

**IMPACT OF TOURISM DEVELOPMENT ON QUALITY OF LIFE OF  
RESIDENTS AND TOURISTS IN POKHARA**

**A DISSERTATION**

**Submitted to the Dean's Office,  
Faculty of Humanities & Social Sciences, Tribhuvan University  
in fulfillment of the requirement for the Degree of  
DOCTOR OF PHILOSOPHY (Ph.D.)  
in  
ECONOMICS**

**By**

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**October, 2023**

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## LETTER OF RECOMMENDATION

We certify that this dissertation entitled **Impact of Tourism Development on Quality of Life of Residents and Tourists in Pokhara** was prepared by **Mr. Laxmi Kanta Sharma** under our supervision and guidance. Therefore, we recommend this dissertation for the final examinations by the Research Committee of the Faculty of Humanities and Social Sciences, Tribhuvan University, to fulfill the requirements for the **Degree of Doctor of Philosophy in Economics**.

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**APPROVAL LETTER**

This dissertation entitled *IMPACT OF TOURISM DEVELOPMENT ON QUALITY OF LIFE OF RESIDENTS AND TOURISTS IN POKHARA* was submitted by Mr. Laxmi Kanta Sharma for the final examination by the Research Committee of the Faculty of Humanities and Social Sciences, Tribhuvan University, in fulfillment of the requirements for the Degree of DOCTOR OF PHILOSOPHY in Economics. I now certify that the Research Committee of the Faculty has found this dissertation satisfactory in scope and quality and has, therefore, accepted it for the degree.

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Prof. Kushum Shakya PhD  
Dean and Chairperson  
Research Committee

## DECLARATION

I hereby declare that this Ph.D. dissertation submitted to the Office of Dean, Faculty of Humanities and Social Sciences, Tribhuvan University, is an entirely original work prepared under the supervision of my supervisor, co-supervisor, and experts. I have acknowledged all ideas and information borrowed from different sources in writing this dissertation. The results presented in the dissertation have never been given or submitted anywhere else for the award of any degree or any other purpose. I have incorporated and addressed all the suggestions and feedback provided to improve this dissertation by Internal Evaluators, Viva Experts, External Experts, Evaluators and Research Committee members. The researcher has not published any part of the contents of this dissertation in the form of a portion of any book. I am solely responsible if any evidence is found against my declaration.

---

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## ABSTRACT

This comprehensive study investigates the intricate relationship between tourism development and the quality of life (QOL) experienced by both residents and tourists in the enchanting city of Pokhara. Departing from the conventional emphasis on economic metrics, this study pioneers a shift towards understanding the multilayered impact of tourism on the broader aspects of resident well-being and tourists' satisfaction.

The research methodically builds upon well-established QOL measurement models, notably those by Andereck and Nyaupane (2011) and Sirgy et al. (2011), customizing and extending them to suit the unique dynamics of Pokhara through FGDs and IDIs. Utilizing an extensive dataset, the study draws insights from a substantial number of community residents (N=591) residing at least a year and recent tourists (N=534) staying at least two nights in Pokhara.

Through the application of thoughtfully designed structured questionnaires employing a 5-point Likert scale in fourteen domains of travel trip, the study uncovers the positive and negative experiences of tourists while also assessing the attitudes of residents towards the ripple effects of tourism on their QOL through 20 indicators.

Employing advanced analytical tools such as Confirmatory Factor Analysis (CFA), Exploratory Factor Analysis, Hierarchical Regression Analysis and Quantile Regression Analysis, the study underscores the significant influence of positive and negative experiences across fourteen travel life domains on overall life satisfaction on respective domain. Moreover, it unveils a crucial finding: the overall satisfaction within these domains is intrinsically linked to overall life satisfaction in general (TQOL) of the tourists. Additionally, the study confirms a novel travel trip dimension "Environmental Life" in addition to the thirteen previously established domains.

An important turning point in the research process involves uncovering nine indicators that make up the Tourism Quality of Life within the Community Wellbeing (TQOLCWELL) category, as well as six indicators that define the Community Economic Strength (TQOLCES) category. These categories have been identified as significant predictors of the community's perspective on how tourism affects the quality

of life of its residents. Notably, in the context of Pokhara, residents' attitudes towards this impact are somewhat leaning towards the positive side, but with moderate intensity.

Further exploration reveals that the perception differences among residents involved in the tourism industry and those who are not. The former exhibit more positive and pronounced perceptions of tourism's effect on both Community Wellbeing and Community Economic Strength.

Undoubtedly, this study confirms the profound effect of tourism experiences on tourists' overall life satisfaction and residents' wellbeing. From a strategic standpoint, the validated models serve as indispensable blueprints for formulating interventions that can enhance the quality of life for both residents and tourists in the vibrant landscape of Pokhara.

**Keywords:** Quality of life, overall satisfaction with life, community economic strength, community wellbeing, environmental life.



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## ACRONYMS AND ABBREVIATIONS

|                 |   |   |
|-----------------|---|---|
| <b>ADB</b>      | : | Asian Development Bank.   |
| <b>CFA</b>      | : | Confirmatory Factor Analysis  |
| <b>EFA</b>      | : | Exploratory Factor Analysis   |
| <b>EGA</b>      | : | Embroidery and Garment Association of Nepal                               |
| <b>FGD</b>      | : | Focus Group Discussion  |
| <b>HAN</b>      | : | Hotel Association Nepal   |
| <b>IDI</b>      | : | In-depth Interview  |
| <b>mDES</b>     | : | Modified Differential Emotions Scale                                      |
| <b>MOCTCA</b>   | : | Ministry of Culture, Tourism and Civil Aviation ,Nepal.                   |
| <b>MUNSH</b>    | : | Memorial University of Newfoundland Scale of Happiness.                   |
| <b>NARA</b>     | : | Nepal Association of Rafting Agency                                       |
| <b>NASA</b>     | : | Nepal Air Sports Association  |
| <b>NATTA</b>    | : | Nepal Association of Tour & Travel Agents                                 |
| <b>NE</b>       | : | Negative Effect   |
| <b>NTSP</b>     | : | National Tourism Strategic Plan (2016-2025).                              |
| <b>PE</b>       | : | Positive Effect   |
| <b>PLS-SEM</b>  | : | Partial least squares structural equation modeling                        |
| <b>PPP</b>      | : | Public Private Partnership model.   |
| <b>PTC</b>      | : | Pokhara Tourism Council   |
| <b>QOL</b>      | : | Quality of life   |
| <b>REBAN</b>    | : | Restaurant and Bar Association Nepal                                      |
| <b>SEM</b>      | : | Structural equation modelling   |
| <b>SHS</b>      | : | The subjective happiness scale  |
| <b>SOEP</b>     | : | Socio-Economic Panel Study  |
| <b>SUS-TAST</b> | : | The sustainable tourism attitudes scale                                   |
| <b>SWB</b>      | : | Subjective well-being (happiness, life satisfaction, and positive affect) |
| <b>SWLS</b>     | : | Satisfaction with life scale  |
| <b>TAAN</b>     | : | Trekking Agents Association Nepal   |
| <b>TESA</b>     | : | Tourist Equipment Shops Association                                       |
| <b>TQOL</b>     | : | Tourism Quality of Life   |
| <b>TQOLCES</b>  | : | Tourism Community Economic strength derived from tourism                  |

|                  |   |  |
|------------------|---|--|
| <b>TQOLCWELL</b> | : | Tourism Community wellbeing derived from tourism |
| <b>TTC</b>       | : | Tourist Transport Committee                      |
| <b>UNWTO</b>     | : | United Nations World Tourism Organization.       |
| <b>WTO</b>       | : | World Tourism Organization                       |
| <b>WTTC</b>      | : | World Travel and Tourism Council                 |

## **CHAPTER: I**

### **INTRODUCTION**

The global tourism industry is undergoing rapid evolution, and it plays a pivotal role in shaping economic and social transformations. Acknowledged for its potential to strengthen economies, generate employment opportunities, and contribute to overall prosperity, tourism has firmly established itself as a fundamental component of global development strategies. But beneath the surface, tourism comes with its own set of challenges that require a closer look and a deeper understanding. This dissertation undertakes a systematic investigation into the complex interconnection between the development of tourism and the quality of life (QOL) encountered by both residents and tourists, with specific emphasis on the city of Pokhara in Nepal.

Pokhara, with its breathtaking natural beauty and rich cultural heritage, has emerged as a prominent destination in the global tourism arena. Since the 1950s, travelers from diverse corners of the globe, including neighboring countries such as China and India, have been drawn to Pokhara's strategic location and captivating attractions. However, despite the allure and investments in tourism infrastructure, Pokhara's experience mirrors the broader challenges confronting the global tourism industry.

At the heart of this study lie two crucial concepts presented by Uysal, Perdue, and Sirgy (2012): the impact of tourism on the well-being of local residents and its influence on tourist satisfaction. In this context, tourists can be seen as judicious customers, while residents take on the role of those responsible for creating a positive tourist experience. Additionally, there is a need to extend the focus to the often-overlooked perspectives of the workforce in the tourism industry, individuals who play a significant role in shaping the essence of the tourist experience. To truly grasp the complex relationship between tourism growth and the quality of life (QOL), it is essential to consider the evolving needs of these stakeholders.

Moreover, the concept of tourism value has evolved beyond just making money; it now encompasses broader dimensions like QOL, well-being, satisfaction, and sustainability. This shift highlights the necessity for a fresh research perspective. This study underscores the importance of prioritizing QOL research, especially within the unique

context of Pokhara, to ensure that tourism development not only remains sustainable but also maintains its competitive edge.

Furthermore, this study examines the consequences of tourism growth, investigating its potential to either improve or harm the quality of life for both residents and tourists. As emphasized by Uysal, Perdue, and Sirgy (2012), the well-being of residents is closely tied to the quality of the tourist experience. Neglecting the well-being of residents and tourist satisfaction puts the very foundation of the tourism industry at risk.

Despite substantial investments in Pokhara's tourism sector, there has been limited growth in income and job opportunities. Business retention and expansion rates are low, with declining community involvement in tourism activities. Residents' reluctance to invest in tourism has led to frequent turnover in tourism businesses. Hotel occupancy rates hover at around 60 percent, and per-tourist expenditure has steadily decreased. Additionally, the growth rate of tourists from countries other than India and China has been on the decline. These factors collectively contribute to a weakened demand and insufficient supply of tourism services in Pokhara, raising concerns about the potential decline in demand and disinvestment in the tourism economy. Achieving sustainable tourism development necessitates a delicate balance between the demand and supply sides of the industry.

Building on the foundational research by Uysal et al. (2016) and Hartwell et al. (2018) in the field of Quality of Life (QOL) within tourism, this study undertakes the task of addressing pertinent challenges within the industry. Recognizing the urgency of the matter, this research seeks to comprehensively examine how tourism impacts the well-being of both residents and tourists while also exploring residents' attitudes toward the industry

In essence, this dissertation represents an in-depth exploration of the demanding issues surrounding sustainable tourism development and its direct implications for the well-being of residents, tourists, and the wider community, with Pokhara, Nepal, as the focal point. The objective is to address real-world challenges, complexities and trade-offs that confront the tourism industry in Pokhara and beyond. By shedding light on these issues and challenging established paradigms, this study aspires to provide

pragmatic insights that can drive meaningful change in policy, planning, and decision-making within the tourism sector, particularly in the distinctive context of Pokhara. Through systematic research, it is objectively targeted not only to understand the problems but also to contribute to their solutions, ultimately ensuring a better QOL for all stakeholders involved in tourism in Pokhara, Nepal.

To achieve these objectives, this dissertation employs a mixed-methods research design, integrating both qualitative and quantitative approaches. The study's theoretical framework draws from established theories such as Social Exchange Theory, Stakeholder Theory, and Bottom-up Spill-over Theory, providing a comprehensive lens through which to analyze the intricate relationships between tourism development and QOL in Pokhara.

This research holds significant implications for academia, policy-makers, and the tourism industry. It addresses critical knowledge gaps concerning the intricate relationship between tourism development and Quality of Life (QOL) within the unique context of Pokhara, Nepal. By enriching the theoretical landscape and offering practical insights, it informs policy formulation and industry practices while striving to enhance the well-being of the local community and prospective visitors. This dissertation serves as a rigorous exploration of the multifaceted dynamics between tourism development and QOL, with a focal point on Pokhara, Nepal. Its overarching goal is to drive substantial progress in the realm of sustainable tourism development and to improve the QOL of all those engaged in tourism within Pokhara, Nepal.

## **1.1 Background of the Study**

Research on tourism in the 1960s focused on the positive aspects of tourism; in the 1970s, on the negative aspects; and in the 1980s, it had a more balanced focus. However, in the seventies, residents began to receive more attention, with the first studies focusing on residents' attitudes toward the "impacts of tourism". While drawing on the history of tourism development, the product concept of the early 1950s, the service concept of the early 1970s and early 1980s, and the experience economy in the 1990s, one may find a progression in tourism conception, individual wellbeing, and overall life satisfaction. However, this issue is a rather under-researched topic. "Tourism value is changing from economic to non-economic measures like QOL and

satisfaction and is perceived as wellness, sense of wellbeing, and sustainability; hence, QOL research must target current and future generations for sustainable and competitive development of the tourism industry" (Uysal, Perdue, & Sirgy, 2012; Uysal, Woo, & Singal, 2012). Given the global concern regarding the growth of overtourism, it is crucial for tourism studies to shift their focus towards evaluating the impact of tourism on both the well-being of local residents and the experiences of tourists. "Subsequently, an area gaining increased attention in tourism scholarship is the link between tourism activities and its impact on the quality of life of residents who live in tourism-active communities" (Gursoy, Oyang, & Chen, 2019; Gorsoy, Nunkoo, & Wei, 2019; Movono & Becken, 2018). Tourism has great potential to affect the lives of community residents. Therefore, the ideal tourism destination is assumed to generate a high level of economic benefits for residents with enhanced satisfaction in different domains of community life. In addition, tourism affects local socio-cultural characteristics, affecting the habits, customs, social life, beliefs, and values of the inhabitants of the tourist destination; the notion is that tourism influences people's QOL.

"A tourist destination that can deliver enhanced QOL for its residents can sustain offering high-quality tourism experiences, while a destination that delivers poor QOL for its residents may offer an inadequate tourism experience" (Uysal, Perdue, & Sirgy, 2012). Tourism development brings positive effects and potentially negatively affects a local level (Ko & Stewart, 2002; Lankford & Howard, 1994). Tourism development can influence the personal quality of life (QOL) of residents of a destination and the QOL of tourists visiting the destination.

However, though economic advantages are regularly accepted to a great extent to enhance the quality of life, socio-cultural components may not always be as constructive (Liu & Var, 1986), for example, an increase in traffic jams, parking problems, crimes, and changes in hosts' way of life (Tosun, 2002; Brunt & Courtney, 1999; Mc Cool & Martin, 1994).

Tourism is widely viewed as an economic advancement tool for the local community, providing components that may enhance the quality of life (Andereck et al., 2005). Residents' attitudes regarding the impacts of tourism on quality of life (QOL) have been a subject of the current issue in tourism literature (Andereck, Valentine, Vogt & Knopf, 2005; Andereck & Nyaupane, 2011; Dolnicar, Lazarevski & Yanamandram, 2013;

Eusebio & Carneiro, 2011; Moscardo, 2009). Tourism academics have how tourism contributes to different facets of the quality of life for residents living in areas with active tourism (Ma & Kaplanidou, 2017; Moscardo, 2009). Research in the area of QOL on the aspect of tourism is still rare and limited to particular regions (Benckendorft, Edwards, Jurowski, Liburd, Miller & Moscardo, 2009; Eusebio & Carneiro, 2011; Moscardo, 2009). Quality of life is defined as a sense of general life contentment, which is influenced by the individual's mental and cognitive state when evaluating their own life (Puczko & Smith, 2011). QOL should incorporate physical, spiritual, intellectual, emotional, social, and occupational aspects of life, as characterized by the National Wellness Institute (2007), including happiness and satisfaction, individual satisfaction, self-improvement, and social responsibility.

The concept of quality of life (QOL) has been widely viewed as the development goal of nations. The Manila Declaration of the World Tourism Conference declared that the ultimate aim of tourism is to improve the quality of life and create better living conditions for all peoples, improve the working capacity of communities, and promote individual and collective wellbeing (WTO, 1980).

The concept of QOL "is concerned with understanding people's perceived satisfaction with the circumstances in which they live" (Moscardo, 2009). "The term QOL is value-laden, and values differ across individuals and cultures" (Lloyd & Little, 2005). It involves a scale that distinguishes between "better" and "worse" perceived conditions. These factors can be either subjective, related to an individual's perceptions and emotions, or objective, linked to quantifiable or concrete elements of a person's accessible opportunities and resources. (Campbell, 1974). The QOL as a universal concept has been extensively used in tourism literature interchangeably with words like "happiness", "life satisfaction", "wellbeing" and "welfare."

Two of the recently reviewed papers on tourism development and QOL nexus research (Uysal et al., 2016) and Hartwell et al. (2018) indicated the shifting dynamics in mainstream tendencies and emerging perspectives of QOL research towards developing a conceptual framework linking residents and tourists in developing economies. This has motivated the researcher to carry out the research on Impact of Tourism Development on Quality of Life of Residents and Tourists: A Study of Pokhara. Pokhara has been chosen as the study area because it is one of the developing tourism



destinations in Nepal, carrying tourism services since 1950. This research has been focused on subjective well-being, specifying towards attitudes and feelings, and addressing on issues such as “happiness, pleasure, and fulfillment of the expectations” of residents and tourists.

Looking tourism QOL research from theoretical perspectives, the theories of Stakeholder Theory, Social Exchange Theory, and Bottom-up Spillover Theory provide clear insights into how the perception of tourism stakeholders has relationship with the quality of life.

Stakeholder Theory advocates that an organization is characterized by its relationships with various groups and individuals, including employees, customers, suppliers, governments, and communities (Freeman, 1984). Common examples of tourism stakeholders may include chambers of commerce, tourism authorities, local agencies, tourism-related educators and professionals, and residents and tourists (e.g., Byrd et al., 2009; Yoon, 2002). Stakeholder theory hypothesizes that the various groups should directly influence managerial decision-making, and consideration should be given to each stakeholder group, regardless of their relative power or interest (Sautter & Leisen, 1999). In addition, different types of stakeholders might have different opinions and perceptions depending on stakeholders' attitudes about costs and benefits.

Similarly, social exchange theory, on the other hand, can be defined as "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation" (Ap, 1992). This theory has been adapted from behavioral psychology theory and utilitarian economics. It regards the interaction between tourists and local residents as a negotiation or exchange process, viewing it as a sequential series of events where the initial stage involves both tourists and residents being motivated to engage in an exchange (AP, 1992). From the viewpoint to develop tourism, "social exchange theory implies that stakeholders' attitudes toward and support of tourism in their community are influenced by their evaluation of tourism's actual and observed outcomes" (Andereck, Valentine, Knopf, & Vogt, 2005). According to this theory, individuals assess an exchange by considering the advantages and disadvantages they encounter during the exchange. If the individual perceives benefits from an exchange, he or she will favor it positively; however, if he or she perceives costs, he or she is likely to assess it negatively. Thus, depending on the costs

and benefits of the social exchange related to tourism, community residents' sense of wellbeing might be positive or negative. If residents perceive tourism's impact positively, their lives are likely to be positively affected by tourism; however, their lives might also be negatively affected if they perceive tourism negatively.

Expanding upon the social exchange theory with insights from Bimonte and Punzo's research in 2016, and assuming “endogenous” preferences, this theory portrays tourism as a mutual exchange between hosts (residents) and guests (tourists). Both parties aim to maximize their well-being while minimizing the associated costs of tourism. In line with their preferences, hosts express their willingness to accept (WTA) compensation for tourism development, while guests determine their willingness to pay (WTP) for their visit. An exchange takes place when a state of equilibrium is achieved, where expected costs and benefits align for both parties.

Similarly, the fundamental premise of the bottom-up spillover theory is that life satisfaction is functionally linked to satisfaction across all domains and subdomains of life. Life satisfaction is considered the pinnacle in a hierarchy of satisfaction. It is shaped by the contentment derived from various life domains (e.g., satisfaction with community, family, work, social life, health, etc.). Satisfaction with a particular life domain (e.g., social life), in turn, is contingent upon assessment lower levels concerns of life within that domain (e.g., satisfaction with social events related to a tourist trip). That is, evaluations of individual life concerns mostly determine life satisfaction. The degree of satisfaction with events encountered during a tourist trip directly correlates with the extent of their positive impact (and reduced negative impact) on these life domains. These events on a tourist trip contribute to positive or negative effects in various life domains (e.g., social life, leisure life, family life). Consequently, alterations in the positive or negative impacts within these life domains contribute to shifts in subjective wellbeing (i.e., sense of wellbeing, overall happiness, life satisfaction, perceived quality of life). In summary, the greater the satisfaction in domains such as social life, family life, work life, spiritual life, and others, the higher the overall life satisfaction.

Based on the type of stakeholder group, community residents' perceptions of tourism's impact on community quality of life might differ. Social Exchange Theory attempts to investigate stakeholders' perceptions of the impact of tourism in life domains (residents

involved in the tourism industry vs. those who are not involved in the industry), their satisfaction with particular life domains, and their overall life satisfaction. The overall satisfaction of residents is mediated by the involvement and noninvolvement status of the community residents.

The present study of the measurement of tourists' QOL is based on bottom-up spillover theory, and the measurement of residents' QOL is carried out based on stakeholder theory and social exchange theory.

## **1.2 Statement of the Problem**

The emergence of tourism as a potent driver of global economic progress has significantly benefited both developed and developing nations. Its substantial contributions to GDP through direct and indirect employment have created a positive ripple effect on host communities. Central to this phenomenon are the interactions between residents and tourists, which play a pivotal role in shaping satisfaction levels, well-being, and future behaviors (Sharpley, 2014). As visitors embark on journeys to destinations, their experiences form a distinct perception of the place, ultimately influencing their overall satisfaction and, in turn, their quality of life (QOL). The quality of services offered at the destination significantly contributes to tourists' satisfaction and, consequently, their QOL. Higher satisfaction elevates tourists' QOL, while lower satisfaction diminishes it. Similarly, the well-being of local residents is also intrinsically tied to the positive and negative ramifications of tourism, ultimately shaping their own QOL.

Given this context, the authentic development of tourism must prioritize the enhancement of both residents' and tourists' QOL. By focusing on enriching the well-being and experiences of these two integral groups, the overarching objective of achieving sustainable tourism development can be realized.

Tourism activities have far-reaching implications that extend beyond mere economic contributions. They encompass complex aspects related to the economy, society, environment, and quality of life (QOL) in destinations. In contemporary discussions, the focus on the economy is broadening to encompass intricate dynamics involving social, cultural, environmental, and QOL dimensions.

To ensure the efficacy of tourism development, it is imperative to foster balanced growth in the demand and supply of tourism-related products and services. This holistic approach seeks to elevate the QOL for both the host community and the visitors. By delivering exceptional services and actively participating in the process of tourism development, hosts can create an inviting atmosphere for visitors. In reciprocity, satisfied visitors are more inclined to revisit and recommend the destination if their experiences meet or surpass their expectations.

Equally paramount is the task of garnering support and cultivating a positive attitude towards tourism development from residents who may not be directly engaged in the industry. These residents bear witness to the positive and negative consequences of tourism activities within their community, thereby making their acceptance and cooperation pivotal for the long-term sustainability and triumph of tourism initiatives.

Since the inception of tourism in 1950, Pokhara has transformed into a prominent tourist destination within Nepal, captivating both domestic and international travelers. Over the years, the tourism landscape in Pokhara has evolved, resulting in substantial investments in infrastructure by both governmental and private entities. A multitude of individuals, including entrepreneurs, residents, and employees, now rely on the expanding tourism industry in Pokhara. This evolution has triggered the growth of the supply side of the tourism market, with national and international hotel chains contributing significantly to its expansion.

Nevertheless, these investments, Pokhara has not witnessed a proportionate increase in income levels or employment opportunities. The engagement of residents in community tourism activities remains dull, indicating a hesitancy towards new investments. Additionally, there is a noticeable decline in the number of inbound tourists and the duration of their stays. Hotel occupancy rates stand at approximately 60 percent, while per tourist per day expenditures have declined from \$68 (2015/16) to \$48 (2019/20) (Paschimanchal Hotel Sangh, 2019). The growth rate of non-Indian and non-Chinese tourist arrivals is also diminishing. These flagging tourism parameters collectively contribute to a weakened demand for tourism goods and services in Pokhara. Consequently, a pressing challenge confronts government bodies, policymakers, and investors, as they strive to stimulate the demand side of the tourism market. If the underlying issue behind the declining demand is not promptly addressed and resolved,

the tourism economy could confront substantial losses, potentially triggering disinvestment and a chain reaction of detrimental outcomes for the industry. The decline in tourism demand in Pokhara is assumed to be rooted in customer psychology, intertwined with the quality of supply services. Two plausible scenarios emerge: either service providers (residents) are dissatisfied with the tourism benefits they anticipate, or tourists (customers) visiting Pokhara are encountering suboptimal travel experiences. Essentially, the potential explanation for this decline revolves around an unsatisfactory QOL for both residents and tourists. Hence, this study endeavors to probe into the impact of tourism on residents' QOL, the attitudes of both engaged and non-engaged residents towards tourism, and the influence of tourism on tourists' QOL in a systematic manner.

