study identified the major variables which affect the support for tourism development and the identified variables were the personal benefits from tourism, the community attachment and the socio-environmental impacts of tourism.

The effects of the distance residents live from attractions on their attitudes toward tourism was studied by Jurowski and Gursoy (2004). The study was conducted by utilizing a theoretical model developed and tested by Gursoy et al (2002). The model was based on the social exchange theory. The data was collected using questionnaires, which was mailed to a stratified random sample of residents of five counties located in Southwest Virginia, USA. These five counties were located near the surroundings of the Mt. Rogers National Recreation Area. The perceived benefit of tourism construct was measured using four items (opportunities for employment, for shopping, for recreation, and for local government revenues). Two items (traffic congestion and crime rate) were used to measure the perceived cost. The study was conducted by dividing the respondents into three groups based on how far they lived from the proposed tourism development site. The first group included respondents who were ‘close-to-attractions’, the second group ‘in-between’, and the third included residents who were ‘far-from-attractions’. The study found that the relationship between use of the resource base and perceived benefits of tourism was negative and thus concluded that the residents who live near to the attraction believed that the increased tourist flow would result in increased negative impacts. The study also explained the major concerns of the nearby residents. The study stated that the near by residents were very much worried about the different types of pollution, crime rate, traffic congestion etc. caused by the growth of tourism in their area.

Another study in the area of community support was conducted by Gursoy and Rutherford (2004). Their study was mainly conducted to achieve three objectives. The first objective was to develop a theoretical model of resident community support which

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will explains all the direct and indirect influence of the perceived impacts of tourism and the predictive factors of the perception of impacts. The second objective was to test the theoretical model using structural equation modeling. The third objective was to evaluate the relationship between these factors on the resident community’s support. The study found that the resident community support was directly and/or indirectly affected by nine factors and these factors were namely “the level of community concern”, “co centric values, the state of the local economy”, “utilization of tourism resource base”, “community attachment”, “social benefits”, “social costs”, “economic benefits” and “cultural benefits”.

Using social exchange theory as the foundation, residents’ perceptions on different tourism’s impact was investigated by Andereck, Valentine, Knopf and Vogt (2005). The result of the study suggested that residents were aware of the positive and negative consequences of tourism. The study also found that the positive attitude towards tourism was shown by people those who consider tourism as an important economic development tool. Also positive attitude towards tourism was shown by people who were directly benefited from tourism and those who were aware of the positive impacts of tourism. But at the same time these people show negative attitude towards tourism’s negative consequences. Thus the study recommended that broad-based education and awareness campaigns have to be started to make people aware of the benefits of the tourism industry.

The study of Gursoy and Kendall (2006) developed a structural model to assess the important factors which affect their support for tourism. The support for tourism was measured based on their perceptions of the different tourism impacts. The impacts were assessed by taking the Olympic as a mega tourism event. The study found that the resident community who give supports for 2002 Winter Olympic were influenced directly and/or indirectly by five major constructs namely “ecocentric values”, “the level of community concern”, “perceived benefits”, “perceived costs” and

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“community attachment”. The major finding of the study was that the benefits of tourism act as the major determinant than the cost of tourism.

The resident’s perception on tourism impacts was studied by Dyer, Gursoy, Sharma and Carter (2007)\textsuperscript{45}. The study was conducted at Sunshine Coast, Queensland, Australia. The study also developed a model which describes how the perception on tourism impacts related with the resident community support. The tool used for data collection was questionnaire and the data was collected by using stratified random sampling method. A self-administered questionnaire was distributed among the residents of three Sunshine Coast local government areas. A five-factor tourism impact scale was identified in the study and the constructs in the scale included “negative socio-economic impact”; “positive social impact”; “negative social impact”; “positive economic impact”; and “positive cultural impact”. The major conclusion of the study was that the factor “perceived positive economic impact” has the greatest effect on residents’ support for further tourism development.

Etsuko (2008)\textsuperscript{46} in his study reviewed the principal theories used to discuss community participation including the ladder of citizen participation, power redistribution, collaboration process and social capital creation. The paper discussed how the different community participation models can be used to assess participation levels in a study site and suggested further actions required. The CBT (Community Based Tourism) model was applied to Palawan, the Philippines which was a Biosphere reserve. In order to identify the state of Tagbanua Foundation (a community based organization of indigenous people of Tagbanua) of Coron island tourism project (TFCI), both qualitative and quantitative interviews were conducted during 2002 to 2003. The data was collected using interviews and questionnaires. Based on the data collected, the position of TFCI tourism project was analysed and the study provided certain suggestions for improvement.


Oviedo-García, Castellano-Verdugo, and Martín-Ruiz (2008) in their research examined the effect of tourism on the life of residents who were living in a small community in southern Spain. The study identified economic, cultural and environmental effects as the determinants of residents’ attitudes towards tourism development and planning. The study also explained that there were different patterns of resident’s support depending on the amount of benefits obtained by them. Through the study, the researchers empirically tested the developed conceptual model in Santiponce, a small community in southern Spain. The study found that the level of personal benefits obtained from tourism influenced their perceptions regarding tourism impacts. The residents who were personally benefited from tourism provides their support for tourism development and for tourism planning.

The study of Nicholas et al (2009) examined the factors that influence local community residents’ support for the Pitons Management Area (PMA) as a World Heritage Site and also assessed their support for Sustainable Tourism Development. The study used the Environmental Attitudes, Community Attachment and Involvement in PMA as independent variables. The structural equation modeling analysis was used in the study and the data was collected from 319 resident samples. The study suggested that Community Attachment positively influences their support behaviours, and Environmental Attitudes indirectly influences the support behaviours. The study couldn’t able to find any significant relationships between the Level of Involvement in the PMA and their support for PMA.

The study of Vargas-Sánchez et al (2009) examined the resident’s perception of tourism impacts of a particular region which was at a very early stage of tourism development. The study also analysed the relationship between the perceived impacts of tourism and their degree of satisfaction with their community; and (3) a specific tourism segment, such as industrial tourism. The area selected for the study was Minas

de Riotinto, which was a locality of the Spanish province of Huelva. The residents in this area were traditionally involved in mining activity and this area was in the very initial phase of tourism development. The major findings of the study was that the resident community believed that tourism will provide more advantages than disadvantages.

Gursoy et al (2009)\textsuperscript{50} in their study analysed the resident’s attitude towards mass tourism and alternative tourism. The study also analysed the factors predicting their attitudes towards mass tourism and alternative tourism. The study found that there exist a positive relationship between the perception of positive impacts and support for tourism development. The study results also found a negative relationships between the perception of negative impacts of tourism and support for development. The study found that residents who perceive tourism as a creator of positive economic impacts would provide support for both types of tourism development. But residents who perceive tourism as a creator of negative socio-economic impacts would oppose mass tourism development and the result also showed that these resident’s provide neither support nor opposition for alternative tourism development.

Another study by Untong, Kaosa-ard, Ramos, Sangkakorn and Maquieira (2010)\textsuperscript{51} analysed the causal relationship between a destination’s tourism potential, the impact of tourism, and local resident support for tourism development in four tourist destinations in Thailand: Phuket, Chiang Mai, Pattaya, and Pai. Structural Equation Modeling (SEM) was used to analyse the data. The sample size of the study was 1,367. The model contains 15 observable variables, four external latent variables; and one internal latent variable. The external variables used in the study were the different impacts of tourism like socio-cultural impact, economic impact, environment impact and the destination potential. The internal latent variable used was the resident’s support for tourism development. The study found that the private cooperation acted as an important factor in determining the local resident’s support for local tourism development. The other factor was found to be the economic impact of tourism and this


relationship was found to be varying in different destinations. The increase in investment and business opportunities were the main economic impacts in the traditional destinations like Phuket and Pattaya. Local employment opportunities was the main economic impact of tourism in the newer tourist destinations like Chiang Mai and Pai. The results also show that the environmental impacts as well as social and cultural had only a small effect on local resident support for tourism development.

