

**RESPONSIBLE TOURISM AS A PRECURSOR TO
DESTINATION SUSTAINABILITY AND QUALITY OF
LIFE OF COMMUNITIES –**

A Study at Tourism Destinations of Kerala

*Thesis submitted to
Cochin University of Science and Technology
for the award of the Degree of
Doctor of Philosophy
under the Faculty of Social Sciences*

by

**PAUL V. MATHEW
(Reg. No. 4372)**

Under the guidance of
Prof. (Dr.) MOLLI P. KOSHY



SCHOOL OF MANAGEMENT STUDIES
COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY – 682 022

OCTOBER 2016

Certificate

This is to certify that Mr. Paul V Mathew has made all the relevant corrections and modifications suggested by the audience during the pre-submission seminar and recommended by the doctoral committee. The same has been incorporated in the thesis.

Prof. (Dr.) Moli P. Koshy

Supervising Guide

Declaration

I hereby declare that the dissertation titled “RESPONSIBLE TOURISM AS A PRECURSOR TO DESTINATION SUSTAINABILITY AND QUALITY OF LIFE OF COMMUNITIES - A Study at Tourism Destinations of Kerala” is a record of the bona fide research work done by me and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other title of recognition.

Paul V. Mathew

Acknowledgement

I am extremely indebted to many great personalities who had been with me during this doctoral pursuit as guidance, support, encouragement, correction, and assistance.

First of all, I mark my sincere gratitude and deep senses of obligation to my supervising guide Prof. (Dr.) Moli P. Koshy, Director, School of Management Studies, Cochin University of Science and Technology. Her supervision, direction, patience, cares, and motivation are beyond my words, which were instrumental in the accomplishment of this work. I value her accessibility, the breadth and depth of knowledge, and her ability to instil confidence. She touched a special chord in my life as catalyst and a mentor who comes whenever and wherever required.

I owe my sincere gratitude to Prof. (Dr.) D. Mavoothu, Professor, School of Management Studies, Cochin University of Science and Technology, who infused interest in the topic and remained as a great inspiration throughout the work.

I express my indebtedness to Dr. Kyungmi Kim and Dr. Muzaffer Uysal, Department of Hospitality and Tourism Management, Blacksburg, Virginia for their kind consent and advices to adopt their studies on Tourism and Quality of Life. It is indeed a pleasure for me to mark my gratitude to Prof. Oommen Mathew, Founder Regional Director, Institute of Management in Government, Prof. B. Vijayakumar, Principal, Kerala Institute of Tourism and Travel Studies (KITTS), Dr. B. Raveendran ISS, Mr. U.V. Jose IAS, Director, Department of Tourism, Government of Kerala, for their unrelenting support.

I acknowledge with thanks Dr. Reji Kumar G, Professor, Amritha University who helped me in need with intellectual sharing and providing insights to data analysis which made possible to complete this work.

I extend my sincere thanks to all members of the School of Management Studies for their encouragement, especially Dr. S. Sreejesh, Dr. Manoj Edward, Dr. James Manalel, Mr. Manoj Menon, Dr. Joemon Pappachan and many others....

I also extend my thanks to the research scholars, Librarian and non-teaching staff of the School of Management Studies, Cochin University of Science and Technology.

It is a pleasure for me to thank all those who contributed their expertise for the completion of my dissertation. I recognize the support, love and tolerance of the members of my family, friends and well wishers during the course of my PhD work.

PAUL V MATHEW

Contents

SL. NO	TITLE	PAGE NO.
I	List of Tables	
II	List of Figures	
III	Abbreviations	
IV	Abstract	i-ii
1	CHAPTER 1 – INTRODUCTION	1-13
1.1	Background of the Research Problem	4
1.2	Research Problem	9
1.3	Objectives of the Research	10
1.4	Scope of the Research	11
1.5	Expected Outcomes	12
1.6	Limitations of the Study	13
2	CHAPTER – 2 - LITERATURE REVIEW	15-101
2.1	Introduction to Tourism	15
2.2	Tourism in India	17
2.3	Tourism in Kerala	19
2.4	Stakeholders of Tourism	21
2.4.1	Government	22
2.4.2	Industry	24
2.4.3	Host Community	25
2.4.4	Tourists	27
2.4.5	Other Stakeholders	28
2.5	Impacts of Tourism	29
2.5.1	Economic Impacts	29
2.5.2	Social Impacts	32
2.5.3	Cultural Impacts	34
2.5.4	Environmental Impacts	36
2.5.5	Impacts of Globalization	37
2.6	Destination Management	38
2.6.1	Destination	38
2.6.2	Destination Management Structure	39
2.6.2.1	Destination Management Organizations (DMO)	40
2.7	Responsible Tourism (RT)	43
2.7.1	How RT is different	46

2.7.2	The Triple Bottom Line (TBL)	46
2.7.3	Experiences and Success Stories	48
2.8	Destination Sustainability	49
2.8.1	Economic Sustainability	52
2.8.2	Social Sustainability	54
2.8.3	Cultural Sustainability	55
2.8.4	Environmental Sustainability	57
2.8.4.1	Destination Sustainability – Classification and Measurement	58
2.8.4.1.1	Sustainability Classifications	59
2.8.4.1.2	Sustainability Indicators	59
2.8.4.1.3	Sustainability Indices	61
2.9	Quality of Life (QOL)	64
2.9.1	Material Well-Being	70
2.9.2	Community Well-Being	73
2.9.3	Emotional Well-Being	74
2.9.4	Health and Safety Well-being	78
2.10	Part 2 - Responsible Business	81
2.10.1	Ministry of Corporate Affairs Definition	81
2.10.2	Caux Round Table Conference	83
2.10.3	Responsible Business – Contemporary Relevance	84
2.10.3.1	Drivers of Responsible Business	85
2.10.4	Responsible Business and Tourism Industry	86
2.10.5	Responsible Business Framework	88
2.10.5.1	Indicators of Responsible Business	91
2.10.5.1.1	Responsible Business Indicators in Tourism Sector	96
2.11	Chapter Summary	101
3	CHAPTER – 3 - THEORETICAL FRAMEWORK	103-138
3.1	Introduction	103
3.2	Theoretical Models	104
3.2.1	Tourism Area Life Cycle (TALC) Theory	105
3.2.1.1	Butler’s Theory	106
3.2.1.2	Carrying Capacity and Limits of Growth	106
3.2.1.3	TALC Applications and Explanations	107
3.2.1.4	Kim’s Model and Quality of Life	110
3.2.1.5	Doxey's Irritation Index Model	112
3.2.1.6	Dogan’s Proposal	113
3.2.2	Responsible Tourism, Destination Sustainability and	114

	Quality of Life	
3.2.2.1	Responsible Tourism and Destination Sustainability	114
3.2.2.2	Responsible Tourism and Quality of Life	119
3.2.2.3	Destination Sustainability and Quality of Life	122
3.3	Operational Definition of Variables	123
3.4	Constructs and Indicators used in the Study	125
3.5	Research Model for the Study	127
3.6	Hypotheses	127
3.7	Responsible Business – A Conceptual Framework	133
3.7.1	Operational Definitions of Variables	134
3.7.2	Constructs and Indicators	136
3.8	Chapter Summary	138
4	CHAPTER 4 - RESEARCH METHODOLOGY	139-153
4.1	Introduction	139
4.2	Part - I Responsible Tourism, Destination Sustainability and QOL – Structural Model	141
4.2.1.	Survey Instrument	141
4.2.2	Sources of Instrument for Data Collection	143
4.2.3	Pilot Study	144
4.2.4	Data Collection and Sample	144
4.2.5	Data Analysis Technique	146
4.3	Part - 2 Responsible Business	149
4.3.1	Research Process	149
4.4	Summary	153
5	CHAPTER 5 - DATA ANALYSIS	155-207
5.1	Tools adopted and Justifications	156
5.2	Part1: Causal Study – Responsible Tourism	157
5.2.1	Sample Profile	157
5.2.2	Response Rate	158
5.2.3	Data Quality	158
5.2.4	Exploratory Factor Analysis	161
5.2.4.1	Responsible Tourism Variable	161
5.2.4.1.1	Economic Responsibility	161
5.2.4.1.2	Social Responsibility	161
5.2.4.1.3	Environmental Responsibility	161
5.2.4.2	Perceived Destination Sustainability	165
	Economic Sustainability	165

	Social Sustainability	166
	Cultural Sustainability	166
	Environmental Sustainability	166
5.2.4.3	Quality of Life (QOL)	167
	Material Well-being	168
	Community Well-being	168
	Emotional Well-being	168
	Health and Safety Well-being	168
5.2.5	Confirmatory Factor Analysis (CFA)	170
5.2.5.1	Model Fit Measures: Key Terms Explained	171
5.2.5.2	Model Fit Indices	172
5.2.5.3	Measurement Models of “Responsible Tourism” Dimension	176
5.2.5.3.1	Measurement Model of Economic Responsibility	177
5.2.5.3.2	Measurement Model of Social Responsibility	177
5.2.5.3.3	Measurement Model of Cultural and Environmental Responsibility	178
5.2.5.3.4	Structural Model of Responsible Tourism	178
5.2.5.4	Destination Sustainability	180
5.2.5.4.1	Measurement Model of Economic Sustainability	180
5.2.5.4.2	Measurement Model of Social Sustainability	181
5.2.5.4.3	Measurement Model of Cultural Sustainability	181
5.2.5.4.4	Measurement Model of Environmental Sustainability	182
5.2.5.4.5	Structural Model for Destination Sustainability	182
5.2.5.5	Quality of Life (QOL)	183
5.2.5.5.1	Measurement Model of Material Well-being	184
5.2.5.5.2	Measurement Model of Community Well-being	184
5.2.5.5.3	Structural Model of Emotional Well-being	185
5.2.5.5.4	Structural Model of Health and Safety Well-being	185
5.2.5.5.5	Structural Model of Quality of Life (QOL)	186
5.2.6	Hypotheses Testing – Research Model Analysis	187
5.2.6.1.	Discriminant Validity Test	191
5.2.6.2	Model Validation-Verifying the Model Fit	193
5.2.6.3	Analysis of Paths-Testing of Hypotheses	193
5.2.6.4	Observations	196
5.2.6.5	Group Comparison	196
5.2.6.6	Test of Moderation	198

5.2.6.6.1	Moderation effect of “Direct Income from Tourism” on the relationship between Responsible Tourism and Overall QOL	199
5.2.6.7	Destination Sustainability Scores	201
5.3	Part 2 - Responsible Business	203
5.3.1	Population Profile	204
5.3.2	Response Rate	204
5.3.3	Responsible Business Scores	205
	CHAPTER 6	209-241
	FINDINGS AND RECOMMENDATIONS	
6.1	Responsible Tourism Practices	209
6.1.1	Responsible Tourism – A Sustainable Destination Management Strategy	209
6.2	Destination Sustainability Practices	212
6.2.1	Destination Sustainability Measures	214
6.3	Effects on Quality of Life (QOL)	216
6.4	Responsible Business Practices	217
6.5	Responsible Business – A Case Study	224
6.6	Destination Sustainability and Responsible Business – A Comparison	225
6.7	Recommendations	225
6.7.1	Economic Policy Initiatives	226
6.7.2	Environment Management	230
6.7.3	Strategies for Social Reliance	233
6.7.4	Policies for the Preservation of Art and Cultural	236
6.7.5	Responsible Business Interventions	237
6.7.6	Pro active Governance	240
6.8	Scope for Future Research	241
7	CONCLUSION	243
8	BIBLIOGRAPHY	243-273
9	ANNEXUREs	

List of Tables

SL. NO	TITLE OF TABLES	PAGE NO.
2.1.	<i>Tourist Arrival Projections</i>	<i>20</i>
2.2	<i>The Cape Town Declaration on RT</i>	<i>45</i>
2.3	<i>TBL Responsibility Areas – Cape Town Deceleration</i>	<i>47</i>
2.4	<i>Village Life Experience Package</i>	<i>49</i>
2.5	<i>Pillars of Sustainable Development</i>	<i>51</i>
2.6	<i>Indicators on Quality of Life</i>	<i>69</i>
2.7	<i>Principles of Responsible Business</i>	<i>82</i>
2.8	<i>Pillars of Responsible Business</i>	<i>89</i>
3.1	<i>Doxey's Irritation Index Model – Stage</i>	<i>112</i>
3.2	<i>Operational Definition of Variables</i>	<i>124</i>
3.3	<i>Constructs and Indicators used in the Study</i>	<i>125</i>
3.4	<i>Operational Definitions of Variables – Responsible Business</i>	<i>134</i>
3.5	<i>Dimensions and Sub-dimensions</i>	<i>136</i>
3.6	<i>Constructs and Indicators</i>	<i>136</i>
4.1	<i>Variable and Sources</i>	<i>143</i>
4.2	<i>Destination and Selection Criteria</i>	<i>145</i>
4.3	<i>Dimensions of Responsible Business</i>	<i>150</i>
5.1	<i>Demographic Profile of the Sample</i>	<i>157</i>
5.2	<i>Response Rate</i>	<i>158</i>
5.3	<i>Validity and Reliability considerations</i>	<i>160</i>
5.4	<i>Factor Analysis Results of Responsible Tourism Construct</i>	<i>164</i>
	<i>Economic Responsibility</i>	<i>164</i>
	<i>Social Responsibility</i>	<i>164</i>
	<i>Cultural Responsibility</i>	<i>164</i>
	<i>Environmental Responsibility</i>	<i>164</i>
5.5	<i>Factor Analysis Result of the Destination Sustainability Construct</i>	<i>165</i>
	<i>Economic Sustainability</i>	<i>166</i>
	<i>Social Sustainability</i>	<i>166</i>
	<i>Cultural Sustainability</i>	<i>166</i>
	<i>Environmental Sustainability</i>	<i>166</i>
5.6	<i>Factor Analysis Result Quality of Life (QOL) Domains</i>	<i>168</i>
	<i>Material Well-being</i>	<i>168</i>
	<i>Community Well-being</i>	<i>168</i>

	<i>Emotional Well-being</i>	168
	<i>Health and Safety Well-being</i>	169
5.7	<i>Model Fit Indices</i>	172
5.8	<i>Responsible Tourism; Loadings, reliability and AVE of constructs/indicators</i>	173
	<i>Economic Responsibility</i>	173
	<i>Social Responsibility</i>	173
	<i>Cultural Responsibility</i>	173
	<i>Environmental Responsibility</i>	173
5.9	<i>Destination Sustainability; Loadings, reliability and AVE of constructs/indicators</i>	174
	<i>Economic Sustainability</i>	174
	<i>Social Sustainability</i>	174
	<i>Cultural Sustainability</i>	174
	<i>Environmental Sustainability</i>	174
5.10	<i>Quality of Life; Loadings, reliability and AVE of constructs/indicators</i>	175
	<i>Material Well-being</i>	175
	<i>Community Well-being</i>	175
	<i>Emotional Well-being</i>	175
	<i>Health and Safety Well-being</i>	175
5.11	<i>Latent Variable Coefficients of the Variables in the Model</i>	188
5.12	<i>Factor loadings and P Values of Constructs</i>	189
5.13	<i>Discriminant Validity Test</i>	192
5.14	<i>Model fit indices and P Values of the Research Model</i>	193
5.15	<i>Key Hypotheses Tested</i>	194
5.16	<i>Results of Hypothesis Testing</i>	195
5.17	<i>Annual Income Vs Overall QOL (ANOVA)</i>	197
5.18	<i>Percentage of Income from Tourism Vs Overall QOL</i>	197
5.19	<i>No. of Employed Person Vs Overall Satisfaction</i>	197
5.20	<i>Number of Persons in Tourism job Vs Overall Satisfaction</i>	198
5.21	<i>Year of Residence Vs Overall Satisfaction</i>	198
5.22	<i>Effects of Moderating Variables</i>	200
5.23	<i>Destination Sustainability Scores</i>	201
5.24	<i>Population Profile</i>	204
5.25	<i>Response Rate</i>	205
5.26	<i>Responsible Business Scores</i>	206
5.27	<i>Responsible Business Practices</i>	206
6.1	<i>Destination Sustainability Scores</i>	214
6.2	<i>Indicator Ratings on Destination</i>	215

6.3	<i>Destination and Business Sustainability Scores</i>	225
6.4	<i>Community Participation</i>	228

List of Figures

SL. NO.	TITLE OF THE FIGURES	PAGE NO
1.1	<i>Tourist Arrival in Kerala</i>	5
1.2	<i>Revenue from Tourism in Kerala</i>	7
1.3	<i>Impacts of Tourism in Kerala</i>	7
2.1	<i>Triple Bottom Line Approach</i>	46
3.1	<i>Tourism Area Life Cycle</i>	105
3.2	<i>Butler Tourist Cycle of Evolution Model Extended</i>	109
3.3	<i>Kim's Model - Tourism and Quality of Life</i>	111
3.4	<i>Structural Model exhibiting Relationship between Variables</i>	128
3.5	<i>Structural Model</i>	129
5.1	<i>Measurement Model of Economic Responsibility</i>	177
5.2	<i>Measurement Model of Social Responsibility</i>	177
5.3	<i>Measurement Model of Cultural and Environmental Responsibility</i>	178
5.4	<i>Structural Model of Responsible Tourism</i>	179
5.5	<i>Measurement Model of Economic Sustainability</i>	180
5.6	<i>Measurement Model of Social Sustainability</i>	181
5.7	<i>Measurement Model of Cultural Sustainability</i>	182
5.8	<i>Measurement Model of Environmental Sustainability</i>	182
5.9	<i>Structural Model of Destination Sustainability</i>	183
5.10	<i>Measurement Model of Material well-being</i>	184
5.11	<i>Measurement Model of Community Well-being</i>	185
5.12	<i>Measurement Model of Emotional Well-being</i>	185
5.13	<i>Measurement Model of Health and Safety Well-Being</i>	186
5.14	<i>Structural Model of Quality of Life</i>	187
5.15	<i>Moderating Role of Direct Income</i>	200

Abbreviations

Sl. No	Abbreviation	Expansion
1	ABTA	Association of British Travel Agents
2	ADB	Asian Development Bank
3	AITO	The United Nations Economic and Social Commission for Asia and the Pacific
4	AMA	American Management Association
5	AMOS	Analysis of Moment Structures
6	APC	Average Path Coefficient (APC)
7	ARS	Average adjusted R-Squared
8	AVE	Average Variance Extracted
9	AVIF	Average Block VIF
10	BEST EN	Business Enterprises for Sustainable Travel Education Network
11	BSE	Bombay Stock Exchange
12	BSE SEN	Bombay Stock Exchange of India SENSEX
13	CBE	Community-Based Enterprises
14	CBT	Community Based Tourism
15	CBTE	Community Based Tourism Enterprises
16	CFA	Confirmatory Factor Analysis
17	CFI	Comparative Fit Index
18	CGH	Casino Group of Hotels
19	CMV	Common Method Variance
20	CRC	Cooperative Research Centre
21	CRC	Contingency Response Cell
22	CREM	Consultancy and Research for Environmental Management
23	CRT	Caux Round Table Conference
24	CSID	Canadian Social Investment Database
25	CSR	Corporate Social Responsibility
26	CWb	Community Well-being
27	DEAT	The Department of Environmental and Tourism Affairs
28	DEH	

29	DFID	Department for International Development
30	DJSI	Dow Jones Sustainability Index
31	DMC	Destination Management Committees
32	DMO	Destination Management Organizations
33	EDC	Eco Development Committees
34	EFA	Exploratory Factor Analysis
35	EPA	Environmental Protection Agency
36	ESAIS	Environmentally Sustainable Accommodations International Standard
37	ESI	Environmental Sustainability Index
38	Ewb	Emotional Well-being
39	FEDHASA	Federation of Hospitality Association of Southern Africa
40	FICCI	Federation of Indian Chambers of Commerce and Industry
41	FTA	Foreign Tourist Arrival
42	GDP	Gross Domestic Product
43	GHG	Green House Gases
44	GPST	Global Partnership for Sustainable Tourism
45	GPST	Global Partnership for Sustainable Tourism
46	GRI	Global Reporting initiative
47	GSDP	Gross State Domestic Product
48	GSTC	Global sustainable Tourism Criteria
49	GTBS	Green Tourism Business Scheme
50	H&SWb	Health and Safety Well-being
51	HBR	Harward Business Review
52	HIV/AIDS	Human Immunodeficiency Virus/Acquired Immune Deficiency Syndrome
53	HR	Human Resource
54	HRI	Hellenic Resources Institute
55	IFTA	The International Fair Trade Association
56	IICA	Indian Institute of Corporate Affairs]
57	IEM	Indian Institute of Energy Management
58	ISAR	International Standards of Accounting and Reporting
59	ITC	Indian Tobacco Company
60	KITTS	Kerala Institute of Tourism and Travel Studies
61	KLD	The Kinder, Lydenberg, and Domini
62	KMO	Kaiser-Meyer-Olkin
63	KTM	Kerala Travel Mart

64	KWFD	Kerala Waste Free Destination'
65	Li	Standardized Loading
66	LIMEW	The Levy Institute Measure of Economic Well-Being
67	LLE	Local Level Entrepreneurs
68	LSG	Local Self Government
69	LSMS	Living Standards Measurement Study
70	LV	Latent Variable
71	MCA	Ministry of Corporate Affairs
72	MDG	The Millennium Development Goals
73	MoT	Ministry of Tourism
74	MWb	Material Well-being
75	NCAER	National Council of Applied Economic Research
76	NFI	The Normed Fit Index
77	NGO	Non Governmental Organizations
78	NSDA	National Skill Development Authority
79	NTA	National Tourism Authorities
80	NTO	National Tourism Organizations
81	OECD	The Organisation for Economic Co-operation and Development
82	PATA	The Pacific Asia Travel Association
83	PDR	People's Democratic Republic
84	PLS	Partial Least Squaring
85	PPP	Public Private Partnership
86	PPT	Pro Poor Tourism
87	PNFI	The Parsimony Normed Fit Index
88	PRESOR	Perceived Role of Ethics and Social Responsibility
89	PWD	Persons with Disadvantages
90	QOL	Quality of Life
91	RB	Responsible Business
92	RBF	Responsible Business Framework
93	RBI	Responsible Business Initiative
94	RMSEA	Root Mean Square Error of Approximation
95	Rs.	Rupees
96	RT	Responsible Tourism
97	RTC	Responsible Tourism Certification
98	SALS	Self-Anchoring Ladder of Satisfaction
99	SATC	The South Australian Tourism Commission
100	Scul	Cultural Sustainability

101	Seco	Economic Sustainability
102	SEM	Structural Equation Modelling
103	Senv	Environmental Sustainability
104	SHG	Self Help Groups
105	smc	squared multiple correlation
106	SME	Small and Medium Enterprises
107	SMEs	Small and Medium-Sized Enterprises
108	SRMR	Standardized root mean square residual, Standardized RMR
109	SSDP	State Skill Development Project
110	Ssoc	Social Sustainability
	STP	Sewerage Treatment Plant
111	STS	Sustainable Tourism Strategy
112	TBL	Triple Bottom Line
115	TCH	Traditions, Culture, and Heritage
116	TLC	Tourism Life Cycle
117	TRQL	Tourism Related Quality of Life Index
118	TSI	The Total Sustainability Index
119	TTZ	Taj Trapezium Zone
120	UK	United Kingdom
121	UNDP	United Nations Developmental Program
122	UNECE	United Nations Economic Commission for Europe
123	UNEP	United Nations Environmental Program
124	UNESCAP	The United Nations Economic and Social Commission for Asia and the Pacific
125	UNESCO	The United Nations Educational, Scientific and Cultural Organization
126	UNWTO	United Nations World Tourism Organization
127	USD	United States Dollar
128	VIF	Variance Inflation Factor
129	VLE	Village Life Experience
130	WBCSD	World Business Council for Sustainable Development
131	WCED	World Commission on Environment and Development
132	WCS	The World Conservation Strategy
133	WEF	World Economic Forum
134	WFL	Well for Life
135	WHO	World Health Organization
136	WTO	World Tourism Organization
137	WTTC	World Travel and Tourism Council

ABSTRACT OF THE THESIS**RESPONSIBLE TOURISM AS A PRECURSOR TO DESTINATION
SUSTAINABILITY AND QUALITY OF LIFE OF COMMUNITIES –
A Study at Tourism Destinations of Kerala**

An ideal tourism development plays a very significant role in the economic and social development, and is concerned about the conservation of natural environment. The lives of residents in the community are affected by tourism and the participation of local community is essential for the sustainable management of destination. Hence, impacts of tourism on Quality of Life (QOL) of community become an index of destination competitiveness and its image.

Statement of the Problem

Theories like Tourism Area Life Cycle (TALC), Irredex, Carrying Capacity, and Social Exchange state that local community is influenced by tourism development. When visitors feel the warmth of the host community, they are more likely to visit again and recommend the destination to others.

Tourism is considered as an agent for transforming lives, if it is designed in a sustainable way, by assuring meaningful contributions towards local economy, society, and environment. Lack of proper tourism planning and governance cause many social, economic, and environmental issues. It calls for an approach that aim at better Quality of Life (QOL) of destination community, providing genuine experiences to tourists, and active stakeholder participation.

The proposed study aims at developing sustainable destination management model by structurally depicting relationships among Responsible Tourism, Destination Sustainability, and QOL, and also probe into the role of hospitality business enterprises in this regard.

Research Design

Two different sets of pre-tested questionnaires were used to collect data from households and hospitality business enterprises from three major tourism destinations in Kerala: viz. Kovalam, Kumarakom, and Thekkady. Households

selected through systematic random sampling method and all the classified hotels/resorts in these destinations were taken for data collection. Validities and reliabilities of the instruments were tested through Exploratory Factor Analysis (SPSS) and Confirmatory Factor Analysis (AMOS). Final structural model was analyzed through Structural Equation Model (SEM) using WARP PLS.

Major Findings and Implications

Study found that Responsible Tourism practices have a significant positive relation with the Destination Sustainability (economic, social, cultural and environmental) perceived by the local community, and satisfaction of community towards particular life domains (material well-being, community well-being, emotional well-being, and health and safety well-being). Additionally, overall Quality of Life is derived from Destination Sustainability and satisfaction towards particular life domains. Study revealed that sustainability dimensions of the destination are positive functions of the corresponding QOL domains of local residents. It was found that Responsible Tourism practices are a predictor of overall life satisfaction of an individual. Also, the mediating role of Destination Sustainability and Quality of Life of residents calls for the increased attention on the creation of sustainable livelihood, community engagement, and environmental consciousness. This can have significant contribution towards sustainable destination management. Also, results of study indicated a relationship between Destination Sustainability and Responsible Business practices of tourism enterprises.

While tourism destinations strive to maintain balance between sustainability and development, Responsible Tourism practices can enhance endeavors of sustainable tourism development. This in turn can improve Quality of Life of communities, image, and competitiveness of tourism destinations.



CHAPTER 1

INTRODUCTION

Responsible Tourism brings Destination Sustainability and Quality of Life to communities in Destinations. This chapter covers background of the research problem, objectives and scope of the research



**RESPONSIBLE TOURISM AS A PRECURSOR TO DESTINATION
SUSTAINABILITY AND QUALITY OF LIFE
A STUDY AT TOURISM DESTINATIONS OF KERALA**

INTRODUCTION

<i>C o n t e n t s</i>	<i>Responsible Tourism brings Destination Sustainability and Quality of Life to communities in Destinations.</i>	
	<i>This chapter covers:</i>	
	*	<i>Background of the Research</i>
	*	<i>Statement of the Problem</i>
	*	<i>Objectives of the Research</i>
	*	<i>Scope of the Research</i>
	*	<i>Expected Outcomes</i>
	*	<i>Limitations of the Study</i>

Being a dynamic sector, tourism is often considered as one of the largest growing industries in the world. It plays a significant role in the economic and social development of destinations and communities around the world. Hence, many countries consider tourism as a means for economic development. The future of Travel & Tourism is high as demand from emerging markets continues with unbridled speed. Besides, the large emerging middleclass all over is more able than ever to travel both within and beyond its borders (WTTC, 2016). In response to the increased needs of a new age tourist populace, keen interventions in areas of infrastructure development, transportation and destination management are sought.

It is imperative to note that many travelers are much concerned about the ethical practices involved in tourism destinations. Also, tourists often look into matters of

environment, culture, and sustainable practices of companies to choose responsible products (Tearfund, 2002). At the same time, the issue of overreaching of the carrying capacity of destinations and the adverse impacts of tourism on the lives of local residents and environment raises questions on the future of tourism, and emerges as serious issues of concern for tourism planners and policy makers.

Studies have reported that the lives of communities in tourism-influential areas are under significant pressure due to consequences of development (Buckley et al; 2003; Butler, 2006; Hall & Vredenburg, 2004; Richins & Pearce, 2000, and Ryan & Deci, 2001). Increased impacts of tourism cause several potential environmental, social, cultural, economic, and political problems in destinations, which call for an urgent need for alternative and host-friendly practices in tourism planning and development. However, the huge economic impact of tourism has surpassed these concerns and has in a way suppressed the aforesaid concerns.

It is often complained that tourism is developed at the cost of the community at the destinations (Pradhan & Ranjan, 2010). Rather than bridging the gap, corporate growth is sometimes seen as widening the gulf between the rich and the poor (Dunning, 2003). When the government is obliged to undertake strong developmental initiatives, the business sector is also expected to play an active role by doing Responsible Business which ensures an equitable distribution of wealth and well-being of the communities in which the business operates.

Considering the objectives of inclusive development, socio-cultural enhancement and environmental conservation, stakeholders of tourism come out with various novel concepts to practice sustainable tourism development. Among these, the emerging concept of Responsible Tourism (RT) is gaining wide currency. Responsible Tourism envisages a Triple Bottom Line (TBL) approach which ensures commitment towards society, economy, and environment along with profit maximization. Responsible Tourism led by the local government needs to be practiced at destinations to achieve a win-win situation and to maintain sustainability of destinations.

A Responsible Tourism policy encompassing the socio-economic, cultural, and environmental sustainability of destinations which would also involve wide participation of stakeholders is the need of the hour. This is to ensure clean image, competitiveness and Quality of Life of communities at tourism destinations. Against this background, this research, in general, is aimed at exploring the impacts of Responsible Tourism practices and their role in the creation of sustainable communities and sustainable tourism destinations.

The study comprises **two parts**. The first part explains the **impacts of Responsible Tourism on the destination and community** through a theoretical model and the latter discusses **the role of business enterprises** in sustainable destination management (Responsible Business).

1.1. BACKGROUND OF THE RESEARCH PROBLEM

Tourism impact studies delve into an alarming issue. While local communities lose their existing income sources, very little has been achieved in bringing about a more balanced development and equitable distribution of income generated from tourism (Pleumarom, 2012; Sharply & Telfer, 2002; Telfer & Wall, 2000, and Torres, 2003). Studies infer that the revenue generated from tourism is relatively small and it does not even outweigh the costs (Breugel, 2013; Goodwin & Rupesh, 2015; Krippendorf, 1982, and Mitchell & Muckosy, 2008). Additionally, the activities of allied sectors like accommodation facilities, leisure services, travel and tour operators, and various other micro and macro enterprises also produce negative consequences.

While destinations develop, the natural environment or culture that originally attracted tourists will be replaced by commercial interests which in turn will make tourism a mere mechanical experience (Telfer & Wall, 2000; Torres, 2003, and Sharply & Telfer, 2002). Various issues like environmental pollution, congestion, noise, high cost of living, and spiraling inflation may result in dissatisfaction among tourists and a kind of antagonism among local residents (Cavus & Tanrisevdi, 2003; Liu & Var, 1986; Shafer et al; 2006, and Kim, 2002). For instance, the Alpine areas are very subtle to tourism activities resulting from unscientific development (Murphy, 1993).

The Kerala Context: There is no exception in the case of Kerala where population density is high, migration and urbanization rates are high, per head land holdings are small and people's inclination towards modern lifestyles are on an upward spiral. It is evident from Fig1.1 and Fig 1.2 that over the past five years, tourist inflows as well as revenue from tourism in Kerala have showed an increasing trend.

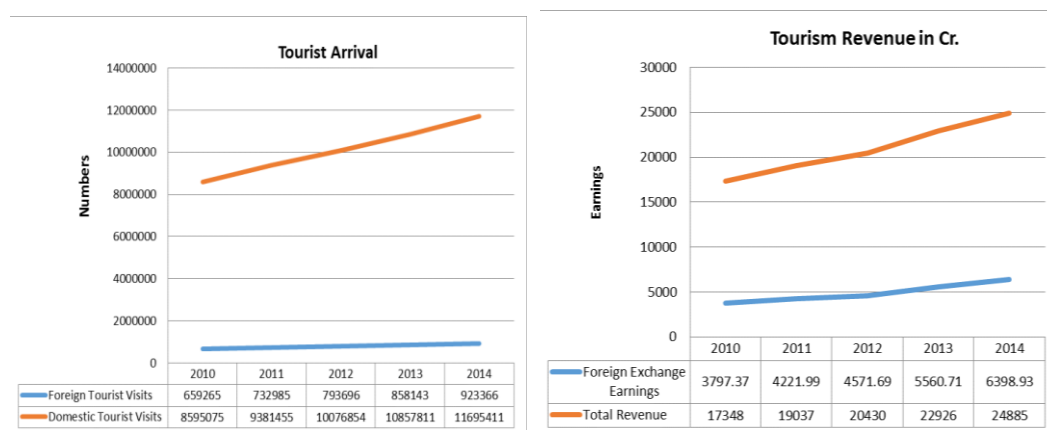


Fig 1.1 Tourist Arrivals in Kerala **Fig.1.2** Revenue from Tourism in Kerala (Source: Kerala Tourism Statistics, 2015)

However, the world renowned backwaters are under the threat of severe environmental impairment due to both endogenous and exogenous factors that seriously affect the wetland ecosystem and the livelihood of dependent communities (Florence, 2002 and Siby et al; 2008). Florence (2002) who did a study in Aleppy and Kumarakom regions of Kerala, reported that many companies offer employment to local people to cover-up pollution-related issues. The presence of more than 1,500 houseboats exceeding the carrying capacity of the backwaters reduces the control and freedom of the local community over the water body and it

increases the uncontrolled disposal of plastic waste like bottles and carry-bags into the water bodies. It has also increased the presence of coliform bacteria to an uncontrollable level.

Florence (2002) also argued that business interventions lead to mangrove destruction, biodiversity loss, control over public access to beaches and common places, water pollution and degradation of tradition. Due to the onslaught of the tourism sector and its impact on tourism development, large swathes of agriculture land are being converted to resorts. The presence of resorts on the bank of the Vembanadu lake has hampered the employment chances and livelihood of traditional fisher folk. The privacy of women, who use the water body for bathing and washing, has been lost due to backwater tourism. The alarming decline in area of the freshwater Shasthamkotta Lake in Kollam, which comes under the Ramsar Wetland Conservation, has been a major topic of discussion for many years.

A study on ecologically and culturally fragile areas in Kerala by Saji & Narayanasamy (2008) found that tourism development had serious repercussions on the life of the very community which depended on the ecosystem for its livelihood. The accessibility of the local people to water bodies for their livelihood was hindered by business interests, and their livelihood sources were being choked by the presence of heavy houseboat traffic which created water pollution also. The kind of development in Thekkady that attracted neo-residents for employment and business opportunities was threatening the ecological purity of the area. Though

the area is ecologically and culturally fragile, existing tourism in the protected area is congested with the excessive presence of resorts and shops.

A community feedback survey conducted by Kerala Tourism (2012) in Kovalam, Kumarakom, Thekkady and Wayand identified that 52%, 45%, 15% and 47% of the respondents respectively of the destination had no positive response towards tourism.

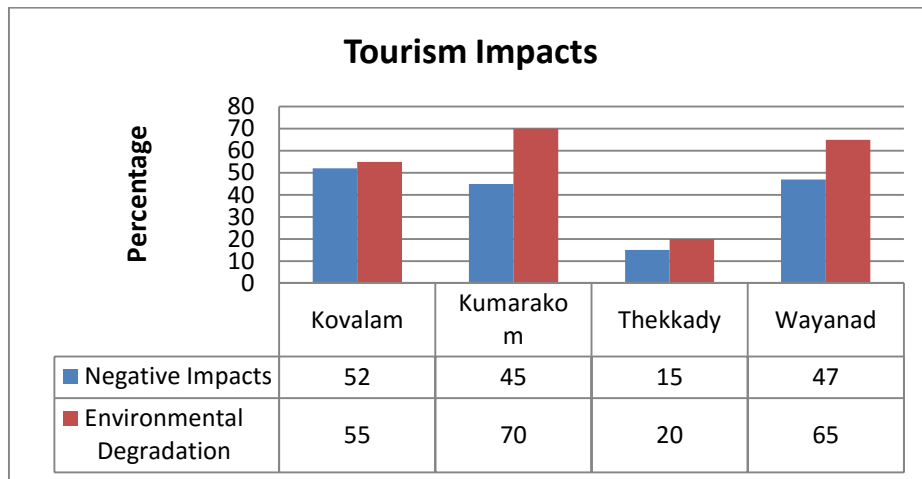


Fig.1.3 Impacts of tourism in Kerala (Source: Community Feedback Survey, RT Cell, 2012)

Responding to the questions on their approach towards the business community, 32%, 20%, 49% and 38% respectively opined that the community had a good relationship with the trading community. Regarding the environmental impact of tourism, 55%, 70%, 20%, and 65% respectively were concerned about pollution and related environmental hazards.

Visitors Dynamics: A positive trend of environmental consciousness is arising amongst travelers. Tourists are concerned about the ethics of travel while taking purchase decisions. The UK-based NGO, Tearfund, found that British tourists are very likely to enquire about the country, environmental impact, and the possibilities of meeting the local people, before booking their holiday trip. It was seen that 52% of UK travelers prefer to book a holiday with a company that has a written code guaranteeing good working conditions, protection of the environment and support of local charities at tourist destinations. As ethical business practices have a competitive edge, the demand for “Responsible Tourism” products has increased, and is now becoming an emerging marketing tool for destinations (Paul & Rupesh, 2013; Spenceley et al; 2002, and Tearfund, 2002).

Need for an Alternative Approach: In the sector of tourism, development and conservation should not be seen as ‘opposing forces’ but it should go ‘hand in hand’ to be beneficial for all stakeholders; that require a careful approach – “conserve thoughtfully and develop sustainably” (UNEP & WTO, 2005 and Gadgil, 2013). It was against this background that various organizations of global interest like the United Nations Environment Programme (UNEP) and the World Tourism Organization (WTO) came out with the concepts of Destination Sustainability and Responsible Tourism.

As the concept ‘sustainability’ emerges as the novel way of tourism development, many governments, international development agencies, trade associations, academic institutions and non-governmental organizations acknowledge the

success of Responsible Tourism (RT). The present study proposes a process model which structurally depicts the relationship between Responsible Tourism, Destination Sustainability, and Quality of Life (QOL) of the local community. This is under the assumption that Responsible Tourism leads to the sustainability of destinations that subsequently improves the Quality of Life (QOL) of residents.

Considering the crucial role played by the industry at destinations, the study also probed the contribution of business enterprises in maintaining Destination Sustainability and the Quality of Life of local residents at destinations. The findings of the study will contribute to strategic decision-making and policy development process on sustainable tourism development.

1.2. RESEARCH PROBLEM

Theories state that local communities are influenced by tourism development (Allenet al; 1993; Butler, 2011; Doxey, 1975, and Emerson, 1972). When visitors feel the warmth of the host community, they are more likely to visit again and recommend the destination to others (Spenceley et al., 2002).

Tourism is considered an agent for transforming lives, if it is designed in a sustainable way, by assuring meaningful contributions towards the local economy, society, and environment (UNEP, 2010). Lack of proper tourism planning and governance cause many social, economic, and environmental issues. It calls for an approach that aims at better Quality of Life (QOL) of destination community, providing genuine experiences to tourists, and active stakeholder participation. It

is equally important to ensure the role of business enterprises toward sustainable destination management.

1.3. OBJECTIVES OF THE RESEARCH

The overall objective of this work was to study the linkages among Responsible Tourism practices, perceptions on Destination Sustainability dimensions, and Quality of Life (QOL) domains of local residents in tourism destinations. The following objectives were set to achieve the overall objective:

- To study the role of Responsible Tourism practices on the perceptions of Sustainability dimensions (Economic, Social, Cultural and Environmental) of tourism destinations and the corresponding Quality of Life (QOL) domains (Material well-being, Community well-being, Emotional well-being, and Health Safety well-being) of local residents in tourism destinations of Kerala.
- To study the effects of Destination Sustainability dimensions on the corresponding Quality of Life (QOL) domains of local communities in tourism destinations of Kerala.
- To study the Responsible Tourism practices in destinations and hospitality accommodation units in Kerala.

1.4. SCOPE OF THE RESEARCH

This study was intended to posit a structural relationship among Responsible Tourism practices, Destination Sustainability dimensions, and Quality of Life (QOL) domains of local residents in tourism destinations. Though the concept of Destination Sustainability is wide and comprises of multiple dimensions, this study was considered only four dimensions of sustainability: economic, social, cultural and environmental, based on thorough theoretical underpinnings. Even though these components consist of specific formative indicators, the adopted scale to measure sustainability reflects the perception of stakeholders. The case of Quality of Life (QOL) is also broad and consists of various domains. This study considered only four QOL domains: material well-being, community well-being, emotional well-being, and health and safety well-being, considering their well-established relationship with tourism impacts (Kim, 2008).

Even though the study was in the context of tourism destinations of Kerala, only three destinations viz. Kovalam, Kumarakom, and Thekkady were selected, on the basis of socio-cultural, economic and environmental criteria. In measuring Responsible Business practices of accommodation units, the same locations have been taken into consideration.

The prevailing issues at destinations cast a cloud over the future of many tourism destinations all over the world. Against this background, the study recommends a few policy suggestions that may help the government, the tourism industry and

various other stakeholders to climb the ladders of sustainable destination management.

1.5. EXPECTED OUTCOMES

As tourism becomes more community-oriented; the findings of this study may help in promoting sustainable tourism. A structural model was designed in view of the needs of tourism planners to develop not only short-term plans, but also long-term plans focusing on the perspectives of residents' QOL and sustainable tourism management.

As people look for constructive contributions from the industry, the study endeavors to develop an indicator framework on Responsible Business which will be highly useful for academicians, industry members, and other stakeholders. The scale was developed after a comprehensive content analysis and pilot test, and hence consists of all the potential sustainability indicators. The developed tool/index can be used by diverse stakeholders to measure, suggest and guide responsible activities of the tourism industry.

When the whole world is deliberating the matter of sustainable development, and people consider tourism as a tool for local development, it needs to be a practical and viable concept. In this scenario, the present study provides valuable contributions to tourism planners, developers, policymakers and those who are interested in making a meaningful change in society.

1.6. LIMITATIONS OF THE STUDY

1. Though the study was on the impact of Responsible Tourism, it was not on the exact project named “Responsible Tourism Initiative, Govt. of Kerala”. It was based on the perceptions of the community towards tourism which were measured as per the Responsible Tourism guidelines.
2. The concept of Destination Sustainability consists of multiple dimensions. But the study considered only four key dimensions - environment, social, cultural and economic concerns.
3. The measurement of sustainability has not been on the basis of actual scores of formative indicators, but on the perceptions of local residents toward the corresponding dimensions.
4. Though the views of tourists were also important, the present study considered responses from local residents as they are well aware of the destination conditions. Also, this decision was on the basis of strong theoretical support; community QOL being a good predictor of destination development.
5. Tools were developed or adopted to suit the local conditions and destination features. Hence, care should be given while adopting the mentioned scales of the study.
6. Even though, there are multiple approaches for assessing Responsible Business, comprehensive views from diverse stakeholders are essential in reaching a final conclusion. The present study had used a self-reporting method to measure the construct. As the respondents were top level officers, they could provide information in consultation with the corresponding personnel.



CHAPTER 2

LITERATURE REVIEW

A detailed description on tourism development and destination management. It also gives clarity on the concepts Responsible Tourism, Destination Sustainability, and Quality of Life and its Measurements



**RESPONSIBLE TOURISM AS A PRECURSOR TO DESTINATION
SUSTAINABILITY AND QUALITY OF LIFE
A STUDY AT TOURISM DESTINATIONS OF KERALA**

Chapter 2

LITERATURE REVIEW

C o n t e n t s	*	<i>About Tourism</i>
	*	<i>Stakeholders</i>
	*	<i>Impacts of Tourism</i>
	*	<i>Destination Management</i>
	*	<i>Responsible Tourism (RT)</i>
	*	<i>Responsible Business</i>
	*	<i>Destination Sustainability</i>
	*	<i>Quality of Life (QOL)</i>

PART 1

2.1. INTRODUCTION TO TOURISM

Being an important economic activity in most countries, tourism has significant indirect and induced impacts on the economy. According to the World Travel and Tourism Council (WTTC, 2016), the direct contribution of Travel & Tourism to GDP was \$2,229.8bn (3.0% of total GDP) in 2015 which is forecasted to rise by 3.3% in 2016, and to increase by 4.2% per annum (pa), from 2016-2026, to \$3,469.1bn (3.4% of total GDP) in 2026. The total contribution of Travel & Tourism to GDP was \$7, 170.3bn (9.8% of GDP) in 2015 which is forecasted to rise by 3.5% in 2016, and to rise by 4.0% pa to \$10, 986.5bn (10.8% of GDP) in 2026.

As per the report, in 2015 Travel & Tourism directly supported 107,833,000 jobs (3.6% of total employment). This is projected to rise by 1.9% in 2016 and increase by 2.1% per annum to 135,884,000 jobs (4.0% of total employment) in

2026. It is reported that in 2015, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 9.5% of total employment (283,578,000 jobs). This is expected to rise by 2.2% in 2016 to 289,756,000 jobs and rise by 2.5% pa to 370,204,000 jobs in 2026 (11.0% of total).

WTTC estimated that visitors exports generated \$1, 308.9bn (6.1% of total exports) in 2015 which is expected to grow by 3.0% in 2016, and grow by 4.3% per annum, from 2016-2026, to \$2, 056.0bn in 2026 (6.2% of total). Travel & Tourism investment in 2015 was \$774.6bn, or 4.3% of total investment. It shall rise by 4.7% in 2016, and increase by 4.5% pa over the next ten years to \$1, 254.2bn in 2026 (4.7% of total).

Considering diversity, abundance of attractions, and activities, tourism industry has developed a number of distinct types such as Heritage Tourism, Wildlife Tourism, Eco Tourism, Adventure Tourism, Rural Tourism, Business Tourism, Medical Tourism, Buddhist Circuit, Religious Tourism etc. (SSDP, 2012). This also led to more innovations that in turn created this sector most vibrant. Even though Tourism suffered of the strong economic slowdown between the second half of 2008 and the end of 2009, and the outbreak of the H1N1 influenza virus, we witnessed its fast recovery with international tourist arrivals surpassed the milestone one billion tourists globally for first time in history in 2012 (WTTC, 2014).

As a sector closely interconnected with other industries (transportation, hospitality services, accommodation, entertainment, souvenirs, textile etc.), it has a considerable impact on the social, economic, environmental, cultural, technological, and political life of the people. Considering its dynamic nature, Manila Declaration on World Tourism (1980) defined tourism as an “*activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations*”. This has created a growing need for sustainability of tourism development that resulted in the introduction of alternate concepts like Sustainable Tourism, Green Tourism, Eco Tourism, Pro-Poor Tourism, Accessible Tourism, and Responsible Tourism.

2.2. TOURISM IN INDIA

Tourism in India is one of the largest segments under the service sector which offers significant contributions to the diversity of world tourism. The diversity, culture, traditions, heritage, exuberant landscapes, natural attractions, leisure opportunities and luxury, fascinate both foreign as well as domestic travelers. Robustness of the industry has also paved way for the creation of infrastructure, employment and sources of income to people.

Stretching from the snow clad mountains of Kashmir to the exquisite locations and peaceful beaches across Kerala, India offers a vast variety of attractions to the visitors. India is also one of the most popular health and wellness tourism markets in the world.

WTTC (2016) survey in India reported that the direct contribution of Travel & Tourism to GDP was Rs. 2,668.3bn (2.0% of total GDP) in 2015, and is expected to rise by 7.1% in 2016, and to increase by 7.9% per annum, from 2016-2026, to Rs. 6,115.5bn (2.4% of total GDP) in 2026. The total contribution of Travel & Tourism to GDP was Rs. 8,309.4bn (6.3% of GDP) in 2015, and is forecast to rise by 7.3% in 2016, and to rise by 7.5% pa to Rs. 18,362.2bn (7.2% of GDP) in 2026. It was estimated that in 2015 Travel & Tourism directly supported 23,454,500 jobs (5.5% of total employment) which is projected to rise by 3.2% in 2016 and rise by 2.0% per annum to 29,629,000 jobs (5.8% of total employment) in 2026.

In 2015, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 8.7% of total employment (37,315,000 jobs). This was expected to rise by 3.0% in 2016 to 38,441,000 jobs and rise by 1.9% pa to 46,422,000 jobs in 2026 (9.0% of total). Travel & Tourism investment in 2015 was Rs. 2,264.1bn, or 6.0% of total investment. It shall rise by 4.8% in 2016, and rise by 6.3% pa over the next ten years to Rs. 4,356.7bn in 2026 (6.0% of total).

The Travel & Tourism Competitiveness Report 2013 ranked the price competitiveness of India's tourism sector 20th out of 144 countries. The World Tourism Organization (WTO) reported that India's receipts from tourism during 2012 ranked 16th in the world and 7th among Asian and Pacific countries.

Tourism and Hospitality industry in India is primarily driven by the private sector service providers. Public sector contributes significantly by developing provisions of infrastructure, either directly or through Public Private Partnerships (PPP). As the growth of tourism goes hand in hand with the performance of allied industries such as aviation, transport, basic tourist infrastructure and facilitation systems, etc. a sustainable growth cannot be attained unless the issues related to these sectors are addressed simultaneously.

In order to address sustainability issues of tourism like cultural preservation, environmental conservation, infrastructure development, capacity building and inclusive growth, Ministry of Tourism, Government of India, published National Tourism Policy (2002), Code of Conduct for Honorable Tourism, and Sustainable Tourism Criteria for Destinations and Hotels. These endeavors are with the expectation that tourism today will enable future communities and travelers to gain from sustainable, inclusive experiences.

2.3. TOURISM IN KERALA

Blessed with beaches, backwaters, mountain ranges, wildlife sanctuaries and other popular attractions, Kerala is a fascinating destination for both domestic as well as foreign travelers. During the year 2014, 9, 23,366 foreign tourists and 116, 95, 411 domestic travelers visited Kerala which showed an increase of around 8%. As per the reports of Department of Tourism, Kerala (2015), total foreign exchange earnings for the year 2014 is Rs: 6398.93 crores which recorded an increase of 15.07 % over the previous year and the total revenue (including direct

& indirect) from tourism during 2014 is Rs: 24885.44 crores, showing an increase of 12.22% over the last year's figure. Today, growing at a rate of 13.31%, tourism contributes 13% of the state GDP. It is estimated that the foreign tourist arrival in Kerala will touch 1.86 million by 2020 (and 3.57 million by 2030). The Kerala Tourism places the figure at 3 million for 2021 with annual growth rate of 15 per cent per annum.

The projections in table 2.1 can be considered positive while calculating the earnings, whereas the socio-environmental costs associated with tourism development may be devastating. This calls for a different approach towards tourism development.

Table 2.1 *Tourist Arrival Projections*

Year	Foreign Tourist	Foreign Tourist	Domestic Tourists - Alternative 2	Total Tourist Forecast	
				Alternative 1	Alternative 2
2011	0.73	9.4	9.4	12.13	12.21
2015	1.14	1122	12.85	12.16	11.99
2020	1.86	13.37	12.8	15.23	14.66
2030	3.57	19.72	17.55	23.29	21.12

(Notes: Alternative 1: 4–5 per cent GSDP growth rate Alternative 2: 3–4 per cent GSDP growth rate Source: Computations by NCAER, Digits are in million)

Kerala Tourism Policy: Tourism Policy of Kerala is unique among the states by envisioning a tourism development approach involving community, private and public sector. The well acclaimed Kerala Travel Mart (KTM) and the globally accepted sustainable model 'Responsible Tourism' are the emulating models in public-private partnership and community based tourism. It is significant to note

that the state's tourism agenda promotes ecologically sustained tourism, which focuses on the preservation of local culture, conservation of environment, and volunteering and personal growth of the local population. The mission, vision and objectives of Kerala Tourism encapsulate the essence of sustainable tourism themes by enduring to minimize adverse effects of tourism on the natural environment, and enhance the cultural integrity of local people (Kerala Tourism, 2012).

In the wake of the dominant role of large scale business in tourism sector all over, Kerala Tourism gives special attention to small and medium enterprises too. The policy document of the Government of Kerala reiterates the importance of Local Self Government (LSG) and local communities in tourism development (Kerala Tourism, 2012). It is designed with an aim of perfect synergy between public and private sector and to promote quality on all fronts to provide world-class experiences to tourist without deteriorating society, environment, while emphasizing on the regional economy.

2.4. STAKEHOLDERS OF TOURISM

A stakeholder is 'any group or individual, who can affect or is affected by the achievement of the organization's objectives' (Freeman, 1984; Mitchell et al; 1997, and Phillips, 1999). Effective participation of stakeholders is crucial for the development, successful operation, and long-term sustainability of tourism. Experts opine that constructive engagement of stakeholders can reduce possible conflicts among tourists, host community and industry that in turn can create a

healthy environment in destinations (Macbeth et al; 2002). Countries like South Africa, Australia, UK, Netherlands etc. and state of Kerala have a stakeholder involved and Local Self Government led institutional mechanism to implement sustainable tourism initiatives.

As the implementation of Responsible Tourism is based on the principles of participatory planning, knowledge and experience of stake holders significantly contribute towards destination management (Hardy & Bryman, 2004; Hardy & Beeton, 2001; Leiper, 1995, and Rabeendran, 2012).

Even though stakeholders are very vast in this sector, on the basis of sustainable tourism development principles, Swarbrooke (1999) divided stakeholders into five main categories: governments, tourists, host communities, tourism business, and other sectors; a brief discussion on the same is followed.

2.4.1. Government

According to Swarbrooke (1999), the Government or the Public Sector refers to a body of organizations which represent the interests of the whole community which includes local, regional and national governments and government organizations. Governments become involved with tourism for a variety of reasons, like regional development, policy initiatives, environmental regulation and marketing (Hall, 2000). But as mentioned earlier, government has more interest on revenue generation that is often refereed as economic motivation (Stanford, 2000 and Pradhan & Ranjan, 2010).

Developed countries adopt a deregulated market environment which makes the government increasingly entrepreneurial. Whereas developing countries are often under pressure to maximize foreign exchange by focusing on the promotion and marketing of destinations and the joint development of tourist attractions or facilities with the private sector (Hall, 2000; Mowforth & Munt, 1998, and Pearce, 1989). It is observed that central governments are more focused on national transportation systems and for facilitating interstate/interprovincial and interagency cooperation.

Eja et al; (2011) opined that agriculture and tourism provide the best stimulus for sustainable economic development. They cautioned that governments should prepare to face challenges and to handle severe socio -environmental issues like soil erosion, declining soil fertility, pollution, deforestation and biodiversity loss. Also, it is favorable to place destination level bodies at the driving seat of destination management.

Stake of Local Government: While coming to the principles of sustainable development and Responsible Tourism, role of government is more on fostering sustainable practices. It is to create a conducive environment for the private sector to operate more sustainably by promoting tourists to spend locally, maximize the community benefits, and minimize negative impacts of tourism (Cooper & Ozdil, 1992; Harrison & Husbands, 1996; Spenceley et.al., 2002, and Venu & Goodwin, 2008). The Agenda 21 is an internationally agreed framework to achieve sustainable development (Godfrey, 1998 and Middleton & Hawkins,

1998). It brings together various vital concerns in the local area and integrates it with global plans, to decide what kind of course of action should be taken to overcome the challenges. Also, the recent discussions give thrust to the role of local self-governments in destination management (DEAT, 2012; Kerala Tourism, 2007; Spenceley et al., 2002; UNEP, 2003; UNEP & WTO, 2005, and WTO, 2004).

As local governments are the catalyst for the development of destination community, their responsibilities include: infrastructure provision and maintenance; land use planning; public health and safety management; education, training and employment; environmental management; local economic development; attaining self-sufficiency in production; open space provision and maintenance; tourism promotion and marketing; arts and cultural development; promotion of micro enterprises; community development; and human services (Worthington & Dollery, 2002).

2.4.2. Industry

Industry especially the private sector refers to a group of organizations or commercial enterprises, whose primary involvement in tourism is portrayed, as for economic gain (Collier, 1996; Forsyth, 1996, and Swarbrooke, 1999). It includes inbound and outbound tour operators, local tour operators, transport and accommodation providers, visitor attraction operators and tour guides. UNWTO classified private sector as, tour operators and travel agents, accommodation,

restaurants, suppliers to the industry; transportation and other service providers, tourism and trade organizations, guides, interpreters and outfitters, and business development organizations.

In a market oriented economic structure, corporate sector is the prime mover of economic growth. It is, therefore, imperative that it comes forward and shares the responsibilities for inclusive and sustainable growth (Pradhan & Ranjan, 2010). The role played by private sector in supporting Government's commitment to provide greater economic opportunities to the disadvantaged seems to be most effective (ADB, 2003). Along with these, business community needs to have a self-driven urge to embrace sustainable development practices to create a win-win situation (Akpet, 2005 cited in Eja et al., 2011 and Akpan & Obang, 2012). Private investment is an essential component of a destinations tourism infrastructure, products and services. While economic reliance is the key objective of Responsible Tourism, constructive participation of industry is essential to maintain the economic health of countries, communities and regions (Paul & Rupesh, 2013).

2.4.3. Host Community

According to Sharply & Telfer (2002), the host community, or those who live in the tourism destination, has a close connection with the business of tourism. Theories like Tourism Development Cycle, Doxey's Index of Irritation and Tourism Life Cycle (TLC), Limits of Destination, Carrying Capacity Theory, and experiences from destination worldwide invariably proved that industry activities,

tourists and tourism developments directly or indirectly influence the lives of people. So the host attitude and satisfaction of destination community may reflect in the destination quality and clean image (Fodness & Murray, 1997).

Sustainable Destination Management guideline of UNEP stresses on local control and community well-being. Local control envisages engagement and empowerment of local communities in planning and decision making process of destination management. This approach helps to maintain and strengthen the quality of life of local communities including social structures, access to resources, amenities, life support systems, and avoiding any form of social degradation or exploitation (UNEP, 2005). While defining the concept of Responsible Tourism, South Africa's tourism white paper (1996) specifically mention one of its key elements as *"ensuring the active involvement of communities that benefit from tourism, including their participation in planning and decision-making and the establishment of meaningful economic linkages"*.

Community Based Tourism (CBT): The concept Community Based Tourism (CBT) refers to tourism that involves community participation. It aims at generating benefits for local communities by allowing tourists to visit these communities and learn about their culture and the local environment (Font, 2013 and Murphy, 1985). Community members can find sustainable livelihood through small, medium, and microenterprises which are in support of industry and facilitated by the government. Micro enterprise model in destinations can act as a

bridge among stakeholders that reduces conflicts and strengthens industry-community linkage (Paul & Rupesh, 2013).

Considering these principles, various governments started to bring community to the fore of destination management. It is noteworthy that the concepts such as Pro-Poor Tourism (PPT); Community Benefit Tourist Initiatives (CBTIs) or Community-Based Enterprises (CBEs) have a common objective - community engagement (Manyara & Jones, 2009 and Simpson, 2001). The destination community should be included in the tourism planning and management decision-making process, owed to three main reasons: it considers them to be part of the tourist product, local communities adapt to changes easily, and it helps to open their minds (Guzmán et al., 2011).