Within the domain of research on tourism-related QOL, gaps exist, particularly in relation to developing countries. While previous studies have explored the impact of tourism development in Pokhara, none have adequately addressed the QOL of residents and tourists. Until now, the consideration of QOL for both residents and tourists has been conspicuously absent in research and discussions concerning Pokhara's tourism landscape. Thus, this study, titled "The Impact of Tourism Development on the Quality of Life of Residents and Tourists: A Study of Pokhara," endeavors to address this void by conducting an exhaustive investigation of both the tourism demand and supply aspects, with the intention of identifying the root causes of the prevailing challenges.

The aim of this research is to significantly contribute to the identification of solutions for the numerous challenges facing Nepal's tourism sector, both holistically and in the specific context of Pokhara. By delving into the subjective dimensions of QOL and tourism development, this study introduces a novel perspective. The anticipated findings are expected to play a pivotal role in addressing the hurdles encountered by the tourism sector and in enhancing the overall QOL for both residents and tourists in Pokhara.

### **1.3 Research Questions**

- i. What is the impact of tourism development on the quality of life of community residents in Pokhara?
- ii. How do residents' attitudes towards tourism development vary, and what factors influence these attitudes?

- iii. How does the perception of the impact of tourism on quality of life differ between residents involved and not involved in the tourism industry in Pokhara?
- iv. What impact do travel excursions have on the quality of life of domestic and inbound tourists visiting Pokhara?

#### **1.4 Objectives of the Study**

Overall Objective: The main aim of this study is to investigate the impact of tourism development on the quality of life of community residents and tourists in Pokhara, while also exploring residents' attitudes towards tourism development.

##### **Specific Objectives:**

- i. To measure the impact of tourism development on the quality of life of residents in Pokhara.
- ii. To examine the factors influencing residents' attitudes towards tourism development and understand the variations in these attitudes.
- iii. To compare the perception of tourism's impact on quality of life between residents involved and not involved in the tourism industry in Pokhara.
- iv. To explore the impact of travel trips on the quality of life of both domestic and inbound tourists visiting Pokhara.

Here, objective I, objective II, and objective III are related to the measurements of residents' quality of life whereas, objective IV is related to the measurement of tourists' quality of life.

#### **1.5 Hypothesis of the Study**

The measurement of the impact of tourism development on quality of life comprises two major components: the quality of life of residents' (involved and noninvolved in the tourism industry) and the quality of life of tourists' (domestic and inbound) (Segota et al., 2022). Therefore, while developing hypotheses, it was categorized into two components accordingly.

##### **1.5.1 Residents' Quality of Life Measurement**

Primarily, in this study, objective I is related to investigating the impact of tourism development on residents' quality of life. The tourism quality of life (TQOL) is

calculated using a series of calculations based on the method developed by Andereck and Nyaupane (2011). It was related to the calculation process of TQOL using residents' perceptions of the tourism effect, considering individual importance, individual satisfaction, and the individual tourism effect on each respondent. A series of mathematical treatments were carried out to calculate the final Tourism Quality of Life (TQOL) values on each QOL indicator.

### **a. Hypothesis for Objective II**

It is expected that the demographic characteristics (year of residency, age, sex, and level of education) are significant predictors of perceptions of the impact of tourism on the attitude towards tourism development of residents. For this, three different alternative hypotheses were set, as follows:

- H<sub>1</sub>: The length of residency of residents is a positive and significant predictor of community attitude towards tourism development.
- H<sub>2</sub>: The resident's age is a positive and significant predictor of community attitude towards tourism development.
- H<sub>3</sub>: The level of education of the resident is a positive and significant predictor of community attitude towards tourism development.

### **b. Hypothesis for Objective III**

The present study investigates residents' perception of tourism impact in life domains (residents involved in the tourism sector vs. those who are not involved with the tourism industry), their satisfaction with particular life domains, and their overall life satisfaction. It is expected that based on the type of stakeholder group, community residents' perception of tourism impact on community quality of life might be different. Furthermore, it is assumed that the residents' overall satisfaction will be mediated by involvement and non-involvement status. Therefore, the following hypotheses were set to fulfill the study objectives.

- H<sub>4</sub>: Perception of tourism impact of Community Wellbeing and Economic Strength for residents involved in the tourism industry is a more positive and significant predictor of overall life satisfaction than non-involved residents in tourism.

## 1.5.2 Tourists' Quality of Life Measurement

Objective IV is related to measuring tourists' (domestic and inbound) quality of life. Tourists' quality of life is expected to depend on different domains of travel trips. Overall satisfaction with life is also expected to depend upon positive and negative experiences of travel trips. Lastly, it is assumed that the overall satisfaction with life in general depends on the overall satisfaction with life in different travel trip domains. Therefore, for each domain of life, three hypotheses were set.

### a. Hypothesis for Objective IV

Hypotheses on the Social life of tourists(domestic and inbound) on a most recent trip to Pokhara were set as follows.

H<sub>1a</sub>: The positive impact (PE) resulting from the most recent trip is a significant predictor of overall “Social Life” satisfaction.

H<sub>1b</sub>: The negative impact (NE) resulting from the most recent trip is a significant predictor of overall “Social Life” satisfaction.

H<sub>1c</sub>: The overall satisfaction with social life significantly predicts overall satisfaction with life in general.

In a similar way, three alternative hypotheses on each of the 14 life domains ( H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, H<sub>5</sub>, H<sub>6</sub>, H<sub>7</sub>, H<sub>8</sub>, H<sub>9</sub>, H<sub>10</sub>, H<sub>11</sub>, H<sub>12</sub>, H<sub>13</sub> and H<sub>14</sub> totaling altogether 42 hypotheses (considering sub hypothesis a, b and c : H<sub>2a</sub>, H<sub>2b</sub>, H<sub>2c</sub>..... to H<sub>14a</sub>, H<sub>14b</sub>, H<sub>14c</sub>) for related travel trip domain were set by the same pattern like H<sub>1a</sub>, H<sub>1b</sub> and H<sub>1c</sub> mentioned above.

The hypotheses of life domains included in the model were as follows:

H<sub>1</sub> for social life, H<sub>2</sub> for family life, H<sub>3</sub> for leisure and recreation life, H<sub>4</sub> for love life, H<sub>5</sub> for arts and cultural life, H<sub>6</sub> for work-life, H<sub>7</sub> for health and safety life, H<sub>8</sub> for financial life, H<sub>9</sub> for spiritual life, H<sub>10</sub> for intellectual life, H<sub>11</sub> for self-life, H<sub>12</sub> for culinary life, H<sub>13</sub> for travel life, and H<sub>14</sub> for environmental life.



## **1.6 Significance of the Study**

Tourism in Nepal is regarded as a sector with a high possibility of a good future and high strengths and opportunities. Pokhara is one of the few destinations catering to a wide range of adventure activities with strong natural endowments. With the rapid growth of the tourism industry as a major socio-economic force, Pokhara has been developing as a growing tourism market.

Tourism impact has a much greater focus today on sustainability than it has in the past. Tangible and intangible benefits from tourism activities from the perspectives of tourists and local residents should be part of the development effort at any level of the tourism industry. "As tourism grows, an important goal should not only be to improve sustainability and development but also to try to enhance the quality of life of both tourists and residents" (Uysal et al., 2016). Therefore, the need for moving towards the study of the impact of tourism development on residents' and tourists' quality of life has intensified in recent days.

Despite the increasing body of research aimed at boosting visitor numbers, lengthening stays, improving occupancy rates, and increasing tourism revenue, a crucial question that warrants comprehensive exploration, encompassing both the perspectives of tourism demand and supply, pertains to the connection between tourism development and tourism experiences and their impact on the quality of life for both resident hosts and tourist customers. Quality of life research in tourism is of recent origin in the world; moreover, there are very limited studies in South Asia and specifically in Nepal. Therefore, this gap will be filled by this research. This will be the major academic contribution to the tourism literature of Nepal.

The study on the impact of tourism development on quality of life would not only explore the status of wellbeing of the stakeholders (residents and tourists) but broadly would provide policy guidelines for the improvement of tourists' satisfactions in Pokhara visit. The prospect of enhancing the quality of life of residents and tourists along with better travel experience would increase the rate of revisit and recommendation to visit Pokhara. Further, the improvement in revisit and recommendation rate would enable sustainable tourism development by increasing the number of visitors in Pokhara. Also, exploring the attitude and perception of residents

towards future tourism development and finding out their past experiences of tourism development on their quality of life is equally important. Adjustment and solutions of such problems related to tourism QOL will determine the future of the tourism development industry in Pokhara.

The growing investment in the tourism sector with the anticipation of a high return may turn futile if proper research on the prospects of the industry cannot be done in a timely manner. This may cause high financial losses and waste of national capital. So, this study is supposed to explore the cause of the decreasing demand for tourism goods and services in Pokhara, which may be helpful to guide the tourism entrepreneur in the formulation of new business policies in tourism. In this sense, the present research is of paramount importance. Therefore, the current study has been focused on examining the impact of tourism development on the QOL of residents, the attitude of residents towards future tourism development, and the impact of travel trips and services on tourist quality of life during their visit to Pokhara. The findings of this study will be useful for local tourism authorities and investors to improve the tourism market in Pokhara.

According to Kim, Uysal, and Sirgy (2013), the impact of tourism development on the local community is still understudied, specifically in underdeveloped and developing countries. The rapid growth of tourism development will transform the tourism destinations; however, uncontrolled tourism development could ultimately lead to social-economic imbalance and environmental degradation.

The National Tourism Strategic Plan (2016-2025) (NTSP) has recommended a systematic study and review of the existing quality of tourism products and services in Nepal. The plan has given a clear indication and prioritized that the quality of our current level of tourism products and services has to be improved based on the study findings. Therefore, this research falls under national priority research as per the policy recommendations of the NTSP.

Initially, this research will help understand the connection between tourism development and its impact on stakeholders' QOL and support acquiring information on residents' attitudes toward future tourism development in Pokhara. This study will

also be the baseline for future analyses of the QOL of tourism development. So future researchers may benefit from the outcome of the research for further research.

Further, this study will contribute to the proper investigation of significant QOL domains affecting residents' and tourists' quality of life. So that the concerns of local residents and service providers in terms of their perceptions will be informed about the impact of service delivery on tourists and their QOL during the Pokhara visit. It will open the door for future improvements to upgrade their service quality and forecast the future tourism trend in Pokhara. Therefore, this study will provide a clear vision to tourism planners for future policy formulation and planning at the local and state levels, especially in Gandaki Province, Pokhara, and for overall Nepal as well.

It is expected that the beneficiaries of the outcome of this research will be the Nepal Government, Ministry of Culture Tourism and Civil Aviation, Nepal Tourism Board, Department of Tourism, different professional associations of the tourism sector in Pokhara, Pokhara Metropolitan City, Ministry of Tourism- Gandaki Province, Pokhara Tourism Council, future researchers, and all tourism stakeholders and investors in Pokhara and Nepal.

Similarly, the measurements of the difference in the attitude of residents towards tourism development between involved and noninvolved residents have practical implications.

In order to make a sustainable tourism development plan, market planners and developers need to know how residents view their quality of life and how they might react to proposed strategies. They also need to know the level of satisfaction of the tourists. For this purpose, the findings of the study will provide important feedback.

Lastly, future evaluation of TQOL periodically would be possible from now onwards by using these tested models of QOL of residents and tourists. The most important findings of this research, which was carried out based on pre- COVID data, could be the remarkable benchmark research for the forthcoming research. It can provide benchmark values for assessing COVID impact on tourism QOL.

## **1.7 Delimitations of the Study**

The present study examines the impact of tourism development on the QOL of residents' and tourists' in Pokhara. The study has following limitations:

1. The study area was confined only to Lakeside, Dam side, Sarangkot, Khahare, Pame, Begnas Lake and nearest peripheral areas of tourism spots.
2. Domestic and inbound tourists who spent two or more days in Pokhara were the respondents for this survey.
3. Subjective QOL of tourists was determined based on fourteen life domains.
4. Only residents residing above one year in the study area were assumed to be the eligible respondents for the survey.
5. The measurement of QOL of residents (who stay at least one year in Pokhara) was solely based on subjective indicators.
6. This study could not analyze the reverse association between QOL and tourism development.

## **1.8 Organization of the Study**

This study is organized into six chapters. The first chapter begins with an introduction that incorporates the background of the study, statement of problem, objectives, hypothesis, significance of the study, and limitations. Chapter II covers the review of the literature. Chapter III encompasses research methodology, which covers the conceptual framework of the study, study area, research design, nature and sources of data, tools of data collection, size of the population, sampling procedure, data collection, data organization and processing, data measurement and data analysis, model and variable specifications. Chapter IV has covered data analysis regarding residents' quality of life. Chapter V entails data analysis and results depicting insights regarding quality of life of tourists. Finally, chapter VI includes summary, conclusions, and suggestions.

## **CHAPTER: II**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

The literature review aims to explore past research findings, focus sampling, and data collection methods, searching the suitable conceptual framework and constructs, inform the research methodology in practice, and explore the gap in the tourism QOL study. This research aims to identify tourism development's impact on the quality of life of residents and tourists in Pokhara and find residents' attitudes toward future tourism development. Bearing in mind the importance of the recent trend of tourism research on the quality of life and wellbeing, this review of literature has been made to find out the study gap of QOL of residents and tourists, mainly concentrated on two major areas: QOL of community residents and tourists (Uysal, 2022).

Most of the studies related to these two areas exhibited that tourism experiences and activities significantly impact both well-being and overall life satisfaction of residents and tourists.

The complete literature review is broadly categorized into three major components: first component covers the meaning of tourism development and definitions of quality of life, second component covers the measurement of residents' and tourists' QOL, and the third component covers the review of tourism planning and policy in Nepal. The second component is further grouped into two major categories: tourism and QOL study from the perspective of community residents and tourists. The tourism and QOL study from resident perspectives has been further subdivided in chronological order into residents' perspectives before 2000 and QOL from residents' perspectives from 2000 to the present. Similarly, QOL study from tourists' perspectives has been grouped into two; QOL study from tourists' perspective before 2000, and QOL study from tourist perspective from 2000 to the present. Lastly, the third component covers historical development of tourism in Nepal and brief review of tourism plan and policies. Additionally, it covers brief review of tourism research in Pokhara.

QOL analysis can be conducted at the individual, family, community, or country level and on subjective or objective indicators (Sirgy, 2001). The tourism impacts analysis on economic, social, cultural, and environmental issues and its effect on residents QOL

was first conducted by Kim (2002). Based on earlier research, he has utilized four diverse life domains: material wellbeing, community well-being, emotional well-being, and health and safety well-being to measure overall QOL.

Rahman et al. (2005) identified eight interconnected domains of quality of life (QOL) through a survey of existing and prior literature on well-being indicators: health, work, and productivity; material well-being; sense of belonging to one's local community; personal safety; environmental quality; emotional well-being; and relationships with family and friends (Segota, 2022). They concluded that well-being measures are significantly influenced by these QOL domains, making them the most suitable for constructing a model relating to tourism and QOL.

## **2.2 Tourism Development**

Tourism is a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal, business, or professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents), and tourism has to do with their activities, some of which involve tourism expenditure. Tourism encompasses the actions of individuals who journey to and reside in locations different from their customary surroundings for a period not exceeding one consecutive year, for purposes including leisure, business, and other motives. (UNWTO, 2010).

Tourism is different from travel and for tourism to happen, there must be a displacement by using any type of means of transportation but all travel is not tourism. Three criteria are used to characterize a trip as belonging to tourism: the displacement must be outside the usual environment, must occur for any purpose different from being remunerated from within the place visited and displacement can be with or without an overnight stay.

Tourism is a dynamic and competitive industry that requires the ability to adapt to customers' changing needs and desires, as customer satisfaction, safety, and enjoyment are the main focus of the tourism business. The objective of the tourism development is to contribute to the enhancement of the quality and variety of tourism products and services in targeted destinations in order to increase the number of tourist visits, foreign exchange earnings, and jobs. As examples, increase job opportunities, increase the GDP of the country, improve the quality of life, etc.

Tourism development is a net of techniques, theories, and studies oriented toward developing tourism industries in poor economies or countries. It is a process of establishing new firms to meet the needs of a growing number of tourists. It involves the implementation of a set of strategies for cultural, economic, social, and environmental development to meet the needs of tourists and residents and to develop and promote the tourism sector. At its most fundamental level, tourism development can be defined as the process of developing strategies and plans to increase, develop, or encourage tourism in a particular destination.

"When planning the development of tourism, it is necessary to harmonize the interests of all stakeholders involved in creating an offer in a tourist destination; tourism is not a simple process of exchanging services between providers and tourists but a complex system involving many participants" (Paskova & Zelenka, 2019). Local populations in tourist destinations, through their interaction with guests and tourists, directly influence the development of the destination and the shaping of the offer and products. Locals should not only be beneficiaries of sustainable tourism plans, but, on the contrary, their active involvement is crucial in all management steps regarding the process of tourism planning as they have the capacity to influence the tourism development of a destination, which directly affects the socialization and formation of identity of the local population, and vice versa, the local population influences the development of tourism, which all indicates their interconnectedness and confirms the necessary feedback of their relationship (Conaghan, Harrahanm, & McLoughlin, 2015).

Drawing from Bimonte and Punzo (2016), tourism involves the interaction of at least two distinct groups, and the development of tourism signifies an interaction between visitors and hosts. In this context, both parties aim to optimize their well-being while minimizing the expenses associated with tourism. Given their perspectives, they evaluate expected costs and benefits. Guided by these references, hosts determine their willingness to accept (WTA) tourism development, while guests establish their willingness to pay (WTP) for their visit. An exchange takes place when there is a balance (equilibrium) between anticipated costs and benefits for all parties involved. However, depending on contextual factors, the actual outcome may deviate from equilibrium. Such nonequilibrium outcomes can generate tension or conflict that may prompt a reevaluation of costs and benefits.

According to Rivera, Croes and Lee (2016), tourism development is a multidimensional construct that encompasses economic, social, environmental and cultural conditions, and it simultaneously influences the local community of a destination. Tourism development may have both benefits and cost implications to the local community which will consequently improve local community quality of life. However, the development of tourism may also trigger a variety of economic, socio-cultural and environmental effects on a destination. Although tourism development brings benefits to the well-developed destinations there is still the potential towards negative impact (Tichaawa & Moyo, 2019). According to Marzuki (2012), "most of the tourism impact studies on tourism development has not only contributed to the positive outcomes but also potentially presented negative consequences to local communities where it emerges." The local community have a different perception on tourism impact, some might perceive tourism development bring a positive impact, while others might perceive that tourism accrues negative impact (Tichaawa & Moyo, 2019). Therefore, if the local community perceptions are not examined, tourism development will lose support from local community (Nunkoo & Ramkissoon, 2012).

In the unique case of Pokhara, this tourism development is centered on harnessing the region's distinctive strengths, including its natural beauty, cultural heritage, and adventure opportunities, all while ensuring the sustainable utilization of resources. This multifaceted effort may encompass the establishment of hotels, restaurants, transportation networks, and recreational facilities, alongside the introduction of policies and initiatives designed to safeguard the environment and preserve the local culture. Ultimately, the overarching objective of tourism development in Pokhara is to optimize the positive impacts of tourism while mitigating any adverse effects, thus contributing to the region's economic prosperity and enriching the overall quality of life for both its residents and visitors.

### **2.2.1 Historical Evolution of Tourism Development in Pokhara**

Pokhara is a metropolitan city located about 200 kilometers west of Kathmandu, with a population of around 0.6 million as of 2021. Pokhara city is ranked 1st in terms of area of cities in Nepal and 2nd in terms of population (Nepal National Census, 2021). The spectacular views of the scenic Annapurna Himalaya range, the harmony of exotic mountains, eye-catching lakes, and the mystical form of Fishtail mountain reflected in



Phewa lake have captivated thousands of tourists, particularly from abroad. Pokhara is also the meeting point of migrating Mongoloids and Aryans from the Himalayan mountains and Terai regions of Nepal, whose presence has made the Pokhara valley attractive from a cultural point of view (International Finance Corporation, 2016). The region's diverse cultures make Pokhara even more attractive to tourists. The overall population of Pokhara has come from numerous ethnic groups with a number of classes and creeds in a multi-lingual background who follow different cultures, celebrate distinct festivals, perform unique rites and rituals, and ultimately form the collective traditional lifestyles (Upreti et al., 2013).

The 19th century also marked the crucial role of Thomas Cook, who, in 1841, founded a leisure travel agency in the UK. This milestone made travel more accessible to the middle class and marked the beginning of mass tourism and the globalization of travel (Towner & Wall, 1991). Nepal opened its doors to foreign tourists in 1951, after the advent of democracy. Mountain tourism became the focal point of Nepal's tourism development, symbolized by the successful ascent of Mount Everest by Sir Edmund Hillary and Tenzing Norgay Sherpa in 1953. This era saw faster and more affordable travel options, expanding tourism to a broader range of people. Throughout the 20th century, pioneers and entrepreneurs in the travel sector played a crucial role in shaping the tourism industry (Shrestha & Shrestha, 2012). The hippie era of the 1970s brought a unique cultural influx to Nepal. Hippies sought new experiences and found them in Nepal, especially in Pokhara (Jung Kunwar, 2008).

The emergence of Pokhara as a natural beauty spot and a hub for mountain expeditions is a remarkable journey that began in the 1950s. The historic first ascent of Mt. Annapurna I by Maurice Herzog and his team in 1950 marked a turning point, drawing global attention to Pokhara. This achievement not only put Pokhara on the map as a hub for mountain expeditions but also showcased its picturesque natural beauty and proximity to the Annapurna range, making it a magnet for adventurers and mountaineers (Lama et al., 2015).

Key figures like Jimmy Roberts, who founded Mountain Travel Nepal, played a crucial role in establishing Pokhara as a prominent destination for trekking and mountaineering. Climbing endeavors like the near triumph on Mt. Fishtail in 1957 and the successful ascent of Annapurna II in 1960 further solidified Pokhara's reputation as

a challenging yet rewarding destination for mountaineers. Western hippies and adventurers in the 1960s and 1970s contributed to the city's cultural shift and increased popularity, while the late 1970s witnessed the professionalization of tourism, setting the stage for a more structured tourism landscape. These individuals, through their explorations, contributions, and advocacy, collectively played crucial roles in shaping Pokhara's transformation into a global tourist hotspot, leaving an enduring legacy that continues to influence the city's tourism development.

The contributions of several key individuals to Pokhara's tourism development have been instrumental in shaping the city's perception and popularity. Eka Kawaguchi's early explorations laid the foundation for Pokhara as a promising destination, showcasing its natural beauty and cultural richness. Maurice Herzog's historic ascent of Mt. Annapurna I in 1950 drew global attention to Pokhara, firmly placing it on the global tourist map. Tony Hagen's photography and documentation highlighted the region's beauty, inspiring future travelers. M.S. Kohli's enthusiasm for Himalayan adventures further popularized Pokhara as a destination for mountaineers. The Western hippies of the 1960s and 1970s brought a cultural influence that shaped the city's image, while Dr. Harka Gurung advocated for environmental preservation and cultural heritage protection. Jhalak Thapa fostered cross-cultural connections, promoting understanding between locals and tourists, and Dr. Chandra Gurung likely influenced contemporary perceptions in the 1990s. Together, these individuals have collectively contributed to Pokhara's transformation into a global tourist hotspot, leaving a lasting impact on its tourism development.

### **2.2.2 Diversity of Tourism Activities**

Pokhara offers a diverse range of attractions and activities for tourists. The city's natural beauty and sightseeing options include Phewa Lake, which offers serene boat rides with panoramic views of the Annapurna and Fishtail mountain ranges, and Sarangkot, which provides breathtaking vistas of the Annapurna and Dhaulagiri mountain ranges. Spiritual seekers can find tranquility at the World Peace Pagoda, overlooking Phewa Lake.

Trekking and hiking enthusiasts flock to Pokhara as it serves as the gateway to the renowned Annapurna region, offering iconic routes like the Annapurna Circuit and the

Ghorepani Poon Hill Trek. Adventure seekers can also enjoy paragliding, ultralight flights, white-water rafting, and mountain biking in the picturesque hills and villages.

Pokhara's rich cultural and religious image is exemplified by sites like the Bindhyabasini Temple, Gupteshwor Cave, and the International Mountain Museum. The city also caters to shoppers, food enthusiasts, and wellness seekers with vibrant markets, diverse dining options, and yoga and wellness retreats.