Nunkoo and Ramkissoon (2011)\textsuperscript{52} in their study developed a model of community support based on the social exchange theory. The model contained 14 hypothesised relationships and was tested using the LISREL package. The primary data for the study was collected from the residents of Grand Bail (Mauritius). The sampling method used was random sampling method and a self-administered questionnaire was used to collect data from 800 households. Results indicated that support was influenced by the factors “perceiving benefits”, “perceived costs” and “community satisfaction”. The study found that the influencing factors for perceived benefits of tourism were “community satisfaction”, “institutional trust”, “power to influence tourism” and “neighbourhood conditions”. The result of study also showed that the “perceived cost” of tourism was unaffected by the “community satisfaction” and “neighbourhood conditions” and the “power to influence tourism” has got no significance upon the “community satisfaction”. In this study the impacts were mainly grouped into 2 categories, benefits and costs.

Vargas-Sanchez. et.al (2011)\textsuperscript{53} in their study developed a model that explained the resident’s attitude towards tourism and was tested in the Spanish province of Huelva. This model contained 15 hypotheses and sampling method applied was the random multistage type by quotes of age, sex and locality of residents. The study collected data from a total of 400 residents and the tool used for data collection was questionnaire. The model was tested using multivariate analysis technique. The structural equation modeling using AMOS 7 and SPSS 15 was used in the analysis. The major input of this study was the use of variables like “behaviour of tourists”, “density


\textsuperscript{53} Alfonso Vargas-Sánchez, Nuria Porras-Bueno and María de los Ángeles Plaza-Méjía (2011). Explaining residents’ attitudes to tourism is a universal model possible?. Annals of Tourism Research, 38(2), 460-480.
of tourists” and ‘level of tourism development” perceived by the resident. These variables were either absent or only minimally incorporated in the majority of models. This study proved that the perception of its impacts strongly affect the residents attitude towards tourism.

The influence of perceived tourism impacts on resident’s attitudes for further tourism development was examined by Chiang and Huang (2012)\(^ {54}\) and the study also examined how “perceived economic dependence”, “community attachment”, “community involvement”, and “the role of the local government” affect “perceived impacts of tourism”. The study area was BiSha Fishing Port at Jhongjheng District of Keelung City. The study results indicated that the residents of BiSha Fishing Port do not depend heavily on tourism for their income and the study also showed that the community attachment, community involvement levels and the perceptions toward the role of local government were showing a positive value. The study found that the residents showed a non-significant economic dependence on tourism, but they exhibit a significant attitude towards the “perceived community attachment”, “community involvement”, and “local government’s role” in “perceived tourism impacts”. The study verified that resident’ perceptions of community attachment, community involvement, the role of local government were the antecedent variables which affect their perception of tourism impacts.

Community support for tourism development was studied in an island of Mauritius by Nunkoo and Gursoy (2012)\(^ {55}\). The “social exchange theory” and the “identity theory” formed the theoretical basis for the study. The study proposed a model which explained the support and tourism impacts using the variables like “the resource-based occupational identity”, “environmental identity”, and “gender identity” of the residents. The study found that the major contributor to the support behaviour was one’s identity and this may not always influence attitudes. The study re-emphasized the significance of social exchange theory and the identity theory in the research area of community support. The study also showed that “resource-based occupational identity”


have got significant effect on residents’ attitudes to the “positive and negative impacts” of tourism as well as “support for tourism” in the destination. Residents with high environmental identity (eco centric attitudes) were likely to be less supportive of development suggesting that the tourism authorities has to take strong measures to minimize environmental impacts of tourism development.

The resident’s attitude towards the present tourism and future tourism development was studied by Látková and Vogt (2012)\(^{56}\) and the study was conducted in several rural areas. The selected rural areas were at different stages of tourism development. The study was based on two important theories, one was “Social exchange theory” and other was the “destination life cycle model”. The study tried to evaluate the resident’s perception on different tourism impacts and also tried to explain its effect on community’s total economic activity. Three rural areas in Midwest state of U.S were selected as the study areas. The major findings of the study was that the residents who were personally benefited from tourism showed a positive attitude towards tourism development and the residents who perceive tourism as tool to development would give support for development.

Using the “social exchange theory” as the basis Nunkoo and Ramkissoon (2012)\(^{57}\) had developed a community support model. The main contribution of the study was that apart from the variables used in previous studies, two more variables were suggested by the authors. The study had included the variables “the trust” and “power” in the model. The model was developed using LISREL 8 structural equation analysis package by using the method of maximum likelihood method of estimation. The major findings of the study was that the resident’s support for tourism development was affected by their impact perceptions (includes both benefits of tourism and the cost of tourism) and their trust in the government authorities. The study also found that the residents’ power was an important factor which determine their trust in government actors.


The resident community support for the sustainable tourism development was studied by Lee (2013)\textsuperscript{58}. The study was conducted in Cigu wetland (southwest Taiwan) and the major variables used in the study were “community involvement”, “community attachment”, “perceived benefits” and “perceived costs”. The study was conducted to develop a model to evaluate the different structural relationships between resident community support for the sustainable tourism development and its predicting variables namely “community involvement”, “community attachment”, “perceived benefits” and “perceived costs”. The results of the study suggested that “community attachment” and “community involvement” acted as the major factors that influenced the degree of support for sustainable tourism development. The relationship between “community attachment” and “support for sustainable tourism” development and the relationship between “community involvement” and “support for sustainable tourism” were mediated by the perceived benefits of tourism. One of the major findings of the study was that the perceived impacts of tourism (includes both benefits and costs) have got great influence on the resident’s support for sustainable tourism development.

The objective of the study of Kim, Uysal and Sirgy (2013)\textsuperscript{59} was to develop a model that would connect residents’ perceptions of tourism impacts (economic impacts, social impacts, cultural impacts and environmental impacts) with residents’ satisfaction with their life domains (“community well-being”, “health and safety well-being”, “material well-being” and “emotional well-being”) and their overall life satisfaction. The study was also intended to find out the most significant relationship among the variables. The major findings of the study was that the perceived tourism impacts were explained by four dimensions: social, economic, cultural, and environmental and these perceptions of impact do influence their sense of well-being in corresponding life domains. The study found that the positive perceptions of economic impact were found to significantly predict residents’ sense of material well-being; positive perceptions of social impact were found to significantly predict residents’ sense of community well-being; positive perceptions of cultural impact were found to significantly predict

\textsuperscript{58} Tsung Hung Lee (2013). Influence analysis of community resident support for sustainable tourism development. \textit{Tourism Management}, 34, 37-46.

residents’ sense of emotional well-being; and negative perceptions of environmental impact were found to significantly predict residents’ sense of health and safety.

The literature review showed that the resident community support for tourism had been examined by several scholars and identified several factors which determine their support(Ko and Stewart 2002; Byrd, Bosley, & Dronberger, 2009; Gursoy, Chi, & Dyer, 2010; Lee, Kang, Long, & Reisinger, 2010; Nunkoo & Ramkissoon, 2010; Yu, Chancellor, & Cole, 2011; Nunkoo & Haywantee, 2011; Nunkoo & Gursoy, 2012). The important among them were – “Perceived benefits”; “Perceived costs”; “Community concern”; “Personal benefits from tourism development”; “Community attachment”; “Utilization of the tourism resources by the residents”; “State of the local economy”; “Satisfaction with the community”; “Ecocentric attitude”; “The state of the local economy”;[ Yoon, Gursoy & Chen, (2001); Gursoy, Juroski & Uysal (2002); Ko and Stewart (2002); “Community concern”; “Ecocentric attitude”; [Gursoy and Rutherford (2004); Dyer, Gursoy, Sharma &


70 ibid.