2.4.4. Tourists

According to World Travel Organization (WTO), tourists are defined as “*persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes*” (Stephen, 2009). Though a tourism destination can exist without any facilities, there is no tourism without tourists. This may be the reason behind the researchers’ curiosity to probe into the details of visitors like ethnicity, satisfaction, spending pattern, attitude etc.

The labels ‘responsible tourist’, ‘good tourists’, and ‘green tourists’ are very thoughtful (Sharply & Telfer, 2002; Swarbrooke, 1999, and Wood & House,

1992). According to Krippendorff, a responsible tourist prefers a trip which is least harmful to the environment, least disturbing for the people and cultures of the destinations. He/She also spends his/her money on those products and services which is benefitting the inhabitants of the destination (Krippendorff, 1982).

2.4.5. Other Stakeholders

Other than the above described stakeholders, there are a number of stakeholders who contribute towards sustainable development of tourism destinations. Voluntary organizations, environmental and community-based NGOs, Destination Management Committees (DMC), destination development societies, Eco Development Committees (EDC), cultural heritage bodies, tourism/recreation user groups, education institutions and research groups, consultancies, trade unions, and other stakeholders play distinct roles in the sustainable management of destinations. Though these organizations are of various interests like lobbying governments, organizing targeted projects and campaigns, advocacy, education, research and the dissemination of information and codes of conduct (aimed both at the tourist and at the other key players), which are instrumental for sustainable destination management and development.

2.5. IMPACTS OF TOURISM

The impact of tourism perceived by the destination community may vary; when one stakeholder is influenced by the economic impacts of tourism, other group

experiences environmental issues, while another is affected by socio cultural impacts (Andereck et al; 2007; Carmichael, 2006; Gursoy et al; 2002; Jurowski et al; 1997; Kerstetter & Bricker, 2012; Kreag, 2001; Lankford, 1992; McGehee & Andereck, 2004, and Wang, 2006). As, many of the policy decisions in tourism are taken on the basis of the impact assessment; studies/planners give more emphasis on the impacts of tourism (Gunn, 1994; McIntosh, Goeldner, & Ritchie, 1995, and Murphy, 1993). Additionally, as these impacts are the determinants of development of a destination, it cannot be simply ignored (Breugel, 2013). According to Kim et al., (2013), destinations have a carrying capacity that determines the intensity of impact; growth beyond a threshold may create negative socio-economic and environmental impacts.

Inter-organization committee (1994) classified the types of tourism impacts as social, cultural, demographic, economic, social psychological, and political. Though the impact of tourism revolves around economic sector, researchers broadly classify these impacts into economic, social, cultural, and environmental impacts (Breugel, 2013; Hall, 2011; Aspinall, 2006; Telfer & Wall, 2000, and Hall & Lew, 2009). A brief discussion on the four types of tourism impacts related to Destination Sustainability and community life is followed.

2.5.1. Economic Impacts

Positive Impacts: Tourism has manifold positive economic impacts such as creation of employment opportunities, increased tax revenue, enterprises development, social development schemes, and majorly improvement in the

quality of life of destination community (Ashley, 1995; Aspinall, 2006; Jurowski et al., 1997; Kreag, 2001; Kim et al., 2013; Lindberg et al., 2001, and Williams & Shaw, 1988). This includes business opportunities like hotels, restaurants, bars, transport, entertainment, etc. and various other employment options related to these enterprises. As a sector, mostly very labor intensive and often requires nominal skills, it has a ‘multiplier effect’ in the destination (Aspinall, 2006). Broadly, tourism creates jobs, produce return on investment for emerging economies, provide foreign exchange, bring technology, and improve living standards.

Ashley et al., (2006) divided economic effects of tourism into three; direct effects, indirect effects and dynamic effects. Direct effects imply wages and earnings of those who participate directly in the sector as workers or entrepreneurs and indirect effects occur through the tourism value chain. Finally, the dynamic effect of tourism influences the livelihood strategies of local residents, small entrepreneurs, and infrastructure or natural resources of the destination.

Creation of jobs is one of the most-frequently-mentioned benefits of tourism (Belisle & Hoy, 1980; Davis, et al; 1988; Keogh, 1989; Kim, 2002; Liu & Var, 1986; Pizam, 1978; Ritchie, 1988; Soutar & McLeod, 1993; Tosun, 2002, and Weaver & Lawton, 2001). Studies in Urgup, Turkey; Nadi, Fiji; and Central Florida projected employment opportunities as a positive tourism impact (Tosun, 2000)

Researchers found that local community perceives tourism as an agent that improve income, standard of living, investments and enterprise activities (Allen et al., 1993; Belisle & Hoy, 1980; Liu & Var, 1986; Paul & Moli, 2014; Prentice, 1993; Ritchie, 1988; Tosun, 2006, and Um & Crompton, 1987). For instance, 90% of residents of Hawaii responded that tourism brought the community more investment and local business (Liu & Var, 1986). Also, infrastructure development like roads, electricity, communication, technology, recreation opportunities, and drinking water are beneficial for the poor.

Negative Impacts: It is essential to understand that tourism activities often include seasonal as well as low paying jobs that may adversely affect ordinary people, causing under-employment or unemployment during off-seasons. Additionally, some tourism-related businesses are volatile and high-risk ventures that are unsustainable (Kreag, 2001).

It is imperative to note that tourism affects livelihood of local people by inflating prices, spiraling land values and fluctuating country's exchange rate. Tourism also deprives the access of people to natural resources like fishing grounds, forests, water bodies etc. (Ashley, 1995 and Florence, 2002). Also, facilities for the purpose of tourists at the expense of community resources and members may worstly affect people at destinations (Scheyvens, 2002).

In certain cases, community members felt that tourism resulted in the increase of property taxes, increase in the price of goods and services and rapid change of land values (Allen et al., 1993; Belisle & Hoy, 1980; Keogh, 1989; Kim et al.,

2013; Perdue et al; 1990; Pizam, 1978; Tosun, 2000, and Weaver & Lawton, 2001). It is a fact that greater demand for goods, services, land, and housing may increase prices that in turn will increase the cost of living (Kreag, 2001).

2.5.2. Social Impacts

The social impact of tourism refers to changes in the quality of life of people in tourism destinations. It not only supports tourism development but also increases interaction between residents and visitors. Broadly, social impacts of tourism are the way in which tourism is contributing to change in value system, individual behavior, family relationship, life style, safety level, moral conduct, religion, language, and interpersonal relationship at the destination.

Positive Impacts: Possible positive social impacts of tourism include improvement of public physical infrastructure like hospitals, roads, sanitation facilities, schools, banks etc. Even though these are aimed at tourists, it can be accessed by local population as well (Lankford, 1992; Liu & Var, 1986, and Keogh, 1989). Tourism is likely to develop social capital by increased interactions between hosts and guests that can also become a mutual learning experience, especially those who are secluded from the main land (Breugel, 2013). Also, affirmative activities of business partners to empower marginalized groups, such as women or indigenous people, through employment and cultural connections may lead to the development of social indices (Scheyvens, 2002).

Tourism has a high potential to bring social development projects for destination communities. Residents in the Virgin Islands and Cape Cod opined that tourism contributed to the improvement of public services (Kim, 2002; Pizam, 1978, and Senth & Richmond, 1978). Most studies imply that residents are of the view that tourism increased recreational opportunities (Perdue et al., 1990). A study in Gold Coast found that tourism has positive impacts on destination like increased standard of maintenance of public facilities, more shopping, entertainment and recreation opportunities, more opportunities for business, and improved strength of the local economy

Negative Impacts: Possible negative social impacts of tourism like increased crime, congestion and huge traffic, crowdedness in public areas, begging, gambling, alcoholism, drug trafficking, prostitution, and related social issues are often a concern (Ahmed & Krohn, 1992; Backman & Backman, 1997, and Hall & Lew, 2009). Liu & Var (1986) reported that residents in Hawaii experienced crowdedness during the peak tourism seasons. Smith's (1992) study on Pattaya in Thailand found that tourism development brought prostitution, drug abuse, sexual disease, accidents, and corruption (Smith, 1992). A study in Florida revealed that residents perceived tourism as a causal factor in increasing crime and alcoholism (King et al., 1993).

A study conducted in the region of Elephanta caves found that though tourism improved quality of police protection, it resulted in increased crime rate, commercialization of traditions and customs, spreading of epidemics, increase the

activities of drugs, abuse, gambling, and increase in the activities of prostitution. Several other studies found that residents perceived traffic congestion as a major problem created by tourism activities (Long et al; 1990; Keogh, 1989, and Prentice, 1993). Allen, (1993) found that satisfaction towards public services decreased when tourism development increased.

2.5.3. Cultural Impacts

Being a sector connected with international travelers, tourism can be seen as an agent of globalization, by linking culture, communities and traditions. The host – guest relationship may lead to acculturation or positive exchange of good customs and practices (Liu & Var, 1986; Lea, 1988, and Hall & Vredenburg, 2004). The curiosity of travelers in the local culture contributes to the preservation of traditional styles, arts and crafts (McKean, 1976 and Var & Kim, 1989). For example, in Uzbekistan, particular tourism destinations as Samarqand, Buhara, and Horezm developed traditional handcrafting, wood carving, hammered copper work, handmade silk and carpets, and architectural and historical monuments as part of tourism (Mirbabayev & Shagzatova, undated). Belisle & Hoy (1980) observed that the exposure to cultural differences to be a positive effect of tourism.

Tourism is frequently been criticized as a reason for the disruption of traditions, culture and behavior pattern of people. Developing countries are more vulnerable to these dangers (Belisle & Hoy, 1980; Liu & Var, 1986; Turner & Ash, 1975, and Weaver & Lawton, 2001). The weakening of cultural capital includes symbols, material artifacts, ideas and ideology which raise concern among policy makers and nationalists (Bourdieu, 1986). Tourist influx produces changes in physical structure of a community, and development may cause displacement of locals, that gradually degrade local ethnic culture and life style. The potential of meeting and marrying non-local mates may create displeasure in society.

Though tourism has the potential to invest in the reconstruction of culture, heritage and historic resources, these positive sides are often negated by the destructive nature of tourism that deprive a community of its ancestral heirlooms, weaken traditional cultural values and alter the physical character of a tourism destination through uncontrolled and unscientific development (UNESCO, 2004).

Citing the experiences of a world heritage site Luang Prabang, UNESCO (2004) revealed that the rapid increase in visitors to Luang Prabang has resulted in unplanned expansion of infrastructure and other facilities. Additionally, the development pressure had placed critical stress on both the environment and the historic cultural resources of Luang Prabang. Scoring commercial interests over indigenous culture, Luang Prabang's residents embraced business options that made traditional skills and long-established ways of life at risk of being abandoned and ultimately forgotten. Many historians feared that loss of the unique cultural values and practices of Luang Prabang will be faded soon, if government fails to intervene.

UNEP warned that changes in value systems and behavior brought by tourism threatens indigenous identity, community structure, family relationships, collective traditional life styles, ceremonies, and morality. Tourism sometimes treats local culture as commodities when religious traditions, local customs, and festivals are offered to tourists and resulting in what has been called "reconstructed ethnicity". This results in cultural erosion and subsequent loss of its originality. The issue of tourist encroachment over tribal areas and exploiting their traditional life style and culture are also addressed by activists.

Despite all these apprehensions, tourism acts as a most effective mechanism for fostering national and international cultural exchange and augments understanding among people through its inherent message of goodwill, hospitality, trust, service without servility, tolerance, interaction, and communication (Spenceley et al., 2002). It is, therefore, an effective nation-builder, a strong incentive, and reason for peace.

2.5.4. Environmental Impacts

The impact of tourism on natural environment is a most discussed one. Tourism activities are likely to disturb air, water, sound and vision. Also, the construction of unscientific structures for tourist facilities such as resorts, parks etc. may cause degradation of the natural environment. Many researchers believe that tourism causes environmental pollution, destruction of natural resources, degradation of vegetation, and depletion of wild life (Ahmed & Krohn, 1992; Andereck K. L., 1995; Koenen et al., 1995, and Var & Kim, 1989). For instance, diving activities may result in the degradation of the coral reefs.

A study conducted in the island of Jersey in the English Channel found that the number of cars increased from less than 250 to over 2,500 during the summer peak season, resulting in high levels of emissions (Romeril, 1985). Kim (2002) cites Andereck (1995), water resources are polluted by agents such as septic tank seepage, lawn fertilizer, road oil, and runoff from disturbed soil. For instance, cruise ships in the Caribbean are estimated to produce more than 70,000 tons of waste every year (Gartner, 1987 cited in Briassoulis & Jan, 2000). Solid waste and littering may degrade the natural appearance of the water resources and shoreline and cause death of marine animals (UNEP, 2005). In Jamaica, vast land of wetlands has been destroyed since the 1960s because of tourism development (Bacon & Peter, 1987). It is complained that tourism industry produces large quantities of waste products especially *plastic and polythene covers* which are a serious issue of concern in third world countries, as solid waste management technologies are not very sophisticated there (Andereck, 1995).

Overreaching the carrying capacity of tourism destinations can be inferred from the conditions of land, water and environment of the destination. It is observed that tourists arrival and uncontrolled business activities create waste and cause pollution (air, water, solid waste, noise, and visual). Over emphasis on tourists alters the landscape's appearance that leads to the degradation of natural landscape

and lose of open spaces. Also, destruction of flora and fauna, fossils, and coral, and alteration of cultural or historical artifacts may occur due to unregulated development. Travelers may inadvertently introduce new species and constant stream of visitors may force domestic pets to disrupt wildlife by disturbing their breeding cycles and altering natural behaviors (Kreag, 2001).

Many studies probed into the impacts of tourism on wildlife and its ecosystem. Tourist influx and traffic put stress on wildlife. Noise and commotion created by tourists create disturbance to wild species that also adversely affect their behavioral pattern. As an industry contributing fifty percent of overall traffic movements, it results in emission of greenhouse gases and subsequently a major cause for climate change (Roe, 2004).

At the same time, some researchers noted that tourism creates greater awareness and consciousness among people for the conservation and preservation of natural resources (Var & Kim, 1989). UNEP hopefully believes that tourism has the potential to create awareness among people by contributing to environmental protection and conservation.

2.5.5. Impacts of Globalization

Being a fastest growing sector, tourism is largely influenced by globalization especially due to increased exchange between different destinations outside the national borders (Shaw & Williams, 2004, p. 43). It not only reduces trade barriers between countries, but is also a sort of a generator of changes.

According to Mihajlović and Krzlej (2014), globalization results in (1) a sudden increase in potential tourist demand for different destinations, (2) competition, (3) SMEs have to fight for survival in the market given the conquering power of global corporations, (4) emphasis on innovation, specialization, and better quality of products and services, (5) increased need for additional capital to finance the necessary investments for future goals (6) problems for developed destinations

arising from relations with suppliers who are often not heterogeneous and do not apply the quality standards. Feige (1998), detailed on globalisation as follows:

ECONOMY
<ul style="list-style-type: none"> • Horizontal and vertical integration strategies of tourism enterprises • Foreign investment in hotels and tourist attractions ("global tourism markets") • Global players and strategic alliances (air companies, hotels, tour operators) • Global tourism management • Global competition of holiday resorts
TECHNOLOGY
<ul style="list-style-type: none"> • Global booking systems • Standardized technologies in transport systems
CULTURE
<ul style="list-style-type: none"> • Global tourist: uniform traveller behaviour • Creation of "global tourist village"
ECOLOGY
<ul style="list-style-type: none"> • Tourism as "global syndrome of ecology problem" • Climate changes and their effects on destinations
POLITICS
<ul style="list-style-type: none"> • Increasing importance of international tourism organizations • Necessity for global coordination and regulation of passenger circulation • Sustainable development as quality and dominant idea

Tourism is a fast mover in economy. Considering its potentials to attract foreign travellers, tourism plays a key role in regional development. Factors such as natural resources, labour, capital, technology, products and services in global economy move freely with the upward trend in communication speed and movements of people, goods, and services (Thurow, 1997, pp.116).

2.6. DESTINATION MANAGEMENT

2.6.1. Destination

A tourism destination is a physical space in which a tourist spends at least one overnight which includes tourist attractions, products, and supporting services that are necessary to meet the stay of a tourist on the place at least for one day (WTO, 2007). The term "destination" refers broadly to an area where tourism is a

relatively important activity and where the economy may be significantly influenced by tourism revenues (UNEP). Destination has physical and administrative boundaries, which defines its management, and has an image and perception that determines its competitiveness (Carter & Fabricius, 2007). Destinations may be of many kinds, from a whole country to a region or island to a village, town or city, or a self-administered centre and consists of various stakeholders often including a host community, and can nest and network to form larger destinations (WTO, 2007). A tourism destination can be defined as an accessible geographic area having various natural attractions, tourism products and necessary services like accommodation, travel and food which are sufficient as per visitors for spending at least a day.

2.6.2. Destination Management Structure

Destination management consists of land use planning, zoning controls, business association initiatives, business permits, environmental and other regulations, and a host of other techniques to decide the development and day to day operations of destination -related activities (UNEP). Very broadly, it includes planning, development and marketing of a destination as well as how it is managed physically, operationally, financially, and in other ways. Australian government considered Destination Management as a “*holistic process that ensures tourism adds value to the economy, social fabric and ecology of our communities*”. It put forth a long term vision that tourism needs to be managed to ensure that it leaves a positive legacy for current and future generations.

According to Franch et al; (2004), destination management is a strategic organizational and operational decision taken to manage the activities like definition, promotion, sustainable, commercialization of destination or tourism products and to generate manageable flows of incoming tourists that are balanced, and sufficient to meet the social, economic, and environmental needs of the stakeholders involved with destination development. Mezei (2011) pointed out that destination management actions should be in four directions: planning, coordination, lobbying and marketing.

An ideal destination management structure is a valuable mechanism for promoting sustainability of tourism, for that what is required is permanent forum or standing conference based on a large number of invited stakeholders representing different interests and well balanced to reflect the different dimensions of sustainability (UNEP, 2005). To strengthen sustainability of tourism, institutional mechanisms should be built for joined-up thinking and synergizing actions through local governments (Carmichael, 2006).

2.6.2.1. Destination Management Organizations (DMO)

An ideal structure envisaged by UNEP is a participating governance structure led by local authorities called as "Destination Management Organizations" or DMOs with the involvement of local NGOs, academicians, local community members, and local business representatives. DMOs can be considered as a “mirror of the organizational aspects of tourism destinations” which should constantly look into

the matters of different stakeholders (Beritelli & Reinhold, 2009). It also refers to a coalition of many organizations and interests working together towards mutual goals (Bieger et al; 1998; Elbe et al; 2009; Sheehan et al., 2007, and WTO, 2007). A destination management strategy should maintain a balance between economic, social, cultural and environmental activities of a destination. According to Mezei, an effective destination management means a harmonious combination of planning, lobby, coordination, and marketing through an institutional structure like DMOs.

Local Agenda: It is noted that many destinations all over the world have developed Destination Management Organizations (DMO) within the context of Local Agenda 21. Local Agenda 21 brings together the broadest possible range of interests in the local area, and integrates it with global concerns while devising local plans, which are highly futuristic. Additionally, it calls for careful consultation within each community to ascertain that local concerns are addressed. Calvia, in Spain, is a major tourism destination that used the participatory process of LA21 to bring all stakeholders together in destination management.

Participatory Approach: The strategy of Australian local government in destination management produced an accelerated change during the last three decades by adopting decentralization in entire activities. A gradual shift from administration to management, increased professionalism, good governance and accountability, constructive community engagement, devolution of authority from

top levels of government to local government, and vibrant stakeholder partnership especially public-private partnerships give robustness to local government in destination management endeavors (Aas et al., 2005; Bessette, 2004; Dredge, 2001; Dredge, 2008; Kerala Tourism, 2007, and Worthington & Dollery, 2002). This move was contrary to the prevailing scenario of demonstrating interest on economic growth with the perception that tourism development will lead to healthier, happier and more sustainable communities (Hall, 2000 and Murphy, 1993).

The destination management policy designed by South Africa emphasizes that it should be government-led, private sector driven, community-based, and labor conscious (Spenceley et al., 2002). The Government of Kerala encourages local communities across destinations to minimize leakages and maximize linkages of the industry with a view to reap maximum benefit (Paul & Moli, 2014).

Considering the due importance of tourism in Kerala economy, Kerala implemented Responsible Tourism programs emphasized on sustainable development. It has a three tier mechanism for destination management; at state, destination and local government level. Government has a Cabinet Committee on Tourism, Task Force on Infrastructure Development, and Task Force for 'Kerala Waste Free Destination' (KWFD) with representatives from Department of Tourism, Local Self Governments, Self Help Groups, NGOs, and tourism industry.

2.7. RESPONSIBLE TOURISM (RT)

Tourism development frequently uses multiple terms like green tourism, fair trade tourism, sustainable tourism, ecotourism, alternative tourism etc. to depict its meaningful interventions (Stanford, 2006). The general concise is that an ideal tourism shall offer better holiday experiences for guests, good business opportunities for enterprises, and better quality of life for the communities in destinations.

It was Jost Krippendorf put forwarded the concept of of Responsible Tourism firstly. He introduced it in the Holiday Makers (1987) as a way out strategy to the Alpine plateaus of Switzerland where tourism had had significant negative effects. He called for “rebellious tourists and rebellious locals” *“to develop and promote new forms of tourism, which will bring the greatest possible benefit to all the participants - travelers, the host population and the tourism business, without causing intolerable ecological and social damage.”*

Bernard Lane (2003) notes that being one of the founding fathers of sustainable tourism, Krippendorf stood for channelizing benefits of tourism into environmental and cultural conservation and to the host communities. It was not intended to regulate but to helping the industry to look long term and to become more responsible for its actions and impacts.

Smith (1992) in his report on the seminar convened by the World Tourism Organization (WTO) on “Alternative” Tourism in Tamanrasset in Algeria

introduced the term Responsible Tourism. After a series of discussion, 'alternative tourism' was emerged as socially responsible and environmentally conscious which defined as "*all forms of tourism which respect the host's natural, built, and cultural environments and the interests of all parties concerned*". The term 'alternative tourism' was best replaced by 'Responsible Tourism' as the latter phrase was less ambiguous (Smith, 1992 & Stanford, 2000).

Harrison & Husbands, (1996) describe Responsible Tourism as "*the term encompasses a framework and a set of practices that chart a sensible course between the fuzziness of ecotourism and the well-known negative externalities associated with conventional mass tourism. The basic point of Responsible Tourism is that ... tourism itself can be practiced in ways that minimize and mitigate its obvious disbenefits. Product development, policy, planning, and marketing can all be instituted in ways to ensure that tourists, host populations and investors reap the long-term benefits of a vibrant and healthy industry*".

An online portal www.responsibletravel.com defines Responsible Tourism as projects which make a positive contribution to conservation and the economies of local communities, while minimizing the negative impacts that tourism can have" (responsibletravel.com, 2004) whereas, Responsible Tourism initiatives of Kerala consider it as a "*tourism management strategy embracing planning, product development, management, and marketing to bring about positive economic, social, cultural, and environmental impacts. For tourism operators, it is about providing more rewarding holiday experiences for guests whilst enabling local*

communities to enjoy a better quality of life and conserving the natural environment.

A White Paper in South Africa (1996) defined Responsible Tourism as enabling local communities to enjoy a better quality of life through increased socio-economic benefits and improved natural resource management (Spenceley et al., 2002). It states that Responsible Tourism (RT) focuses on assessing and monitoring the environmental, social, and economic impacts of tourism, maintaining and encouraging natural, economic, social and cultural diversity and avoiding waste and over-consumption, and promoting the sustainable use of local resources.

The Cape Town Conference on Responsible Tourism in Destinations organized by the Responsible Tourism Partnership and Western Cape Tourism as part of the World Summit on Sustainable Development in Johannesburg in 2002 stated on RT as given in table 2.2.

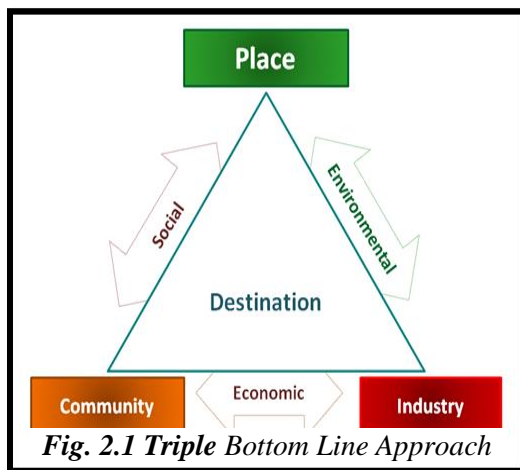
Table 2.2 *The Cape Town Declaration on RT*

<i>Minimizes negative economic, environmental and social impacts</i>
<i>Generates greater economic benefits for local people and enhances the Well-Being of host communities; improves working conditions and access to the industry</i>
<i>Involves local people in decisions that affect their lives and life chances</i>
<i>Makes positive contributions to the conservation of natural and cultural heritage embracing diversity</i>
<i>Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues</i>
<i>Provides access for physically challenged people</i>
<i>Is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence</i>

2.7.1. How RT is different

It is a fact that the term Responsible Tourism is confused with various other concepts like eco-tourism, green tourism, and sustainable tourism. When eco-tourism and green tourism thrust on environmental domain, sustainable tourism routed on the triple bottom line concept. In RT, local community/local ownership is at the forefront of development even when it put forth participatory approach. Further, it reiterates that tourism must benefit local communities as well as nature conservation

2.7.2. The Triple Bottom Line (TBL)



Though economic growth has been promoted globally, sustainable development and Responsible Tourism give more emphasis on poverty alleviation and socio-economic aspects (DEAT, 1996).

Global Code of Ethics by WTO (Article 5) states that the engagement of local communities in economic,

social, and cultural processes should be ensured equally in tourism development. Therefore, basic principle of tourism policies should be focusing on improving the standard of living of the people and the enhancement of livelihood opportunities of host (local) communities (Kerala Tourism, 2012).

In line with the theme of sustainable development; Responsible Tourism envisions “the ‘triple bottom line (TBL)’ concept by giving equal weight to three tiers of sustainability: (i) economy; (ii) society; and (iii) environment. The TBL responsibility explained by the Cape Town Declaration (2002) is given in table 2.3:

Table 2.3 TBL Responsibility Areas – Cape Town Declaration

ECONOMIC RESPONSIBILITY
<i>Assess economic impacts before developing tourism and exercise preference for those forms of development that benefit local communities and minimize negative impacts on local livelihoods (for example through loss of access to resources), recognizing that tourism may not always be the most appropriate form of local economic development.</i>
<i>Maximize local economic benefits by increasing linkages and reducing leakages, by ensuring that communities are involved in, and benefit from, tourism. Wherever possible use tourism to assist in poverty reduction by adopting pro-poor strategies.</i>
<i>Develop quality products that reflect, complement, and enhance the destination.</i>
<i>Market tourism in ways which reflect the natural, cultural and social integrity of the destination, and which encourage appropriate forms of tourism.</i>
<i>Adopt equitable business practices, pay and charge fair prices, and build partnerships in ways in which risk is minimized and shared, and recruit and employ staff recognizing international labor standards.</i>
<i>Provide appropriate and sufficient support to small, medium and micro enterprises to ensure tourism-related enterprises thrive and are sustainable.</i>
SOCIAL RESPONSIBILITY
<i>Actively involve the local community in planning and decision-making and provide capacity building to make this a reality.</i>
<i>Assess social impacts throughout the life cycle of the operation – including the planning and design phases of projects - in order to minimize negative impacts and maximize positive ones.</i>
<i>Endeavour to make tourism an inclusive social experience and to ensure that there is access for all, in particular vulnerable and disadvantaged communities and individuals.</i>
<i>Combat the sexual exploitation of human beings, particularly the exploitation of children.</i>
<i>Be sensitive to the host culture, maintaining and encouraging social and cultural diversity.</i>
<i>Endeavour to ensure that tourism contributes to improvements in health and education.</i>
ENVIRONMENTAL RESPONSIBILITY
<i>Assess environmental impacts throughout the life cycle of tourist establishments and operations – including the planning and design phase - and ensure that negative impacts are reduced to the minimum and maximising positive ones.</i>
<i>Use resources sustainably, and reduce waste and over-consumption.</i>
<i>Manage natural diversity sustainably, and where appropriate, restore it; and consider the volume and type of tourism that the environment can support, and respect the integrity of vulnerable ecosystems and protected areas.</i>
<i>Promote education and awareness for sustainable development – for all stakeholders.</i>

Raise the capacity of all stakeholders and ensure that best practice is followed, for this purpose consult with environmental and conservation experts.

**Detailed explanation on TBL Dimension is given under 2.8*

2.7.3. Experiences and Success Stories*

Responsible Tourism guidelines of South Africa portray a deep insight into the theory and practice of Responsible Tourism. The Department of Environmental and Tourism Affairs (DEAT) aims at managing tourism in the framework of sustainable development in such a way that it contributes to the improvement of the quality of life of all South Africans (DEAT, 2012 and Goodwin et al., 2001). It also emphasizes on stakeholders involvement, socio-cultural development, environmental conservation, and promotion of sustainable practices among stakeholders of tourism. (**for more case studies see pg. 114-121*)

The Responsible Tourism initiative of Government of Kerala provides values lessons for sustainable destination management. A recent study on the economic impact of Responsible Tourism in destinations of Kerala revealed that in Kumarakom, Wayanad, Thekkady and Kovalam, different micro-enterprises have all benefited from tourism through the sale of food products and handicrafts, cultural group and even dealing with plastic waste.

The study estimated that, in Kumarakom, 1,600 families have benefited from sales of Rs. 10,800,000 that an average of Rs. 6750/family as additional income whereas in Thekkady it was 450 families benefits and earned 480, 0000 Rupees, an average of Rs. 10,667/family. An RT Shop run by two families sell locally

sourced spices who have a turnover of Rs. 22,00,000 (22 Lakhs) – making a total of Rs. 48 lakhs, whereas in Wayanad it is 180 families Rs. 38 lakhs. (Goodwin & Rupesh, 2015).

The Village Life Experience Package (VLE) - village tour, also emerged as a good revenue model. In 2014, nearly 400 tour packages were sold through the programme. Details of VLE is given in table 2.4

Table 2.4 *Village Life Experience Package sold in the year 2014*

Destination	Packages	Guests	Beneficiary Families	Total Value
Kumarakom	300	600	75	900,000
Wayanad	60	100	42	150,000
Thekkady	5	15	10	25,000
Kovalam	44	88	25	132,000
Bekal	5	10	8	15,000
Total	389	813	160	1,222,000

Source: Centre for Responsible Tourism, KITTS, 2014

2.8. DESTINATION SUSTAINABILITY

Sustainable development is one of the most sought after themes and a need of the contemporary world as well. The World Conservation Strategy (WCS) published by International Union for the Conservation of Nature and Natural Resources (IUCN) in 1980 introduced the concept for the first time. The idea has been conceptualized in the Brundtland Report of UN World Commission on Environment and Development called 'Common Future' that defined sustainable development as “*meeting the needs of the present without jeopardizing the ability of future generation to meet their needs*” (WCED, 1987, p. 8) which was accepted

globally after the UN Environment and Development Conference held in Rio de Janeiro in 1992. The Rio conference while defining this term emphasized the need of the public participation and the involvement of local administration units, non-governmental organizations, private sector institutions, and individuals in addition to central administration units for the implementation of sustainable development concept (Tosun & Jenkins, 1998).

Sustainable tourism development envisages a quadruple or triple bottom line approach which consists of economic, social, and environmental sector that proposes an ideal situation where exists a balance among all the three dimensions (Dredge, 2008). A mutual coexistence of these pillars in tourism destinations can be termed as Destination Sustainability.

The term sustainable tourism development is often used instead of Destination Sustainability (Ginson, 2006). The integration of sustainability and tourism has gained momentum during the last two decades (Australia, 1997; Godfrey, 1998; Hall & Vredenburg, 2004; Kennedy, 1992; Krippendorf, 1982; Mowforth & Munt, 1998; Romeril, 1985, and Simpson, 2001). It is also observed that Destination Sustainability is frequently used in connection with local community (Aspinall, 2006; Baros & David, 2007, and Choi & Sirakaya, 2006).

The World Tourism Organization (WTO) suggested that sustainable development guidelines and management practices are applicable to all forms of tourism in all types of destinations. It refers to the economic, environmental, and socio-cultural

aspects of tourism development, and persuades to maintain a suitable balance between these three dimensions to guarantee long-term sustainability. United Nations Environmental Program (UNEP) provided a list of prerequisites of sustainable tourism development (UNEP, 2003), which are as follows:

- *Tourist resources - natural, historical, cultural and others - are preserved in a way that allows them to be used in the future, whilst benefiting today's society;*
- *The planning and management of tourist development are conducted in a way that avoids triggering serious ecological or socio-cultural problems in the region concerned;*
- *The overall quality of the environment in the tourist region is preserved and, if necessary, improved;*
- *The level of tourist satisfaction should be maintained to ensure that destinations continue to be attractive and retain their commercial potential*
- *Tourism should largely benefit all members of society.*

Carrying capacity and limits of growth are two relevant concepts involved with sustainable tourism development. It has generally been defined as the maximum number of people who can afford a site without any unacceptable alteration in the physical environment and without any unacceptable decline in the quality of the experience gained by tourists (Jianlin, 2007). Theoretical explanations on the impact of tourism on destination community are based on the concept of social carrying capacity (Kim, 2002, Madrigal, 1993, and Perdue et al., 1990). It implies that when tourism development exceeds “carrying capacity” or “level of acceptable change”, it may result in negative environmental and social consequences and diminishing of returns on tourism investments (Kim, 2002).

Agenda 21 - the plan of action which emerged from the United Nations Conference held in Rio 1992 on Sustainable Development (Johannesburg, 2002) introduced three dimensions or ‘pillars’ of sustainable development. These are given in table 2.5.

Table 2.5 Pillars of Sustainable Development

<i>Economic Sustainability, which means generating prosperity at different levels of society and addressing the cost effectiveness of all economic activity. Crucially, it is about the viability of enterprises and activities and their ability to be maintained in the long term.</i>
<i>Social Sustainability, which means respecting human rights and equal opportunities for all in society. It requires an equitable distribution of benefits, with a focus on alleviating poverty. There is an emphasis on local communities, maintaining and strengthening their life support systems, recognizing and respecting different cultures and avoiding any form of exploitation.</i>
<i>Environmental Sustainability, which means conserving and managing resources, especially those that are not renewable or are precious in terms of life support. It requires action to minimize pollution of air, land and water, and to conserve biological diversity and natural heritage</i>

UNEP also introduced **Cultural Sustainability** in the case of tourism which means to respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities (UNEP & WTO, 2005). A brief description on Destination Sustainability dimensions is given.

2.8.1. Economic Sustainability

Economic sustainability refers to the capability of the destination to maintain and sustain equitable distribution of revenue and assuring viability and feasibility of business enterprises for a long term (UNEP, 2010). The aspect of maintaining

destination competitiveness and image is a part of economic sustainability, as it decides sustenance of all stakeholders of tourism. According to Richins (2009), the economic sustainability consists of a strong, viable and sustainable tourism economy which integrates all factors of Sustainable Tourism Strategy (STS) that supports and contributes positively to the stakeholders especially to the local community; and it should be capable of creating vibrant and distinctive experiences to visitors.

According to the theory of social exchange, the attitude of local community may go awry, if the cost outweighs benefits out of tourism (Emerson, 1972). UNEP and WTO specifically defined the constituents of economic sustainability. It includes economic viability, local prosperity and employment quality, as-

Economic Viability: *To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.*

Local Prosperity: *To maximize the contribution of tourism to the economic prosperity of the host destination, including the proportion of visitor spending that is retained locally.*

Employment Quality: *To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.*

According to White (2006), the principle of economic sustainability comprises of generating new and alternative source of income- diversification of economy, boosts economic activity and growth in peripheral, isolated rural areas; encouraging outside investment in infrastructure, increased employment opportunities, support local economies, and increased market for local products.

2.8.2. Social Sustainability

The principle of social sustainability comprises of improved quality of life of local communities, stakeholder participation in decision-making, and satisfying and rewarding experience for the customer (White, 2006). According to Richins (2008), the vision for social sustainability includes achievement of social cohesion, community well-being and sense-of-community which provides an attraction for residents and an interactive experience for visitors.

UNEP and WTO (2005) classified social sustainability into three components: social equity, visitors' fulfillment, local control and community well-being.

Social Equity: To seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.

Visitor Fulfillment: To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, and disability or in other ways.

Local Control: *To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.*

Community Well-being: *To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life.*

Social sustainability lies in the achievement of quality of life of a community which can be enhanced by economic diversification through tourism. The facilities should be developed to meet the combined needs of tourists and local people so that recreational and leisure well-being of the individuals can be enhanced.

2.8.3. Cultural Sustainability

When the whole world is on the verge of destruction of diverse culture, heritage, and indigenous styles, sustainable tourism suggests effective mechanism to maintain and preserve cultural richness. To respect and enhance the historic heritage, authentic culture; UNEP proposed strategic measures which envisaged to make people to respect and understand cultural diversity of nations and people. The policy considered tourism as a force for the conservation of historic and cultural heritage, and to stimulate arts, crafts, and other creative activities within communities. Cultural sustainability is also an approach providing a source of

income thereby to encourage communities to value their cultural heritage and to be proud of their heritage.

In order to achieve cultural sustainability, behaviors and activities of tourists and local community should be guided by mutually accepted code of conduct. An effort to match the needs and expectations of the local people and tourists is vital for the protection of indigenous cultures against any adverse impact. Cultural sustainability principles majorly designed to strengthen community identity and to facilitate exchange between tourists and host community. According to Richins (2007), the cultural vision for sustainable tourism aimed at nurturing and fostering of vibrant and creative local community, their diverse and distinctive cultural heritage.

Tourism: 2020 Vision, the World Tourism Organization (WTO) predicted that cultural tourism will be emerged as one of the five key tourism market segments in the future. Growth in this area will increase the challenge of managing visitor flows to cultural sites. Also, UNESCO noted that cultural tourism has the potential to encourage traditions and can restore historic sites and monuments; but it also apprehended that the unbridled tourism can have the opposite effect. Scientific management and conservation of heritage sites, inclusive approach in destination management; public-private partnerships in tourism development and programs promoting cultural richness, identity, and pride among local community can make difference in the prevailing issues of cultural tourism.

2.8.4. Environmental Sustainability

Global Sustainable Tourism Criteria (GSTC, 2011) put forth measures to achieve environmental sustainability of destinations: identify and reduce environmental risks, protection of sensitive environments, wildlife protection, controlling greenhouse gas emission, energy conservation, waste management, water security, water quality, controlling solid, liquid, and noise pollution; and minimize the impact of transportation and development on tourism areas. According to Richins (2008), the strategy of environmental sustainability encompasses best practices in environment management, achieving excellence within the tourism and other related industries, and gaining confidence of community to maintain ecological processes through sustainable development and management of natural resources.

UNEP and WTO provided a detailed view on environmental sustainability that spans into four categories: physical integrity, resource efficiency, biological diversity, and environmental purity.

Physical Integrity: to maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment.

Biological Diversity: to support the conservation of natural areas, habitats and wildlife, and minimize damage to them.

Resource Efficiency: to minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.

Environmental Purity: to minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

2.8.4.1.Destination Sustainability – Classifications and Measurements

Butler (1999: 16) commented that without indicators or measures ‘the use of the term “sustainable” is meaningless’ and ‘becomes hyperbole and an advertising jargon’. It becomes a growing concern about sustainability that led to an increased need for tourism studies to develop indicators for monitoring the sustainability of the tourism industry. Schianetz & Kavanagh (2008) stated that the development of indicators of Destination Sustainability should be based on a comprehensive and systemic approach, which should recognize the interrelations between indicators and focus on resilience thinking and enhancing systems rather than on the interpretation of individual system variables. Also, Miller & Twining-Ward, (2005) and Reed et al., (2006) opined that sustainability indicators are not only for reporting the progress, but also to catalyze the learning process to enhance the overall understanding of economic, social, and environmental problems; facilitate community development programs, and to achieve sustainable development goals.

2.8.4.1.1 Sustainability Classifications

Waldron & Williams (2002) described five broad categories of sustainability frameworks: goal-based, domain-based, sectoral, issue-based, and causal frameworks. According to Schianetz & Kavanagh (2008), Destination Sustainability indicators are categorized into two; thematic and supportive system. Based on thematic areas, Destination Sustainability is categorized into economic, social, cultural, technical, political or institutional (Allin et al., 2001; Choi &

Sirikaya, 2005; Miller & Twining-Ward, 2005; Twining-Ward et al., 2002, and WTO, 2004). According to Bossel (1999), sustainability indicators are divided into three functional subsystems: the human system (social aspects), the natural system (ecological and environmental), and the support system (financial and physical aspects).

While evaluating the sustainability of destinations, Duc (2009) considered economic sustainability, environmental sustainability, socio-cultural sustainability, and institutional framework for sustainable tourism. The *White Paper on the Development and Promotion of Tourism in South Africa*, Department of Environmental Affairs and Tourism (DEAT), 1996: section 3.4 included components of Destination Sustainability: community involvement; respecting local, natural and culture; use local resources sustainably; sensitive to the host culture; maintain natural, economic, social, and cultural diversity; and assessment of environmental, social, and economic impacts. Global Code of Ethics for tourism provides guidelines for destination management under economic, environmental, social, cultural, and political dimensions.

2.8.4.1.2 Sustainability Indicators

The WTO provides eleven core indicators on Destination Sustainability (Twining-Ward & Butler, 2002); site protection, site stress, use intensity, social impacts, development control, waste management, the planning process, the critical ecosystem, consumer satisfaction, local satisfaction, and tourism's contribution to the local economy. They also mentioned some fundamental

indicators of sustainable tourism in general which are: pressure, social impacts, contribution of tourism to the local economy, evaluating by the number of tourists visiting the site, on-going staff education, waste management, development control, and planning processes.

The Guide Book of WTO on the indicators of sustainable development for tourism destinations provide criteria to measure progress in sustainability at destinations; which are: environment, socio cultural, and economic quality. Sustainable tourism agenda of UNEP is a comprehensive document on Destination Sustainability. It comprises of variables: economic viability, local prosperity, employment quality, social equity, visitor fulfillment, local control, community well-being, cultural richness, physical integrity, biological diversity, resource efficiency, and environmental purity. Other criteria for Sustainable Tourism by UNEP are natural and cultural environment, community well-being, product quality and tourist's satisfaction, and management and monitoring as the measure of Destination Sustainability.

Indicators of sustainable development for tourism destinations: a guidebook, WTO, 2004 provided indicators of sustainable tourism development which are local satisfaction, economic benefits, energy management, and sewage treatment. Criteria for sustainable development of tourism destinations developed by WTO consist of cultural, economic, environment, and tourism management dimensions (Manning & Dougherty, 1994).

Although different disciplines have created their own indicators, they all may share some commonalities. The World Tourism Organization (WTO, 2009) identified ten priority indicators for the private sector in terms of sustainable tourism development: environmental issues, energy conservation and management, water minimization, management of fresh water resources, land use planning and management, staff involvement, and partnerships for sustainability. These are, so far, considered as a set of internationally acceptable sustainable tourism indicators and an established mechanism for tourism managers to implement sustainable tourism practices.

According to Duc (2009), principles behind sustainable tourism management are waste management, sustainable use of resources, and diversity maintenance. He cited Farsari & Prastacos (2007) suggesting indirect measures for socio-cultural sustainability which are number of tourism businesses operated and managed by local people, number of tourism businesses employing local people, the community's share of profits from tourism, the budget for cultural heritage site conservation, the gap between rich and poor in tourism areas, community involvement in the planning, research, and decision-making processes, provision of technical support to local tourism businesses, and incidence of discrimination.

2.8.4.1.3 Sustainability Indices

Fernández (2009) has analyzed two proposals for constructing composite indices in tourism, environmental management, and sustainable development. These indices named tourism competitiveness monitor of the WTTC (World Travel and

Tourism Council) and the environmental sustainability index (ESI) of the WEF (World Economic Forum) have gained worldwide acceptance. The tourism competitiveness monitor consists of 65 tourism competitiveness indicators classified under eight main dimensions: infrastructure, environment, technology, price competitiveness, human tourism, tourism openness, social development and human resources. It was designed originally to measure the level of tourism competitiveness in nearly 200 countries throughout the world and it was put into practice in 2001.

The **Environmental Sustainability Index** (ESI) is a proposal of the World Economic Forum (WEF), designed by the Yale Center for Environmental Law and Policy of Yale University and the Center for International Earth Science Information Network of Columbia University. Seventy six variables grouped into 21 environmental sustainability indicators, ESI is calculated for 146 countries. ESI analyses five broad categories: environmental systems, environmental stress reduction, reduction of human vulnerability to environmental stresses, social and institutional efficiency to respond to environmental challenges, and global management.

Fernández (2009) proposed a composite index to measuring tourism sustainability. He opined that there is no agreement on a universal list of indicators enabling the comparison of sustainability levels in different tourism destinations. He also designed a composite index consisting of four dimensions of sustainability – economic, social, environmental and institutional, calculated

from a broad system of indicators that contribute information. The resulting single indicator that synthesizes all this information facilitates analysis of the situation in tourist destinations and the decisions made by their stakeholders. This ST Index can be used to compare the behavior of tourism destinations in terms of tourist sustainability. He presumed that application of the ST index method to analyse specific tourist destinations will provide a real vision of its situation with respect to sustainability.

An index developed for sustainable tourism development in Italian holiday destinations proposed (Carcolici et al; undated) an overall efficiency indicator comprised of sustainable tourism index and economic efficiency index. It anticipated that environment needs to be considered with utmost care. The activity analysis of the index incorporated environmental efficiency, economic efficiency, and environmental performance. This is a tool developed to measure the efficiency of destination and its sustainable performance. It is a measure of sustainable tourism in terms of efficiency considering the economic and environmental dimensions of the 'production process' including physical and HR of tourist destinations. They considered tourist site as a company and assessed its sustainability by tourist 'production function'. More specifically, they obtained two indicators: eco – efficiency and economic efficiency for activity analysis.

Even though the indicator list of Destination Sustainability has multiple components, it is conspicuous from the literature that, it revolves around economic, social, cultural, environmental, management, and tourist satisfaction.

Since the study focused on destination quality and local community, indicators were to be limited to the immediate stakeholders. Hence, four sustainability dimensions viz. economic, social, cultural, and environmental conceptualized by the UNEP were considered for the study.

2.9 QUALITY OF LIFE (QOL)

Quality of life is the degree of well-being felt by an individual or group of people (Delibasic et al., 2008). Even though it is being used in different contexts, QOL is considered as the development of human life. World Health Organization (WHO) defined QOL as “*individuals' perceptions of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns*” (Hughes et al; 2004 & Skevington et al; 2004). It is the “*the degree to which a person's life is desirable versus undesirable, often with emphasis on external components,*” but can also more broadly include a person's perceptions, thoughts, feelings, and reactions (Diener & Suh, 1997). According to Zamfir (1989, pp. 20) QOL is “*a measure of human achievement, a balanced multilateral meeting real human needs, leading authentic to human fulfillment*” (cited in Maria, 2013).

According to Budruk & Phillips (2011), QOL is one's satisfaction with life and feelings of contentment or fulfillment with one's experience in the world. QOL indicators are in a way a sign of how well an individual, society, or a country is doing (Andereck et al., 2007 and Andrew & Withey, 1976). OECD (2011)

considered QOL as one of the three pillars of well-being and defined; *the set of non-monetary attributes of individuals that shape their opportunities and life chances, and has intrinsic value under different cultures and contexts*. As an indicator of human development, QOL helps governments in taking crucial decisions whose outcomes can make tremendous impact in the lives of people (Delibasic et al., 2008). Though place-centered indicators are best for policy development, person-centered measures are the best predictors of quality of life (Lloyd & Auld, 2002). Hence, indicators as well as standards of QOL have long been considered for management decision making in the leisure sciences (Budruk & Phillips, 2011).

QOL Measurment: Budruk & Phillips (2011) cited Heal & Sigelman (1996); QOL measurement has two approaches (1) objective measurements of people like income and education attainment and (2) subjective indicators such as satisfaction with various aspects of life. Diener & Suh (1997) stated that “*subjective well-being consists of three interrelated components: life satisfaction, pleasant affect, and unpleasant affect. Affect refers to pleasant and unpleasant moods and emotions, whereas life satisfaction refers to a cognitive sense of satisfaction with life.*” Differently from the “*traditional clinical models of mental health, subjective well-being does not simply refer to an absence of negative experiences*”.

Measures of QOL are multidimensional, distinguishable, and reimbursable (Diener & Suh, 1997 and Kim, 2002). QOL can be assessed by how long and

happy people live (Veenhoven, 2005). As construct with both subjective and objective dimensions, researchers opt reflective and formative indicators for measuring this construct (Sirgy, 1998). However, there is a general agreement that QOL is a multidimensional and interactive construct encompassing various aspects of people's lives and environments (Schalock & Siperstein, 1996). Additionally, rather than measuring QOL at community level, researchers consider individual measurements to gauge quality of life (Forward, 2003; Heal & Sigelman, 1996; Rogerson, 1999, and Sirgy et al., 2000).

QOL Indicators: Way back to 1930, sociologist William Ogburn triggered works on social indicator and quality of life movements and in 1960s, researchers started to consider social indicators as a predictor of QOL (Biderman, 1974; Kim, 2002; Massam, 2002, and Parke & Sheldon, 1974). Community indicators give a view on the concerns of people that can be considered in the planning and management of programs. According to Kim (2002), QOL can be measured and conceived at the individual level, the family level, the community level, and at the societal level.

According to Shin (1980) (cited in Budruk & Phillips, 2011) and Sirgy et al., (1998, p. 284); QOL of community has two dimensions; first level is the distribution of this satisfaction across the citizenry and the second satisfaction is connected with various community resources. Kahn & Juster (2002) used three indicators of well-being: 1) satisfaction with life 2) health and ability/disability, and 3) composite indexes of positive functioning. Gondos (2014) reported that

the Rahman model of QOL is the best way to explain the relationship between quality of life and happiness, as it has input and output side. When there are eight factors on the input side (family and friends relations; material well-being; emotional well-being; health; belonging to local community; personal safety; work and activity; and quality of environment), output side comprises of happy life years, index of life satisfaction, and the index of inequality -adjusted happiness (Kovács, 2007 cited in Gondos, 2014).

TRQL index (Tourism Related Quality of Life Index) is a research in Hungary (Kovács, 2007), to develop a methodology to assess the impact of tourism on quality of life. This was in the wake of the objective of the National Development Plan of Hungaria to improve people's quality of life. According to Kovács (2007), the tourism-related quality of life has two dimensions, first, an individual participation in the tourism industry and its impact on life satisfaction, quality of life and, second, the impact of tourism on the residents' quality of life.

A study on the QOL by Urtasun & Gutiérrez (2006) in Spanish provinces included indicators as health and health services, cultural and leisure opportunities, coexistence and participation, and citizen security in addition to more typical social, economic, and environmental indicators. In the tourism management domain, community indicators are being highly used for development of frameworks on the local, regional, national and multinational levels. Argyle & Lu (1990), claimed that QOL is measured by well-being, life satisfaction, made up of happiness, and absence of ill being.

According to Kim (2002), many Quality of Life researchers focus on the effects of various factors involved with QOL within specific domains such as leisure, health, work, family, and community. Self-Anchoring Ladder of Satisfaction (SALS) scale for QOL by Andrew and Withey (1976) encompasses 21 items (Bubloz et al., 1980). A study in the Michigan identified that QOL can be explained by only four of the variables in the SALS: family life, something, work, accomplishing and financial security. McCabe & Johnson (2013) and Cummins, (1996) argued that QOL of residents should be measured by considering seven domains: material well-being, intimacy, safety, health productivity, community, and emotional well-being. Later, he subsumed it into five domains; material well-being, emotional well-being (leisure, spiritual well-being, morale, etc.), health, social and family connections (Intimacy), and work or other form of productive activity.

Cummins (1996) had proposed the two additional domains of safety and community. Presenting a paper on '*the influence of tourism on the subjective well-being of host communities*' at the consortium on Business Enterprises for Sustainable Travel Education Network (BEST EN) Think Tank VIII (2008), Cummis proposed eight quality of life dimensions: standard of living, community connectedness, health, safety, achieving in life relationships, future security, and spirituality.

QOL in Tourism Context: It is learnt that the concept of quality of life is largely used in the academic literature on tourism impacts. A study on sustainable

tourism indicators by Cracolici & Cuffaro addressed residents' and tourists' concerns including protection of indigenous cultures, and resident access to recreational and tourist areas, promotion. Studies on the Quality of Life of destination communities by Aref, (2011) give a clear insight on the indicator list of QOL (table 2.6): as material well-being, community well-being, emotional well-being, and health and safety well-being.

Table 2.6 Indicators on Quality of Life

Variables of Quality of Life	Indicators
Health and safety well-being	<i>Health well-being</i> Increase the air quality Increase the water quality <i>Safety well-being</i> Increase the accident rate Increase the crime rate Health and safety well-being Increase the safety and security
Emotional well-being	Spare time Leisure activity Your leisure life Emotional well-being Your cultural life
Community well-being	Improve the conditions of the community environment Increase the community services Increase the community facilities Community well-being Improve the community residents well-being
Material well-being	<i>Income and employment</i> Your income at your current job Economic security of your job Your family income Pay and fringe benefits you get <i>Cost of living</i> Increase your real estate taxes Increase of cost of living Material well-being Increase cost of basic necessities

Source: (Aref F. , 2010)

Kim (2002) in his study on the impact of tourism on the community had adopted Cummins et al., (1994) scale on QOL. It consists of four life domains; material well-being, community well-being, emotional well-being, and health and safety well-being as these are the particular life domains related to tourism impacts. A study by Aspinall (2006) also adopted Kim's methodology to determine the impact of quality of life of tourism on local residents in the East Kootenay region of British Columbia. Considering the researchers interest on these particular life domains, present study, also considered material well-being, community well-being, emotional well-being, and health and safety well-being to measure quality of life of the residents in the community. A brief description on each life domains are as follows:

2.9.4 Material Well-Being:

OECD (2011) reported that income and wealth are essential components of individual well-being. Among the well-being dimensions, material well-being is the most preferred one by respondents (Kim, 2002; Krupinski, 1980, and Flanagan, 1978). Kim (2002) and Aspinall (2010) considered cost of living, and income and employment as the components of material well-being which comprises of standard of living, income and employment, job security, local business, taxes, and cost of living. Cummins (1996) found that material well-being mostly derived from one's, income, living situation, economic situation, standard of living, housing, financial situation, socio-economic status, and personal possessions. OECD considered material living conditions (or economic

well-being), as the people's consumption possibilities and their command over resources (OECD, 2011). Income in this context refers to the flow of economic resources that an individual or household receives over a time that consists of salaries, wages, and money earned through self-employment as well as resources received from other sources such as pensions, property, and social transfers.

Canberra Group Handbook on Household Income Statistics (UNECE, 2011) considered wealth as a "stock" and defined it as the value of accumulated assets at a given point of time that includes pensions and financial assets, value of property, along with physical assets such as vehicles and household goods. Income and wealth enhance individuals' lives and it is associated with improvements in other dimensions of well-being, such as educational attainments, life expectancy, etc. OECD (2011) stated that household economic well-being is multi-dimensional, and is explained by looking at household income, consumption expenditure and wealth. Consumption is also considered as an important determinant of economic well-being. Cutler & Katz (1992) and Jorgenson and Slesnick (1987) (cited in OECD, 2011) found stronger relationships between consumption and subjective well-being than between income and subjective well-being. Additionally, Headey & Wooden (2004) and Graham & Pettinato (2002) reported a positive relationship between wealth and measures of subjective well-being.

United Nations Department of Economic and Social Affairs in its report '*Living Arrangements of Older Persons around the World*' provided a scheme for

obtaining the material well-being index which are: water source, toilet or sewage, floor material, electricity, radio, television and refrigerator. As per the World Bank Living Standards Measurement Study (LSMS), material well-being is a sign of human well-being and is measured through income, consumption patterns or assets (Chowa et al., 2010).

Sirgy (1998) opined that material well-being is a psychological construct that is related to possession of material goods, wealth, and income that provide the greatest sources of satisfaction or dissatisfaction in life. The Levy Institute Measure of Economic Well-Being (LIMEW) is very different from others by including estimates of public consumption and household production and, income from assets (Wolff et al., 2009).

Kim (2002) believed that a material possession is a strong predictor of life satisfaction. A study conducted in the East versus West Germany concluded that unemployment and work plays an important role in subjective well-being (Gerlach & Stephen, 1997). According to Campbell (1981), income has a significant role in the perception of QOL. Duncan (1969) and Easterlin (1973) on the basis of a study in nineteen countries argued that material well-being is not a determinant of happiness of all people, as they are more concerned about the social status it brings. So, satisfaction from income and feeling on economic security also contributes for overall QOL (Andrew & Withey, 1976).

2.9.5 Community Well-Being:

Community well-being is a unique dimension that decides the lives of people and their neighborhood area different from others. When economic development becomes a core concern of policy makers, the concept of community well-being gained wide currency. Kim (2002) commented that QOL researches throw light into the significance of key issues like perception of safety and crime, local media, and community beautification programs. This life domain is also associated with the social indicators: education, service and facilities, neighborhood, social life and social relations (Cummins, 1997).

Norman et al., (1997) conducted a study in five rural areas of South Carolina and found that satisfaction with recreational services provided by the government has a significant positive impact on the lives of community satisfaction whereas Wagner (2005) opined that a person's satisfaction with his/her immediate neighborhood and the community he/she lives has a significant effect on their QOL. Kim (2002); O'Brian and Lange (1986); Sirgy & Cornwell (2001); Sirgy et al., (2000), and Schuman & Gruenberg (1972) found that the QOL of the community is determined by their satisfaction towards various services including business, government, non-profit organizations, and satisfaction with other elements like environment, natural landscape, etc. Also, availability of retail service and related facilities may affect life satisfaction of community (Roach & O'Brien, 1982).

Kim (2002) used four items scale developed by Andrew and Withey (1978), Cummins (1996), Norman et al., (1997), and O'Brien & Lange (1986). These items include community's satisfaction towards the community environment (land, air, and water,) the people living in the community, service and facilities, and the community life.

2.9.6 Emotional Well-Being

Emotional well-being is a construct related to mental health factors and its implications may lead to stress, anxiety, depression, tension etc. (Harvard, 2010). This also may contribute to physical ill-health (Fredrickson et al., 2002). At the same time, an enhanced emotional well-being may contribute towards stress control, self-esteem, improved productivity and even longevity (Kahneman, Daniel, & Angus, 2010).

Emotional well-being has an impact on physical health, quality of life and personal achievements. Common Wealth of Australia (2008) reported that it is a broad concept consisting of feelings, relationships, behavior, goals, and personal strengths. When we are not much stressed and able to maintain positive and effective relationships with others, we may be in a state of social and emotional well-being. It depends on culture, temperament and individual differences. Mental health is a sign of social and emotional well-being and mental illness is a medical condition that can adversely affect our behavior, feelings, and relationships. Also, the term resilience is associated with social and emotional

well-being. It is the capacity to deal constructively with challenges and change or, allowing a person to maintain or re-establish his/her social and emotional well-being in the face of difficult events. People learn these skills (social skills, communication skills, problem-solving, negotiation and the capacity to understand the views and feelings of others) through social interactions, observation of others, relationships and sometimes through formal learning in the curriculum.