Cultural immersion opportunities flourish through local festivals and events. Tourists can also enjoy activities like boating on Phewa Lake, exploring Devi's Fall and engaging in photography, volunteering, and experiencing hot air balloon rides. The city's serene surroundings provide the perfect backdrop for relaxation.

Furthermore, Pokhara's proximity to the Annapurna Himalaya range, snow-covered mountains, serene lakes, and mystical landscapes make it a captivating destination. The region offers a wide range of trekking opportunities, from short trails to longer, more challenging routes, attracting trekkers and pilgrims alike. The commitment to ecological conservation, exemplified by the Annapurna Conservation Area, makes Pokhara an ideal destination for eco-conscious travelers (Adhikari & Seddon, 2002).

### **2.2.3 Development of Lodging and Accommodations Facilities**

In Pokhara, the city's tourism infrastructure is anchored by a diverse array of lodging options. These accommodations, encompassing guesthouses, luxurious resorts, homestays, cottages, backpacker hostels, and tented camps, are thoughtfully designed to cater to the varying preferences and budgets of tourists. Guesthouses offer a mix of comfort and social interaction, spanning budget-friendly to mid-range choices while affording breathtaking lake views. Luxurious resorts pamper guests with top-tier amenities, nestled in serene and scenic locations. Homestays provide a window into local culture and connections with hospitable Nepali families. Meanwhile, cottages, hostels, rented apartments and tented camps promise unique and immersive experiences. Pokhara's wide array of accommodation options caters to travelers of every budget and preference, making it an internationally appealing destination for all kinds of visitors, whether budget-conscious backpackers or luxury seekers.

#### **2.2.4 Culinary Diversity**

The culinary scene in Pokhara holds a central role in the city's identity, offering a mosaic of flavors that span from traditional Thakali and Newari dishes to international cuisines like Chinese, Indian, and Continental. Over the years, this gastronomic panorama has grown and transformed, shaped by a blend of cultural diversity and unique challenges. Notably, Pokhara's multicultural influences have fostered a broad spectrum of dining choices, catering to the palates of both locals and tourists. Moreover, the city boasts a selection of upscale dining establishments that prioritize not only taste but also the art of presentation, gourmet ingredients, and inventive fusions, making it an attractive destination for gastronomes seeking a luxurious dining experience. Additionally, the surging demand for organic and locally sourced ingredients, fueled by health-conscious travelers and eco-friendly practices, has led restaurants to incorporate organic elements into their menus, further promoting sustainability and supporting local agriculture.

#### **2.2.5 Establishment of Small and Medium Scale Tourism Enterprises**

Small and medium enterprises (SMEs) stand as pillars in shaping and fortifying Pokhara's dynamic tourism sector, serving as key contributors to both its economic vitality and cultural vibrancy. These enterprises present a vast spectrum of businesses, each specializing in unique products and services, accurately customized to cater to the ever-diverse needs and preferences of tourists and travelers. These include trekking equipment shops, offering indispensable gear for trekkers embarking on Annapurna adventures, and handicraft and curio shops, which serve as captivating windows into Nepal's rich artistic legacy, enabling visitors to take home meticulously crafted souvenirs that encompass intricately carved wooden artworks, exquisite pottery, and traditional attire, encapsulating the essence of Nepali culture. Additionally, garment and departmental stores provide tourists and locals with an extensive selection of clothing and everyday essentials. Moreover, beauty parlors and massage centers offer a haven for relaxation and rejuvenation after a day of exploration, and yoga and meditation centers harness the serene ambience of Pokhara to offer wellness programs that elevate both physical and mental well-being.

Further, embroidery and Thangka art establishments beautifully showcase Nepal's artistic heritage, allowing patrons to admire and procure exquisite handcrafted artworks and textiles. Additionally, fruits and vegetable markets grant tourists the opportunity to relish the flavors of Nepali produce while supporting local farmers and sustainable agriculture practices. Furthermore, laundry services ensure the convenience of clean clothing during travelers' journeys, barber shops aid in personal grooming, and bookshops and music stores enrich cultural immersion by offering a rich selection of reading material and traditional musical instruments. The proliferation of these SMEs within Pokhara's tourism area not only supports the city's economic prosperity but also generates invaluable employment prospects for the local people. Additionally, these enterprises make substantial contributions to the holistic tourism experience by offering a diverse range of products and services that enhance both the cultural tapestry and recreational facets of a visit to Pokhara. A study conducted by L.K. Sharma (2011) revealed that Lakeside hosted 43 small enterprises, employing a total of 12,343 individuals. These employees were distributed across various sectors: 663 in travel-related businesses, 6,745 in food and lodging, 1,794 in retail trade, 911 in tourist product enterprises, 67 in miscellaneous businesses, and 2,163 in various types of institutional business enterprises (Sharma, 2011).

The tourism industry in Pokhara, Nepal, claims a diverse array of professional categories within its resident population, each playing a crucial role in nurturing and promoting tourism in this captivating region. These professional categories encompass a wide range of services and experiences for visitors. For instance, the NATTA Western Chapter, consisting of 168 members, is deeply involved in tour and travel services, while the Hotel Association of Nepal (HAN) in Pokhara, with 400 members, takes charge of accommodation and hospitality services, ensuring tourists have a comfortable stay. Moreover, the Restaurant and Bar Association of Nepal (REBAN), with 90 members, adds culinary delights and entertainment to the tourism experience, while the Trekking Agency Association of Nepal (TAAN) in Pokhara, with 160 members, provides trekking adventures and excursions in the region (PTC, 2019). Additionally, organizations such as the Nepal Association of Rafting Agency (NARA) and the Village Tourism Promotion Forum, both active in Pokhara, bring forth exciting activities and promote rural tourism experiences. These are just a few examples of the diverse professional categories contributing to Pokhara's tourism landscape. In total, a

remarkable 3,208 tourism professionals are actively engaged in the tourism industry, collectively enhancing Pokhara's reputation as a favored tourist destination, and their concerted efforts play a crucial role in preserving and elevating Pokhara's status as a vibrant tourism hub.

### **2.2.6 Development of Transport Infrastructure**

Pokhara is a highly sought-after destination for tourists, offering a diverse range of tourism infrastructure. Travelers can access the city via Pokhara International Airport, connecting it to major Nepalese cities, or well-developed road networks and highway. Within the city, transportation options include taxis, bicycles, rickshaws, and boats for exploring Phewa Lake, Begnas Lake, and Rupa Lake. Adventure enthusiasts can participate in thrilling activities like paragliding and white-water rafting. For trekkers, Pokhara serves as a gateway to Annapurna region trails and shorter treks in the vicinity. The hills nearby present numerous mountain biking opportunities, intercity buses make it easy to reach neighboring towns, and guided sightseeing tours and cable cars offer convenient access to the popular Sarangkot hilltop, a must-visit destination for tourists.

### **2.2.7 Investment in Tourism Industry**

Investment in the tourism industry in Pokhara has been instrumental in shaping the city's evolution into a thriving tourist destination. The government's contributions have played a crucial role in this transformation and have focused on crucial areas such as infrastructure development, cultural preservation, environmental conservation, and promotional efforts to enhance accessibility and attract tourists. Infrastructure development includes the expansion and maintenance of vital road networks, notably the Prithvi Highway connecting Pokhara to Kathmandu. Additionally, the improved Pokhara International Airport has augmented air connectivity, facilitating the arrival of tourists. Cultural preservation initiatives involve the restoration and upkeep of temples, monasteries, and historic sites, ensuring their longevity for future generations. Environmental conservation efforts, including waste management and reforestation programs, underscore the government's commitment to sustainable tourism practices. These investments extend to promotional endeavors, encompassing participation in international travel trade fairs, digital marketing campaigns, and partnerships with travel agencies to bolster Pokhara's global appeal.

On the other hand, private sector investments have significantly enriched the tourist experience in Pokhara. Notable investments are evident in the realm of accommodation facilities, where a wide spectrum, ranging from budget-friendly guesthouses to luxurious resorts and eco-friendly lodges, is available. High-end resorts and boutique hotels have particularly flourished, catering to discerning travelers seeking opulence and unique experiences. Adventure tourism has received considerable attention, with investments directed towards activities like paragliding, zip-lining, white-water rafting, and trekking, ensuring the safety and satisfaction of adventure seekers. Furthermore, there is a concerted effort in the private sector to preserve and promote local art, music, and traditional performances, with private funding supporting these cultural facets. These diverse private sector investments have not only contributed to Pokhara's economic growth but have also enriched the cultural tapestry, improved environmental sustainability, and heightened tourist satisfaction, cementing its reputation as a renowned global tourist destination.

### **2.2.8 Integration of Tourism with Rural Development**

Rural areas, often remote and inaccessible, can harness tourism as a significant opportunity for economic growth. For instance, in 2011, over 100,000 tourists visited rural parts of the Annapurna region alone, significantly contributing to the country's economy. Pokhara, as an urban center, serves as a gateway for tourists exploring the surrounding rural areas. It is instrumental in preparing pre-trekking packages, establishing supply linkages, and serving as a preferred destination for tourists to rest and relax after their treks. The rapid urbanization of Pokhara has shifted its economic focus from traditional agriculture to manufacturing and services, with tourism playing a significant role (Dawadi & Upadhyaya, 2013).

Various organizations and associations work together to promote tourism in Pokhara and its surrounding regions. These include the Pokhara Tourism Council, the Nepal Tourism Board, the Trekking Agencies' Association of Nepal (TAAN), the Annapurna Conservation Area Project (ACAP), and more. These organizations engage in activities such as exploring and developing trekking routes, training local guides, and promoting tourism destinations (Sharma, 2019). A case study of the Machhapuchhre Model Trek (MMT) exemplifies how trekking tourism and tourism practitioners, along with researchers and local communities, have successfully integrated urban and rural

tourism. MMT covers several rural villages and natural attractions surrounding Pokhara, highlighting the potential of adventure tourism in these areas.

### **2.2.9 Problems of Tourism Development in Pokhara**

Tourism development in Pokhara has been the subject of significant scholarly inquiry on various facets of this sector. Research conducted by O. P. Sharma (2014) underscores the crucial role of tourists' length of stay in influencing the local economy. Notably, the study revealed that the average length of stay for tourists in Pokhara was 2.89 days, significantly shorter than the national average of 13.7 days. Factors contributing to this disparity include demographic variables such as age, gender, income, and the duration of the holiday, along with the state of tourism infrastructure and political stability.

Tourists' concerns in Pokhara primarily revolve around infrastructure deficiencies, as revealed by O. P. Sharma, (2014) survey findings; only 40 percent of respondents in the study expressed satisfaction with existing tourism standards, highlighting the pressing need for improvements. Tourists voiced their concerns and recommended various measures, including pollution control, reliable power supply, proficient tour guides, access to hygienic food and safe drinking water, the elimination of price discrimination, and conflict resolution.

Stakeholders in Pokhara's tourism sector also provide valuable insights into the challenges and opportunities for tourism development. Sharma's research found that approximately 93 percent of stakeholders advocated for the early completion and operation of the Pokhara International Airport, emphasizing its importance. Furthermore, about 67 percent of stakeholders called for substantial investments in infrastructure development. Additional suggestions from stakeholders included increased investments in sports tourism, rigorous environmental protection measures, and the formulation of comprehensive master plans aimed at enhancing the welfare of both the public and private sectors. Furthermore, the study highlights the importance of implementing a pricing policy based on expenditure elasticity as a means to foster sustainable tourism development in Pokhara. From the perspective of tourism development in Pokhara, these findings were truly noteworthy.



### **2.2.10 Overall Development of Tourism in Gandaki Province**

The city of Pokhara, situated in Gandaki Province, Nepal, has emerged as a compelling hub for tourism investment, signaling promising growth and potential within the tourism sector. One striking feature of Gandaki Province's tourism development is the remarkable influx of investments, surpassing Rs 500 billion (Pokhrel, 2023). This substantial financial commitment underscores the faith of investors in the region's tourism prospects. This trend shows Pokhara's crucial role as the province's focal point for tourism-related investments. Such investments are essential for the growth and sustainability of the tourism sector.

The trend of tourist arrivals in Nepal, particularly in the city of Pokhara, illustrates significant growth in tourism over the years (Nepal Tourism Statistics, 2012). Commencing in 1962, when Nepal welcomed 6,179 tourists, Pokhara accounted for 681 of these visitors, constituting approximately 11.02 percent of the total. Subsequent decades witnessed a notable expansion in tourism, with the proportion of tourists choosing Pokhara as their destination steadily rising. By 1976, out of a total of 105,108 tourists in Nepal, Pokhara hosted 31,026, representing 29.52 percent. This upward trajectory continued over the years, culminating in 2022, when out of 614,148 tourists arriving in Nepal, 257,942 chose Pokhara, accounting for approximately 42 percent of the total (Nepal Tourism Statistics, 2021).

This sustained growth highlights Pokhara's status as a prominent tourist destination within Nepal, attracting travelers with its natural beauty, adventure offerings, and cultural attractions. The average proportion of tourists visiting Pokhara after 2011 reflects its enduring appeal as a must-visit destination in the country (Traveller, 2022). This ongoing trend promises well for Pokhara's tourism industry and emphasizes its significance on the global tourism map.

Active participation from the private sector has played a significant role in Gandaki Province's tourism success. With Pokhara at its center, Gandaki Province boasts a substantial accommodation infrastructure. Among its 700 tourist-level hotels, a significant majority of 550 are located in Pokhara, providing around 40,000 beds for visitors. Additionally, the region offers 341 homestays, ensuring a diverse range of accommodation options, catering to various tourist preferences, and promoting an

authentic and immersive experience. Beyond accommodation, Gandaki Province offers a wide array of travel and adventure services. With 203 travel agencies, 159 trekking agencies, 65 paragliding companies, and three ultralight companies, tourists have access to thrilling experiences. The presence of approximately 115 shops dedicated to trekking equipment enhances the overall visitor experience, ensuring a seamless and adventure-packed stay. Complementing large-scale investments, approximately 8,000 small and medium-sized businesses actively contribute to the province's tourism sector. Tourism has become a vital source of employment in Gandaki Province, providing jobs for around 75,000 individuals (Pokhrel,2023). These employment opportunities have significantly improved the livelihoods of many in the region, underscoring the socio-economic significance of the tourism sector.

In conclusion, the city of Pokhara's central role as the headquarters of Gandaki Province's tourism sector is crucial in driving investments and fostering economic growth. Despite challenges, including those posed by the pandemic and infrastructure issues, investors and entrepreneurs remain undeterred, channeling investments into the tourism industry, with anticipation of a vibrant resurgence in this crucial sector of the province's economy.

The expansion of tourism in this region has given rise to an intricate interplay of challenges and opportunities. Of utmost importance are environmental concerns, such as deforestation, water pollution, and waste management, which have predominantly emerged as a result of the rapid growth of tourism. To effectively address these discouraging challenges, it is imperative to enforce stringent environmental regulations, promote eco-friendly practices among stakeholders, and channel substantial investments towards sustainable infrastructure development. Furthermore, the issue of overcrowding in Pokhara's popular tourist hubs presents a twofold threat, jeopardizing both the natural environment and the quality of life of the visitors.

The findings from the literature review emphasize the urgent requirement for a timely and thorough evaluation of the quality of life (QOL) of residents as well as tourists as it is imperatively a fundamental indicator for guiding the sustainable development of tourism in Pokhara.

## **2.3 Definitions of Quality of Life**

Generally, the concept of quality of life (QOL) is interpreted as a multidimensional construct consisting of dimensions/factors/well beings which are subjectively perceived and evaluated by individuals. It is basically termed as a person's attitude towards life. QOL is multidimensional in nature and is a construct which entails the different aspects of one's life (Uysal, Sirgy, Woo, & Kim, 2016). Even though several researchers and organizations have examined the meaning of QOL in many different ways, its definition still proves to be vague. The concept of quality of life (QOL) has been a longstanding presence in academic literature, with its origins tracing back to the times of Plato and Aristotle. It emerged as a response to the recognition that economic measures alone were insufficient for comprehensively assessing the well-being of populations (Rapley, 2003). Over the years, researchers have offered various interpretations of the term "quality of life." Additionally, they have observed that this term has been used interchangeably with words like "happiness," "life satisfaction," "well-being," and "welfare," all of which share similarities in terms of assessing human values and virtues. (Easterlin, 2003; Veenhoven, 2000). Existing literature reveals numerous definitions of quality of life (QOL), and there is a lack of consensus on a universally accepted standard definition. Nobel laureate Amartya Sen (Sen, 1999) contended that the definition of QOL should extend beyond economic metrics.

### **2.3.1 Definitions of QOL by International Organisations**

World Health Organization (WHO, 2019) defines QOL as, "individual 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. It is a broad-ranging concept affected in a complex way by the person's physical health, psychological state, level of independence, social relationships, and their relationships to salient features of their environment."

The Organization for the Economic Cooperation and Development defines QOL as a universal concept, appears in academic literature dating back to Plato and Aristotle, and grew out of a concern that economic indicators were not sufficient to adequately measure the QOL of populations' (Rapley, 2003). Researchers have articulated different meanings to the term, "quality of life", and also pointed out that the term itself was used

interchangeably with words like “happiness”, “life satisfaction”, “well-being”, “welfare”, which were quite similar in terms of interpreting human values and virtues (Easterlin, 2003; Veenhoven, 2000). Literature shows that there are many existing definitions of QOL, and there is no consensus on an industry standard definition. QOL is also multidimensional in nature (Uysal, Sirgy, Woo, & Kim, 2016).

The Economist Intelligence Unit’s (2005) QOL index demonstrates that over several decades there has been only a very modest upward trend in average life-satisfaction scores in developed nations, whereas average income has grown substantially. It has long been clear that GDP is an inadequate metric to gauge well-being over time, particularly in the economic, environmental, and socio-cultural dimensions of sustainability (Stiglitz et al, 2009). Subjective well-being has been recognized as a key aspect of QOL (Cummins, 1996). Subjective well-being refers to an individual’s sense that life overall is going well.

The Global Development Research Council has published a note on quality of life. The note incorporates "the best way of approaching quality of life measurement is to measure the extent to which people's 'happiness requirements' are met—i.e., those requirements that are a necessary condition of anyone's happiness—those 'without which no member of the human race can be happy'" (McCall, 1975).

According to the Quality of Life Research Unit, University of Toronto, the degree to which a person enjoys the important possibilities of his or her life Possibilities result from the opportunities and limitations each person has in his or her life and reflect the interaction of personal and environmental factors. Enjoyment has two components: the experience of satisfaction and the possession or achievement of some characteristic, as illustrated by the expression "She enjoys good health." Three major life domains are identified: Being, Belonging, and Becoming. The conceptualization of Being, Belonging, and Becoming as domains of quality of life was developed from the insights of various writers.

The City of Vancouver measures QOL using the following indicators: Community Affordability Measure, Quality of Employment Measure, Quality of Housing Measure, Health Community Measure, Community Social Infrastructure, Human Capital

Measure, Community Stress Measure, Community Safety Measure, and Community Participation Measure.

The purpose of the Quality of Life Index (QOLI) is to provide a tool for community development which can be used to monitor key indicators that encompass the social, health, environmental and economic dimensions of the quality of life in the community. The QOLI can be used to comment frequently on key issues that affect people and contribute to the public debate about how to improve the quality of life in the community. It is intended to monitor conditions which affect the living and working conditions of people and focus community action on ways to improve health.

According to the Ontario Social Development Council, quality of life is the product of the interplay among social, health, economic, and environmental conditions that affect human and social development. Standards of Living is a measure of the quantity and quality of goods and services available to people (<http://cdcquinte.com/wp-content/uploads/2018/06/Quality-of-Life-1997.pdf>).

It measures such aspects as GDP Per Capita, life expectancy, Births per thousand, Infant Mortality per thousand, Doctors per thousand Cars per thousand, TV per thousand, Telephones per thousand, Literacy levels, percentage GDP spent on Education, percentage GDP spent on Health, Newspaper circulation, Fertility Rate, Density, Population per dwelling, etc. Whereas quality of life is the product of the interplay among social, health, economic and environmental conditions which affect human and social development.

### **2.3.2 Discipline Specific Definitions of QOL**

In the health literature, QOL is defined as a patient's ability to lead a fulfilling life after treatment of the said disease (Carr et al., 2001). Patients assess his or her life quality in terms of treatment and the current and future prospects of his or her health individually and subjectively.

Psychology authors Moudjahid and Abdarrazak (2019) stressed upon subjective factors being the most accurate in terms of understanding the emotional connect of an individual to their environment. They explained that QOL is personal and combines the

value individuals place on the perception of their lives as it is a conscious judgement of life by individuals.

In sociological terms, "the social system comprise of social structure, crime rates, family systems, Housings, security, home, family, and neighborhood, which make up the quality of a society" (Ferriss, 2004).

In marketing, QOL is applicable in terms of satisfaction of employees with their work. Hence, the goal of marketing is to ensure consumer wellbeing, so managers are expected to make decisions on product, price, place, and promotion to provide social benefit to all consumers.

In cultural studies, it has been defined as "individuals' perception 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" (WHO, 1995).

In ecological terms, Bulbolz et al. (1980) explained "quality of life in terms of interaction of ecological environment in fulfilling human needs by sharing the resources of the ecology by the people of an area."

Moons et al. (2006) presented five perspectives of QOL. The first one was philosophical where it is defined in terms of how well a person lives his life. The second was ethical which emphasizes on sacredness of life. The third was economic, which explains QOL on the basis of economic factors such as growth, GDP, GNP, etc. Fourth was the sociological perspective, which concentrates more on relationship with others and last psychological which is more of judging or evaluating one's own life.

Hagerty et al. (2001), at an individual level, defines QOL as a "term that implies the quality of a person's whole life, not just a separate component part". There are essentially two perspectives taken in quality of life research: social indicators research which considers the elites' valuation of what the people need, and conventional quality of life research which studies what people want, in order to improve their quality of life.

### **2.3.3 Tourists' Consumption Behavior and Their Satisfaction**

In modern marketing strategies for service industries, customer satisfaction and their subjective well-being have become increasingly important. Tourists seek to improve their quality of life by consuming services and products that they value subjectively. Tourist consumption behavior is driven by personal and emotional factors as they seek to satisfy their needs and desires. Tourists' unique characteristics, such as their age, personality, and cultural background, can also impact their decision-making process and overall satisfaction with the services they choose. It's important to take these diverse factors into consideration when exploring what shapes a tourist's choices and experiences. According to Gilbert and Abdullah (2004), tourism has become a vital means of escaping daily stresses and finding rest, providing people with a fantasy space that facilitates their sense of freedom and unconstrained experience (Wang, 2000). As a consumption process, tourism involves various activities that are influenced by tourists' motivations and impact their satisfaction levels, ultimately affecting their quality of life (QOL).

According to Richards (1999), tourism activities have become a standard measure of an individual's quality of life, and their meanings and functions in enhancing QOL have been extensively studied in the past two decades. By consuming tourism services, people have the opportunity to interact socially, pursue their interests, and reinforce their identities. Tourist behavior and QOL can be influenced by individual characteristics that fall into four categories: demographic, psychological, social, and cultural.

Tourist consumption behavior is shaped by a variety of factors, including demographic variables, psychological factors, and social and cultural characteristics. To gain a comprehensive understanding of this behavior and its impact on quality of life, it is essential to consider individual characteristics that influence consumption choices. Tourist motivation and satisfaction play important roles in this process, driven by a desire for gratification and the degree of satisfaction experienced from consumption choices. These choices can be influenced by both material aspects, such as souvenirs, and non-material aspects, such as positive experiences and social relationships. By examining these factors, we can gain insights into the complex dynamics of tourist consumption behavior and its effects on individuals and society as a whole.

### **a. Tourist Motivation**

According to Gnoth (1997) and Del Bosque et al. (2009), tourists' expectations play a significant role in shaping their travel choices and perception of experiences. In addition, tourist satisfaction is closely linked to the fulfillment of their expectations. The motivation for tourism is a complex interplay of psychological, social, cultural, and demographical factors, as well as personal characteristics and needs, as suggested by Pearce (1993). One of the earliest models of tourist motivation is Isa-Ahola's intrinsic motivation model, which highlights the importance of leisure needs and the influence of social and conditional factors on tourist behavior. Overall, understanding tourist motivation is crucial for creating satisfying and memorable travel experiences.

Cohen (1978) proposed a two-way model that determines motivation for tourism. The model suggests that the desire for new experiences and the fear of new experiences are located at opposite ends of a need spectrum. If the fear dimension is dominant, tourism activity may have a negative impact on an individual's quality of life. Another approach to understanding the motivation for tourist behavior is the "push-pull" model, as suggested by Dann (1981). This model suggests that an individual may be "pushed" by internal factors or "pulled" by external factors, such as special aspects of destination places. Yoon and Uysal (2005) suggest that loyalty to a specific destination can increase an individual's motivation for tourism activity at that destination, which is related to push factors rather than pull factors. The relationship between loyalty and motivation is a new area of research that can provide valuable insights into understanding tourist behavior and its impact on an individual's quality of life.