Chapter 2

Literature Review

Charter, (2007); Gursoy, Chi & Dyer, (2009); Nunkoo & Gursoy, (2012). As the main aim of the study is to develop a model for tourism, it is necessary to understand the methodology used for model development. The next section of this chapter explains this area. The above reviewed studies showed that structural equation modelling is one of the best tools to develop a model and the following section explains the studies which had used structural equation models. Structural Equation Modeling (SEM) has now changed the very nature of research and one of the major benefits of SEM is that the researcher can evaluate the measurement model and also the path model. The relationship between constructs and measures are assessing with the measurement model and the relationship between the constructs are assessing with the path model. Thus the SEM helps to test theoretical relationships between the variables used in the study. This is done by describing the relationships between the various constructs and by describing the relationships between the constructs and measures used in the study (Edwards et al. 2000). Rigdon (2001) defined “SEM as a method for representing, estimating and testing a theoretical network of linear relations between observed and latent variables”. The main advantage of SEM is that it can incorporate the observed variables which is also known as measured variables and the unobserved variables which is known as latent constructs at the same time. This is not possible in the traditional analytical method. SEM is a multivariate technique and it allows the researchers to determine parameter estimates by solving the multiple related equations simultaneously. The reviews on “community support for tourism development” showed that the theoretical basis for majority of the study was “Social Exchange Theory” and the model of community support was developed using structural equation models. These studies have been conducted since 1990’s and have been conducted in different

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geographical areas. The following table (in Table 2.1) presents the details of studies conducted using ‘‘Social Exchange Theory’’ and Structural Equation Modeling (SEM). The Table2.1 explains the details of eighteen published research studies that make use of this methodological tool.

**Table 2.1**

*Theoretical Review of Studies Analysing Residents’ Support/Attitudes towards Tourism Development, Based On Structural Equation Models*

<table>
<thead>
<tr>
<th>SI No</th>
<th>Authors and year of publication</th>
<th>Study Area</th>
<th>Variables used in the models</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lindberg and Johnson (1997)</td>
<td>Oregon (USA) coast communities</td>
<td>“Demographic variables; values (net economic gain; minimal disruption of daily life; adequate recreation facilities; aesthetically pleasing environment; satisfying interaction with non-residents; affirmation of community/culture; influence over community decisions); attitudes towards tourism development”</td>
</tr>
<tr>
<td>2</td>
<td>Bachleitner and Zins (1999)</td>
<td>Styria, Austria</td>
<td>“Tourism Impact and Attitude Scale (TIAS scale) and additional variables (tourism development; personal economic benefits; infrastructure; crowding; pollution and discriminations)”</td>
</tr>
<tr>
<td>3</td>
<td>Yoon, Gursoy &amp; Chen, (2001)</td>
<td>Communities of Gloucester, York, Hampton, Newport News, Norfolk, Poquoson, Virginia Beach, and Williamsburg Cities in Virginia.</td>
<td>“Economic, social, cultural and environmental impacts; total impacts; support for tourism development 4based in four typologies (Nature, Culture or Historical attractions; attractions designed for large numbers of tourists; events/outdoor programs; and development of supporting services)”</td>
</tr>
</tbody>
</table>

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Table 2.1 Continued....

Theoretical Review of Studies Analysing Residents’ Support/Attitudes towards Tourism Development, Based On Structural Equation Models

<table>
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<tr>
<th>SI No</th>
<th>Authors and year of publication</th>
<th>Study Area</th>
<th>Variables used in the models</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Gursoy, Juroski &amp; Uysal (2002)</td>
<td>Five counties surrounding the Mount Rogers National Recreation Area, located in Southwest Virginia (USA)</td>
<td>“Community concern; Community attachment; Ecocentric attitude; Utilization of tourism resource base by residents; The state of the local economy; Perceived benefits; Perceived costs; Support for tourism based in two typologies (cultural and historic attractions; and cultural and folks events)”</td>
</tr>
<tr>
<td>5</td>
<td>Ko and Stewart 2002</td>
<td>Cheju Island in Korea</td>
<td>“Personal benefits from tourism development; Perceived negative impacts of tourism (11 variables about economic, socio/cultural and environmental impacts); Perceived positive impacts of tourism (13 variables about economic, socio/cultural and environmental impacts); Satisfaction with the community; Support for a major development of tourism (support in regional contexts and support in living community contexts)”</td>
</tr>
<tr>
<td>6</td>
<td>Jurowski and Gursoy (2004)</td>
<td>Mt. Rogers National Recreation Area, Southwest Virginia, USA</td>
<td>“Community concern; Eco centric attitude; Utilization of the tourism resources by the residents; State of the local economy; Perceived benefits; Perceived costs; Support for two tourism development typologies (cultural or historic based attractions and cultural and folks events)”</td>
</tr>
</tbody>
</table>

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### Theoretical Review of Studies Analysing Residents’ Support/Attitudes towards Tourism Development, Based On Structural Equation Models

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Gursoy and Rutherford (2004)&lt;sup&gt;83&lt;/sup&gt;</td>
<td>Washington and Idaho, USA</td>
<td>“Community concern; Community attachment; Eco centric attitude; Utilization of tourism resource base by residents; The state of the local economy; Perceived economic, social and cultural benefits; Perceived social and cultural costs; Support for tourism based in three types (natured based developments, cultural or historic based development and nature programs)”</td>
</tr>
<tr>
<td>8</td>
<td>Gursoy and Kendall (2006)&lt;sup&gt;84&lt;/sup&gt;</td>
<td>Salt Lake City, Utah</td>
<td>“Community concern, Community attachment, eco centric attitude, Perceived benefits, perceived costs, Support for Mega Events “</td>
</tr>
<tr>
<td>9</td>
<td>Dyer, Gursoy, Sharma &amp; Charter, (2007)&lt;sup&gt;85&lt;/sup&gt;</td>
<td>Sunshine Coast, Queensland, Australia</td>
<td>“Perceived impacts of tourism: positive economic (4 variables), negative socioeconomic (7 variables), positive social (5 variables) and negative social (5 variables) and positive cultural impacts (4 variables); Support for tourism development”</td>
</tr>
<tr>
<td>10</td>
<td>Oviedo-Garci’a, Castellano-Verdugo, and Marti’n-Ruiz (2008)&lt;sup&gt;86&lt;/sup&gt;</td>
<td>Santiponce (Spain)</td>
<td>“Positive impacts (economic, socio-cultural, and environmental), negative impacts (economic, socio-cultural, and environmental), global evaluation, tourism development, tourism planning”</td>
</tr>
</tbody>
</table>

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Table 2.1 Continued....