World Health Organization (WHO) and VicHealth defined emotional health as a situation of mental health. *'Mental health is a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community'* (WHO, 1998). *It is the embodiment of social, emotional and spiritual well-being. Mental health provides individuals with the vitality necessary for active living, to achieve goals and to interact with one another in ways that are respectful and just'* (VicHealth). Cooperative Research Centre for Aboriginal Health (2009) reported that social, emotional and spiritual well-being for aboriginal people emphasize on the importance of culture, connection to land, spirituality, family ancestry, and community that act as sources of strength and resilience.

As discussed in the introductory part, emotional-well-being domain mostly associated with leisure, recreation and spiritual activities (Cummins, 1997). Cummins study found that 85% of the emotional well-being studies are in

connection with some form of leisure, spiritual well-being, morale, etc. Also, Flanagan (1978) and Krupinski (1980) reported that eighty-six percent of the respondents in their studies ranked emotion well-being in the top two categories of QOL domains. They also found that majority of the respondents have the opinion that the satisfaction of emotional well-being comes from spiritual and leisure activities. Kim (2002) in her studies considered leisure and spiritual activities as the components of the emotional well-being. The World Health Organization (WHO) Quality of Life Assessment measures include leisure and the study found that “*participation in and opportunities for recreation/leisure activities*” is a significant contributor to QOL, underpinning the importance of leisure generally (WHO Quality of Life Group, 1998).

According to Kim (2002), QOL researchers conceptualized leisure well-being in terms of: leisure satisfaction; satisfaction with non-working activities; leisure-life experience-construed and measured in terms of leisure boredom; amount of fun one is having; time to do things; spare time activities; things done with family; and leisure experience in terms of peace, achievement, exercise, and risk. Well for Life (WFL) identified five elements required to maintain an individual’s emotional well-being: social connections, resilience and coping; being productive and making a contribution; basic needs and comfort, and enjoying sensory enrichment.

As a subjective well-being, leisure satisfaction does make a positive contribution to community residents’ perceptions of their quality of life (Norman et al., 1997).

Haggard et al., (1995) also identified that leisure does influence QOL, though its effect is through mental health. Neal et al., (1997) empirically proved that leisure satisfaction has a significant role in affecting life satisfaction. According to Kim leisure satisfaction has two main derivatives: leisure satisfaction experienced at home and away from home.

Other factors like: time with others; preference for activities having skill, identity, autonomy; and differences in allocentricism and psychocentrism (individual difference factor) have significant influence on leisure life satisfaction. A study conducted by Staats et al; (1993) among college students and their parents found that people prefer to spend most of their leisure time with family and friends. According to Argyle & Lu (1990), leisure activities fall into at least two major categories such as teams and clubs, dances, parties, debates, and meeting new people.

Spirituality: Spirituality is a key factor of emotional well-being. A popular definition of spiritual well-being is the satisfaction one feels in relation to one's conception of his or her God (Ellison 1982 and Paloutzian, 1997). Another definition includes the extent to which one finds meaning and purpose in life (Ellison, 1983). Paloutzian (1997) has argued that spiritual well-being has a significant and positive role in subjective well-being and he found that spiritual well-being is positively related to coping with terminal illness, purpose in life, adjustment to hemodialysis; this variable is negatively related to anxiety, depression, and other health and psychological-related variables.

Broadly, emotional well-being is the satisfaction towards leisure well-being and spiritual well-being (Cummins, 1997). It includes an individual's satisfaction with spare time, community, the influx of tourists from all over the world and with leisure life; specifically spiritual components like religious services, preservation of local culture and traditions, cultural outlook, and interaction with tourists; and leisure and spiritual life in the community.

2.9.7 Health and Safety Well-being

Studies revealed that feelings of good health contribute to overall life satisfaction (Andrew & Withey 1976). According to Commonwealth of Australia (2008), health and safety well-being is not only just the absence of an illness but it infers our social and emotional health, physical health and safety, spiritual wellness, and subjective sense of well-being.

Walker et al; (1990) and Maddox & Douglass (1978) have shown that the number of health symptoms is significantly related to overall Quality of Life and marital happiness. Okun et al; (1984) and Rahtz et al; (1989) studied the contribution of personal health on QOL and found there exists a robust relationship between community healthcare satisfaction and life satisfaction. Sirgy et al., (1995) indicated that personal health satisfaction is a mediator between community healthcare satisfaction and life satisfaction for a general population. Barak, and Rahtz Measure of Health Satisfaction (1990) contains health well-being and safety well-being. Kim incorporated satisfaction about health, water and air quality in

the area, and environmental aspects like destination cleanliness, pollution and waste management in health aspect and items such as security, personal control, privacy, and residence stability in safety part (Cummins, 1997).

PART 2

2.10 RESPONSIBLE BUSINESS

The concept of Responsible Business emerged during the last decade (Heemskerk, 2012). It has been defined in the perspectives of financial performance, value addition and socio-economic development (Jamali, 2008). Responsible Business Initiative (RBI) defined this concept: *“Responsible Business is simply a company acting as a conscientious citizen, conducting its affairs accountably in the public eye, making decisions that do not harm, and reaping fair profits that do not come at an irreparable cost to nature, society, or government”* (RBI, 2010). Heemskerk (2012) cited Visser et al., (2008) defining Responsible Business in the article *‘how responsible is Responsible Business?’*

‘The formal and informal ways in which business, next to making a profit, consistently creates shared value in society through economic development, good governance, stakeholder responsiveness and environmental improvement of the developing countries in which they operate, through their business model and activities, while remaining sensitive to prevailing religious, historical and cultural contexts’

2.10.1 Ministry of Corporate Affairs Definition

Ministry of Corporate Affairs (MCA) in its policy documents for corporations defined Responsible Business as, *“the commitment of an enterprise to operating*

in an economically, socially and environmentally sustainable manner while balancing the interests of diverse stakeholders” (MCA, 2011).

The Responsible Business guidelines of the Ministry of Corporate Affairs, Government of India aimed at enhancement of competitive strengths, improving reputations, attract and retain talent; and manage relations with investors and society at large. The guideline was articulated in the form of nine (9) principles with the core elements which are applicable to large and small businesses (corporate social responsibility voluntary guidelines, 2009, Ministry of corporate affairs, Government of India). The core elements of the guidelines are given in table 2.7

Table 2.7 Principles of Responsible Business

Principle 1: Businesses should conduct and govern themselves with Ethics, Transparency and Accountability
Principle 2: Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle
Principle 3: Businesses should promote the well-being of all employees
Principle 4: Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.
Principle 5: Businesses should respect and promote human rights
Principle 6: Business should respect, protect, and make efforts to restore the Environment
Principle 7: Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner
Principle 8: Businesses should support inclusive growth and equitable Development
Principle 9: Businesses should engage with and provide value to their customers and consumers in a responsible manner

This policy persuades organizations to associate with government initiatives to enhance social development. Responsible Business encourages the consciousness that you can only “do well” in the long run by “doing good” to the environment and the society you operate in, and that the source of your competitive advantage can either be enhanced or destroyed by strategic and operational decisions you take today (Avram & Kühne, 2008).

2.10.2 Caux Round Table Conference

Caux Round Table Conference 2009 is an international Responsible Business summit encompassed network of business leaders. It was an effort to promote sustainable way of doing business, aimed at developing a comprehensive view on Responsible Business. The seven principles and stake holder management guidelines developed by the Round Table Conference act as a key instrument for Responsible Business practitioners. The basic principles of Caux Round Table are rooted in three ethical philosophies, namely: *responsible stewardship; living and working for mutual advantage; and the respect and protection of human dignity*.

The concept is widely used to highlight that what is important is not only the economic or financial results of a company (the bottom line) but also the social and environmental results a company generates with its business activities (UNEP, 2010). Responsible Business can be concluded as the overall voluntary responsibility exhibited by an organization in its micro and macro activities which

are not emerged from vested interests but derived by intrinsic motives that positively influence planet, people and economy.

2.10.3 Responsible Business – Contemporary Relevance

A Global Study of Business Ethics by American Management Association (AMA) cited a U.S. survey showing that 42% of U.S. consumers say they have decided not to buy a company's products as a way of punishing it for social irresponsibility. A survey by AC Nielsen shows that 62% of U.S. consumers have made a purchase because a company supported a particular cause (AMA, 2006).

The Business Ethics Survey (AMA/HRI, 2005) clearly illustrated that business considers ethics as having a big impact on their brands and reputations, investor confidence and customer trust. It was reported that the reason companies run businesses in an ethical manner is in the order; protection of brand and reputation, the right thing to do, customer trust and loyalty, investor confidence, and public acceptance/recognition. In 2002, 87% of respondents to an international survey by the World Bank Institute said they pay attention to the social behavior of businesses in their nations (World Bank, 2003).

Jude Mannion, founder of the New Zealand-based Robin Hood Foundation, cited a survey showing that 89% of the British public had purchased something in the preceding year that was associated with a cause or charity they cared about. It also showed that 44% of European consumers were willing to spend more for environmentally and socially responsible products. An Ethical Survey conducted

by American Management Association (AMA) revealed that corporate responsibility is the second most important factor in a company's reputation next to the quality of products. As per the scientific studies, customers do not evaluate companies based only on the features of their products and services, but also on kinds of business practices they are engaged in, methods their products are produced, and what affect on society the company has (AMA, 2006).

2.10.3.1 Drives of Responsible Business

Tudway & Pascal (2006) found that social agenda of companies can enhance shareholder value. Business outcomes also linked with firm's participation in social initiatives. Fombrun & Shanley (1990); Knox et al., (2005), and Sen & Bhattacharya (2001) posited a relationship between a firm's social initiatives and consumers' purchasing decisions. Peloza & Bertels (2006) argued that a visible social agenda incentives "reputation insurance" which can protect a firm's profitability in times of crisis or threat. Researchers have found that responding to social issues is critical for generating goodwill among stakeholders, preserving company image, enhancing legitimacy of the industry to which the company belongs (Adams et al., 2004; Agle et al., 1999; Aguilera et al., 2007; Bansal & Roth, 2000; Catalyst Consortium, 2002; Carroll, 1991; Fombrun, 1996; Hahn, 1972; Peloza & Bertels, 2006, and Sen & Bhattacharya, 2001)

A case study conducted in Romania titled 'Corporate Social Responsibility – analyzing social and financial performance' proved that there is a direct and reciprocal causal link between a company's social responsibility and its

profitability. A socially responsible company may be better perceived by the public and can earn substantial profits. Similarly, a financially good performing company will afford to promote and invest in socially responsible practices, which will bring future prosperity. The author argues that CSR as a profitable business practice that consolidates a good corporate image, in a way, CSR as an inefficient way of using corporate resources, negatively correlated with financial performance (Irina et al., 2007).

A study to investigate the relationship between the organizations' corporate social responsibility, social capital, and financial performance of commercial banks revealed that there is a significant positive relationship between all these variables (Kusemererwa, 2010).

2.10.4 Responsible Business and Tourism Industry

A study measuring CSR in tourism gives several justifications for the selection of tourism sector in general and the hotel segment in particular for the study (Martínez et al., 2013). Jung & Lori (2011) have done a study on Corporate Social Responsibility and ethics among managers in the tourism industry to identify the ethical attitudes and sense of corporate social responsibility. The study revealed that an organization's environment, such as corporate ethical values, affects the tourism professionals' ethical decision-making. This study revealed that tourism managers are more sensitive to socially responsible and ethical issues when the organization sets clear ethical standards and values. Thus,

this study suggests that by providing a clear set of standards and goals, an organization may improve their ethical and socially responsible perceptions of employees, and ultimately lead to better ethical behaviors and socially responsible performance.

Wheeler (1991, 1993) and Malloy & Fennell (1998) suggested that the decision making processes of managers were influenced by individual beliefs, professional ethics, and organizational ethics. They argued that organizational culture has an influential impact on the ethical or unethical behaviors of an organization's employees; an organization's culture helps to guide ethical or unethical behaviors and solve ethical problems. Also, they found that, in an organization with more ethically enhanced cultures, the employees tended to behave more ethically.

One of the most important factors affecting ethical and socially responsible behaviors of a company is how the managers in the company perceive its ethics and social responsibility (Shafer et al., 2006). According to Vitell & Hidalgo (2006), managers must perceive ethics as important if their behaviors are to change. If they do not consider ethics and social responsibility important then their behaviors are more likely to be affected by this belief. Supporting this view, Newstrom et al., 1975 found that ethical beliefs of managers were significantly associated with their behaviors.

Managers in the tourism industry generally tend to believe that good ethics is important for the success of their business (Newstrom & Ruch, 1975). The results of this study recommended those managers in the tourism industry who believe

ethics are important for a business; are more likely to have positive attitudes toward implementing social responsibility within their tourism business. This finding is consistent with results from a study by Singhapakdi & Vitell (1991), who examined marketers in general, recommended that to improve ethical behaviors in organizations, it is necessary to strengthen employers' perception of the important role of ethics, being a determinant of business success, and to provide various training opportunities on ethics and social responsibility for employees.

2.10.5 Responsible Business Framework (RBF)

The Caux Round Table (CRT) Principles for Responsible Business set forth ethical norms for acceptable businesses behavior. It stands on the principles: stakeholder respect, socio-economic and environmental development, trust, compliance with global laws, responsible globalization, environmental protection, and prohibition of illicit activities. CRT gives specific stakeholder management guidelines that covers customers, employees, shareholders, competitors, and communities. The Responsible Business Initiative (RBI) proposes a six Pillar-4P's grid framework for Responsible Business that envisages step-by-step progress at four levels perception, preparation, practice, and performance. This Responsible Business Framework (RBF) can be illustrated as in table 2.8.

Table 2.8 Pillars of Responsible Business

Pillars	PERCEPTION, PREPARATION, PRACTICE AND PERFORMANCE
1	GOVERNANCE AND MANAGEMENT Accountability Transparency Ethical Values Responsible Management
2	PRINCIPLES AND VALUES Responsible Business Policy Code of Conduct Mission and Vision Adaptation of national and international guidelines Anti-Corruption Policy Ethical Behavior and Corrective Actions
3	COMPLIANCE AND DISCLOSURE Legal Compliance Reporting Economic Social Environmental
4	STAKEHOLDER INVOLVEMENT AND SOCIAL INVESTMENT Share Holder involvement Stakeholder Communication System Grievance Redressal Mechanism
5	PRODUCT INTEGRITY AND CUSTOMER FOCUS Consumer Rights Products Quality Customer Satisfaction Product Innovation Customer Compliant Resolution Green Products
6	FINANCIAL VIABILITY AND CAPITALIZATION Profitability Market Presence Financial Discipline Socially Responsible Investment Performance Evaluation Mechanism

(Source: Responsible Business Initiative (RBI) Checklist (2012))

Pillar 1: Governance and Management

Company governance and management is the face of a company. It is an outsider's window into how ethical and accountable a company's behavior can be. A responsible company needs a responsible management. It guarantees responsible governance and management through policies of transparency and accountability.

RBF Pillar 2: Principles and Values

Business values and principles of a company are central to its CSR strategy. Company claims of good behavior, when not supported by evidence, may actually harm business prospects over the long term. A responsible company knows that principles mean nothing without implementation. It clearly states principles and values and promote them through policies and incentives.

RBF Pillar 3: Compliance and Disclosure

Allowing a group of persons to conduct business without exposure to individual liability makes the incorporated company a most potent vehicle of economic activity. At the same time, this privilege is regulated by laws requiring companies to demonstrate financial transparency, fiscal prudence, and fiduciary trusteeship through a variety of disclosure mechanisms. A responsible company understands the importance of consistent compliance. They have clear, internationally recognized policies of disclosure that make improvement and consistency easier for the internal management and verifying compliance easier for the authorities

RBF Pillar 4: Stakeholder Involvement and Social Investment

Talking to stakeholders and seeking their active involvement, from product feedback to social investments, is seen as a major benefit to business because such feedback and resulting empathy from clients as well as the community drive the success of a company's strategic approach. A responsible company must factor in the concerns and potential concerns of its stakeholders, and invest in their well-being where necessary. Have policies that allow for regular feedback from and interaction with stakeholders, and a clear direction for social investment in their communities.

RBF Pillar 5: Product Integrity and Customer Focus

A company's most visible impact is through its product or service. Hoover, Thermos, and Frigidaire are examples of product names that became synonymous with trusted companies. Companies can often build a product or service in a way that they become symbols of Responsible Business. A responsible company makes strong, ethical commitments and delivers on what it promises and implements transparent systems that allow product quality and supply chains to be viewed by stakeholders

RBF Pillar 6: Financial Viability and Capitalization

The primary responsibility of a business is to remain profitable. Yet a company can pursue financial success without necessarily extracting an unfair cost from the environment or workers by making processes and personnel systems more efficient. A responsible company must be financially viable in order to fulfill its obligations to its stakeholders and it shows that the company makes socially responsible decisions that remain firmly within a framework of prudent financial management

(Source: RBI, 2012)

2.10.5.1 Indicators of Responsible Business

The Responsible Business indicator framework provides a roadmap for establishing and maintaining a pattern of behavior that can help to demonstrate a company's values as part of its day to day operations (RBI, 2010). There being multiple terms for explaining this concept, following section tries to give a broad view on the possible indicators of Responsible Business.

Governance and Management: The concept of corporate governance has gained momentum during the last decade in the wake of multiple incidents of corporate frauds that prompted stakeholders to consider topics like board diversity, independence, compensation, accountability, and different social issues like employment ethics practices, environmental policies, and community involvement (Hurst, 2004). He defines corporate governance as: *“the broad range of policies and practices that stockholders, executive managers, and boards of directors use to (1) manage themselves and (2) fulfill their responsibilities to investors and other stakeholders”*.

Governance and management is the face of a company. It is an outsider's window into how ethical and accountable a company's behavior can be (RBI, 2012). The principle good governance refers to responsible activities in the form of leadership or strategic commitment to sustainability, transparency and ethical business practices like prevention of bribes and corruption (Heemskerk, 2012). The root words for governance and management means 'to steer' and 'handle' respectively, and spell out the job of a company's decision-makers (MCA, 2011).

Corporate governance enhances organization's performance by creating an environment that motivates managers to maximize returns on investment, enhance operational efficiency, and ensure long-term productivity growth. Consequently such corporations attract best talent on a global basis. Narayana Murthy in his book 'A better India a better world' (2008) defined corporate governance as; *"it is about maximizing shareholder value legally, ethically and on a sustainable basis to every stakeholder – the company's customers, employees, investors, vendor partners, the government of the land and the community. Thus, corporate governance is a reflection of a company's culture, policies, how it deals with its stakeholders, and its commitment to values"* (Murthy, 2009).

Stakeholder Engagement: Carroll (2000) recorded that CSR is a multi-construct model where companies should concentrate on multiple stakeholders based on "if we do less than this, we should not call it social performance" (cited Giannarakis et al., 2011 and Stainer, 2006). Martínez et al., (2013) argued that business

responsibilities apply not only to shareholders but also to a broader group of stakeholders (Freeman, 1984; Swaen & Chumpitaz, 2008, and d'Angella).

Social Responsibilities: CSR ratings criteria of Karmayog, Bombay Stock Exchange (BSE) - Sustainability Index (BSE SEN) and Dow Jones sustainability index, provide industry specific economic, environmental and social dimensions. According to Carroll (2009), CSR includes society's economic, ethical, legal, and philanthropic or voluntary expectations of organizations at a given point of time.

Human rights, consumer protection, employee welfare, health and safety are the responsibility criteria in different national and international guidelines like UN Charter, SA 8000, MCA (2011), Factories Act (1956), GRI (2009), OECD Guidelines, Millennium Developmental Goals (MDG) (UNDP, 2012) etc. UNEP considers internal management, product development and management, supply chain management, customer relations, cooperation with destinations as the responsible activities of business enterprises.

Guidance on corporate responsibility indicators in the United Nations annual report (2008) published as a part of the International Standards of Accounting and Reporting (ISAR)'s deliberations, comprises of employment creation and labor practices; trade, investment and linkages; technology and human resource development, health and safety; government and community contributions; and corruption as major dimensions. A content analysis on social responsibility disclosures by Ernst and Ernst (Annual Reports of *Fortune* 500: 1973 and 1974) indicated the specific indicators: environment, personnel, equal opportunity,

community involvement, products, and others. CSR guidelines suggested by Gupta (2007) incorporated elements: community developmental, corporate giving, gender equality, labor standards, human capital, health, environmental management, energy conservation, water conservation, and disclosure.

The World Business Council for Sustainable Development (WBCSD) describes, CSR typically includes “beyond law” commitments and activities pertaining to: corporate governance and ethics, customer satisfaction and adherence to principles of fair competition; health and safety; development, and investment; involvement of and respect for diverse cultures and disadvantaged peoples, human rights, sustainable development, conditions of work, industrial relations; accountability, transparency and performance reporting, environmental stewardship, community involvement, corporate philanthropy and employee volunteering, anti-bribery and anti-corruption measures; and supplier relations, for both domestic and international supply chains (Hohnen & Potts, 2007).

General policies of the guidelines (OECD, 2008), suggests, contribute to economic, social and environmental progress; compliance with all laws, uphold good corporate governance principles, develop and apply effective self-regulatory practices and management systems, respect the human rights, encourage local capacity building, encourage human capital formation, promote employee awareness, avoid discrimination, and abstain from any improper involvement in local political activities. A scale developed by de Bussy & Suprawan (undated) to measure corporate social responsibility branding, chose components like

employee concern, community commitment, environmental awareness, and financial fairness. A theoretical framework on CSR by Carroll (1979) identified four categories or dimensions of CSR; philanthropy, ethical, legal and economic.

Tilakasiri (2012) included areas like environmental relations, community relations, employee relations, education, customers, and health, while measuring the corporate social responsibility performance of companies in Sri Lanka.

Vazquez (2001) included social, economic and environmental dimensions of CSR in the validation of a measurement scale for the relationship between the orientation to corporate social responsibility and other business strategic variables.

A CSR scale development study in Iran selected employees, product, social program, natural environment, law and regulations; and public participation as variables (Hanzaee & Rahpeima, 2013).

A stakeholder-based scale for measuring corporate social responsibility in the banking industry (Pe´rez & Marti´nez, 2013) defined customer, shareholder, employees, and society as the major dimensions. UN Global Compact (1999) of corporate sustainability is a voluntary corporate responsibility initiative proposed by Mr. Kofi Annan which consists of dimensions: human rights, labor, environment and anticorruption. The GRI (Global Reporting Initiative) reporting framework is a widely recognized framework for reporting on an organization’s economic, social performance, and environmental consideration indicators like economic, environmental, social, human rights and society performance indicators (GRI, 2011). The European Commission’s (2001) definition of CSR integrates

social and environmental concerns in the business and relationships with stakeholders - including shareholders, NGOs, suppliers, customers, and authorities. The concept of CSR emphasizes the need for firms to design their strategies with particular attention to balancing economic, social, and environmental aspects

2.10.5.1.1 Responsible Business Indicators in Tourism Sector

Global Sustainable Tourism Criteria (2008), Responsible Tourism Guidelines for South Africa (2008), Cape Town Declaration (2009), and Kerala Responsible Tourism Certification (2011) give importance for economic, socio-cultural, and environmental responsibilities of business. Being an industry and sector specific criteria, PATA (2011), ISO, Eco Certification Scheme (2009), STEPS (2008) incorporated economic, social, cultural and environmental indicators. GSTC and RT Certification Criteria of Kerala for tourism industry comprises of effective sustainable management, social, cultural, and environmental dimension.

Green Tourism Business Scheme (GTBS) criteria consist of ten sections; management and marketing, social involvement and communication, energy, purchasing, using water wisely, waste, travel, natural and cultural heritage, and innovation.

Responsible Tourism Handbook of South Africa (2002) divides Responsible Business activities into economic, social, employment, purchasing, product development, planning, design, construction, land management, flora and fauna

conservation, natural resources use, and education as key activities. *A White Paper on Tourism and the National Responsible Tourism Guidelines*, South Africa, (1996) provides economic, social, environmental and management principles for business practices. The Responsible Tourism guidelines for the hospitality industry developed by Department of Environmental Affairs and Tourism (DEAT), South Africa (2002) classified Responsible Tourism practices under air quality and pollution, community and social involvement, energy management, procurement and policies, waste and pollution; and water conservation.

Environmental impact, socio-cultural impact, economic impact and innovative best practices are the components chosen by the Japan Environmentally Sustainable Accommodations International Standard (ESAIS). At the same time, the Ecolodge scheme for accommodation units considers environmentally sustainable practices, interpretation and education, contributing to conservation, natural area focus, benefiting local communities visitor satisfaction, responsible marketing and communication, and cultural awareness and respect. When the ECO certification scheme of Malta consisted of sustainability management systems, local culture & national surroundings, waste management, purchasing, control of chemicals, energy, water, air quality, noise, building and green areas, and communication with customers, the Eco certification program of the Australia considered business management and operational planning business ethics, customer satisfaction, responsible marketing, working with local communities,

cultural respect and sensitivity, natural area focus/indigenous cultural focus, climate change action, contribution to conservation, interpretation and education, and environmental management; for rating tourism business concerns.

AITO provides some guidelines to improve tourism services that comprises of product improvements, professional service, financial security, accurate brochures, exclusive membership, and environmental issues (*cited in* Spenceley et al., 2002). Certification for sustainable tourism in Costa Rica includes physical-biological parameters (company and its surrounding), infrastructure and services, service management, external client, and socio-economic environment. Sustainable Tourism Education Program (STEP) classifies Responsible Business practices under business planning, ecosystem and community impacts, guest communications, workplace practices, environmental management, supply chain management, sector-specific best practices, and company best practices.

The World Tourism Organization (2004) emphasizes on triple bottom line dimensions. Social dimension refers to preservation of local art, culture and heritage; respect for the cultural authenticity of host communities, and a contribution to intercultural understanding and tolerance, whereas the environmental dimension comprises of optimal use of environmental resources. A study by Tsai et al., (2008), tourism and hotel competitiveness incorporates variables like productivity, capital, customer satisfaction, service quality, brand image, human capital, education level, training, technology, strategies, strategic alliance, operational cost (environment), market demand, marketing, pricing,

physical conditions, and process management. A typical criteria for eco-rating in specified tourism accommodation sector developed by UNEP (2005) concentrates on environmental policy (water, wastewater, energy, solid waste, noise, air emissions, transport & traffic, landscape & surrounds, purchasing, facility design & construction), cultural heritage, communication with guests, and staff training.

Dodds & Joppe, (2005) mentions about general policies and planning, employee/HR principles, supply chain/procurement procedures, community engagement and benefit, health and safety, environmental reporting/management system, accessibility, and contribution for local development. **Martíneza et al., (2013)** developed a scale measuring Corporate Social Responsibility in hospitality industry consisting Economy-Society, Economy-Environment, and Society-Environment dimensions. The World Tourism Organization (WTO) identified ten priority indicators for the private sector in terms of sustainable tourism development: water minimization, energy conservation and management, management of fresh water resources, land use planning and management, staff involvement, environmental issues, and partnerships for sustainability (WTO, 2004).

The strategy was to design a theoretical framework in par with the Responsible Business Initiative (RBI) Framework. However, care had been given to include missing indicator and to make it adoptable to tourism industry. In compliance and disclosure, RBI states about TBL responsibility of organization that includes social, environmental and economical responsibility of business along with

responsibility towards stakeholders, and the dimension financial viability and capitalization suits with the dimension economic responsibility. Hence the dimension *Compliance and Disclosure* categorized into social Responsiveness, Environmental Performance and Economic Responsibility. Based on the content analysis, following dimensions and its thematic areas (in brackets) have been identified as the core variables of Responsible Business in the context of Responsible Tourism (RT):

- **Governance and Management** (Transparency and Accountability, Responsible Management, Employee Welfare and, Human Resource Development)
- **Social Responsiveness** (Policy against Discrimination and Exploitation, Community Development, Stakeholder Engagement, and Promotion of Art and Culture)
- **Product and Customer Focus** (Customer Satisfaction, Responsible Marketing)
- **Environmental Performance** (Resource Conservation and Waste Management)
- **Economic Responsibility** (Local Employment and Skill Development and Local Enterprise Development)

2.11 CHAPTER SUMMARY

This chapter was an attempt to portray the importance of each variable under consideration. Findings from the literature concluded that there exists a dire need to look into the matter of tourism impacts on destination community and the necessity still persists to develop a model for sustainable tourism development which equally benefits all the stakeholders of tourism. Literature review part majorly discussed the key variables Responsible Tourism (RT), Responsible Business (RB), Destination Sustainability, and Quality of Life (QOL) of local community in tourism destinations; as these variables constitute the proposed conceptual frame work.

It is apparent from the literature that tourism has both positive and negative impacts on community. When majority of studies discuss the positive economic impacts of tourism like regional economic development, revenue creation etc; a sufficient number of studies apprehended about the social, cultural and environmental impacts of tourism. Degradation of Traditions, Culture and Heritage (TCH) and related socio-cultural issues like over exposure to the western culture and increased affinity towards economic benefits are emerged as the prevailing concerns in tourism. Among these issues, impacts on natural environment and biodiversity are the very often cited impacts. Researchers conclude that tourist influx exceeding the carrying capacity and the level of acceptance is not tolerable to the destination and it largely affects the quality of life of local residents.

In order to get rid from this looming crisis, present study put forth the concept Responsible Tourism. As an acceptable strategy which envisions social, economic, cultural and environmental sustainability of destination, it can make meaningful changes in the lives of destination community. Literature review also listed a few case studies to prove the positive impact of RT on destination. Further, it also detailed the role and indicators of Responsible Business. Destination Sustainability is one of the core themes of the study.

The entire edifice of this construct is built on triple bottom line concepts and a balance between these components shall be the core objective of all tourism development. The outcome component of the study is the Quality of Life (QOL) of local community. It is observed that only a very few studies are available on tourism related quality of life. Though Cummins and Kim have provided a detailed view on QOL, present study considered four major domains of QOL as these are the structurally proved life domains associated with well-being. Following the view of Kim, present study also limited the QOL variables as material well-being, community well-being, emotional well-being, and health and safety well-being. Study also revealed that satisfaction in all life domains contribute to overall life satisfaction of individuals. In a nut shell the literature review clearly depicted the need to propose a viable model for sustainable development of tourism destinations.



CHAPTER 3

THEORETICAL FRAMEWORK

It establishes the relationship among Responsible Tourism, Destination Sustainability, and Quality of Life. And gives theoretical underpinnings of variables used in the measurement



**RESPONSIBLE TOURISM AS A PRECURSOR TO DESTINATION
SUSTAINABILITY AND QUALITY OF LIFE**
A STUDY AT TOURISM DESTINATIONS OF KERALA

THEORETICAL FRAMEWORK

<i>C o n t e n t s</i>	*	<i>Theoretical Models</i>
	*	<i>Responsible Tourism, Destination Sustainability and Quality of Life</i>
	*	<i>Operational Definition of Variables</i>
	*	<i>Constructs and Indicators used in the Study</i>
	*	<i>Research Model</i>
	*	<i>Hypotheses</i>
	*	<i>Responsible Business – A Conceptual Framework</i>

3.1. INTRODUCTION

Entire edifice of a research holds by a strong theoretical foundation. It posits a distinct structure for the research and specifies measures and statistical relationships that should be analyzed in a research. Generally, theories are developed in order to explain, predict, and analyze relationships between variables under the investigation. Specifically the theoretical framework gives a general representation of relationships among variables of consideration in the study. Based on the findings of previous researches and its theoretical underpinnings, a new conceptual framework has been developed by the researcher that embodies specific directions and describes relationship between specific variables.

When the theoretical framework is the theory on which the study is based, the operational or conceptual framework is the proposal and operationalization of a new theory which is based on the base model (Bliss et al; 1983). It also

conceptualized the problem and portrays a means to link concepts and data so that deeper connections can be unraveled. This chapter also elaborates the procedure by which various hypotheses are developed based on the model developed for study. Additionally, it provides theoretical underpinnings and justifications for the proposed hypotheses especially how tourism affects Quality of Life of communities in tourism destinations.

3.2. THERORETICAL MODELS

The important variables in this study include:

- Responsible Tourism
- Destination Sustainability
- Quality of Life
- Responsible Business

The theories discussed in this chapter are positing relationships among these variables. This theoretical framework is designed on the assumption that Responsible Tourism helps to achieve economic, social, cultural, and environmental sustainability of the destination thereby achieving improved Quality of Life of the local residents.

3.2.1. Tourism Area Life Cycle (TALC) Theory

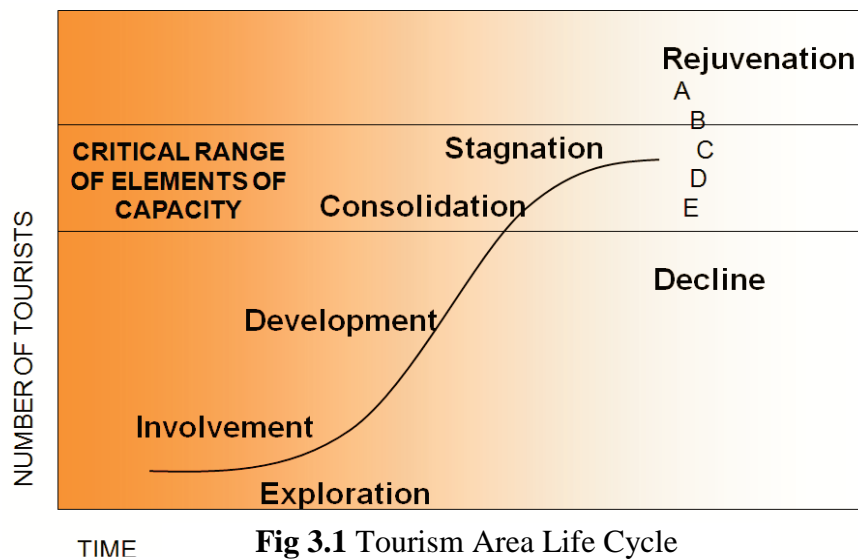


Fig 3.1 Tourism Area Life Cycle

TALC is a classic demonstration of how tourism affects destination and lives of people. Theoretical underpinning of tourism and Quality of Life is based on the “tourism development cycle” theories (Butler & Richard, 1980; Emerson, 1972; Doxey, 1975; Lundberg, 1990, and Smith, 1992). These theories are developed based on the concept of social carrying capacity, level of acceptable change and stakeholders’ satisfaction (Long et al., 1990 and Madrigal, 1993). Tourism Area Life Cycle (TALC) is a model proposed by Richard Butler to describe the stages involved in the development of a tourism destination. Followed by the life cycle model for products in seventies (Catry & Chevalier, 1974); in the eighties, Butler has identified six stages in the lifecycle of a tourism destination - exploration, involvement, development, consolidation, stagnation, and decline/ rejuvenation (Butler, 1980).

3.2.1.1. Butler's Theory

According to Butler (2011), TALC is “*a process describing how a destination starts off slowly with visitor numbers limited by the facilities and access. As the destination attracts more visitors, amenities are improved, and visitor numbers grow rapidly towards and sometimes beyond the carrying capacity of the destination*”. He then introduced one more stage ‘innovation’ after stagnation stage: the destination can decline or revitalize.

TALC explained the evolution of a tourist area using an ‘S’ curve, depicting from its discovery to its final stage. The limits of growth and the ‘S’ shape of the curve represent the existence of congestion problems and upper carrying capacity limits. The upper limit is determined by the social, physical or economical carrying capacity of the destination. Each stage of the model is characterized by fluctuations of growth, altitudinal change of the main stakeholders (local community, tourists, business, administration, local entrepreneurs etc.) and the variation of the main attractions.

3.2.1.2. Carrying Capacity and Limits of Growth

Generally, various carrying capacities are described (Hunter 1997; and O'Reilly 1986 cited in White et al., 2006) as follows:

- ***Physical carrying capacity*** – the limit of a site beyond which wear and tear will start taking place or environmental problems will arise.

- ***Psychological (or perceptual) carrying capacity*** – the lowest degree of enjoyment tourists are prepared to accept before they start seeking alternative destinations.
- ***Social carrying capacity*** – the level of tolerance of the host population for the presence and behavior of tourists in the destination area, and / or the degree of crowding users (tourists) are prepared to accept by others (other tourists).
- ***Economic carrying capacity*** – the ability to absorb tourism activities without displacing or disrupting desirable local activities.

3.2.1.3. TALC Applications and Explanations

Hovinen (1981) had done the first research to apply the TALC in Lancaster County at Pennsylvania and many researchers tested its usefulness and validity in a variety of destination settings. In 1985, Butler tested the model at Scottish Highlands, and it was again tested in the eighties by Keys (1985) and Haywood (1986), and in the nineties, especially by Cooper. Braunlich (1996); Cooper (1995), and Tooman (1997) found substantial evidences for the model, whereas Choy (1992), and Bianchi (1994) recognized certain err in the model. Also, Agarwal (2006) and Knowles & Curtis (1999) suggested a few improvements.

The theoretical relevance of Butlers TALC model can be proved from the interest of researchers and policymakers worldwide as a tool for tourism destination planning. Some authors opined that the TALC is probably the cornerstone in the

research of tourism development (Prideaux, 2000 and Karplus & Kracover, 2005). Even though this model is not comprehensive, it provides a guideline in tourism destination management, planning and policy making.

According to Butler's, *exploration stage* (initial stage) involves a few tourists discovering a new tourism area. In most of the cases, tourists visit in this stage are adventure seekers considering the hectic experiences created by limited access, new experiences and inadequate facilities. Second stage starts with the positive nod of local community towards tourism by showing their interest to participate in the tourism development process which is generated out of curiosity. The stage in the cycle '*involvement*' also witnesses the willingness of local community to develop basic infrastructure facilities for tourists (Butler, 2011). Subsequently more tourists will visit this area and it continues.

Considering the travelers' interest over this region, government and business group may begin to provide sophisticated infrastructure like accommodation facilities, transportation and food. Here is the start of *development stage*. The collective interest of various stakeholders to promote and market tourism destination in turn attracts large number of visitors. In the consolidation stage, destination will be marked by big players in the tourism industry and small facilities are replaced by large tourism establishments. Response of the local people may decline from this stage onwards as the rising number of tourists and unregulated tourism infrastructure begin to irritate them. This develops stress due to the overreaching carrying capacity.

According to Butler, next stage is the **stagnation stage**; it is marked by stabilization in the growth of number of tourists (Butler, 2011). Tourists lose interest in the destination due to lack of novelty and creativity; and begin to leave the area. As a result allocentric tourist will be replaced by the psychocentric tourists who prefer the comfort and familiarity offered by the area. This is the beginning of stagnation where no further tourism development is possible as the area reach its carrying capacity and both local community and tourists get exhausted (Lagiewski, 2006 cited in Butler, 2011). **Decline or rejuvenation stage** may follow stagnation and subsequently destination undergoes degradation. Social, economic and environmental issues start to haunt the area largely. Nevertheless, Bultler and various other researchers anticipated the possibility of rejuvenation through various means such as developing new products and attractions.

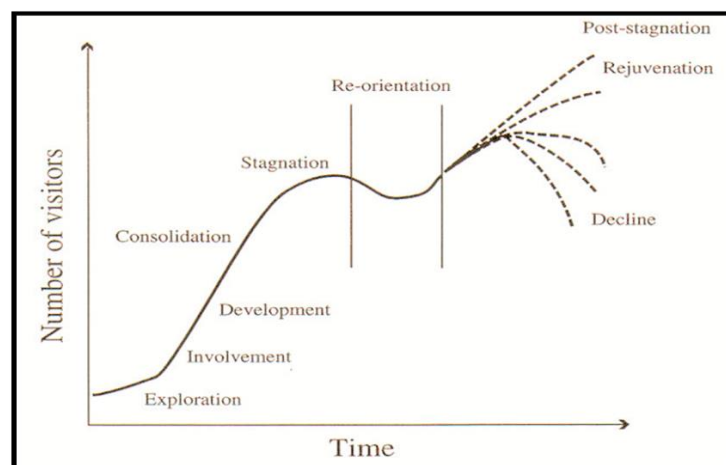


Fig. 3.2 Butler Tourist Cycle of Evolution Model - Extended (Agarwal, 2006)

Adding one more stage to TALC model, Agarwal (2006) observed that “*the insertion of an additional stage in order to take into account the series of restructuring efforts that are inaugurated before decline sets in*”. He inserted a new stage between stagnation and post-stagnation and termed as ‘**reorientation**’ to represent continued efforts at restructuring” (Agarwal, 2006). Baum (1998) had suggested, an additional stage to be added at the ‘end’ of the cycle, namely, that of **complete‘re-invention’** whereby a resort would endeavor to make a complete change in the nature of its offerings.

Despite Butler’s explanation of his theory on the basis of tourist inflow, Lagiewski (2004) looked into the characteristic of the local residents and concluded that destination community also plays a crucial role in the development of tourism destination. Experiences in Paris proved that exceeding of carrying capacity creates pressure on local community and environment and results in decline of tourism (*European Community, 2002*). According to Martin and Uysal (1990), the carrying capacity for a destination area is different for each life cycle stage of the area.

3.2.1.4. Kim’s Model and Quality of Life

Kim (2002) assumed that residents’ QOL will improve during the initial stages of tourism development, and starts to decline when development exceeds the “carrying capacity” or “level of acceptable change”. It also emphasizes that if carrying capacity or the level of acceptance is determined, positive impacts can be improved and negative impacts can be reduced (Allen et al., 1993).

Kim's study in Virginia revealed relationship between social impact of tourism and the satisfaction with community well-being. It also established that relationship between economic impact of tourism and the satisfaction with material well-being were strongest among residents in the maturity stage of tourism development. He substantiated his findings with the 'social disruption theory' which states that people initially feel discomfort due to sudden and dramatic changes in public services, infrastructure, and tourists' demands (England & Albrecht's, 1984). Also, the relationship between environmental impact of tourism and the satisfaction with health and safety well-being, and the relationship between cultural impact of tourism and the satisfaction with emotional well-being were strongest in the decline stage of tourism development.

This result was consistent with Butler's (1980) theory. Kim found that residents' realization of negative environmental impacts reduce their satisfaction with health and safety well-being in the decline stage. His proposed model showing the relationships among perceived tourism impacts, development stage, particular life domains, and Quality of Life are as given in fig. 3.3.

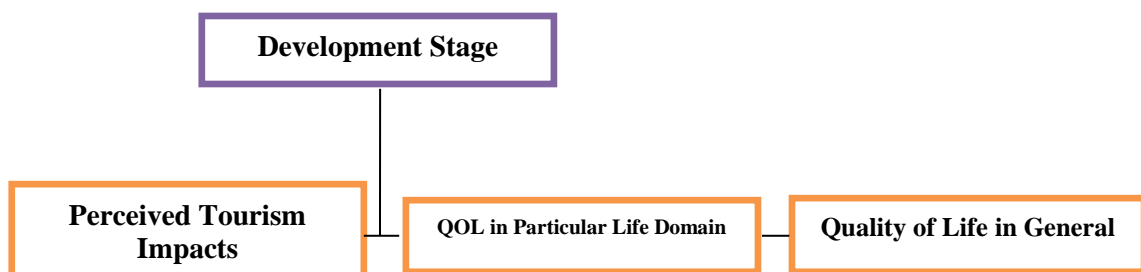


Fig. 3.3 Kim's model - Tourism and Quality of Life

Though there are multiple impacts and implications on the QOL of local community in the tourism destinations, it can be concluded that tourism has a direct impact on the lives of people.

3.2.1.5. Doxey's Irritation Index Model

Like TALC theory, Doxey's Irritation Index Model (1975) or Irridex states that residents in destination are affected by tourism and pass through a sequence of reactions (*euphoria, apathy, irritation, and antagonism*). The stage *euphoria* is the feeling of community towards tourism in the initial stage. They are excited by visitors especially foreign travelers. In the *apathy* stage these contacts become formal and mostly on the basis of benefits. According to Pearce (1989), it is important to maintain the relationship between the host community and the guest. But it becomes saturated and the local community starts feeling irritation towards tourism. According to Doxey, *antagonism* is the open expression of community's irritation towards tourism (table 3.1).

Table 3.1 Doxey's Irritation Index Model – Stage

STAGE OF HOST APPROACH TO VISITORS	WHAT THIS MEANS
Euphoria	Visitors are welcome and there is little planning
Apathy	Visitors are taken for granted and contact becomes more formal
Annoyance	Saturation is approached and the local people have misgivings. Planners attempt to control via increasing infrastructure rather than limiting growth
Antagonism	Open expression of irritation and planning is remedial yet promotion is increased to offset deteriorating reputation of the destination

Source: Cited in (Shaw and Williams, 1998)

Similarly, Plog (2001) developed a visitor irritation model that explains a change in clientele from ‘allocentric’ to ‘psychocentric’ in response to the unregulated development of destinations. But the fact is that the course of these cycles can be avoided or reduced using effective implementation of sustainable practices.

3.2.1.6. Dogan’s Proposal

After a field level research Dogan (1989) proposed a framework on major consequences of tourism and the behavioral responses adopted by residents. Unlike Doxey’s and Butler’s models, Dogan emphasized on response to tourism impacts rather than attitudes. He conceptualized that tourist development transforms a relatively homogeneous community to a relatively heterogeneous one. He observed that to an extent impacts of tourism are perceived as positive or negative. The residents’ reaction is taken as the form of acceptance or resistance respectively. Based on these premises, Dogan proposed resistance, retreatism, boundary maintenance, revitalization, and adoption as the strategies that residents at community develop to cope with the effects of tourism.

Similarly, Ap & Crompton (1993) suggested four strategies that comprise a continuum for responding to tourism impacts, namely the *embracement, withdrawal strategy continuum*. More specifically, the theory conceptualized residents’ reaction to tourism in a continuum comprised of four strategies: *embracement, tolerance, adjustment, and withdrawal* (Cordero, 2008).

According to the theory of property rights in economics, those who earned benefits should bear the full costs/tradeoffs arising from accrual of benefits (Folmer & Gabel, 2000, and Pearce, 1996). In many occasions, the net social gains from tourism are measured as combined costs and benefits to both tourists and residents. But it is identified that tourists and business are the net beneficiaries and net social loss is to the residents (Linderberg et al; 2001).

It is often complained that a few stakeholders are reaping key benefits from tourism without bearing any cost. This really creates irritation among local community and lead to industry-community conflict. ‘Social exchange theory’ has also been used to explain resident attitude towards tourism development (Ap, 1992 and Jurowski & Gursay, 2004). It states that people engage and tolerate tourism development, if they perceive that benefits of tourism exceed costs.

This assumption could be used to read sustainability and competitiveness of destination, as it suggests that if residents perceive benefits of tourism override its costs, it will be acceptable, and thereby assume that people perceive their net Quality of Life arising from tourism development is positive, therefore, destination is in the track of achieving sustainability (Aspinal, 2006).

3.2.2. Responsible Tourism, Destination Sustainability and Quality of Life

3.2.2.1. Responsible Tourism and Destination Sustainability

Being a novel concept and recently initiated practice, there are only a few empirical evidences to prove the impacts of RT on Destination Sustainability. At

the same time, positive impacts of tourism in this context are widely discussed especially using case studies. However, policy makers and researchers considered studies on meaningful impacts of responsible and sustainable tourism.

The Responsible Tourism (RT) conference in the Cape Town proposed a framework called '*Cape Town Declaration*' for the implementation of Responsible Tourism where it defined Responsible Tourism as a three-tiered approach: firstly, tourism development should improve the QOL of destination communities; secondly, it should create better business opportunities, and finally, improved experiences for tourists (Frey & George, 2010). Responsible Tourism Guidelines (DEAT, 2002) of South Africa conceptualized RT as providing better holiday experiences for guests, creating good business opportunities and to achieve better Quality of Life through increased socio-economic benefits, and improved natural resource management. Frey & George (2010) concluded that these approaches have one in common: objective of minimizing negative social, economic, and environmental impacts whilst maximizing the positive effects of tourism development. Some studies at various places are given below.

Kerala: A study on the impacts of Responsible Tourism in Kerala invariably proved that RT has played a significant role in sustainability of destination (Goodwin & Rupesh, 2015). The public private participation strategy adapted by the Kerala Government effectively minimized social and environmental concerns; and improved local economic benefits. The study also reported that Kumarakom in Kerala has emerged as a model for sustainable tourism development.

Considering the positive socio-economic impacts of Responsible Tourism; Michot (2010) called this initiative ‘pro-poor tourism’. The essence of Cape Town Responsible Tourism Policy statement (2009) is that Responsible Tourism approach is aimed at bringing positive economic, social, cultural, and environmental impacts.

A study on the impacts of sustainable tourism at Thekkady concluded that sustainable tourism programs ensured community engagement in tourism and greater role of community in conservation. It was reported that tourism has a manifold impact on sustainable development of the destination (Narayan & Saji, 2010).

Ottawa: Wight (2008) gave an insight on the best tourism practices in and adjacent to National Parks in Ottawa. He opined that Responsible Tourism initiatives produced desirable outcomes like sustainable design, management, and planning; reduced waste generation and effective resource management; productive mitigation strategies, pollution control, community participation, cultural preservation and local empowerment, increased local economic benefits, and stakeholder consultation. Experiences from Ottawa hints that RT strives to achieve sustainability through meaningful endeavors in destinations. Impacts of best Coastal Tourism practices in the Wider Caribbean Region helped to successfully maintain energy and waste management; facilities management, public/social interaction, and environmental efforts (UNEP, 2003).

Namibia: A study on the impacts of tourism initiatives on the livelihoods of rural residents in parts of Namibia revealed that focus on livelihoods offers a useful perspective on tourism for enhancing local benefits. Additionally, contribution of tourism towards livelihoods can be improved by a fruitful involvement of stakeholders (Ashley, 1995).

Africa: A case study from the Klein's Camp in CC Africa found that Responsible Tourism brought appreciable changes in the social, economic, and environmental dimensions (Howse, 2008). It led to economic empowerment, women participation, wildlife and environmental conservation, community development, and development of various other human and social indicators. Spenceley et al; (2008) reported that Community Based Tourism Enterprises (CBTE) initiative under Responsible Tourism enhanced ownership of community organizations/N.G.Os. Fifty percent of the community responded that the host community has a substantial role in the management and function of local enterprises through committees or village councils. It was also found that about 95 percent of employees are from local community. According to Global Sustainable Tourism Criteria (GSTC, 2011) and Responsible Tourism Certification, Kerala (RTC), it is far above the desired level of sustainability in employment.

Lessons from the Responsible Tourism development in Gambia is an evidence for meaningful contributions of tourism. Responsible Tourism programs created sustainable employment opportunities and earnings for the informal sector by

improved access to the tourism industry and to tourists, thereby disseminated best practices (Bah, 2008). Responsible Tourism initiatives in South Africa, Malaysia and New Zealand, have also produced substantial improvement in destination quality, clean image, and competitiveness (DEAT, 2012; Responsible Tourism Initiative, 2014).

UK: In the UK, in Birmingham, tourism initiatives have provided 31,000 jobs and contributed to the local economy £1,013 for every 87p of council tax spent on generating tourism (Sunday Times, 2004). Greenwich tourism had very high unemployment in the 1990s as it lost traditional jobs. After the implementation of Responsible Tourism programmes, 25% of jobs are provided by tourism and £327 million is generated to the local economy.

Srilanka: Issue of beach boys was severe in Srilanka where tourists were hassled and local community and business were hugely disturbed by their indecent activities. Responsible Tourism programs strategically incorporated or employed them in various enterprises to get rid from a common crisis and contributed for social sustainability (Maelge, 2012).

Bhutan: Hummel reported that RT initiatives in Bhtutan gained wide acceptance and produced significant outcomes in socio-economic areas. Another study revealed that innovative tourism experiment in partnership with private tour operators in Luangnamtha in Lao PDR improved the benefits of tourism to local communities (UNESCO, 2004).

Queensland: Tourism has been reported as ‘transformational’ in central-west Queensland, a remote region in Australia where sustainable tourism activities facilitate the transition from a declining predominantly primary industry economy to a service economy thereby promoting local employment, and enhanced community infrastructure and now an emulating model for sustainable development in transition economies (Greiner, 2010).

Experiences with Responsible Tourism invariably proved that it has a distinctive role in achieving and maintaining sustainability of tourism destinations. Global Code of Ethics by the United Nations World Tourism Organization (UNWTO) stressed on the necessity of the positive impacts of tourism on society, economy and ecosystem. Responsible Tourism implementation guideline of Kerala specified that RT encompasses all forms of tourism and seeks to minimize negative economic, environment and social impacts. It provides greater social and economic benefits to local people and improves the wellbeing of host communities. Responsible Tourism also makes meaningful contributions to the conservation and preservation of natural and cultural heritage. While encapsulating, Responsible Tourism significantly contributes for the attainment of economic, social, cultural and environmental sustainability of destinations.

H1:- In the above pretext, it is hypothesized that Responsible Tourism brings sustainability to destinations.

3.2.2.2. Responsible Tourism and Quality of Life

Tourism and Well-being: The United Nations World Tourism Organization (UNWTO) proposes tourism as a tool through which the Millennium Development Goals (MDGs) can be achieved. The MDGs are aimed to improve

human well-being by reducing poverty, hunger, child and maternal mortality; ensuring education for all, controlling and managing diseases, tackling gender disparity, ensuring sustainable development, and pursuing global partnerships by 2015 (UNEP, 2012). At the same time, in many places the income produced by tourism development has outweighed the benefits for local populations or it is at the cost of local community (Akama, 1999; Manyara & Jones, 2009, and Saarinen et al., 2011). This also led to cite tourism as ‘pro-poor tourism’ in underdeveloped countries (Gough, 2004; Iain & Sharma, 2008; Nelson, 2007; Paul & Manu, 2014; Roe, 2004, and UNDP, 2012).

It is imperative that income is primarily intended to satisfy vital needs of individuals and to the satisfaction of requirements that ensure comfort; and ultimately the needs of leisure. Constanta (2009) opined that tourism can enhance Quality of Life. Faulkner & Tideswell (1997) revealed that there exists a very strong relationship between Quality of Life of residents and standard of recreational, shopping; and service facilities. Crofts & Holland (1993) established that tourism development is a positive function of the rural residents’ Quality of Life.

A study conducted in Shiraz, Iran investigated the effect of tourism upon Quality of Life and found that tourism has the positive effect on Quality of Life of residents (Aref, 2011). According to the study, the most significant tourism impacts are found to be linked with emotional wellbeing, community well-being,

and income and employment whereas health and safety well-being was found to be the least favorable in terms of the effect of tourism on Quality of Life.

Community Perceptions: A study conducted among the residents in Verginia revealed that the perception of residents about the impacts of tourism has a significant relation with their satisfaction with particular life domains (Kim, 2002). It was found that the relationship between economic impacts of tourism and the satisfaction with material well-being, and the social impact of tourism and the satisfaction with community well-being were strongest in the maturity stage of tourism development. He also found that the residents develop adaptive behaviors that reduce their individual exposure to stressful situations; hence their QOL initially decline, and then improve.

When residents perceive that tourism develop at the cost of their resources and it outweighs the benefits, they may feel resentment and irritation towards tourists that in turn reduce community satisfaction (Doxey, 1975; Faulkner & Tideswell, 1997, and Ko & Stewart, 2002). According to Cavus & Tanrisevdi (2003), monopolistic control of tourism development is a primary factor in residents' negative attitudes towards tourism. Similar issue can be avoided in tourism destinations where Responsible Tourism policy is adopted.

The United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) suggested that tourism attractions or products can be used to meet pro-poor tourism objectives. A Responsible Tourism strategy to provide new skills, better access to education and health care, improving access to clean water

and transportation networks can improve the Quality of Life. Lessons from Responsible Tourism initiatives proved that improved access to information and market opportunities, and community institutions under the banner of Responsible Tourism enhanced the well-being of individuals and community at large.

As discussed in the initial part, Responsible Tourism envisages social, cultural, economic, and environmental sustainability of destinations. Also, Responsible Tourism is categorized into social, environmental, economic, and cultural responsibilities (RTC, 2012). Among these objectives, policy makers give immediate priority to the economic empowerment of destination community (Kerala Declaration, 2008 and Paul & Rupesh, 2014). At the same time, QOL domains consist of material well-being, community well-being, emotional well-being, and health and safety well-being.

H2:- Hence, relationship between Responsible Tourism and QOL dimensions is hypothesized.

3.2.2.3. Destination Sustainability and Quality of Life

Tourism Impacts: Researchers have grouped impacts of tourism into four distinct categories: economic; social; environmental, and cultural. These impacts can be related to triple bottom line dimension of destination sustainability. Studies observed that these impacts have significant influence on Quality of Life of local residents (Ap, 1992; Aspinal, 2006; Jurowski & Gursoy; 2004, and Kim, 2002). A study conducted in the Jumbo Glacier all season ski resort in the East Kootenay

region of British Columbia indicated that there is a significant difference between the pre- and post-scenario quality of lives of the residents, implying that the respondents perceived their Quality of Life lowered after the development of the proposed resort (Aspinall, 2006). A study among Miami Beach residents found that 89% rated the Quality of Life as excellent or good where as only 11% are satisfied with parking facilities as it creates traffic problems and congestion. Also 80% presume that their standard of living was improving.

Kim, (2002) established that relationship between the environmental impact of tourism and the satisfaction; with health and safety well-being and the relationship between cultural impact of tourism; and the satisfaction with emotional well-being were strongest in the decline stage of tourism development.

Similar Experiences from Southeast Indiana: Another study on the impacts of tourism and perceived Quality of Life of residents in southeast Indiana (Duffy and Chancellor, undated) found that perceived QOL of local residents explained their perceptions towards tourism impacts. According to this model, environmental sustainability was found to be the best predictor of perceived QOL and perceived social costs was found to be the next best predictor of perceived QOL. Similarly, a study in Hawai (Assante) found a very strong relationship between residents' overall satisfaction and their perceptions towards the environmental impacts of tourism. The H3 is proposed in this background

H3:- Destination sustainability affects QOL of communities at destinations

3.3. OPERATIONAL DEFINITION OF VARIABLES

Table 3.2 Operational Definition of Variables

Variable Name	Definition	Citation
RESPONSIBLE TOURISM	Responsible Tourism is a destination management practice embracing planning, management, and development to bring about positive economic, social, cultural, and environmental impacts to the destination.	(DEAT, 2012)
DESTINATION SUSTAINABILITY	Measured in terms of protecting, enhancing and managing resources for current and future economic, social, cultural and environmental impacts in tourism destinations as perceived by stakeholders.	(UNEP & WTO, 2005; (Kinaci, Pehlivan & Seyhan, 2011:85)
Economic Sustainability	Economic sustainability means generating prosperity at different levels of society and addressing the cost effectiveness of all economic activity to be maintained in the long term.	UNEP & WTO, 2005
Social Sustainability	Respecting human rights and equal opportunities for all in society and provide an equitable distribution of benefits, which are to maintain and strengthen the life support systems of local community	UNEP & WTO, 2005
Cultural Sustainability	Continuous endeavor to recognizing and respecting different cultures and avoiding any form of exploitation	UNEP & WTO, 2005
Environmental Sustainability	Conserving and managing resources, especially those that are not renewable or are precious in terms of life support and to minimize pollution of air, land and water, and to conserve biological diversity and natural heritage.	UNEP & WTO, 2005
QUALITY OF LIFE (QOL)	It is the overall well-being of individuals in his life domains such as Material Well-being, Community Well-being, emotional well-being, and Health and Safety Well-being	Kim, 2002
Economic Well-Being	It is one's satisfaction towards economic situation, income, job, living situation, standard of living, socio-economic status, financial situation, and personal possessions.	Cummins (1996)
Community Well-Being	It is one's satisfaction towards public services and recreation facilities avails and the community he/she lives	Kim, 2002

Table 3.2 Operational Definition of Variables (Contd.)