Swarbrooke and Horner (1999) have proposed a model that highlights the unique experiences of individuals and identifies two types of motivators for tourism activities. The first type of motivators are factors that lead a person to engage in tourism, and they are discussed under six categories: cultural, physical, emotional, personal, personal development, and status. These motivators can include relaxation, self-development, or visiting friends. The second type of motivators are individual factors that have a significant influence on tourist motivation, such as personality, lifestyle, past experiences related to tourism, and perceptions of one's strengths and weaknesses. These motivators may change over time as an individual's life circumstances change. Understanding these motivators can provide valuable insights into tourist behavior and



the economic impact of tourism activities. By catering to the unique motivators of different individuals, tourism businesses can better meet the needs of their target markets and contribute to the growth and sustainability of the tourism industry.

### **b. Tourist Satisfaction**

According to Giese and Cote (2000), satisfaction is the process by which an individual identifies and understands an increase in subjective well-being. While there is no clear definition of satisfaction, it has been suggested that it is a natural result of feeling better than before traveling. In addition to the affective response related to tourism activity, evaluation of product service, and expression before and after choosing a destination place, the attributes of the destination are also significant elements of tourist satisfaction (Pizam et al., 1978; Rust et al., 1995). Recent research has focused on the cognitive-affective nature of tourist satisfaction, with scholars hypothesizing that both cognitive aspects, such as expectations and attitudes, and affective experiences play significant roles in determining satisfaction levels (Oliver & Westbrook 1993). Del Bosque and Martin (2008) found that the image established prior to a trip has a significant impact on expectations and loyalty, and that emotions are also important in forming beliefs and evaluating post-experience satisfaction. Their study also highlights the importance of emotions in determining tourist loyalty, which is highly influenced by tourist satisfaction.

### **c. Material and Immaterial Aspects of Tourism and QOL**

According to research, tourists benefit from tourism experiences both objectively and subjectively. On a subjective level, tourism activities provide an opportunity for individuals to escape the stresses of daily life and relax. This can lead to positive feelings that can endure even after the holiday has ended, contributing to overall subjective well-being (Gilbert & Abdullah, 2004). Furthermore, experiencing satisfaction through tourism activities can improve one's quality of life, leading to a more stable mood state of happiness by accumulating gratifying experiences and reducing psychological stress (Neal et al., 2007a). In this way, ongoing tourism consumption can contribute to a more relaxed and happy state of being for tourists (Neal and Gursoy, 2008).

According to Galloway (2008b), tourism services offer opportunities for socialization among tourists and with diverse cultural groups. Cultural tourism has gained popularity among tourists seeking to experience other cultures. Yeoman et al. (2007) demonstrated the importance of authenticity in the Scottish tourism market and how it can be provided to visitors. Tourists who engage in cultural tourism and consume local products can gain different perspectives on life matters, leading to increased flexibility and tolerance. Social interaction in cultural tourism settings can have a psychological impact on tourist consumption behavior, potentially enhancing their subjective well-being.

The purchase of souvenirs is a type of consumption behavior that can have an impact on one's quality of life. Souvenirs represent the tourism experience and allow for easier access to memories of the trip. Additionally, possession of souvenirs holds social significance as it is a way for tourists to demonstrate their presence in the destination to themselves and others. Research has shown that willingness to buy souvenirs is linked to motivations for visiting the destination. Tourists who are interested in engaging with the culture and community are more likely to purchase souvenirs, while those interested in outdoor activities are less likely to do so. The act of buying souvenirs also provides an opportunity for tourists to interact with locals and negotiate prices. Overall, souvenirs can be meaningful to a tourist if they hold a special memory or quality associated with the destination. (Swanson & Horridge, 2004; Litirell et al., 1994).

Trauer and Ryan (2005) suggested that interpersonal aspects play a crucial role in determining the value of tourism services, with the quality of the visitor's relationships often being the primary determinant of the quality of their experience. Therefore, hospitality management should focus on creating a positive atmosphere that allows visitors to interact freely. Clarke (2008) highlighted the experiential aspect of tourism services, emphasizing the growing trend of using travel packages or tourism activities as gifts. He argued that the sense of shared experience associated with experiential gifts like trips can strengthen interpersonal relationships. Clarke's discussion suggests that the concept of tourist consumption behavior has expanded, and through consuming the physical and psychological aspects of tourism services, tourists can enhance their quality of life (QOL) by experiencing a facilitating impact on their social and interpersonal domains, thus enhancing their sense of well-being and QOL.

#### **d. Tourist's Needs and Preferences**

Tourism industry is a vital component of the service industry that places a high emphasis on meeting the needs and preferences of customers. In today's world, the wants and desires of customers are the driving force behind the products and services provided in the tourism industry. Hospitality managers in the tourism sector aim to improve customer satisfaction, create positive emotions, and enhance the overall well-being of tourists (Chathoth, Mak, & Sim, 2014). The marketing strategies employed by service industries, including the tourism industry, primarily focus on customers' well-being. Kotler (1986) argued that marketers should have a thorough understanding of customers' "needs, wants, and interests" and offer services that prioritize customer satisfaction, contentment, and well-being over those of their competitors. According to Kotler, the degree to which marketing activities promote consumer well-being impacts marketing effectiveness.

In recent years, the hospitality industry has recognized the diversity of consumers and the complexity of the consumer satisfaction concept in their marketing efforts. According to Sirgy and Samli (1995), merely satisfying customer needs is insufficient for effective marketing of services and tourism products. They argued that an effective service marketing strategy should support at least one dimension of subjective well-being, taking into account the various dimensions of subjective well-being.

#### **e. The Conceptualization of Tourists' QOL**

The term "quality of life" (QOL) is difficult to define and there is still no clear formulation despite over a hundred definitions in the literature. This is partly because the concept is used inconsistently and cannot be formulated exactly. QOL can be defined through different frameworks, including the normative view, the preference satisfaction view, and the subjective experience view. Subjective QOL, which is the focus of the present chapter, covers happiness, subjective well-being, and satisfaction with life. It is a broad umbrella term that refers to personal experience and perceptions about one's life quality.

The quality-of-life (QOL) concept has the potential to play a central role in the tourism industry in the era of consumer satisfaction and well-being. Although the concept of QOL has various conceptualizations, it has entered the tourism context with a focus on

"customer focus" and "the guests' well-being and subjective experience." The connection between tourism experience and individual QOL has gradually become more apparent and defined. Tourism activities have been included in the conceptualizations of the term QOL, with the World Health Organization identifying "involvement with and chances of vacations and tourism activities" as one of the dimensions of QOL assessment (Richards, 1999). Several countries, including the UK, New Zealand, Canada, and the USA, have taken steps to use tourism activities to improve the QOL of tourists (Galloway, 2008a).

In tourism literature, QOL has gained popularity over the years. It is most often explained as an output of tourism development, tourism impacts on a community, residents of an area and also as a result of travel experience/vacation etc. (Woo et al., 2015). Tourism led to both positive and negative impacts on a community (Choe & Regan, 2015; Ribeiro et al., 2017). Positive in terms of improving standard of living, employment opportunities, and revenues to the government (Aref, 2011b). Kim et al. (2013) added that due to tourism, residents experienced more safety in terms of police protection and fire services and their emotional and material wellbeing got better.

While negatives included too much congestion, traffic problems, crime rates and more cross-cultural conflict. These impacts of tourism activities were proved as per social exchange theory where people support tourism only for the benefits that they are likely to get in exchange (Woo et al., 2015). In addition, this support was granted only if tourism guaranteed sustainability (Yu et al., 2016). Eraqi (2007) emphasized that residents not only get economic benefits but also socio-cultural benefits in the form of cultural exchange, better relations, good business for small entrepreneurs etc.

Economic benefits which residents derive from the influx of tourists are in terms of increased income, wealth, and material possessions (Eslami et al., 2019). In another model, Uysal et al. (2016) argued that residents also witness overexploitation of the local resources for tourism purposes, affecting the infrastructure and thus making the destination more competitive.

"QOL in tourism is also viewed as an outcome of a vacation forming a part of the leisure activities as against home-based leisure among tourists" (Dolnicar et al., 2013). "Leisure activities involve tourist participation in favorite hobbies such as photography,

sports, fishing, and yoga, to name a few" (Tomka et al., 2015). "When tourists visit a particular destination, right from their arrival till departure, they take back experience with them, experience of various service encounters, experience of the tourist attractions and the recreation activities" (Weiermair & Peters, 2012). This helps them decide their QOL when they visit an area. Along with the said aspects, the length of stay also decides tourist experience of QOL (Neal et al., 2007; Chen et al., 2016). Chen et al. (2016) also highlighted that "tourist experience could be further enhanced by providing stress relieving activities". "These experiences of tourists were further enhanced with their personal characteristics, the trip composition, the people they come in contact with etc." (Uysal et al., 2016).

When elderly tourists visit a destination for leisure and relaxation purpose, it enhances their wellbeing. They feel loved, sense of belongingness, have more leisure etc. Woo et al. (2016), underlines "the bottom-up spillover theory where satisfaction with various subdomains contributes to the overall satisfaction of an individual's life". This satisfaction among elderly tourists enhanced their life expectancy, gave them positive health, etc. In another study, Kim et al. (2015) also stressed some intervening factors that enhance the travel experience of elderly tourists. These factors were mainly their level of activity in the tourist destination, their perception of the place, their intention for revisit, etc.

Cummins (1997) defines "QOL" as being both objective and subjective, each axis being the aggregate of seven domains: material wellbeing, health, productivity, intimacy, safety, community, and emotional wellbeing. Kim et al. (2013), in examining the concept of overall QOL, also looked at four key domains: "material wellbeing, community wellbeing, emotional wellbeing, and health and safety wellbeing." In their study, standard of living, income, and employment were covered under the well-being domain, while leisure activity and spiritual activity were covered under the emotional wellbeing domain.

Moscardo (2009) posits that "even though there is no consensus on a common definition, there is considerable agreement on the key elements of QOL." These include basic physiological needs (food, water, good health, and physical protection from harm), security (including a stable place to live and work), belongingness (including links to supportive social networks and opportunities to participate in social, cultural,

and political activities), and self-esteem (including knowledge and confidence and the ability and freedom to make choices).

Academic scholars have highlighted key domains when investigating QOL, including material, health, productivity, intimacy, safety, community, and emotional well-being (Kimetal, 2013). They also looked at four key domains: material wellbeing, community wellbeing, emotional wellbeing, and health and safety wellbeing. In their study, standard of living, income, and employment were covered under the well-being domain, while leisure activity and spiritual activity were covered under the emotional wellbeing domain.

There is great ambiguity in defining the term QOL. "A number of definitions have been provided in the literature, yet the QOL concept is still far from a clear formulation" (Costanzaa et al., 2007). There are two frameworks: the normative view, which highlights normative ideals of pursuing a satisfactory life; the preference satisfaction view, which emphasizes the extent to which a service or product satisfies the customers' needs; and the subjective experience view, which prioritizes the personal evaluation, perception, and experience of the consumer regardless of a normative standard or personal need (Diener & Suh, 1997).

There are two main approaches for measuring quality-of-life: objective and subjective. The distinction between subjective and objective measures of QOL is made on the basis of their relation to customers' "subjective awareness" (Veenhoven, 2002). Objective indicators are not much subject to awareness of tourists and guests. For example, income level of an individual does not change in accordance with his or her perception. However, subjective indicators of QOL are directly influenced by perceptual differences and subjective evaluations (Costanzaa et al., 2007).

#### **2.4 Objective Aspects of Tourists' Quality of Life (QOL)**

According to Cummins (2000), objective measures of QOL use quantifiable social, economic, and health-related factors, such as GDP per capita and life expectancy rates. These measures are considered more reliable and offer a bias-free, objective understanding of the concept. They can also be used for comparisons across different regions (Diener & Suh, 1997). However, despite their widespread use, objective

measures have been criticized for being hard to interpret (Cummins, 2000) and for failing to capture the diversity and complexity of individuals' subjective experiences and perceptions (Costanza et al., 2007). The personalized nature of an individual's quality-of-life experience suggests the need for subjective measures to complement the objective ones.

Objective indicators are commonly used to measure quality of life, and they can be classified into different categories. Economic production indices, such as Gross Domestic Product (GDP) and poverty rates, are widely used to evaluate economic well-being. Social indicators, such as unemployment rates and school attendance rates, provide information about the state of social welfare. Life expectancy is another objective measure that indicates the overall health of a population. Literacy rates, which reflect the education level of a society, are also considered an important objective indicator. These measures are widely used to compare quality of life across different populations and to identify areas that need improvement. However, they have also been criticized for their limitations in capturing the subjective experiences and perceptions of individuals. Nonetheless, objective indicators remain an important tool in assessing quality of life, particularly when used in conjunction with subjective measures.

Objective measures of QOL utilize quantifiable social, economical, and health-related actors, such as GDP per capita and life expectancy rates (Cummins, 2000). These measures provide a more reliable and valid assessment of the QOL concept and offer a more bias-free, objective understanding. They can also be utilized to make local, national, and geographical comparisons and to broaden the scope of measurement devices (Diener & Suh, 1997). Objective measures of QOL have become a traditional method and found widespread appeal in assessment of diverse populations varying in age, sex, life conditions, etc. (Costanza et al., 2007). However, these measures have been criticized on several grounds. One critique of the method highlighted that numerical results provided by these objective methods are hard to interpret and report (Cummins, 2000). Another critique is that these measures do not capture the diversity and complexity of consumers' subjective and individualized experiences, thoughts, and perceptions (Costanza et al., 2007). The attributions of the individuals to their quality-of-life includes highly personalized thinking processes, thus, objective measures are not

sufficient to explain the concept. This criticism brings the issue of subjective measures to the forefront.

## **2.5 Subjective Aspects of Tourists' Quality-of-Life (QOL)**

In recent years, it has been recognized that the hospitality industry needs to take into account the diversity of consumers and the complex concept of consumer satisfaction. According to Sirgy and Samli (1995), effective service marketing strategies in the hospitality industry should support at least one dimension of subjective well-being in addition to meeting customer needs. The concept of quality-of-life (QOL) has the potential to be central in the tourism industry in this era of consumer satisfaction and well-being. Tourism activities intersect with individual QOL in various ways, such as providing opportunities for communication, identity formation, personal growth, engagement in preferred activities, and satisfaction of social, cultural, and personal interests (Richards, 1999). However, it is important to note that QOL is not only influenced by the tourism experience, but it also plays a dominant role in the subjective evaluation of the tourism experience. Therefore, understanding tourists' subjective processes is crucial for designing services or products that can facilitate QOL in customers' lives (Sirgy, 2001).

Subjective indicators are often used to assess individuals' perceptions and experiences of their quality of life. These indicators include satisfaction with life in general, happiness, job satisfaction, sense of safety, sense of social well-being, sense of family well-being, satisfaction with material life, and class identification. By gathering information on these subjective indicators, researchers can gain a better understanding of how individuals perceive and experience their quality of life. Such subjective measures are important as they allow for a more personalized and nuanced understanding of the concept of quality of life, which cannot be fully captured by objective measures alone.

In contrast to objective measures, subjective measures of QOL aim to evaluate individuals' personal experiences within the social, economic, and health-related domains. These measures rely on self-reported data using subjective indicators such as happiness or subjective well-being that are considered valid and reliable (Costanzaa et



al. 2007; Diener & Lucas 1999). The main focus of subjective measures is on how satisfied individuals feel with a product or service.

According to Kim and Uysal (2013), the definition of subjective quality of life (QOL) is a deeply personal and individual construct, intricately linked with an individual's life experiences and personal meaning-making. As QOL is situated within an individual's subjective experiential realm, it is crucial to examine its relationship with the tourism industry from a subjective perspective. Hence, analyzing the QOL concept in the tourism sector through a subjective lens is necessary.

Subjective measures of QOL focus on the extent to which a service or product make individuals feel satisfied. These measures focus on consumers' individualized point of view and capture the diversity of consumer experiences. However, subjective measures of QOL have also been subjected to criticism. Sirgy (2001) outlines several of them. The first one is that self-report measures risk the possibility of providing invalid and unreliable results which does not reflect the real experiences of tourists. Another critique is that individuals are likely to respond more positively than they would normally do in order to be more socially desirable in a socially desired manner in self-report measures which is called social desirability bias in the literature. Thus, subjective measures may not provide a realistic picture of consumers' subjective experiences; instead, they may reflect socially expected standards and normative information (Genc, 2011).

The concept of QOL is a highly individual and personal construction. QOL is a complicated concept with an individual's life experiences and personal meaning making. Locating the QOL concept within an individual's subjective experiential sphere, the link between QOL and tourism industry can be reexamined. Sirgy (2001) added to this conceptualization a time framework. In Sirgy's account, affects and cognitions are experienced within a given time period. They either decrease within a short time, or they are continued. In their daily lives, people may experience several negative or positive effects and cognitions for a short time (Sirgy 2001). For instance, if an individual feels angry as a reaction to a temporary conflict, his/her anger cools down within a short period after the resolution of this conflict. Sirgy (2002) suggests that the accumulation of feelings makes people have more enduring negative or positive affective and cognitive states, such as happiness or depression in the long run.

The QOL concept is formulated and influenced by who the customer is, how he/she feels and thinks, how he/she evaluates a life situation, how he/she relates to the world, and what personality traits he/she has. Therefore, it is necessary to examine the QOL concept in the tourism sector through a subjective lens. Tourists, having integrated psychological capacities, experience complex processes for achieving high QOL. Therefore, a more comprehensive evaluation of the tourists' subjective experiences is required to capture the complexity of tourism-QOL link.

"From birth people face with satisfactory and unsatisfactory experiences which are both represented in mind. Good, pleasing interactions in different domains of life form the basis of positive cognitions, while bad, disappointing experiences facilitate the development of negative cognitions" (Wright et al.,2006). Negative and positive cognitions may vary with respect to different domains of activity in life (Kahneman et al. 2003)."An individual may have positive cognitions about the social environment while holding negative cognitions about his/her family relations, so it is possible to have both positive and negative cognitions about the same life domain "(Bosque & San Martin,2008).For instance, an individual may have negative thoughts about social relations at work while sustaining positive thoughts about one's social relations in his/her neighborhood. Positive and negative cognitions exert conflicting influences on perception, evaluation, and information processing, and thus, subjective well-being. "Positive thoughts are likely to facilitate viewing an event in a positive light, attending to pleasant aspects of a situation, and anticipating satisfactory experiences to happen "(Wright et al.,2006). Positive cognitions, through their interconnections with positive effects, have the potential to ease one's subjective sense of well-being. In contrast, negative cognitions result in pessimistic evaluations and negative anticipations of an occurrence. "Information processing biased in favor of unpleasant aspects may deteriorate one's subjective well-being which is directly associated with the QOL concept "(Kahneman et al.,2003).

Positive and negative cognitions are also operative in the tourism industry. Positive and negative tourism-related cognitions may involve a particular destination, a particular tourism service (e.g., accommodation, transportation, etc.), a particular service provider (e.g., a hotel or hotel chain, an airline, etc.), or the tourism services as a whole. It is important to keep in mind that cognitions are strongly influential in altering information

processing and decision making. Drawing on the notion that cognitions are dynamic and flexible, it is possible to assert that negative cognitions can be transformed into positive ones in order to improve one's subjective well-being. The improved sense of well-being becomes observable, it changes the behavior.

### **2.5.1 Cognitions as the Subjective Aspect of Tourist QOL**

Cognitions refer to a person's thoughts and thinking processes, which are shaped by genetic, biological, and environmental factors. Experiences in one's social and physical environment play a crucial role in forming cognitions. Cognitions serve various functions, such as providing awareness of the environment, sustaining a sense of identity, and enabling adaptive responses in new situations. They can also frame a person's perception of the world and shape how they evaluate and respond to current events. Cognitions can be organized around different domains of activity, knowledge, and experience.

In the context of the tourism industry, understanding the development and operation of cognitions is crucial for enhancing the sector (Veenhoven, 2002). Cognitions play a significant role in people's perception and evaluation of tourism services and products, and knowledge of how cognitions form can aid in identifying areas for improving such offerings. Therefore, it is essential to consider how cognitions operate in the tourism context to facilitate a higher quality of life in all sectors.

The development of positive and negative cognitions is influenced by an individual's experiences, with positive experiences leading to positive cognitions and negative experiences leading to negative cognitions. Positive and negative cognitions can vary in different domains of life and can coexist within the same domain. Positive cognitions are associated with positive effects and can improve an individual's well-being, while negative cognitions can lead to negative evaluations and a decrease in well-being. Understanding the impact of cognitions on an individual's subjective well-being is important in the tourism industry, as it can influence how they perceive and evaluate tourism services and products.

The tourism industry is also affected by positive and negative cognitions, which can relate to specific destinations, services, or service providers. Positive tourism-related cognitions can enhance experiences, while negative ones may result in negative

evaluations and decisions. However, cognitions are not fixed and can be transformed from negative to positive to improve one's subjective well-being. This transformation can lead to observable changes in behavior.

Cognitions play an important role in shaping a person's perception, interpretation, and evaluation of the world, including in the tourism industry. Positive and negative cognitions can impact a person's subjective well-being, which is directly linked to their quality of life. Providing satisfactory tourism services can facilitate the formation of positive tourism-related cognitions, leading to improved tourist QOL. Therefore, there is a need to understand how cognitions operate in the tourism context and how they can be utilized to enhance the tourism sector and improve the well-being of tourists.

In the context of tourism, positive cognitions can lead to a positive perception of current events and services, which can enhance and sustain tourist QOL. Additionally, positive tourism-related cognitions can give tourism a positive connotation and provide personal meaning for the individual. Identifying negative cognitions is also important in the tourism industry, as they can hinder the advancement of tourist QOL. Services should aim to target and transform negative cognitions into positive ones by presenting services that disconfirm negative expectations and information processing patterns (Bosque & Martin, 2008).

Research on quality-of-life has investigated the connection between QOL and customer satisfaction. While the literature has suggested a relationship between tourists' level of satisfaction and QOL, it has not been widely studied empirically. Frisch (2005) argues that an individual's assessment of their life and resulting satisfaction reflects their quality of life. The bottom-up theory, proposed by Neal et al. (2007), is a conceptual framework that has gained traction in QOL research. According to this theory, an individual's satisfaction in different life domains, such as work and family, influences their overall well-being and life satisfaction. A positive experience in one domain, like work, can increase an individual's overall satisfaction with life, while a negative experience, like dissatisfaction at home, can decrease it.

According to Neal, Uysal, and Sirgy (2007b), the bottom-up theory suggests that an individual's satisfaction and quality of life are shaped by the intersection of multiple domains of activity and experience. One such domain is tourism, which influences both

affective and cognitive experiences. The authors argue that satisfaction with tourism services can have a significant impact on an individual's subjective sense of quality of life. Many scholars have explored the connection between the quality of life concept and satisfaction in different domains, including leisure and tourism. Neal, Uysal, and Sirgy have developed a model to understand these concepts in the tourism industry, where satisfaction with tourism services is seen as a foundational element for an individual's quality of life (Neal, Uysal, & Sirgy, 2007).

Neal et al. (2007) argue that satisfaction with a tourism product or service can have a ripple effect, ultimately contributing to overall life satisfaction. The authors emphasize the importance of identifying which domains have the greatest impact on satisfaction with leisure life or life in general. In their model, individual and personal lenses are taken into account as they shape the perception and evaluation of tourism products and services.

Sirgy (2010) highlights the direct and indirect ways in which tourism can enhance an individual's quality of life. Directly, tourism can induce positive affect through leisure activities and satisfactory services, leading to a temporary sense of happiness and satisfaction. Over time, this temporary effect can become a more established sense of well-being. Indirectly, tourism can stimulate positive affect in the individual and impact their overall life. Negative emotions can also follow a similar path, resulting in immediate dissatisfaction and an ongoing sense of unhappiness.

Identifying negative emotions and their triggers in tourism settings is crucial for facilitating tourist quality of life. Understanding the reasons behind negative emotions can help break the cycle of dissatisfaction. For example, if a person feels dissatisfied, their processing tendencies may become biased, leading to further dissatisfaction (Neal et al., 2007).

### **2.5.2 Satisfaction with Life (SWL)**

Tourism and hospitality services are known for their complexity and take place in specific settings that come with managerial challenges (Reisinger & Waryszak, 1996). These challenges may include marketing and consumer behavior analysis, as well as employee relations and organizational behavior (Zeithaml, 1981). The experiential nature of tourism services leads to evaluation both during and after service delivery,

which is considered more complex than evaluating goods (Reisinger & Waryszak, 1996; Zeithaml, 1981). It is noteworthy that a tourism product is a combination of tangible and intangible elements that revolve around activities at a particular destination (Medlik & Middleton, 1983; Medlik, 1988; Moutinho, 1995; Smith, 1994).