Theoretical Review of Studies Analysing Residents’ Support/Attitudes towards Tourism Development, Based On Structural Equation Models

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</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Vargas-Sa´nchez et al. (2009)(^{87})</td>
<td>Minas de Riotinto (a small locality of the Spanish province of Huelva)</td>
<td>“Personal benefits from tourism development; Perceived negative impacts of tourism; Perceived positive impacts of tourism, Satisfaction with the community; Support for a major development of tourism”</td>
</tr>
<tr>
<td>12</td>
<td>Nicholas et al. (2009)(^{88})</td>
<td>The Pitons Management Area, St. Lucia</td>
<td>“Community attachment, environmental attitudes, level of involvement in Pitons Management Area (PMA), perception of the PMA, Support for sustainable tourism development in the PMA, Support for the PMA as a World Heritage Site”</td>
</tr>
<tr>
<td>13</td>
<td>Gursoy et al. (2009)(^{89})</td>
<td>Sunshine Coast, Australia</td>
<td>“Community concern; Community attachment; Ecocentric attitude; Utilization of tourism resource base by residents; The state of the local economy; Perceived economic, social and cultural benefits; Perceived social and socio-economic costs; attitudes towards two different types of tourism development: mass tourism and alternative tourism”</td>
</tr>
<tr>
<td>14</td>
<td>Nunkoo and Ramkissoon (2011)(^{90})</td>
<td>Grand-Baie, Mauritius</td>
<td>“Overall Community Satisfaction, Trust in Tourism Institutions, Power to Influence Tourism, Neighbourhood Conditions, Perceived Costs of Tourism, Perceived Benefits of Tourism and Support for tourism development”</td>
</tr>
</tbody>
</table>


**Table 2.1 Continued....**

*Theoretical Review of Studies Analysing Residents’ Support/Attitudes towards Tourism Development, Based On Structural Equation Models*

<table>
<thead>
<tr>
<th>SI No</th>
<th>Authors and year of publication</th>
<th>Study Area</th>
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</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>A. Vargas-Sa´nchez et al. (2011)⁹¹</td>
<td>Spanish province of Huelva, southwest of Spain</td>
<td>“Perception Of Impacts (More Positive Than Negative), Perception Of Tourists (Respect.), Personal Benefit, Level Of Tourism Development (Perception), Attitude, Satisfaction With The Community (With Public Services) And Tourist Density “</td>
</tr>
<tr>
<td>16</td>
<td>Nunkoo and Gursoy (2012)⁹²</td>
<td>Mauritius</td>
<td>“Attitudes to positive impacts, Attitudes to negative impacts, Support for island tourism, Resource-based occupational identity, Environmental identity and Gender identity”</td>
</tr>
<tr>
<td>17</td>
<td>Nunkoo and Ramkissoon (2012)⁹³</td>
<td>Mauritius</td>
<td>“Residents power in tourism development, Trust in Government actors, Perceived benefits of tourism, Perceived costs of tourism and Political support for tourism”</td>
</tr>
<tr>
<td>18</td>
<td>Lee (2013)⁹⁴</td>
<td>Cigu wetland, which is located in southwest Taiwan.</td>
<td>“Community attachment, Community involvement, Perceived benefits, Perceived costs and Support for sustainable tourism development”</td>
</tr>
</tbody>
</table>

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Most of the studies analysing residents’ support towards tourism development was conducted in developed countries. These studies have used different factors to explain the resident “community support for tourism development”. Among the above quoted different set of variables (table 2.1), the present study utilised the “Perceived Costs of Tourism”, “Overall Community Satisfaction” and “Perceived Benefits of Tourism” as the major variables which affect the “Support for tourism development”. Besides these factors which were the major predictor of residents support, for a country like India the Government also has got an important role to play. The major reason being that tourism development in India is centralised under Department of Tourism. The political, economic and social system in a country will have an imperative role in deciding the type of involvement of the government in tourism development. In countries where tourism is not yet fully developed or is just in initial stage of development, the centralised government control can results in ensuring better results. In such countries direct government intervention would seem to be not only desirable but indispensible and India comes under this category. The study conducted by Chiang & Huang, (2012) explained the role of local government as one of the antecedent variables which affect resident’s perception of tourism impacts. Considering all these, the present study identifies “Perceived Costs of Tourism”, “Perceived Benefits of Tourism”, “Perceived role of Government” and “Overall Community Satisfaction” as the major variables which affect the “Support for tourism development”. The next section explains the variables taken for the study in detail.

➢ **Community Support for Tourism**

The reviews showed that majority of the study had used “the Social Exchange Theory” as the basis for explaining the relationship between the resident’s perception of tourism impact and their support for tourism development (Yoon, Gursoy and Chen

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al.2007\textsuperscript{108}). Hence this study also takes the perceived impacts of tourism as an important determinant of community support. The perceived impacts of tourism can be divided into two headings perceived benefits of tourism and perceived costs of tourism.

### 2.2.1 Perceived Benefits of Tourism

Most of the studies on residents support for tourism suggested that majority usually support tourism by considering tourism as an important economic development tool. Tourism increases the employment opportunities (Mason \& Cheyne, 2000\textsuperscript{109}; Yoon, Gursoy and Chen 2001\textsuperscript{110}; Gursoy et al., 2002\textsuperscript{111}; Gursoy \& Rutherford, 2004\textsuperscript{112}; Dyer et al., 2007\textsuperscript{113}; Nunkoo et al.2012\textsuperscript{114}). Tourism also helps to improve the local economy (Gursoy et al., 2004\textsuperscript{115} and it provides revenue for the local government (Yoon et al., 2001,\textsuperscript{116} Ko \& Stewart, 2002,\textsuperscript{117} Gursoy et al., 2002\textsuperscript{118}; Gursoy \& Rutherford, 2004\textsuperscript{119}). The tourism industry attracts more investments (Yoon et al.,

\begin{thebibliography}{99}
\bibitem{116} ibid.
\bibitem{118} ibid.
\bibitem{119} ibid.
\end{thebibliography}
Tourism helps in income generation and it also raises the standard of living of the resident community (Yoon et al., 2001; Nunkoo & Ramkissoon, 2011). The public facilities and the recreational facilities are improved because of tourism (Ko & Stewart, 2002; Gursoy et al., 2002; Teye et al., 2002; Andereck, et al., 2005; Dyer et al., 2007; Nunkoo & Ramkissoon, 2011). Tourism promotes cultural exchange and encourages variety of cultural activities (Ko & Stewart, 2002; Gursoy & Rutherford, 2004; Nunkoo & Gursoy, 2012). In general the reviewed literature suggested a positive relationship between resident’s perception of positive impacts and resident support (Yoon et al., 2001; Nunkoo & Ramkissoon, 2011).

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125 ibid.

126 ibid.

127 ibid.


131 ibid.

132 ibid.

133 ibid.


137 ibid.
2.2.1 Perceived Costs of Tourism

Even though tourism provides a number of benefits for the community, there exists the negative side also. Tourism increases the cost of living, increases real estate cost and it also results in the increase of prices of goods and services (Ko & Stewart, 2002; Gursoy & Rutherford, 2004; Dyer et al., 2007; Nunkoo & Ramkissoon, 2011; Látková et al., 2012). As a result of tourism, the crime rate increases, creates congestion problems and the traffic accidents are also increases (Yoon et al., 2001; Ko & Stewart, 2002; Gursoy & Rutherford, 2004; Andereck, et al., 2005; Nunkoo & Ramkissoon, 2011). The destinations become overcrowded and this will creates problem for the community (Teye et al., 2002; Nunkoo & Ramkissoon, 2012). The tourism development also causes different types of pollutions (Yoon et al., 2001; Ko & Stewart, 2002; Dyer et al., 2007; Untong et al., 2010; Nunkoo & Ramkissoon, 2011).


144 ibid.

145 ibid.


150 ibid.

151 ibid.

152 ibid.

Cultural degradation was another problem created by the tourism industry (Yoon et al., 2001\textsuperscript{155}, Nunkoo & Ramkissoon, 2012\textsuperscript{156}). Alcoholism, Sexual permissiveness and prostitution were the other cited negative impacts (Ko & Stewart, 2002\textsuperscript{157}, Teye et al., 2002\textsuperscript{158}, Andereck, et al., 2005\textsuperscript{159}, Nunkoo & Ramkissoon, 2011\textsuperscript{160}). Thus the review revealed that the perceived negative impacts were negatively related to residents support for tourism development.