Emotional Well-Being	Emotional well-being is satisfaction coming from leisure opportunities and spiritual activities	Flanagan (1978) and Krupinski (1980)
Health and Safety Well-Being	Satisfaction of an individual towards his/her health and environment	Kim, 2002
Life Satisfaction	It is the perception of an individual towards his/her Quality of Life(QOL)in general	Kim, 2002

3.4. CONSTRUCTS AND INDICATORS USED IN THE STUDY

Table 3.3 Constructs and Indicators used in the Study

CONSTRUCTS	Indicator Variable
RESPONSIBLE TOURISM	Employment opportunities Purchasing of local produces Skill development Local enterprise support Local community engagement Employment opportunities for backward Support for the enterprises of backward Training for engagement Public awareness Traditions, Culture and Heritage (TCH) Promotion of local art and souvenirs Environmental Conservation Waste Management
DESTINATION SUSTAINABILITY	
Economic Sustainability	Local enterprise growth Improvement of living standards Jobs and benefits Tangible benefits Consistent and reliable income Tourism integrated economy
Social Sustainability	Benefits to backward people Social programs and schemes Empowerment of local communities Congestion Infrastructure Development Infrastructure for combined needs, space for recreation Social Issues
Cultural Sustainability	Management and conservation of heritage sites Preservation of CHT Quality of landscapes and environment Development is appropriate to local condition Preservation of traditional rural landscapes

Table 3.3 Constructs and Indicators used in the Study (Contd.)

Environmental Sustainability	Environmental Protection Environmental Pollution Business Impact Disturbance and Noise Conservation of natural areas
QUALITY OF LIFE (QOL)	
Material Well-Being	<i>Income and Employment</i> Income at Current Job Economic Security of Job Family Income Pay and Fringe Benefits <i>Cost of Living</i> Real Estate Taxes Cost of Living Cost of Basic Necessities
Community Well-Being	People Services and Facilities Community life Community environment
Emotional Well-Being	<i>Leisure Activity</i> Spare Time Leisure Activity
Emotional Well-Being	Influx of Tourists <i>Spiritual Activity</i> Religious Services Cultural Preservation Cultural Exchange Spiritual Life
Health and Safety Well-Being	<i>Health Well-Being</i> Health Air Quality Water Quality Water Purity Garbage <i>Safety Well-Being</i> Accident and crime Rate Environmental Cleanness Safety and Security
Overall QOL	Life as a whole Way of spending life Overall feeling about life

3.5. RESEARCH MODEL FOR THE STUDY

Based on the above discussion, the extended conceptual model developed for the study is given in fig 3.4. It structurally depicts the process model of the study which assumes that Responsible Tourism contributes to Destination Sustainability and QOL perceived by the local residents. Also, Destination Sustainability leads to QOL of local residents. Ultimately RT and Destination Sustainability explain the overall satisfaction of destination communities. This process model describes the relationship among variables Responsible Tourism, Destination Sustainability, and Quality of Life (QOL).

Residents' perception on Destination Sustainability is categorized into four: economic sustainability, social sustainability, cultural sustainability, and environmental sustainability. The particular life domains of Quality of Life (QOL) are having four domains: material well-being, community well-being, emotional well-being, and health and safety well-being.

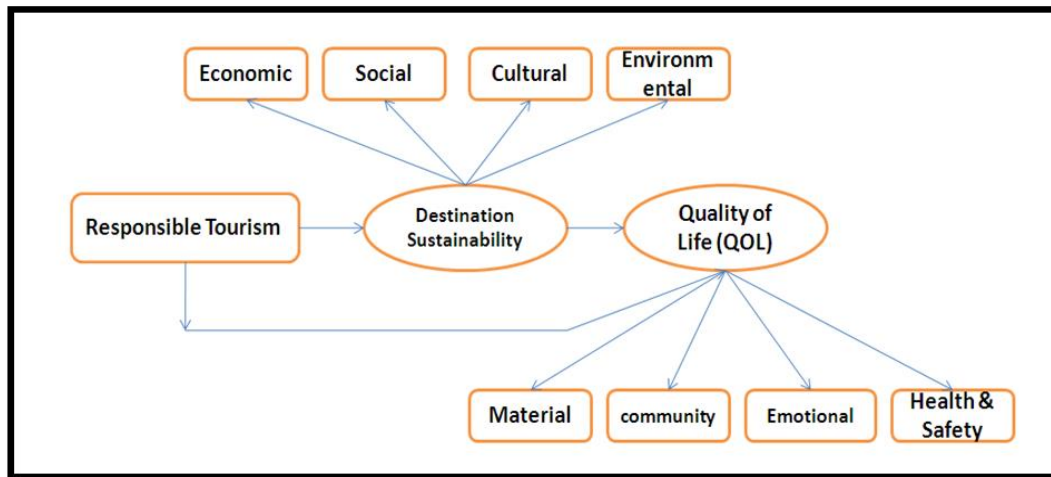
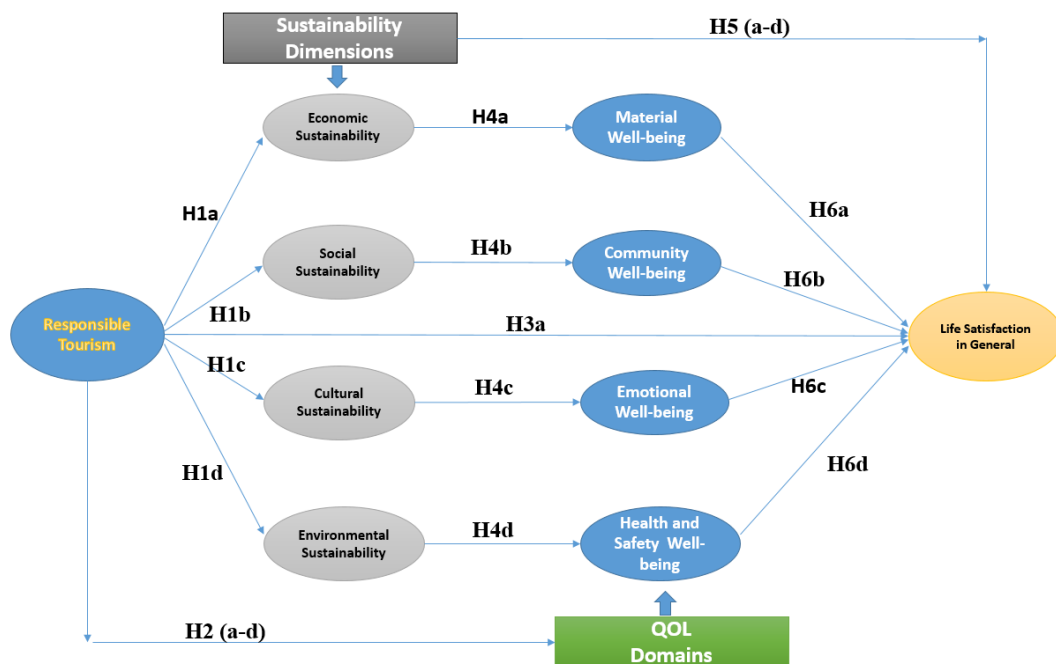


Fig. 3.4 Structural model exhibiting relationship between variables

There were three major research objectives addressed in this study. The first was to examine the influence of Responsible Tourism on Destination Sustainability perceived by the community, Quality of Life (QOL) and life satisfaction in general. The second research question was to determine the influence of residents' perception on Destination Sustainability on the particular life domains (material well-being, community well-being, emotional well-being, and health and safety well-being) and life satisfaction in general. The third research question was to investigate the influence of particular life domains on overall life satisfaction of the residents in the community.

Fig 3.5 depicts key path relations and hypotheses. The direction of the arrow represents the causality assumed among constructs. Each path between constructs in the research model was conceptualized as hypotheses to be tested in this study.

Fig. 3.5 Structural Model

3.6. HYPOTHESES

Hypothesis 1: Responsible Tourism Practices have a significant impact on the perceptions of community on sustainability of destinations

H1a: Responsible Tourism practices have a significant relationship with residents' perception on the economic sustainability of tourism destinations

H1b: Social sustainability perceived by residents' is influenced by Responsible Tourism practices

H1c: Responsible Tourism has an impact on resident's perception of the cultural sustainability of destinations

H1d: Responsible Tourism has a significant relation with environmental sustainability of tourism destinations

Hypothesis 2: Responsible Tourism practices have a significant relationship with Quality of Life (QOL) domains of local residents

H2a: Responsible Tourism practices have an influencing role on material well-being of community members in destinations

H2b: Responsible Tourism has significant relation with community well-being of residents in destinations

H2c: Emotional well-being of community members in the destination is influenced by Responsible Tourism practices

H2d: Responsible Tourism has an impact on health and safety well-being of residents in destinations

Hypothesis 3: Responsible Tourism practices have an impact on life satisfaction of local residents in general

Hypothesis 4: Residents perception on sustainability of tourism destination has significant relation with their QOL in community

H4a: Perception of economic sustainability of tourism destinations affects the material well-being domain of residents

H4b: Perceived social sustainability of tourism destinations has a significant influence on the community well-being domain of the local residents.

H4c: The emotional well-being domain is influencing the perception of local residents' on the cultural sustainability of tourism destinations.

H4d: The residents' perception on environmental sustainability of tourism destination has significant impact on their health and safety well-being domain.

Hypothesis 5: Residents' perceptions on the sustainability of tourism destinations affect their Life Satisfaction in general.

H5a: Residents' life satisfaction in general is affected by their perceptions of economic sustainability of destination

H5b: Residents' perception on the social sustainability of the destination has a significant relation with their life satisfaction in general.

H5c: Residents' life satisfaction in general is influenced by their perceptions of the cultural sustainability of the destination.

H5d: Residents' perception on the environmental sustainability of the destination has a significant relation with their overall life satisfaction.

Hypothesis 6: Residents' satisfaction in particular life domains affects residents' life satisfaction in general.

H6a: Residents' life satisfaction in general is influenced by the material well-being domain.

H6b: Residents' life satisfaction in general is affected by the community well-being domain.

H6c: Residents' life satisfaction in general is a positive function of the emotional well-being domain.

H6d: Health and safety well-being domain has a significant relation with the residents' life satisfaction in general

PART 2

3.7. RESPONSIBLE BUSINESS – A CONCEPTUAL FRAMEWORK

The concept of triple bottom line (TBL) approach gives a holistic view on business responsibility. It can be articulated as the overall sustainable development practices of a business in their functional, socio cultural, economic, and environmental roles to contribute to the development of employees, stakeholders, local community, and society at large. This was evolved in line with the three pillar concept (People, Planet and Profit). In short, Responsible Business can be expressed as the overall responsibility of an organization towards its all stakeholders including society and environment.

Identification and implementation of realistic Responsible Business indicators is the top priority of sustainability consultants and agencies. It is argued that the concept of sustainable development is meaningless without proper indicators (Twining-Ward & Butler, 2002). Indicators and variables provide proper guidelines and ensure implementation of government regulations as well as national and international policies.

The present proposal relies on indicators that capture the best worldwide environmental, CSR, and sustainability data. These indicators were generated through a careful analytical process that includes a broad review of the related literature and in-depth consultation with field experts and academicians.

3.7.1. Operational Definitions of Variables

Table 3.4 provides a conceptual framework of Responsible Business which comprises of dimensions and sub dimensions:

Table 3.4 Operational Definitions of Variables

Dimensions/Sub-Dimensions	Operational Definition
RESPONSIBLE BUSINESS	The overall sustainable development practices of a business in their functional, socio cultural, economic, and environmental roles to contribute for the development of employees, stakeholders, local community, and society at large.
GOVERNANCE AND MANAGEMENT	Refers to the regulating influence applied by the organization to their own affairs to control, regulate, and exercise influence to maintain good order and to adhere to predetermined standards of behavior.
Transparency and Accountability	Means the openness and the responsibility of the organizations to disclose legal compliances; and to accepting responsibility for decisions and policies affecting business by being answerable for the consequences of the actions.
Responsible Management	Implies the commitment of an organization to comply with responsible management guidelines and its effort, to ensure effectiveness in business operations
Employee Welfare	Means the organizations' commitment to provide basic and legal/statutory requirements for employees
Human Resource Development	Refers the efforts of business to develop skills, knowledge and attitude of human resources in their organizations
SOCIAL RESPONSIVENESS	Social responsiveness means when a firm or organization engages in social actions in response to some popular social needs
Policy against Discrimination and Exploitation	Refers the policy against the practice of treating somebody in an organization less fairly than others and to prevent situations in which somebody treats somebody else in an unfair way
Community Development	Implies the firms' activities to build stronger and more resilient local communities

<i>Table 3.4 Operational Definitions of Variables (Contd.)</i>	
Stakeholder Engagement	Means the willingness of the organizations to involve and to participate, internal and external stakeholders in their activities
Promotion of Art and Culture	Refers to the organizations' contribution towards conservation of natural and cultural heritage and for the promotion of native art forms
PRODUCT AND CUSTOMER FOCUS	Stresses on ethical commitment to offer quality product and to deliver what it promises to customers.
Customer Satisfaction	Refers the Organizations endeavors to care, serve, satisfy and value customers
Responsible Marketing	Responsible Marketing dictates that all promotional efforts are provided in an honest representation of what services the business provides and ensures that it addresses local concerns
ENVIRONMENTAL PERFORMANCE	Means the organizations' performance in maintaining natural environment and minimizing negative environmental impacts
Resource Conservation	Resource Conservation implies the measures adapted by the company to conserve water, energy and other natural resources
Waste Management	Waste Management envisions an effective and working waste management mechanism with quantitative goals to minimize waste
ECONOMIC RESPONSIBILITY	Refers to the efforts of the company to contributing towards the economic benefit to the local community including employment and skill development
Local Employment and Skill Development	Intends the organizations' commitment to provide employment to local residents and the willingness to improving the skills of people
Local Enterprise Development	Refers enterprises' efforts to offer the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture

3.7.2. Constructs and Indicators

Table 3.5 Dimensions and Sub-Dimensions

Sl.No.	Dimensions and Sub-Dimensions	No. of Items
I	Governance and Management	
1	Transparency and Accountability	3
2	Responsible Management	7
3	Employee Welfare	3
4	Human Resource Development	5
II	Social Responsiveness	
1	Policy against Discrimination and Exploitation	5
2	Community Development	3
3	Stakeholder Engagement	3
4	Promotion of Art and Culture	3
III	Product and Customer Focus	
1	Customer Satisfaction	5
2	Responsible Marketing	3
IV	Environmental Performance	
1	Resource Conservation	5
2	Waste Management	3
V	Economic Responsibility	
1	Local Employment and Skill Development	3
2	Local Enterprise Development	3

Table 3.6 Constructs and Indicators

Constructs	Indicators
GOVERNANCE AND MANAGEMENT	
Transparency and Accountability	Communication to Stakeholders Publication of Reports Responsible Business Reviews
Responsible Management	Code of Conduct Quality Control Legal Compliance ICT Utilization Policy Implementation Sustainability in Business Planning Expert Consultation
Employee Welfare	Working Environment Compensation Welfare Measures

Table 3.6 Constructs and Indicators (Contd.)	
Human Resource Development	Training Training need assessment Sustainability training Skill development opportunities Career advancement
SOCIAL RESPONSIVENESS	
Policy against Discrimination and Exploitation,	Equality Facilities for disabled Policy against exploitation Policy against sexual harassment Policy against child labor
Community Development	Social development schemes Community based tourism products Spending for local development
Stakeholder Engagement	Community engagement Participation for common good Association with Government
Promotion of Art and Culture	Cultural/art show for guests Local cuisines store Support for Artisan
PRODUCT AND CUSTOMER FOCUS	
Customer Satisfaction	Long term benefits Measurement Corrective action Customer privacy Safety and health
Responsible Marketing	Realistic promotion Ethical marketing Promotion of Local attraction
ENVIRONMENTAL PERFORMANCE	
Resource Conservation	Renewable energy Displays Water conservation Green purchasing Awareness Programs
Waste Management	Solid waste management Programs Waste water management
ECONOMIC RESPONSIBILITY	
Local Employment and Skill Development	Local recruitment Capacity building program for locals Sponsorships
Local Enterprise Development	Space for local enterprises Support local enterprises Promote local purchase

3.8. CHAPTER SUMMARY

This chapter was an endeavor to provide a view on theories, previous studies, and the constructs - Responsible Tourism, Destination Sustainability, and Quality of Life (QOL); and to establish the relationship among these variables. It defined all the constructs and hypotheses to be studied in this research. In order to crystallize the conceptualization, it sketched both measurement models and the structural model. As the construct Responsible Business was not a part of the structural model, explanation about the same has been given separately.

First part of this chapter analyzed existing theoretical models like Tourism Area Life Cycle (TALC) theory and Irridex model; and concepts like carrying capacity, level of acceptable change, social exchange theory etc.; whereas the second part elaborated the empirical relationships among the variables: Responsible Tourism, Destination Sustainability, Quality of Life (QOL), and life satisfaction in general. It also developed a conceptual framework and associated hypotheses.

Even though, there could be more factors/indicators to be incorporated in the study especially in the Quality of Life (QOL) construct, the study adopted the methodology of Kim (2002) to avoid deviation from the central theme. Additionally, the description on construct Responsible Business is limited to the selected variables as the content analysis and scale development process are included separately in this thesis. Last part of this chapter has given the conceptual frame work on Responsible Business.



CHAPTER 4

RESEARCH METHODOLOGY

Describes that methodology adopted for the study is scientific. Discuss about survey instruments, variables and items, sampling methodology, data collection, and analysis techniques



**RESPONSIBLE TOURISM AS A PRECURSOR TO DESTINATION
SUSTAINABILITY AND QUALITY OF LIFE
A STUDY AT TOURISM DESTINATIONS OF KERALA**

RESEARCH METHODOLOGY

<i>C o n t e n t s</i>	*	<i>Research Design</i>
	*	<i>Survey Instrument</i>
	*	<i>Variables and Items</i>
	*	<i>Pilot Study</i>
	*	<i>Data Collection</i>
	*	<i>Data Analysis Strategy</i>
	*	<i>Research Process</i>

4.1. INTRODUCTION

This chapter discusses the research design and the methodology adopted to meet various objectives of the study. Also, it elaborates on the research design used in the present study including development of research tools, validation of instruments, details of sample, data collection procedure, and the statistical techniques employed for data analysis.

An ideal research is a strategy of enquiry, that progress from basic assumptions to research design and data collection (Myers 2009). It is generally interpreted as an appropriate process or technique, which are conducted in the quest for solutions to prevailing issues or answers to complex questions posed in the inquiry. Being a process, it often involves defining a research objective and selection of the suitable techniques that will help to resolve problems. According to Williams et al., (1996), the credibility of the findings of any research solely depends on the methodology adopted. Researchers choose both quantitative and qualitative

methods, depending on the nature of the study and its methodological foundation (Bryman and Burgess, 1999).

Considering the nature and methodology of the study, this research methodology chapter is divided into two sections. First part deals with the methodology of testing the structural model linking Responsible Tourism (RT), Perceived Destination Sustainability, and Quality of Life (QOL) of local residents and the second part discusses the instrument development process of the construct-Responsible Business. The research process involved two phases. First phase was literature review, identification of variables, confirmation of hypotheses, and development of theory. Second phase was exploratory on Responsible Business including scale design, questionnaire design, and data collection consisting of literature review, interview and expert consultation, and focus groups.

PART 1

4.2. RESPONSIBLE TOURISM, DESTINATION SUSTAINABILITY, AND QOL – STRUCTURAL MODEL

4.2.1 Survey Instrument

The survey instrument is related to three sections; Responsible Tourism, Destination Sustainability, and Quality of Life (QOL) of local residents. In the final structural model, the variable ‘Responsible Tourism’ is an exogenous variable and all other variables are endogenous.

Responsible Tourism Practices: The scale on responsible tourism practices in the tourism destination consisted of 13 items adopted from the Kerala Declaration on Responsible Tourism (Venu & Goodwin, 2008). This variable utilized to measure the perception of local community about tourism practices using a 5-point Likert type scale consisting of statements seeking the extent of agreement of respondents. The anchors include: a) Strongly Disagree, b) Disagree, c) Neutral, d) Agree, and e) Strongly Agree.

Perceived Destination Sustainability: The sustainability of the destination perceived by local residents consisted of four dimensions viz. economic sustainability, social sustainability, cultural sustainability, and environmental sustainability. These scales were adopted from ‘*Making Tourism More Sustainable; A Guide for Policy Makers*’ published by United Nations Environment Program and World Tourism Organization (UNEP & WTO, 2005).

It was also measured using a 5-point Likert scale seeking the extent of agreement towards items reflecting the perception of community towards destination. The anchors include: a) Strongly Disagree b) Disagree c) Neutral d) Agree, and e) Strongly Agree.

Quality of Life (QOL): QOL dimensions (life domains) are Material Well-Being, Community Well-Being, Emotional Well-Being, and Health and Safety Well-Being. Scale of QOL adopted from a study ‘Impacts of Tourism on the QOL of Residents in the Community’ by Kim (2002) in Virginia. The items from Andrew and Withey, (1976), Cicerchia, (1996), Cummins, (1996), and Sirgy, (2001) were adopted and tested by Kim in the same context. Five-point Likert Scale of QOL used anchors very dissatisfied to very satisfied, and strongly disagree to strongly agree for statements depending up on its nature. Three items were used to measure QOL in general. The first two items were measured on a five-point Likert-type scale with anchors very dissatisfied, dissatisfied, mixed feeling, satisfied, very satisfied, and the third item was measured with five different semantic statements (Andrew & Withey, 1978, Kim, 2002; Sirgy et al; 2001, and Walker et al; 1990).

Face validity of the construct was done through an expert validation procedure. All the items of the variables were framed after consultation with tourism experts in academics and industry.

4.2.2 Sources of Instrument for Data Collection

Standardized scales were adopted for the study. Variables, number of items and sources are given in table 4.1.

Table 4.1 Variables and Sources

Variable Name	No. of Items	Adopted from
Responsible Tourism	13	(Goodwin & Venu, 2008).
Economic Sustainability	6	(UNEP & WTO, 2005).
Social Sustainability	8	(UNEP & WTO, 2005).
Cultural Sustainability	5	(UNEP & WTO, 2005).
Environmental Sustainability	6	(UNEP & WTO, 2005).
Material Well-Being	7	Kim (2002) from Andrew & Withey (1976), Cicerchia (1996), Cummins (1996), and Sirgy (2001).
Community Well-Being	6	Kim (2002) from Andrew & Withey (1978), Cummins (1996), Norman et al. (1997), and O'Brian & Lange (1986).
Emotional Well-Being	7	Kim (2002) from Andrew & Withey (1976), Cicerchia (1996), Cummins (1996), Neal et al. (1995, 1999), Norman et al. (1997) and Sirgy (2001)
Health and Safety Well-Being	9	Kim (2002) from (Cummins, 1997).
Life Satisfaction (QOL) in general	3	Kim (2002) from Andrew & Withey (1978), Sirgy et al. (2001), and Walker et al. (1990)

The questionnaire was translated into Malayalam with the help of a Malayalam Professor and a grammarian. Both the Malayalam and English questionnaires were tested among 10 post graduates and all the items were found to have very good correlation. Questionnaire is attached as annexure 1.

4.2.3 Pilot Study

A pilot study was conducted in Kovalam by randomly collecting responses from 40 residents aged above 20, who reside in that place for more than 10 years. This pre-test provided an opportunity to find and correct the instrument. Certain questions, felt uncomfortable, ambiguous and unclear by the respondents were either revised or reworded. Based on the total internal consistency assessment Cronbach's alpha and composite reliability estimates, 4 questions found not reliable were removed from the scale finalized by the expert panel.

4.2.4 Data Collection and Sample

A self-administered survey questionnaire was used to collect data. Data were collected from any one of the individuals from the family of age twenty or above.

Destination Selection Criteria: The study was conducted at three major tourism destinations of Kerala, viz. Kovalam, Kumarakom, and Thekkady, which were officially declared as responsible tourism destinations in the year 2008. Beyond this, destinations were selected on the basis of resilience suggested by Rabeendran (2009) which includes the availability of plenty of natural resources, skilled manpower, supportive entrepreneurial community, strong local self governments, civil society organizations, multitude of micro enterprises, streams of professionals and academicians, responsible media, and responsive tourism industry that provide the state an ideal setting to implement and practice 'Responsible Tourism'.

In this background, following criteria were decided in consultation with tourism academicians and professionals in the tourism sector to select destinations.

1. There should be specified influential area of tourism activity
2. There should be sufficient natural resources or attractions
3. There should be sufficient tourist inflow (minimum 1000 foreign travelers/ year)
4. There should be strong entrepreneurial community (presence of all major types of classified hotels/resorts)
5. It should be resilient in any of the triple bottom line responsibility areas of Responsible Tourism (Social, economic, environment and cultural)

Brief analyses on the destination selection criteria are given in table 4.2

Table 4.2 Destination and Selection Criteria

Destination	Resources/Attractions	FTA* (2012)	Classified Hotels	Resilience	Score**
Kovalam	Beaches and Village tours	221435	38	Economic	68
Kumarakm	Backwater, Bird Sanctuary and Village Tours	4867	35	Social	65
Thekkady	Periyar Wild Life Sanctuary ,Tribal Settings, and Boating	4988	35	Cultural and Environmental	89

*FTA - Foreign Tourist Arrival

** As per the Community Feedback Survey (Kerala Tourism, 2009) - Average score consists of employment opportunities, regional development and enterprise development (Source: Kerala Tourism Statistics, 2012. *approx.)

Influential area of tourism destination refers to the extent of reach of tourism activities or the probable span of influence of tourism on community. This was decided after discussion with destination management body consisting of local tourism officials, civil society organization representatives, and community members.

Sample Selection: Systematic random sampling methodology was used to select sample units (households). 20% of the residents in the span of influential area were considered for the study and decided to collect data from 490 households (160 from Kovalam, 150 from Kumarakom, and 180 from Thekkady). A total of 432 questionnaires were returned. Among these only 399 were found useful for the analysis.

4.2.5 Data Analysis Techniques

The study conceptualized a casual relationship between variables and functional relationship between the causal factors. The effect is predicted on the performance variable. Hence causal research is most appropriate (Hair et al; 2003). Structural Equation Modeling (SEM) is a statistical technique for estimating causal relationships. It is a confirmatory technique used to determine whether the model conceptualized for the research is valid for data. SEM was used in this study to establish relationship among the variables.

Validity and Reliability Analysis: A three level approach was adopted for data analysis. After removing missing values and outliers, normality was checked.

The first attempt was to identify the existence of distinct factors structure by performing an Exploratory Factor Analysis (EFA). For this purpose, the data were splitted into two and performed EFA. The second step was to confirm the evolved factor structure or the measurement models using Confirmatory Factor Analysis (CFA). It ensures the uni-dimensionality of the scales which measure each construct in the model. It helped to avoid interaction of the measurement and structural models that could affect the parameters associated with the hypothesized relationships between the constructs in the model. Hence, before testing the overall measurement model, the measurement uni-dimensionality of each construct was assessed individually (Sethi & King, 1994).

After fixing the uni-dimensionality of each construct, measurement model for each pair of constructs were estimated. Further, all the constructs were paired with each other ((Joreskog & Long, 1993, and Sethi & King, 1994). The principal advantages of the overall model fit measures are that it can evaluate the whole model. It will also indicate inadequacies which are not revealed by the fit of individual model components.

Hypotheses Testing: Multivariate data analysis was intended to test the hypotheses for the proposed antecedents and consequences. For this, Structural Equation Modeling (SEM) was utilized. According to Kim (2002), SEM allows simultaneous estimation of the measurement model that depicts the relation between observed indicators in each scale to the construct, giving factor loadings

for each observed indicator. Also, structural model that relates constructs to one another provides parameter values or path coefficients.

The scale then tested for Reliability, Convergent Validity, and Discriminant Validity. The structural model was tested using Warp PLS 2.0.

PART 2

4.3 RESPONSIBLE BUSINESS

4.3.1 Research Process

This study was undertaken to develop a context based self-reporting measure of Responsible Business in tourism hospitality accommodation units. In order to achieve this objective, the study was divided into two phases. **The Phase I** of the study was designed to generate most suitable items which reflect the variables of construct Responsible Business and its refinement, and **Phase II** was carried out to determine its internal consistency and factor validity (Khalid, 2004).

Phase I: Item Generation for the development of the construct Responsible Business.

As discussed in the theoretical framework, the concept Responsible Business is multidimensional construct consists of Governance and Management, Social Responsiveness, Product and Customer Focus, Environmental Performance, and Economic Responsibility. Details of the constructs and sub constructs (dimensions and sub-dimensions) are given as table 4.3.

Table 4.3 *Dimensions of Responsible Business*

Dimensions and Sub-Dimensions of Responsible Business	
Governance and Management	Transparency and Accountability; Responsible Management, Employee Welfare and, Human Resource Development
Social Responsiveness	Policy against Discrimination and Exploitation, Community Development, Stakeholder Engagement, and Promotion of Art and Culture
Product and Customer Focus	Customer Satisfaction and Responsible Marketing
Environmental Performance	Resource Conservation, and Waste Management
Economic Responsibility	Local Employment and Skill Development; and Local Enterprise Development

The generation of items for these dimensions was materialized through the following steps (Khalid, 2004):

Step I Expert Survey: The first step in the development of the scale involved generation of indicators of the dimensions of the construct “Responsible Business”. Experts from (a) Academics, (b) Tourism Professionals, (c) Practitioners, and literature were considered for item generation. Seven experts having at least twenty years of working experience from the above categories were selected in this stage. In order to collect indicators from all the above mentioned groups, an open-ended questionnaire (containing the definition of the construct and its five dimensions along with a brief on the back ground of the study) was distributed among the respondents (annexure. 3). Respondents were asked to “*list at least five indicators/description for each dimension*’. They were also provided with a few examples of indicators. Along with these, a detailed literature review and a subsequent content analysis were done to identify and

refine key indicators of the five dimensions of the construct - Responsible Business

Step II Elimination of Items: Items for each dimension were generated through expert survey and literature review. It was then pooled and removed all the redundant indicators. Based on the initial review, a primary list of indicators was prepared (annexure 4).

Step III Relevancy Test: The next step was to identify the relevance of each indicator. All the indicators were listed and again distributed among the experts. They were asked to rate these items on the basis of its relevance, applicability, and extent of practice in the industry (annexure 5). It used a five point Likert scale consisting of ‘not at all relevant’, ‘irrelevant’, ‘slightly relevant’, ‘relevant’, and ‘very relevant’. Collected data were analyzed and all the items below the threshold level of 3.5 were removed (Schwartz et al; 2006).

Step IV Face Validity Test: This step was to verify the conceptual classification of each dimension. A Performa (annexure 6) was prepared which included definitions of Responsible Business and its dimensions along with the list of indicators. The indicators were listed in a random manner. This Performa was distributed among fifteen researchers and asked them to “categorize the items to their relevant dimensions, keeping in view the definition of five dimensions”. Collected data were analyzed and either revised or removed the items below a threshold 4 (out of 5) which reflects lack of conformity and clarity (Schwartz et al; 2006).

Step V Content Validity Test: The fifth step was aimed at the selection of representative items for each dimension. A panel of experts was provided with the definition of the construct and dimensions along with the corresponding items (annexure 7). They were requested to choose the representative items for each dimension keeping in view of the respective definition by marking any of the anchors from ‘not at all relevant’ to ‘very relevant’. All the items having threshold less than 4 were removed and a final list was prepared. This was to prove the face validity between the specific dimensions and their component items.

These selected items were converted to statements with the help of experts. Finally, a questionnaire containing 51 items with five response categories (a) Disagree, (b) Slightly Agree (c) Agree (d) Strongly Agree (e) Very Strongly Agree was prepared. As this instrument is on Responsible Business practices and to be measured through a self reporting mechanism; the anchors selected assume existence of a minimum level of responsibility in order to minimize extrapolation.

Step VI Pilot Study: Finally, a pilot study was conducted in 30 classified hotels in Kerala to test the consistency of scale items followed by the main study (annexure 2).

4.4 SUMMARY

This chapter narrated the methods adopted to ensure that the study is scientific. In order to strengthen the theoretical foundation, it also substantiated the rationale for each decision regarding data collection strategy, sample size, questionnaire design, and analysis methods. As discussed, present study has both qualitative and quantitative approaches. The chapter was divided into two sessions; first part dealt with the structural model whereas the second part discuss the procedure of the development of the construct – Responsible Business in detail. The qualitative phase was conducted through expert opinion, literature review and content analysis, and quantitative part envisaged statistical analysis using software packages. Finally, it concluded with the proposed analysis of data and rationale for using each procedure.



CHAPTER 5

DATA ANALYSIS

Gives an overview on the respondents and provided a detailed view on reliability, validity, and testing of other major assumptions.

Further, it deals with the Structural Equation Modelling and hypotheses testing



**RESPONSIBLE TOURISM AS A PRECURSOR TO DESTINATION
SUSTAINABILITY AND QUALITY OF LIFE
A STUDY AT TOURISM DESTINATIONS OF KERALA**

Sample Profile
Data Quality
EFA and CFA
Model Fit Measures
Measurement and Structural Models
Hypotheses Testing

This chapter presents the results of the data analysis and hypothesis testing. It is divided into two sections. First part deals with the causal relationship between Responsible Tourism, perceived Destination Sustainability and QOL, and second part discuss Responsible Business.

Glossary: Definition of Key Terms

Validity
“A measurement scale is valid if it does what it is supposed to do and measures what it is supposed to measure” (Davis et al; 1993).
Types of Validity
Face Validity – requires a thorough examination of the wording of the items included in the instrument and their connection to the relevant frame of reference used in the particular study. Criterion-related Validity – evaluates a scale in terms of a criterion on which people tend to differ. This includes concurrent and predictive validity
Construct Validity – requires “an examination of the theoretical inferences that might be made about the underlying construct”. It explains how well the results obtained from the use of the measure fit in the theories around which the test was designed.
Content Validity: Content validity ensures that the measures include an adequate and representative set of items and the clarity of the definition and concept used. (Hardy & Byrman (2004)
Convergent validity is established when the scores obtained with two different instruments measuring the same concept are highly correlated.
Discriminant validity is established when based on theory two variables are predicted to be uncorrelated and the scores obtained by measuring them are indeed empirically found to be so.
Reliability
It is the extent to which measurements of the particular test are repeatable
External Reliability means that the studied variable does not fluctuate greatly over time which means that it is stable.
Internal Reliability means that all the constituent indicators of a variable are measuring

the same thing which means that the variable is coherent. One of the most popular methods for estimating internal reliability is Cronbach's Alpha (R) Test of Reliability (Hardy & Bryman, 2004). At least .60 or .70 is considered as being the minimally acceptable level of reliability (.70 is preferable)

Outliers are created due to various reasons such as data entry errors, sampling errors as well as biased responses from the respondents.

Skewness refers to the symmetry of a distribution whereas kurtosis relates to the peakedness of a distribution.

Normality: A distribution is said to be normal when the values of skewness and kurtosis are equal to zero (Tabachnick & Fidell; 2001).

5.1. Tools adopted and Justifications

In order to explain the relationship among variables and to test the theoretical model proposed, the study adopted Structural Equation Modeling (SEM) through Warp PLS. SEM is a multivariate statistical analysis technique that is used to analyze structural relationships which is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and latent constructs. Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Regression analysis is a statistical process for estimating the relationships among variables.

Warp PLS is easy to use as it has step-by step user interface guide. It implements classic (composite-based) as well as factor-based PLS algorithms. Warp PLS identifies nonlinear relationships, and estimates path coefficients accordingly. Also models linear relationships, using classic and factor-based PLS algorithms. - Models reflective and formative variables, as well as moderating effects. - Calculates P values, model fit and quality indices, and full collinearity coefficients. - Calculates indirect effects for paths with 2, 3 etc. segments; as well as total effects. - Calculates several causality assessment coefficients. - Provides a number of graphs, including zoomed 2D graphs, and 3D graphs. (Ned Kock, 2017). PLS-based SEM methods is justified based on them making no data normality assumptions, but typically without any accompanying test of normality! This is addressed in this version through various outputs of unimodality and normality tests, which are now provided for all indicators and latent variables (Ned Kock, 2017).

PART 1

5.2. CAUSAL STUDY – RESPONSIBLE TOURISM

A three stage approach was adopted to analyze the data after removing missing values, outliers, and normality. The first step was to identify the existence of distinct factors with regard to Responsible Tourism, Destination Sustainability, and QOL. The second level was to develop measurement models for all latent constructs considered for the study. Using Confirmatory Factor Analysis (CFA) and by testing the goodness of fit, measurement models were developed and final indicators capable of measuring the constructs were finalized. The scale then tested for reliability, convergent validity, discriminant validity, and goodness of fit. Thirdly, the structural model with all the constructs was tested for its ability to represent the data as per guidelines for testing using WARP PLS.

5.2.1. Sample Profile

The demographic profile of the sample is shown in table 5.1.

Table 5.1 Sample Profile (Local Residents)

Age	18-30	30-50	Above 50	
	27%	58%	15%	
Gender	Male	Female		
	63 %	37 %		
Years of Residency	1-10	10-20	20-30	Above 30
	8%	14%	32%	46%
Occupation	Business	Govt. Job	Professionals	Others
	11%	12%	23%	54%

The sampling units of the study were the residents in the tourism destinations of Kerala, aged above 18 years. Majority of the people are engaged in local/unskilled works.

5.2.2. Response Rate

Detailed view on response to the survey is given in table 5.2.

Table 5.2 Response Rate

Particulars	Number	Percent
<i>Total target population</i>	2450	100
<i>Total survey population</i>	490	20
<i>Total survey population from above</i>	490	100
<i>Total responses</i>	432	89
<i>Unusable</i>	33	0.67
<i>Total usable responses</i>	399	81

5.2.3. Data Quality

Quality of the data was checked through the following process.

- Verification of missing values
- Identification of Outliers
- Analysis of Normality
- Analysis of validity and Reliability

The data collected from 432 respondents were tested to identify missing values and found some cases where respondents fail to mark their responses, hence these cases were deleted. Similarly, some cases of outliers were noticed and were eliminated. To determine the normality of the distribution of the data, the skewness and kurtosis of variables were examined using the SPSS software

package. As the critical value for both of these measures of normality is drawn from a z distribution, zero value of the calculated skewness and kurtosis assumes perfect normality in the data distribution (which is seldom achieved), ± 2.58 indicates rejecting the normality assumption at the 0.01 probability level, and ± 1.96 signifies a 0.05 error level (Hair et al; 1998).

Chou & Bentler (1995) suggested that absolute values of univariate skewness indices greater than 3.0 seem to describe extremely skewed and the kurtosis index greater than 10.0 may suggest a problem. The value for each of the variables based on this criterion to the skewness is listed as annexure 8. It was found that no variable fell outside the ± 1.96 range for skewness and all the variables fall under the kurtosis value of 3, inferring that all of the variables for the study are reasonably free from skewness and kurtosis.

According to Norusis (1990, p.82), another data characteristic that was considered is the kurtosis: how observations “cluster around a central point” for a given standard distribution. Distributions that are more peaked than normal are called “leptokurtic,” whereas those that are flatter than normal are referred to as “platykurtic.” Positive values for kurtosis show that a distribution has a higher than normal peak (Kim, 2002). Looking again at annexure 8, none of the variables fell outside ± 2.56 range for kurtosis. Therefore, the study can conclude that none of variables was leptokurtic or platykurtic.

Table 5.3 *Validity and Reliability Considerations*

Sl.no	Consideration	Guideline (Checking with AMOS output-used for confirmatory Analysis)	Guideline (WarpPLS2.0) Reflective/formative
1	Unidimensionality	Comparative fit index (CFI) > 0.9 or (Sureshchandar et al. 2001)	na
2	Common method Variance (CMV)	Exist if first factor on exploratory factor analysis explains for more than 50% the variance in the variables (Podsakoff and Organ 1986)	na
3	Cronbach alpha coefficient	>0.7	
4	Composite reliability	>0.7, composite reliability is considered high if “squared multiple correlation” greater than 0.5, moderate if between 0.3 and 0.5 and poor if less than 0.3 (Holmes-Smith 2001, Byrne 2001)	>0.7/nil
5	Average variance extracted	>0.5 to indicate reliable factors (Hair et al. 1995, Holmes-Smith 200).	>0.5/>0.5
6	Convergent validity	Critical ratio of measurement items>1.96	P<0.001/VIF<3.3, all indicator weights should be with p<0.05
7	Discriminant validity	All AVE> squared inter construct correlations	The square root of the average variance extracted should be higher than any of the correlations involving that latent variable/AVE>0.5
8	Construct validity	Assumed if Sl.nos 3,4,5,6 above are satisfied	
9	Squared multiple correlation	Shows ability of indicators to measure the latent dimension, >0.5 good, >0.3<0.5 moderate	

(Source: Rejikumar, 2012)

The analysis of reliability and validity is based on the assumption of unidimensionality (Nunnally & Bernstein, 1994). Various validity and reliability criteria adopted in this study are explained in table 5.3.

5.2.4. Exploratory Factor Analysis

The data were splitted into two to confirm the factor structure through EFA and CFA. In order to determine the scale dimensionality, EFA with a principal component method was conducted for each construct and the sub-constructs. As the items of each sub-construct were predetermined, a separate principal component analysis was conducted for each sub construct. The Kaiser-Meyer-Olkin measure of sampling adequacy and the Bartlett's test of sphericity were examined to determine the appropriateness of factor analysis.

Interpretive adjectives for the Kaiser-Meyer-Olkin measure of sampling adequacy are: 0.90's (marvelous), 0.80's (meritorious), 0.70's (middling), 0.60's (mediocre), 0.50's (miserable), and below 0.50 (unacceptable) (Gaskin, 2014). In order to assure that each factor (identified by EFA) has only one dimension and that each attribute loads on only one factor, attributes that had factor loadings of lower than 0.5 and attributes loading on more than one factor with a loading score of equal to or greater .50 on each factor were eliminated from the analysis (Chen & Hsu, 2001).

5.2.4.1. Responsible Tourism Variables

Responsible Tourism has three responsibility areas: economic, social and environment.

5.2.4.1.1. **Economic Responsibility:** Employment opportunities, skill development, purchasing of local produces, support to local business, are the **four items** proposed to measure economic responsibility.

5.2.4.1.2. **Social Responsibility:** Promotion of local art and souvenirs, promotion of Culture, Heritage and Traditions (CHT); local community engagement, employment opportunities for backward people, support enterprise by disadvantaged people, training for engagement, and public awareness (7 Items).

5.2.4.1.3. **Environmental Responsibility:** Environmental Awareness, and Waste Management.

Since the factor structure of each dimension was pre-determined, a separate factor analysis was conducted for each sub-dimension. All the pre-determined sub-constructs except social responsibility were proved right. After the principal component factor analysis, two components emerged as factors from the component social responsibility. When items (1) promotion of local art and souvenirs and promotion of culture, (2) heritage and traditions formed a group, all other items (1) local community engagement, (2) employment opportunities for backward people, (3) support enterprise by disadvantaged people, (4) training for engagement, and (5) public awareness formed another group. Items of the first group were found to reflect cultural components. In tune with the Responsible

Tourism criteria of Kerala Tourism (2012), Global Sustainable Tourism Criteria (GSTC) and Responsible Tourism Guideline of South Africa (DEAT, 2012), these two were treated as sub constructs and a separate EFA was performed for both the sub constructs named social responsibility and cultural responsibility respectively.

Table 5.4 clearly shows that the Cronbach's reliability estimate for all four sub dimensions of Responsible Tourism was greater than 0.70 and satisfied the requirement of acceptable level (Field, 2005). Also, the variance explained for all four sub-dimensions of Responsible Tourism were above .50, indicating that variance due to measurement error is smaller than the variance captured by the factor.

From a principal component factor analysis, results of the Kaiser-Meyer-Olkin measure of sampling adequacy test (above 0.5) and the Bartlett's test of sphericity ($p < 0.001$) indicated that data were acceptable for factor analysis (table 5.4.). All factor loadings were greater than .70 and loaded on only one factor. The reliability of all the components was above 0.7 and the variance explained was above 50%.

Table.5.4 Factor analysis of Responsible Tourism Construct

Constructs and Scales	Loading	Eigen Values	Variance Explained
Economic Responsibility	.849*	2.640	66.08%
Employment opportunities	.761		
Purchasing of local produces	.660		
Skill development	.535		
Local Enterprise Support	.684		
<i>Kaiser-meyer-olkin msa</i>	.742		
<i>Bartlett's Test of Sphericity</i>	.000		
Social Responsibility	.884*	3.428	68.57%
Local community engagement	.851		
Employment opportunities for backward people	.864		
Support for enterprise by disadvantaged people	.807		
Training for engagement	.820		
Public awareness	.797		
<i>Kaiser-meyer-olkin msa</i>	.851		
<i>Bartlett's Test of Sphericity</i>	.000		
Cultural Responsibility	.902*	1.823	61.15%
Promotion of local art and souvenirs	.955		
Promotion of CHT	.955		
<i>Kaiser-meyer-olkin msa</i>	.5		
<i>Bartlett's Test of Sphericity</i>	.000		
Environmental Responsibility	.850*	1.739	66.94%
Environmental awareness	.932		
Waste management	.932		
<i>Kaiser-meyer-olkin msa</i>	.5		
<i>Bartlett's Test of Sphericity</i>	.000		

* Reliability coefficient (Cronbach's Alpha)

Therefore, it was concluded that Responsible Tourism can be measured by four sub constructs named economic responsibility consists four items, social

responsibility contains five items, cultural responsibility comprises of two items , and environmental responsibility includes two items. It was also concluded that all items are valid and reliable.

5.2.4.2. Perceived Destination Sustainability

Based on the literature, Destination Sustainability consisted of economic, social, cultural, and environmental dimensions. Since the factor structure of each dimension was pre-determined, a separate factor analysis was conducted for each sub-dimension. As conceptualized earlier, four factor structures emerged after EFA. But one item under environmental sustainability (Conservation of natural areas, habitats and wildlife) having loading below 0.5 was removed. This can be due to the absence of wildlife or environmental sensitive regions in the destinations. Result of the Exploratory Factor Analysis (EFA) is shown in table 5.5.

Table 5.5 Factor Analysis Result of the Destination Sustainability Construct

Constructs and Scales	Loading	Eigen Values	Variance Explained
Economic Sustainability	.77*	3.427	57.109%
Local Enterprise Growth	.776		
Improvement of living standards	.596		
Jobs and benefits	.516		
Tangible Benefits	.905		
Consistent and Reliable Income	.827		
Tourism Integrated Economy	.837		
<i>Kaiser-meyer-olkin msa</i>	.852		
<i>Bartlett's Test of Sphericity</i>	.000		

Table 5.5 Factor Analysis Result of the Destination Sustainability Construct (Contd.)			
Social Sustainability	.872*	4.52	53.14%
Benefits to backward people	.817		
Social programmes and schemes	.844		
Empowerment local communities	.714		
Congestion	.719		
Infrastructure development	.713		
Infrastructures for a combined need	.720		
Space for recreation	.680		
Social Issues	.595		
<i>Kaiser-meyer-olkin msa</i>	.857		
<i>Bartlett's Test of Sphericity</i>	.000		
Cultural Sustainability	.865*	3.36	55.6%
Management and conservation of Heritage sites	.778		
Preservation of CHT	.863		
Quality of landscapes and environment	.825		
Development is appropriate to local conditions	.739		
Preservation of Traditional rural landscapes	.812		
<i>Kaiser-meyer-olkin msa</i>	0.759		
<i>Bartlett's Test of Sphericity</i>	.000		
Environmental Sustainability	.864*	3.7	60.13%
Environmental Protection	.851		
Environmental Pollution	.860		
Business Impact	.889		
Disturbance and noise	.731		
Conservation of natural areas, habitats and wildlife	<5		
<i>Kaiser-meyer-olkin msa</i>	.822		
<i>Bartlett's Test of Sphericity</i>	.000		

* Reliability coefficient (Cronbach's Alpha)

Table 5.5 clearly shows that the Cronbach's reliability estimate for all four sub dimensions of the Destination Sustainability components were greater than .70

and exceeded the requirement of acceptable level. Also, the variance explained for all four sub-dimensions was above .50, indicating that variance due to measurement error is smaller than the variance captured by the factor. Therefore, it was concluded that Destination Sustainability can be measured using four dimensions economic, social, cultural and environmental.

5.2.4.3. Quality of Life (QOL)

QOL consists of material well-being, community well-being, emotional well-being and health and safety well-being. The life satisfaction of the material domain was examined as having two dimensions: income and employment and cost of living, whereas community well-being was examined by four items. The emotional well-being domain was examined as having two dimensions: leisure well-being and spiritual well-being domain. Health and safety well-being domain was examined as having two dimensions: health well-being domain and safety well-being domain. Since the factor structure of each dimension was pre-determined, a separate factor analysis was conducted for each sub-dimension. Result of the EFA is given in table 5.6

It is observed that the item '*influx of tourists*' under 'leisure well-being' dimension of the construct 'emotional wellbeing' loaded very poorly and was eliminated. Additionally, the item '*accidents and crime rate*' under the safety well-being dimension of the construct health and safety well-being was loaded separately. The second factor could have contributed an additional 15.76% to the

explained variance of scales; however, the objective of the pretest was to establish a uni-dimensional scale for the measurement of the construct. Hence, only items that loaded on the first factor were selected. The Cronbach's alpha reliability indicated that the coefficient was 0.63, which is marginally acceptable. All the other items were loaded properly with sufficient thresholds.

Table 5.6 Factor Analysis Result of QOL domains

Constructs and Scales	Loading	Eigen Values	Variance Explained
MATERIAL WELL-BEING			
Income and Employment	.918*	3.33	80.542%
Income at current job	.898		
Pay and fringe benefits you get	.929		
Family income	.814		
Economic security of the job	.944		
<i>Kaiser-meyer-olkin msa</i>	.827		
<i>Bartlett's Test of Sphericity</i>	.000		
Cost of living	.834*	2.259	75.39%
Cost of living in your community	.729		
Cost of basic necessities such as	.946		
Real estate taxes	.913		
<i>Kaiser-meyer-olkin msa</i>	.602		
<i>Bartlett's Test of Sphericity</i>	.000		
COMMUNITY WELL-BEING	.856*	2.86	70.691%
People who live in this community	.848		
Service and facilities	.881		
Community life	.779		
Community environment (air, water, land)	.852		
<i>Kaiser-meyer-olkin msa</i>	0.795		
<i>Bartlett's Test of Sphericity</i>	.000		

Table 5.6 Factor Analysis Result of QOL domains (Contd.)

EMOTIONAL WELL-BEING			
Leisure Well-Being	.82*	1.69	56.62%
Leisure activity	.918		
Spare time	.920		
The influx of Tourists	<5		
<i>Kaiser-meyer-olkin msa</i>	.5		
<i>Bartlett's Test of Sphericity</i>	.000		
Spiritual well-being	.773*	2.635	52.7%
Cultural Preservation	.78		
Community Culture	.656		
Religious Services	.725		
Spiritual Life	.735		
Cultural exchange	.731		
<i>Kaiser-meyer-olkin msa</i>	.777		
<i>Bartlett's Test of Sphericity</i>	.000		
HEALTH AND SAFETY WELL-BEING			
Health Well-Being	.769*	2.683	53.66%
Water quality	.651		
Air quality	.789		
Health	.792		
Water purification	.744		
Garbage	.675		
<i>Kaiser-meyer-olkin msa</i>	.734		
<i>Bartlett's Test of Sphericity</i>	.00		
Safety well-being	.603*	2.105	52.8%
(Factor 1)			
Safety and security	.53		
Environmental cleanliness	.732		
(Factor 2)			
Accidents and Crime Rate	.968	1.031	15.76%
<i>Kaiser-meyer-olkin msa</i>	.645		
<i>Bartlett's Test of Sphericity</i>	.00.		
QOL IN GENERAL	.884*	2.4	81.32%
Life as a whole	.918		
Way of spending life	.928		
Overall feeling about life	.549		
<i>Kaiser-meyer-olkin msa</i>	.628		
<i>Bartlett's Test of Sphericity</i>	.00		

Note: * Reliability coefficient (Cronbach's Alpha)

From a principal component factor analysis, results of the Kaiser-Meyer-Olkin measure of sampling adequacy test (above 0.5) and the Bartlett's test of sphericity ($p < 0.001$) indicated that data were acceptable for factor analysis (table 5.6). All factor loadings were greater than .70 and loaded on only one factor. The reliability of all the components was above 0.7 and the variance explained was above 50%. Therefore, it was concluded that Quality of Life can be measured by four sub constructs named material well-being, community well-being, emotional well-being, and health and safety well-being. It was also concluded that all items are valid and reliable.

Based on the above Exploratory Factor Analysis (EFA), all items to measure the constructs Responsible Tourism, Destination Sustainability, and Quality of Life (QOL) and its sub constructs were considered to be reliable and valid.

5.2.5. Confirmatory Factor Analysis (CFA)

This study had adopted Confirmatory Factor Analysis (CFA) using AMOS for validating the scales developed for measuring constructs. CFA is to confirm the measurement scale properties. As the constructs consisted of sub-dimension, before testing the measurement model properties of the whole proposed measurement model, a separate confirmatory factor analysis was required to perform on each sub-dimension of the constructs to check the reliability and validity of the indicators. The observed variables that were grouped together in the Exploratory Factor Analysis (EFA) were utilized to perform the confirmatory

factor analysis. To perform Confirmatory Factor Analysis (CFA), the second group of the splitted data was used.

5.2.5.1. Model fit Measures: Key Terms Explained

Glossary: *Confirmatory Factor Analysis (CFA): Key Terms and Fit Measures*

Model fit Measures: Key Terms Explained
Standardized root mean square residual, Standardized RMR (SRMR): SRMR is the average difference between the predicted and observed variances and covariance in the model, based on standardized residuals. Standardized residuals are fitted residuals divided by the standard error of the residual (this assumes a large enough sample to assume stability of the standard error).
The Comparative Fit Index, CFI: Also known as the Bentler Comparative Fit Index. CFI compares the existing model fit with a null model which assumes the indicator variables (and hence also the latent variables) in the model are uncorrelated (the "independence model"). CFI and RMSEA are among the measures least affected by sample size (Fan et al., 1999).
PCLOSE tests the null hypothesis that RMSEA is not greater than .05. If PCLOSE is less than .05, we reject the null hypothesis and conclude that the computed RMSEA is greater than .05, indicating lack of a close fit. Root mean square error of approximation, RMSEA, is also called RMS or RMSE or discrepancy per degree of freedom.
Hoelter's critical N issued to judge if sample size is adequate. By convention, sample size is adequate if Hoelter's $N > 200$.
Average Variance Extracted (AVE) is the variance extracted estimate, which assesses the amount of variance that is captured by an underlying factor in relation to the amount of variance due to measurement error and it is desirable that constructs exhibit estimates of .50 or larger, because estimates less than .50 indicate that variance due to measurement error is larger than variance captured by the factor (Fornell & Larcker (1981)).

5.2.5.2. Model Fit Indices

Key indices of model fit is given in table 5.7

Table 5.7 *Model Fit Indices*

Sl.No	Fit Index	Acceptable Value
1	Normed chi-square (CMIN/df)	< 3
2	Standardized RMR (SRMR)	<0.08
4	Comparative fit index (CFI)	>0.9
5	Root mean square error of approximation (RMSEA)	<0.08
6	PCLOSE	>0.05
7	Hoelter's critical N	>200

The convergent validity assessment includes the measure of construct reliability and Average Variance Extracted (AVE). Fornell and Larcker (1981) suggested that variance extracted to be a more conservative measure than construct reliability. As a rule of thumb good reliability is suggested if Cronbach's alpha estimate is the higher than 0.7 and the Variance Extracted (AVE) for a construct should be larger than 0.5 (Hair et al; 1995 and Holmes-Smith, 2001).

The items and the result of the confirmatory factor analysis of sub-dimension of Responsible Tourism are presented in table 5.8.

Table 5.8 Responsible Tourism- Loadings, reliability and AVE of constructs/indicators

Constructs and indicators	Standardized loading (Li)	Composite Reliability	AVE*
Economic Responsibility		.886	0.66
Employment opportunities	0.87		
Purchasing of local produces	0.82		
Skill development	0.81		
Local Enterprise Support	0.73		
Social Responsibility		.915	0.91
Local community engagement	0.85		
Employment opportunities for backward people	0.86		
Support for enterprise by disadvantaged people	0.8		
Training for engagement	0.82		
Public awareness	0.79		
Cultural Responsibility		.958	0.95
Promotion of local art and souvenirs	0.95		
Promotion of CHT	0.95		
Environmental Responsibility		.929	0.92
Environmental awareness	0.93		
Waste management	0.93		

*Average Variance Extracted

It presents the standardized loadings, composite reliabilities, and the variance extracted estimates of constructs. The composite indicator reliabilities and variance extracted estimates were calculated using the formula recommended by Fornell & Larcker (1981). As presented in table 5.8, all of the composite reliabilities were above .7 and all variance extracted estimates were above .5.

The items and the result of the confirmatory factor analysis of sub-dimension of the Destination Sustainability construct are presented in table 5.9.

Table 5.9 Destination Sustainability - Loadings, reliability and AVE of constructs/indicators

Constructs and indicators	Standardized loading (Li)	Reliability	AVE
Economic Sustainability		.896	0.89
Local Enterprise Growth	0.84		
Improvement of living standards	0.8		
Jobs and benefits	0.83		
Tangible Benefits	0.81		
Consistent and Reliable Income	0.83		
Tourism Integrated Economy	0.83		
Social Sustainability		.903	0.9
Benefits to backward people	0.75		
Social programmes and schemes	0.8		
Empowerment local communities	0.72		
Congestion	0.68		
Infrastructure development	0.78		
Infrastructures for a combined need	0.77		
Space for recreation	0.72		
Social Issues	0.59		
Cultural Sustainability		.923	0.92
Management and conservation of Heritage sites	0.77		
Preservation of CHT	0.70		
Quality of landscapes and environment	0.57		
Development is appropriate to local conditions	0.85		
Preservation of Traditional rural landscapes	0.85		
Environmental Sustainability		.895	0.89
Environmental Protection	0.82		
Environmental Pollution	0.87		
Business Impact	0.85		
Disturbance and noise	0.79		

As presented in table 5.9, all of the composite reliabilities were above 0.7 and all variance extracted estimates were above 0.5.

The items and the result of the confirmatory factor analysis of sub-dimension of the QOL construct are presented in table 5.10.

Table 5.10 QOL - Loadings, reliability and AVE of constructs/indicators

Constructs and indicators	Standardized loading (Li)	Reliability	AVE
MATERIAL WELL-BEING			
Income and Employment		0.945	0.94
Income at current job	.89		
Pay and fringe benefits you get	.92		
Family income	.81		
Economic security of the job	.94		
Cost of living		0.911	0.91
Cost of living in your community	0.91		
Cost of basic necessities such as	0.94		
Real estate taxes	0.8		
COMMUNITY WELL-BEING		0.905	0.9
People who live in this community	0.84		
Service and facilities	0.87		
Community life	0.78		
Community environment (air, water, land)	0.84		
EMOTIONAL WELL-BEING			
Leisure Well-Being		.925	0.92
Leisure activity	.91		
Spare time	.92		
Spiritual well-being		.834	0.83
Cultural Preservation	0.69		
Community Culture	0.79		
Religious Services	0.7		
Spiritual Life	0.67		
Cultural exchange	0.697		
HEALTH AND SAFETY WELL-BEING			
Health Well-Being		0.735	0.73
Water quality	0.81		

Table 5.10 Loadings, reliability and AVE of constructs/indicators (Contd.)			
Air quality	0.76		
Health	0.22		
Water purification	0.68		
Garbage	0.81		
Safety well-being		.829	0.83
Safety and security	0.76		
Environmental cleanliness	0.95		
QOL IN GENERAL		0.931	0.93
Life as a whole	0.95		
Way of spending life	0.95		
Overall feeling about life	0.79		

The standardized regression weights should be significantly linked to the latent constructs and have at least loading estimate of 0.5, ideally exceed 0.7 (Hair et al; 2000). As a rule of thumb composite reliability is considered high if squared multiple correlation R² (“smc”) greater than 0.5, moderate if between 0.3 and 0.5 and poor if less than 0.3 (Holmes-Smith 2001), suggesting construct reliability.