The tourism product refers to the overall experience a tourist has from start to finish, including all the various experiences and impressions that are encountered along the way. This total experience is what the tourist consumes and evaluates, and it can impact their mood and emotions during and after the trip, influencing future travel decisions (Teare, 1998; Weirmair, 1994).

The concept of satisfaction is complicated in part because customers often do not fully understand what they are getting until they do not receive it (Oliver, 1997). The meaning of satisfaction can vary greatly among individuals, with some customers considering minimum acceptability to be satisfactory, while others expect near perfection. Given this complexity, various definitions of satisfaction have been proposed by researchers. For example, customer satisfaction is defined as the customer's cognitive evaluation of the attributes they associate with the service (Chadee & Mattsson, 1996), or as the customer's subjective evaluation of their consumption experience, which is based on the comparison between their perceptions and the objective attributes of the product (Klaus, 1985).

Satisfaction can be described as a state of happiness that stems from a consumption experience or as a cognitive state that arises from evaluating performance relative to pre-existing standards. It can also be seen as a subjective evaluation of the experiences and outcomes related to acquiring and consuming a product in comparison to subjectively determined expectations (Czepiel, Rosenberg & Akarel, 1974). Essentially, it is the consumer's judgment of how well a product or service meets their wants and needs, and how satisfying the experience of consuming it was. This definition encompasses a wide range of concepts, from a simple "black box" happiness view to a complex set of ideas. Unfortunately, there seems to be a lack of agreement among satisfaction researchers on the exact definition of satisfaction.

Quality-of-life research has examined the relationship of the QOL concept with customer satisfaction. Although the intricate relation between tourists' level of

satisfaction and QOL has been suggested in the literature, it has not been a frequent topic of empirical research. There have been attempts to theorize about the tourist and life satisfaction concepts and to examine their relationship with QOL. One conceptual frame on life satisfaction which has found appeal in QOL research has been provided by the bottom-up spillover theory (Neal et al.,2007).The authors explain that in the theory, a person's level of satisfaction in different domains of life like work and family influences his/her overall well-being and satisfaction in life. In the bottom- up theory, a satisfactory experience at work may increase one's overall satisfaction with life or a dissatisfactory experience at home may decrease it. In Neal, Uysal, and Sirgy's account (2007), the bottom-up theory implicates that an individual's life has many domains of activity which intersect to shape his/her overall satisfaction and quality-of-life. Tourism is one such domain of individual activity which influences affective and cognitive experiences of tourists. Therefore, the satisfaction with tourism services has the potential to shape one's subjective sense of quality in life.

The link between quality-of-life concept and satisfaction in various domains of life like leisure in the tourism industry has been scrutinized by a number of scholars. One such step has been taken by Neal, Uysal, and Sirgy (2007) who have developed a model for understanding the concepts of satisfaction and QOL in the tourism context. In their model, satisfaction with tourism services has been viewed as one of the building stones on which an individual's quality-of-life can be grounded.

Neal et al. (2007) suggest that satisfaction with a tourism product or service can be transformed into satisfaction with the overall tourism experience, then into overall leisure life, and then into satisfaction with overall life. Thus, enhancement of QOL could be achieved by tourism activities which provide pleasant and satisfactory experiences.

SWL is a cognitive concept that involves individuals' evaluation or judgement of their life overall. This concept could further be explained as the fulfilment of individual needs, goals and wishes" (Sirgy, 2012). SWL is often interchangeably used by positive psychology scholars as quality of life, life satisfaction, life quality and happiness (Pennock, 2015).

### **2.5.3 Psychological Happiness**

"The term psychological happiness is a broad umbrella concept, covering aspects such as feelings of joy, serenity and affection, and is often synonymously understood in literature of SWL, subjective well-being, subjective QOL, life chances, feelings affecting overall happiness, life results, livability of environment, and usefulness in life" (Veenhoven,2015). "Psychological happiness: positive affect include feelings such as pleasure, peace with life, appreciate the life ,accept life ,content with life, whereas psychological unhappiness: negative affect include feelings such as pain , upset, worry and wasting "(Şimşek, 2009). "Psychological happiness as a concept could furthermore emphasize the perceived enjoyment of society in relation to their life as a whole; this could be in the past, present or future, based on the cognitive function of society" (Kruger, Saayman & Ellis, 2014).

### **2.6 Impact of Tourism Development**

Tourism impacts are clearly visible in the destination region, where tourists make contact with the local environment, economy and society (Mason,2015). It can be seen that the tourism sector represents one of the world's largest contributions to economic growth and development. The impacts of tourism consist of two categories ; benefit and cost (Hanafiah & Hemdi, 2014).The tourism industry bring huge benefits to the country, especially in socio-economic development. However, the benefits of tourism are not usually achieved without negative impacts as well. Marzuki (2012), also stated that tourism development has not only contributed to the positive outcomes but also potentially presented negative consequences to the local community.

According to Garau-Vadell et al. (2018), "a large set of positive and negative impacts of tourism have been recognized and discussed, which have been summarized and classified into four major elements: economic, social, cultural and environmental". These impacts can only be managed if they have been identified, measured and evaluated. Mason (2015) stated that the impacts of tourism are essential for tourism planning and management at one destination. At most tourism destinations, rising numbers of tourist arrivals challenge the daily routines of locals and affect their quality of life (Kim et al.,2013). Several studies show that locals who were living in the community for a longer period of time react more negatively on the impact regarding



tourism development (Meimand et al.,2017). The main reason for this attention is that the local's perception toward the impacts of tourism development is probably important. In general, social exchange theory is one of the appropriate approaches to assess community perceptions of the impact of tourism development (Kayat,2002). "Social exchange theory helps to explain why some communities perceive the impact of tourism differently and thus determine the level of local community support for future development" (Nunkoo & Ramkissoon, 2012). According to Ward and Berno (2011), social exchange theory has been accepted as a way to explain and understand the perception of the impact of tourism development." Social exchange theory, suggests that local are likely to support tourism development as long as the local get the benefits that exceed the costs" (Meimand et al.,2017). Daniela and Lucic (2022) in a study of Elaphite Islands (Croatia), confirmed " the existence of a strong link between the satisfaction of participants in a tourist destination and its tourist development". He confirmed: the long-term and sustainable tourism development planning should be integrated into the destination by examining the profile of local residents (important interest group), perceptions, and attitudes of all of its participants towards the impacts and development of tourism because the local population is an important interest group at a tourist destination.

### **2.6.1 Types of Tourism Impact**

Residents perceive tourism influence as positive and negative impact on the economic, socio-cultural, and physical environment of their community (Perdue et al.,1995). The most highlighted community benefits of tourism development are economic, such as more jobs, higher tax revenue, increases in job opportunities, increased public spending, and foreign exchange earnings (Uysal et al. 2012). These benefits individually and collectively contribute to the economic well-being of community residents. A number of studies have emphasized the positive and negative economic impacts of tourism development on host communities. There are enough literatures on positive impacts; increase in foreign exchange earnings, increased government revenues, increased employment, greater regional development, and heightened economic quality of life (McCool & Martin 1994). "Tourism development also influences the community's socio-cultural aspects such as residents' habits, daily routines, beliefs, and values " (Dogan, 1989). With respect to the positive impact, Brunt

and Courtney (1999) provided proof suggesting that tourism helps further development of community services like parks and recreation as well as cultural facilities and activities. The negative dimension of sociocultural impact is increase in crime, degradation of morality, gambling, drug addiction, vandalism, and crowding of public facilities and amenities. Dogan (1989) also explored the list of negative effects: decline in tradition, materialism, social conflict, and crowding. Although much of the research has provided evidence for the positive effects of tourism development in relation to economic and socio-cultural benefits, some research shows negative effects on the environment (Andereck, 1995; Andereck et al., 2005).

## **2.7 Residents' Perceptions of Tourism Development**

A large number of studies highlighted the nexus between tourism development and residents' perceptions and evaluations of the impact of tourism development (e.g., Allen et al. 1988; Andereck & Nyaupane 2011; Nunkoo & Ramkissoon, 2011). For example, research on the topic has found that "residents' attitudes toward tourism development is generally positive when residents perceive more positive than negative effects; equally, residents' attitude tend to be negative when they perceive more negative than positive effects" (Byrd et al. 2009; Yoon 2002).

Previous researches has also found that the relationship between tourism development and residents' perceptions are not consistent across demographic groups, distance from the tourism area of the community, economic dependency on tourism, knowledge about the industry and type and form of tourism. Also finding from previous attitudinal studies of tourism development impact show that those residents who were involved in tourism for their livelihood were found holding positive perceptions and have higher support for tourism development in their communities. The second common finding was that residents' attitude changes, based on the stage of tourism development cycle—from the introductory stage to growth, from growth to maturity, and decline.

"In the introductory stage of the cycle, residents tend to be overjoyed and welcoming; but this attitude dissipates in the later stages of the cycle i.e., in the maturity and decline stages"(Butler,2004). However, "tourism development impact does not only affect residents' attitude toward tourism, but also their own QOL"(Hartwell et al. 2016; Uysal et al.,2012;Yang and Li,2012).

## **2.8 The Influence of QOL on Tourism Development**

The study conducted by Croes (2012) on the possible bilateral relation between tourism development and QOL provided evidence of a stable, mutual relationship between tourism development and QOL. The model suggested by Uysal et al.,(2012) postulates that " host community residents perceive that their community living conditions, as impacted by tourism development, would affect satisfaction in various life domains, which cumulatively would affect residents' overall community well-being; if the development of tourism results in a lower QOL, residents may be reluctant to support further tourism development and if their QOL is higher enough, residents may agree to further tourism development". A recent study conducted by Woo et al. (2015) investigated the endorsement of tourism development among local residents by examining how residents perceive the value of tourism development, their satisfaction in various life domains, and the overall quality of life in their community. The findings suggested that residents' perception of the value of tourism development has a positive impact on domain satisfaction and contributes to the overall quality of life. It was observed that the quality of life serves as a reliable predictor for supporting further tourism development. However, the reciprocal relationship between tourism development and quality of life may not consistently exhibit a strong and positive connection. Depending on potential moderating factors and precursory influences, this relationship may vary and demonstrate differences. Uysal et al. (2012) suggested that depending upon the stage of destination development, residents' attitudes toward economic, sociocultural, and environmental factors might change from positive to negative or negative to positive.

Other moderator effects may be related to resident's characteristics such as occupation, nationality, and involvement. For instance, research carried out by (Lankford, 1994; Woo, 2013) revealed that community residents held a more pessimistic view of the impact compared to government employees, elected or appointed officials, and business owners. In Woo's study (2013), an examination of the relationship between the perception of tourism impact and the quality of life (QOL) among community stakeholders was conducted. The findings indicated that residents who had affiliations with the tourism industry (as opposed to those without affiliations) perceived greater advantages arising from tourism, and these benefits did indeed have a substantial

influence on their overall sense of well-being. Roehl (1999) examined the relationship between resident demographic characteristics, perception of the impact and perceived QOL, the result showed that residents with less education and urban residents perceived more social costs (perceived social costs were negatively correlated with QOL, whereas perceived job growth was found to be positively correlated with QOL).

## **2.9 Tourism Development and Resident's QOL Nexus**

A systematic review of 184 journal article on residents' QOL in last 7 years by Hu et al., (2022) revealed increasing diversity in research area and contexts, from scale constructs and theoretical foundations to data and methods. The study has explored a more detail tourism development (TD)-residents' QOL nexus. Out of 184 articles, 171 articles were directly related to tourism development and QOL nexus. They have explored four strands of TD and residents' QOL: TD influencing residents' QOL, QOL influencing TD, implicit two- way relationships between TD and QOL and reciprocal relationship between TD and QOL. Moreover, they also have explored that the geographic area of studies have shifted from developed economies to developing economies and found composite domain – specific subjective QOL scales have dominated the recent literature based on bottom- up spillover theory demonstrating increasing importance.

## **2.10 Relationship Between Tourism Development and Quality of Life**

The relationship between tourism development and community QOL is reciprocally present and is influenced by a host of moderator effects. These moderator effects point to public policy questions. For example, at what point or stage of tourism development do tourism activities begin to adversely influence the QOL of residents? What is the optimal threshold of tourism development? Identifying such thresholds should allow public policy officials and community leaders to regulate tourism development. To do so, community QOL should be measured and monitored over time.

There is no question that a good place for home residence is a good place to visit. Scholars with an interest in the intersection of tourism and QOL should aim to assess community QOL using a combination of both objective and subjective measures. Each set of QOL metrics comes with its own set of advantages and drawbacks. Therefore, it

is essential to utilize both objective and subjective indicators in tandem to more comprehensively gauge the QOL experienced by residents. The simultaneous utilization of objective and subjective indicators will facilitate the attainment of more conclusive findings and offer valuable insights for policymaking and long-range community development planning. However, there is a possibility of misalignment between subjective result and objective result. Also, to better measure community QOL, it should be recognized that the domains are not all equally important and the importance of each domain may vary across stakeholder groups and contexts.

Resident's perspective of tourism development and its impact on community QOL has been researched since the 1980s. However, there is still relatively limited research that examines direct and indirect impact of tourism development on community QOL. Thus, it can be concluded that, there is a need of much more research and attention in the area of QOL to ensure that tourism development contributes most positively upliftment of living standards of host communities.

The major findings point to several mainstream tendencies in terms of geographic regions, research contexts, and theoretical frameworks. Geographic areas of study have shifted from developed economies to developing economies; over tourism, ecotourism, and responsible tourism have become popular topics; and Social Exchange Theory (SET) is the dominant theoretical foundation into which other theories and concepts have been incorporated. An array of theoretical foundations, QOL assessment approaches, data and methods, and QOL–TD nexuses represent emerging perspectives. At the same time, longitudinal individual-level data, aggregate panel data, and time series data have appeared in a rising number of studies. The TD–residents' QOL nexus was most common in recent studies; even so, reverse-direction relationships as well as implicit and reciprocal two-way relationships also demonstrated in certain cases.

Several other emerging trends were also observed during literature review. First, researchers began to borrow a number of novel concepts or theories from other disciplines (e.g., Sustainability, psychological stress, and livability theory) for applied integration. Second, in the human development framework, objective HDI has been increasingly adopted for objective QOL measurement. Third, large-scale secondary data have been employed to evaluate QOL and tourism-related impacts. Fourth, subjective QOL scales have started to be regressed on objective TD variables. Fifth, a

few studies have attempted to use large-scale data and innovative methods, such as quasi-experimental approaches, to examine causal relationships.

### **2.11 Brief History of QOL Research**

In the most recent couple of decades, QOL research has become an eminent field of study in the social and behavioral sciences. It is regarded as a branch of the social indicators movement development initially originated in financial aspects and human science. In the last two and half decades, Several prominent journals in the realm of quality of life research have seen an increase in their numbers. These include the Applied Research in Quality of Life, Journal of Happiness Studies, Quality of Life Research, Applied Psychology: Health and Well-Being, Journal of Positive Psychology, Psychology of Well-Being, Health and QOL Outcomes, and the Journal of Happiness & Well-Being.

There has been a constant growth of different journals in the QOL research field: The foundation of the International Society for Quality-of-Life Studies, the International Society for Quality-of-Life Research, and the International Positive Psychology Association. Moreover, Springer publisher has published a series of the book linked with QOL measurement: “Social Indicators Research, Community Quality-of-Life Indicators, Handbooks of QOL Research, Best Practices in QOL, and Springer Briefs in QOL and Well-Being Research”. Nonetheless, the initial comprehensive endeavor concerning quality of life (QOL) in the context of tourism occurred in the Journal of Business Research, Volume 44, Issue 3, in 1999. This issue was guest-edited by Professor Kaye Chon and encompassed a wide range of subjects related to both tourist experiences and the quality of life within communities. Subsequently, there has been a notable expansion in QOL research within the domain of tourism journals, along with several books, dissertations, and theses that have also delved into QOL aspects within the fields of tourism and hospitality management (Uysal et al.,2016).

The recent development of these valuable journals indicates that QOL research has made remarkable progress in the tourism literature and is gradually progressing to a larger scale.

## **2.12 Importance of QOL Research in Tourism**

In recent days, there has been an increasing focus on the value of tourism as a tool for social and economic policy. The value of tourism has transitioned to focus more on noneconomic measures such as QOL and satisfaction. In addition, there has recently been an increased focus on abstract forms of value such as perceived QOL, wellness, sense of well-being, and sustainability ( Perdue et al.,2010).

While reviewing at the international approach on tourism QOL, for the first time, the issue of QOL was raised in 1980 at World Tourism Conference held in Manila, Philippines. Manila Declaration on World Tourism Conference (with the participation of 107 delegations of States and 91 delegations of observers) declared that the ultimate aim of tourism is the improvement of the quality of life and the creation of better living conditions for all peoples, improving the working capacity of communities and promoting individual as well as collective well-being (WTO,1980).

## **2.13 Tourism Models on Supply and Demand Interactions**

When examining tourism activities and their repercussions from a systems perspective, Uysal et al. (2016) introduced two models. Firstly, they asserted that there exists an interaction between the demand and supply aspects of tourism. The extent to which visitors and residents are influenced by tourism activities can lead to various types of effects (cultural, physical, economic, and environmental) over time, which, in turn, may impact the well-being of both tourists and residents, as well as the quality of the vacation experience and the perceived quality of life in the destination where tourism activities are conducted.

While several tourism models have addressed the interactions between supply and demand (Gunn, 1994; Lieper, 1979; Mill & Morrison, 1985; Uysal, Harrill, & Woo, 2011), the model in this study focuses on two pivotal stakeholders in tourism: residents and tourists, and the impact of tourism on them. The first model concentrates on how tourist-related factors influence the well-being of tourists. Specifically, this model explores how tourists' experiences contribute to their quality of life and how a tourist's quality of life can be predicted through factors such as tourist characteristics, trip specifics, satisfaction with various life domains, overall life satisfaction, and the consumer life cycle (Perdue et al., 2012; Sirgy et al., 2012; Woo et al., 2012; Uysal et

al., 2016). Tourism characteristics encompass elements that directly affect tourists, with research aiming to uncover individual variations in how tourism impacts quality of life. Satisfaction with life domains and overall life satisfaction represent overall well-being across different facets of an individual's life and are often considered outcome variables (Sirgy, 2010). In some instances, moderator effects are included within the model, addressing conditions under which the overall sense of well-being in life domains (and overall life satisfaction) can be enhanced.

The second model delves into the influence of tourism-related variables on the well-being of host community residents and other stakeholders. This model delineates how residents perceive their living conditions and how these conditions affect their sense of well-being across various life domains and overall life (Perdue et al., 2012; Uysal et al., 2012; Uysal et al., 2016). Different stakeholder groups are impacted by tourists, necessitating the challenge of aligning stakeholder objectives with the planning and development of tourism projects (Shani & Pizam, 2012).

In the context of the tourism systems model, tourists serve as consumers, service providers, and stakeholders at the core of the system, where there is a reciprocal interaction between supply and demand. This interaction shapes the overall vacation experience, as goods and services are produced and consumed simultaneously. These models facilitate an understanding of how the tourism system operates, its advantages, and how resources are allocated for the formulation of effective management strategies (Uysal et al., 2015).

## **2.14 Existing Research from Tourism and Quality of Life Perspectives**

The subsequent section deals with the existing research that starts the link between tourism and quality of life both from the perspectives of tourists and residents. These units focus on study findings, sampling and data collection information, and information on QOL measurement-related issues.

### **2.14.1 Measurement of Tourism and QOL from Residents' Perspective**

When tourists visit a tourism destination, they have various impacts on the residents in that community, encompassing economic, sociocultural, and environmental dimensions (Andereck et al., 2005; Harrill, 2004; Moscardo, 2009; Nunkoo & Smith, 2013;



Sharpley, 2014; Sirakaya, Teye, & Sonmez, 2001; Uysal et al., 2012). Numerous studies have been conducted to investigate the impact of tourism on the host community, making it one of the most extensively researched topics (Mason, 2008; Mason & Cheyne, 2000; Nunkoo & Gursoy, 2012; Perdue & Allen, 1987; Sharpley, 2014). Broadly, tourism impact studies can be categorized into three domains: (1) economic, (2) sociocultural, and (3) physical and environmental (Andereck et al., 2005; Sharpley, 2014; Sirgy, 2012; Uysal et al., 2012). Each of these impact domains exhibits both positive and negative aspects. However, residents tend to perceive the economic impact of tourism more positively while expressing concerns about potential negative social and environmental impacts (Perdue, Long & Allen, 1990; Perdue, Long, & Kang, 1995).

Numerous studies have effectively devised tools for measuring residents' attitudes regarding tourism and its impact (Ap & Crompton, 1998; Madrigal, 1993; Sirakaya-Turk, Ingram, & Harrill, 2008). The underlying rationale of the study is that residents' perceptions and attitudes toward tourism development serve as pivotal indicators for planning and policymaking, essential for the successful development, marketing, and operation of both current and future tourism initiatives (Haywood, 1975; Nunkoo & Ramkissoon, 2011). Additionally, in order for tourism to flourish in a specific destination, any adverse impacts must be identified and assessed to facilitate corrective measures (Ap, 1992).

A comprehensive literature review on tourism Quality of Life (QOL) research by Uysal et al. (2015) highlighted that numerous studies have investigated the connections between tourism impact and attitudes toward tourism development by comparing residents across various demographic factors (Brougham & Butler, 1981; Haralambopoulos & Pizam, 1996; Liu & Var, 1986; Mason & Cheyne, 2000; McCool & Martin, 1994; Milman & Pizam, 1988; Nunkoo & Gursoy, 2012; Nunkoo & Ramkissoon, 2011; Nunkoo, Smith, & Ramkissoon, 2013; Pizam, 1978). They have also examined the impact of proximity to the tourism area of the community (Liu & Var, 1986; Sheldon & Var, 1984; Um & Crompton, 1987), the level of economic dependency on tourism (Haralambopoulos & Pizam, 1996; King, Pizam, & Milman, 1993; Liu & Var, 1986; Pizam, 1978; Zhou & Ap, 2009), residents' knowledge about the industry (Davis, Allen, & Cosenza, 1988), types and forms of tourism (Murphy,

1985; Ritchie, 1988), and the influence of trust, power, and the political economy of tourism (Nunkoo & Ramkissoon, 2012; Nunkoo & Smith, 2013).

Tourism not only impacts residents' attitudes toward tourism development but also significantly influences their overall QOL (Li-burd, Benckendorff, & Carlsen, 2012; Uysal, Perdue et al., 2012; Sirgy 2012; Uysal et al., 2012). As a result, community leaders have expressed a major interest in the QOL of community residents (Manap, Aman & Rahmiati, 2011; Moscardo, 2012; Uysal et al., 2012; Sirgy et al., 2012). Tourism development's overarching goal has been recognized as an endeavor to enhance residents' quality of life by addressing the economic, social, cultural, recreational, and other positive aspects of tourism (Kerstetter & Bricker, 2012; McCool & Martin; Mc Peters & Schuckert, 2014).

In light of this perspective, government planning authorities and community policy developers have given serious consideration to the importance of QOL of residents in tourism planning and development.

Based on the knowledge provided above, it can be argued that QOL has emerged as a prominent and extensively discussed topic in recent years (Andereck & Nyaupane, 2011; Andereck et al., 2007; Bjork, 2014; Kim, 2002; Ko & Stewart, 2002; Meng, Li, & Uysal, 2010; Nawijn & Mitas, 2012; Perdue, et al., 2010; Sirgy et al., 2012; Uysal et al., 2016).

The following studies provide a comprehensive examination of the relationship between tourism impact and residents' QOL, with a focus on both pre-2001 and post-2001 research.

#### **a. QOL Study from Resident Perspective before 2001**

Allen et al. (1988) in his study found that tourism development led to the upliftment of host communities in the short term but overall led to the decline of the community in the long-term. The survey was conducted among 721 respondents living in 20 rural Colorado communities that varied concerning tourism development. Community members were asked to complete the survey on whether residents' perceptions of community life satisfaction vary depending on the levels of tourism development. The

survey utilized community life scales, which categorized 33 community life indicators into seven dimensions of community life based on prior research.

Milman and Pizam (1988) explored residents' attitudes towards tourism development among 203 residents living in Central Florida. In his study, he found out that most residents considered employment opportunities, income, standard of living, overall tax revenue, and quality of life had been improved due to tourism development.

Perdue, Long, and Gustke (1991) in their study investigated relationship between tourism development and QOL objective indicators such as population, economic, education, health, welfare, and crime. As tourism development levels increased, it was observed that economic benefits such as per capita income, per-student education expenditures, and the quality of accessible healthcare facilities also increased.