2.2.2 Overall Community Satisfaction

Understanding the level of resident community satisfaction was viewed as an important element of community development (van Es & Schneider, 1983\textsuperscript{161}, Sirgy et al., 2000\textsuperscript{162}, Sirgy & Cornwell, 2001\textsuperscript{163}). There were limited numbers of studies available which examined the relationship between the level of community satisfaction and community support (Ko & Stewart, 2002\textsuperscript{164}; Vargas-Sanchez et al., 2009\textsuperscript{165}). The study of Ko and Steward (2002)\textsuperscript{166} found that “resident’s community satisfaction” was related to “perceived impacts of tourism”. Their study also suggested that the

\begin{itemize}
  \item ibid.
  \item ibid
\end{itemize}
“community satisfaction” can be taken as a useful concept for evaluating the relationship between the tourism impacts and their support for tourism development. The relationship between “community satisfaction” and the “perceived impacts of tourism” were further supported by the study of Vargas-Sanchez et al.’s (2009)\textsuperscript{167} and R. Nunkoo and H. Ramkissoon (2011)\textsuperscript{168}. The study by Nunkoo and Ramkissoon (2010)\textsuperscript{169} found that the “community satisfaction” was a major determinant of residents’ attitudes towards tourism development and suggested that it can be taken as the predictor of community attitude towards tourism development.

2.2.3 The perceived role of Government

Most countries in the world recognise tourism as a way to diversify their economies and they are promoting tourism by adopting various strategies. Tourism can provide economic benefits for governments by the ways earning foreign currency, attracting outside investors, tax revenues etc. Government involvement in tourism takes place to varying degrees at different levels as per the scope of powers of the government, the availability of resources for tourism and commitment to the management of tourism. All levels of government involvement in tourism typically focus on the economic aspects of tourism, with a strong focus on tourism promotion. As tourism is a relatively new industry, it can be difficult for government to predict the potential impacts of their tourism efforts. Today tourism became an inevitable part of modern life. Tourism contributes positively to the socio-cultural and economic development of the region. Even though tourism provides a lot of positive impacts we cannot close our eyes towards its negative impacts. These negative impacts of tourism can be alleviated by means of good and strong controlling policies. So it could be argued that the effective involvement of government in the organization and development of tourism industry is essential to ensure the sustainability of the industry.

The roles and functions of government in tourism usually varies according to different factors including the respective provinces in which they are operating, the significance of tourism within the economy and the political culture and history of jurisdiction (Hall, 2000). According to Hall (2000) the main responsibilities of government in tourism development were summarised as 1) coordination of resources of tourism both inside and between government authorities and the private sector; 2) regulation of human behaviour and industry processes through policy development and legislation that affect tourism (e.g. visa entry regulations, industry and labour regulations, environmental regulations); 3) planning and strategic development on different scales and within different policy fields; 4) entrepreneurial activity by owning and operating businesses and infrastructure that need to be sustained for the public good (e.g. transport companies, national parks, museums); 5) stimulation of private industry development through the provision of direct financial incentives or funding of research 6) promotion and marketing of destinations and attractions; 7) protection of public interests; and 8) social tourism through the provision of tourism opportunities for the more economically or otherwise disadvantaged.

Carolyn (1993) in his study a public choice theoretical framework was developed to identify appropriate roles of central government in providing tourism related goods. The study applied public choice theory to tourism and argued that the application of the theory to tourism should provide some interesting insights regarding the role of government in tourism. The first part of the study explained about the public choice theory and sets out potential reasons for government involvement in economic activities. The second part developed a framework for assessing central government’s role in their provision and the third part of the study discussed about the application of the formulated model in a preliminary case study to New Zealand tourism. The study revealed that direct government involvement in the provision of tourism related goods was very limited. The study found that some type of government involvement is necessary for the promotion and data on future demand for place products. The

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171 ibid
preliminary examination of government intervention in New Zealand tourism revealed that the government was involved in those areas expected from the model, such as overseas destination promotion, regulation to preserve and protect, and policies to remove impediments to growth. The study also found that the government had intervened in areas where their involvement was not generally considered appropriate such as promotion of individual products, development and construction of accommodation and other facilities. The study also explained the weaknesses of the model as its inability to indicate how government could make trade-off between appropriate but conflicting roles such as preservation and protection of resources and facilitating tourist flows.

Madrigal (1995)\(^\text{173}\) in his study examined the relationship between resident’s perception on impacts of tourism and their attitudes toward local government’s involvement using a randomly selected sample. The major objective of the study was to identify nested (smaller) community clusters of residents across cities that were homogeneously grouped on the basis of their perceptions of positive and negative impacts of tourism on their community. Two cities, one Sedona (a rural city in Arizona, USA) and York (an urban city in England, UK), each from a different country and exhibits extensive tourism development (having different histories of development) were randomly selected for analysis. The four dependent variables included in the study were willingness to support additional taxes for tourism development (taxes); importance of long term community planning for tourism (planning); perceptions of local government’s role in regulating tourism development (regulating) and the future prospects of the city to become a successful tourist destination. The result indicated that two cities included community clusters of residents having similar perceptions on positive and negative impacts of tourism. Three groups were identified in the study and they were (1) “Realists” (who recognizes that the tourism industry results in the creation of both positive and negative impacts), (2) “Haters” (in favour of government regulations who opposes the tourism development) and (3) “Lovers” (who strongly disagree with the government regulations and favoured future development). The major implications of the study is that only “lovers and haters” category of resident’s will like

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to participate in tourism planning process and the “realists” may not like to participate in the planning process. One of the major suggestion of the study was that there is the need for developing an internal marketing process. And this internal marketing process should segment the resident's into distinct groups on the basis of their view of tourism development. The results of this study clearly indicate that these segments do exists and that each groups have different expectations regarding governments’ role in tourism development.

Godfrey (1998)\textsuperscript{174} in his study examined the attitudes of public sector tourism managers towards the principles of sustainable tourism. This paper also examined the perception of the tourism officers in UK (local government) about specific issues of sustainability and potential obstacles to its implementation. The study also explained the developments and results of a nationwide postal survey of UK tourism officers designed to explore the feasibility of the global principles of sustainability. A self-completed questionnaires was for data collection. The data was collected from the local tourism officers throughout the UK. Basic question included in the questionnaire was the type of local authority, the tourism post and personal demographic variables of the respondents and the officer’s level of agreement with a series of attitude statements. The attitude statements were measured on a 7-point continuum from strongly agree to strongly disagree. Sample consisted of all types and sizes of local government from England, Scotland, Wales and Ireland. About 52\% of the samples were taken from urban authorities and over 38\% from rural cities with remaining coming from districts containing key cities or towns. Out of 569 officers list 314 completely filled questionnaires were analysed using SPSS. The study found that the attitudes of UK local government tourism officers towards sustainable tourism seem to be positive and they acknowledge the need for better coordination between public, private and community interests and they also endorsed the view that to achieve sustainability requires less emphasis on short term economics with greater recognition of the social and environmental implications of the industry. The study also found that tourism officers support the integration of tourism interests by considering it as a means of

socio-economic development of the local area rather than as a unique or isolated activity.

Zhang, Chong and Ap (1999)\textsuperscript{175} in their study identified the different roles of the Chinese government in the development of international tourism. The time period taken for the study was from 1978 (which is considered as a turning point for Chin’s development) to 1999. The study listed out the major roles played by the Chinese government as: “role as an Operator - involving ownership and provision of the infrastructure for tourism development and operation of tourism business activities; role as a Regulator - formulating and implementing regulations to control tourism business; Investment stimulator - stimulating tourism investment through the provision of financial incentives; Promoter - spending money on the promotion of tourism in the international market; Coordinator - coordinating activities of different government departments with respect to tourism; and Educator - establishing a system of tourism education institutions and providing tourism education and training programs”. The policies and the different roles of government of China was analysed taking three time periods as reference. The first period taken for the study was from 1978 to 1985, second period was from 1986 to 1991 and the third period was from 1992 to 1999. The analysis was based on the decisions taken by the government and its outputs during the time period. The Hall’s model (1994) was taken as the basis for the analysis of the policies in terms of demands and decisions of China government. The major findings of the study was that during the first stage of tourism development, the government had played the role of “an operator” and then it was changed into the role of a “Coordinator and planner”. The study also found that during the entire period of development, the role as an “educator” did not change at all. The major suggestion of the study was that the government will have to continuously monitor the progress of tourism industry and also have to take proper steps to improve the standards as per the international tourist’s expectations. The study concluded by explaining the initiatives taken by a developing country’s government in transforming the tourism industry from political tool to the main economic development tool.