It was found that the composite reliability values of all the variables are above 0.5 and greater than AVE. Also, all the AVE values were above 0.5. Hence the reliability and convergent validity of the construct were proved.

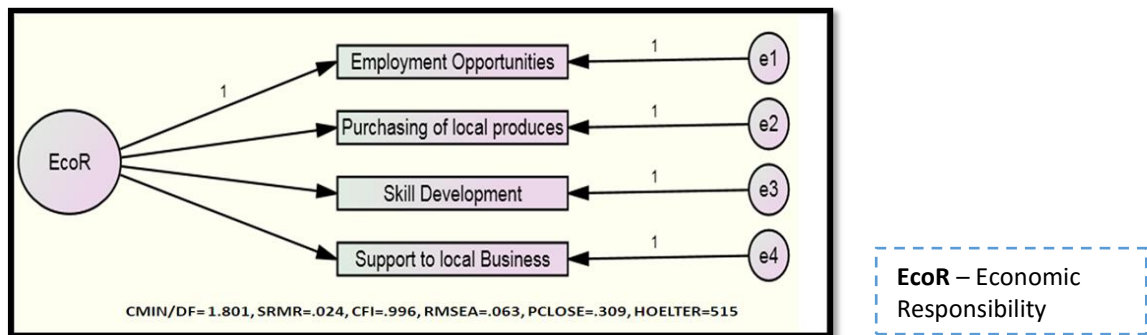
5.2.5.3. Measurement Models of “Responsible Tourism” Dimension

The measurement model is the part of a SEM model that deals with the latent variables and their indicators. It was evaluated for validity like any other SEM model, using goodness of fit measures. The Responsible Tourism construct consisted of economic, social, cultural, and environmental sub-constructs. Results

of the Confirmatory Factor Analysis of the measurement models and the structural model of Responsible Tourism dimension are explained in this session. The normed alpha, RMSEA and CFI were above the permissible level. The resulting models were found to be good fitting model with recommended indices as illustrated in table 5.7. All the paths shown in the model are significant as critical ratios were above 1.96.

5.2.5.3.1. Measurement Model of Economic Responsibility

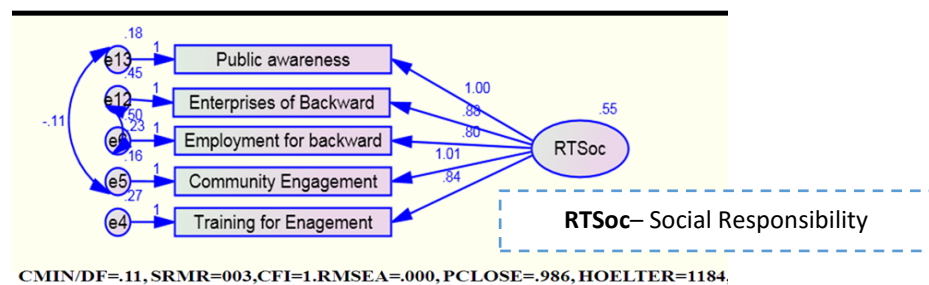
Fig.5.1 Measurement Model of Economic Responsibility



The results confirm that Economic Responsibility component of Responsible Tourism comprises of items employment opportunities, skill development, purchasing of local produces, and support to local business.

5.2.5.3.2. Measurement Model of Social Responsibility

Fig. 5.2 *Measurement Model of Social Responsibility*

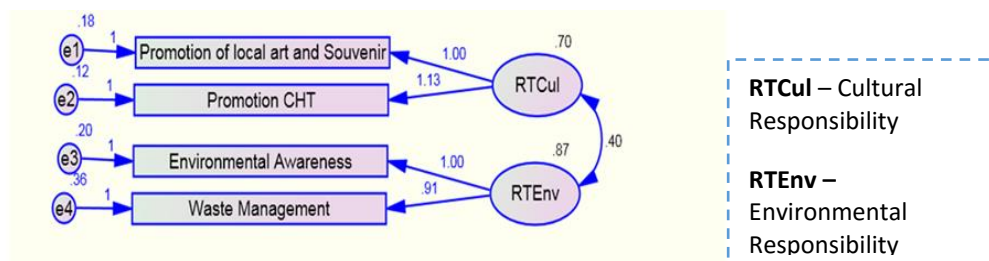


The five indicators variable model related to “social responsibility” dimension was suggesting a fitting model in the estimation and all the paths shown in the model are significant as critical ratio were above 1.96.

5.2.5.3.3. Measurement Model of Cultural and Environmental Responsibility

Confirmatory Factor Analysis (CFA) of cultural and environmental responsibility was done to examine the goodness of fit of the measurement model. Measurement Model of Cultural and Environmental Responsibility is given in fig. 5.3.

Fig 5.3 Measurement Model of Cultural and Environmental Responsibility



CMIN/DF=.93, SRMR=.004, CFI=1, RMSEA=.00 PCLOSE=.519, HOELTER=2512

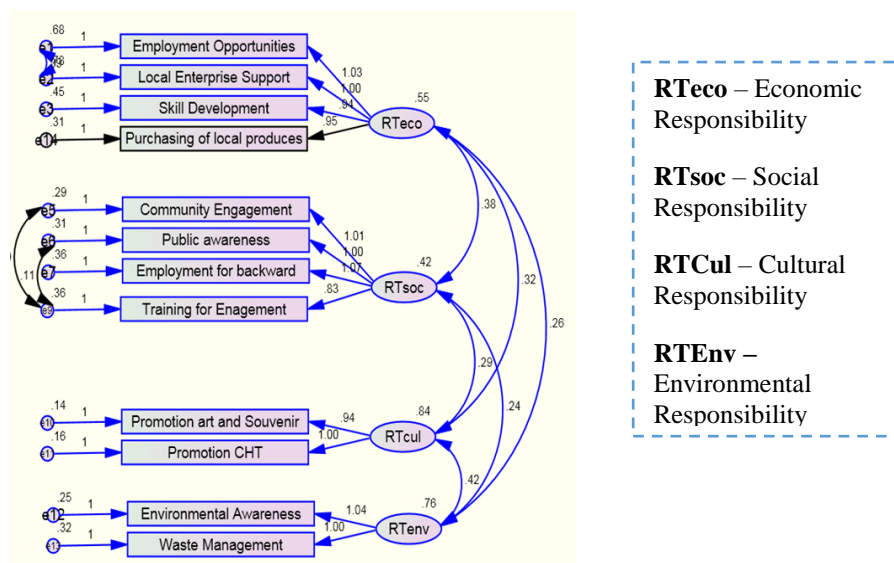
5.2.5.3.4. Structural Model of Responsible Tourism

Structural equation models with latent variables (SEM) are usually used to analyze relationships among variables. The relationships among latent variables were tested only after obtaining a statistically significant well-fitting model which represents the data. The statistical significance of relationships among Responsible Tourism and its extracted dimensions such as economic

responsibility, social responsibility, cultural responsibility, and environmental responsibility were of interest to this study. Hence, these dimensions were taken together to arrive at a fitting structural model for Responsible Tourism.

All the critical ratio values were proven significant at a probability level of .05; it should be $> \pm 1.96$ for statistical significance. Also, the standard residual co-variance should be less than 2.58 to conclude statistically significant co-variance between two variables (Byrne, 2010). Non-significant parameters, with the exception of error variances, should be removed from the model in the interest of scientific parsimony, as it can be considered unimportant to the model.

Fig. 5.4 *Structural Model of Responsible Tourism*



CMIN/DF=2.3 SRMR=.043 CFI=.974, RMSEA=.061 PCLOSE=.11, HOELTER=237

Convergent validity of the measurement model was established when the relationship between measurement items and the factor were significantly different from zero. Parameters having a critical ratio greater than 1.96 were

considered significant based on the level of $p=0.05$ (Anderson and Gerbing 1988). The present analysis found that all the measurement items represented their factors significantly, as the critical ratio of every item exceeded the 1.96 value. Hence, all of the measurement items satisfied the convergent validity test.

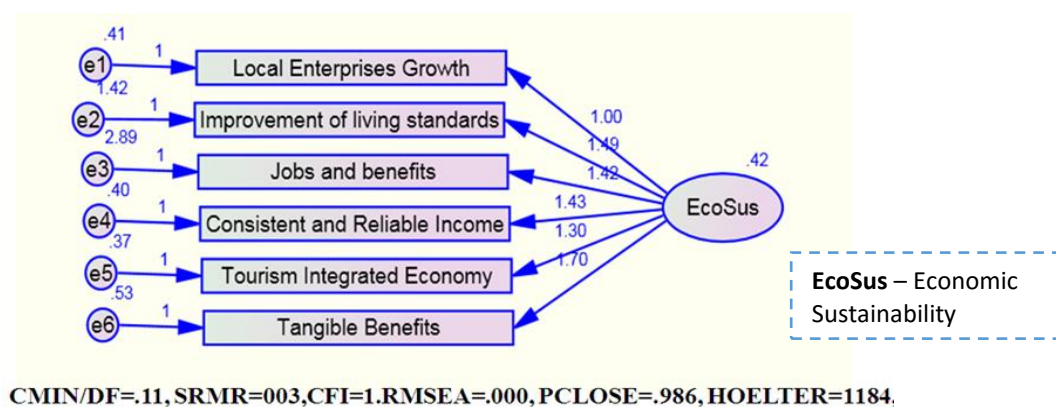
5.2.5.4. Destination Sustainability

Destination Sustainability perceived by the local community was divided into four sub-constructs namely, environmental, social, cultural and economic sustainability. The resulting models were found to be good fitting model with recommended indices as illustrated in table 5.7. All the paths shown in the model are significant as critical ratios were above 1.96.

5.2.5.4.1. Measurement Model of Economic Sustainability

Measurement model of Economic Sustainability is given in fig 5.5

Fig.5.5 Measurement Model of Economic Sustainability

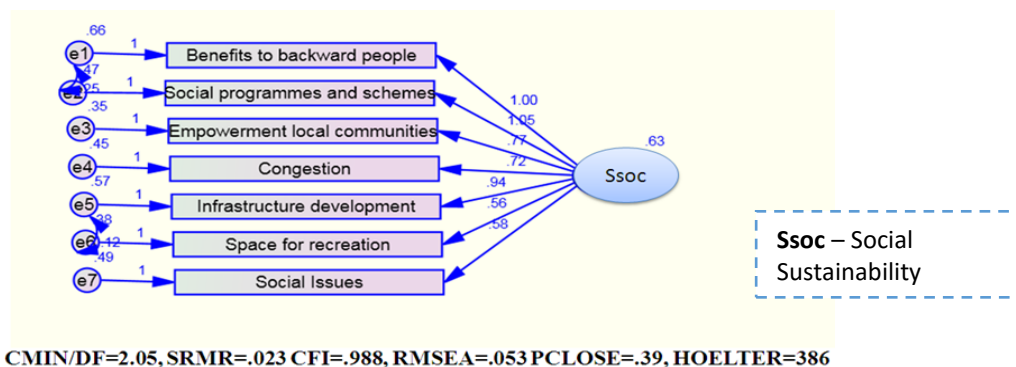


The Confirmatory Factor Analysis (CFA) of economic sustainability was done to examine the goodness of fit of the measurement model. In addition to the usual Chi-square values, the study used the suggested goodness of fit indices, such as CFI, GFI, NFI, RMSEA and SRMR. (table 5.7)

5.2.5.4.2. Measurement Model of Social Sustainability

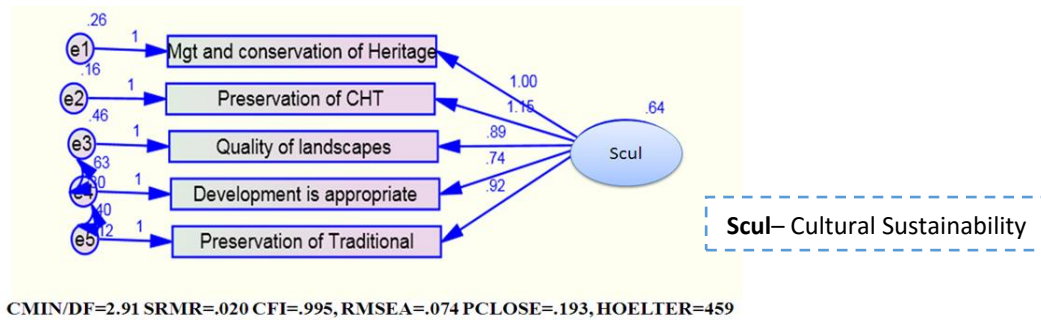
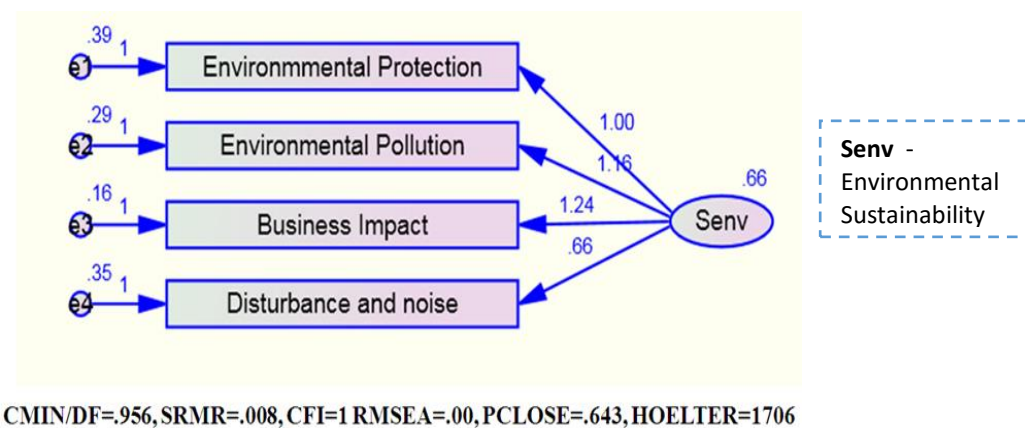
The normed alpha, RMSEA and CFI were above the permissible level. It was found that the indicator ‘Infrastructure facilities are being developed to meet the combined needs of tourists and local community’ was shown not significant and removed.

Fig.5.6 Measurement Model of Social Sustainability



5.2.5.4.3. Measurement Model of Cultural Sustainability

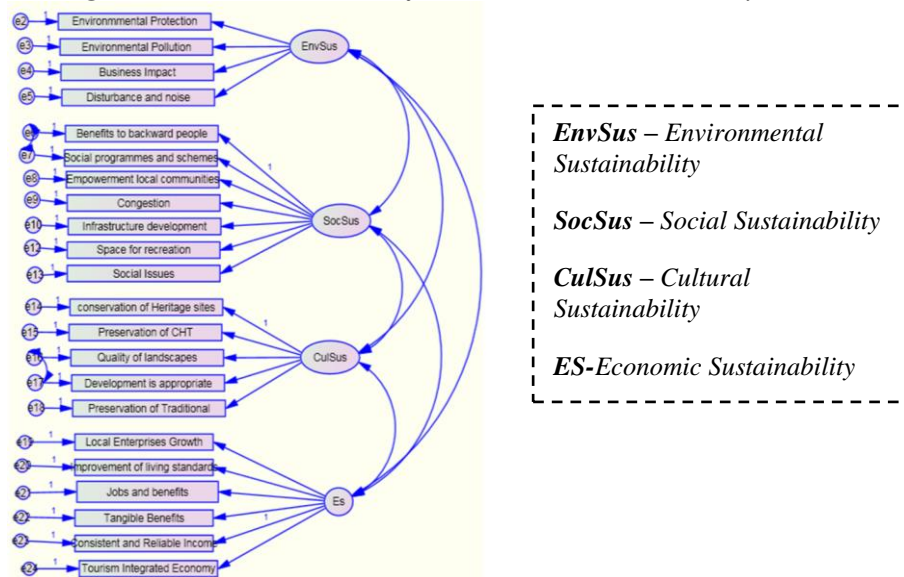
All the paths shown in the model are significant as critical ratios were above 1.96. (table 5.7). Measurement model of cultural sustainability is given as figure 5.7.

Fig. 5.7 Measurement Model of Cultural Sustainability**5.2.5.4.4. Measurement Model of Environmental Sustainability****Fig. 5.8 Measurement Model of Environmental Sustainability****5.2.5.4.5. Structural Model for Destination Sustainability**

As mentioned Destination Sustainability comprises of four dimensions. Subsequent to the validation of measurement models, all these dimensions were combined together and performed CFA. All the critical ratio values of Destination Sustainability were proven significant at a probability level of .05. (It should be $> \pm 1.96$). Also, the standard residual co-variance of the indicators was less than 2.58 to conclude statistically significant co-variance between two variables. The present analysis found that all of the measurement items represented their factors

significantly. Hence the construct Destination Sustainability suggested convergent validity and construct reliability. The final structural model of Destination Sustainability is shown in fig. 5.9.

Fig. 5.9 Structural Model of Destination Sustainability



CMIN/DF=2.31, SRMR=.068, CFI=.947 RMSEA=.057, PCLOSE=.49, HOELTER=203

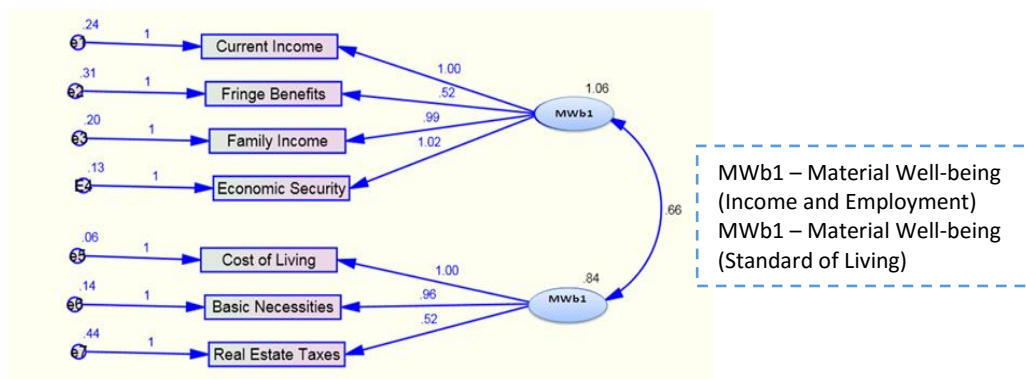
5.2.5.5. Quality of Life (QOL)

The **Quality of Life (QOL)** construct consisted of four life domains; material well-being, community well-being, emotional well-being, and health and safety well-being. Results of the Confirmatory Factor Analysis of the measurement models and the structural model of Quality of Life (QOL) dimension are given. The resulting models were found to be good fitting models with recommended indices as illustrated in table 5.7. All the paths shown in the model are significant as critical ratios were above 1.96.

5.2.5.5.1. Measurement Model of Material Well-being

Material well-being domain consisted of two sub constructs; 1) Income and Employment and 2) Standard of Living. Results of CFA revealed that resulting model was good fitting with recommended indices as illustrated in fig. 5.10. All the paths shown in the model are significant as critical ratios were above 1.96.

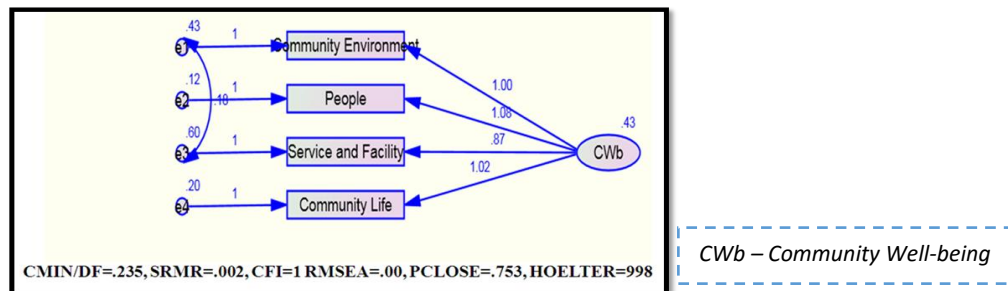
Fig. 5.10 Measurement Model of Material Well-being



CMIN/DF=3.6, SRMR=.027, CFI=.984, RMSEA=.086 PCLOSE=.13, HOELTER=210

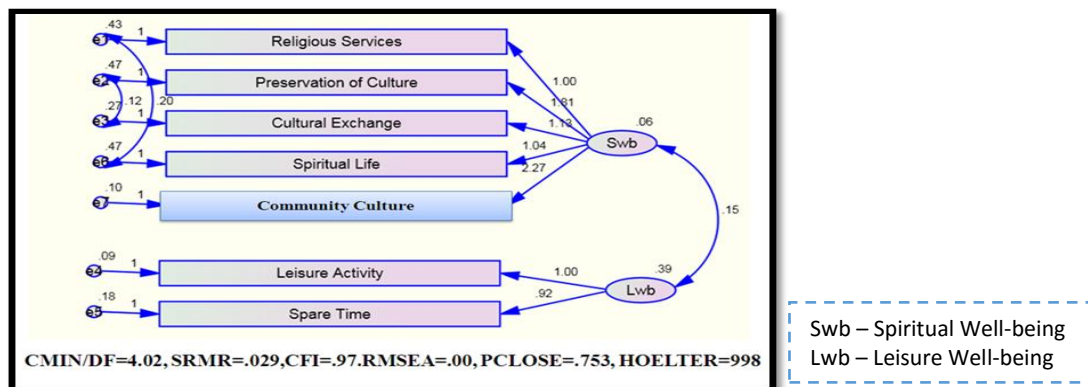
5.2.5.5.2. Measurement Model of Community Well-Being

Measurement model of community well-being comprised of four indicators. It was found fit as per modification indices (table 5.7). All the paths shown in the model are significant as critical ratio were above 1.96. Analysis of the measurement model proved that model was good fitting with recommended indices. All the paths shown in the model are significant which is shown in fig. 5.11.

Fig. 5.11 Measurement Model of Community Well-being

5.2.5.5.3. Measurement Model of Emotional Well-being

Emotional well-being domain consisted of leisure well-being and spiritual well-being. All the paths shown in the model were significant as critical ratio were above 1.96. Analysis of the measurement model proved good fitting with recommended indices (fig. 5.12).

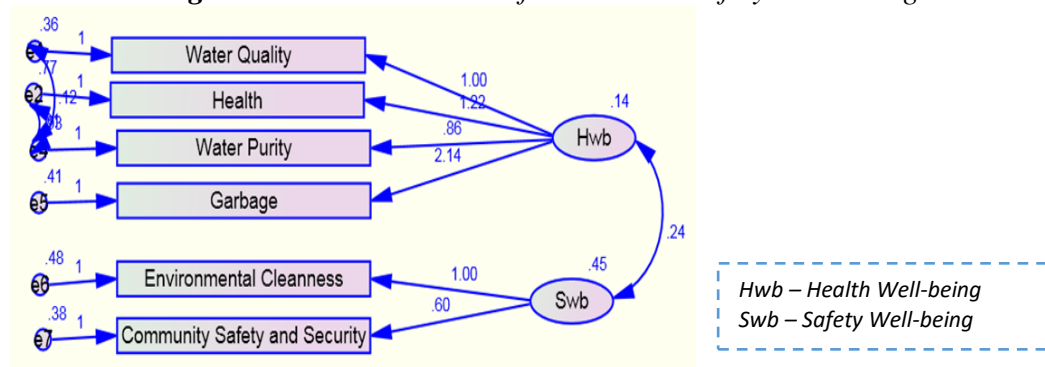
Fig. 5.12 Measurement Model of Emotional Well-being

5.2.5.5.4. Structural Model of Health and Safety Well-Bieng

The measurment model of Health and Safety Well-Bieng comprised of two dimesnsions; health well-being and safety well-being. Analysis found that an

indicator ‘air quality’ loads not very significantly and hence got removed. The re-specified measurement model is given fig 5.13. It was good fitting with recommended indices and the paths shown in the model are significant.

Fig.5.13 Structural Model of Health and Safety Well-Being

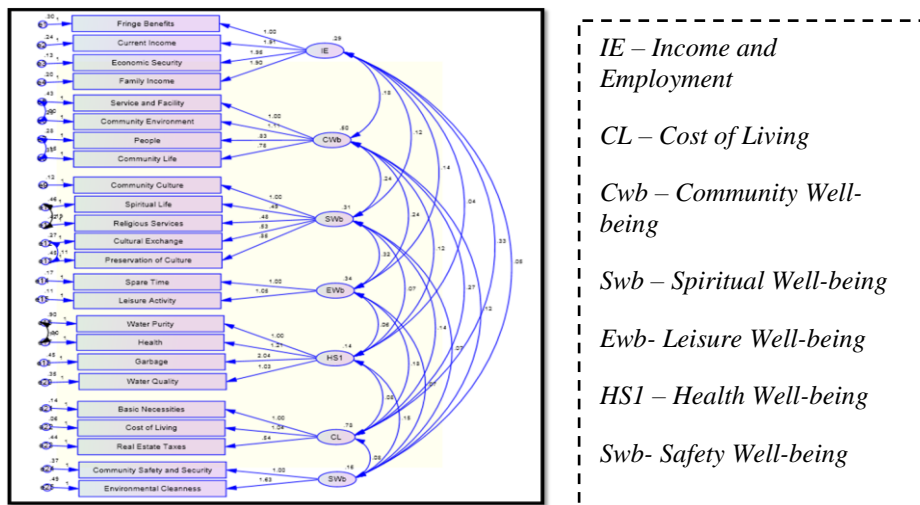


CMIN/DF=1.8, SRMR=.02 CFI=.988, RMSEA=.049, PCLOSE=.451, HOELTER=535

It was found that all the measurement models are found fit as per the indices of table 5.7. Hence another Confirmatory Factor Analysis (CFA) combining all the measurement models of Quality of Life was done.

5.2.5.5.5. Structural Model of Quality of Life (QOL)

All the critical ratio values of Quality of Life were proven significant at a probability level of .05. (It should be $> \pm 1.96$). Also, the standard residual covariance of the indicators was less than 2.58 to conclude statistically significant covariance between two variables. The present analysis found all of the measurement items represented their factors significantly. Hence the construct QOL suggested convergent validity and construct reliability. The model is given as fig. 5.14

Fig. 5.14 *Structural Model of Quality of Life*

CMIN/DF=1.98, SRMR=.043 CFI=.952 RMSEA=.053, PCLOSE=.256, HOELTER=220

5.2.6. Hypotheses Testing –Research Model Analysis

This study was about the causal relationships between Responsible Tourism, perceived Destination Sustainability, and QOL. In order to find the causality, Structural Equation Modeling (SEM) was used. SEM is used to evaluate a substantive theory with empirical data through a hypothesized model. It is a confirmatory technique prescribed to determine whether the model conceptualized for the research is valid. SEM is a combination of factor analysis and multiple regressions. The variables in SEM are categorized into measured (observed, manifest) variables (indicators) and factors (latent variables). The Structural Equation Modeling (SEM) consists of two parts. The measurement model which relates measured variables to latent variables and the structural model which relates latent variables to one another.

Present study used Warp PLS 2.0 (current version) for analysis of relationships among latent variables. The choice of PLS was justified by many aspects. It always yield a solution, even in complex models and does not require variables to meet parametric analysis criteria, such as multivariate normality and large sample sizes; as it pre-process the data before SEM analysis and make it easy to correct problems with the data, such as identical column names, columns with zero variance, and missing values. Additionally, it estimates P values for path coefficients automatically and hence significance can be easily established.

Warp PLS provides several model fit indices for checking whether data is well represented by the model and enables evaluation of measurement model as well as structural model simultaneously. It calculates variance inflation factor (VIF) coefficients for LV predictors associated with each LV criterion (Chin et al; 2003, and Joreskog & Sorbom 1996). Latent Variable Coefficients of the variables in the model is given in table 5.11:

Table 5.11 Latent Variable Coefficients of the Variables in the Model

	RT	Seco	Ssosc	Scul	Senv	MWb	CWb	Ewb	H&SWb	QOL
R-Squared Coefficients		0.557	0.684	0.443	0.297	0.311	0.171	0.211	0.314	0.467
Composite reliability Coefficients	0.905	0.898	0.891	0.923	0.922	0.931	0.905	0.871	0.856	0.931
Cronbach alpha coefficients	0.885	0.861	0.856	0.895	0.886	0.912	0.860	0.820	0.801	0.886
Average variances extracted	0.444	0.598	0.541	0.705	0.748	0.663	0.705	0.535	0.466	0.819
<i>MWb- Material well-being, CWb – Community well-being, Ewb- Emotional Well-being, H&SWb- Health and Safety well-being</i>										

All the constructs considered for the study were found reliable since the indicators like composite reliability co-efficient, Cronbach alpha, and the average variance extracted (AVE) obtained after the estimation of the model were above the threshold limits.

Table 5.12 Factor loadings and P Values of Constructs

Indicators	Loading to Responsible Tourism	“P” Values
Employment opportunities	0.635	<0.001
Promotion of local art and souvenirs	0.633	<0.001
Promotion of CHT	0.619	<0.001
Environmental awareness	0.530	<0.001
Waste management	0.550	<0.001
Community engagement	0.749	<0.001
Local Enterprise Support	0.655	<0.001
Purchasing of local produces	0.713	<0.001
Skill development	0.709	<0.001
Training for engagement	0.684	<0.001
Public awareness	0.735	<0.001
Constructs and indicators		
Economic Sustainability	Loadings	“P” Values
Local Enterprises Growth	0.772	<0.001
Improvement of living standards	0.708	<0.001
Jobs and benefits	0.571	<0.001
Tangible Benefits	0.854	<0.001
Consistent and Reliable Income	0.856	<0.001
Tourism Integrated Economy	0.839	<0.001
Social Sustainability	Loadings	“P” Values
Benefits to backward people	0.784	<0.001
Social programmes and schemes	0.835	<0.001
Empowerment local communities	0.751	<0.001
Congestion	0.698	<0.001
Space for recreation	0.682	<0.001

Table 5.12: Factor Loadings and P Values of Constructs (Contd.)

Social Issues	0.612	<0.001
Infrastructure development	0.764	<0.001
Cultural Sustainability	Loadings	“P” Values
Management and conservation of Heritage sites	0.827	<0.001
Preservation of CHT	0.878	<0.001
Quality of landscapes and environment	0.856	<0.001
Development is appropriate to local conditions	0.796	<0.001
Preservation of Traditional rural landscapes	0.838	<0.001
Environmental Sustainability	Loadings	“P” Values
Environmental Protection	0.862	<0.001
Environmental Pollution	0.892	<0.001
Business Impact	0.920	<0.001
Disturbance and noise	0.779	<0.001
Constructs and indicators		
MATERIAL WELL-BEING		
Standard of Living	Loadings	“P” Values
Real Estate Taxes	0.580	<0.001
Cost of Living	0.841	<0.001
Basic Necessities	0.836	<0.001
Income and Employment	Loadings	“P” Values
Current Income	0.899	<0.001
Economic Security	0.891	<0.001
Family Income	0.876	<0.001
Fringe Benefits	0.730	<0.001
COMMUNITY WELL-BEING	Loadings	“P” Values
People who live in this community	0.849	<0.001
Service and facilities	0.876	<0.001
Community life	0.782	<0.001
Community environment (air, water, land)	0.849	<0.001
EMOTIONAL WELL-BEING		
Leisure Well-Being	Loadings	“P” Values
Leisure activity	0.807	<0.001
Spare time	0.842	<0.001

Table 5.12: Factor Loadings and P Values of Constructs (Contd.)

<i>Spiritual well-being</i>	Loadings	“P” Values
Community Culture	0.826	<0.001
Religious Services	0.574	<0.001
Preservation of Culture	0.714	<0.001
Spiritual Life	0.574	<0.001
Cultural exchange	0.826	<0.001
HEALTH AND SAFETY WELL-BEING		
Health Well-being	Loadings	“P” Values
Water quality	0.509	<0.001
Health	0.593	<0.001
Water purity	0.623	<0.001
Garbage	0.796	<0.001
Environmental Purity	0.834	<0.001
Safety well-being	Loadings	“P” Values
Safety and security	0.589	<0.001
Environmental cleanliness	0.765	<0.001
QOL IN GENERAL		
Life as a whole	Loadings	“P” Values
Way of spending life	0.957	<0.001
Overall feeling about life	0.956	<0.001
	0.793	<0.001

The table 5.12 reveals that all the items loaded significantly at 0.01 level to the corresponding variables with loading values above 0.6.

5.2.6.1. Discriminant Validity Test

The latent variable correlations in the model are considered as the determinant of the discriminant validity of constructs. If the square root of the average variance extracted to be higher than any of the correlations involving that latent variable (the values on the diagonal latent variable correlation table should be higher than any of the values above or below them, in the same column-table 5.13).

Table 5.13 Discriminant Validity Test

	RT	Seco	Ssosc	Scul	Senv	MWb	CWb	Ewb	H&SWb	QOL
RT	(0.867)	0.745	0.827	0.645	0.547	0.536	0.415	0.415	0.347	0.377
Seco	0.745	(0.773)	0.609	0.368	0.280	0.490	0.354	0.322	0.231	0.373
Ssoc	0.827	0.609	(0.835)	0.490	0.404	0.416	0.374	0.376	0.314	0.359
Scul	0.645	0.368	0.490	(0.839)	0.532	0.324	0.360	0.419	0.251	0.247
Senv	0.547	0.280	0.404	0.532	(0.865)	0.308	0.329	0.296	0.548	0.238
MWb	0.536	0.490	0.416	0.324	0.308	(0.815)	0.440	0.438	0.240	0.481
CWb	0.415	0.354	0.374	0.360	0.329	0.440	(0.840)	0.542	0.345	0.341
Ewb	0.415	0.322	0.376	0.419	0.296	0.438	0.542	(0.731)	0.263	0.276
H&SWb	0.347	0.231	0.314	0.251	0.548	0.240	0.345	0.263	(0.682)	0.326
QOL	0.377	0.373	0.359	0.247	0.238	0.481	0.341	0.276	0.326	(0.905)

RT – Responsible Tourism, Seco- Economic Sustainability, Ssocc- Social Sustainability, Senv- Environmental Sustainability, CWb – Community Well-being, MWb – Spiritual Well-being, Ewb- Emotional Well-being, H&SW – Health and Safety Well-being, QOL – Quality of Life

From the above observations, it was confirmed that the scale developed/adopted was having adequate psychometric soundness for measuring Responsible Tourism, Destination Sustainability and Quality of Life (QOL) perceived by the residents of tourism destinations in Kerala, India.

The Path coefficients (β) and corresponding p-values are obtained by running Warp PLS with a bootstrapping procedure. It is a method of re-sampling to generate more stable path coefficients with samples sizes more than 100 (Nevitt & Hancock 2001). A pre condition for accepting the estimated model for further interpretation was that the model should fit with the data. Also, the various validity and reliability criteria should be met. A model possessing required reliability and validity conclude that the levels of measurement errors in the data are relatively less and the results of analysis credibly tests the hypotheses proposed in the study.

5.2.6.2. Model Validation-Verifying the Model Fit

To assess the model fit, it is recommended that the p-values for both the average r-squared (ARS) and the average path coefficient (APC) be lower than .05. Also, it is suggested that the average variance inflation factor (AVIF) be lower than 5 (Ned Kock 2009). Here the value is 2.396. Table 5.14 provides the model fit indices with p values of the estimated model. It was found that, all the fit criteria were met and can reasonably assume that the model has acceptable predictive and explanatory quality as the data is well represented by the model. In order to check the convergent validity, loadings of each indicator of the construct and their p values were considered. It was found that all the loadings were above 0.5 and were significant at $p < 0.05$ and thus established convergent validity.

Table 5.14 *Model Fit Indices and P values of the Research Model*

Model fit Indices and P Values		
Average Path Coefficient (APC)	0.295	$P < 0.001$
Average R-Squared	0.388	$P < 0.001$
Average adjusted R-Squared (ARS)	0.38	$P < 0.001$
Average Block VIF (AVIF)	2.396	Good if ≤ 5

5.2.6.3. Analysis of Paths-Testing of Hypotheses

Analyses of the structural models were to test various hypotheses proposed for the study. It found that all the paths in the model except two were found significant (between Environmental sustainability and overall QOL and between emotional well-being and overall QOL). The abstract of hypothesis tested are provided in

table 5.15. The hypotheses were related to Responsible Tourism, Destination Sustainability (Economic, Social, Cultural and Environmental), and Quality of Life domains (Material Well-being, Community Well-being, Emotional Well-being, and Health and Safety Well-being). There were six propositions and associated hypothesis.

Table 5.15 Key Hypotheses Tested

No.	Hypotheses
1	Residents perception on Destination Sustainability dimensions is influenced by Responsible Tourism practices
2	Responsible Tourism has a significant relationship with Quality of Life (QOL) domains of local residents
3	Responsible Tourism has a significant impact on the life satisfaction of local residents
4	Residents perception on sustainability of tourism destination has significant relation with their QOL in community
5	Residents' perceptions of the sustainability of tourism destinations affect their QOL in the community.
6	Residents' satisfaction in particular life domains affects residents' life satisfaction in general.

Each hypothesis was tested through WARP PLS Structural Equation Modeling (SEM). Results of the hypotheses (path coefficient, P Value and Significance) are given in table 5.16.

Table 5.16: Results of Hypotheses Testing

No.	Hypotheses	Path Co-efficient (β)	P Value	Sig.
H1	Hypothesis 1: Responsible Tourism (RT) \rightarrow Destination Sustainability (DS)			
H1a	RT \rightarrow Economic Sustainability	0.75	<0.001	YES
H1b	RT \rightarrow Social Sustainability	0.83	<0.001	YES
H1c	RT \rightarrow Cultural Sustainability	0.67	<0.001	YES
H1d	RT \rightarrow Environmental Sustainability	0.55	<0.001	YES
H2	Hypothesis 2: Responsible Tourism (RT) Quality of Life (QOL) domains			
H2a	RT \rightarrow Material Well-Being	0.37	<0.001	YES
H2b	RT \rightarrow Community Well-Being	0.33	<0.001	YES
H2c	RT \rightarrow Emotional Well-Being	0.24	<0.001	YES
H2d	RT \rightarrow Health and Safety Well-Being	0.08	0.05	YES
H3	Hypothesis 3: Responsible Tourism Overall Quality of Life	0.17	<0.001	YES
H4	Hypothesis 4: Destination Sustainability QOL domains			
H4a	Economic Sustainability \rightarrow Material Well-Being	0.23	<0.001	YES
H4b	Social Sustainability \rightarrow Community Well-Being	0.10	<0.001	YES
H4c	Cultural Sustainability \rightarrow Emotional Well-Being	0.08	0.04	YES
H4d	Environmental Sustainability \rightarrow Health and Safety Well-Being	0.52	<0.001	YES
H5	Hypothesis 5: Destination Sustainability \rightarrow Overall QOL			
H5a	Economic Sustainability \rightarrow Overall QOL	0.14	<0.001	YES
H5b	Social Sustainability \rightarrow Overall QOL	0.16	<0.001	YES
H5c	Cultural Sustainability \rightarrow Overall QOL	0.08	<0.001	YES
H5d	Environmental Sustainability \rightarrow Overall QOL	0.05	0.12	NO
H6	Quality of Life (QOL) domains \rightarrow Overall QOL			
H6a	Material Well-Being \rightarrow Overall QOL	0.35	<0.001	YES
H6b	Community Well-Being \rightarrow Overall QOL	0.08	0.03	YES
H6c	Emotional Well-Being \rightarrow Overall QOL	0.03	0.23	NO
H6d	Health and Safety Well-Being \rightarrow Overall QOL	0.20	<0.001	YES

5.2.6.4. Observations

Hypothesis H2d: Responsible Tourism contributes to the health and safety well-being domain was accepted with significance level 0.05.

Hypothesis 4c: Association between cultural sustainability and emotional well-being found significant at 0.04 levels.

Hypothesis H5d: Relationship between environmental sustainability and overall QOL was not significant.

H6b: Relationship between community well-being and overall QOL found significant at 0.03

H6c: Relationship between emotional well-being and overall Quality of Life found not significant.

5.2.6.5. Group Comparison (ANOVA)

The study also considered analysis of variance among groups. Tables 5.17 to 5.21 are the results of comparison of variance between overall QOL and different categories. It was found that income has a significant relation with overall Quality of Life of individuals (table 5.17). Further, it reiterated that there is a significant relation between percentage of income from tourism and overall QOL (table 5.17).

<i>Table 5.17 Annual Income Vs Overall QOL</i>					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	49.338	12	4.111	3.576	.000
Within Groups	220.740	192	1.150		
Total	270.078	204			
<i>Table 5.18 Percentage of Income from Tourism Vs Overall QOL</i>					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	61.640	12	5.137	2.253	.010
Within Groups	677.137	297	2.280		
Total	738.777	309			

However, it was found that ‘**overall QOL of an individual**’ is not affected by the variables like number of persons in a house, number of employed persons in a house, years of residence (table 5.19, 5.20 and 5.21). The results hinted that it is not a mere income or job, but quality and content of job, and sustainable income are important to assure the Quality of Life of an individual.

<i>Table 5.19 No. of Employed Person Vs Overall Satisfaction</i>					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	30.581	12	2.548	1.196	.285
Within Groups	583.761	274	2.131		
Total	614.341	286			

Table 5. 20 *Number of Persons in Tourism Job Vs Overall Satisfaction*

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	36.004	12	3.000	1.566	.104
Within Groups	373.669	195	1.916		
Total	409.673	207			

Table 5.21 *Year of Residence Vs Overall Satisfaction*

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.290	12	.774	.932	.516
Within Groups	192.694	232	.831		
Total	201.984	244			

5.2.6.6. Test of Moderation

It was essential to consider a few more tests on the basis of the above results. In certain cases, some specific factors assumed to reduce or enhance relationship between independent and the dependent variables. More specifically, an interaction between a major independent variable and a factor that specifies the appropriate conditions for its operation, that is, the effect of the major independent variable depends upon the value of the moderator variable. According to Baron & Kenny (1986), moderator variable is “a qualitative or quantitative variable that affects the direction and/or strength of the relation between an independent or predictor variable and a dependent or criterion variable. Specifically within a correlation analysis framework, a moderator is a third variable that affects the zero-order correlation between two other variables (Baron and Kenny, 1986).

Moderator variables specify when certain effects will hold, mediators speak to how or why such effects occur. Additionally, moderator variable is one that influences the strength of a relationship between two other variables, and a mediator variable is one that explains the relationship between the two other variables.

5.2.6.6.1. Moderation effect of “Direct Income from Tourism” on the relationship between Responsible Tourism and Overall QOL

This test was being proposed in the backdrop of the positive relationship between the variables Responsible Tourism, material well-being and overall QOL and the results of ANOVA. As creation of sustainable livelihood is the prime objective of Responsible Tourism, the effect of ‘direct income from tourism’ on the relationship between Responsible Tourism and Overall QOL was to be tested. Response regarding percentage of direct income from tourism was divided into five categories; no direct income (1) below 25 % (2), 25-50 % (3), 50-75 % (4) and above 75 % (5). The moderation analysis was done using WARP PLS. Resulting diagram is given in fig 5.15. It shows that when direct income increases relationship between Responsible Tourism and overall QOL improve. The same revealed that creating opportunities of direct income can improve the Quality of Life of community in destinations.

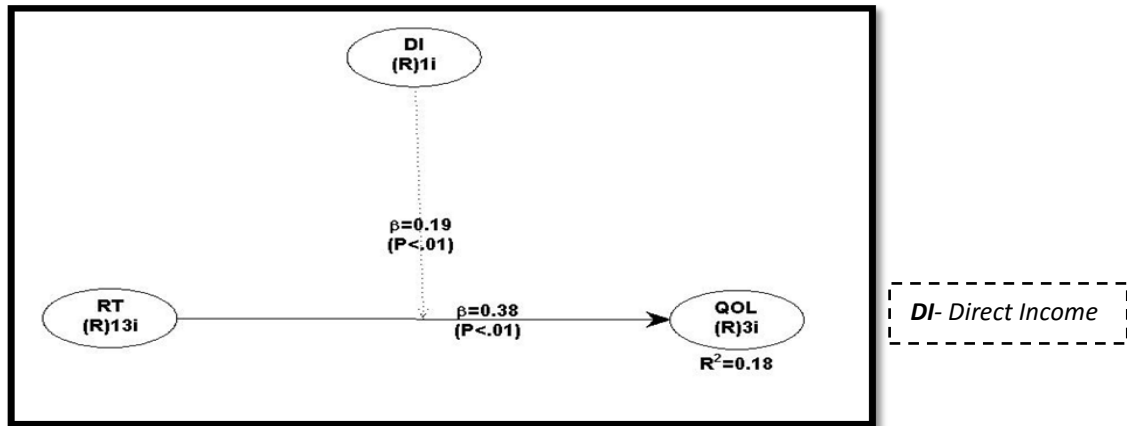
Fig.5.15 Moderating Role of Direct Income

Table 5.22 gives the effect of moderating variable and its significance level.

Table 5.22 Effect of Moderating Variable

* Indirect and total effects *				
Total effects	RT	QOL	DI	DI*RT
QOL	0.384			0.185
DI				
DI*RT				
P values (QOL Vs.)	<0.001			<0.001
Standard errors for total effects	0.049			0.049
Effect sizes for total effects	0.148			0.035

Moderating effect of “direct income from tourism” was significant at 0.001. It can be concluded that the variable “direct income from tourism” has moderating role in the relationship between Responsible Tourism and overall Quality of Life of local residents in the tourism destinations of Kerala. Hence the theoretical underpinnings of Responsible Tourism and estimated hypotheses proved right in this context.

5.2.6.7. Destination Sustainability Scores

Further, scores of triple bottom line areas/dimensions (economic, social, and environmental) of Destination Sustainability was calculated to understand the status of sustainability in three destinations. Aggregated scores were calculated using the given formula.

$$\text{Total Score} = \sum_{i=1}^4 \sum_{j=1}^{n_i} \sum_{k=1}^{n_{ij}} X_{i,j,k}$$

Here, ‘i’ indicates dimensions, ‘j’ indicates sub-dimensions and ‘k’ represents indicators/items. Shortly, the equation describes that total score is the sum scores of dimensions. As a dimension consists of various sub-dimensions, the total score of sub-dimensions is equal to the aggregate score of items/indicators. Total score was calculated out of hundred (table 5.23).

Table 5.23 Destination Sustainability Scores

Sl. No	Destination Sustainability Scores				
		Economic	Social	Environment	Overall Score
1	Kumarakom	68.07 (1)	62.27 (1)	65.23 (3)	62.98 (2)
2	Kovalam	62.01 (3)	54.76 (3)	52.7 (4)	49.47 (3)
3	Thekkady	63.08 (2)	61.18 (2)	67.58 (1)	63.86 (1)

*(Ranks are given in brackets.)

From the above scores, it can be inferred that Thekkady scores high among destination in sustainability. Whereas, Kumarakom ranks first in the social and economic components of Destination Sustainability.

PART 2

5.3. RESPONSIBLE BUSINESS

Responsible Business consisted of variables Governance and Management, Social Responsiveness, Product and Customer Focus, Environmental Performance, and Economic Responsibility. Details of the constructs and sub constructs (dimensions and sub-dimensions) are given below.

- **Governance and Management** (Transparency and Accountability, Responsible Management, Employee Welfare and, Human Resource Development)
- **Social Responsiveness** (Policy against Discrimination and Exploitation, Community Development, Stakeholder Engagement, and Promotion of Art and Culture)
- **Product and Customer Focus** (Customer Satisfaction, Responsible Marketing)
- **Environmental Performance** (Resource Conservation, and Waste Management)
- **Economic Responsibility** (Local Employment and Skill Development and Local Enterprise Development)

Procedure of the generation of items and assessment of validity were described in the methodology chapter. Since population of the study was too low, utmost care had been given in the stage of data collection to avoid errors.

5.3.4. Population Profile

Profile of the sample is shown in table 5.24.

Table 5.24 Population Profile (Hotels)

Hotel Classification	Resorts	5 Star Delx.	4 Star	3 Star	2 Star	Heritage
	24%	5%	15%	27%	20%	9%
Year of Existence	<5	5-10	10-20	20<		
	12%	45%	32%	11%		
Number of Employees	<10	10-20	20-30	30-50	50<	
	12%	35%	22%	25%	6%	
Number of Rooms	<10	10-20	20-30	30-50	50<	
	8%	23%	27%	31%	11%	
Ownership	Partnership	Single Owner	Govt	Pvt. Ltd.		
	32%	43%	6%	19%		

Classified hotels in the selected destination were the sample unit. It can be observed that 24% of the units were resorts and remaining were classified hotels. Majority of the establishments are running for more than 5 years.

5.3.5. Response Rate

Among the 108 hotels, 96 were accessible and responses from 74 hotels were received (77.8 %). Out of the responses, 69 were usable for the study (93.2 %).

Table 5.25: Response Rate

Sl. No	Particulars	Number	Percent
1	Total target population	108	100
2	Undeliverable	12	11.2
3	Total survey population (of 1)	96	88.9
4	Total survey population from above (3)	96	100
5	Total responses (from 4)	74	77.8
6	Unusable	5	1.25
7	Total usable responses	69	93.2

5.3.6. Responsible Business Scores

Further, scores of triple bottom line areas of Responsible Business were calculated to understand the status of organizations in three destinations. Aggregated scores were calculated using the given formula.

$$\text{Total Score} = \sum_{i=1}^4 \sum_{j=1}^{n_i} \sum_{k=1}^{n_{ij}} X_{i,j,k}$$

Here, 'i' indicates dimensions, 'j' indicates sub-dimensions and 'k' represents indicators/items. Shortly, the equation describes that total score is the sum of dimensions. Being a dimension consisting of various sub-dimensions, the total score of sub-dimensions is equal to the aggregate score of items. Total score was calculated out of hundred.

Table 5.26 Responsible Business Scores

Sl. No	Responsible Business Score				
		Economic	Social	Environment	Overall Score
1	Kumarakom	53.392 (2)	59.17 (3)	63.928 (2)	61.93 (2)
2	Kovalam	45.357 (3)	61.2 (2)	61.13 (3)	58.9367 (3)
3	Thekkady	54.642 (1)	68.541 (1)	71.785)	67.5962 (1)

*(Ranks are given in brackets.)

In connection to the study, a checklist (EPA, IIEEM, FICCI, and Kerala Tourism) was provided to the respondents to collect a few key aspects of Responsible Business. Initial analyses found that only 21 o% of the hotels adopted green purchase policy (procurement from local sources and purchasing of organic products). Very surprisingly, only 35% of the respondents reported that they have an own mechanism for treating solid waste, whereas only 54% of properties have waste water treatment plant (annexure 2A).

Major findings are shown in table 5.27.

Table 5.27 Responsible Business Practices

Energy Monitoring Practices	Overall (%)	Kumarakom (%)	Kovalam (%)	Thekkady (%)
Green Purchase Policy	33	62	23	33
Renewable Energy	45	45	37	54
Rain Water Harvesting	35	37	35	47
Percentage of local employees	58	62	43	68

When 33% of hotels use renewable energy, around 45% responded that they have facilities to harness rainwater. It is vital to note that only one hotel in Thekkady has the mechanism to tap solar energy for 90% of their requirements; remaining hotels have only solar water heater. It was also found that 58% of the employees are recruited from local people in Thekkady.

5.4. CONCLUSION

The chapter was designed to decipher that tools and methodologies adopted for the study is scientific. Validity and Reliability of the constructs have been verified through multiple tests. Further, the Structural Model was estimated using Warp PLS through Partial Least Square method. The chapter was divided into two sessions. When the first part discussed on validity and reliability the constructs Responsible Tourism (RT), Destination Sustainability (DS), and Quality of Life (QOL) its association, second part was dealt with the concept Responsible Business; its dimensions and formation the construct.

The data analysis part of the thesis had been strengthened through various methods and tools to reconfirm that findings and suggestions emerged from the study are realistic with sufficient scientific back-up. Next chapter is a detailed deliberations on the findings and subsequent suggestions and recommendations.



CHAPTER 6

FINDINGS AND RECOMMENDATIONS

Based on the study, it describes major findings and provides recommendations for policy makers, tourism practitioners, and authorities for attaining sustainable destination management



**RESPONSIBLE TOURISM AS A PRECURSOR TO DESTINATION
SUSTAINABILITY AND QUALITY OF LIFE
A STUDY AT TOURISM DESTINATIONS OF KERALA**

FINDINGS AND RECOMMENDATIONS

This chapter discusses the main findings of the study and gives conclusions based on the findings with empirical evidences from previous studies. Further, it presents the summary of the findings and its managerial and theoretical implications. As a subject relevant to policy makers and sustainability experts of tourism development, this chapter suggests applications of this study on the endeavors of sustainable destination management.

This study has developed a sustainable destination management model for tourism destinations in the context of improving the Quality of Life of the destination community. The proposed model shows the impact of Responsible Tourism on the sustainability of destination and the Quality of Life (QOL) as perceived by the local residents. QOL in this context is described as satisfaction with life in general, derived from the satisfaction with a particular life domain; viz. material well-being, community well-being, emotional well-being, and health and safety well-being. It also hypothesized mediating effects of sustainability of destinations as perceived by local communities on their QOL.

The study found that Responsible Tourism has a significant role in achieving sustainability of destinations and thereby improving the QOL of destination community. Also, the perception of community towards Destination Sustainability influenced their satisfaction of particular life domains which subsequently affected

their overall QOL. It was also found that emotional well-being and environmental sustainability had no impact on the overall QOL of destination community.

Additionally, the study dwelt upon the development of a tool to measure the Responsible Business practices of hospitality business organizations at tourism destinations.

6.1. RESPONSIBLE TOURISM PRACTICES

6.1.1. Responsible Tourism – a Sustainable Destination Management Strategy

The study hypothesized that Responsible Tourism contributes to Destination Sustainability (economic, social, cultural and environmental), Quality of Life (material well-being, community well-being, emotional well-being, and health and safety well-being) and the overall life satisfaction of destination communities. The first parts of hypotheses were on the impact of Responsible Tourism on Destination Sustainability dimensions and QOL domains of local residents. All the hypotheses related to Responsible Tourism were accepted at <0.001 and with high β values which proved the theoretical underpinnings of Responsible Tourism.

The above findings reinstated that Responsible Tourism programmes are to be designed and implemented by maintaining an equitable balance among the economic, social, cultural, and environmental objectives (Kerala Tourism, 2007 and Cape Town Declaration, 2008). This study found that among Responsible Tourism indicators, community engagement, employment opportunities, skill development

programmes, and public awareness on tourism initiatives were perceived as the most significant contributors by the community.

Considering the path coefficient, this study found that the contribution of Responsible Tourism is more towards social sustainability (0.83) followed by economic sustainability (0.75). When the contribution of Responsible Tourism towards material well-being and community well-being were seen very strong, the impact of Responsible Tourism on health and safety well-being was found not as strong as material well-being.

As economic sustainability is the prime objective of Responsible Tourism and the direct effects of Responsible Tourism on material well-being established in this study, a test of moderating effect of “direct income from tourism activities” seemed relevant. The analysis concluded that the overall QOL of residents who received direct income was high as it acted as a moderator between Responsible Tourism and material well-being. Hence, the creation of sustainable livelihood substantially contributes to the QOL of the destination community. It emphasized the need for designing better livelihood opportunities for destination communities to maintain sustainability.

6.2. DESTINATION SUSTAINABILITY PRACTICES

Economic and Social Sustainability: The study assumed that perception on Destination Sustainability can be improved through Responsible Tourism practices. Also, perceptions on Responsible Tourism practices and Destination Sustainability will contribute to the Quality of Life and overall life satisfaction of residents at the destination. There were eight hypotheses proposing the relationships pertaining to Destination Sustainability as perceived by the local residents of tourism destinations. All the hypotheses except one proved to be significant - there was no significant relationship between environmental sustainability and overall QOL. Whereas the relationship between cultural sustainability and emotional well-being was significant at 0.04 level.

The findings of various destinations are in tune with the study done by Sarada (2010) at Kumarakom where she sees advancement in the number of micro enterprises through Responsible Tourism activities. Apart from the institutionalized mechanism for income generation for local communities, various other micro enterprises like units for fish processing, chapatti-making, chicken-processing, tender coconut-processing, gift-making, pappad-making, handicrafts- manufacture, paint-processing, souvenir set-ups, plantain leaves supply, fish-farming, lotus cultivation and different cultural groups were contributing their share in creating a sustainable livelihood for the village community. She reported that all this progress happened in a small village which had earlier never enjoyed a single micro enterprise

Environmental Sustainability: According to Duffy and Chancellor, environmental sustainability is the best predictor of perceived QOL, and perceived social cost was found to be the next best predictor of perceived QOL. Similarly, a study in Hawaii (Assante) found a very strong relationship between residents' overall life satisfaction and their perceptions toward the environmental impacts of tourism.

However, this study found a relationship between environmental sustainability and health and safety well-being, but no relationship has been established between environmental sustainability and overall QOL. As environmental sustainability is a key to sustainable development, this finding is of importance.

People may perceive that threats to health and safety are not from environmental degradation and waste accumulation, and the possibility of perceiving environmental issues as a social menace rather than a personal issue cannot be summarily rejected.

A study by Sindhya (2012) on the extent of environmental awareness among rural people in coastal areas of Kerala concluded that peoples' participation is a stronger alternative than mere Governmental poverty alleviation and environmental preservation programmes. It not only empowers the beneficiary groups but also makes people (groups) responsive to the cost of preservation of the environment and entitles them to avail of the benefits emerging there from.

It has always been an issue of much debate and complaint that Keralites are more concerned about personal hygiene than environmental hygiene. The media as well as environmental activists have frequently reported the lackadaisical approach of the Kerala community towards waste management. They cite the example of dumping waste carelessly, which in a way reveals that people do not perceive environmental impact as a predictor of Quality of Life.

6.2.1. Destination Sustainability Measures

Table 6.1 is the average score of the responses of destinations based on the triple-bottom line concepts. As sustainability element comprises of economic, environmental, and socio- cultural dimensions, the following scores may provide a view of the sustainability status of destinations.

Table 6.1 Destination Sustainability Scores

Sl. No	Destination Sustainability Scores				
		Economic	Social	Environment	Overall Score
1	Kumarakom	68.07 (1)	62.27 (1)	65.23 (2)	62.98 (2)
2	Kovalam	62.01 (3)	54.76 (3)	52.7 (3)	49.47 (3)
3	Thekkady	63.08 (2)	61.18 (2)	67.58 (1)	63.86 (1)

**Ranks are in brackets*

Destination Sustainability scores calculated from the data show that Thekkady leads in the overall score. Kumarkom scored highest in economic and social sustainability, and Thekkady scored high in environmental sustainability. Both the destinations were acknowledged by various international and national organizations/agencies like United Nations, considering their commendable efforts in sustainable/Responsible Tourism practices.