Allen, Hafer, Long, and Perdue (1993) conducted a study to explore the attitudes of residents towards recreation and tourism development. The survey included 642 participants from 10 rural towns in Colorado. The researchers employed eight scales to assess recreation attitudes and 18 scales to measure attitudes toward tourism development. The findings indicated that residents held significantly more favorable views about the impact of recreation on their quality of life compared to the impact of tourism development on their quality of life.

To compare the attitude towards tourism development and planning among residents, government employees, decision-makers, and local business owners at the local and regional level among the key actors, Lankford (1994) questioned 1436 residents of the Columbia River Gorge region of Oregon and Washington through a mail survey. His survey consisted of 9 items, developed based on scale development procedures and measured personal and community benefits. His study found that attitudes of resident groups differed significantly from the other three groups regarding QOL issues such as noise, crime, litter, and environmental impacts.

Perdue et al. (1995) conducted an analysis to examine the impact of gaming tourism on the quality of life of residents in host communities. The study involved 776 adult residents from five different communities, including one non-gaming community, three early-stage gaming communities, and one late-stage gaming community. To measure QOL four subjective indicators were developed using insights from existing literature

and focus group interviews. The findings of the study indicated an initial decline in residents' QOL, which was followed by an improvement as both the community and residents adapted to the new situation.

Carmichael, Peppard, and Boudreau (1996) conducted a study to explore how residents perceived the effects of casinos and related development on themselves, their towns, and the region, and how these perceptions changed over time. The researchers utilized survey data collected over three years (1992, 1993, and 1995) to examine shifts in residents' attitudes regarding the impact of the casino. In measuring QOL, they employed four subjective questions relating to crime, traffic, desirability, and historical aspects. The findings revealed that residents consistently perceived a significant decline in the quality of life in their towns over the course of three years.

Bachleitner and Zins (1999) conducted a study aimed at identifying variations in tourism demand for cultural benefits among urban, multifunctional, and rural regions over a two-year period. The research involved 1,758 residents residing in these different types of regions and spanned the years 1994 and 1995. The researchers employed the standardized Tourism Impacts and Attitudes Scale (TIAS) as a measurement tool, drawing on previous research. The findings indicated a high level of regional attachment among the residents, highlighting the significance of the destination's space, history, and cultural heritage in enhancing residents' quality of life over the two-year period.

In a separate mail survey, Roehl (1999) investigated the relationship between resident characteristics, perceptions of impact, and the perceived quality of life among 151 Nevada residents. Subjective indicators were utilized to assess quality of life. The results revealed a negative correlation between perceived social costs and quality of life, whereas perceived job growth exhibited a positive correlation with quality of life. Additionally, resident demographic characteristics were found to be unrelated to residents' perceived quality of life.

Andereck and Vogt (2000) explored the connection between resident attitudes toward tourism and their support for specific tourism development options. The survey involved 1,249 residents residing in seven communities: Globee Miami, Williams, Hualapai Indian Reservation, Douglas, Peoria, Parker, or Holbrook. Ten subjective

indicators were employed to gauge quality of life. It was observed that community development, quality of life, and negative impacts had a positive influence on residents' support for tourism development.

**b. QOL from Resident Perspective from 2001 to the Date.**

Jurowski and Brown (2001) conducted a study to explore the connection between citizens' community involvement and their perceptions of tourism-related QOL. The research involved 400 telephone interviews conducted in Lexington, Kentucky. Thirteen subjective indicators, drawn from previous research, were employed to assess overall QOL. It was found that residents actively involved in their communities reported higher QOL compared to non-involved residents.

Nichols, Stitt, and Giacomassi (2002) delved into the impact of casino gambling on resident QOL. The study encompassed 2,768 surveys conducted in eight U.S. communities that had recently introduced casino gambling: Sioux City, Iowa; St. Joseph, St. Louis City, and St. Louis County, Missouri; Alton, Peoria, and East Peoria, Illinois; and Biloxi, Mississippi. Respondents were questioned about five aspects of how casinos influenced QOL, including crime rates, fear of crime, standard of living, community appeal, and family life quality. The study revealed that residents' attitudes toward QOL varied based on different characteristics such as demographics, proximity to casinos, relationships with the casino, and moral attitudes toward gambling.

Ko and Stewart (2002) developed a model to elucidate the relationships between residents' perceptions of tourism impacts and their attitudes toward the host community. A total of 732 residents living on Cheju Island, Korea, participated in a mail survey. Community satisfaction items were adapted from studies by Allen et al. (1988). The study found a positive correlation between residents' community satisfaction and their perception of positive tourism impacts, and a negative correlation with negative tourism impacts.

Gjerald (2005) investigated residents' perceptions of sociocultural impacts on permanent residents in a host community through in-depth interviews. The study found that residents did not view tourism as detrimental to the QOL in their local community, at least during the stage of destination development.

Urtasun and Gutierrez (2006) explored the impact of tourism on various objective dimensions of the host community's QOL. They used online editions of two yearbooks as their primary data sources and employed twelve objective partial indicators along with an overall integrated indicator to assess community QOL. The study revealed that tourism impacts on residents' QOL varied depending on the specific dimension of QOL considered.

Andereck, Valentine, Vogt, and Knopf (2007) examined the differences between Hispanic and Anglo residents in their attitudes toward tourism and QOL. The study involved six hundred and ninety-five Hispanic and Anglo residents living in Arizona who participated in a mail survey. Thirty-eight tourism-related QOL items were adopted from previous studies. The results indicated no significant variation in the means for economic variables in terms of the impact of tourism on QOL, but Hispanic residents perceived a greater influence of tourism on positive environmental and social-cultural QOL variables.

Wheeler and Laing (2008) explored the concept of "livability" and its relationship to tourism and community development. The study utilized stakeholder interviews and secondary data sources. The findings suggested that "livability" moderated the relationship between tourism and economic and social well-being.

Cecil, Fu, Wang, and Avgoustis (2008) evaluated non-economic indicators of QOL before and after the full implementation of an initiative in 2004 and again two years later in 2006. Surveys were administered to 760 respondents in 2004 and 960 in 2006 in Indianapolis. QOL was assessed using the three-dimensional model developed by Raphael et al. (1999). Their findings indicated that residents' recognition of the importance of cultural tourism had a positive impact on their perception of QOL over the two-year period.

Yamada, Heo, King, and Fu (2009) explored how cultural tourism and four life domains (health, wealth, safety, and community pride) influenced life satisfaction. The study involved 364 urban residents living in a Midwestern city who participated in the survey. Life satisfaction was measured using the Satisfaction with Life Scales-SWLS (Diener, 1984). The results revealed positive associations between the five life domains, including cultural tourism, and life satisfaction.

Vargas-Sanchez, Plaza-Mejia, and Porras-Bueno (2009) investigated the correlation between attitudes (negative or positive), satisfaction, and further tourism development. The study encompassed 359 residents living in Minas de Riotinto, a community in the early stages of tourism development. Six subjective indicators were employed to gauge overall community satisfaction. The research discovered that positive tourism impacts significantly influenced overall community satisfaction, while perceptions of negative tourism impacts or personal benefits from tourism development did not yield the same effect.

Meng et al. (2010) discerned disparities among three categories of provinces with varying levels of tourism development regarding QOL. The analysis included thirty-one provinces, municipalities, and autonomous regions in China, utilizing data from the National Bureau of Statistics of China and all provincial bureaus of statistics spanning from 1990 to 2006. Ten objective indicators were employed to measure QOL, and the findings indicated that residents in provinces with the highest level of tourism development reported a notably "better life" compared to those in regions with medium or low levels of tourism development.

Matarrita-Cascante (2010) examined the relationship between community services and conditions, satisfaction, and overall QOL through 67 key informant interviews conducted in two distinct communities: Liberia and La Fortune, Costa Rica. These communities had undergone significant transformations from agriculture-based to tourism-led economies. The interviews covered diverse topics, including community characteristics, concerns, QOL, tourism development, and tourism impacts. The findings revealed that in Liberia, changing living conditions had led to decreased perceived community satisfaction and QOL, while La Fortune exhibited opposing outcomes.

Cecil, Fu, Wang, and Avgoustis (2010) measured the dimension of QOL by investigating the value of cultural tourism and assessing the relationship between the value of cultural tourism and residents' overall QOL. Residents of Indianapolis participated in a series of surveys conducted from 2004 to 2008. QOL was assessed using five subjective indicators (overall health, frequency of physical activity, stress level, and sense of community), and an item was employed to measure overall QOL.

The study determined that cultural tourism positively influenced QOL; however, the impact fluctuated over the years, exhibiting no consistent positive or negative pattern.

Andereck and Nyaupane (2011) explored the connection between resident perceptions of the role of tourism and QOL. The study included 696 Arizona residents who participated in a mail survey. To assess QOL, 38 subjective indicators were developed and utilized, drawing from previous research on QOL and focus groups. The findings suggested that the perceived personal benefits derived from tourism mediated the effect of the economic aspects of QOL.

Renda, Mendes, and Valle (2011) examined residents' perceptions of how tourism impacted their QOL, aiming to ascertain whether the level of tourism development influenced this relationship. The study surveyed 1,050 residents of the municipality of Loule. While tourism was found to have a positive influence on their QOL, it also negatively affected their emotional and community well-being.

Chancellor and Cole (2010) investigated the impact of tourism on residents' perceived QOL. The study involved 649 residents residing in Orange County, Indiana, USA, who participated in a mail survey. The Sustainable Tourism Attitudes Scale (SUS-TAS) was employed to examine economic, social, and environmental impacts on residents' perceived QOL. The social cost dimension exhibited no significant effect on resident QOL; however, environmental sustainability and perceived economic benefits did affect resident QOL.

Aref (2011a) explored the effect of tourism on the QOL. The study surveyed 200 residents of tourism destinations in Shiraz. Items from Sirgy (2001) and Kim (2002) were used to measure residents' perceptions. The results indicated that tourism had a positive effect on the QOL of residents.

Manap, Aman, and Rahmiati (2011) determined the impact of awareness level and tourism innovation on the QOL of residents. The study involved 282 residents residing in Melaka River who were surveyed. Thirty-five tourism impact scales were adopted from Ap and Crompton (1998) for measurement. Residents' QOL was significantly affected by tourism innovation in specific life domains, and their satisfaction with these domains influenced their overall life satisfaction.



Kim, Uysal, and Sirgy (2012) explored the correlation between the impacts of tourism and satisfaction with distinct life domains across different stages of tourism development. The survey involved the participation of three hundred twenty-one residents of communities with varying levels of tourism development. Several subjective indicators were employed to gauge four life domains and overall life satisfaction. Residents perceived the impacts of tourism, which subsequently influenced their sense of well-being across various life domains, ultimately affecting their overall QOL.

Nawijn and Mitas (2012) scrutinized the association between residents' perceptions of tourism impacts and their well-being. The study encompassed 373 residents living in Palma de Mallorca, a destination characterized by mass tourism. Ten specific life domains were adopted from Gilbert and Abdullan (2004) to assess life satisfaction. The research revealed that tourism impacts were linked to the cognitive aspect of subjective well-being and life satisfaction, rather than the affective component.

Latkova and Vogt (2012) examined residents' attitudes toward existing and future tourism development in several rural areas at different tourism and economic development stages. Residents' attitudes toward tourism development were evaluated across three primarily rural areas located in a Midwest state of USA based on Perdue, Long, and Allen's model. Social exchange theory and destination life cycle model were used to examine the impacts of tourism development on residents' attitudes when considered in conjunction with a community's total economic activity. New social predictors and endogenous factors were tested in the model. Overall, residents of three distinct rural county-level areas supported tourism development, and little evidence was found that suggests that attitudes toward tourism become negative with higher levels of tourism. considering the level of tourism development in conjunction with the total economic activity, residents of the three county-level areas showed some signs of destination life cycle influencing their relationship with tourism.

Khizindar (2012) examined the immediate consequences of tourism on residents' quality of life perceptions and explored the connection between tourism impacts and demographic data. Seven hundred seventy-five residents living in the Makkah region participated in the survey. Three subjective indicators were adopted from Kim (2002) to measure overall QOL. The study found that social, cultural, and environmental

impacts affected residents' QOL, and demographic characteristics moderated their perception of tourism.

Hanafiah M. et al. (2013) identified that residence in tourism development is necessary to support further tourism development and maintain its robust growth. Tourism development is a double-edged sword for local communities, and attitude directly affects the current and future tourism industry development. Community positive attitudes will encourage tourists' satisfaction levels and contributes to the word-of-mouth promotion among them. Therefore, the host community's involvement and participation are pertinent to the success of the tourism development plan. The study's findings indicated that the Tioman Island (Malaysia) community-supported future tourism development based on the personal benefit they received.

Woo (2013) determined the relationship between perception of tourism impacts and community stakeholders' quality of life. Four hundred seven stakeholders living in tourism destinations (Hawaii, Nevada, Florida, and Virginia) have participated in the online survey. Furthermore, six individual items from prior studies were utilized to assess the overall quality of life. Satisfaction with both material and non-material aspects of life had a positive influence on their overall quality of life. Additionally, the nature of the community stakeholder group moderated this connection.

Jeon, Kang, and Desmarais (2014) examined how seasonal attributes influenced residents' views on tourism impacts and their perceived quality of life in a cultural-heritage tourism destination. The study included a sample of three hundred forty-seven residents residing in the city of Salem and its four neighboring towns. To measure resident quality of life, four personal items were employed. It was found that perceived economic benefits, environmental sustainability, and perceived social costs all had a positive impact on residents' perceived quality of life.

Lipovcan, Brajsa-Zganec, and Poljanec-Boric (2014) explored the connection between the quality of tourist destinations and the subjective well-being of residents living in those destinations. The study surveyed two thousand one hundred seventy-one residents aged 15–64 from 41 destinations that varied in tourist quality. Subjective well-being was measured using indicators such as happiness (1 item), life satisfaction (1 item), and satisfaction across various life domains assessed through the Personal Wellbeing Index

(PWI). The research revealed that the quality of a tourist destination was associated with residents' life satisfaction, happiness, and their satisfaction with different aspects of their lives.

Woo et al. (2015) examined residents' endorsement of tourism development based on their perception of the value brought by tourism development, satisfaction in various life domains (both material and non-material), and the general quality of life within their community. The study involved four hundred-seven residents residing in five distinct tourism destinations who participated in the survey. Six subjective indicators were borrowed from prior research. Residents' perceptions of the value of tourism development had a positive impact on their satisfaction in both non-material and material life domains, ultimately contributing to their overall quality of life. In conclusion, the overall quality of life emerged as a significant predictor of residents' support for further tourism development.

Liang and Hui (2016) contemplated the residents' quality of life and attitude toward tourism development in China. Research demonstrated that a high level of total tourism-related quality of life (TQOL) did not generally add to a more positive attitude toward future tourism development. Instead, it relies upon residents' evaluation of specific TQOL domains. More distinctively, non-material upgrades (community wellbeing, family, and personal wellbeing) in TQOL add to more positive attitudes significantly. Hence, a more viable approach to increasing residents' support for future tourism development would be to consider non-material enhancements in TQOL.

Suntikul et al. (2016) examined on impacts of tourism on the quality of life of residents in Hue, Vietnam. This research seeks to understand the impacts of tourism on the quality of life (QOL) of citizens of Hue, Vietnam, to investigate residents' opinions on various aspects of their QOL, and examines these residents' attitudes toward tourism development on issues such as tourism-related employment, tourism knowledge, and perceived personal benefits from tourism. Intercept interviews were conducted with 480 Hue residents. The findings show that tourism provides Hue residents with a sense of community well-being and pride. However, while tourism brings jobs, there is dissatisfaction with the available employment quality, and residents lack empowerment in policy-making and local government participation.

Duarte A., and Nyanjom, J. (2016) investigated QOL through the lens of social exchange theory. Qualitative data were gathered through focus group discussions, face-to-face interviews, and online questionnaires among the town's residents in Western Australia. Overall, the impacts of tourism on participants' QOL were positive. Four predominant exchanges related to QOL from tourism's effects emerged: economic, bonding, material, and cultural. Although economic exchanges—including job creation and income—are the main triggers of QOL, bonding exchanges—through volunteering and attending events—are also considered fundamental. This study discussed key implications and suggested future research avenues.

Huijun, Grace and Wenjie (2017) examined the impact of specific dimensions of tourism on Hong Kong residents' satisfaction with the quality of life. This study has adopted the quantitative research method to assess the factors affecting tourism impacts. Factor analysis was used to explore the attributes and dimensions of tourism impact; multiple regression analysis was employed to determine the tourism impacts on residents' satisfaction with the quality of life. The measurement of factors affecting tourism impacts was a questionnaire modified from the tourism impact model consisting of 38 items proposed by Andereck et al. (2005). An open-ended question was included in the questionnaire, with a set of 25 items of tourism impacts with a seven-point Likert scale. The survey was conducted in Hong Kong in January 2017 among 300 residents from Hong Kong Island, Kowloon, New Territories and Lantau Island. The results revealed that two of the five dimensions of tourism impacts positively influence residents' satisfaction. Image and infrastructure were found to be the important determinant factors in explaining satisfaction. The impacts of the environment, economy, and services on satisfaction seem insignificant.

Meimand et al. (2017) attempted to model locals' support for tourism development based on socio-cultural factors in the Malaysian Homestay program. A tourism support model was proposed using extensive literature review, including several hypothesized paths. This study used standardized questions from previous studies and rural homestay households of Peninsular Malaysia answered a total of 388 questionnaires. The proposed socio-cultural research framework predicted the impact of Islamic religiosity, locals' knowledge about tourism, intrinsic motivation factors, and community attachment on locals' support for tourism development through mediating variables of

perceived socio-cultural benefits and costs in Malaysian homestays. The model and paths were tested using structural equation modeling and partial least square algorithm (PLS-SEM) with the aid of Smart PLS software. Findings revealed that locals' support for tourism development in the homestay program is a function of perceived socio-cultural benefits and costs and four independent variables of Islamic religiosity, knowledge about tourism, intrinsic motivations, and community attachment.

Arai and Goto (2017) identified the difference of the benefits to expand the ripple effects on other industries for the further promotion of tourism development in Nepal. The local people can also receive benefits from infrastructure development and sanitation improvement. On the other hand, there are various benefits that only people working in the tourism industry can receive. The first ripple effects are the tourism industry's benefits and are received by people working for tourism. The second ripple effect in this study was defined as the benefit received by those who do not engage. Arai and Goto (2017) identified the difference of the benefits to expand the ripple effects on other industries for the further promotion of tourism development in Nepal. The local people can also receive benefits from infrastructure development and sanitation improvement. On the other hand, there are various benefits that only people working in the tourism industry can receive. The first ripple effects are the tourism industry's benefits and are received by people working for tourism. The second ripple effect in this study was defined as the benefit received by those who do not engage in tourism. In this research, the consciousness and opinions of local people in Nepal were investigated through a field survey using a questionnaire. To identify the difference of consciousness across the spectrum of business activities, the survey targeted Nepalese respondents with various occupations, including those directly and indirectly connected to the tourism sector. In this research, the consciousness and opinions of local people in Nepal were investigated through a field survey, using a questionnaire. To identify the difference of consciousness across the spectrum of business activities, the survey targeted Nepalese respondents with various occupations, including those, directly and indirectly, connected to the tourism sector.

They have developed an interview questionnaire to investigate the current situation and people's consciousness concerning the tourism industry in Nepal. Using the interview questionnaire, they conducted a field survey in sightseeing spots and rural villages near

the capital city of Kathmandu in 2015. Through random sampling, they interviewed a total of 226 people. The problems of the differences and the ripple effect from field survey results, the differences of the effects, and the benefits by occupation were identified. The differences and the ripple effect of tourism development on other industries were also pointed out. Moreover, they have proposed the way forward for people working in various industries to benefit from tourism development in Nepal.

Hai and Alamgir (2017) explored the local community attitude towards the tourism development of Saint Martin Island in Bangladesh. Favorable attitudes of the local community were found to be escalating tourists' satisfaction levels. The study focused on local community attitudes and support towards tourism development. Using judgmental sampling procedure, a sample of 175 residents was surveyed through a self-administered questionnaire, and data were analyzed with descriptive statistics and ANOVA. The study's findings indicated that the Saint Martin Island community supports future tourism development based on the personal benefit they receive. ANOVA analysis showed significant differences among the local community attitude and support to the tourism development based on profession, age, education, and family income. The study ensured the e-commercial, socio-cultural, physiological, political, and economic development of the community that enhances sustainability for the industry. It also helps the government shape future tourism development for the island.

Huijun et al. (2017) examined the impact of specific dimensions of tourism on Hong Kong residents' satisfaction with the quality of life. Factor analysis was used to explore the attributes and dimensions of tourism impact. Multiple regression analysis was employed to determine the tourism impacts on residents' satisfaction with life quality. It was evident from the results that two of the five dimensions of tourism impacts positively influence residents' satisfaction. Image and infrastructure were found to be the important determinant factors in explaining satisfaction. The impacts of the environment, economy, and services on satisfaction seemed insignificant. It was recommended to consider residents' perceptions to maintain tourism sustainability and achieve mutual benefits and harmonious development in Hong Kong.

Chia et al. (2018) examined resident support for tourism development in rural mid-western (USA) communities. Residents play an important role in sustainable development in tourism. Resident support for tourism development contributes to the

health of the tourism industry and successful community development. Therefore, in the best interest of local residents, the tourism industry, and tourists, residents have a positive outlook on and positive experiences with tourism development. In order to understand resident support for tourism development from tourism impacts and community quality of life perspective within the rural communities of Orange County, Indiana, USA, this study has examined a proposed structural model which incorporates eight latent variables: (a) six types of positive and negative tourism impacts serve as exogenous latent variables; (b) tourism-related community quality of life (TCQOL) is proposed as the mediating variable; and (c) resident support for tourism development is the ultimate dependent variable. The results show that sociocultural and environmental benefits contribute to the host community's living experience. Economic and sociocultural benefits, negative sociocultural and environmental impacts, and TCQOL influence resident support for tourism development.

This study identified specific tourism impacts that affect TCQOL and resident support for local tourism development. This study affirms that community quality of life (QOL) serves as an effective predictor of support for tourism development. Previous research on the relationship between tourism and quality of life (QOL) reveals that tourism development yields both positive and negative effects on residents. These positive impacts contribute to an enhancement in residents' QOL, whereas the negative impacts tend to diminish it. Residents who directly benefit from tourism through employment tend to perceive a higher QOL compared to those who are not involved. Moreover, demographic factors such as residential type (suburban, rural, or urban areas) and income levels influence how residents perceive the impact on their QOL. Residents' perceptions and attitudes toward tourism, as well as their QOL, vary depending on the stage of tourism development, with the greatest benefits observed during the early phases of development. This suggests that there is still an opportunity for further research to explore the influence of specific demographic variables and different stages of tourism development on residents' perceptions of the impact of tourism on their QOL.

Liu and Li (2018) investigated tourism impacts as perceived by residents in two important historical cities in India (Puri and Varanasi). On the other hand, it analyzed

residents' perceived tourism impacts about their evaluation of the stage of destination development.

This study adopted a quantitative methodological approach, following prior research on resident perceptions of tourism impacts. A questionnaire was designed as a means for collecting data. The key statements concerning resident perceptions and attitudes were sourced from the existing literature relevant to Asian settings. A survey collected valid responses from 570 residents, who displayed a high level of agreement concerning tourism's positive economic and socio-cultural contributions. Despite environmental concerns, respondents wish to attract more tourists and further develop infrastructure for tourism. Residents who perceived tourism to be in the development and full development/stagnation stages agreed more strongly than those who consider tourism to be in the beginning stage. It increases employment opportunities and seasonality and stipulates cultural activities. In contrast, those who think tourism is in the beginning stage are more concerned about environmental pollution and thus advocate restrictions on the industry. Implications are suggested for tourism research, policymaking, and planning.

UNWTO (2019) conducted a first-ever UNWTO/IPSOS global online survey among 12000 people (Argentina: 500, Australia: 1000, Belgium: 500, Canada: 1000, France: 1000, Germany: 1000, Hungary: 500, Italy: 1000, Japan: 1000, Poland: 500, Republic of Korea: 500, Spain: 1000, Sweden: 500, United Kingdom: 1000, and USA: 1000) across 15 countries to understand better residents' perception towards city tourism, its impacts, and management strategies of the tourism to the benefit of visitors and residents ensuring that local communities are listened to and benefit from tourism is more important to the stakeholders.

This global survey revealed that 47 percent of respondents think 'they live in cities with a high number of tourists. Over 50 percent considered tourism has a positive impact in generating wealth and promoting cultural exchanges, and 49 percent feel there should be measures to improve tourism management. Only 12 percent of respondents favor limitations to the number of visitors.

The generation of wealth and income, the creation of intercultural exchanges, and new offers of leisure activities stand out as the biggest impacts on cities. The perception of



tourism's positive impacts was particularly strong in Argentina, Australia, the Republic of Korea, Spain, and Sweden.