Goymen (2000) in his study described the different stages of development of tourism in Turkey and also explained the development process which was by the interaction with the political, economical and social sectors of the society. The study found that the state had played a vital role during most of the periods. The study found that before 80’s the tourism development was a state sponsored process, but later after 80’s it was changed into public private partnership.

Hilton and Diaram (2003) in their study discussed the prospective roles of government in the development of tourism. The study argued that to ensure sustainability of the tourism industry, the regional government has to take strong measures in the planning and development process. The study suggested that in order to minimize or mitigate these impacts of tourism, the government has to take strong steps through good regulatory. The study strongly argued about the superior role of the government in tourism industry through straight and subsidiary market intervention, through planning and coordination within and between government bodies and through providing financial incentives, sponsoring and engaging in marketing and promotion. Thus this paper strongly recommended the greater role of the government in tourism development.

Oliveria (2003) in his study examined the different roles of government in tourism development and also tried to find out the reason behind the different policy initiatives of the government. The study also examined how the different policies were implemented and what were the major responses of the government towards the investments in tourism industry. The case study approach was adopted for the study and selected areas were the Brazilian North-eastern region- Porto Seguro, Icapui and Fernado de Noronha. By analysing the three case studies it was found that the government had adopted different types of environmental strategies to each of the potential investments in tourism industry and it was further controlled by different jurisdiction. From the case studies, 4 strategies were identified and they were “(1)

Building institutional Capacity (2) Investments in environmental projects (3) Control of development and tourist flow and (4) creation of protected areas”. Thus the study presented the different steps taken by the governments to overcome the environmental impacts of tourism. The study concluded that these different steps taken by the government depends several factors like how the government develops the policy, what steps were taken to measure the effectiveness of the policy, the government’s readiness to empower resident communities and their attitude towards the development of environmental friendly practices.

Yiiksel, Bramwell and Yiiksel (2005)\textsuperscript{179} in their study developed a framework of issues to consider when evaluating evidence of decentralized tourism governance. The framework included consideration of the extent of any decentralized relations and the potential benefits and shortcomings of such relations. This study also examined the transfer authority, and the distribution of power, legitimacy and accountability. The study examined the involvement of the central government, local government, privatized company and nongovernmental organisations in tourism governance in the coastal resort of Belek in Turkey. The study examined the Belek’s governance using institutional approach. Semi structured interviews were used for data collection and the respondents were selected using snowball technique. The framework used in the study included concern for authority, power, accountability, legitimacy and effectiveness. The study found that many aspects of policymaking in Belek remained centralized with influential, notably through ministerial direction.

Baun and Szivas (2008)\textsuperscript{180} in their study critically explored the role of the state and its agencies in creating an enabling environment for effective Human Resource Development (HRD) in tourism. The study also examined the different policies and implementation strategies adopted for human resource development. The central objective of this study was to check whether government and its agencies can play a useful role in guiding policy and offering programmes that act to enhance the quality and productivity of people in the delivery of products and services to guests within


tourism. The study also analysed how these different roles of government can be defined and operationalized. The study discussed about the nature of tourism as a sector within the economy and identified its salient features. The study also assessed the role of human resources in enabling tourism business, destination and countries to operate effectively and competitively in the contemporary global economy. The study also quoted a case example of state engagement. The example quoted was the tourism development at the republic of Ireland. The study suggested that for the less developed countries especially those with an immature tourism sector, the government has to support and facilitate HRD at an operational level through direct intervention in education, training and allied activities. The study also suggested the need for an integrated approach for national level HRD in tourism.

Connell, Page and Bentley (2009)\textsuperscript{181} in their study assessed the local government’s role in the planning process of sustainable tourism in New Zealand. The study also tried to understand the effect of the Resource Management Act 1991 (RMA) implementation as a measure to achieve sustainable tourism. The works of Thorn (1997)\textsuperscript{182} & Page and Thorn (2002)\textsuperscript{183} argued that there is urgent need to have a national vision regarding tourism by the proper implementation of RMA in order to mitigate the negative impacts of tourism at the local council level. The findings of these studies have been taken as the basis of the study. Thus the study mainly concentrated on how the RMA can be effectively implemented to ensure minimisation of impacts of new development projects in tourism. The study explained briefly about the tourism developments in New Zealand and the also analysed the reasons for taking tourism as one of the important area for development. The population for the study included 12 regional councils and 73 Territorial Local Authorities and the Territorial Local Authorities consisted of 58 District Councils and 15 city councils. The tool used for data collection was questionnaire and the questionnaire was mailed to all the 3 types of local authorities which contain both closed and open ended questionnaires. Out of the


85 questionnaires 43 completed questionnaires were returned and the response rate was 51%. The study found that the double role of many local councils in doing regulatory planning process and promotional activities of tourism gave rise to many serious issues in the implementation of RMA. The study also found that the infrastructure developments, the conduction promotional activities etc. with limited resources and with limited revenue had become a financial burden for the local authorities. The study also found that the private sector plays a major role in the development of tourism in New Zealand and the public sector acts as the gatekeeper of tourism developments. The study suggested that even though the efforts of the local authorities towards sustainable development were worth mentioning there exists further gap between the policy and implementation of sustainable tourism efforts. Thus the study concluded by stating that the New Zealand tourism needs a sound national policy to manage the visitor volumes and to achieve the sustainable tourism objectives.

Schmallegger and Carson (2010)\textsuperscript{184} in their study examined the role of Northern Territory Government in the development and marketing of tourism in Darwin and investigated the types of strategies used by the Government by the past decades. This study identified the different roles of the Northern Territory Government for the development of Darwin’s Tourism sector over the past years. The study also assessed the type of tourism development adopted in the area and also analysed about the different marketing strategies taken by the government to promote tourism. The study also tried to explain how the government promotes tourism as an engine of economic growth in Darwin. The study presented the reports on the basis of media analysis and the period taken for the study was from 2000 to 2009. The Medias selected included the newspaper articles and local radio transcripts. The reports of tourism in Darwin were collected from the online database “Australian/New Zealand Reference Centre”. This data base included a collection of major Australian newspaper, magazines and broadcasting transcripts. By using 178 articles, both qualitative and quantitative content analysis techniques was used in the study. The study identified eight thematic categories which included 39 articles of marketing campaigns, 26 articles of general visitor trends, 24 articles of air traffic, and 21 articles of the waterfront precinct, 14 articles of

\textsuperscript{184} Doris Schmallegger and Dean Carson (2010). Whose city is it? The role of government in tourism in Darwin, Northern Territory. \textit{Tourism and Hospitality Planning and Development}, 7(2), 111-129.
indigenous tourism, 10 articles of cruise tourism, 7 articles of central business district and 13 other articles. Then a qualitative content analysis was done. The aim of the analysis was to identify similar patterns on the selected articles and also to find out the relationships between key words identified using the world frequency analysis. The study result found that the Northern Territory Government has been using tourism primarily as a vehicle to boost immediate short term economic and employment growth by investing in large scale “showy” construction projects. The study also found that the initiatives of Northern Territory Government in tourism were highly growth oriented and show a tendency towards “superlativism”. The study argued that the Northern Territory Government has taken a “boosterism” approach to stimulate immediate short term and economic and employment growth through a number of expensive ‘showy’ construction projects. The study also suggested that the long term viability and sustainability of tourism industry was threatened by too much of Government intervention in Darwin.