It was a sad state of affairs at Kovalam which was ranked lowest in all the three categories. This may be due to the fact that Kovalam is in the late stage of tourism life cycle and no active measures are taken regarding sustainability of the destination. Butler reported that tourists lose interest in the destination due to lack of novelty and creativity; and begin to leave the area, in the stagnation stage. He also observed that both local community and tourists will get exhausted in this stage. The same has been revealed while conversing with local community members, tourists and business entities. Hence, it is inevitable to move for rejuvenation stage or end up with decline stage.

In order to get a clear picture on Destination Sustainability, analyses on a few more indicators are also to be discussed. The perception of local residents about tourism in three destinations is given in table 6.2.

Table 6.2 Indicator Ratings on Destination

Sl. No	Tourism Development	Percentage (%) of Response								
		Kovalam			Kumarakom			Thekkady		
		1	2	3	1	2	3	1	2	3
1	Financially Beneficial	46	18	36	48	6	36	63	5	32
2	Appropriate to the Local Conditions	36	17	47	55	5	40	62	8	30
3	Facilitates Social Development	22	43	35	58	8	36	49	7	44
4	Create Employment Opportunities	34	22	44	48	7	45	69	5	26
5	Develop Infrastructure and Basic Amenities	40	8	52	58	6	36	66	7	27
6	Good Relation with Industry	32	31	37	37	30	33	40	39	21
7	Creates Negative Environmental Impacts	39	18	42	53	8	39	25	13	62
8	Causes Cultural Degradation	24	32	44	21	19	60	32	15	53
1-Agree; 2-Neutral; and 3- Disagree										

It was found that when 58% and 49 % residents of Kumarakom and Thekkady respectively opined that tourism facilitated social development, in Kovalam, only 22% supported this statement and 43% of the respondents were neutral. Also, 52% perceived that tourism was not contributing to the development of the community infrastructure and basic amenities at Kovalam. Forty seven percent of the respondents in Kovalam felt that tourism was not appropriate to the local environment and 42% opined that tourism created negative effects. This calls for urgent attention and an immediate action plan at the destination-management endeavors at Kovalam.

A destination-wise analysis found that there is an appreciable progress in destinations despite several apprehensions. It is apparent that generally people have a positive attitude towards the economic dimensions of tourism. Very evidently, Thekkady and Kumarakom have a clear edge over all components. The flagship eco-tourism project which successfully ensures participation of tribal population in Thekkady and the pioneering Responsible Tourism initiatives in Kumarakom have certainly contributed to the sustainability of the destinations.

6.3. EFFECTS ON QUALITY OF LIFE (QOL)

QOL consisted of four dimensions or domains; material well-being, community well-being, emotional well-being, and health and safety well-being. It is an individual's feeling of satisfaction towards these domains. The model developed in this study established that satisfaction with life in general or overall life

satisfaction is derived from satisfaction with particular life domains - material well-being, community well-being, emotional well-being, and health and safety well-being. The model also illustrates that overall life satisfaction is derived from different destinations' sustainability dimension; viz. economic, social, cultural and environmental.

The last proposition was about the relationship between the well-being of life domains and overall QOL. Emotional well-being construct consisted of leisure well-being and spiritual well-being. All the assumptions except relationship between emotional well-being and overall QOL were accepted in this Kerala context study, though Cummins (1997); Kim (2002), and Orman et al; (1997) in their studies in other countries found significant relationship between emotional well-being and overall QOL which strongly affected residents' overall life satisfaction.

6.4. RESPONSIBLE BUSINESS PRACTICES

The industry is often being considered as a major stakeholder as well as a beneficiary of tourism initiatives. While business fetches revenue out of tourism activities, it also has the responsibility to maintain sustainability of the destinations by caring for the environment, the society, and the local economy. The prevailing issue of 'development at the cost of local community' should be solved by ensuring equitable distribution of income and resources. As part of competitiveness, a clean image and sustainability of the destination are crucial matters of concern for every stakeholder, but more responsibility weighs on the shoulders of industry partners.

Responsible Tourism provides special attention in reducing economic leakages and improving linkages by exploring new avenues for sustainable livelihood, thereby achieving an industry-community harmony. Also, the increased interest of policy makers on Public Private Participation (PPP), Participatory Planning Process, devolution of decision making; and community engagement in tourism can enhance the scope of industry resilience. It was in the wake of this scenario that the study on the role of business in destination-sustainability termed 'Responsible Business' came into the picture.

A key contribution towards this aspect was the development of a theoretical framework on the evolving concept of 'Responsible Business'. The development of indicator framework on Responsible Business involved a comprehensive procedure consisting of extensive literature survey, interviews with experts and empirical method to determine validity and reliability of the content. Initially, the process identified 163 items. It was then subsumed to 56 going by expert opinions and pilot study. This study conceptualized multidimensional construct consisting of five dimensions: Governance and Management, Social Responsiveness, Product and Customer Focus, Environmental Performance, Economic Responsibility and fifteen sub-dimensions to measuring different facets of Responsible Business.

Some of the Responsible Business practices found among the sample unit under study are illustrated below. Responsible Business practices can be ensured to a great extent by adopting best practices from the following measures.

6.4.1. Local Purchase

The study found that 33% of the hotels have a policy of local purchase or purchase from sustainable sources (green purchase policy). The local supply group named “Samrudhi” under the banner of Kerala Poverty Eradication Mission (KSPPEM), popularly known as “Kudumbasree” is vibrantly active in Kumarakom and Thekkady. In Kumarakom, around 45% of hotels purchase vegetables from the Samrudhi shop run by women’s groups. Additionally, the souvenir industry is flourishing with the support of the tourism industry. Though it is very heartening to see the presence of a decent percentage of local employees in hotels, managements generally have a sluggish response towards local recruitment as it invites local activism and trade union initiatives. Interviews with the managers of various hotels also brought out the same view.

6.4.2. Green Energy

When 45% of the hotels tap energy from renewable sources for the purpose of hot water, only one among the surveyed 54 hotels had a solar power unit for electricity generation.

6.4.3. Responsible Policy

The study also found that only 17% of the hotels have any kind of CSR policy initiatives. When 27% hotels in Thekkady promote community development projects, only 15 % in Kumarakom and below 10% in Kovalam have such projects. At the same time 50-60% of the hotels in Kumarakom and Thekkady give emphasis

on cultural promotion and souvenir development. It is vital to note that Responsible Tourism initiatives in Kumarakom were honored as best CSR initiatives in tourism (UN, 2014). Hotels are actively participating in Responsible Tourism by facilitating local procurement and recruitment and by promoting Self-Help Groups (SHGs). The Village Life Experience (VLE) package of Responsible Tourism is a model worth emulating where local tours are guided and managed by the village community. VLE takes guests to the hinterlands of villages and shows them the exquisite traditions and lifestyle of Kerala. All the members participating in this activity are benefited by the revenue-sharing mechanism.

6.4.4. Art and Culture

A few instances of how Responsible Business can contribute to the well-being of destination community can be demonstrated here. Mr. Muraleedharan, a poor carpenter in Kainakiry village of Kumarakom was burdened with debt and on the verge of committing suicide. The Responsible Tourism initiative identified his expertise in developing craft/souvenirs and provided professionalized expertise in this area. Further, they linked him to business partners. Currently, he earns an average of Rs. 30, 000/month by making beautiful models of village souvenirs and selling them to hotels.

Mr. Sebastian, a farm owner makes an average of Rs. 250/day as a partner of Village Life Experience (VLE) tours. Around 45 families in the destination get an average of Rs. 150/day through VLE. Mr. Bhagath, a local tour guide has an average daily income of Rs. 500 and Mrs. Suma, who is basically into farming, and who also

happens to be an expert oarswoman, gets an average of Rs. 200/day by taking tourists deep into the village in her own country boat.

The Suvarna Cultural group – the first RT professional cultural group of women and children in Kerala, trained by the RT cell, charges Rs. 4,000 to Rs. 7,000 for showcasing a recital of Shinkarimelam and Chendamelam (a kind of drumming), and different other local art forms. It is inspiring to note that the biggest contributors to these enterprises are RT partnering hotels at destinations.

6.4.5. Responsible Management

Business organizations perform fairly well in governance and management-dimension of Responsible Business. While 40% of hotels in Kumarakom are covered under the Responsible Tourism certification programme of Kerala Tourism, 32% of the hotels in Thekkady have adopted either the Central Government's or their own policy for responsible management practices. Regarding the question of the policy against discrimination, exploitation and child labour; though many of the hotels have responded positively, only very few hotels have a written policy on 'values and principles'.

6.4.6. Training and Development

Training and Development is another area of importance to be discussed. Among the surveyed hotels, only below 20% offer any kind of training or development programmes for employees. Though they conduct induction programmes, there was no continuous monitoring and assessment of training related- activities. A

manger in a reputed hotel at Thekkady commented that as the employee turnover is very high in the hospitality industry, providing professional training to employees is not economically feasible. Also, one senior manager at a hotel in Kovalam opined that business being seasonal; the possibility of training was impossible and would be economically unviable.

UNEP reported that one of the main reasons why the tourism sector failed to deliver quality employment is the significant seasonal nature of demand in many destinations. Supporting these arguments, reports of Hewitt (2008) on human resource skill in hospitality industry and a study on the skill shortage in hospitality industry by the National Skill Development Authority (NSDA, 2010) called for a rigorous training regimen in tourism hospitality industry.

6.4.7. Waste Management

Waste management is a critical concern of Responsible Business. It envisages a concept of ‘polluter pay principle’ and ‘the extender-producer responsibility’ in environmental management. The study found that all the major classified hotels have STP (Sewage Treatment Plant) and water recycling mechanism, as it’s a mandatory provision; but only 35% have their own mechanism for treating solid waste. More than 50% of the hotels agreed that they outsourced the responsibility of waste management to certain approved or unauthorized agencies, and aren’t aware of the mechanism they adopted for the disposal of waste. At the same time, local residents and tourists are vexed and troubled by the increased environmental

pollution and often complain of the laidback attitude of the Government and the industry.

Kumarakom sports the worst-case scenario in this regard. Residents are up against the uncontrolled rejection of waste matter into the water resources by houseboats, which in turn hastens pollution and exposes them to various health hazards. Some others believe that the unregulated use of pesticides in paddy lands and fields is the villain behind this disaster. A senior expert in the fisheries department of Kerala has also shed some light on the issue. He pointed out that fish catch was too low and several indigenous varieties of fish had disappeared from the water resources due to human interference. Though there were multiple reasons for the contamination of water, he reiterated that the prevalence of e-coli, coliform, microorganisms and the presence of certain hazardous chemicals in the backwaters would never free the industry from the hazards of pollution.

Certain community members sounded a note of caution on the repercussions of pouring out used oil into the water by houseboat operators. However, representatives of houseboat owners partially rejected these arguments and said they have well-maintained and managed STP units and have proper mechanisms to dispose of used oil and other waste. Responding to these apprehensions, a senior official of Kerala Tourism said that considering the carrying capacity of the backwaters, the Government had stopped giving license to new houseboats and utmost care is being taken to check the activities of houseboats.

6.5. RESPONSIBLE BUSINESS – A CASE STUDY

The case of CGH Earth Groups is worth emulating. ‘The ‘Coconut Lagoon’, a tourism resort of CGH at Kumarakom, has given eight out of 33 of its acres to rice cultivation, particularly the medicinal variety of rice, ‘njwara’. It’s a symbol of industry-community harmony. Apart from the community-led handbag making unit, Coconut Lagoon rears and raises Vechoor cows, the world’s smallest species and an indigenous variety, in a conscious bid at conserving the species. Weekly village cleaning programmes, solar boats, and bio mass digesters make the venture a unique one.

Spice Village, another property of CGH at Thekkady provides good lessons in sustainability. Almost all the energy needs of the resort are met by a 100KW solar plant. It has a vast area for organic farming where all waste materials are reused. The entire roof of the resort is made of elephant grass.

“The Spice Village understands the need for the coexistence of ecology which has come directly from the tribal people of the Cardamom Hills.

“The tribals’ lives too, are tied to ours. For them, Spice Village is not a hotel, but a source of employment, and a place where they can get better rates for their pepper harvest. They are also the mainstay of our organic garden, putting spanking-fresh produce on the table each day”; says the management.

6.6. DESTINATION SUSTAINABILITY AND RESPONSIBLE BUSINESS - A COMPARISON

Finally, a subtle task of comparing Destination Sustainability and Responsible Business has been made to test whether any relation exists or not. An obvious relationship between the overall scores of Destination Sustainability and Responsible Business was found. However, no such trend was noticed in dimension wise scores. Table 6.3 gives a comparison of the scores of Destination Sustainability and Responsible Business. A trend can be inferred that Destination Sustainability scores improve when Responsible Business scores increase.

Table 6.3 Destination and Business Sustainability Scores

Sl. No	Destination and Business Sustainability Scores				
		Economic	Social	Environment	Overall Score
1	Kumarakom	68.07 (1)* 53.392 (2)#	62.27 (1) 59.17 (3)	65.23 (2) 63.928 (2)	62.98 (2) 61.93 (2)
2	Kovalam	62.01 (3) 45.357 (3)	54.76 (3) 61.2 (2)	52.7 (3) 61.13 (3)	49.47 (3) 58.9367 (3)
3	Thekkady	63.08 (2) 54.642 (1)	61.18 (2) 68.541 (1)	67.58 (1) 71.785 (1)	63.86 (1) 67.5962(1)

**Destination Sustainability score; # Responsible Business scores of destinations, (figures in bracket indicate ranks)*

Responsible Business scores have been measured based on the average scores of surveyed hotels at destinations. It can be inferred that Responsible Business communities can bring positive changes to the destination.

6.7. RECOMMENDATIONS

The Quality of Life (QOL) of the destination community is an index of competitiveness and clean image of a destination. A welcoming host community

always enthralls visitors which in turn tempt guests to re-visit the destination. The logic of sustainable destination management lies in this principle. This is the reason why tourism planners, social scientists, policy makers, and industry partners are considering these aspects while designing plans and proposals. Tourism in destinations should be developed with a long-term perspective of sustainability and the lives of local people. Based on the findings and discussion of the study, the following recommendations are made under the heads: Economic, Environmental, Social, Cultural, and Commercial (Business).

6.7.1. Economic Policy Initiatives

It is noticed that economic interventions have a decisive role in the development of local communities at tourism destinations. Possibility of increasing the chances of community getting direct or indirect economic benefit from tourism has to be discussed collectively. Self-employment opportunities, micro enterprises and local hiring are of great significant in this environment. Same is evident from the finding that material well-being is the key predictor of overall QOL ($\beta=0.35$). Based on the indicators proposed in the study, contributors like skill development programmes and promotion of local produce are to be taken into the fore of the agenda of tourism. Considering the strong mediating role ($\beta =0.18$) of 'direct income from tourism' between RT and QOL, tourism projects should aim at ensuring direct benefit to the local populace. Taking this background into consideration, a few recommendations are made here.

6.7.1.1. *Creating Employment Opportunities*

Based on the findings of the study, priority shall be on designing sustainable livelihood opportunities for destination communities. Efforts to utilize available local skills can bring a positive change among community members. Utmost care is to be given on income generating projects rather than offering mere jobs. It is equally important to promote entrepreneurial ventures as a sustainable solution.

It is understood that creation of jobs alone will not meet the community expectations, but job opportunities which can ensure reasonable and consistent earning must be considered. Government shall create a skill/employment resource directory of destinations to foster the income generating opportunities of residents. The skill directory can be used by industry partners, tourists etc. thereby optimum utilization of resources and income of local community can be assured.

6.7.1.2. *Local Enterprises*

Being a state blessed with Self Help Groups (SHG) and micro enterprises, initiatives possibilities of Community Based Tourism (CBT) products and its potential to creating self-employment opportunities is of worth discussing. CBT products and enterprises at RT destinations are an emulating model to be adopted at other tourism destinations as well. Kumarakom is leading in this area which also produces substantial revenue to the local community. A brief status on the micro enterprises under the Responsible Tourism initiative of Kumarakom is shown in table 6.4.

Table 6. 4 Community Participation

Sl. No	Details of Participating units (direct beneficiaries)	No. of Units	Total Participants
1	Women Groups	64	845
2	Homestead	675	675
3	Farmers' Unit	14	600
4	Local Production Units	100	100
5	Village Life Experience Package	3	62
6	Voluntary Life Guards		35
	TOTAL		2317

(Source: RT Cell Kumarakom)

Being a sector cross linked to multiple sections of the economy and society, tourism opens an immense potential for similar ventures. Government shall incorporate provisions of providing seed money for start-ups, value addition of products/services, and marketing support for prospective small scale products/services.

6.7.1.3. Skill Development Endeavors

As quality of job is important, utmost priority has to be given to skill enhancement and talent promotion of individuals. Identification of suitable job roles, understanding industry demands, appraising of local skills etc. may throw light on the effective utilization of local human resources. Stress on setting up of technical and vocational schools in tourism destinations to improve standards and outreach of skill development programmes is essential. It is possible to develop tourism destinations as training hub of various service sectors. This shall be initiated after a comprehensive need/demand assessment of work force and job opportunities in and around tourism destinations.

6.7.1.4. Industry Participation

As the major beneficiary of tourism, the industry has a distinctive role to play in the development of destination community. It is essential to develop a conducive

environment for industry-community interaction. Promoting local procurement and developing an institutionalized mechanism for local sourcing must be developed at destinations. The case study of Samrudhi groups in Responsible Tourism destinations of Kerala is a meaningful example. It would be heartening, if a fair proportion of total travel expenditure was received locally. The same can be achieved by encouraging visitors to avail products and services from destinations as much as possible. Policy makers are urged to consider this aspect while framing policies and programmes.

6.7.1.5. *Community-Based Tourism Products (CBT)*

CBT is a form of tourism activity that lays emphasizes on local community involvement and a development approach in a way that a major proportion of the benefits remain within the community. Designing and developing creative tourism products and promoting innovation in this sector can produce a significant impact within the community.

The Village Life Experience tour package is an ideal mix of CBT. A resource mapping done by the Department of Tourism has identified myriad possibilities in destinations. For instance, in Kumarakom, CBT products like toddy tapping, vellaveesal (traditional fishing), coconut palm tree climbing, screw pine weaving, carpet weaving, country boat rides, toddy and tender coconuts, blackspot (fish) and tapioca dishes, and visits to heritage houses create diverse opportunities for local residents to cash in on. This resource mapping has identified 13 delicious

local cuisine and eleven sacred groves which provide diverse experiences to tourists.

Also, in Thekkady, the tribal hamlets of Mannan, Paliyan, and Uraly have immense tourism potential and resources. The tribal are adept at performing traditional art forms, preparing delicious dishes, providing indigenous treatment etc. The study conducted by the Responsible Tourism cell of Kerala Tourism identified 14 unique CBT products in Thekkady, whereas in Kovalam, 25 CBT products could be effectively utilized. The Government has to provide a well-designed resource directory to industry as well as stakeholders so that these tourism resources can be used as income generating models. Collective effort to brand and manage these resources in a sustainable way can bring positive changes in destination management. It is equally important to assure that traditions, heritage and culture are protected from commercial exploitations.

6.7.2. *Environment Management*

Environmental sustainability is the central pillar of sustainable development. The study found significant relationship between RT and environmental sustainability; and environmental sustainability and health and safety well-being. However, the hypothesized relationship between environmental sustainability and overall QOL was not significant. Though RT plays a crucial role in environmental sustainability, community members do not perceive that environmental sustainability affects their life satisfaction in general. This reflects the lack of environmental consciousness of people.

Here, the emphasis should be on sensitization programmes to raise environmental consciousness among people; as individuals consider personal hygiene as the best. Thus, personal hygiene and environmental hygiene are constantly at loggerheads. N.G.Os, civil society organizations and various organizations of similar interest ought to consider this. Also, among the indicators on environmental sustainability, the adverse impact of business on the environment was loaded high (0.92). It hints at the concern of local residents on the negative environmental impacts of tourism industry. The Government should take necessary steps to take stock of this situation and curb activities which deteriorate the environment. Environmental organizations and eco activists can also put in their best suggestions and efforts for this noble cause.

6.7.2.1. *Pollution Control*

A collective effort to check and control land, air, water, noise, and vision pollution is critical in places where water resources are more susceptible to pollution. Proper fencing of water resources wherever required, decentralized waste management, strict watch on environmental management, and creative awareness programmes are of great importance.

6.7.2.2. *Sustainable Agriculture Practices*

An enquiry into the ailments of the people in the backwaters region of Kumarkom hinted that unwise and rampant use of pesticides was the cause of chronic diseases among local residents. As it is a cause of concern and will ultimately hit the

tourism sector, suitable intervention in this matter is solicited. The promotion of sustainable agriculture practices and development of a green agriculture policy can bring changes to this sad state of affairs. Policy makers shall mull over the possibility of declaring tourism destinations as '*clean centres*' by developing a productive mechanism for encouraging environment friendly cultivation and homestead farming.

6.7.2.3. *Biodiversity Preservation*

There are incidents where mangroves and vegetation are being destroyed for the purpose of construction which in turn causes disequilibrium in the ecosystem. A blanket ban on the destruction of bio-diversity, especially mangroves and indigenous varieties, vegetative regeneration campaigns, strict implementation of environmental laws and norms is the need of the hour. Also, a mandatory provision of environmental impact assessment for all development projects may prevent illegal structures which create imbalance at destinations.

6.7.2.4. *Promotion of Environment Friendly Practices*

It is a proven fact that an appealing environment can influence people to re-visit such places. Efforts to develop tourism destinations as eco-conscious centers may bring positive results. The Zero Waste Kovalam run by 'Thanal' (an NGO) is an attempt to promote zero waste concepts at tourism destinations in Kerala. It is a model worth emulating as it promotes an economic and ecological way of handling waste. It is often projected as an approach that goes beyond the just segregate-

reuse-reduce-recycle. Proposals to tap renewable sources of energy and steps to harness solar power for all tourism related purposes, setting up bio/energy/renewable parks at destinations, installation of proper displays on environmental conservation, and distribution guidelines on environmental management will change the image of destinations. Though it will happen gradually, conscious endeavors to encourage visitors to consume environmental-friendly products and behave sensitively to the environment, are to be sought.

6.7.3. *Strategies for Social Resilience*

Among the social sustainability indicators of the construct, ‘Responsible Tourism’, initiatives like ‘social programmes/schemes’ and ‘opportunities for the backward’ scored very high, along with ‘community engagement’ and ‘employment opportunities for the backward’. Hence, emphasis should be on implementation of effective social programmes/schemes, empowerment of socially and economically backward communities and engagement of local residents in tourism related activities.

6.7.3.1. *Inclusive Actions*

It would be commendable, if employment practices that provide opportunities/provisions for socially and economically backward people are encouraged. The Government can support the development of enterprises by disadvantaged people. Such policy interventions can bring meaningful changes in society by bringing the backward to forefront. Tourism promotions should take into

consideration the combined needs of tourists and local residents. It is equally important to consider the requirement of differently abled people.

6.7.3.2. *Community Participation*

Participation of the local community is an integral component of Responsible Tourism. It would be ideal to set up an institutional mechanism for destination management; which should consist of local stakeholders. It has to be constituted in such a way that more prominence should be given to the views of the local populace. In order to facilitate this movement, community members shall be sensitized on how tourism influences local people along with providing guidelines for active engagement in tourism development. Government should devise a mechanism to ensure community participation in tourism development, especially in decision making and destination management.

6.7.3.3. *Leadership of Local Government*

The experience derived from Responsible Tourism initiatives of Kerala has invariably proved that ownership of local self-governments in tourism development is essential for sustainable tourism development. Destination management bodies are to be led by LSG. The Government must offer capacity building programmes for members of local governing bodies and people's representatives to improve their knowledge of tourism and its sustainability. Also, measures to ensure transparency and accountability of Government and industry may bring good tidings in tourism destination management. Involvement of LSG representatives in devising tourism policies and developmental plans are to be considered with immediate priority.

6.7.3.4. *Women's Participation*

As the participation of women has proved to be instrumental in the progressive development of tourism initiatives, projects aiming at leadership development and empowerment of women will be a welcome move. Women's enterprises and different cultural groups in RT destinations are contributing to the sustainable livelihood of village community. It's an inspiring move to replicate it, especially by involving the active services of Kudumbasree (under Kerala Poverty Eradication Mission). However, Kudumbasree still faces the lacunae of professional domain expertise. This mission requires elevation to new heights by enticing people from the educated class or by bringing the lower strata to a professionally equipped body to perform more serious role in the business development.

6.7.3.5. *Community Resilience*

Though social issues like drug trafficking, child labour and commercial sex trade are not addressed by the respondents in RT destinations of Kerala, vigilance is vital in monitoring these aspects. Careful management and scientific approach for infrastructure development is important in limiting the development within its carrying capacity. Also, social and environmental impact assessment studies and audits shall be considered for all projects. Since emotional well-being is not a predictor of overall QOL, instead of recreation opportunities, attention should be on the development of basic infrastructure facilities like roads, shopping options, health care, education, banking and other immediate facilities.

6.7.4. Policies for the Preservation of Art and Culture

The path co-efficient between Responsible Tourism and cultural sustainability is strongest among all linkages. Also, among the indicators of cultural sustainability, all the items are loaded very significantly with high relevance. In this context, the following suggestions are made.

6.7.4.1. Artisan/Artist Development Programmes

Kerala is blessed with natural and traditional rural attractions and rich resources. All efforts must be deployed to utilize and market rural products for the overall benefit of the local community. Preparing a depository of traditional lifestyles, heritage and art and culture can be used for developing community-based tourism products. Professional training shall be given to artisans and performers to brand their services and to equip them to meet various industry requirements.

6.7.4.2. Exclusive Souvenir Shops

Souvenirs are of great demand in the tourism industry. Designing and developing regional handicrafts as distinctive souvenirs of destinations may give a unique identity to these places. Developing region-wise handicraft making workshops and outlets will greatly help in this business.

6.7.4.3. Art and Cultural Theatres

Along with souvenir outlets, centers exhibiting indigenous art forms and traditional lifestyles may be an enriching experience to visitors. The

demonstration of a warm host culture and a live display of art forms will certainly instill pride among the local communities when they realize that their indigenous resources are augmenting the cultural sustainability of destinations. It is equally important to develop a local lifestyle as an attractive tourism product. The village life experience packages/tours designed by the RT wing of Kerala Tourism is a stellar example of this concept.

Additionally, the development of destination should be appropriate to the local conditions and environment. Creating platforms for tourists as well as local residents may foster cultural exchange. As traditional structures are distinct features of a destination, scientific management principles should be adopted for heritage conservation. It would be ideal to organize classes/lectures for the stakeholders on the sensitivity of local concerns in preventing indigenous culture from being degraded.

6.7.5. *Responsible Business Interventions*

Five areas under Responsible Business have been discussed earlier. In order to achieve sustainability of destination, a voluntary drive rather than compulsion in initiating affirmative action from the industry is what is needed. Even though multiple guidelines available for tourism destination management, a context/location specific Responsible Business policy that addresses the concerns of all stakeholders should be implemented in all business enterprises. Involvement of local communities in framing this policies shall be well-thought.

6.7.5.1. Local Sourcing

The study reveals that many of the resources for business requirements can be sourced from local premises even though it happens the other way. Human resource requirements including to the managerial level positions shall be filled from the local community members. However, it is observed that many industry players show negation to this idea apprehending that such a leniency would affect the smooth functioning of their organization, as local community members create undue pressures by way of trade union interference and local influences. It has to be addressed.

At the same time, it is felt that people show least interest in tourism jobs and do not have the necessary skill sets to fit into the job roles. It calls for imparting the necessary skill sets to the destination community and orienting them to adhere to the business policies.

6.7.5.2. Affirmative Actions

Beyond charity, business has the responsibility of uplifting its local populace. It is a stark fact that business partners are the major beneficiaries in a destination though all the benefits from tourism are to be shared among all the stakeholders, as the communities are forced to accommodate the pressure created by tourism.

In this scenario, business members are expected to take a lead role in community development activities like offering employment, providing space for local enterprise on their premises, giving/sponsoring facilities for training, skill

development programmes and recreation, promoting community based tourism products, fostering community involvement in tourism, building community infrastructure like basic amenities and launching philanthropist endeavors. As culture and art are important attractions of tourism, business enterprises can promote local artisans, performing artists and people with exposure to various skill fields. Organizations have the key responsibility of making stakeholders aware of facts like social, economic, environmental and cultural commitments. Such things can create waves of change in society and can bring about community-industry resilience. Government has to develop a separate policy/ranking for industry to assuring community development initiatives.

6.7.5.3. *Eco-Friendly Practices*

Business activities should not be at the cost of the local environment and the community. No action which spoils or disrupts local life, micro enterprises and income opportunities of local residents should be tolerated. Most importantly, utmost importance should be given to waste management. Proper working mechanisms are to be adopted to dispose of all kinds of waste matter within the compound, and that too in a particular place. Outsourcing of this responsibility must be checked by all other stakeholders and a consensus in this matter shall be evolved to keep the purity and quality of the destination environment.

6.7.5.4. *Legal Compliance*

Organizations must have the willingness to go beyond the borders of legal obligations. In order to improve its transparency and accountability, sustainability reports can be published for public reference. Organizations are to adhere to the

norms on human rights, welfare and other policies. Guidelines on responsible management and employment of people-friendly policies can develop positive precedents. In addition to all these, if the stakeholders were to follow voluntary guidelines on Responsible Business, it would be a move in a positive direction.

6.7.5.5. *Training Platform*

Instead of organization-wise training, a mandatory training programme should be designed by the industry players in participation with the Government to tackle the prevailing issues in training management.

6.7.6. *Pro Active Governance*

Local Self Government has a key role in the success of Responsible Tourism. Ownership of local Government to expedite RT process will bring positive tides in destinations. Building institutional mechanism, developing participatory approach for tourism development, organizing consultations, liaising with stakeholders, and active monitoring and interventions are the need of the hour. These will rid the industry of destination-related issues. The Government should strengthen the certification programmes or subsidy schemes for industry partners on the basis of Responsible Business or Responsible Tourism benchmarking criteria. This may encourage industry partners to walk an extra mile in the sustainable movement.

All the measures and recommendations given above can take tourism promotion to greater heights in a sustainability way.

6.8. SCOPE FOR FUTURE RESEARCH

Even though the concept of Responsible Tourism is a globally accepted strategy for sustainable destination management, only meager empirical evidences are available to showcase its impact in triple bottom-line spheres. This calls for a collective effort to assess the impact of Responsible Tourism in quantitative terms as well. Considering its significance and contemporary relevance, the study has considered the perceptions of local residents as the target population. However, it is essential to consider the views of diverse stakeholders on various dimensions in order to benchmark destinations on the basis of their responsibility towards triple bottom line areas. This would be an added advantage to clearly articulate the impacts of tourism. As studies on tourism are mostly destination specific, further improvisation of scales can be considered.

When Responsible Tourism emerges as a viable model for sustainable destination management, similar studies in various destinations can guide policy makers and tourism planners. In the destination marketing perspective, perceptions of visitors on Responsible Tourism aspects and subsequent effects on destination-clean image, visitor satisfaction, re-visit intention etc. can bring more clarity to destination branding strategies. Being an innovative marketing tool, compilation of innovative practices in Responsible Tourism sector will definitely help tourism practitioners and the industry.

Another important aspect of the study was the role of business enterprises in Responsible Tourism and sustainable management of destination. The influence of

Responsible Business practices of business units on local community/tourists and its far reaching effects on destinations will definitely pave way for setting a new paradigm in tourism development. The index developed for measuring Responsible Business practices has an immense scope for revalidation and testing in multiple locations which in turn can use for certification and ratings.

Further, specific impacts of Responsible Tourism on multiple stakeholders, especially women and local enterprises, and underprivileged, will be a worthy contribution to sustainable tourism studies. As the study has developed a constructive model for sustainable destination management, further validation and adoption of this framework in various other destinations can bring more clarity to literature and sustainable destination management models.

7. CONCLUSION

The present study was an attempt to provide a theoretical framework on sustainable destination management and to suggest a few steps in climbing the ladders of sustainability. It has also endeavored in identifying and listing the best Responsible Tourism practices in the industry and destinations. The study found a significant positive relationship among Responsible Tourism, Destination Sustainability and QOL of local residents. It was concluded that creation of sustainable livelihood opportunities and income-generating endeavors for local communities are the key predictors of QOL. An effort to measure Responsible Business has made a theoretical contribution to the indicator framework on Responsible Business. The study found that there is an apparent relationship between Responsible Business practices and Destination Sustainability.

As a responsible industry is a prerequisite of Destination Sustainability, Responsible Tourism activities should strive to maintain industry-community harmony by promoting sustainability principles. Based on the findings of the research, a few policy suggestions have been made which may be useful for policy makers, tourism professionals, social scientists, and tourism planners. While tourism destinations across the world strive to maintain balance between sustainability and development, the findings of the study may throw light on the endeavors of sustainable tourism development and destination management that in turn can improve image and competitiveness of tourism destinations.

8. BIBLIOGRAPHY

1. Aas, C., Ladkin, A., & Fletcher, J. (2005). Stakeholder collaborations and heritage management. *Annals of Tourism Research* , 32 (1), 28-48.
2. Abbott, W. F., & Monsen, R. J. (1979). On the Measurement of Corporate Social Responsibility: Self- Reported Disclosures as a Method of Measuring Corporate Social Involvement. *Academy of Management Journal* , 22 (3), 501-515.
3. ABTA. (2002). *Improving tour operator performance: The role of corporate social responsibility and reporting*. Giulia Carbone: ABTA (Association of British Travel Agents) and The TOI (Tour Operators' Initiative for Sustainable Development).
4. Adams, C., Frost, G., & Webber, W. (2004). Triple Bottom Line: A Review of the Literature. In A. In A. Henriques, & J. Richardson, *The Triple Bottom Line: Does it All Add Up* (pp. 17-25). London, UK, Earthscan.
5. ADB. (2003). *Unleashing Economic Growth; Region-Based Urban Development Strategy For Nepal*. Asian Development Bank (ADB).
6. Agarwal, S. (2006). Coastal Resort Restructuring and the TALC. In R. W. Butler (Ed.), *The Tourism Area Life Cycle: Conceptual and Theoretical Issues* (pp. 201-218). Clevedon, UK: Channel View Publications.
7. Agle, B., Mitchell, R., & Sonnenfeld, J. (1999). Who matters to CEOs? An investigation of stakeholder attributes and salience, corporate performance and CEO value. *Academy of Management Journal* , 42 (5), 507-525.
8. Aguilera, R. V., Rupp, D. E., Williams, C. A., & Ganapathi, J. (2007). Putting the S Back in Corporate Social Responsibility: A Multilevel Theory of Social Change in Organizations. *Academy of Management Review* , 32 (3), 836-863.
9. Ahmed, Z. U., & Krohn, F. B. (1992). International tourism, marketing and quality of life in the third world: India, a case in point. In J. Sirgy, M. H. Meadow, D. Rahtz, & A. C. Samli, *Development in Quality of Life Studies in marketing* (pp. 150-156). Blacksburg, Virginia: Academy of marketing Science.
10. Akama, J. The creation of the Maasai image and tourism development in Kenya. Cultural tourism in Africa: Strategies for the new millennium. *ATLAS Africa International Conference*, (pp. 43-54). Kenya: Mombasa.
11. Akama, S. (1999). The evolution of tourism in Kenya. *Journal of Sustainable Development* , 7 (1), 6-25.
12. Akpan, E. I., & Obang, C. E. (2012). Tourism: A Strategy for Sustainable Economic Development in Cross River State, Nigeria. *International Journal of Business and Social Science* , 3 (5), 124-129.

13. Allen, L. R., Hafer, H. R., Long, P. T., & Perdue, R. R. (1993). Rural residents' attitude toward recreation and tourism development. *Journal of Travel Research* , 27-33.
14. Allin, P., Bennett, J., & Newton, L. (2001). Defining and measuring sustainable tourism: Building the first set of UK indicators. (J. Lennon, Ed.) *Tourism Statistics: International Perspectives and Current Issues* , 163-174.
15. Alvares, D., & Lourenço, J. *Life Cycle Modelling For Tourism Areas*. Guimarães, Portugal: University of Minho.
16. AMA and HRI . (2005). *Business Ethics Survey*.
17. AMA. (2006). *The Ethical Enterprise*. American Management Association/Human Resource Institute.
18. An empirical assessment of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i. (n.d.).
19. Andereck, K. L. (1995). Linking tourism, the environment, and sustainability. In S. F. McCool, & A. E. Watson, *Environmental consequences of tourism: a review of recent researchenvironment, and sustainability*. Minneapolis: The national Recreation and Park Association.
20. Andereck, K., & Jurowski, C. Tourism and quality of life.Quality tourism experiences. In G. Jennings, & N. P. Nickerson. Oxford: Elsevier.
21. Andereck, K., Valentin, K., Vogt, C., & Knopf, R. (2007). A Cross-cultural Analysis of Tourism and Quality of Life Perceptions. *Journal of Sustainable Tourism* , 15 (5), 483-502.
22. Anderson, J. C., & Gerbing, D. W. (1988). Structural Equation Modeling in practice: A Review and Recommended two-step approach. *Psychological Bulletin* , 103 (3), 441-423.
23. Andrew, F. M., & Withey, S. B. (1976). Americans' Perception of Quality of Life. In *Social indicator of well-being*. New York: Plenum Press.
24. Andrews, F. M. (1974). Social indicators of perceived life quality. *Social Indicators Research* , 279-299.
25. Ap, J. (1992). Resident's Perceptions of Tourism Impacts. *Annals o f Tourism Research* , 665-690.
26. Ap, J., & Crompton, J. L. (1998). Developing and testing tourism impact scale. *Journal of Travel Research* , 37 (2), 120-130.
27. Ap, J., & Crompton, J. (1993). Residents' strategies for responding to tourism impacts. *Journal of Travel Research* , 31 (3), 47-50.
28. Aref, F. (2010). Residents' attitudes towards tourism impacts: A case study of Shiraz, Iran. *Tourism Analysis* , 15 (2), 253-261.

29. Aref, F. (2011). The Effects of Tourism on Quality of Life: A Case Study of Shiraz, Iran. *Life Science Journal* , 8 (1), 26-30.
30. Argarwal, S. (2002). Restructuring Seaside Tourism: The Resort Life-Cycle. *Annals of Tourism Research* , 29 (1), 25-35.
31. Argyle, & Michael. (1996). *The Social Psychology of Leisure*. London: Penguin.
32. Argyle, M., & Lu, L. (1990). Happiness and social skills. In *Personality and Individual differences* (pp. 1255-1261).
33. Ashley, C. (1995). *Tourism, communities, and the potential impacts on local incomes and conservation*. Windhoek, Namibia: Directorate of Environmental Affairs, Ministry of Environment and Tourism.
34. Ashley, C., Boyd, C., & Goodwin, H. (2000). Pro-poor Tourism: Putting poverty at the heart of the tourism agenda. *Natural Resource Perspectives* .
35. Ashley, C., Goodwin, H., McNab, D., Scott, M., & Chaves. (2006). *Pro-Poor Tourism Partnership and the Caribbean Tourism Organisation*. UK: UK Travel Foundation.
36. Aspinall, A. J. (2006). *Communities in Change: Social Sustainability and Tourism Development*. A thesis presented to the University of Waterloo: Waterloo, Ontario, Canada.
37. Assante, L. M., Wen, H. I., & Lottig, K. (n.d.). An empirical assessment of residents' attitudes for sustainable tourism development: a case study of O'ahu, Hawai'i. *Journal of Sustainability and Green Business* , 1-27.
38. Aupperle, K. E. (1984). An Empirical Measure of Corporate Social Orientation. In L. E. Preston, *Research in Corporate Social Performance and Policy* (pp. 27–54). JAI, Greenwich, CT.
39. Australian Government. (1997). *Coastal tourism—a manual for sustainable development*. Australian Government.
40. Avram, D. O., & Kühne, S. (2008). Implementing Responsible Business Behavior from a Strategic Management Perspective: Developing a Framework for Austrian SMEs. *Journal of Business Ethics* , 82 (2), 463-475.
41. Backman, K. F., & Backman, S. J. (1997). An examination of the impacts of tourism in a gateway community. In H. L. Meadow, *Development in Quality of Life Studies* (pp. 6-11). Blacksburg, Virginia: International Society for Quality of Life Studies.
42. Bacon, & Peter, R. (1987). Use of Wetlands for Tourism in the Insular Caribbean. *Annals of Tourism Research* , 14, 104-117.
43. Bah, A. (2008). Responsible Tourism Development; Lessons from Gambia. *The Second International Conference on Responsible Tourism in Destinations*. Kochi: Kerala Tourism.

44. Bajpai, G. N. (2001). *Corporate Social Responsibility in India and Europe: Cross Cultural Perspective*. Cited in (Richa Gautam and Anju Singh, Corporate Social Responsibility Practices in India: A Study of Top 500 Companies, Global Business and Management Research: An International Journal Vol. 2, No. 1, 2010).
45. Bansal, P., & Roth, K. (2000). Why Companies Go Green: A Model of Ecological Responsiveness. *Academy of Management Journal* , 43 (4), 717–736.
46. Barak, B., & Rahtz, D. R. (1990). Exploring additional dimensions of quality of life among middle-aged pre-boomers. In H. Lee Meadow, & M. J. Sirgy, *Quality-of-Life Studies in Marketing and Management* (pp. 239-255). Blacksburg: Center of Strategy and Marketing Studies, Virginia Tech.
47. Barnett, M. L., Fombrun, C. F., & Gradberg, N. A. *Opportunity Platforms and Safety Nets: Corporate Social Responsibility*.
48. Baros, Z., & David, L. D. (2007). Environmentalism and sustainable development from the point of view of tourism. *Tourismos: an international multidisciplinary journal of tourism* , 2 (2), 141-152.
49. Baucus, M. S., & Baucus, D. A. (1997). Paying the Piper: An Empirical Examination of Longer-Term Financial Consequences of Illegal Corporate Behavior. *Academy of Management Journal* , 40 (1), 129–151.
50. Baum, T. G. (1998). Tasking the exit route: Extending the tourism area life cycle model. *Current Issues in Tourism* , 1 (2), 167-175.
51. Belisle, F. J., & Hoy, D. R. (1980). The perceived impact of tourism by residents, a case studies in Santa Marta, Columbia. *Annals of Tourism Research* , 7 (2), 83-101.
52. Bessette, G. (2004). *Involving the community: A guide to participatory development communication*. Ottawa: International Development Research Centre.
53. Biderman, A. D. (1974). Social indicators. In L. C. Robert, & C. O. Jerry (Eds.), *Whence and Whither in Social Indicators and Marketing* (pp. 27-44). Chicago: American Marketing Association.
54. Bieger, T., Beritelli, P., & Laesser, C. (2011). Destinationstrukturen der. *St Gallen: University of St-Gallen* , 63-80.
55. Biran, A., Sit, J., Szivas, E. M., & Styliadis, D. (2014). Residents' support for tourism development: The role of residents'. *Tourism Management* , 260-274.
56. Blackstock, K. (2005). A Critical look at community based tourism. *Community Development Journal* , 40 (1), 39-50.
57. Bliss, J., Monk, K., & Ogborn, J. (1983). *Qualitative Data Analysis for Educational Research*. London: Croom Helm.
58. Blowfield, M., & Murray, A. (2005). *Corporate Responsibility: A Critical Introduction*. UK: St. Martin's Press, New York. Schouten G.

59. Boli, H. (2001). *Theory of Corporate Social Responsibility: Its evolutionary path and the road ahead.*
60. Bossel, H. (1999). *Indicators for Sustainable Development: Theory, Method, Applications.* A. A Report to the Balaton Group. Winnipeg, Canada.: International Institute for Sustainable Development.
61. Bourdieu, P. (1986). Forms of Capita. In J. Richardson, *Handbook of Theory and Research for the Sociology of Education* (pp. 241-258). New York: Greenwood Press.
62. Bragdon, J. H., & Marlin, J. A. (1972). Is Pollution Profitable? *Risk Management* , 19, 9-18.
63. Braunlich, C. G. (1996). Lessons from the Atlantic City Casino Experiment. *Journal of Travel Researc* , 34 (3), 46-62.
64. Breugel, v. L. (2013). *Community-based tourism: Local participation and perceived impacts; A comparative study between two communities in Thailand.* Master Thesis, Faculty of Social Sciences, Radboud University Nijmegen.
65. Bubloz, M., Eicher, J., Evers, J., & Sontag, M. (1980). A human ecological approach to quality of life: Conceptual framework and results of a preliminary study. *Social Indicator Research* , 103-16.
66. Buchy, M., & Race, D. (2001). The Twists and Turns of Community Participation in Natural Resource Management in Australia: What is missing? *Journal o f Environmental Planning and Management* , 44 (3), 293-308.
67. Buckley, R., Pickering, C., & Weaver, D. (2003). *Nature-based tourism, environment and land management.* Cambridge: CABI Publishing.
68. Budeanu, A. (2005). Budeanu, A. (2005). "Impacts and responsibilities for sustainable tourism: A tour operator's perspective. *Journal of Cleaner Production* , 13 (2), 89-97.
69. Budruk, M., & Phillips, R. (2011). *Quality-of-Life Community Indicators for Parks, Recreation and Tourism Management.* Dordrecht Heidelberg London New York: Springer.
70. Butler, & Richard. (1980). The Concept of a Tourist Area of Life Cycle of Evolution: Implications for Management of Resources. *Canadian Geographer* , 19 (1), 5-12.
71. Butler, R. (1999). Tourism - An Evolutionary Perspective. In J. Nelson, R. Butler, & G. Wall, *Monitoring, Planning, Managing and Decision Making: Tourism and Sustainable Development.* Waterloo, Ontario: Department of Geography University of Waterloo.
72. Butler, R. W. (1990). Alternative tourism: Pious hope or trojan horse? *Journal of Travel Research* , 28 (3).

Bibliography

73. Butler, R. W. (2006). The Concept of a Tourist Area Life Cycle of Evolution: Implications for Management of Resources. In *The Tourism Area Life Cycle: Applications and Modifications*. Clevedon: Channel View Publications.
74. Butler, R. W. (1980). The concept of tourist area cycle of evolution: Implications. *Canadian Geographer* , 5-12.
75. Butler, R. W. (2011). *Tourism Area Life Cycle*. Woodeaton: Goodfellow Publishers Ltd.
76. Buzinde, C. N., Jyotsna, M., & Kokel, M. (2014). Tourism and community well-being: The case of the Maasai in Tanzania. *Annals of Tourism Research* , 44, 20-35.
77. Campbell, A. (1981). *The sense of well-being in America*. New York: McGraw-Hill.
78. Campbell, A., Converse, P. E., & Rodgers, W. L. (1976). *The quality of American life. Russell*. New York: Sage Foundation.
79. Campbell, J. L. (2007). Why Would Corporations Behave in Socially Responsible Ways? An Institutional Theory of Corporate Social Responsibility. *Academy of Management Review* , 32 (2), 946–967.
80. Cape Town. (2009). *Responsible Tourism Policy For The City Of Cape Town*.
81. Carcolici, F., Cuffaro, M., & Nijkamp, P. *Sustainable Tourist Development in Italian Destinations*.
82. Carey, S., Gountas, Y., & Gilbert, D. (1997). Tour operators and destination sustainability. *Tourism Management* , 18 (7), 425-431.
83. Carmichael, B. A. (2006). Linking Quality Tourism Experiences, Residents Quality of Life, and Quality Experiences for Tourists. In G. Jennings, & N. P. Nickerson, *Quality Tourism Experiences*. New York: Elsevier Butterworth-Heinemann.
84. Caroline, A., Peter, D. B., Amy, L., & Hannah, W. (2007). *The role of tourism sector in expanding economic opportunity*. International Business Leaders Forum, Harvard University.
85. Carroll, A. B. (2000). A Commentary and an Overview of Key Questions on Corporate Social Performance Measurement. *Business & Society* , 39 (4), 466–478.
86. Carroll, A. B. (1979). A Three Dimensional Conceptual Model of Corporate Social Performance. *Academy of Management Review* , 4 (4), 497–505.
87. Carroll, A. B. (1999). Corporate Social Responsibility – Evolution of a Definitional Construct. *Business & Society* , 38 (3), 268–295.
88. Carroll, A. B. (1991). The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. *Business Horizons* , 34 (4), 39–48.

89. Carter, R., & Fabricius, M. (2007). *A Practical Guide to Tourism Destination Management*. Madrid, Spain: World Tourism Organization.
90. Carter, R., & Fabricius, M. (2006). *Destinationmanagement for tourism – Introduction to destination management*. Addis Ababa, Ethiopia.
91. Catalyst Consortium. (2002). *What is CSR? Q&A*. Catalyst Consortium.
92. Catry, B., & Chevalier, M. (1974). Market Share Strategy and the Product Life Cycle . *Journal of Marketing* , 29-34.
93. Cavus, S., & Tanrisevdi, A. (2003). Residents' attitudes toward tourism development: A case study in Kusadasi, Turkey. *Tourism Analysis* , 259-269.
94. Chandralal, K. P. (2010). Impacts of Tourism and Community Attitude towards Tourism: A Case Study in Sri Lanka. *South Asian Journal of Tourism and Heritage* , 3 (2), 41-49.
95. Chen, J., & Hsu, C. H. (2001). Developing and validating a riverboat gaming impact scale. *Annals of Tourism* , 28 (2), 459-476.
96. Chin, W. W., Marcolin, B. L., & Newsted, P. N. (2003). A partial least squares latent variable modeling approach for measuring interaction effects: Results from a monte carlo simulation study and an electronic-mail emotion/adoption study. *Information Systems Research* , 189-217.
97. Choi, H. C., & Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Tourism Management* , 1274-1289.
98. Choi, H. S., & Sirikaya, E. (2005). Measuring residents' attitudes toward sustainable tourism: Development of sustainable tourism attitude scale. *Journal of Travel Research* , 380-394.
99. Choi, H., & Sirakaya, E. (2005). Sustainable indicators for managing community tourism. *Tourism Management* .
100. Chou, C. P., & Bentler, P. M. (1995). Estimates and tests in structural equation modeling: Concepts, issues, and Applications. In R. H. Hoyle. Thousand Oaks: Sage Publications.
101. Chowa, Gina, Ansong, David, & Rainier, M. (2010). Assets and child well-being in developing countries: A research review. *Children and Youth Services Review, Elsevier* , 32 (11), 1508-1519.
102. Choy, D. J. (1992). Life Cycle Models for Pacific Island Destinations. *Journal of Travel Research* , 30 (3), 26-32.
103. Cicerchia, A. (1996). Indicators for the measurement of the quality of urban life: What is the appropriate territorial dimension? . *Social Indicators Research* , 321-358.

Bibliography

104. Cohen, E. (1979). A phenomenology of tourist experiences. *The Journal of the British Sociological Association* , 13 (2), 179–201.
105. Cohen, E. (1979). A Phenomenology of Tourist Experiences. *Sociology*.
106. Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of Tourism Research* , 18-35.
107. Cohen, E. (1978). The impact of tourism on the physical environment. *Annals of Tourism Research* , 5 (2), 215-37.
108. Collier, A. (1996). *Principles of tourism: A New Zealand perspective*. Auckland: Longman Paul.
109. Constanta, E. (2009). *The impact of tourism in enhancing the quality of life, Review of International Comparative Management*. 347-351.
110. Cooper, C. P. (1995). Strategic Planning for Sustainable Tourism: The Case of the Offshore Islands in the UK. *Journal of Sustainable Tourism* , 3 (4), 191-209.
111. Cooper, C. P., & Ozdil, I. (1992). From mass to 'responsible' tourism: The Turkish experience. *Tourism Management* , 13 (4), 377-386.
112. Cooper, C., De Lacy, T., Jago, L., Fredline, L., & Deery, M. (2006). *Host community perceptions of the impacts of events: a comparison of different event themes in urban and regional communities*. CRC for Sustainable Tourism Pty Ltd.
113. Cordero, J. C. (2008). Residents Perception of Tourism: A Critical Theoretical and Methodological Review. *Ciencia Ergo Sum* , 15 (1), 35-44.
114. Cracolici, F. M., & Cuffaro, M. (n.d.). Sustainable Tourist Development in Italian Destinations . 155-58.
115. Crotts, J. C., & Holland, S. M. (1993). Objective indicators of the impact of rural tourism development in the state of Florida. *Journal of Sustainable Tourism* , 1 (2), 112-120.
116. Cummins, McCabe, R. A., Romeo, Y., & Gullon. (1994). The comprehensive quality of life scale (ComQol): Instrument development and psychometric evaluation on college staff and students. *Educational and Psychological Measurement* , 372-382.
117. Cummins, R. A. (1996). Life for Handicapped People. In R. I. Brown (Ed.), *Assessing quality of life*. London: Chapman & Hall.
118. Cummins, R. A. (1996). The domains of life satisfaction: An attempt to order chaos. *Social Indicators Research* .
119. d'Angella, F. *Destination management and stakeholders' collaboration in urban destinations*. IULM University.

120. Davis, D., Allen, J., & Cosenza, R. M. (1988). Segmenting Local Residents by their Attitudes, Interests and Opinions Toward Tourism. *Journal of Travel Research* , 27 (2), 2-8.
121. Davis, K. (1973). The case for and against business assumption of social responsibilities. *Academy of Management Journal* , 16 (2), 312-322.
122. de Bussy, N. M., & Suprawan, L. *The Development of a Scale to Measure Corporate Social Responsibility Branding*.
123. De Kadt, E. (1979). *Tourism-Passport to Development*. New York: Oxford Press.
124. DEAT. (1996). *A White Paper on the Development and Promotion of Tourism* . South Africa: Department of Environment and Tourism.
125. DEAT. (2002). *National Responsible Tourism Development Guidelines for South Africa*. Department Of Environmental Affairs And Tourism (Deat), South Africa.
126. DEAT. (2012). *Responsible Tourism Guideliness*. Republic of South Africa: Department for Environmental Affairs and Tourism,.
127. DEH. Commonwealth Department of Environment and Heritage (DEH), Australia.
128. Delibasic, R., Karlsson, P., Lorusso, A., & Rodrigue. (2008). *Quality of life and tourism in Budecsko*.
129. Diamond. (1976). Tourism's Role in Economic Development: The Case Reexamined. *Economic Development and Cultural Change* , 25 (1), 539-553.
130. Diener, & Fujita, F. (1995). Resources, personal strivings and subjective well-being: A homothetic and idiographic approach. *Journal of Personality and Social Psychology* , 926-935.
131. Diener, E. D., & Suh, E. (1997). Measuring quality of life: economic, social, and subjective indicators. *Indicator Research* , 189-216.
132. Dodds, R., & Joppe, M. (2005). *CSR in the tourism industry? the status of and potential for certification, codes of conduct and guidelines, study prepared for the CSR practice*. Study prepared for the CSR Practice Foreign Investment Advisory Service Investment Climate Department .
133. Dogan, H. (1989). Forms of adjustment: Sociocultural impacts of tourism. *Annals of Tourism Research* , 16 (2), 216-236.
134. *Dow Jones Sustainability Asia Pacific Indexes Guide Book*. Dow Jones and SAM.
135. Dowling, R. (2003). Community Attitude: Tourism Development in Natural Environment. In S. Singh.
136. Doxey, G. V. (1975). A Causation theory of visitor related irritants: methods and research inferences. In the Impact of Tourism: Sixth Annual Conference

- Proceedings. (pp. 195-198). Salt Lake City: Travel and Tourism Research Association.
137. Doxey, G. V. (1975). *When enough's enough: The natives are restless in Old Niagara*, Heritage Canada (Vol. 2).
 138. Dredge, D. (2001). Local Government Tourism Planning and Policy-making in New South Wales: Institutional development and historical legacies. *Current Issues in Tourism* , 2-4.
 139. Dredge, D. (2008). *Managing Local Tourism*. Master Class: Eastern Metropolitan Regional Council Workshop Materials, Tweed Heads, Australia: Southern Cross University.
 140. Dredge, D. (2006). Policy networks and the local organisation of tourism. *Tourism Management* , 269-80.
 141. Dredge, D., Macbeth, J., Dean, C., Narelle, B., Jeremy, N., & Richards, F. (2006). *Achieving sustainable local tourism management; phase 1 - practitioners guide*. CRC for Sustainable Tourism Pty Ltd.
 142. Duc, T. B. (2009). *Tourism Industry Responses to the Rise of Sustainable Tourism and Related Environmental Policy Initiatives: The Case of Hue City, Vietnam*. Ph. D Thesis.
 143. Duffy, N. L., & Chancellor, C. H. *Impacts of tourism and perceived quality of life of residents in southeast Indiana*.
 144. Duncan, O. D. (1969). In *Toward social reporting: Next steps*. New York: Russel: Sage Foundation.
 145. Dunning, J. H. (2003). Making globalization good: the moral challenges of global capitalism. In J. H. Dunning, & J. H. Dunning (Ed.), *The moral imperative of global capitalism: an overview* (pp. 11-40). Oxford, Oxford: Oxford University Press.
 146. Eagles, P., McCool, S., & Haynes, C. (2002). *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*. Cambridge: IUCN Publications Unit.
 147. Easterlin, R. A. (1973). 'Does Money Buy Happiness?', 973), 3–10. *The Public Interest* , 3-10.
 148. Easterlin, R. A. (1974). Does Economic Growth Improve the Human Lot? Some Empirical Evidence Nations and Households in Economic Growth. In P. A. David, & M. W. Reder. New York: Academic Press.
 149. Eja, E. I., Judith, E., Ewa, E., & Ndomah. (2011). The Role of Private Sector Participation in Sustainable Tourism Development in Cross River State, Nigeria. *International Journal of Business and Social Science* , 2 (2), 153-160.

150. Elbe, J., Hallen, L., & Axelsson, B. (2009). The Destination Management Organization and the Integrative Destination Marketing Process. *International Journal of Tourism Research* , 283-296.
151. Eli, A. (2014). Hosting Events as a Tool for Restoring Destination Image. *International Journal of Event Management Research* , 8 (2), 61-76.
152. Ellison, C. (1983). Spiritual well being: Conceptualization and measurement. *Journal of Psychology and Theology* , 330-340.
153. Emerson, R. (1972). Psychological basis for social exchange. In Social Theory in Progress. In J. Berger, M. Zelditch, & B. Anderson, *Exchange Theory* (pp. Emerson, R. (1972). Exchange theory. Part 1:). New York: Houghton-Mifflin.
154. England, J. L., & Albrecht, S. L. (1984). Boomtowns and Social disruption. In *Rural Sociology* (pp. 230-246).
155. Fan, X., Thompson, B., & Wang, L. (1999). Effects of Sample Size, Estimation Methods, and Model Specification on Structural Equation Modeling Fit Indexes. In *Structural Equation Modeling* (Vol. 6, pp. 56-83).
156. Farrell, B. (1992). Tourism as an element in sustainable development. In M. Hana, V. L. Smith, & W. R. Eadington, *Tourism alternatives* (pp. 115-134). Philadelphia: University of Pennsylvania Press.
157. Farrell, B., & Runyan, D. (1991). Ecology and tourism. *Annals of Tourism Research* , 18 (1), 26-40.
158. Faulkner, B., & Tideswell, C. (1997). A framework for monitoring community impacts of Tourism. *Journal Of Sustainable Tourism* , 5 (1).
159. Feige, M. 1998. Turizam na početku novog tisućljeća. *Turizam* 48 (2): 109-112. Go, M.F., and Pine, R. 1995. *Globalization Strategy in the Hotel Industry*. London: Routledge.
160. Fernández, J. I. (2009). Measuring tourism Sustainability: Proposal for a Composite Index, , 2009, 15 (2), 277-296. *Tourism Economics* , 15 (2), 277-296.
161. Field, A. P. (2005). *Discovering Statistics using SPSS*. Thousand oaks, UK: Sage Publications.
162. Flanagan, J. C. (1978). A research approach to improving our quality of life. *American Psychologist* , 33, 138-147.
163. Florence, M. A. (2002). *Sustainability and Livelihood Issues of Vembanad Fisherfolk Communities*. Kochi: Doctor Thesis, Department of Applied Economics, Cochin University of Science and Technology.
164. Fodness, & Murray. (1999). A Model of Tourist Information Search Behaviour. *Journal of Travel Research* , 27, 220-230.