For many urban destinations worldwide, addressing the challenges of growing tourism demand and adequately managing tourist flows is a prioritized issue. Similarly, the results showed that 49 percent of respondents felt that there should be measures to manage tourism better. Again, values change significantly by country – from 75 percent in Argentina to only 24 percent in Japan. Of all respondents, over 70 percent think these measures should focus on improving infrastructure and facilities and creating attractions for both tourists and residents. Only 9% considered that tourism promotion should be stopped.

On the positive side, 52 percent think tourism has a big or moderate impact in generating wealth and income. On the other spectrum, 46 percent thought it “creates overcrowding”. 49 percent of respondents think “there should be measures to manage tourism.” Respondents were most receptive to ‘improve infrastructure and facilities (72%), ‘create experiences and attractions that benefit both residents and visitors (71%), and ‘ensure local communities benefit from tourism (65%). Results also showed that half of the responses emphasized communicating and engaging with local communities (50%) and visitors (48%) as an important measure. In contrast, only 12 percent think there should be a ‘limit to the number of tourists,’ and only 9 percent think tourism promotion should be stopped. The mixed-picture of the perceived impacts rising from urban tourism in the different countries demonstrated the complexity of economic, social, and environmental issues faced by destinations today.

Kisang et al. (2020) explored the role of residents' participation on their perceived benefits of endogenous rural tourism projects in Kumbalangi in Kerala, India. Using data collected from registered voters in Kumbalangi, the study revealed that participation in the planning phase was a significant factor of participation in the implementation phase. The finding also showed that resident participation in the implementation phase significantly influenced residents' perceived benefits of rural tourism development in infrastructure, income, quality of life, and culture.

Bhat et al. (2021) in their studies of the Kashmir region in India based on primary data of residents of the top five tourist destinations, explored that residents who perceived

more benefits were more expected to support tourism development and residents who perceived more costs were less expected to support tourism development, thus supporting the social exchange theory. A model has been drafted and tested through structural equation modeling by applying social exchange theory as a theoretical framework.

Zengxian et al. (2021) conducted a study in tourism communities of China's Yuntai Mountain area by applying a longitudinal design over 4 years to assess the effects of residents' satisfaction with tourism development and quality of life (QOL) on their attitudes toward tourism development. Results reflected a significant and positive impact of residents' satisfaction with tourism development on their attitudes toward such development; however, the mediating effect of QOL between residents' satisfaction and their attitudes was weak and not significant throughout the study period.

Cho et al. (2021) have investigated the relationship between cultural adaptation, tourist satisfaction, and quality of life among Chinese immigrants in Korea. A questionnaire survey was conducted among 344 Chinese immigrants in Korea who visited Gyeongju, where Korean World Heritage sites and modern tourist facilities coexist. A structural equation model was used to verify the hypothesis and indicated that cultural assimilation and cultural separation had a significant effect on tourist satisfaction. In contrast, cultural integration and cultural change did not have any statistically significant effect on tourist satisfaction. Additionally, tourist satisfaction had a significant effect on the quality of life.

Emil et al. (2021) have investigated the association of hosts' satisfaction with life with objective (level of tourism development) and subjective (perceived interaction with tourists) levels of tourism development in Slovenia. Results indicated that neither the level of tourism development nor interactions with tourists predict hosts' satisfaction with life and their emotional wellbeing. These findings challenge the prevailing assumption that a high level of tourism negatively affects residents' quality of life by default.

The incorporation of these studies was the outcome of the review of the available literature in tourism-related journals and QOL-related journals.

### **c. General Findings of Review on Residents' Quality of Life**

Depending on the forgoing analysis, several important conclusions can be drawn. Firstly, the impact of tourism on a community has both positive and negative dimensions. The positive aspects contribute to an improved quality of life (QOL) for residents, while the negative aspects have the opposite effect, diminishing QOL. Secondly, it's evident that not all residents perceive tourism impacts in the same way. Those who directly benefit from tourism through employment tend to hold more positive attitudes towards it and report higher levels of QOL compared to residents who are not directly involved in tourism-related activities.

Furthermore, research suggests that residents' attitudes towards tourism impacts and their QOL can vary significantly based on demographic characteristics such as their type of residency (suburban, rural, or urban areas) and income levels. Additionally, residents' perceptions and attitudes towards tourism, as well as their overall QOL, tend to differ depending on the stage of tourism development. The majority of the benefits appear to accrue during the early phases of development rather than in later stages. These important findings underscore the need for further investigation into how specific demographic factors and the level of tourism development influence residents' perceptions of tourism's impact on their QOL. Naturally, such research would need to account for the uniqueness of each destination and the changes it undergoes over time. In particular, tourism research should consider the stage of tourism development since transformations in destinations can elicit diverse behavioral reactions and responses among residents.

From the previous review, three key conclusions emerge: firstly, tourism development significantly affects the quality of life (QOL) of community residents, exhibiting both positive and negative dimensions. Positive aspects contribute to an improved QOL, while negative aspects diminish it. Secondly, residents' perception of tourism impact varies widely. Those directly benefiting from tourism employment tend to be more supportive and report higher QOL compared to residents uninvolved in tourism. Thirdly, residents' perceptions and attitudes toward tourism, along with their QOL, diverge depending on the stage of tourism development, with most advantages realized in the early rather than later phases of development.

Moreover, existing studies suggest that residents' views on tourism's impact and their quality of life (QOL) can vary based on demographic factors like residency type and income levels. These important insights underscore the ongoing potential for research investigating how specific demographics and stages of tourism development influence people's perceptions of tourism's impact on QOL. Naturally, such studies should take into account the distinctiveness of each destination.

#### **2.14.2 Sampling, Data Collection and Research Design**

Quality of life (QOL) can be evaluated at various levels: individual, family, community, and country. The majority of research in this review concentrates on measuring residents' QOL at the individual level, employing both primary and secondary data sources. Most studies primarily use surveys or qualitative methods like focus groups. Therefore, it may be beneficial to replicate or complement primary data research with secondary data, or combine both to enhance data robustness.

Moreover, many of the reviewed studies assess the impact of tourism development on residents' QOL at a single point in time. It is essential to also conduct multi-level and longitudinal research, allowing for data collection at different time intervals. Depending on the research objectives, context, and unit of analysis, qualitative studies can also be a valuable addition.

#### **2.14.3 Constructs and Measures**

In the majority of the studies discussed here, subjective indicators have been the preferred choice for measuring residents' quality of life (QOL), with only a few studies utilizing objective indicators. The number of indicators employed varies from 4 to 12 across different studies. However, it's important to note that using both objective and subjective indicators to capture tourism impact and QOL can introduce some complexity. This is because there might not always be consistency between subjective and objective indicators. In other words, one study employing objective indicators may find a statistical correlation suggesting that communities with higher levels of tourism development exhibit higher QOL. However, the subjective experiences of residents in these communities may not necessarily align with this objective reality. Michalos (2003) described the possibilities of misalignment between the objective and subjective indicators of QOL with four scenarios:

Real Paradise - objective and subjective indicators are well- aligned (both +ve)

Real Hell -objective and subjective indicators are well-aligned (both -ve)

Fool's Paradise -objective and subjective indicators mis-aligned-Objectively poor and subjectively good.

Fool's hell - objective and subjective misaligned (objectively high but subjectively poor).

Therefore, conducting QOL research from subjective approach would be better for real assessment.

### **2.15 Tourism QOL from the Tourists Perspective**

The measurement of quality of life (QOL) typically involves assessing overall life satisfaction and domain-specific satisfaction. Overall life satisfaction is commonly evaluated through survey questions. On the other hand, domain satisfaction focuses on assessing satisfaction with specific areas of life, such as social, family, work, community, leisure, and more (Lee & Sirgy, 1995; Genc, 2012). Researchers studying QOL often use domain satisfaction measures to understand well-being, acknowledging that QOL can be gauged by calculating a total or average satisfaction score across relevant life domains (Sirgy, 2001). The choice of life domains to measure can vary depending on individual goals, targets, and desired outcome variables, leading to the selection of appropriate measurement scales for both overall life satisfaction and domain satisfaction.

In order to identify life domains for subjective measurement of QOL, the research of Cummins (1996) and Cummins McCabe, Romeo, & Gullone (1994) concluded five major domains to capture subjective QOL: emotional, health, social, material, and work. Cummins (1997) also tried to regroup different domains to less than seven headings revealed in the Comprehensive Quality of Life Scale (ComQOL). The different domains identified by Cummins are: Material well-being, Health, Productivity, Intimacy, Safety, Community, and Emotional well-being. Dolnicar, Yanamandram, and Cliff (2012) reviewed and found common life domains: work and material well-being; health; family and love; leisure and recreational experiences; social life; education/learning; neighborhood/community; spiritual life; vacation;

goals/hopes for the future; self-esteem/acceptance; safety; stress; transport; standard of living.

In the field of leisure and visitor studies, the satisfaction related to the leisure life domain and its perceived importance to overall life satisfaction have consistently emerged as significant variables (Nawjin & Damen, 2014; Pearce, 2012; Sirgy, Kruger, Lee, & Yu, 2011; Dolnicar et al., 2012). Several studies have reported a notable impact of satisfaction with leisure life on subjective measures of quality of life, including overall life satisfaction (Yamasita & Brown, 2013; Eusebio & Carneiro, 2014; Spiers & Walker, 2009). For instance, a study conducted by Andrew and Withey (1976) in the USA identified leisure satisfaction as a significant predictor of life satisfaction. Moreover, a study by Liang et al. (2013), which examined the influence of leisure satisfaction on overall quality of life in China, Japan, and South Korea, established that satisfaction with leisure plays a noteworthy role in life satisfaction.

While numerous studies on QOL have identified leisure life as a crucial domain influencing overall subjective QOL, it's worth noting that vacation activities are typically considered a component of leisure life rather than an independent life domain (Dolnicar, Lazarevski, & Yanamandram, 2013; Eusebio & Carneiro, 2014). Nevertheless, it's important to distinguish between leisure and vacations, as leisure primarily encompasses regular, home-based activities, whereas vacations involve irregular leisure activities that occur away from home (Neal et al., 1999).

Richards (1999) has opined that "vacations can provide physical and mental relaxation. They can provide space for personal development and the pursuit of personal and social interests. They can also be used as a form of symbolic consumption, enhancing status." Oppermann and Cooper (1999) also claimed in their study that vacations contribute more significantly to subjective well-being when compared to consuming material goods. Nonetheless, very few studies have explored the impact of travel experiences on tourists' QOL. This discussions provided below cover studies that have investigated the impact of travel experiences on quality of life (QOL), both prior to 2001 and from 2001 to the present in a brief manner.

### **2.15.1 QOL Studies from Tourist Perspective before 2001**

London, Crandall, and Seals (1977) investigated the impact of job and leisure satisfaction on life satisfaction among 1297 American adults aged 18 and living in non-institutional dwelling units. They utilized thirteen subjective indicators to gauge individuals' feelings about various aspects of leisure, work, and overall life. The study found that both job and leisure satisfaction played a role in individuals' assessments of their quality of life, with leisure-related factors being more predictive of quality of life than job-related factors.

Lounsbury and Hoopes (1986) examined the relationship between vacations and job satisfaction, job involvement, organizational commitment, turnover intention, and life satisfaction. They collected responses from 128 employees through two self-report questionnaires administered before and after their vacations. The participants' life satisfaction was measured using nine subjective indicators both before and after their vacations. The study revealed that vacation satisfaction was associated with increased job satisfaction and life satisfaction.

Hoopes and Lounsbury (1989) investigated the impact of vacations on both global and domain-specific life satisfaction. They surveyed 129 working adults using two self-report questionnaires administered before and after their vacations. These questionnaires included thirty-one subjective life satisfaction items for measuring domain-specific satisfaction and one item for measuring overall life satisfaction. The results indicated an increase in global life satisfaction and a slight improvement in satisfaction within the domain of money following the vacations.

Coyle, Lesnik-Emas, and Kinney (1994) assessed life satisfaction among adults with spinal cord injuries. They employed two subjective life satisfaction indicators and thirty-five related life domain items. Notably, leisure satisfaction emerged as the most significant predictor of overall life satisfaction in this population.

Milman (1998) explored the influence of travel and tourism experiences on travelers' psychological well-being using the Memorial University of Newfoundland Scale of Happiness (MUNSH) to measure psychosocial well-being. The study did not find evidence of travel and tourism improving psychological well-being.

Neal et al. (1999) examined the relationship between satisfaction with leisure travel and tourism services and overall life satisfaction among faculty and graduate students at a large university in the Southeast. They used three subjective items to measure overall life satisfaction and concluded that satisfaction with tourism services was linked to satisfaction in leisure life, which, in turn, contributed to overall life satisfaction.

Strauss-Blasche et al. (2000) explored the short and long-term effects of vacations on well-being, employing scales from four different questionnaires to measure aspects of well-being, including life satisfaction, quality of life, physical complaints, and recuperation and stress. The study found that vacations had a positive short-term impact on well-being, with the extent of improvement experienced during the vacation period influencing the vacation effect.

### **2.15.2 QOL from Tourist Perspective from 2001 to the Date**

Wei and Milman (2002) investigated the interconnectedness of senior travelers' engagement in activities, their overall satisfaction with travel experiences, and their psychological well-being. The study focused on senior travelers surveyed on the final day of their escorted trips. Twenty-four affect and experience items were employed to gauge their psychological well-being. The findings revealed a significant relationship between the activity levels of senior tourists and their psychological well-being, while their satisfaction with the trip did not demonstrate significance.

Hunter-Jones (2003) explored the perceived impacts of holidays on the health and well-being of patients, particularly in the context of cancer treatment. The study involved in-depth interviews with sixteen patients who had undergone cancer treatment. The interview schedule developed by Mathieson and Stam (1995) was utilized. The research uncovered that taking a holiday had effects on their health, social effectiveness, personal identity, and ability to regain independence.

Gilbert and Abdullah (2004) investigated whether taking holidays influenced the life satisfaction of vacationers. They collected responses from 604 UK residents who completed both pre-trip and post-trip questionnaires. Measures of life satisfaction included both global (7 items) and specific life domains (12 items). The study concluded that individuals in the holiday-taking group experienced increased well-being both before and after their travels compared to those who did not take holidays.



Lee and Tideswell (2005) examined the travel behavior of elderly Koreans. They conducted a self-completion survey with 200 Korean residents aged 60 and above. Four subjective indicators were used to assess whether travel had an impact on their quality of life. The study found that vacation travel improved the quality of life for senior citizens and introduced new interests into their lives.

Fritz and Sonnentag (2006) conducted an examination of the effects of vacations on well-being and performance-related variables. The study involved 221 university employees who completed surveys one week before, two days after, and two weeks after their vacations. Well-being was assessed using 12 health complaints items and 16 burnout items. The study ultimately concluded that vacations had a positive impact on well-being by reducing health complaints and exhaustion.

Mactavwash et al. (2007) assessed the role of vacations in enhancing the quality of life. The study included ten families, each represented by 15 family caregivers, who participated in focus group discussions. The findings highlighted that leisure satisfaction played a significant role in overall life satisfaction.

Neal et al. (2007) developed a model to elucidate the influence of tourist services on the quality of life of travelers, considering the potential moderating effect of the length of their stay. The survey involved 826 adult tourists residing in Southwest Virginia. Three subjective indicators were employed to measure life satisfaction. The study found that satisfaction with tourism services significantly contributed to satisfaction in leisure life. Additionally, tourists with extended stays exhibited more noticeable overall life satisfaction compared to those with shorter stays.

Pols and Kroon (2007) investigated whether trip experiences had an impact on the lives of individuals with chronic mental health problems. The study involved participant observation on two trips and in-depth interviews with 11 travelers and four psychiatric nurses who accompanied them. The research identified an increase in the subjective well-being of travelers as a result of their vacation experiences.

Michalko et al. (2009) investigated the connection between tourism experiences and quality of life in a survey involving 11,500 Hungarian residents. Life satisfaction was assessed using a subjective indicator. The findings indicated that traveling does not have a significant impact on the lives of Hungarians.

Nawijn et al. (2010) conducted a study to determine if vacationers experience differences in happiness compared to those who do not go on holiday and whether a holiday trip enhances post-trip happiness. The survey included 1,530 respondents from the center databank, and happiness was assessed using three subjective items. The findings revealed that vacationers tend to have higher levels of pre-trip happiness compared to non-vacationers, and only a relaxing holiday trip further boosts the happiness of vacationers upon their return.

Nawijn and Peeters (2010) investigated the impact of government regulations on tourist happiness, specifically through 'involuntary green travel.' The survey involved 599 Dutch citizens, and happiness was measured using the Subjective Happiness Scale (SHS). The study found that holiday trips had a positive effect on happiness, and 'involuntary green travel' had influenced the happiness of 6 percent of tourists.

McCabe et al. (2010) explored the relationship between well-being, quality of life, and holiday participation among low-income families. The survey included a random sample of 300 participants from various welfare agencies across more than 100 local authorities in the UK. Emotional quality of life after holiday participation was measured using several subjective indicators, and the results indicated that respondents generally rated their quality of life as relatively good following their holidays.

De Bloom, Geurts, Tarwas, Sonnentag, de Weerth, and Kompier (2010) investigated whether the health and well-being of working individuals improved during winter vacation and how long these improvements lasted upon returning to work. The study involved 96 Dutch workers who reported their health and well-being levels two weeks before a vacation, during the vacation, and at one week, two weeks, and four weeks after the vacation. Well-being was assessed using seven indicators, and the findings revealed that winter sports vacations had a positive impact on the self-reported health and well-being of working individuals.

De Bloom, Geurts, Sonnentag, Tarwas, de Weerth, and Kompier (2011) investigated whether all workers experience a positive impact of vacations on health and well-being, and they explained the changes in health and well-being during vacations. A group of ninety-six Dutch workers reported their health and well-being levels two weeks before, during, and one, two, and four weeks after their vacations. Six indicators were used to

measure well-being. The study concluded that vacations have a positive effect, which lasts longer for many but is not universally positive for all employees.

Nawijn (2011) explored whether tourists were happy during a day of their holiday and what factors contributed to their happiness. The survey included four hundred sixty-six international leisure travelers. Subjective indicators were employed to measure overall life satisfaction. The findings indicated that tourists generally experience greater well-being while on holiday compared to their everyday lives. Additionally, holiday-related stress and attitudes toward the travel party were identified as significant determinants of tourists' feelings during their trips.

Sirgy et al. (2011) developed a model describing how both positive and negative experiences during travel influence tourists' overall well-being. They conducted qualitative research and a survey involving 264 adults in the North West Province of South Africa. Subjective indicators were used to measure life domain satisfaction and overall quality of life. The study revealed that positive and negative memories from the most recent trip not only contribute to overall satisfaction with leisure life but also to overall life satisfaction in general.

Nawijn and Veenhoven (2011) examined the effect of leisure activities on happiness and assessed whether holiday trips have a greater impact than other leisure activities. The study used data from the German Socio-Economic Panel Study (SOEP). Life satisfaction was measured using self-report responses to a single question. The findings indicated that happy people reported more holiday trips in the past year, suggesting that holiday trips enhance happiness. Although the effect was short-lived, it was substantial, accounting for approximately 2 percent of the variance in happiness. Holiday trips had a greater impact on happiness compared to other leisure activities.

Eusebio and Carneiro (2011) investigated the impact of tourism on various dimensions of tourists' quality of life. The study included three hundred seventy-seven residents of a Portuguese urban area (Aveiro) who had taken at least one tourism trip in the last three years. Life domains, including physical health, psychological features, social relationships, and environment, were used to measure tourists' quality of life, along with overall quality of life. The results indicated a positive influence of the psychological

features and environmental domains of quality of life on tourists' overall life satisfaction.

Dolnicar et al. (2012) examined the extent to which vacations contribute to people's quality of life and found variations among individuals. They conducted a qualitative study and an online survey with 1000 panel members living in Australia. Eight life domains (vacations, health, money, family, leisure, people, work, and spiritual life) were selected to measure overall quality of life. The study revealed that vacations contributed to the quality of life of most individuals and that the meaning of quality of life differed among people and at different stages of their lives.

Heo, Lee, Kim, and Stebbins (2012) identified distinct groups based on patterns of serious leisure involvement and examined the relationships between life satisfaction, health, and membership. The survey included four hundred fifty-four older adults surveyed at two annual events: the 2008 Indiana Senior Olympic Games and the 2008 Colorado Senior Olympic Games. Subjective indicators were used to measure life satisfaction. The results indicated positive relationships between the level of involvement in serious leisure activities and life satisfaction and health.

Dolnicar et al. (2013) developed a model to assess the importance of vacations to quality of life and introduced a novel segmentation base. They surveyed one thousand members of a permission-based internet panel. The importance of eight life domains (vacation, family, work, people, leisure, money, health, and spiritual life) was measured. Subjective indicators were employed to assess subjective quality of life. The study revealed that vacations were not important to everyone, and the segments significantly differed with regard to background variables.

Chen and Petrick (2013) conducted a comprehensive review of the literature on the health and wellness benefits of travel. They conducted primary and secondary literature searches and developed and examined eight hypotheses based on the literature review. The authors also provided recommendations for immediate and near-future research on this topic.

Durko and Petrick (2013) reviewed research on the benefits of travel for working adults, couples, families, and extended family members. They conducted primary and

secondary literature searches and developed and examined three hypotheses based on the literature review.

Inoguchi and Fujii (2013) explored the subjective and multileveled quality of life in 29 Asian countries, including Malaysia, using Asia Barometer Survey data from 2003 to 2008. The study has measured the diversities and contrasts among the 29 countries in Asia through value priorities, lifestyles, and specific life domain satisfactions. The overall QOL was measured through residents' self-assessed happiness, enjoyment, and achievement. In addition to the overall QOL, the study also studied satisfaction levels with 16 specific life domains and grouped 29 Asian countries according to their satisfaction levels. In order to identify the determinants of QOL, the study used ordered logit regression analysis, which confirmed that housing, household income, the standard of living, and public safety were key features of Southeast Asian structures. The findings investigated that people prioritize their daily lifestyle and prioritize postmaterialist or QOL-enriching factors such as friendships, marriage, neighbors, family life, leisure, and spiritual life (Inoguchi & Fujii, 2013).

Woo, Kim, and Uysal (2014) investigated the motivations and constraints of elderly tourists and their relationship to satisfaction in the leisure-life domain and overall life satisfaction. The study involved 208 elderly participants aged over 65. Quality of life among the elderly was assessed using three indicators of the leisure-life domain and six indicators of overall life satisfaction. The findings indicated that travel motivation had a positive impact on satisfaction with the leisure-life domain, which, in turn, influenced overall life satisfaction among the elderly.

Peters and Schuckert (2014) analyzed how entrepreneurs perceive their quality of life (QOL) in relation to their entrepreneurial activities. Interviews were conducted with 14 entrepreneurs in the Tyrolean resort town of Seefeld, Austria. The study revealed that entrepreneurs recognize the importance of balancing enterprise growth with maintaining a good work-life relationship and, as a result, tend to prioritize quality of life (QOL).

Eusebio and Carneiro (2014) employed a segmentation approach to assess the impact of tourism on various domains of quality of life (QOL) among youth tourists. The study included 412 university students, and a set of 25 items from the WHOQOL-BREF scale

was used to measure youth's agreement regarding the impact of tourism on their QOL. The results statistically demonstrated that tourism influences the QOL of youth tourists and that there is heterogeneity in their perceptions of this impact.

Nawijn and Damen (2014) investigated whether engaging in work during vacations affects the quality of life of vacationers, specifically examining the intensity of felt emotions and needs fulfillment. The study involved 374 international tourists in the Netherlands. Quality of life was assessed based on the fulfillment of needs and the intensity of felt emotions using the modified Differential Emotions Scale (mDES). The study found no statistically significant difference in the emotional experiences of workers and non-workers during vacation. Additionally, 97 percent of workers reported satisfaction with their ability to balance work and leisure time during their vacations.

Kim, Woo, and Uysal (2015) explored the relationship between the travel behavior of elderly tourists and their overall quality of life. The study included 208 elderly participants aged over 65. Quality of life among the elderly was assessed using three indicators related to the leisure-life domain and six indicators of overall life satisfaction. The findings revealed that engagement in travel experiences significantly influenced satisfaction with the leisure-life domain and overall quality of life among the elderly.

Sirgy, Uysal, and Kruger (2017) proposed the "Benefit Theory of Leisure Well-being" based on the bottom-up spillover theory of life satisfaction. Specifically, they have introduced 12 sets of mechanisms that impact satisfaction with leisure life and subjective well-being (i.e., leisure well-being): leisure benefits related to safety, health, economic, hedonic, escape, sensation-seeking, symbolic, aesthetics, morality, mastery, relatedness, and distinctiveness. They theorized that leisure activity contributes to leisure well-being if it meets certain basic needs: escape benefits, sensory benefits, economic benefits, health benefits, safety benefits, symbolic benefits, aesthetic benefits, moral benefits, mastery benefits, relatedness benefits, distinctiveness benefits, and sensation-seeking benefits. They also theorized that amplification occurs when certain benefits of leisure activities match corresponding personality traits: safety consciousness, health consciousness, price sensitivity, hedonism, escapism, sensation seeking, status consciousness, aestheticism, moral sensitivity, competitiveness, sociability, and need for distinctiveness, respectively.