From all these reviews it is clear that the government has got a pivotal role to play for the successful tourism development. The most important responsibilities of the government can be summarised as that of regulator to ensure a sustainable growth of tourism and also ensuring optimum tourist flow to minimise the stress on the environment, the sustainable manage of tourism resources, the developer of tourism infrastructure, as a provider of financial incentives for the tourism investments, as a formulator of tourism policies, as a provider of tourism education and training programs, as a protector of natural resources of tourism and working as an integrator by coordinating the activities of different government departments with respect to tourism. The government has got an important role in achieving the community involvement in tourism. Although some researchers argued that the role of government in tourism has been declining, its role in the industry’s development should in no circumstances be neglected (Bramwell, 2011\textsuperscript{185}; Newman & Clarke, 2009\textsuperscript{186}). The government is the main actor in the process of tourism development (Bramwell, 2011\textsuperscript{185}; Newman & Clarke, 2009\textsuperscript{186}).


Chapter 2

2011\textsuperscript{187}; Hall, 1994\textsuperscript{188}) and controls the industry through formal departments and other organisations (Elliot, 1997\textsuperscript{189}). The state intervenes in tourism development for environmental, political, and economic reasons (Nyaupane & Timothy, 2010\textsuperscript{190}). It usually attempts to secure a balance between economic priorities, environment, and the local society in order to gain political support for tourism development (Bramwell, 2011\textsuperscript{191}). Wearing and Neil (2009)\textsuperscript{192} assert that only government and public authorities can manage efforts to accomplish sustainable tourism. The study of Chiang and Huang (2011)\textsuperscript{193} showed that local government was the antecedent variables which affect the resident’s perception of tourism impacts. As the government has a primary influence on governance and on policy-making for sustainable tourism in India as well as in Kerala, there is a need for further research by including the perceived role of the government to explain the “community support for tourism development”.

The above reviews provided necessary guidance for the assessment of “community support for tourism development” using the constructs “Perceived Costs of Tourism”, “Perceived Benefits of Tourism”, “Perceived role of Government” and “Overall Community Satisfaction”.

The second area of research selected for the study is the tourist satisfaction. The following section provides an account of the reviews carried out under the area of tourist satisfaction.

2.3 Review on Tourist satisfaction

While measuring tourist satisfaction, it is important to understand the term ‘satisfaction’ and then to find out suitable method to measure satisfaction. Pizam,
Neumann, and Reichel (1978)\(^{194}\) defined “tourist satisfaction as a result of comparing tourists’ experience at destination visited and expectations about the destination”. Ostrom and Iacobucci (1995)\(^{195}\) stated that “satisfaction is a subjective opinion. It is a benefit to customers for purchasing products or services”. Kotler (2000)\(^{196}\) defined satisfaction as a “person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance/outcome from his/her expectations”. The definition of customer satisfaction given by Zeithaml et al (2009)\(^{197}\) is quoted as “the customer’s evaluation of a product or service in terms of whether that product or service has met the customer needs and expectations”. Thus the definition emphasises the importance of understanding the expectations of the tourists to have a better understanding of satisfaction. In order to understand about the future prospects of a destination, it is important to know whether the destination facilities met the needs of customer expectations or not. Satisfaction surveys are the effective tool that can be used for this kind of assessment. Realising this as an important area, a number of scholars were assessed the satisfaction of tourists using different methods. Some researchers have studied the tourist satisfaction on travel agency services, some studied the satisfaction on the accommodation facilities (Ekinci et al. 2003)\(^{198}\), some others studied the satisfaction on the different destination types like national parks (Hwang, Lee and Chen 2005\(^{199}\); Tonge and Moore 2007\(^{200}\)), wetlands (Wang, Chen, Fan, and Lu


2012\textsuperscript{201}, ski resorts (Weiermair and Fuchs 1999\textsuperscript{202}), etc. In the view of Kozak & Rimmington, (2000)\textsuperscript{203} an assessment of the tourist satisfaction is important to the marketing of the destination effectively. The study explained that the choice of destination was influenced by this. The satisfaction also influences the decision to return.

Kozak and Rimmington (2000)\textsuperscript{204} in their study determined the importance of destination attributes of Mallorca, Spain during the winter season to the overall satisfaction levels of tourists. The study also evaluated the tourist’s future holiday intentions. The study assessed the tourist satisfaction based on the factors like the major attractions of the destination, the major facilities available at the destination, the different transportation facilities available, availability of English language etc. The result of the study showed that the tourists were satisfied with the facilities and services at the destination airport and they were least satisfied with the tourist attractions and facilities.

The study of Akama and Mukethe (2003)\textsuperscript{205} analysed the tourist satisfaction on Tsavo West National Park and also tried to investigate effect of quality reduction of the national parks as the tourist product on the visitor satisfaction. The study had used the SERVQUAL to measure the service quality attributes and also to measure the overall visitor satisfaction with tourist product and services of the park. The study of Yoon and Uysal (2005)\textsuperscript{206} analysed the tourist motivation for travel and also tried to find out the relationship among the push and pull motivation factors, tourist satisfaction and destination loyalty. The study developed a model by using structural equation modeling


\textsuperscript{203} Metin Kozak And Mike Rimmington (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. \textit{Journal of Travel Research, 38}, 260-269.

\textsuperscript{204} ibid.


approach. The study found that there exists a vital relationship between push/pull motivations and destination loyalty.

Yu and Goulden (2006)\textsuperscript{207} in their study analysed the international tourists’ satisfaction with tourist attractions, facilities, services and prices in Mongolia. The study used 37 attributes of attractions, activities, facilities, services, transportation and prices for the measurement of tourist satisfaction in Mongolia on a five-point scale ranging from 1 (very dissatisfied) to 5 (very satisfied). The study of Oom, Albino, Mendes and Guerreiro (2006)\textsuperscript{208} which was conducted with tourists visiting Arade, a Portuguese tourist destination, explored the relationship between travel satisfaction and destination loyalty intention and the result validated that the tourist satisfaction was one contributing factor to destination loyalty intention.

Kee Hui, Wan and Ho (2007)\textsuperscript{209} in their study evaluated the satisfaction of different tourist groups and developed a conceptual model. The conceptual model was developed by combining the concepts of the Expectancy Disconfirmation Paradigm (Oliver, R.L.1980)\textsuperscript{210} and the Service Quality Model. The study evaluated the overall satisfaction of tourists visiting Singapore and also tried to find out the travel attributes which meet or exceed their expectations. Elisa, Rodríguez and Antonio (2007)\textsuperscript{211} in their study assessed the effect of service quality perceptions and customer satisfaction on behavioural intentions. The study had used the SERVQUAL model to measure the service quality perceptions. The study found that the service quality and customer satisfaction were the two factors which influence the behavioural intentions of the tourists.


Geng-Qing and Qu (2008)\textsuperscript{212} in their study analysed the destination loyalty by examining the relationships among “destination image”, “tourist attribute” and “overall satisfaction”. The respondents were asked to rate their satisfaction with the overall travelling experience on a 7-point Likert scale ranging from 1 being Very dissatisfied to 7 being Very satisfied. The results of the study found that the “destination image” had got direct influence on the attribute satisfaction and the overall satisfaction was influenced by “destination image” and “attribute satisfaction”. The study also found that “the destination loyalty” was positively influenced by the “overall satisfaction” and “attribute satisfaction”.

The study of Song, Vander, Li and Chen (2012)\textsuperscript{213} developed an assessment system to measure the tourist satisfaction. The assessment system was developed based on a dual-model framework and the study tests its general applicability. The first model explained the influencing factors of tourist satisfaction and tried to measure the tourist satisfaction. The study had used six sectors (Attractions, Hotels, Immigration, Restaurants, Retail Shops and Transportation) to assess the tourist satisfaction. The model was developed by using structural equation modeling. The study investigated the relationships amongst the different constructs used in the theoretical framework. An overall destination satisfaction index was developed as the second model. The result of the study showed that all of the estimated paths from Perceived Performance to Tourist Satisfaction and from Perceived Performance to Assessed Value were supported across all six sectors.