165. Fodness, D., & Murray, B. (1997). Tourist Information Search. *Annals of Tourism Research* , 24 (3), 503-523.
166. Folmer, H., & Gabel, H. L. (2000). Goals, principles and constraints in environmental policies. In T. Zylicz, *Principles of Environmental and Resource Economics. A Guide for Students and Decision-Makers*. Second Edition, Edward Elgar, Aldershot 2000, pp.204-228.
167. Fombrun, C. J. (1996). *Reputation, Realizing Value from the Corporate Image*. Boston, MA: Harvard Business School Press.
168. Fombrun, C., & Shanley, M. (1990). What is in a Name? Reputation Building and Corporate Strategy. *Academy of Management Journal* , 33 (2), 233–258.
169. Font, X. (2013). Sustainability labels as ecological modernization. The International Centre for Responsible Tourism.
170. Fornell, C., & Larcker, D. F. (1985). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research* , 39–50.
171. Forsyth, T. (1997). Environmental responsibility and business regulation: The case of sustainable tourism. *The Geographical Journal* , 163 (3), 270-281.
172. Forsyth, T. (1996). *Sustainable tourism: Moving from theory to practice*. Godalming, Surrey: WWF UK & Tourism Concern.
173. Forward, S. (2003). State of the art report on life quality assessment in the field of transport and mobility. Linköping : Swedish National Road and Transport Institute.
174. Franch, M., Martini, U., Buffa, F., & Parisi, G. (2004). 4L tourism (landscape tourists to improve the competitiveness of Alpine destinations in a sustainable tourists to improve the competitiveness of Alpine destinations in a sustainable. *Tourism Review* , 63, 4-14.
175. Fredrickson, Barbara, L., & Thomas, J. (2002). Positive Emotions Trigger Upward Spirals Toward Emotional Well-Being. *Psychological Science* , 13 (2).
176. Freeman, R. E. (1984). In *Strategic Management: A Stakeholder Approach* (p. 46). Pitman, Boston.
177. Frey, N., & George, R. (2010). Responsible tourism management: The missing link between business owners' attitudes and behaviour in the Cape Town tourism industry. *Tourism Management* , 31, 621-628.
178. Gadgil, M. (2013, December 4). Towards an economy of mutualism. *The Hindu Newspaper* , p. Opinion.
179. Garay, L., & Ca`noves, G. (2011). Life Cycles, Stages And Tourism History The Catalonia (Spain) Experience. *Annals of Tourism Research* , 38 (2), 651–671.

180. Gerlach, K., & Stephen, G. (1997). Unhappiness and unemployment in Germany: Are east and west different? In H. Lee Meadow, *Development in Quality-of-Life Studies in Marketing* (p. 33). Blacksburg, Virginia: International Society for Quality-of-Life Studies.
181. Giannarakis, G., Litinas, N., & Sariannidis, N. (2011). Evaluation of corporate social responsibility performance standards. *African Journal of Business Management*, 5 (17), 7367-7374.
182. Ginson, R. B. (2006). Beyond the pillars: sustainability assessment as a framework for effective integration of social, economic and ecological considerations in significant decision-making. 8 (3), 259–280.
183. Godfrey, K. (1998). Attitudes towards 'sustainable tourism' in the UK: A view from local government. *Tourism Management*, 19 (3), 213-224.
184. Godfrey, K., & Clarke, J. (2000). *The tourism development handbook: A practical approach to planning and marketing*. London: Continuum.
185. Gona, J., Hardy, M., & Saini, A. (2000). Developing an Ecorating Scheme for Kenya: Observations, Issues and Progress, . *A discussion paper for the workshop "Ecorating: Progressing the initiative"*. Nairobi, Kenya.
186. Gondos, B. (2014). Relationship Between Tourism And Quality Of Life - Researches At Lake Balaton. *Human Capital without borders: knowledge and learning for quality of life by management, knowledge and learning, slovania* (pp. 25-27). Edutus Colleges, Hungary.
187. Goodwin, H. (2006). *Community-based tourism failing to deliver?*. London: ID 21 Insight 62.: Department for International Development.
188. Goodwin, H. (2011). *Taking responsibility for tourism: responsible tourism management*. Oxford: Goodfellow Publishers Limited.
189. Goodwin, H., Spenceley, A., & Maynard, B. *Rural Livelihoods and the Tourism Industry; Development of Responsible Tourism Guidelines for South Africa*. U.K. Department of International Development (DFID) and the South African Department of Environmental Affairs and Tourism Affairs (DEAT).
190. Goodwin, H; & Rupesh, K. (2015), Economic Impacts of Responsible Tourism, www.ctmmu.org, accessed on 29th June 2015.
191. Gough, I. (2004). Human well-being and social structures. *Global social policy*, 4 (3), 289–311.
192. Greiner, R. (2010). Improving the Net Benefits from Tourism for People Living in Remote Northern Australia. *Sustainability*, 2, 2197-2218.
193. GRI. (2011). *Sustainability Reporting Guidelines*. Amsterdam: Global Reporting Initiative.
194. Grossmanx, L. (2004). Rating corporate social responsibility. 12 (4), 5-7.

195. (GSTC-D). (2013). *Global Sustainable Tourism Criteria for Destinations (GSTC-D)*. Global Sustainable Tourism Criteria for Destinations ver. 1.0 – 1 November 2013.
196. Gunn, C. A. (1994). *Tourism Planning*. New York: Taylor and Francis.
197. Gupta, A. D. (2007). Social responsibility in India towards global compact approach. *International Journal of Social Economics*, 34 (9), 637-663.
198. Gursoy, D., Jurowski, C., & Uysal, M. (2002). Resident attitudes: A structural modeling approach. *Annals of Tourism Research*, 29 (1), 79-105.
199. Guzmán, T. L., Cañizares, S. S., & Pavón, V. (2011). Community - Based Tourism In Developing Countries: A Case Study. *Tourismos*, 69-84.
200. Haggard, L. M., Granzin, K. L., & Painter, J. (1995). Quality-of life and the leisure-life experience: Development and test of a structural model. In L. M. Meadow, M. J. Sirgy, & D. R. Rahtz, *Developments in Quality-of-Life Studies in Marketing*, (p. 144). DeKalb, Illinois: Academy of Marketing Science and the International Society for Quality-of-Life Studies.
201. Hahn, T., & Scheermesser, M. (2006). Approaches to Corporate Sustainability Among German Companies. *Corporate Social Responsibility and Environmental Management*, 13 (3), 121–181.
202. Hair, J. F., Anderson, R. E., Tatham, R. L., & Black. (1998). *Multivariate data analysis*. 5th ed., Prentice-Hall Inc., Upper Saddle River.
203. Hair, J., Bush, R., & Oranitu, D. (2000). *Marketing Research: Within a Changing Information Environment*. New York: McGraw-Hill Companies, Inc.
204. Hall, C. M. (2000). In *Tourism planning: Policies, processes and relationships*. Harlow, Prentice Hall.
205. Hall, C. M., & Lew, A. A. (2009). *Understanding and Managing Tourism Impacts: An Integrated Approach*. Routledge.
206. Hall, C. (2011). Pro-poor tourism: Do tourism exchanges benefit primarily the countries of the south? *Current Issues in Tourism*, 10 (2), 111-118.
207. Hall, J., & Vredenburg, H. (2004). Sustainable development innovation and competitive advantage: implications for business, policy and management education. *Corporate Sustainability: Governance, Innovation Strategy, Development and Methods*, 129-140.
208. Hall, M. C., & Lew, A. A. (2009). *Understanding and managing tourism impacts: An integrated approach*. Routledge: New York.
209. Harvard University. (2010). Emotional Well Being & Mental Health. Harvard Health Publications, Harvard medical School. Harvard University.

210. Hanzae, H. K., & Rahpeima, A. (2013). Corporate Social Responsibility (CSR): A Scale Development Study in Iran. *Research Journal of Applied Sciences, Engineering and Technology* , 6 (9), 1513-1522.
211. Hardy, A. L., & Beeton, R. J. (2001). Sustainable tourism or maintainable tourism: Managing resources for more than average outcomes. *Journal of Sustainable Tourism* , 168-192.
212. Hardy, M., & Bryman, A. (2004). *Handbook of Data Analysis*. SAGE Publications.
213. Harrison, L. C., & Husbands, W. (1996). *Practicing responsible tourism: International case studies in tourism planning, policy and development*. New York: John Wiley and Sons, Inc.
214. Heal, L. W., & Sigelman, C. K. (1996). Methodological issues in quality of life measurement. In R. L. Schalock, & G. N. Siperstein, *Quality of life: Volume 1- conceptualization and measurement* (pp. 91-104). Washington DC: American Association on Mental Retardation.
215. Heemskerk, L. (2012). *How Responsible Is Responsible Business? An analysis of the drivers and effects of the responsible business practices of Dutch enterprises operational in Kenyan agribusiness*. University Utrecht, Geography Department: Master Thesis International Development Studies.
216. Hohnen, & Potts. (2007). *Corporate Social Responsibility, An Implementation Guide for Business*. International Institute for Sustainable Development.
217. Howse, C. (2008). Klein's Camp, A case study from CC Africa. *The Second International Conference on Responsible Tourism in Destinations*. Kochi: Kerala Tourism.
218. Hughes, R., Addington-Hall, J., Aspinall, & Dunckl, M. (2004). Developing Methods to Improve the Quality of Life. *Journal Of Interprofessional Care* , 200-201.
219. Hunter, C. (1995). On the need to reconceptualise sustainable tourism development. *Journal of Sustainable Tourism* , 3 (3), 155-165.
220. Hunter, C. (1997). Sustainable tourism as an adaptive paradigm. *Annals of Tourism Research* , 24 (4), 850-867.
221. Hurst, N. E. (2004). *Corporate Ethics, Governance and Social Responsibility: Comparing European Business Practices to those in the United States*. A Study Conducted for the Business and Organizational Ethics Partnership Markkula Center for Applied Ethics Santa Clara University.
222. Iain, C., & Sharma, A. (2008). Millennium development goals: What is tourism's place? The business and finance of tourism and recreation, 14(2), *Tourism economics* , 14 (2), 427-430.

223. Irina, Raluca, A., Chicidean, A., & Drgoi, C. M. (2007). Corporate Social Responsibility – Analysing Social and Financial Performance The Case of Romania. *European Research Studies* , 3-4.
224. Jamal, T., & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of Tourism Research*, 22(1),. *Annals of Tourism Research* , 22 (1), 186-204.
225. Jamali, D. (2008). A Stakeholder Approach to Corporate Social Responsibility: A Fresh Perspective into Theory and Practice. *Journal of Business Ethics* , 82, 213–231.
226. Jianlin, Y. (2007). *The Research of Sustainable Development on Tourism*. Hebei Normal University of Science and Technology, Qinhuangdao, China.
227. Joreskog, K., & Long, J. S. (1993.). In A. Kenneth, Bollen, & L. J. Scott, *Testing Structural Equation Models* (pp. 294-316). Newbury Park, CA: Sage.
228. Jung, E. K., & Lori, P.-G. (2011). Corporate Social Responsibility and Ethics in the Tourism Industry: Using a Survey of Managers. *The Business Review* , 18 (2).
229. Jurowski, C., & Gursoy, D. (2004). Distance Effects on Resident Attitudes Towards Tourism. *Annals of Tourism Research* , 31 (2), 396-312.
230. Jurowski, C., Uysal, C., & Williams, D. R. (1997). A theoretical analysis of host community resident reactions to tourism. *Journal of Tourism Research* , 36 (2), 3-11.
231. Kadt, D. E. (1979). *Tourism passport to development?: Perspectives on the social and cultural effects of tourism in developing countries*. New York/London: Oxford University Press.
232. Kahn, R. L., & Juster, F. T. (2002). Well-being: Concepts and measures. *Journal of Social Issues* , 58, 627–644.
233. Kahneman, Daniel, & Angus, D. (2010). *High income improves evaluation of life but not emotional well-being*.
234. Karplus, Y., & Kracover, S. (2005). Stochastic multivariable approach to modeling tourism area life cycles. *Tourism and Hospitality Research* , 5 (3), 235-253.
235. Kashyap, R., Mir, R., & Mir, A. (2003). Corporate Social Responsibility: A Call For Multidisciplinary Inquiry. *Journal of Business & Economics Research* , 2 (7), 51-58.
236. Kennedy, C. (2007). The great and the good. *Director* , 61 (3), 102-106.
237. Kennedy, I. (1992). *Endemic tourism: A profitable industry in a sustainable environment. Towards a vision for Australia and the region*. Sydney: Pacific Asia Travel Association.

238. Keogh, B. (1990). Public participation in community tourism planning. *Annals of Tourism Research* , 17 (12), 449-465.
239. Keogh, B. (1989). *Social Impacts. In outdoor recreation in Canada*. Wall. Toronto: Jogn Wiley & Sons.
240. Kerala Tourism. (2007). *Better Together; Workshop on Responsible Tourism*. Thiruvananthapuram: Department of Tourism, Governemnt of Kerala.
241. Kerala Tourism. (2008). *Community Feedback Survey at Tourism Destinations of Kerala*. Unpublished.
242. Kerala Tourism. (2007). *Guidelines for implementing Responsible Tourism*. Thiruvananthapuram: Department of Tourism, Governemnt of Kerala.
243. Kerala Tourism. (2012). *Kerala Tourism Policy*. Thiruvananthapuram: Department of Tourism, Government of Kerala.
244. Kerala Tourism. (2011-16). *Report on Tourism Statistics*. Thiruvananthapuram: Department of Tourism, Government of Kerala.
245. Kerala Tourism (2012). *Responsible Tourism Criteria (RTC)*. Thiruvananthapuram: Department of Tourism.
246. Kerstetter, D. L., & Bricker, K. S. (2012). Relationship between carrying capacity of small island tourism destinations and quality of life. In M. Uysal, R. R. Perdue, & M. J. Sirgy, *Handbook of tourism and quality of life research: Enhancing the lives of tourists and residents of host communities* (pp. Kerstetter, D. L., & Bricker, K. S. (2012).). New York: Springer.
247. Khalid, S. (2004). Development and Validation of the Index of Personal Growth (IPG) and the familial and Dispositional predictors of personal growth. *Ph.D. Thesis* .
248. Kim, K. (2002). The Effects o f Tourism Impacts on Quality o f Life o f the Residents in the Community. PhD Thesis. Virginia Polytechnic Institute and State University: Department of Hospitality and Tourism Management.
249. Kim, K., Uysal b, M., & Joseph Sir, S. M. (2013). How does tourism in a community impact the quality of life of community residents? *Tourism Management* , 527-540.
250. Kınacı, B., Pehlivan, N. A., & Seyhan, G. (2011). Community Decisionmaking Participation In Development. *Annals of Tourism Research* , 33 (1), 132-143.
251. King, B., Pizam, A., & Milman, A. (1993). Social impacts of tourism: Host Perceptions. *Annals of Tourism Research* , 650-665.
252. Klimek, K. (2013). *Destination Management Organisations and Their Shift To Sustainable Tourism Development*. Leiria: University of Applied Sciences of Western Switzerland, Polytechnic Institute of Leiria.

253. Knowles, T., & Curtis, S. (1999). The Market Viability of European Mass Tourism Destinations. A Post-Stagnation Life-Cycle Analysis. *International Journal of Tourism Research* , 1 (2), 87-96.
254. Knox, S., Maklan, S. S., & French, P. (2005). Corporate Social Responsibility: Exploring Stakeholder Relationships and Programme Reporting Across Leading FTSE Companies. *Journal of Business Ethics* , 16 (1), 7–28.
255. Ko, D. W., & Stewart, W. (2002). A structural equation model of residents' attitudes for tourism development. *Tourism Management*, 23, 521-530. , 23, 521-530.
256. Koenen, J., Chon, J. K., & Chistianson, D. (1995). Effects of tourism growth on air quality: The case of LasVegas. In H. Lee. In M. Meadow, D. R. Rahtz, & J. Sirgy, *Developments in quality-of-life study in marketing* (Vol. 5, pp. 158-159).
257. Kreag, G. (2001). *The Impacts of Tourism*. Minnesota Sea Grant: The University of Minnesota.
258. Krippendorff, J. (1987). *The holiday makers: Understanding the impact of leisure and travel*. Heinemann: Oxford, England.
259. Krippendorff, J. (1982). Toward new tourism policy, the importance of environmental and socio-cultural factors. *Tourism Management* , 135-148.
260. Krupinski, J. (1980). Health and quality of life. *Social Science and Medicine* , 203-211.
261. Kusemererwa, C. (2010). *Organisation Social Capital, Corporate Social Responsibility And Financial Performance Of Commercial Banks*. 2010: A Dissertation Submitted To The Makerere University.
262. Lagiewski, R. (2006). Aspects of Tourism: The Tourism Area Life Cycle, Applications and Modifications . In R. Butler, *The Application of the Talc model: a literature survey*. (pp. 27-50). Great Britain: Cromwell Press.
263. Lankford, G. (1992). Attitudes and perceptions toward tourism and rural regional development. *Journal of Travel Research* , 34-43.
264. Lea, J. (1988). *Tourism and development in the third world*. London: Routledge.
265. Leiper, N. (1995). *Tourism management*. Melbourne: RMIT Press.
266. Liane, F., Roman, G., & Sergio, M. (2008). *Sustainable Tourism Destinations: A Pathway for Tour Operators*. Karlskrona, Sweden: Blekinge Institute of Technology.
267. Lindberg, K., & Johnson, R. (1997). Modeling Resident Attitudes Toward Tourism. *Annals of Tourism Research* , 24 (2), 402-424.

268. Lindberg, K., Andersson, T., & Dellaert, B. (2001). Tourism Development: Assessing Social Gains and Losses. *Annals of Tourism Research* , 28 (4), 1010-1030.
269. Liu, J. C., & Var, T. (1986). Resident attitudes toward tourism impacts in Hawaii. *Annals of Tourism research* , 193-214.
270. Liu, J. C., Sheldon, P. J., & Var, T. (1987). Resident perception of the environmental impacts of tourism. *Annals of Tourism Research* , 14, 17-37.
271. Liu, J., & Var, T. (1982). Differential Multipliers for the Accommodation Sector. *International Journal of Tourism Management* , 3 (3), 177-187.
272. Lloyd, K. M., & Auld, C. J. (2002). The role of leisure in determining quality of life: Issues of content and measurement. *Social Indicators Research* , 43-71 .
273. Long, P. T., Perdue, R., & Allen, L. (1990). Rural resident tourism perceptions and attitudes by community level of tourism. *Journal of Travel Research* , 3-9.
274. Lundberg, D. E. (1990). *The tourist business*. New York: Van Nostrand-Reinhold.
275. Macbeth, J., Burns, G. L., Chandler, L., & Revitt, M. (2002). Community as tourism object: associated disciplinary understandings. *CAUTHE conference*.
276. Maddox, G. L., & Douglass, E. B. (1978). Self-assessment of health: A longitudinal study of elderly subjects. *Journal of Health and Social Behavior* , 87-92.
277. Madrigal, R. (1993). A tale of tourism in two cities,. *Annals of Tourism Research* , 336-353.
278. Maelge, C. (2008). Sri Lanka's Responsible Tourism Story and Achievements. *The Second International Conference on Responsible Tourism in Destinations*. Kochi: Kerala Tourism.
279. Maignan, I., & Ferrell, O. C. (2004). Corporate Social Responsibility and Marketing: An Integrative Framework. *Journal of the Academy of Marketing Science* . , 32 (1), 3-19.
280. Malloy, D. C., & Fennell, D. A. (1998). Ecotourism and Ethics: Moral Development and Organizational Cultures. *Journal of Travel Research* , 47-56.
281. Manning, E. W., & Dougherty, T. D. (1994). Carrying Capacity for Tourism in Sensitive Ecosystems. *Paper Presented at Second Global Conference: Building a Sustainable World Through Tourism*, (pp. 12-15). Montreal, Quebec .
282. Manyara, G., & Jones, E. (2009). Community based tourism enterprises development in Kenya: An exploration of their potential as avenues of poverty reduction. *Journals of Sustainable Tourism* , 16 (6), 628-644.
283. Maria, I. C. (2013). *Implications of the Social Tourism on Quality of Life*. Accessed 12/09/2013.

284. Martin, B. S., & Uysal, M. (1990). An examination of the relationship between carrying capacity and the tourism lifecycles: Management and policy implications. *Journal of Environmental Management* , 327-333.
285. Martínez, P., Pérez, A., & Bosque, R. d. (2013). Measuring Corporate Social Responsibility In Tourism: Development and Validation of an Efficient Measurement Scale in The Hospitality Industry. *Journal of Travel & Tourism Marketing* , 365–385.
286. Massam, H. B. (2002). Quality of Life: Public Planning and Private Living. *Progress in Planning* , 58, 141-227.
287. Mathieson, A., & Wall, G. (1982). *Tourism, economic, physical and social impacts*. London: Longman.
288. MCA. (2011). *The National Voluntary Guidelines on Socio-Economic and Environmental Responsibilities of Business*. New Delhi: Ministry of Corporate Affairs, Government of India.
289. McCabe, S., & Johnson, S. (2013). The Happiness Factor In Tourism: Subjective Well-Being And Social Tourism. *Annals of Tourism Research* , 41, 42–65.
290. McGehee, N., & Andereck, K. (2004). Factors Predicting Rural Residents' Support of Tourism,. *Journal of Travel Research* , 43, 131-140.
291. McIntosh, R. W., Goeldner, C. R., & Ritchie, J. R. (1995). *Tourism, Principles, Practices, Philosophies*. New York: John Wiley & Sons, Inc.
292. McKean, P. F. (1976). From purity to population? A symbolic form in transition: the Balinese Ketjak. In Becker, & A. Yengoyen, *The World Imagination of Reality: Symbol System in Southeast Asia* (pp. 293-302). Tucson: University Arizona.
293. Mezei, A. K. (2011). Tourist Destination Management. *Revista de Turism* , 8, 52-58.
294. Michot, T. (2010). Pro-Poor Tourism in Kumarakom, Kerala, South India: Policy Implementation and Impacts. *Journal of Alternative Perspectives in the Social Sciences* .
295. Middleton, V. T., & Hawkins, R. (1998). *Sustainable tourism: A marketing perspective*. Oxford: Butterworth-Heinemann.
296. Mihajlović and Krželj (2014). The impact of globalization on the development of tourism within social and economic changes, European Scientific Journal August 2014 /SPECIAL/ edition ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431
297. Miller, G. (2001). The development of indicators for sustainable tourism: Results of a Delphi survey of tourism researchers. *Tourism Management* , 22 (4), 351–362.
298. Miller, G., & Twining-Ward, L. (2005). Delphi survey of tourism researchers. Tourism Management. In *Monitoring for a Sustainable Tourism Transition: The*

- Challenge of Developing and Using Indicators*. (Vol. 4, pp. 351–362). Wallingford, UK: CABI Publishing.
299. Mitchell, J., & Muckosy, P. (2008). *A misguided quest: Community-based tourism in Latin America*. London: Overseas Development Institute.
 300. Mitchell, R. K., Agle, B. R., & Wood, D. J. (1997). Towards a Theory of Stakeholder Identification and Salience: Defining the Principle of Who and What Really Counts. *Academy of Management Review*, 22 (4), 853-856.
 301. Mowforth, M., & Munt, I. (1998). *Tourism and sustainability: New tourism in the Third World*. London: Routledge.
 302. Murphy, P. E. (1983). Community attitudes to tourism: A comparative analysis. *International Journal of Tourism Management*, 3 (2), 189–95.
 303. Murphy, P. E. (1993). Perceptions and attitudes of decision-making groups in tourism centers. *Journal of Travel Research*, 8-12.
 304. Murphy, P. E. (1985). *Tourism: A Community Approach*. New York and London: Methuen.
 305. Murthy, N. (2008), *A better India a better world*
 306. Myers, M. D. (2009). *Qualitative Research in Business and Management*. London: Sage Publications, .
 307. Neal, J., Sirgy, M., & Uysal, M. (1997). Satisfaction with various aspects of travel, tourism, leisure and life: difference between allocentrics and Psychocentrics. In L. H. Meadow, *Development in Quality-of-Life Studies in Marketing*. Blacksburg, Virginia: International Society for Quality-of-Life Studies.
 308. Ned Kock, 2017, Warp PLS, <http://warppls.blogspot.in/> (Accessed on 12th March 2016)
 309. Nelson, P. J. (2007). Human rights, the millennium development goals and the future of development cooperation. *World Development*, 35 (12), 2041–2055.
 310. Nepal, S. K. (2008). Residents attitudes to tourism in central British Columbia, Canada. *Tourism Geographies*, 10 (1), 42-65.
 311. Newstrom, John, W., & Ruch, A. W. (1975). 'The Ethics of Management and the Management of Ethics. *MSU, Business Topics (Winter)*, 23-97.
 312. Norman, W. C., Harwell, R., & Allen, L. R. (1997). The role of recreation on the quality of life of residents in rural communities in South Carolina. In H. Lee Meadow, *Development in Quality-of-Life Studies in Marketing* (p. 65). Blacksburg, Virginia: International Society for Quality-of-Life Studies.
 313. Norusis, M. (1990). *SPSS Introductory Statistics Student Guide*. Chicago: Illinois.

Bibliography

314. Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory*. New York: McGrawHill.
315. O'Brien, D. J., & Lange, J. K. (1986). Racial composition and neighborhood evaluation. *Journal of Urban Affairs* , 8 (1), 43-62.
316. OECD. (2013). *OECD Framework for Statistics on the Distribution of Household Income, Consumption and Wealth*.
317. OECD. (2008). *OECD Guidelines for Multinational Enterprises*. PARIS: OECD.
318. OECD. (2011). *OECD Well-Being Indicators*.
319. Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of Sustainable Tourism* , 16 (5), 511-529.
320. Okun, M. A., Stock, W. A., Haring, M. J., & Witter. (1984). Health and subjective well-being: A meta-analysis. *Journal of Aging and Human Development* , 111-132.
321. Orlitzky, M., Frank, L., Schmidt, & Sara, L. R. (2003). *Corporate Social and Financial Performance: A Meta-analysis*. London: SAGE Publications.
322. Paloutzian, R. F. (1997). *Religious and spiritual factors in individual and societal wellbeing, in Spiritual Well Being, Loneliness, and Perceived Quality of Life*. New York: American Psychological Association.
323. Parke, R., & Sheldon, E. B. (1974). Social indicator one year later: An overview. In *Social Indicators and Marketing* (pp. 9-26). Virginia: International Society for Quality-of-Life Studies: Blacksburg.
324. Paul, V. M. (2014). *Responsible Business - Problems and Prospects*. Kochi: Green Life India Network.
325. Paul, V. M., & Manesh, N. A. (2014). Outcomes of Responsible Tourism (RT) as Antecedents for The Sustainable Commitment for Cultural Preservation – A Proposal. *GLOBAL JOURNAL FOR RESEARCH ANALYSIS* , 3 (10), 76-78.
326. Paul, V. M., & Manesh, N. A. (2014). Telecommuting: A Responsible Business Approach of Business Process Outsourcing (BPO) Organizations. *Indian Journal Of Applied Research* , 4 (11), 112-114.
327. Paul, V. M., & Manu, M. J. (2013). Responsible Tourism; Contribution towards Millennium Development Goals. *MDG* (pp. 34-39). Chennai: VELS University.
328. Paul, V. M., & Moli, P. K. (2014). Responsible Tourism – A Strategy for Sustainable Development; Lessons from Kumarakom. *Global Research Review* , 11 (3), 55-61.
329. Paul, V. M., & Nimmy, A. G. (2014). Corporate Social Responsibility (CSR) as a Strategy for Inclusive Development-Learning from Oil Companies in India. *Maha Journal of Education* , 1 (1), 22-30.

330. Paul, V. M., & Rupesh, K. K. (2013). Responsible Tourism: a Strategy for Grass root level Empowerment. *Innovative Issues and Approaches in Social Sciences (IIAAS)* , 7 (1), 54-71.
331. Paul, V. M., & Rupesh, K. (2013). Responsible Tourism - Charting New Trend in Destination Marketing. *International Journal of Social Science Tomorrow* , 2 (10), 1-7.
332. Pe´rez, A., & Marti´nez, P. (2013). The development of a stakeholder-based scale for measuring corporate social responsibility in the banking industry. *Serv Bus* , 459–481.
333. Pearce, D. (1989). Social mpacts of tourism. In *Social Cultural and Environmental Impacts of Tourism*. Sydney: NSW Tourism Commission.
334. Pearce, L. P. (1996). From culture shock and culture arrogance to cultureexchange: ideas towards sustainable socio-cultural tourism. *Journal of Sustainable Tourism* , 143-154.
335. Peloza, J., & Bertels, S. (2006). *Running to Stand Still: Managing CSR Reputation in an Era of Ratcheting Expectations*, CCGRM Working Paper. <http://www.sfubusiness.ca/cibc-centre/>.
336. Perdue, R. R., Long, P. T., & Allen, L. (1987). Rural resident perceptions and attitudes. *Annals of Tourism research* , 420-429.
337. Perdue, R. R., Long, P. T., & Kang, Y. S. (1999). Boomtown Tourism and Resident Quality of Life: The Marketing of Gaming to Host Community Residents. *Journal of Business Research* , 44 (3), 165-177.
338. Perdue, R., Long, P., & Allen, L. (1990). Resident Support for Tourism Development. *Annals of Tourism Research* , 17 (4), 586–99.
339. Phillips, R. (1999). On Stakeholder Delimitation. *Business and Society* , 32-34.
340. Phillips, R., Freeman, E., & Wicks, A. (2003). What stakeholder theory is not. *Business Ethics Quarterly* , 13 (4), 479-502.
341. Pizam, A. (1978). Tourism impacts: The social costs to the destination community as perceived by its residents . *Journal of Travel Research* , 18-12.
342. Pleumarom, A. (2012). *Responsible Tourism: Concepts, Theory and Practice*. (L. David, Ed.) London, UK: CAB International.
343. Plog, S. (2001). *Why destination areas rise and fall in popularity: an update of a. Cornell Quarterly Classic*. Cornell Hotel and Restaurant Administration Quarterly.
344. Pradhan, S., & Ranjan, A. (2010). Corporate Social Responsibility in Rural Development Sector: Evidences From India. *School of Doctoral Studies (European Union) Journal* .

Bibliography

345. Prentice, R. (1993). Community-driven tourism planning and residents'. *Tourism Management* , 14 (2), 218-227.
346. Prideaux, B. (2000). The resort development spectrum (a new approach to modeling Resort development). 21, 225-240.
347. Rabeendran, K. (2012). *Responsible Tourism, Kerala Experinces*. Trivandrum: GITPAC International.
348. Rahtz, D., Sirgy, J. M., & Meadow, H. L. (1989). Correlates of television orientation among the elderly. *Journal of Advertising* , 18 (3), 9-20.
349. RB1. (2010). *Responsible Business Guide: A Toolkit for Winning Companies*. Responsible Business Initiative.
350. Reed, M. G. (2000). Collaboration & Partnerships: Politics, Practice and Sustainability. In B. Bramwell, & B. Lane, *Collaborative tourism planning as adaptive experiments in emergent tourism settings*. Clevedon, UK: Channel View Publications.
351. Reed, M. S., Fraser, E. D., & Dougill, A. J. (2006). An adaptive learning process for developing and applying sustainability indicators with local communities. *Ecological Economics* , 406–418.
352. Reed, M. S., Fraser, E. D., Morse, S., & Dougill. (2005). Integrating methods for developing sustainability indicators to facilitate learning and action. *Ecology and Society* , 10 (1).
353. Reji Kumar, G. (2009). Recession Proof marketing Practices. *RVS Journal of Management* .
354. Rejikumar, G. (2013). A Pre-launch Exploration on Customer Acceptance to Usage Based Vehicle Insurance Policy. *IIMB Management Review* , 25 (1).
355. Responsible Tourism Initiative. (2014, December 13). <http://rt.wildasia.org/>. Retrieved December 13, 2014, from Wild Asia: <http://rt.wildasia.org/>
356. Richins, H. (2009). Environmental, cultural, economic and socio-community sustainability: a framework for sustainable tourism in resort destinations. *Environ Dev Sustain, Springer Science+Business Media* , 785–800.
357. Richins, H., & Pearce, P. (2000). Influences on tourism development decision making: Coastal local government areas in Eastern Australia. *Journal of Sustainable Tourism* , 8 (3), 207–231.
358. Ritchie, J. R. (1988). Consensus policy formulation in tourism. *Tourism Management* , 199-216.
359. Roe, D. (2004). *The millennium development goals and conservation: Managing nature's wealth for society's health*. New York (UNEP): United Nations Development Programme.

360. Rogers, M. F., & Collins, Y. (2001). *The Future of Australia's Country Towns*. Melbourne: Centre for Sustainable Regional Communities, La Trobe University .
361. Rogerson, R. J. (1999). Quality of life, place and the global city. In L. Y. Lim, B. Yuen, & C. Low, *Urban quality of life: Critical issues and options*. National University of Singapore.
362. Rogerson, S. J., & Manwa, H. (2011). Tourism and millennium development goals: Tourism for development? *Current Issues in Tourism* , 14 (3), 201–203.
363. Romeril, M. (1985). Tourism and conservation in the channel islands. *Tourism Management* , 43-50.
364. Ryan, R., & Deci, E. (2001). On happiness and human potentials: A review of research on hedonic and eudemonic well-being. In S. Fiske, *Annual review of psychology*. Palo Alto, California: Annual Reviews Inc.
365. Saarinen, J., Rogerson, C., & Manwa, H. (2011). Tourism and millennium development goals: Tourism for development? *Current Issues in Tourism* , 14 (3), 201–203.
366. Saji, M. P., & Narayanasamy, N. *Tourism Product Development in Ecologically and Culturally Fragile Areas – Observations from Kerala in India*. Tamil Nadu: Gandhigram Rural Institute Of Management.
367. Schalock, & G. N. Siperstein. (1996). *Quality of life: Volume 1-conceptualization and measurement*. Washington, DC: American Association for Mental Retardation.
368. Scheyvens, R. (2002). *Tourism for Development: Empowering Communities*. Prentice Hall.
369. Schianetz, K., & Kavanagh, L. (2008). Sustainability Indicators for Tourism Destinations: A Complex Adaptive Systems Approach Using Systemic Indicator Systems. *Journal Of Sustainable Tourism* , 16 (6), 601-628.
370. Schwartz, Mark, S., Weber, & James. (2006). A Business Ethics National Index (BENI): Measuring Business Ethics Activity Around the World. *Business and Society* , 45 (3), 382-405.
371. Scott, J., Nolan, J., & Plagnol, C. A. (2009). Panel data and qualitative responses: sponses: Understanding perceptions of quality of life. In *21st Century Society* (Vol. 4).
372. Sen, S., & Bhattacharya, C. B. (2001). „Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility“. *Journal of Marketing Research* , 38 (2), 43–62.
373. Senth, R. J., & Richmond, B. O. (1978). Virginia Islanders' perceptions of tourism. *Journal of Travel Research* , 17 (1), 30-37.
374. Sethi, S. P. (1975). Dimensions of Corporate Social Performance: An analytic framework. *California Management Review* , 4, 63-74.

375. Sethi, V., & King, W. (1994). Development of measure to assess the extent to which an information technology application provides competitive advantage. *Management Science* , 40, 1601-1624.
376. Shafer, W. E., Fukukawa, K., & Lee, G. M. (2006). Values and the Perceived Importance of Ethics and Social Responsibility: The U.S. versus China. *Journal of Business Ethics* , 265-284.
377. Shafer, W. E., Fukukawa, K., & Lee, G. M. (2006). Values and the Perceived Importance of Ethics and Social Responsibility: The U.S. versus China. *Journal of Business Ethics* , 70, 265-284.
378. Sharply, R., & Telfer, D. J. (2002). *Tourism and Development: Concepts and Issues*. Channel View Publication.
379. Shaw, G., & Williams, A.M. (2004). *Tourism and Tourism Spaces*. London: Sage Publications.
380. Sheehan, L., Ritchie, J. R., & Hudson, S. (2007). The destination promotion triad: understanding asymmetric stakeholder interdependencies among the city, hotels and DMO. *Journal of Travel Research* , 64-74.
381. Sheldon, P., & Var, T. (1984). Resident Attitudes to Tourism in North Wales. *Tourism Management* , 15 (5), 40-47.
382. Siby, Z., James, M., Jose, M. C., & Afsal, S. (2008). Back Water Tourism in Kerala: Challenges and Opportunities. *Conference on Tourism in India – Challenges Ahead* (pp. 15-17). Calicut: IIMK.
383. Simpson, K. (2001). Strategic planning and community involvement as contributors to sustainable tourism development. *Current Issues in Tourism* , 4 (1), 3–41.
384. Sindhya, V. (2012). A Study on the extent of environmental awareness among rural people in coastal areas of Kerala. *International Journal of Environment and Sustainable Development* , 11 (2), 194-205.
385. Singhapakdi, A., & Vitell, S. J. (1991). Factors influencing the perceived importance of stakeholder groups in situations involving ethical issues. *Business and Professional Ethics Journal* , 10 (3), 53-72.
386. Singhapakdi, A., Vitell, S. J., & Rallapalli, K. C. (1996). The perceived role of ethics and social responsibility: a scale development. *Journal of Business Ethics* , 15 (11), 1131-40.
387. Sirgy, M. J. (2001). *Handbook of Quality-Of-Life research: An ethical marketing perspective*.
388. Sirgy, M. J. (1998). Materialism and quality of life. *Social Indicators Research* , 227-260.
389. Sirgy, M. J., & Cornwell, T. (2001). Further validation of the Sirgy et al.'s measure of community quality of life. *Social Indicators Research* , 125-143.

390. Sirgy, M., Rahtz, D., Cicic, M., & Underwood, R. (2000). A Method of Assessing Residents' Satisfaction with Community Based Services: A Quality-of-Life Perspective. *Social Indicator Research* , 279-316.
391. Skevington, S. M., Lotfy, M., & O'Connell, K. A. (2004). *The World Health Organisation's WHOQOL-BREF quality of life assessment: Psychometric properties and results of the international field trial. A report from the WHO QOL Group. Quality of Life Research.*
392. Smith, R. A. (1992). Beach resort evolution: Implications for planning. *Annals of Tourism Research* , 304-322.
393. Soutar, G. N., & McLeod, P. B. (1993). Residents' perceptions on impact of the America's cup. *Annals of Tourism Research* , 571-581.
394. Spenceley, A., Relly, P., Keyser, H., Warneant, P., McKenzie, M., Mataboge, A., et al. (2002). *Responsible Tourism Manual for South Africa*. Pretoria: Department for Environmental Affairs and Tourism.
395. SSDP. (2012). *State Skill Development Project; Preliminary Project Report*. Trivandrum: General Education, Higher Education, Labour and Local Self Government, Kerala.
396. Staats, S., Heaphy, K., Miller, D., Partlo, & Ro, C. (1993). Subjective age and health perceptions of older reasons: maintaining the youthfulness bias in sickness and in health. *International Journal of Aging and Human Developments*, 37, , 193-203.
397. Stainer, L. (2006). Performance management and corporate social responsibility: the strategic connection. *Strateg. Change* , 15 (5), 253- 264.
398. Stanford, D. (2000). *A review of the education of tourists to achieve sustainable tourism*. Lancaster: Lancaster University.
399. Stanford, D. (2006). *Responsible Tourism, Responsible Tourists: What makes a responsible tourist in New Zealand?* Wellington: for the degree of Doctor of Philosophy in Tourism Management, Victoria University of Wellington.
400. Stephen, W. (2009). *Tourism Geography: A New Synthesis*. Routledge.
401. Swaen, V., & Chumpitaz, R. C. (2008). Impact of Corporate social responsibility on consumer trust. *Recherche Et Applications En Marketing* , 23-4, 7-33.
402. Swarbrooke, J. (1999). In *Sustainable tourism management*. Wallingford: CABI International.
403. Tabachnick, B. G., & Fidell, L. S. (2001). *Using multivariate statistics*. Boston: 4th edn, Allyn and Bacon.
404. Tearfund. (2002). *Worlds Apart: A call to responsible global tourism*. UK: Tearfund.

405. Telfer, D. J., & Sharpley, R. (2008). *Tourism and development in the developing world*. New York: Routledge.
406. Telfer, D. J., & Wall, G. (2000). Strengthening backward economic linkages: local food purchasing by three Indonesian hotels. *Tourism Geographies* , 2 (4), 421-447.
407. Thurow, L. (1997) *Budućnost kapitalizma*. Mate, Zagreb.
408. Tooman, L. A. (1997). Multipliers and Life Cycles: A Comparison of Methods for Evaluating Tourism and Its Impacts. *Journal of Econ. Issues* , 31 (4), 917-33.
409. Torres, R. (2003). Linkages between tourism and agriculture in Mexico. *Annals of Tourism Research* , 30 (3), 546-566.
410. Tosun, C. (2006). Expected nature of community participation in tourism development. *Tourism Management* , 493-504.
411. Tosun, C. (2002). Host perceptions of impacts: A comparative tourism study. *Annals of Tourism Research* , 231-253.
412. Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism Management* , 613-633.
413. Tosun, C., & Jenkins, C. L. (1998). The evolution of tourism planning in third world countries: a critique. *Progress in Tourism and Hospitality Research* , 4 (2), 101-114.
414. Tsai, H., Song, H., & Wong, K. K. (2008). Tourism and Hotel Competitiveness Research. *Journal of Travel and Tourism Marketing* .
415. Turner, L., & Ash, J. (1975). *The golden hordes: International tourism and the pleasure periphery*. London: Constable: London.
416. Twining-Ward, L., & Butler, R. (2002). ImplementingSTD on a small island: Development and use of sustainable tourism development indicators in Samoa. *Journal of Sustainable Tourism* , 10 (5), 363–387.
417. Um, S., & Crompton, J. L. (1987). Measuring resident's attachment levels in a host community. *Journal of Travel Research* , 26 (2), 27-29.
418. UNDP. (2012). *MDG good practices: Scaling up efforts on the ground*. United Nations Development Program (UNDP).
419. UNEP. (2012). *Implications for achieving the millennium development goals*. United Nations Environmental Program (UNEP).
420. UNEP. (2010). *Global Partnership for Sustainable Tourism (GPST)*. New York: Global Partnership for Sustainable Tourism (UNEP).
421. UNEP. (2012). *Implications for achieving the millennium development goals*. United Nations Environmental Program (UNEP).

422. UNEP. (2005). *Integrating Sustainability Into Business A Management Guide for Responsible Tour Operations*. Paris CEDEX 15, France: United Nations Environment Programme.
423. UNEP. (2003). *Tourism and Local Agenda 21: The Role of Local Authorities in Sustainable Tourism, International Council for Local Environmental Initiatives*. Paris: United Nations Environment Program (UNEP).
424. UNEP. (2011). *Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication*. United Nations Environmental Programme (UNEP).
425. UNEP, & WTO. (2005). *Making Tourism more Sustainable; A Guide for Policy Makers*. UNEP & WTO.
426. UNESCO. (2004). *IMPACT: The Effects of Tourism on Culture and the Environment in Asia and the Pacific: Tourism and Heritage Site Management in Luang Prabang, Lao PDR*. Bangkok: UNESCO.
427. UNWTO. (1988). *Guide for local authorities on developing sustainable tourism*. Madrid, Spain: World Tourism Organization.
428. UNWTO. (2004). *Indicators of sustainable development for tourism destinations. A Guidebook*. Madrid, Spain: World Tourism Organization.
429. UNWTO. (1997). *The global code of ethics for tourism (GCET)*.
430. Urtasun, A., & Gutiérrez, I. (2006). Tourism agglomeration and its impact on social welfare: An empirical approach to the Spanish case. *Tourism Management* , 27 (5), 901–912.
431. Var, T., & Kim, Y. (1989). Tourism impacts and its control, Quality of Life Studies in Marketing & Management. *Proceeding of the Third Quality-of-life/Marketing life/Marketing Conference* (pp. 292-302). Virginia polytechnic Institute & State University.
432. Vazquez, J. J. (2001). *Socio-Economic And Ecological Effects Of Tourism: A Structural Analysis Of The Lake George Watershed Region*. Troy, New York: Bell & Howell Information and Learning Company, Ph. D Thesis at the Rensselaer Polytechnic Institute.
433. Veenhoven, R. (2005). Apparent quality-of-life in nations: How long and happy people live. *Social Indicators Research* , 61-86.
434. Veenhoven, R. (2003). Hedonism and happiness. *Journal of happiness Studies* , 437-457.
435. Veenhoven, R. (1991). Is happiness relative? . *Social Indicators Research* , 1-134.
436. Venu, V., & Goodwin, H. (2008). *The Kerala Declaration on Responsible Tourism*. Thiruvananthapuram: Department of Tourism, Government of Kerala.

Bibliography

437. Verma, S. (2011). Why Indian Companies Indulge in CSR? *Journal of Management & Public Policy* .
438. Visser, V. (2011). The Age of Responsibility: CSR 2.0 and the New DNA of Business. *Journal of Business Systems, Governance and Ethics* , 5 (3), 7-10.
439. Visser, W. (2008). Corporate Social Responsibility in Developing Countries. In A. Crane, A. McWilliams, D. Matten, D. Moon, & J. Seigel, *The Oxford Handbook of Corporate Social Responsibility* (pp. 473-479). Oxford: Oxford University Press.
440. Wagner, M. (2005). Sustainability and competitive advantage: empirical evidence on the influence of strategic choices between environmental management approaches. *Environmental Quality Management* , 14 (3), 31-48.
441. Walker, R., Lee, M. P., & Bubolz, M. (1990). The effects of family resources and demands on quality of life: A rural-urban comparison of woman in middle years. In H. Lee Meadow, & M. J. Sirgy, *Quality-of-Life Studies in Marketing and Management* (pp. 397-411). Blacksburg, Virginia: Virginia Tech, Center for Strategy and Marketing Studies.
442. Wang, Y. (2006). Residents' Attitudes Toward Tourism Development: A Case Study of Washington, NC. *Proceedings of the 2006 Northeastern Recreation Research Symposium*, (p. 14).
443. WCED. (1987). *Our Common Future: Brundtland Report*. World Commission on Environment and Development.
444. Weaver, D., & Lawton, L. (2001). Resident perceptions in the urban-rural fringe. *Annals of Tourism research* , 28 (2), 349-458.
445. Wheeler, M. (1993). Tourism Marketers in Local Government. *The Annals of Tourism Research* , 354-356.
446. Wheeler, M. (1991). *Tourism Marketers in Local Government: Critical Issues and Ethical Components*. Guildford: University of Surrey (PhD Thesis).
447. Wheeler, M. (1995). Tourism Marketing Ethics. *International Marketing Review* , 38-49.
448. White, V., McCrum, G., Blackstock, K. L., & Scott, A. (2006). *Indicators And Sustainable Tourism: Literature Review*. Aberdeen: The Macaulay Institute .
449. WHO. (1998). The World Health Organization quality of life assessment (WHOQOL): Development and general psychometric properties. *Social Science and Medicine* , 46 (12), 1569–1585.
450. Williams, A. M., & Shaw, G. (1988). *Tourism and development. In Tourism Economic Development: Western European Experiences*. London: Belhaven Press.
451. Williams, M. (1996). *Introduction to philosophy of Research*. London: UCL Press.

452. Wolff, E., Zacharias, A., & Thomas, M. (2009). *Postwar Trends in Economic Well-Being in the United States*.
453. Wood, K., & House, S. (1992). *The Good Tourist: A Worldwide Guide for the Green Traveller*. Mandarin.
454. World Bank. (2003). Public Policy for Corporate Social Responsibility. *World Business Council for Sustainable Development (WBCSD)*. World Bank Institute.
455. Worthington, A. C., & Dollery, B. E. (2002). An Analysis of Recent Trends in Australian Local Government. *The International Journal of Public Sector Management* , 15 (6), 496-515.
456. WTO. (2010). *Tourism and the millennium development goals*. World Tourism Organization (WTO).
457. WTO. (2007). *A Practical Guide to Tourism Destination Management*. Madrid, Spain: World Tourism Organization.
458. WTO. (2009). *Indicators of sustainable development for tourism destination: A guidebook*. World Tourism Organization.
459. WTO. (2004). *Indicators of Sustainable Development for Tourism Destinations: A Guidebook*. Madrid: World Tourism Organization (WTO) .
460. WTO. (1988). *Sustainable Tourism*. The World Tourism Organization (WTO).
461. WTTC. (2016). *Travel & tourism economic impact*. London, UK: World Travel & Tourism Council.
462. WTTC. (2012, 2014). *WTTC Travel and Tourism Economic Impact*. UK: World Travel and Tourism Council (WTTC).
463. WWF. (2002). *Holiday Footprint: A Practical Tool for Responsible Tourism*. World Wildlife Foundation
464. Zamfir, E. (1989). *Incursiuni în universul uman*.. Albatros Publishing House, Bucharest.

Bibliography

LIST OF PUBLICATIONS	ANNEXURE A
<ol style="list-style-type: none"> 1. Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations, Journal of Hospitality and Tourism Management, Elsevier, 31 (2017) 83e89 2. Community Radio – A Rural Communication Tool. Journal for Information Science Technology and Management, April 2012, Vol. 4, No. 2, 43-49. 3. Responsible Tourism: Charting New Trends in Destination Marketing. International Journal for Social Science Tomorrow, October 2013, Vol.2, No. 10, 1-7. 4. Responsible Tourism: a Strategy for Grass root level Empowerment. Innovative Issues and Approaches in Social Sciences, Slovenia, January 2013, Vol. 7, No.1, 54-71. 5. Responsible Tourism – A Strategy for Sustainable Development; Lessons from Kumarakom. Global Research Review, March 2014, Vol. 11, No. 3, 55-61. 6. Responsible Tourism at Kumarakom – An Effective Mechanism to achieve Millennium Development Goals (MDG). Proceedings of International Conference on MDGS, VELS University, 69-74 7. Corporate Social Responsibility (CSR) as Strategy for Inclusive Development; Learnings from Oil Companies in India. Maha Journal of Education, October, 2014, Vol. 1, No. 1, 22-30. 8. Outcomes of Responsible Tourism (RT) as Antecedents for the Sustainable Commitment for Cultural Preservation – A Proposal. Global Journal for Research Analysis, Oct 2014, Vol.3, No.10, 76-78. 9. Telecommuting: A Responsible Business Approach of Business Process Outsourcing (BPO) Organizations. Indian Journal of Applied Research, Oct 2014, Vol.4, No.11, 112-114. 10. Responsible Tourism; Lessons behind Legacies, Kerala Tourism. Tourism India Magazine, December, 2014, Vol.5, No.12, 34-37. 11. Role of non-cognitive antecedents in the perceived learning satisfaction: A Case Study from Kerala. International Research Journal of Social Science and Management, March, 2015, Vol. 4, No.11, 63-70. 12. Successful Endeavors in Eco Tourism; Experiences from Thekkady. Proceedings of National Seminar on Eco Tourism and Environmental Sustainability, Government College Munnar, February 2015, 23-28. 13. Dental Tourism: Reasons for Smile. Dent Care Publications, March, 2015. 14. An Indicator Frame work on Responsible Business. Indian Journal of Research, Mar 2015, Vol. 4, No. 3, 6-10. 	

15. Climate Change Impact Sharing: An International Equity Debate. Mirror International, Mar 2015, Vol. 5, No.1.
16. Measurement for Responsible Tourism: Development of A Stakeholder-Based Scale, South Asian Journal of Tourism and Heritage, January 2016, Vol. 9, No. 1
17. Development of a Multi stakeholder scale on Destination Sustainability; Innovative Issues and Approaches in Social Sciences, Slovenia, January 2016, Vol. 7, No.1, 54-71.
18. Impacts of Responsible Tourism on Destination Sustainability and Quality of Life of Community in Tourism Destinations. Journal of Hospitality and Tourism Management, Elsevier, Accepted.
19. Development And Validation of Scale to Measure Perceived Sustainability of Tourism Destinations. Innovative Issues and Approaches in Social Sciences, Slovenia, IIASS – VOL. 9, NO. 1, January 2016

Books:

- Hand book on Decentralized Waste Management (2011), MACFAST Publication, Thiruvalla
- My Village (History of Poothrikka) (2010), Navajeevan Publications, Ernakulam
- Responsible Business, Principles, Practices and Prospects (2017), Lambert Academic Publishing is a trademark of:
OmniScriptum GmbH & Co. KG

Hails from Kochi; works at the Additional **Skill** Acquisition Program (ASAP), Department of Higher Education, Government of Kerala, for the last **TWO years**. Being an individual with **7+years'** work experience and having acumen in **Stakeholder Management and Development, Strategic Planning, Project Management, and Research** he worked **with Kerala Tourism**. Mr. Paul looks for **highly demanding job roles** where his skills and expertise can be effectively utilized.

PROFESSIONAL EXPERIENCE				
Additional Skill Acquisition Program (ASAP), Department of Higher Education Government of Kerala, Program Manager				
Senior Research Fellow, SMS, Cochin University of Science and Technology				
June 2012 – Nov, 2014				
Assistant Professor and Project Officer, MACFAST, Tiruvalla				
Jan' 2011 –May 2012				
RESPONSIBLE TOURISM, KERALA; State Team Leader				
May 2009 – Dec' 2010				
EDUCATION				
M.B.A (HR)	2009	Mahatma Gandhi University	67.3%	First Class
Bsc. Chemistry	2007	Mahatma Gandhi University	80.2%	First Class
Class XII	2004	Kerala	77.7%	Distinction
Class X	2002	Kerala	83.1%	Distinction
PROJECTS & WORKSHOPS				
<ul style="list-style-type: none"> Community Radio Facilitator, Ministry of Information and Broadcasting (MI&B), 10 Days Course Work on Research Methodology (6 Months), School of Management Studies, CUSAT UGC Sponsored Work shop (10 days) on Research Methodology, Data Analysis and Structural Equation Modeling by Avinashilingam University, Coimbatore. Work shop on Essentials of Research and Data Analysis (10 Days) by SEMAR Kochi 				
SKILLS				
<ul style="list-style-type: none"> MS Office, SPSS, AMOS, WARP PLS and Mendeley 				
LEADERSHIP EXPERIENCE				
<ul style="list-style-type: none"> Founder Chairman, Navajeevan Community Development and Innovations Network Chairman (2009) and Secretary (2008), Inter Collegiate Management Fest, MES College. Secretary, Management Association and President, EDC Club Of MES College (2008-09) Volunteer- UN and National Service Scheme (2005-07) Reviewer, Tourism Management, International Journal indexed in SCOPUS, Emerald, Elsevier 				
AWARDS AND CERTIFICATES				
<ul style="list-style-type: none"> Merit Cum Mean Scholarship – Ministry of Minority Affairs 'B' & 'C' Certificate, NCC Award for Merit from G. H. S. S. Poothrikka Prizes for Elocution, Essay Writing and Quiz Competition (School, College and University Levels) Prize for Environmental Game – All India Management Meet, FISAT 				

SOCIAL ORIENTATION

- | |
|---|
| <ul style="list-style-type: none">• Uddan – Climate Conference by 350.org• Gramya Manthan Change Agent – Youth Alliance of India, 10 days Rural Immersion Program, Kanpur• Selected as Language Editor for the Rural Housing Project, MoRD• Workshop on Broadband Policy, Gurgaon, <i>LIRNEasia</i> and Jamia Millia University, Delhi |
|---|

PAPERS PRESENTED

- | |
|---|
| <ul style="list-style-type: none">• Corporate Social Responsibility and Sustainable Development, Lessons from Oil Companies in India Kochi: AIM, Nov, 2012• An Indicator Framework for Responsible Business, National Conference on Sustainable Business, IMT, Thrissur, December, 2012• CSR Initiatives – A prototype of ITC Group, ICSSR Sponsored National Conference on Sustainable Business VELs University, Coimbatore, March, 2014• Responsible Tourism and MDG, ICSSR Sponsored National Conference on Sustainable Business VELs University, Coimbatore, March, 2014• Responsible Tourism, Destination Sustainability and Quality of Life of People, SEMAR, Kochi, October, 2014• Sustainable Tourism, Lessons from International Experiences, Resource Person, Government College Munnar, February, 2015• Successful Endeavors of Eco-Tourism; Learning from Thekkady, Government College Munnar, February, 2015 |
|---|

SEMINARS ATTENDED

- | |
|--|
| <ul style="list-style-type: none">• International Conference on Cyber Crimes and Law, SMS, CUSAT, February, 2013• National Conference on Climate Change and the role of youth (5 Days), Green Peace, Bangalore, February, 2013• National Seminar on Import and Export Policies of India organized by Cochin Business School, May, 2013• Seminar on Companies Law and Taxation, SICAS and SMS CUSAT, July, 2013• Seminar on the Issues and Challenges in Higher Education, the Department of Youth Welfare, CUSAT, November, 2013• Seminar on Philosophy and Scientific Thinking, the Department of Youth Welfare, CUSAT• Seminar on Domestic Violence against women, Department of Economics, CUSAT• Responsible Business Practices, Kochi, CII |
|--|

PUBLICATIONS

- | |
|--|
| <ol style="list-style-type: none">1. Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations, <i>Journal of Hospitality and Tourism Management</i>, Elsevier, 31 (2017) 83e892. Community Radio – A Rural Communication Tool. <i>Journal for Information Science Technology and Management</i>, April 2012, Vol. 4, No. 2, 43-49.3. Responsible Tourism: Charting New Trends in Destination Marketing. <i>International Journal for Social Science Tomorrow</i>, October 2013, Vol.2, No. 10, 1-7.4. Responsible Tourism: a Strategy for Grass root level Empowerment. <i>Innovative Issues and Approaches in Social Sciences</i>, Slovenia, January 2013, Vol. 7, No.1, 54-71.5. Responsible Tourism – A Strategy for Sustainable Development; Lessons from Kumarakom. <i>Global Research Review</i>, March 2014, Vol. 11, No. 3, 55-61. |
|--|
-

6. Responsible Tourism at Kumarakom – An Effective Mechanism to achieve Millennium Development Goals (MDG). Proceedings of International Conference on MDGS, VELS University, 69-74
7. Corporate Social Responsibility (CSR) as Strategy for Inclusive Development; Learnings from Oil Companies in India. Maha Journal of Education, October, 2014, Vol. 1, No. 1, 22-30.
8. Outcomes of Responsible Tourism (RT) as Antecedents for the Sustainable Commitment for Cultural Preservation – A Proposal. Global Journal for Research Analysis, Oct 2014, Vol.3, No.10, 76-78.
9. Telecommuting: A Responsible Business Approach of Business Process Outsourcing (BPO) Organizations. Indian Journal of Applied Research, Oct 2014, Vol.4, No.11, 112-114.
10. Responsible Tourism; Lessons behind Legacies, Kerala Tourism. Tourism India Magazine, December, 2014, Vol.5, No.12, 34-37.
11. Role of non-cognitive antecedents in the perceived learning satisfaction: A Case Study from Kerala. International Research Journal of Social Science and Management, March, 2015, Vol. 4, No.11, 63-70.
12. Successful Endeavors in Eco Tourism; Experiences from Thekkady. Proceedings of National Seminar on Eco Tourism and Environmental Sustainability, Government College Munnar, February 2015, 23-28.
13. Dental Tourism: Reasons for Smile. Dent Care Publications, March, 2015.
14. An Indicator Frame work on Responsible Business. Indian Journal of Research, Mar 2015, Vol. 4, No. 3, 6-10.
15. Climate Change Impact Sharing: An International Equity Debate. Mirror International, Mar 2015, Vol. 5, No.1.
16. Measurement for Responsible Tourism: Development of A Stakeholder-Based Scale, South Asian Journal of Tourism and Heritage, January 2016, Vol. 9, No. 1
17. Development of a Multi stakeholder scale on Destination Sustainability; Innovative Issues and Approaches in Social Sciences, Slovenia, January 2016, Vol. 7, No.1, 54-71.
18. Impacts of Responsible Tourism on Destination Sustainability and Quality of Life of Community in Tourism Destinations. Journal of Hospitality and Tourism Management, Elsevier, Accepted.
19. Development And Validation of Scale to Measure Perceived Sustainability of Tourism Destinations. Innovative Issues and Approaches in Social Sciences, Slovenia, IIASS – VOL. 9, NO. 1, January 2016

Books:

- Hand book on Decentralized Waste Management (2011), MACFAST Publication, Thiruvalla
- My Village (History of Poothrikka) (2010), Navajeevan Publications, Ernakulam
- Responsible Business, Principles, Practices and Prospects (2013), Navajeevan Publications, Ernakulam

DECLARATION

I hereby declare that all the information furnished above is correct to the best of my knowledge.