Neal and Gursoy (2008)\textsuperscript{214} in their study assessed the tourist’s satisfaction with hospitality and tourism services using systems approach. This study proposed that the tourist’s overall satisfaction depends on their satisfaction with “pre-trip services”, satisfaction with “services at the destination” and satisfaction with “the transit route services”. The findings of the study suggested that the tourists experience at the


destination was a complex and hybrid experience. The model developed suggests that tourists satisfaction with travel and tourism services was a function of satisfaction of each services provided and it was influenced by the satisfaction with “pre-trip services”, with the destination services and with the transit route services.

Truong and Foster (2006)\textsuperscript{215} in their study assessed the perception of Australian pleasure travellers with Vietnam as a holiday destination. The study tried to identify how the various travel attributes expected by the Australian traveller’s matches with their actual experience. The study was conducted using the HOLSAT model. Using the HOLSAT model, the study determined the level of satisfaction of travellers by comparing their expectation with their actual experiences. The study found that out of the twenty five positive attributes, twenty one attributes got significant result in t-test and the study described that these twenty five attributes were the strength of the tourism industry in Vietnam. The study also found that the culture and history of Vietnam act as the major attracting factor for tourists.

The reviewed studies had used different methods to measure tourist satisfaction. The findings of these studies showed that assessing tourist satisfaction is important to understand whether the customer expectations were met or not and also to understand about the future prospects of the destination. The satisfaction of tourist visiting at a destination is a mix of satisfaction on different destination attributes including both tangible and intangible products (Qu & Li, 1997\textsuperscript{216}; Ryan, 1999\textsuperscript{217}). So in order to measure the satisfaction of tourists visiting in a destination, the experience on all the activities that tourist participates during their whole trip should be included (Augustyn & Ho, 1998\textsuperscript{218}). The destination attributes are used for measuring the tourist satisfaction by most of the studies. Understanding about the appropriate method for measuring tourist satisfaction is also important to conduct the study. The major frameworks which


were used by researchers are: 1) “expectation and disconfirmation paradigm” (Oliver 1980)\textsuperscript{219}, 2) “equity” (Fisk and Young 1985\textsuperscript{220}; Oliver and Swan 1989\textsuperscript{221}), 3) “norm” (Cadotte, Woodruff and Jenkins 1987)\textsuperscript{222} and 4) “perceived overall performance” (Tse and Wilton 1988)\textsuperscript{223}. As per the “expectancy-disconfirmation model” the customer would have an expectation about the product before purchasing. The expectancy-disconfirmation paradigm by Oliver (1980)\textsuperscript{224} assess the customer satisfaction using four elements: pre-purchase expectations, perceived performance, disconfirmation and satisfaction. If the tourist’s expectations about travel attributes were met or exceeded by the service performance, then the tourist will be satisfied or positive disconfirmation occurs, or else negative disconfirmation will occur or dissatisfied. If satisfaction occurs then the customer will repurchase the product and if dissatisfied then the customer will go for alternative products. As per the equity theory (Oliver and Swan 1989)\textsuperscript{225} the customer satisfaction is the result of their evaluations of the benefits and costs associated with the purchase. If the benefits exceeded the costs (includes price, time and effort) then the customer are likely to be satisfied. Some other researchers used norm theory which is somewhat same as the expectation disconfirmation model approach. Tse and Wilton (1988)\textsuperscript{226} developed “Perceived Performance Model” for measuring satisfaction and the model recommends that the measurement of the actual performance of a product helps to assess the satisfaction or dissatisfaction of a product.

The main questionnaire based methods which were used for measuring customer

\begin{itemize}
  \item \textsuperscript{224} ibid.
\end{itemize}
satisfaction are SERVPERF-service performance (Cronin & Taylor, 1994),\(^{227}\) SERVQUAL-service quality (Parasuraman, Zeithaml, & Berry, 1988),\(^{228}\) IPA-Importance-Performance Analysis (Martilla, J. A., & James, J. C. 1997),\(^{229}\) and HOLSAT-holiday satisfaction (Tribe and Snaith 1998).\(^{230}\)

SERVPERF measures the service performance of the product, while the Importance-Performance Analysis measures the performance relative to importance. SERVQUAL helps to measure the difference between customer’s expectations for excellence and their opinions of actual service received. SERVQUAL uses a fixed set of attributes under five dimensions: 1) “Tangibles”, 2) “Reliability”, 3) “Responsiveness”, 4) “Assurance” and 5) “Empathy” in order to measure the service quality. HOLSAT is a method which is based on the dis confirmatory paradigm. The HOLSAT model measures the tourist satisfaction based on the difference between the mean score of ‘expectation’ and ‘experience’ for each destination attribute. The study of Truong and Foster (2006)\(^{231}\) strongly recommends that among the four methods of measuring customer satisfaction, HOLSAT is the best instrument that can be used to assess the satisfaction of tourists visiting a destination. The major features of HOLSAT model as explained by Truong and Foster (2006)\(^{232}\) are:

1) HOLSTAT does not use a fixed set of attributes, instead a set of attributes are developed which are most suitable for a particular destination. These attributes are developed using the secondary literatures which includes brochures, government literatures, newspaper articles and other promotional materials. So the HOLSAT instrument gives the freedom to include attributes which are most suitable to a destination.


\(^{232}\) ibid.
2) HOLSAT includes statements stating both positive and negative attributes about the destination. Positive attributes highlights the good qualities of the destination while the negative attributes states just the opposite.

3) The expectations and experiences on each destination attributes are measured in a five point Likert scale.

4) Then the difference between the mean score of “expectation” and “experience” for each destination attributes are determined and based on the value, the satisfactions of tourists are determined. The paired-sample t-tests are used to examine whether difference between expectation and performance scores shows statistical significance.

5) The results are plotted graphically. The graph is drawn by plotting the score for “expectation” against “experience” by using Microsoft Excel spread sheets. Then a 45° inclined line is drawn to represent “win” and “loss” segments. “Win” segment denotes those attributes where the expectations of the tourists are met or surpassed, “Loss” segment denotes those attributes where the expectations of the tourists are not met and “Draw” denotes those attributes where the expectations of the tourists met with their actual experience. The graphical representation of results makes this model easy to understand.

The review on the methods used for the measurement of tourist satisfaction clearly showed that HOLSAT is the most appropriate tool to measure the tourist’s satisfaction visiting a destination. Thus the study uses this instrument to measure the satisfaction of tourists be comparing their expectation against their actual experience. The attributes for the questionnaire are developed by including the relevant attributes which are most suitable for Kerala as a tourist destination. The attributes are developed by reviewing the relevant materials like promotional brochures, newspaper reports etc. The attributes thus developed are grouped under five major headings viz ‘Accommodation’, ‘Accessibility’, ‘Attraction’, ‘Amenities’ and ‘Attitude of service providers’.
2.4 Chapter Summary

The chapter thus provided a detailed account of the reviews conducted at the two major areas of research namely ‘community support for tourism development’ and ‘tourist satisfaction’. The chapter also explained the sub variables under the main areas of study. The review helped to finalise the methodology of the study and to find out the important variables of the study. The major variables identified under the community support were the overall community satisfaction, the perceived tourism impacts (positive and negative) and the perceived role of government. The review also helped to finalise the methodology to develop model and the adopted methodology was Structural Equation Modeling. The review also helped to identify the suitable methodology to study tourist satisfaction and the selected methodology was HOLSAT. Thus through literature review, the major variables and the methodology of the study was finalised.