Annexure 1						
<p>Dear Friend, I, Paul V Mathew, a Research Scholar of the School of Management Studies (SMS), Cochin University of Science and Technology (CUSAT) is doing PhD in the subject “Responsible Tourism and its impact on the Community”. I will be highly grateful, if you spend a few minutes to complete this survey by expressing your views/perception on the following statements. Thank you for the cooperation</p>						
<p>Please put a tick mark (✓) to the appropriate code against each statement. [1=Strongly Disagree, 2=Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree]</p>						
RESPONSIBLE TOURISM						
1	Tourism creates more employment opportunities for residents in the community	1	2	3	4	5
2	Tourism promotes heritage, authentic culture, traditions and distinctiveness of the host communities.	1	2	3	4	5
3	Tourism development encourages engagement of local community in the decision making process of destination management/development	1	2	3	4	5
4	Tourism development gives special attention to environmental conservation and the protection of natural eco system	1	2	3	4	5
5	Tourism encourages minimizing waste and wherever necessary disposing of it with care	1	2	3	4	5
6	Tourism promotes local arts, handicrafts, and souvenirs	1	2	3	4	5
7	Tourism programs provide skill development and vocational training opportunities for local residents	1	2	3	4	5
8	I think Tourism promotes locally owned business	1	2	3	4	5
9	Tourism Development brings opportunities for socially and economically backward people	1	2	3	4	5
10	Tourism increases demand of local produces	1	2	3	4	5
11	Current Tourism practices promote enterprises by socially and economically backward people	1	2	3	4	5
12	I believe local community gets sufficient support to engage in tourism development activities	1	2	3	4	5
13	Present tourism programs persistently focused on different awareness programs	1	2	3	4	5
ECONOMIC SUSTAINABILITY						
1	Tourism is well integrated within the local economy and is developed alongside other sectors.	1	2	3	4	5
2	I feel local residents are satisfied with their basic needs and standard of living	1	2	3	4	5
3	Community members get fair, stable and full-time jobs	1	2	3	4	5
4	I think local people have necessary skill/expertise in performing their jobs	1	2	3	4	5
5	I think local community members get consistent and reliable sources of income	1	2	3	4	5
6	I fell local enterprises have sufficient opportunities to grow in the destination	1	2	3	4	5
SOCIAL SUSTAINABILITY						
1	Destination development brings social programmes and schemes for the local community	1	2	3	4	5
2	Development of the destination provides opportunities for socially and economically backward people	1	2	3	4	5
3	I believe local community is empowered to become influential in the decision making on destination development.	1	2	3	4	5

Annexure-1

4	Tourism has resulted in unpleasantly overcrowded hiking trails for local residents	1	2	3	4	5
5	I am satisfied with the roads, local services and other related infrastructural development	1	2	3	4	5
6	Development of infrastructures is being designed to meet the combined needs of visitors and the community	1	2	3	4	5
7	Destination provides more open spaces, entertainments and other amenity areas for residents and visitors.	1	2	3	4	5
8	Social issues like crime, drug use, prostitution, and so forth are high in this area	1	2	3	4	5
CULTURAL SUSTAINABILITY						
1	Cultural and historic heritage sites of the destination are being preserved and managed effectively	1	2	3	4	5
2	Local culture, art forms and traditions are being preserved and promoted	1	2	3	4	5
3	Quality of landscapes is being preserved and avoids physical and visual degradation of the environment.	1	2	3	4	5
4	I think destination development is appropriate to local environmental conditions	1	2	3	4	5
5	People respect tourists and proud of their own local culture	1	2	3	4	5
ENVIRONMENTAL SUSTAINABILITY						
1	Natural areas, biodiversity, habitats/wildlife are being preserved and conserved	1	2	3	4	5
2	Destination development takes care of environment and minimizes damage to natural eco system	1	2	3	4	5
3	Destination management focuses on environmental awareness/conservation	1	2	3	4	5
4	Destination is clean and free from environmental pollution and related hazards	1	2	3	4	5
5	Local Community, Business stakeholders and Travelers are sensitive about environmental concerns	1	2	3	4	5
6	Destination activities create congestion, disturbance and noise	1	2	3	4	5
The following items are about your satisfaction in various living conditions. Please write the appropriate code in the box against the statement. [1=Very Unsatisfied, 2= Unsatisfied, 3= Neutral, 4= Satisfied, 5=Very Satisfied]						
1	Real estate taxes	2	Leisure activity in your community			
2	Cost of living in your community	3	Influx of tourists from all over the world you're your community			
3	Cost of basic necessities (food, housing etc.)	4	Cultural life			
4	Income at your current job	5	Religious services			
5	Economic security of your job	6	Spiritual Life			
6	Family Income	7	Social Status			
7	Pay and fringe benefits you get	1	Water Quality			
1	Conditions of the community environment (air, water, land)	2	Air Quality			
2	People who live in this community	3	Health			
3	Service and facilities you get in this community	4	Community's safety and security			
4	Community life	5	Community's accident rate or crime rate			
1	Spare time	6	Environmental Cleanliness			

7	How satisfied are you with your life as a whole?	1	2	3	4	5
8	How satisfied are you with the way you are spending your life in general?	1	2	3	4	5
	Which of the following statements best fits how you feel? (Please put a tick mark (✓))					
	My life is much worse than most other people's.					
	My life is somewhat worse than most other people's.					
	My life is about the same as most other people's.					
	My life is somewhat better than most other people's.					
	My life is much better than most other people's.					
	The following statements are about your satisfaction with life. Please put a tick mark (✓) to the appropriate one. [1=Strongly Disagree, 2=Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree]					
63	I am particularly happy with the way we preserve culture in my community.	1	2	3	4	5
64	I feel I extend my cultural outlook when I talk with tourists.	1	2	3	4	5
65	I always drink bottled or filtered water because I think the water is not clean.	1	2	3	4	5
66	When I see garbage left on the ground from the tourists, I don't feel good about tourism.	1	2	3	4	5
67	Environmental pollution threatens public safety and causes health hazards.	1	2	3	4	5
PERSONAL DETAILS						
Family Strength		Age				
Number of Employed Persons		Sex :		Male/Female		
How long have you lived in the present community?		Educational Qualification				
Occupation						Unemployed
Annual Income		<25000	25000-50000	50000-100000		Above 2 lakh
What part of your current household income comes from Tourism			%	Nil	
Number of Family members engaged in Tourism related jobs						

Thank You.

End ***** End

Annexure 2

Responsible Business Practices in Tourism Business Hospitality Accommodation Sector

I, Paul V Mathew, a Research Scholar of the School of Management Studies (SMS), Cochin University of Science and Technology (CUSAT) is doing PhD in the area of Responsible Business practices in the Tourism Hospitality industry. The outcome of the study will be useful for top management in framing responsible business practices. I assure you that all the data collected will be kept confidential and the information generated through the survey will be used for study purpose only.

Following statements are considered to reflect the best responsible business practices in the tourism industry. Please put a tick mark (✓) in the appropriate column (any number between 1 to 5) against the statement based on the extent of practice in your organization. **(Hint: 1- Not Relevant, 2- Slightly Relevant, 3- Relevant 4- Very Relevant and 5- Extremely Relevant)**

GOVERNANCE and MANAGEMENT						
Transparency and Accountability						
1	Decisions of Board of Directors (BoD) are communicated to stakeholders (Employees, government, partners, shareholders if any. etc.)	1	2	3	4	5
2	Our Organization publishes reports (Accounts and Audit, CSR/Sustainability) and shares among stakeholders	1	2	3	4	5
3	Our Management/BoD conducts regular business review and is collectively accountable to the stakeholders for their decisions	1	2	3	4	5
Responsible Management						
4	Our guests are provided with a code of conduct during all visits	1	2	3	4	5
5	Our organization has adapted and implemented Quality Control Mechanism to improve the operational efficiency	1	2	3	4	5
6	Our organization has adapted internationally or nationally recognized policy guidelines (GSTC, RT, Code of Ethics etc.)	1	2	3	4	5
7	Our organization utilizes the possibilities of ICT (Information, Communication and Technology) for promotion, marketing, booking etc.	1	2	3	4	5
8	Our organization has a written Responsible Management Policy that are communicated to employees and all other stakeholders	1	2	3	4	5
9	Our organization considers sustainability aspects in Business Planning					
10	Our Company avails services of tourism sustainability experts wherever possible	1	2	3	4	5
Employee Welfare						
11	Our organization provides a safe, hygienic and humane working environment	1	2	3	4	5
12	Our firm ensures timely payment of adequate wages to meet basic needs and economic security of the employees and their families	1	2	3	4	5
13	Our organization provides facilities for the welfare of its employees and their families.	1	2	3	4	5
Human Resource Development						
14	Our organization provides appropriate training to both new and existing employees on a continued basis	1	2	3	4	5
15	Our organization regularly conducts training need assessment and measures the effectiveness of training scientifically	1	2	3	4	5
16	All our personnel receive periodic training regarding their role in the management of environmental, sociocultural, health, and safety practices.	1	2	3	4	5

17	Our training programs assure that personals are aware of all applicable legal, statutory, regulatory requirements specific to the organization;	1	2	3	4	5
18	Our organization provides sufficient opportunities for employees to develop skills in their job	1	2	3	4	5
19	Our organization provides ample opportunities for employees to career advancement	1	2	3	4	5
SOCIAL RESPONSIVNESS						
Policy Against Discrimination and Exploitation						
20	Our Organization provides equal employment opportunities and maintains equality of opportunities during the course of employment.	1	2	3	4	5
21	Our organization provides facilities satisfying the specifications (for people with special needs; say disabled, senior citizens etc.)	1	2	3	4	5
22	Our company has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation	1	2	3	4	5
23	Our organization has policy against sexual harassment against women which is communicated among the stakeholders	1	2	3	4	5
24	Our organization strictly prohibits child labor and not engage services of a child, paid or unpaid.	1	2	3	4	5
Community Development						
25	Our organization actively supports initiatives for social and infrastructure community development including, among others, education, health, and sanitation	1	2	3	4	5
26	Our firm promotes Community Based Tourism (CBT) Products	1	2	3	4	5
27	Our organization spends for the development of local community	1	2	3	4	5
Stakeholder Engagement						
28	Our organization engages with local communities and to empower them to improve their quality of life, wherever possible	1	2	3	4	5
29	Our firm cooperates with other private and public entities in social responsibility projects.	1	2	3	4	5
30	Our organization associates with promotional events of Kerala Tourism by providing venues/sponsoring/participating	1	2	3	4	5
Promotion Of Art And Culture						
31	Our organization provides opportunities for guests to enjoy/participate local festivals/cultural events and art forms	1	2	3	4	5
32	Our organization incorporates local cuisines in its menu and avail expertise of traditional local cooks	1	2	3	4	5
33	Our organization promotes local artisans/craftsmen to develop souvenirs	1	2	3	4	5
PRODUCT AND CUSTOMER FOCUS						
Customer Satisfaction						
34	Our firm considers both customer satisfaction and his/her long-term benefits in its plans and actions.	1	2	3	4	5
35	Our organization measures customer satisfaction using (a/any) formal mechanism	1	2	3	4	5
37	Our organization takes immediate corrective action plan wherever appropriate	1	2	3	4	5
38	Our organization ensures Customer privacy	1	2	3	4	5
39	Our organization ensures health and safety of visitors	1	2	3	4	5
Responsible Marketing						
40	Promotion materials of our Organization are realistic, complete and accurate	1	2	3	4	5

41	Our organization resorts to all ethical marketing practices	1	2	3	4	5
42	Website and promotion materials of our firm incorporates local attractions, products and community life	1	2	3	4	5
ENVIRONMENTAL PERFORMANCE						
Resource Conservation						
43	Our organization utilizes renewable energy in a productive process compatible with the environment	1	2	3	4	5
44	Our organization has displayed communication measures for resource conservation and environmental management	1	2	3	4	5
45	Our organization uses water Conservation techniques as much as possible (water saving equipments, rainwater harvesting etc.)	1	2	3	4	5
46	Our firm participates in activities which aim to protect and improve the natural environment.					
Waste Management						
47	Our organization has an integrated solid waste management system that functions effectively	1	2	3	4	5
48	Our organization develops and maintains activities to protect and enhance the environment and prevent pollution.	1	2	3	4	5
49	Wastewater, including gray water, is treated effectively and reused where possible.	1	2	3	4	5
ECONOMIC RESPONSIBILITY						
Local Employment and Skill Development						
50	Our organization gives preference to local candidates in recruitment	1	2	3	4	5
51	Our organization provides facilities for training and capacity building programs for local people	1	2	3	4	5
52	Our organization provides/sponsors skills development programs for local people	1	2	3	4	5
Local Enterprise Development						
53	Our organization provides space for local artisans and small enterprises in its premises	1	2	3	4	5
54	Our organization supports local social enterprises	1	2	3	4	5
55	Our organization promotes tourists to purchase local products and services	1	2	3	4	5
56	Our organization practices purchase of products from local area	1	2	3	4	5

GENERAL INFORMATION								
Year of Inception		Number of rooms				Destination		
Category	5* Deluxe	5*	4*	3*	2*	1*	Heritage	Unclassified
Ownership	Company	Proprietorship		Partnership		Pvt. Ltd		Government

Annexure 2A: Check List Responsible Business Practices in Tourism Business Hospitality Sector

1	Please put a tick mark (✓) to the following. Our Organization						Yes	No			
	Has a person in charge of Responsible Business Management										
	Has a person in Charge of Environment and Energy Matters										
	Conducts Energy Audit										
	Has a Souvenir shop for promoting local souvenirs										
	Has checklist of local goods, services, and contract										
	Has an inside mechanism to dispose sewage wastes										
2	Following is a list of Policy/Reports. Please put a tick mark (✓) to the appropriate one. (1- No, 2-Yes, Written, 3- Written and Displayed/Published, 5- Written, Displayed and Communicated to all)										
	Our Organization has						1	2	3	4	5
	Responsible Business Management Policy										
	Anti Corruption Policy										
	Policy against all types of discrimination										
	Policy against child sex abuse										
	Policy against sexual harassment against women										
	Resource Conservation Policy (Water, Energy) and Waste Management										
	CSR/Sustainability Report										
	Annual Account and Audit Report										
3	Please put a (✓) mark to the appropriate ones. Our Company conduct										
	Induction Program		Training Need Assessment		Training Evaluation						
	Training Content incorporates										
	Social Responsibility		Environmental Responsibility		Anti Corruption						
	Customer Care		Code of Conduct		Personal Development						
4	Please put a (✓) mark to the appropriate ones.										
	% of water recycled and reused		Nil	>10	10-25	25-50	50-75	75-100			
	% of bio degradable waste treated inside		Nil	>10	10-25	25-50	50-75	75-100			
	% of non- bio degradable waste disposed inside		Nil	>10	10-25	25-50	50-75	75-100			
	% of energy taps from renewable sources		Nil	>10	10-25	25-50	50-75	75-100			
	% of rain water harvests		Nil	>10	10-25	25-50	50-75	75-100			
	% of energy efficient light (CFL/LED)		Nil	>10	10-25	25-50	50-75	75-100			
	% of local employees in the staff		Nil	>10	10-25	25-50	50-75	75-100			
	% of purchase of local produces		Nil	>10	10-25	25-50	50-75	75-100			
	% of food items purchase from green sources		Nil	>10	10-25	25-50	50-75	75-100			
	% of capital goods purchase from green sources		Nil	>10	10-25	25-50	50-75	75-100			
	% of consumables purchase from green sources		Nil	>10	10-25	25-50	50-75	75-100			
	% of differently abled employees		Nil	<2	2-5	5-7	7-10	>10			
	% of socially and economically backward employees		Nil	<5	5-10	10-20	20-30	>30			
5	Total amount spent for CSR during the last the financial year (% of net profit before tax)										
	Nil	<0.5%	0.5to1%		1 to1.5%		1.5-2%		>2%		

Annexure 3

(INDICATOR GENERATION) Sample		
<u>An Indicator Frame Work on Responsible Business</u>		
<p>As part of PhD Research, a scale named as Responsible Business Index (RBI) is being considered for the tourism industry of Kerala. For this purpose, the present exercise has been planned to generate indicators on various dimensions.</p> <p>Responsible Business (RB) can be defined as the overall sustainable development practices of a business in their functional, socio cultural, economic, and environmental roles to contribute for the development of employees, stakeholders, local community, and society at large. The entire edifice of RB stands in the Triple Bottom Line (TBL) approach of sustainable development, which strives to maximize positive economic and social impacts and to minimize negative consequences.</p> <p>In this context, you are requested to kindly list indicators (best responsible practices) which you consider as relevant for the dimension Responsible Marketing. Responsible Marketing dictates that all promotional efforts are provided an honest representation of what services the business provides and ensures that it addresses local concerns. (eg. Use green marketing methods)</p> <p>Kindly note that, the study I undertake is in the tourism hospitality industry (Hotels and Resorts). Hence I humbly request you to consider this sector while listing indicators.</p> <p>Thank you for your cooperation Paul V Mathew, CUSAT</p>		
Kindly list indicators under the dimension Responsible Marketing below		
GENERAL INFORMATION		
1	Name of the Respondent	
2	Area of Expertise	
3	Qualification	
4	Signature	
5	Contact	
6	Email	

Annexure 4
Responsible Business Practices in Tourism Business Hospitality Accommodation Sector

INDICATOR LIST

	GOVERNANCE and MANAGEMENT
	Transparency and Accountability
1	Organization's Board decisions are transparent and open
2	Decisions of Board of Directors are communicated to stakeholders
3	Organization publishes complete CSR/Sustainability Reports (E)
4	Organization provides accurate data to government and researchers (E)
5	Organization publishes annual report and accounts
6	All records of the Organization on compliance (of relevant legislations and regulations) are available for reference (E)
7	Organization conducts regular management reviews on Responsible Business
8	Management is accountable for negative social and environmental impacts of their decisions
9	Directors/ Board members interact with all the stakeholders
10	Directors of the Organization are accountable to the stakeholders for their decisions
11	Audit Committee has Independent Non Executive Directors (INED)
12	Organization has the provision of Independent Non Executive Directors
13	At least one member of the audit committee is a financial expert
14	The firm that audit Organization's account has a cooling period
	Responsible Management
15	Guests are provided with a code of conduct during visits
16	Local tours are guided by a trained local guide
17	Organization has adapted and implemented Quality Control Mechanism to improve operational efficiency (E)
18	Organization has an interpretation program run by a Naturalist/trained person on local attractions
19	Organization gives utmost importance to ensure quality of food and beverages (E)
20	Organization offer new products/experiences for tourists as far as possible
21	Organization has received prestigious awards/recognition for its operational efficiency
22	Organization has exclusive membership in national/international forums
23	Organization explores the possibilities of ICT for promotion, updating and money transfer (E)
24	Organizations' Vision and Mission has incorporated Responsible Business components
25	Organization has a person in charge of Responsible Business Management
26	Organization has a Responsible Business Management Committee
27	Organization has a written Responsible Management Policy (E)
28	Responsible Business Practices are communicated to employees and other stakeholders (E)
29	Organization considers sustainability aspects in Business Planning
30	Organization avails services of tourism sustainability experts wherever possible (E)
31	Partners/suppliers/stakeholders of the organization are very responsible in maintaining sustainability

	Employee Welfare
32	Provident Fund
33	Pension
34	Bonus
35	Gratuity
36	Employee Welfare Fund
37	ESI/Medical Claim Facility
38	Dearness Allowance
39	Loan Facility
40	Flexible work time
41	Fair Leave Policy
42	Freedom of Association
43	Good working condition
44	Fair and competitive remuneration
45	Employee welfare programs are in compliance with legal standards
46	Organization employees are provided with above minimum wage (E)
47	Organization provides a safe, hygienic and humane working environment
48	Firm ensures timely payment of adequate wages to meet basic needs and economic security of the employees and their families
49	Our organization provides facilities for the welfare of its employees and their families.
	Human Resource Development
50	Organization provides Orientation Program for all the new recruits
51	Organization assesses training needs regularly
52	Organization measures the effectiveness of the training
53	Organization considers all the employees for training
54	Training Content incorporates sustainability aspects
55	Organization provides sufficient opportunities for employees to develop skills in their job
56	Organization provides ample opportunities for employees to career advancement
57	Organization has a system for coaching and mentoring (E)
58	Organization provides succession planning(E)
	SOCIAL RESPONSIVENESS
	Legal Compliance
59	Organization complies with all the relevant national and international voluntary standards (E)
60	Organization has adapted internationally or nationally recognized policy guidelines (GSTC, RT, Code of Ethics)
61	Organization pays Tax correctly and regularly
62	Land procurement and development of the organization has not prevented local residents from accessing public areas
	Anti Corruption Policy
63	Organization has an Anti Corruption Policy
64	Organization prevents and prohibits practices of bribe and gift for undue favors
65	Organization has a special instruction program on anticorruption for employees
66	Organization has an effective mechanism to disapprove unethical behavior of internal and external stakeholders
67	Organization provides protection for whistle blowers
	Policy Against Discrimination and Exploitation
68	Organization has written policy against all types of discrimination
69	Organization keeps gender equality in recruitment

70	Organization keeps gender equality in compensation
71	Organization gives reservation for socially and economically backward candidates in jobs
72	Organization provides specialized jobs for persons with different abilities
73	Organization has women directors on the Board
74	Organization has rooms available exclusively for persons with special needs
75	Easy accessibility through ramps or satisfying the specifications (for people with special needs)
76	Toilet is accessible and satisfy requirement of people with special needs
77	Organization gives preference to differently abled/elderly persons for some specified positions
78	Organization has Policy against child sex abuse
79	Organization has Policy against sexual harassment against women
80	Organization strictly prohibits child labor
	Community Development
81	Organization implements Community development plans
82	Business offers Community Based Tourism (CBT) Products
83	Organization supports initiatives for the development of community infrastructure
	Stakeholder Engagement
84	Organization engages local people in the planning and implementation of projects
85	Organization has collaborations with any nearby NGO's for the implementation of Community Development Projects (CDP)
86	Organization associates with promotional events of Kerala Tourism by providing venues/sponsoring/participating
87	Organization has an effective Grievance /Complaint handling system for all the stakeholders
88	Providing consultancy/technical assistance in tourism related services
89	Organization engages Local Self Government/Panchayath for taking up CDP
90	Organization is actively participating with Responsible Tourism initiatives of Kerala Tourism
	Promotion Of Art And Culture
91	Organization provides opportunities for guests to enjoy/participate local festivals/cultural events and art forms (E)
92	Organization incorporates local cuisines in its menu and avail expertise of traditional local cooks (E)
93	Organization promotes local artisans/craftsmen to develop souvenirs
94	Organization has an exclusive souvenir shop for promoting local souvenirs
95	Organization provides exclusive space for the promotion of approved Kerala souvenirs
	PRODUCT AND CUSTOMER FOCUS
	Customer Satisfaction
96	Organization measures customer satisfaction using any formal mechanism
97	Organization takes corrective action plan wherever appropriate
98	Organization ensures Customer privacy
99	Organization ensures health and safety of visitors
100	Firm considers both customer satisfaction and his/her long-term benefits in its plans and actions.

	Responsible Marketing
101	Promotion materials of the Organization are realistic, complete and accurate
102	Promotional materials address responsible and sustainable strategies
103	Organization's products and services offers value for money
104	Organization competes with its rivals in an ethical framework
105	Organization does not resort to unethical marketing practices
106	Website and promotion materials incorporate local attractions, products and community life
	ENVIRONMENTAL PERFORMANCE
	Resource Conservation
107	Organization has an Officer in Charge of Environment and Energy matters
108	Organization has displayed communication measures for resource conservation and pollution control
109	Organization has written policy on Resource conservation and Pollution Control
110	Organization taps energy from renewable sources
111	Organization uses automated energy saving devices
112	Organization conducts Energy Audit
113	Organization uses energy efficient lights (CFL/LEDs)
114	Organization has Water Management and conservation program
115	Organization has water recycle system and mechanism to reuse treated water
116	Organization uses Water Saving Equipments
118	Organization has Rainwater Harvesting System
	Sustainable Setting And Design
119	Buildings use regional construction materials, as long as these are obtained sustainably
120	Green areas and sporting fields use native vegetation wherever possible or grasses that are adapted to the local climate
121	Buildings reflect regional architectural vernacular and include regional art or crafts
122	Organization has adapted existing structures wherever possible
123	Construction of the building has not caused filling of wetland
124	Environmental and social impact assessment has been completed
	Local residents have not been involuntarily removed from the land by the construction
125	Organization has green certification (E)
	Waste Management
126	Organization has a properly working waste water treatment system
127	Property has an integrated solid waste management system that functions effectively
128	Organization has a mechanism to dispose non – bio degradable materials
129	Organization has an inside mechanism to dispose sewage wastes
	Eco Friendly Purchasing Policy
130	Organization purchased <i>building materials</i> from green or sustainable sources
131	Organization purchases <i>food items</i> from green or sustainable sources
132	Organization purchased <i>capital goods</i> from green or sustainable sources
133	Organization purchases <i>consumables</i> from green or sustainable sources
	Emission and Noise Control
134	Property has enough tree cover in the compound
135	Organization has taken initiatives to reduce emissions or air pollution
136	Organization uses eco friendly vehicles for transportation inside the premises

137	Organization encourage guests and staffs to use public transport, bicycle, and walk
138	Organization avail carbon credit
139	Steps have been taken to reduce noise pollution
	Bio Diversity Preservation
140	Organization strictly avoids disturbance of wild life and natural ecosystems
141	Organization prohibits transaction, trade and sale of products of wildlife species
142	Organization have an indigenous flower/ vegetable garden
143	Our firm participates in activities which aim to protect and improve the natural environment.
	Eco Friendly Practices
144	Organization use soap, shampoo dispensers etc in the bath room
145	Organization Prohibit plastic bags and bottles in its compound
146	Organization promote usage of eco friendly bags
147	Organization have a practice of taking back the plastic bags/bottles
148	Organization has a written policy in minimizing printing
149	Organization promote organic products
	ECONOMIC RESPONSIBILITY
	Local Employment and Skill Development
150	Organization gives preference to local candidates in recruitment
151	Organization provide facilities for training and capacity building programs for local people
152	Organization provides/sponsors skills development programs for local people
	Local Enterprise Development
153	Checklist of local goods, services, and contract is available
154	Percentage of purchase of local produce and services from local providers from those available in the checklist
155	Organization promote tourists to purchase local products and services
156	Organization provide space for local artisans and small enterprises in its premises
157	Organization supports local social enterprises
	Social Investment
158	Total amount spent for charity purpose for local community in last year
159	Total amount spent for the promotion of local art and culture last year
160	Total amount spent for purchasing local produce in last year
161	Total amount spent for Community development plans (CSR) during last financial year
162	Total amount spent for social awareness in last year
163	Total amount spent for environmental awareness

Annexure 5
Responsible Business Practices in Tourism Business Hospitality Accommodation Sector

EXPERT OPINION SURVEY
INDICATOR RELEVANCY TEST -1

I, Paul V Mathew, a Research Scholar of the School of Management Studies (SMS), Cochin University of Science and Technology (CUSAT) is doing PhD in the area of Responsible Business practices in the Tourism Hospitality Industry. Responsible Business is the voluntary initiative and the drive of an organization to adopt sustainable practices in governance and management that reflects through their commitment towards all stakeholders, especially towards society, environment and local economy. As part of the study, a scale named an Index of Responsible Business (IRB) is being considered. The present exercise is being carried out to select the most relevant indicators from the list. Following statements are considered to reflect the best responsible business practices in the tourism industry. Please put a tick mark (✓) to any number between 1 to 5 based on the relevance, extent of possibility for practice and its applicability in the Kerala context (1- Not Relevant, 2- Slightly Relevant, 3- Relevant 4- Very Relevant and 5- Extremely Relevant)

	GOVERNANCE and MANAGEMENT						
	Transparency and Accountability						
1	Decisions of Board of Directors are communicated to stakeholders	1	2	3	4	5	
2	Organization provides accurate data to government and researchers	1	2	3	4	5	
3	All records of the Organization on compliance (of relevant legislations and regulations) are available for reference	1	2	3	4	5	
4	Organization conducts regular management reviews on responsible business	1	2	3	4	5	
5	Directors/ Board members interact with all the stakeholders	1	2	3	4	5	
6	Directors of the Organization are accountable to the stakeholders for their decisions	1	2	3	4	5	
	Responsible Management						
7	Guests are provided with a code of conduct especially during visits	1	2	3	4		5
8	Organization has adapted and implemented Quality Control Mechanism to improve operational efficiency	1	2	3	4		5
9	Organization has adapted internationally or nationally recognized Responsible Business policy guidelines (GSTC, RT, Code of Ethics)	1	2	3	4		5
10	Organization offers new products/experiences for tourists as far as possible	1	2	3	4		5
11	Organization has received prestigious awards/recognition for its operational efficiency	1	2	3	4		5
12	Organization has exclusive membership in national/international forums	1	2	3	4		5
13	Organization explores the possibilities of ICT for promotion, marketing, booking etc.	1	2	3	4		5

Annexure - 5

14	Organizations' Vision and Mission has incorporated Responsible Business components	1	2	3	4	5
15	Organization has a written Responsible Management Policy that is communicated to stakeholders	1	2	3	4	5
16	Organization considers sustainability aspects in Business Planning	1	2	3	4	5
17	Organization avails services of tourism sustainability experts wherever possible	1	2	3	4	5
18	Partners/suppliers/stakeholders of the organization are very responsible in maintaining sustainability	1	2	3	4	5
Employee Welfare						
19	Organization provides employees an environment that is safe, hygienic and humane.	1	2	3	4	5
20	Firm ensures timely payment of adequate wages to meet basic needs and economic security of the employees and their families	1	2	3	4	5
21	Organization provides facilities for the welfare of its employees and their families.	1	2	3	4	5
Human Resource Development						
22	Organization provides appropriate training to both new and existing employees on a continued basis	1	2	3	4	5
23	Organization regularly conducts training need assessment and measures the effectiveness of training scientifically	1	2	3	4	5
24	All personnel receive periodic training regarding their role in the management of environmental, socio-cultural, health, and safety practices.	1	2	3	4	5
25	Training programs assure that personals are aware of applicable legal, statutory, regulatory requirements specific to the organization;	1	2	3	4	5
26	Organization provides sufficient opportunities for employees to develop skills in their job	1	2	3	4	5
27	Organization provides ample opportunities for employees to career advancement	1	2	3	4	5
28	Organization has a system for coaching and mentoring	1	2	3	4	5
29	Organization provides succession planning	1	2	3	4	5
SOCIAL RESPONSIVENESS						
Anti Corruption Policy		1	2	3	4	5
30	Organization has an Anti Corruption Policy that is communicated to all stakeholders	1	2	3	4	5
31	Organization prevents and prohibits practices of bribe and gift for undue favors	1	2	3	4	5
32	Organization has a special instruction program on anticorruption for employees	1	2	3	4	5
33	Organization has an effective mechanism to disapprove unethical behavior of internal and external stakeholders	1	2	3	4	5
34	Organization provides protection for whistle blowers (those who report unethical practices)	1	2	3	4	5
Policy Against Discrimination and Exploitation						
35	Organization keeps gender equality in recruitment	1	2	3	4	5
36	Organization gives reservation for socially and economically backward candidates in jobs	1	2	3	4	5
37	Organization provides specialized jobs for persons with different abilities	1	2	3	4	5

38	Organization provides facilities satisfying the specifications (for people with special needs)	1	2	3	4	5
39	The company has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation	1	2	3	4	5
40	Organization has Policy against sexual harassment against women	1	2	3	4	5
41	Organization strictly prohibits child labor and not engage services of a child, paid or unpaid.	1	2	3	4	5
Community Development						
42	Organization actively supports initiatives for social and infrastructure community development including, among others, education, health, and sanitation	1	2	3	4	5
43	Business promotes Community Based Tourism (CBT) Products	1	2	3	4	5
44	Organization spends for the development of local community	1	2	3	4	5
Stakeholder Engagement						
45	Organization engages with local communities to empower and encourage its people to improve their quality of life, where possible	1	2	3	4	5
46	Organization cooperates with other private and public entities in social responsibility projects.	1	2	3	4	5
47	Organization associates with promotional events of Kerala Tourism by providing venues/sponsoring/participating	1	2	3	4	5
48	Organization has an effective Grievance /Complaint handling system for all the stakeholders	1	2	3	4	5
49	Providing consultancy/technical assistance in tourism related services	1	2	3	4	5
Promotion Of Art And Culture						
50	Organization provides opportunities for guests to enjoy/participate local festivals/cultural events and art forms	1	2	3	4	5
51	Organization incorporates local cuisines in its menu and avail expertise of traditional local cooks	1	2	3	4	5
52	Organization promotes local artisans/craftsmen to develop souvenirs	1	2	3	4	5
PRODUCT AND CUSTOMER FOCUS						
Customer Satisfaction						
53	Firm considers both customer satisfaction and his/her long-term benefits in its plans and actions.	1	2	3	4	5
54	Organization measures customer satisfaction using (a/any) formal mechanism	1	2	3	4	5
55	Organization takes immediate corrective action plan wherever appropriate	1	2	3	4	5
56	Organization ensures Customer privacy	1	2	3	4	5
57	Organization ensures health and safety of visitors	1	2	3	4	5
Responsible Marketing						
58	Promotion materials of the organization are realistic, complete and accurate	1	2	3	4	5
59	Organization's products and services offers value for money	1	2	3	4	5
60	Organization resorts to all ethical marketing practices	1	2	3	4	5
61	Website and promotion materials of our firm incorporates local attractions, products and community life	1	2	3	4	5

	ENVIRONMENTAL PERFORMANCE					
	Resource Conservation					
62	Organization utilizes renewable energy in a productive process compatible with the environment	1	2	3	4	5
63	Organization has displayed communication measures for resource conservation and environmental management	1	2	3	4	5
64	Organization uses water conservation techniques as much as possible (water saving equipments, rainwater harvesting etc.)	1	2	3	4	5
	Waste Management					
65	Organization has an integrated solid waste management system that functions effectively	1	2	3	4	5
66	Organization develops and maintains activities to protect and enhance the environment and prevent pollution.	1	2	3	4	5
67	Wastewater, including gray water, is treated effectively and reused where possible.	1	2	3	4	5
	Eco Friendly Purchasing Policy					
68	Organization purchases building materials from green or sustainable sources (local, eco friendly etc.)	1	2	3	4	5
69	Organization purchases food items from green or sustainable sources	1	2	3	4	5
70	Organization purchases capital goods from green or sustainable sources	1	2	3	4	5
71	Organization purchases consumables from green or sustainable sources	1	2	3	4	5
	Emission and Noise Control					
72	Organization has taken initiatives to reduce emissions or air pollution	1	2	3	4	5
73	Organization encourages guests and staffs to use public transport, bicycle, and walk	1	2	3	4	5
74	Steps have been taken to reduce noise pollution	1	2	3	4	5
	Bio Diversity Preservation					
75	Organization strictly avoids disturbance of wild life and natural ecosystems	1	2	3	4	5
76	Organization prohibits transaction, trade and sale of products of wildlife species	1	2	3	4	5
77	Organization participates in activities which aim to protect and improve the natural environment.	1	2	3	4	5
	ECONOMIC RESPONSIBILITY					
	Local Employment and Skill Development					
78	Organization gives preference to local candidates in recruitment	1	2	3	4	5
79	Organization provides facilities for training and capacity building programs for local people	1	2	3	4	5
80	Organization provides/sponsors skills development programs for local people	1	2	3	4	5
	Local Enterprise Development					
81	Organization provides space for local artisans and small enterprises in its premises	1	2	3	4	5
82	Organization supports local social enterprises	1	2	3	4	5
83	Organization promotes tourists to purchase local products and services	1	2	3	4	5

Annexure 6

Performa for the Categorization of Dimensions for Index of Responsible Business (IRB)

Instructions

The purpose of the present exercise is to verify the conceptual classification of the Index of Responsible Business (IRB). Responsible Business is defined as the voluntary initiative and the drive of an organization to adopt sustainable practices in governance and management that reflects through their commitment towards all stakeholders, especially towards society, environment and local economy. It consists of following five dimensions: **Governance and Management, Social Responsivness, Product and Customer Focus, Environmental Performance, and Economic Responsibility.**

Categorization of Indicators for each Sub Dimensions

Following are the list of randomly presented Indicators of certain Sub Dimensions. Additionally, definition of each Sub Dimension has also been given. Keeping in view the respective definition of each sub dimensions you are requested to categorize each Indicator to a particular Sub Dimension by putting a tick mark (✓) to that specific sub dimensions in the space adjacent to the statements.

1. **Transparency and Accountability (T & A)** is the openness of business in disclosing responsibilities to the stakeholders it's responsibility to answer and explain the decisions and actions of the board
2. **Responsible Management (RM)** is the organizations' commitment to maintain responsibility in its **functional areas** especially towards employees and to improve quality of operation.
3. **Employee Welfare (EW)** is the organizations commitment to provide basic and legal/statutory requirements for employees
4. **Human Resource Development(HRD)** is the efforts of business to develop skills, knowledge and attitude of employees

Sl. No	Indicator	Sub Dimension			
		1 (T & A)	2 (R M)	3 (EW)	4 HRD
1	Organization has adapted internationally or nationally recognized Responsible Business policy guidelines (GSTC, RT, Code of Ethics)	1	2	3	4
2	Firm ensures timely payment of adequate wages to meet basic needs and economic security of the employees and their families	1	2	3	4
3	Decisions of Board of Directors are communicated to stakeholders	1	2	3	4
4	Organization provides facilities for the welfare of its employees and their families.	1	2	3	4
5	Directors/ Board members interact with all the stakeholders	1	2	3	4
6	Organization explores the possibilities of ICT for promotion, marketing, booking etc.	1	2	3	4
7	Organization provides appropriate training to both new and existing employees on a continued basis	1	2	3	4
8	Guests are provided with a code of conduct especially during visits	1	2	3	4
9	Organization regularly conducts training need assessment and measures the effectiveness of training scientifically	1	2	3	4

10	Organization avails services of tourism sustainability experts wherever possible	1	2	3	4
11	Organization has adapted and implemented Quality Control Mechanism to improve operational efficiency	1	2	3	4
12	Organization has a written Responsible Management Policy that is communicated to stakeholders	1	2	3	4
13	Directors of the Organization are accountable to the stakeholders for their decisions	1	2	3	4
14	All personnel receive periodic training regarding their role in the management of environmental, socio-cultural, health, and safety practices.	1	2	3	4
15	Organization provides employees an environment that is safe, hygienic and humane.	1	2	3	4
16	Training programs assure that personals are aware of applicable legal, statutory, regulatory requirements specific to the organization;	1	2	3	4
17	Organization considers sustainability aspects in Business Planning	1	2	3	4
18	Organization provides sufficient opportunities for employees to develop skills in their job	1	2	3	4
19	Organization provides ample opportunities for employees to career advancement	1	2	3	4
	(1) Transparency and Accountability (T & A), (2) Responsible Management (RM), (3) Employee Welfare (EW), (4) Human Resource Development(HRD)	1 (T & A)	2 (RM)	3 (EW)	4 HRD

1. **Transparency and Accountability (T & A)** is the openness of business in disclosing responsibilities to the stakeholders it's responsibility to answer and explain the decisions and actions of the board
2. **Responsible Management (RM)** is the organizations' commitment to maintain responsibility in its **functional areas** especially towards employees and to improve quality of operation.
3. **Employee Welfare (EW)** is the organizations commitment to provide basic and legal/statutory requirements for employees
4. **Human Resource Development(HRD)** is the efforts of business to develop skills, knowledge and attitude of employees
- 1) **Anti Corruption Policy** is the enterprise commitment to prevent dishonest and fraudulent behaviors for undue favors
- 2) **Policy against Discrimination and Exploitation** is the policy against the practice of treating somebody or a particular group in society less fairly than others and to prevent situations in which somebody treats somebody else in an unfair way, especially in order to make money from their work

	Indicators	1	2
1	Organization has an Anti Corruption Policy that is communicated to all stakeholders	1	2
2	Organization prevents and prohibits practices of bribe and gift for undue favors	1	2
3	Organization gives reservation for socially and economically backward candidates in jobs	1	2
4	Organization provides facilities satisfying the specifications (for people with special needs)	1	2
5	Organization provides protection for whistle blowers (those who report unethical practices)	1	2
6	The company has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation	1	2
7	Organization has Policy against sexual harassment against women	1	2
8	Organization strictly prohibits child labor and <i>not engage services of a child, paid or unpaid.</i>	1	2
9	Organization has an effective mechanism to disapprove unethical behavior of internal and external stakeholders	1	2

- 1) **Community Development** is the firm's activities to build stronger and more resilient local communities
- 2) **Stakeholder Engagement** is the willingness of the organizations to involve and to participate, internal and external stakeholders
- 3) **Promotion of Art and Culture** is the organizations contribution towards conservation of natural and cultural heritage and for the promotion of native art forms

	Indicators	1	2	3
1	Organization <i>engages with local communities to empower and encourage its people to improve their quality of life, where possible</i>	1	2	3
2	Organization incorporates local cuisines in its menu and avail expertise of traditional local cooks	1	2	3
3	Organization cooperates with other private and public entities in social responsibility projects.	1	2	3
4	Organization promotes local artisans/craftsmen to develop souvenirs	1	2	3
5	Organization actively supports initiatives for social and infrastructure community development including, among others, education, health, and sanitation	1	2	3
6	Organization associates with promotional events of Kerala Tourism by providing venues/sponsoring/participating	1	2	3
7	Business promotes Community Based Tourism (CBT) Products	1	2	3
8	Organization provides opportunities for guests to enjoy/participate local festivals/cultural events and art forms	1	2	3
9	Organization spends for the development of local community	1	2	3

Annexure - 6

- 1) **Customer Satisfaction** is the Organizations endeavors to care, serve satisfy and value customers
- 2) **Responsible Marketing** dictate that all promotional efforts are provided an honest representation of what services the business provides and ensures that it addresses local concerns

Sl. No	Indicators	Sub Dimension	
		1	2
1	Promotion materials of the company are realistic, complete and accurate	1	2
2	Company does not resort to unethical marketing practices	1	2
3	Organization measures customer satisfaction using a feedback form/any other formal mechanism	1	2
4	Company ensures health and safety of visitors	1	2
5	Website and promotion materials incorporate local attractions, products and community life	1	2
6	Organization does follow-up of customer complaints to implement corrective action plan wherever appropriate	1	2
7	Organization ensures Customer privacy	1	2
8	Company's products and services offers value for money	1	2
9	Firm considers both customer satisfaction and his/her long-term benefits in its plans and actions.	1	2

1. **Resource Conservation** is the measures adapted by the company to conserve water, energy and other natural resources
2. **Waste Management** is an effective and working waste management plan with quantitative goals to minimize waste that is not reused or recycled
3. **Eco friendly Purchasing Policy** is the purchasing policy favors environmentally friendly products for building materials, capital goods, food, and consumables
4. **Bio Diversity Preservation** is the initiatives of the company to conserve plant, birds, indigenous varieties , insect species that exist on earth, especially the wild life

		1	2	3	4
1	Organization has displayed communication measures for resource conservation and environmental management	1	2	3	4
2	Organization purchases <i>building materials</i> from green or sustainable sources (local, eco friendly etc.)	1	2	3	4
3	Organization has an integrated solid waste management system that functions effectively	1	2	3	4
4	Organization purchases <i>food items</i> from green or sustainable sources	1	2	3	4
5	Organization prohibits transaction, trade and sale of products of wildlife species	1	2	3	4
6	Organization uses water conservation techniques as much as possible (water saving equipments, rainwater harvesting etc.)	1	2	3	4
7	Organization purchases <i>capital goods</i> from green or sustainable sources	1	2	3	4
8	Wastewater, including gray water, is treated effectively and reused where possible.	1	2	3	4
9	Organization strictly avoids disturbance of wild life and natural ecosystems	1	2	3	4
10	Organization participates in activities which aim to protect and improve the natural environment.	1	2	3	4
11	Organization develops and maintains activities to protect and enhance the environment and prevent pollution.	1	2	3	4

12	Organization purchases <i>consumables</i> from green or sustainable sources	1	2	3	4
13	Organization utilizes renewable energy in a productive process compatible with the environment	1	2	3	4

- 1) **Local Employment and Skill Development** is the organizations commitment to provide employment to local residents and the willingness to improving the skills of people
- 2) **Local Enterprise Development** is the company's efforts to offer the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture

	Indicators	1	2
1	Organization provides facilities for training and capacity building programs for local people	1	2
2	Organization supports local social enterprises	1	2
3	Organization gives preference to local candidates in recruitment	1	2
4	Organization provides space for local artisans and small enterprises in its premises	1	2
5	Organization promotes tourists to purchase local products and services	1	2
6	Organization provides/sponsors skills development programs for local people	1	2

Thank You

Annexure 7
Responsible Business Practices in Tourism Hospitality Industry
Questionnaire

I, Paul V Mathew, a Research Scholar of the School of Management Studies (SMS), Cochin University of Science and Technology (CUSAT) is doing PhD in the area of Responsible Business practices in the **Tourism Hospitality Industry**. Responsible Business is the voluntary initiative and the drive of an organization to adopt sustainable practices in governance and management that reflects through their commitment towards all stakeholders, especially towards society, environment and local economy. As part of my study, a scale named as Index of Responsible Business (IRB) is being considered. The present exercise is being carried out to select the most representative indicators from the list.

The Index consists of 5 dimensions and 14 Sub Dimensions. Following are the sub dimensions and corresponding indicators. In consideration the definition of each sub dimensions given below, please indicate for each indicator if it is relevant to that particular sub dimension. Please put a tick mark (✓) to any number between 1 to 5 based on the relevance of the indicator to the sub dimension (1- Not Relevant, 2- Slightly Relevant, 3- Relevant 4- Very Relevant and 5- Extremely Relevant)

Transparency and Accountability (T & A) is the openness of business in disclosing responsibilities to the stakeholders it's responsibility to answer and explain the decisions and actions of the board						
1	Decisions of Board of Directors are communicated to stakeholders	1	2	3	4	5
2	Directors/ Board members interact with all the stakeholders	1	2	3	4	5
3	Directors of the Organization are accountable to the stakeholders for their decisions	1	2	3	4	5
Responsible Management (RM) is the organizations' commitment to maintain responsibility in its functional areas especially towards employees and to improve quality of operation.						
4	Guests are provided with a code of conduct especially during visits	1	2	3	4	5
5	Organization has adapted and implemented Quality Control Mechanism to improve operational efficiency	1	2	3	4	5
6	Organization has adapted internationally or nationally recognized Responsible Business policy guidelines (GSTC, RT, Code of Ethics)	1	2	3	4	5
7	Organization explores the possibilities of ICT for promotion, marketing, booking etc.	1	2	3	4	5
8	Organization has a written Responsible Management Policy that is communicated to stakeholders	1	2	3	4	5
9	Organization considers sustainability aspects in Business Planning	1	2	3	4	5
10	Organization avails services of tourism sustainability experts wherever possible	1	2	3	4	5
Employee Welfare (EW) is the organizations commitment to provide basic and legal/statutory requirements for employees						
11	Organization provides employees an environment that is safe, hygienic and humane.	1	2	3	4	5
12	Firm ensures timely payment of adequate wages to meet basic needs and economic security of the employees and their families	1	2	3	4	5
13	Organization provides facilities for the welfare of its employees and their families.	1	2	3	4	5

Annexure - 7

Human Resource Development(HRD) is the efforts of business to develop skills, knowledge and attitude of employees					
14	Organization provides appropriate training to both new and existing employees on a continued basis	1	2	3	5
15	Organization regularly conducts training need assessment and measures the effectiveness of training scientifically	1	2	3	5
16	All personnels receive periodic training regarding their role in the management of environmental, socio-cultural, health, and safety practices.	1	2	3	5
17	Training programs assure that personals are aware of applicable legal, statutory, regulatory requirements specific to the organization;	1	2	3	5
18	Organization provides sufficient opportunities for employees to develop skills in their job	1	2	3	5
19	Organization provides ample opportunities for employees to career advancement	1	2	3	5
Anti Corruption Policy is the enterprise commitment to prevent dishonest and fraudulent behaviors for undue favors					
20	Organization has an Anti Corruption Policy that is communicated to all stakeholders	1	2	3	5
21	Organization prevents and prohibits practices of bribe and gift for undue favors	1	2	3	5
22	Organization has an effective mechanism to disapprove unethical behavior of internal and external stakeholders	1	2	3	5
23	Organization provides protection for whistle blowers (those who report unethical practices)	1	2	3	5
Policy against Discrimination and Exploitation is the policy against the practice of treating somebody or a particular group in society less fairly than others and to prevent situations in which somebody treats somebody else in an unfair way, especially in order to make money from their work					
24	Organization gives reservation for socially and economically backward candidates in jobs	1	2	3	5
25	Organization provides facilities satisfying the specifications (for people with special needs)	1	2	3	5
26	The company has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation	1	2	3	5
27	Organization has policy against sexual harassment against women	1	2	3	5
28	Organization strictly prohibits child labor and <i>not engage services of a child, paid or unpaid.</i>	1	2	3	5
Community Development is the firm's activities to build stronger and more resilient local communities					
29	Organization actively supports initiatives for social and infrastructure community development including, among others, education, health, and sanitation	1	2	3	5
30	Business promotes Community Based Tourism (CBT) Products	1	2	3	5
31	Organization spends for the development of local community	1	2	3	5
Stakeholder Engagement is the willingness of the organizations to involve and to participate, internal and external stakeholders					
32	Organization <i>engages with local communities to empower and encourage its people to improve their quality of life, where possible</i>	1	2	3	5
33	Organization cooperates with other private and public entities in social responsibility projects.	1	2	3	5

34	Organization associates with promotional events of Kerala Tourism by providing venues/sponsoring/participating	1	2	3	4	5
Promotion of Art and Culture is the organizations contribution towards conservation of natural and cultural heritage and for the promotion of native art forms						
35	Organization provides opportunities for guests to enjoy/participate local festivals/cultural events and art forms	1	2	3	4	5
36	Organization incorporates local cuisines in its menu and avail expertise of traditional local cooks	1	2	3	4	5
37	Organization promotes local artisans/craftsmen to develop souvenirs	1	2	3	4	5
Customer Satisfaction is the Organizations endeavors to care, serve satisfy and value customers						
38	Firm considers both customer satisfaction and his/her long-term benefits in its plans and actions.	1	2	3	4	5
39	Organization measures customer satisfaction using (a/any) formal mechanism	1	2	3	4	5
40	Organization takes immediate corrective action plan wherever appropriate	1	2	3	4	5
41	Organization ensures Customer privacy	1	2	3	4	5
42	Organization ensures health and safety of visitors	1	2	3	4	5
Responsible Marketing dictate that all promotional efforts are provided an honest representation of what services the business provides and ensures that it addresses local concerns						
43	Promotion materials of the organization are realistic, complete and accurate	1	2	3	4	5
44	Organization resorts to all ethical marketing practices	1	2	3	4	5
45	Website and promotion materials of the firm incorporates local attractions, products and community life	1	2	3	4	5
Resource Conservation is the measures adapted by the company to conserve water, energy and other natural resources						
46	Organization utilizes renewable energy in a productive process compatible with the environment	1	2	3	4	5
47	Organization has displayed communication measures for resource conservation and environmental management	1	2	3	4	5
48	Organization uses water conservation techniques as much as possible (water saving equipments, rainwater harvesting etc.)	1	2	3	4	5
Waste Management is an effective and working waste management plan with quantitative goals to minimize waste that is not reused or recycled						
49	Organization has an integrated solid waste management system that functions effectively	1	2	3	4	5
50	Organization develops and maintains activities to protect and enhance the environment and prevent pollution.	1	2	3	4	5
51	Wastewater, including gray water, is treated effectively and reused where possible.	1	2	3	4	5
Eco friendly Purchasing Policy is the purchasing policy favors environmentally friendly products for building materials, capital goods, food, and consumables						
52	Organization purchases <i>building materials</i> from green or sustainable sources (local, eco friendly etc.)	1	2	3	4	5
53	Organization purchases <i>food items</i> from green or sustainable sources	1	2	3	4	5
54	Organization purchases <i>capital goods</i> from green or sustainable sources	1	2	3	4	5
55	Organization purchases <i>consumables</i> from green or sustainable sources					

Annexure - 7

Bio Diversity Preservation is the initiatives of the company to conserve plant, birds, indigenous varieties , insect species that exist on earth, especially the wild life						
56	Organization strictly avoids disturbance of wild life and natural ecosystems	1	2	3	4	5
57	Organization prohibits transaction, trade and sale of products of wildlife species	1	2	3	4	5
58	Organization participates in activities which aim to protect and improve the natural environment.	1	2	3	4	5
Local Employment and Skill Development is the organizations commitment to provide employment to local residents and the willingness to improving the skills of people						
59	Organization gives preference to local candidates in recruitment	1	2	3	4	5
60	Organization provides facilities for training and capacity building programs for local people	1	2	3	4	5
61	Organization provides/sponsors skills development programs for local people	1	2	3	4	5
Local Enterprise Development is the company's efforts to offer the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture						
62	Organization provides space for local artisans and small enterprises in its premises	1	2	3	4	5
63	Organization supports local social enterprises	1	2	3	4	5
64	Organization promotes tourists to purchase local products and services	1	2	3	4	5

GENERAL INFORMATION			
1	Name of the Expert		
2	Organization		
3	Designation		
4	Total Working Experience		
5	Category	Policy Maker	Academician Tourism Practitioner
6	Contact		
7	Email		

Thank You

Annexure 8

Individual items of the constructs with mean scores and standard deviation

Variables	Mean	SD	Skew.	Kurt.
RESPONSIBLE TOURISM				
Economic Responsibility				
Employment Opportunities	3.71	1.121	.497	-.872
Purchasing of local produces	3.05	.896	-.177	.714
Skill Development	2.61	.969	.144	-.691
Local Enterprise Support	2.98	1.16	-.144	-1.093
Social Responsibility				
Employment opportunities for backward people.	2.89	.920	-.169	.921
Local Community Engagement	2.73	.846	-.050	-.736
Supports enterprises by disadvantaged people	2.88	.937	-.020	-.844
Training for Engagement	2.66	.809	-.011	-.559
Promotion of local art and culture	3.42	.940	-.688	-.514
Enhancement of historic heritage, culture and traditions	3.4169	1.00324	-.690	-.368
Environmental Responsibility				
Public awareness	2.7944	.85369	-.003	-.936
Environmental Awareness	2.7324	1.03822	-.086	-1.094
Waste Management	2.6563	1.04432	-.054	-1.229
Destination Sustainability				
Economic Sustainability				
Support to local Business	3.01	.914	-.089	-.868
Improvement of living standards	3.32	1.534	4.927	60.872
Jobs and benefits	2.91	1.936	10.655	164.900
Tangible Benefits	3.42	1.324	.068	1.740
Consistent and Reliable Income	2.88	1.125	-.226	-1.082
Well integrated within the local economy	3.57	1.043	-.395	-.621
Social Sustainability				
Benefits to backward people	3.00	1.137	-.104	-1.065
Brings social programmes and schemes	2.66	1.078	.079	-1.195
Empowerment local communities	2.66	.850	.021	-.713
Congestion	3.3268	.88314	-.243	-.786
Infrastructure development	3.0000	1.06033	-.300	-1.275
Infrastructures for a combined need	3.2028	.84271	-.484	-.917
Space for recreation	3.2113	.76497	-.340	-.944
Social Issues	3.47	.841	-.236	-.339
Cultural Sustainability				
Management and conservation of Heritage	3.44	.950	-.402	-.691
Enhancement of historic heritage, culture and traditions	3.4169	1.00324	-.690	-.368
Quality of landscapes and environment	2.9887	.98284	-.498	-.851
Development is appropriate to local conditions	2.7972	.99915	-.182	-1.088
Preservation of Traditional rural landscapes	3.2451	.97378	-.434	-.607
Environmental Sustainability				

Annexure 8

Conservation of natural areas, habitats and wildlife	3.3099	2.38754	14.001	239.449
Environmental Protection	2.9718	1.02472	-.276	-1.122
Environmental Pollution	2.7070	1.08343	-.147	-1.307
Business Impact	2.7380	1.08226	-.082	-1.141
Disturbance and noise	3.61	.800	-.551	.154
Quality of Life (QOL)				
Material Well-Being				
Real Estate Taxes	3.42	.817	-.246	-.165
Cost of Living	3.06	.949	-.332	-.942
Basic Necessities	3.06	.958	-.365	-.906
Current Income	3.02	1.140	-.344	-1.114
Economic Security	2.95	1.111	-.320	-1.021
Family Income	2.95	1.116	-.229	-1.013
Fringe Benefits	2.97	.772	-.253	-.383
Community Well-Being				
Community Environment	3.30	.933	-.411	-.924
People	3.57	.790	-.720	.157
Service and Facility	3.03	.966	-.251	-1.040
Community Life	3.53	.810	-.567	-.091
Emotional Well-Being				
Spare Time	3.37	.718	-.306	-.524
Leisure Activity	3.26	.695	-.359	-.821
Tourist Influx	3.43	2.252	16.602	299.808
Social Life	3.29	.661	-.273	-.605
Religious Services	3.79	.703	-.609	.874
Preservation of Culture	3.48	.824	-.519	-.425
Tourist and Cultural Outlook	3.41	.596	-.044	1.30
Social Status	3.33	.677	-.342	-.602
Spiritual Life	3.59	.736	-.512	.419
Health and Safety Well-Being				
Water Quality	3.38	1.024	-.459	-.647
Health	3.53	.992	-.649	-.098
Air Quality	4.01	2.249	15.942	284.538
Water Quality	3.84	.707	-.921	1.275
Garbage	3.32	1.027	.734	7.601
Environmental Pollution	2.8958	.97009	-.088	-1.107
Environmental Cleaness	2.9155	.96472	-.134	-1.223
Community Safety and Security	3.5803	.73350	-.842	.313
Community Accidents and Crime Rate	3.7746	2.34940	10.891	134.617
Overall QOL				
Life Satisfaction1	3.2789	.88839	-.577	-.270
Life Satisfaction 2	3.29	.849	-.593	-.293
Life Satisfaction 3	2.9718	.82290	-.468	.587