Loncaric et al. (2018) explored the co-creation of the tourist experience with travel professionals and its impact on improving quality of life through satisfaction with the general trip experience. A survey was conducted on a convenience sample of 422 Croatian residents who had traveled at least once in the year prior to the study. The hypotheses were empirically tested and validated by implementing partial least square structural equation modeling (PLS-SEM). Findings indicate that the co-creation of tourist experiences influences satisfaction with the general trip experience, which, in turn, impacts the perceived quality of life. The paper also provides implications for travel professionals on how to improve their offer by using the postulates of experience marketing.

Loncaric et al. (2019) explored the relationship between satisfaction with tourism services in different trip stages and satisfaction with the general trip experience. Empirical research was conducted on a purposive sample of 669 tourists. The results showed that respondents are satisfied with all service aspects. However, satisfaction with destination services is somewhat lower than in other travel stages (pre-trip, en route, return trip). Satisfaction with travel and tourism services has positive but different influences on satisfaction with the general trip experience, depending on different travel phases. Also, this research has contributed to exploring influences from tourism to life satisfaction. It can serve as a basis for tourist destination marketing managers and travel agencies in developing their tourism contributions.

Almost all of these studies have been published since 2001, which reveals that the evidence of increased interest in this field of research.

### **2.15.3 General Findings of Review on Tourists' Quality of Life**

All of the studies reviewed above examined the effects of trip experience or activities on tourists' QOL directly or indirectly. The findings can be grouped into three major categories:

#### **a. Effect of Travel Tourism on the QOL of Individual Tourists.**

The initial exploration of the importance of vacation experiences to quality of life (QOL) was conducted by Neal et al. (1999). Their research demonstrated that satisfaction with tourism services had an impact on tourists' overall life satisfaction.

However, subsequent studies have indicated that the influence of tourists' perceptions of positive tourism experiences on their life satisfaction varies significantly. Three of these studies did not identify a positive correlation between tourism experience and overall QOL. To illustrate, Milman (1998) examined the effect of tourism experiences on the psychological well-being of senior tourists, concluding that travel did not enhance their psychological well-being. Similarly, Michalko, Kiss, Kovacs, and Sulyok (2009) conducted a survey of 11,500 Hungarian tourists, revealing that their vacation experiences did not have an impact on their overall life satisfaction.

#### **b. The Mediation between Tourism Experience and QOL of Individual Tourists**

Neal et al. (1999) successfully illustrated that the impact of travel and tourism experiences on life satisfaction is achieved through a series of mediation processes. Specifically, they were able to establish the following mediation pathways: satisfaction with pretrip services, enroute services, destination services, and return services influence overall satisfaction with travel and tourism services.

Sirgy et al. (2011) managed to demonstrate that the positive and negative memories tourists form during their most recent trip have an impact on their satisfaction across 13 life domains, such as social life, leisure life, family life, cultural life, health and safety, love life, work life, spiritual life, travel life, arts and culture, culinary life, and financial life. These, in turn, influence their overall life satisfaction.

#### **c. Personal, Situational, and Cultural Characteristics Explaining the Link between Tourism Experience and QOL.**

Most of the reviewed studies have focused on one population group to examine the effect of tourism experience on their overall life satisfaction. Two studies examined moderating effects of the relationship between tourism experience and tourists' QOL (Neal, Uysal & Sirgy, 2007; Strauss Blasche, Ekmekcioglu, & Marktl, 2000). Neal et al. (2007) investigated the moderation effect of length of stay. The study found that satisfaction with trip services affect satisfaction in leisure life domain and this relationship is more evident for tourists who have extended their stays compared to tourists with shorter stays.



Based on the reviewed studies, we can draw two key conclusions. First, tourism experiences and activities affect tourists' overall QOL. Second, the impact of vacation experience on QOL may depend on different stages in life and other background variables that may influence the degree of importance of travel. However, it is evident from the reviewed studies that tourism development in a destination invites tourists to visit the destination and tourist trips to the destination contribute to the quality of life of tourists. Tourist trips contribute to positive effects in many life domains, such as leisure life, social life, family life, work life, spiritual life, culinary life, marital life, and cultural life, to name a few. Such tourist experiences contributing to satisfaction in various life domains also contribute to overall life satisfaction. New research needs to investigate the moderation effects of other institutional-type variables such as trips where the tourist has to travel short versus long distances to reach their destination, trips of different types, trips designed for different population groups.

#### **2.15.4 Sampling, Data Collection and Research Design**

The majority of studies have utilized probabilistic random sampling methods to create samples that are representative of their target population groups. The primary unit of analysis is typically the individual, although this may vary depending on the specific study context. Specifically, most of the studies reviewed focused on the general adult population. The predominant data collection method employed in these studies is the survey, often conducted through mail or online surveys. However, a subset of these studies utilized qualitative methods. Additionally, several studies adopted a longitudinal research design, which involved measuring tourists' perceived quality of life before, during, and after their trips, allowing for comparisons across these phases. Studies that employ longitudinal research designs are considered ideal for capturing tourists' quality of life, as they offer a more comprehensive view of the tourist experience over time. Furthermore, longitudinal studies enable researchers to make causal inferences, whereas cross-sectional studies may have limitations in this regard. In terms of sampling techniques, probabilistic methods are deemed more effective, as they enhance the representativeness of the sample when compared to non-probabilistic approaches. Therefore, future research in this field should encourage the use of longitudinal designs with probabilistic sampling techniques.

### **2.15.5 Constructs and Measures**

In all the studies examined in this review, subjective measures were consistently utilized for evaluating tourists' quality of life (QOL). Nonetheless, a majority of these studies employed various constructs and measurement methods for QOL. A more optimal approach for researchers in this field would involve adopting established and widely-recognized constructs and well-being measures. These selected measures should exhibit demonstrated construct validity to enhance the overall research's rigor.

## **2.16 Brief Historical Development of Tourism in Nepal**

### **2.16.1 Tourism Development in Ancient Nepal**

Tourism development in Nepal has a long history. According to Sharma (2033), "History of Nepal," a book published by Cambridge in 1877 A.D. during the prime ministership of Jung Bahadur, references the ancient legend of Manjushree from China visiting Nepal. Manjushree is believed to have drained a lake in the Kathmandu valley, making it suitable for human settlement, marking the earliest known tourist visit to Nepal.

The emperor of ancient India, Ashok, visited Lumbini, in the 3rd century B.C. and built the Ashok Pillar there (Satyal, 1988). At that time, Nepal was developed as the only route to visit China via Lhasa and travel from China to India via Lhasa. This led to the increase in the arrival of foreigners in Nepal. Chinese traveler Huien-Tsang traveled to India in 629 A.D. and returned to China via Nepal in 643 A.D. (Sharma, 2033). He had also visited Lumbini. For religious and commercial purposes, the ancient foreign tourists visiting Nepal were Chinese, Tibetans, Indians, and Christian missionaries. Nepalese traders traveled to Lhasa for business, and the Tibetan traders came to Nepal to connect with their business activities.

Ekai- Kawaguchi, a first Japanese traveler who came to Nepal in 1899 to enter into Tibet. He proceeded to Tsharang in Mustang via Pokhara, Tukche and Marpha. He had studied Buddhism and Tibetan rhetoric with a Buddhist scholar there. Based on this historical account, Ekai- Kawaguchi is the first foreign tourist to Pokhara and the first Japanese visitor to Nepal (Japanese Embassy, n.d.). He has mentioned that Pokhara was the best place among the places he had visited during his travel trips. Thus, religious and trading motivation significantly contributed to tourism development in ancient

Nepal. Since then, Pokhara also highlighted internationally as the most beautiful place to visit in Nepal.

### **2.16.2 Tourism after Unification of Nepal**

Captain Kirkpatrick's book "An Account of the Kingdom of Nepal," published in 1812 A.D., familiarized Nepal to outsiders. Rana Prime Minister Jung Bahadur's visit to Britain in 1850-51 highlighted Nepal in Europe. Then onwards many European tourists visited Nepal. The development of tourism started to follow a downswing path during the Rana regime. Nepal was isolated from the link of the external world for almost nine decades.

### **2.16.3 Tourism Development after 1950**

The 1950s marked a pivotal era in Nepal's tourism growth. Prior to 1949, Nepal had maintained restrictions on foreign entry. However, with the advent of democracy in 1950, Nepal began welcoming foreigners for contemporary tourism. In 1950, Maurice Herzog climbed Mt. Annapurna I (8091 m); since then, many mountaineers have been attracted to Nepal. In 1953, the successful conquest of Mt. Sagarmatha by Tenzing Norgay Sherpa and Edmund Hillary was a landmark in the mountaineering history of the world. The successful ascent of Mt. Annapurna and Mt. Sagarmatha had publicized Nepal all over the world (Lama, 2003). Hence, the decade of the 1950's is considered the golden era of Nepalese tourism history, which led to exceptional growth in mountaineering. However, till 1950, there was no proper study of tourism planning and policy for tourism development in Nepal.

As outlined in the National Tourism Strategic Plan (2016-2025), here is a chronological account of tourism-related initiatives undertaken for the growth of Nepal's tourism sector from 1947 to 2016:

In 1949, Bill Tillman became Nepal's first trekking tourist. The following year, in 1950, the first French mountaineering team successfully scaled Mount Annapurna. International tourists were granted entry permission in 1951. Nepal's first hotel, "Nepal Hotel," opened in Jawalakhel, Patan in the same year, followed by the establishment of the first international hotel in 1952. Himalayan Airways was founded in 1953, coinciding with the historic climb of Mount Everest by Edmund Hillary and Tenzing

Norgay Sherpa. Nepal became a member of the United Nations Organization (UNO) in 1956 and joined the International Civil Aviation Organization (ICAO) in 1960. In subsequent years, the tourism industry saw significant developments, including the establishment of the first trekking company, "Mountain Travel," in 1965, and the creation of the Nepal Hotel Association (HAN) and Nepal Association of Tour and Travel Association (NATTA) in 1966. U Thant, the UN Secretary-General, visited Lumbini in 1967. The tourism sector's growth continued with the formulation of the first tourism master plan and the establishment of the Nepal Academy of Tourism and Hotel Management (NATHM) in 1972. In 1973, the Nepal Mountaineering Association (NMA) was founded, and the first Tourism Act (2035) was implemented in 1978.

Legislative advancements followed, including the implementation of the Foreign Assistance and Technology Transfer Act (2049) in 1992, the National Aviation Policy (2050) in 1993, and the Tourism Policy (2052) in 1995. The Civil Aviation Act (2053) was enacted in 1996, and Visit Nepal Year (VNY) 1998 was declared. The Nepal Tourism Board Act (2053) was implemented in 1997, and the Nepal Association of Rafting Agents (NARA) was established in 1989. Subsequently, the Destination Nepal Campaign, integrating the International Year of Mountain 2002 and International Year of Eco-tourism 2002, was launched in 2002/03, followed by Visit South Asia 2003. In 2007, the Visit Pokhara Campaign and, in 2012, the Visit Lumbini Year were introduced. The Tourism Policy (2065) was implemented in 2008, and a Tourism Vision (2020) was formulated in 2009. Nepal Tourism Year 2011 was inaugurated by the Nepal Tourism Board, and in 2016, MOCTA developed the National Tourism Strategic Plan (2016-2025) - NTSP, focusing on 13 strategic objectives, 65 strategies, and 280 activities, with a total estimated budget of 64.5 million US dollars.

## **2.17 Tourism Planning in Nepal**

### **2.17.1 Brief Review of Tourism Planning and Policy Formulation in Nepal**

Until 1950, serious attempts could not be made to initiate tourism development systematically. It was only in 1956 that a five-year development plan was implemented. Until now, fourteen periodic plans have already been implemented in Nepal, and the Fifteenth Plan (2019/20-2023/24) is under implementation now.

The First Five Year Plan (1956-1961) target was to attract more visitors and increase foreign currency exchange. Nepal Tourism Development Board and Nepal Airlines Corporation were established in 1957 and 1960 during this plan period.

During the Second Five Year Plan (1962–1965), it was targeted to develop tourism infrastructure facilities and increase the number of hotel beds. The arrangement for the collection of tourism statistics was initiated. During this period, Nepal could successfully receive the International Civil Aviation Organization (ICAO) membership in 1957. Air transportation facility has been extended to diversify tourism to different parts of the country like Pokhara and Lumbini.

In the Third Five Year Development Plan (1965-1970), special efforts were refocused to increase the number of tourists' arrival and tourism earnings in foreign currency. During this plan period, tourism development has achieved new heights. Tribhuvan International Airport was further developed. During this period, Nepal Airlines Corporation expanded its international air services. This has further increased the publicity of Nepal in an international arena. The major thrust of the policy was given to establish international level hotels in Kathmandu, Pokhara, and Biratnagar. The plan accorded high priority to conserve historical places like Kathmandu Valley and Lumbini. During this plan period, Master Plan for Lumbini Development was announced. The plan realized the importance of international publicity and conservation of art and architecture as important priority areas for tourism development.

The Fourth Five-Year Plan (1970–1975) focused on formulating the Tourism Master Plan. The plan started with extending Kathmandu airport to meet the growing demand for tourists. Additionally, Nepal Mountaineering Association (NMA) was founded to promote the mountaineering activities of Nepal in 1973. The importance of developing Nepal as a distinct tourist destination and creating an independent tourist market in Nepal was evident in the tourism plan. The master plan has attempted to separate tourism into five components: sight-seeing, trekking, recreation, international pilgrimage, and the Nepal brand of tourism.

During the Fifth Five Year Plan (1975-1980), a separate ministry for tourism was established. The tourism Act was also brought to manage the tourism activities in Nepal. The fifth plan took initiatives to link the growth of the tourism sector with

foreign exchange earnings and thereby growth of the economy, employment generation, and self-sufficiency. Tourism-friendly policies were framed to coordinate the private and public sectors to establish basic tourism infrastructure. Priorities were given to promote domestic goods for the tourism industry. It was a remarkable attempt to create a maximum number of employment in the tourism sector by applying indigenous technology and increasing the tourism sector by applying indigenous technology and increasing tourism contribution to the national economy.

In the Sixth Five-Year Plan (1980–1985), an extension of programs and policies was made to the Fifth Plan. The preparation of a second tourism master plan was initiated. A detailed review of the first tourism master plan was made with the support of experts and with the assistance of the European Economic Community. However, tourism was accorded high priority and regarded as the main industry to generate foreign currency in Nepal. The major achievement during the period was the increase in tourists by 22.2 percent and foreign currencies by 2 percent compared to the fifth plan.

The Seventh Five-Year Plan (1985-1990) gave priority to mountaineering tourism for further development. In 1987, an initiative was launched with an ambitious, long-term goal of achieving a quantified target of one million tourists for the first time. The government of Nepal entered into a Memorandum of Understanding with the Tibetan Tourism Authority, offering an added advantage of combining travel and tour packages. Over the initial four years of the planned period, there was an average annual increase of approximately 11 percent in the number of tourists. By 1990, the tourist arrivals had reached 254,885. During this plan, specific objectives and targets were set to improve the balance of payments, create employment through tourism, produce tourism goods domestically, and increase the length of tourists' stays.

During the Eighth-Five Year Plan (1992-1997), the Nepal Government came up with a new concept of liberal economic policy and set a few long-term objectives. The plan was bold enough to pinpoint past policies' defects and their net effects on tourism development. The target of tourist arrivals was achieved by 92.5 percentage. The Tourism Development Board Act of 1996 and the Civil Aviation Act of 1996 were enacted. Over the course of the planned period, the total count of airports was expanded to 44.

The Ninth Five Year Plan (1997-2002) stated its main objective as poverty alleviation. The plan's achievements include the formation of the Nepal Tourism Board and the implementation of the Civil Aviation Authority from the beginning of 1999. The government introduced the Build, Operate, and Transfer Policy (BOOT Policy) in 2000 to expedite infrastructure development, including airports, roads, and water supply. The Visit Nepal Year 1998 was effectively implemented as a nationwide campaign for the first time. However, the goal of achieving a 10 percent average annual growth in tourist arrivals fell short, with only about 85 percent of the target being met. Similarly, the objectives for annual growth in foreign currency earnings and length of stay were also not attained. The Ninth Plan policies have focused on the importance of local and community participation in environmental conservation for sustainable tourism development, upgrading infrastructure, developing new tourism destinations in rural areas, and improving and conserving cultural and religious sites.

Moreover, the plan could emphasize making a distinction among various types of tourists. The plan also proposed to build a Model Tourist Village in each development region of Nepal. However, it could not pinpoint the cause of the underdevelopment of tourism in Nepal and could not come up with concrete policy solutions.

The Tenth Five Year Plan (2002-2007) was initiated in a critical political situation as Nepal was passing through political turbulence due to Maoist insurgency. The tourism sector was seriously affected due to political instability. The tenth plan targeted alleviating poverty in Nepal through tourism. The plan specifically mentioned that tourism could be instrumental in creating employment opportunities directly and indirectly in urban and rural areas, particularly in the hills and mountain areas along trekking trails and tourism sites. Reestablishing the country globally as a prime destination was mentioned in long-term vision. The BOOT (Build-Operate-Transfer) policy failed to entice private sector participation in the construction of infrastructure such as roads and airports, which could contribute to the development of tourism.

The Eleventh Three-Year Interim Plan (2007–2010) aimed to develop the tourism sector as a major segment of the national economy and develop healthy and competitive air services. It was expected that the tourism sector would recover from past sluggishness, get revitalized, increase employment opportunities, improve living standards, and promote tourism awareness. In FY 2009/10, tourist arrivals were

targeted at 700,000 and the length of stay was limited to thirteen days. However, the target could not be achieved (NPC, 2007).

During the Twelfth Three-Year Plan (2010–2013), the number of tourist arrivals was targeted at 12 lakhs, the length of stay was 12 days, the per-tourist expenditure was 73 US dollars, the foreign currency earning yearly through tourism was 50 crore US dollars, the employment opportunity was increased to 150000, and the number of foreign airlines increased to 35. During this period, the tourism policy of 1995 was revised, and the new policy of 2008 was formulated. Tourism Vision 2020 was implemented. From this plan, air transport facility promotion was started. However, tourist arrival targets of 1.2 million could not be achieved (NPC, 2011).

The Thirteenth Plan (2013–16) targeted contributing to the national economy by developing Nepal as one of the most attractive, scenic, and safe tourism destinations in the world, increasing the flow of tourists both in quality and quantity through the promotion of tourism at the national and international levels, and distributing the benefits they bring justly.

The plan developed strategies to work with the private sector to develop and promote tourism through the development of infrastructure in new tourism destinations in an integrated and coordinated manner to create employment opportunities in rural tourism, thereby diversifying and expanding tourist destinations and products.

It was expected to increase the number of tourist arrivals to eleven lakhs, the per-day tourist expenditure to 50 US dollars, and the average length of stay to 14 days. As a result, tourist arrivals in the fiscal year 2015/16 reached to seven lakhs ten thousand (710,000), the length of stay to 12.4 days, and foreign currency earnings yearly to 49.8 crore US dollars (NPC, 2014).

The Fourteenth Plan (2016-2019) mission was to increase economic and employment opportunities through tourism. By the end of the plan, it was expected to increase the number of foreign tourists to 1.2 million annually, the length of stay to 15 days, and the average daily expenditure of tourists to 60 US dollars. During the plan, tourism was expected to generate additional employment opportunities of 25 thousand, 40 thousand, and 45 thousand in the first, second, and third years, respectively (NPC, 2016).



The Fifteenth Periodic Plan (2019–2023) has assumed that tourism is making a significant contribution towards achieving the goal of economic prosperity by enhancing employment opportunities, reducing poverty, and improving people’s living standards. Therefore, this sector can be seen as a key economic driver. The vision of the 15<sup>th</sup> plan was to make Nepal an attractive, safe, and captivating tourist destination, and the goal was to put Nepal at the forefront of the global tourism market.

The first objective of the Fifteenth Plan on Tourism was to develop Nepal as an attractive tourism destination by making it safe, quality-focused, and tourism-friendly. The second objective was to increase the contribution of tourism to the economy by diversifying tourism destinations and products. The third objective was to make sure that the benefits of tourism are distributed equitably at the ordinary person’s level. In order to achieve the plan objectives, targets and working policy strategies were fixed.

However, due to the impact of COVID- 19, the arrival of tourists has been significantly reduced to a minimum number since January 2021. As a result, the whole economy, including tourism, has been seriously jeopardized by the first, second, and third waves of COVID-19.

### **2.17.2 Tourism Policies, Acts and Regulations**

The government of Nepal has made different rules and regulations to administer tourism activities. Similarly, it has formulated many policies over different time periods to support Nepal's tourism development. A brief introduction of the policies is as follows:

#### **a. Hotel/Resort/Restaurant and Bar Rules –1981(2038 B.S.)**

Nepal's government has implemented this rule to manage the service quality of hotels and restaurants. Provision has been made in rules and regulations for the minimum standard of facilities and service quality required in hotels, lodges, restaurants, bars, etc. (MoCTCA, 1981).

#### **b. Immigration Act-1992 (2038 B.S.)**

The act was brought to regulate, manage, and control international visitors' entry, presence, and exit, as well as Nepali entry and exit. According to the act, every foreigner

must have a valid passport and visa to enter and stay in Nepal. The Department of Immigration is the main body implementing this act. In addition, the department provides trekking permits to tourists. Under this act, the government introduced the necessary rules and regulations (MoCTCA, 1992).

**c. Foreign Investment and One Window Policy-1992**

To invite foreign capital, the government of Nepal has introduced the Foreign Investment and One Window Policy of 1992. However, the policy refused to grant permission for foreign investment in travel and tour agencies, rafting agencies, tourist lodging, and other personnel services. Instead, the policy was geared toward supporting national investors. More essentially, foreign investment has been marginalized in the government's strategic thinking to develop this sector (Ministry of Industry, 1992).

**d. Industrial Policy -1992**

The Nepali government issued an industrial policy in 1992 to create an environment necessary to enable the private sector to play a principal role in the country's industrialization. The policy focused on privatizing public sector industries and stated that no private sector industries would be nationalized. The policy has given hotels and resorts a national priority industry with a provision of an exemption of income tax for seven years. Tourism industries established in remote, undeveloped, and underdeveloped districts are given 25 percentages, 15 percentages and ten percentage excise duty rebates. The tourism industries of Nepal have been recognized as industries by Industrial Enterprise Act 1992. New Income Tax Act 2058, stated that- recognized by the Industrial Enterprise Act (except alcohol and tobacco) would be charged only 20 percent tax on taxable income (Ministry of Industry, 1992).

**e. Tourism Act – 1978 (2035 B.S.)**

The act was brought for both international and domestic tourists' health, facilities, and goodness. This is the main base for the administration of tourism in Nepal. Provisions were made on the establishment process and requirements for travel and trekking agencies, hotels, lodges, restaurants and resorts, mountaineering, guides, and other tourism-related activities like rafting, gliding, bird watching etc. The act has mentioned the service quality of lodges, hotels, restaurants, and bars. It was mandatory to be

registered to be a tourist class. The act has provisioned that the government can bring new rules as and when required (MoCTCA, 1978).

**f. Immigration Regulation -1994 (2051 B.S.)**

Using the Immigration Act 2049, this regulation was implemented. This regulation defines a tourist as a foreigner who stays one night or 24 hours in Nepal. The visa is broadly categorized as diplomatic, official, tourist, student, business, transit, and residential. However, Indian nationals can enter Nepal without a visa. The rule has provisioned visa fees and visa fee waivers. A visa is made free of charge based on facilitation for all nationals visiting Nepal for three nights and foreign nationals below ten years of age. Visa can be obtained from Nepalese missions abroad or from honorary Nepalese consulates or immigration offices. Nevertheless, there is no provision for arrival visas (MoCTCA, 1994).

**g. Civil Aviation Act – 2015**

Airways is one of the most important infrastructures for the nation's development. It provides easy access to domestic and inbound tourists. It helps to enhance the quality of the life of the tourists because they can visit multiple places within a short period. Especially in the context of Nepal, the roadways are very difficult and expensive because of the hilly and mountainous regions. Airways service is fast, reliable, and comfortable compared to road transport in many respects. It helps the tourist utilize the time and increases travel reliability and satisfaction. Therefore, airline services are highly demanded. So, to address this issue, the Nepal Government has amended the act about the rules, regulations, and permission to make airports. Civil Aviation Act – 2015 also deals with the permission and restriction of airways and aircraft and insurance policies. The government has declared law and order, peace, and security for tourist life. So, this act helps the tourists and residents enhance their quality of life during the travel (MoCTCA, 2015).

**2.17.3 Tourism Policy, Working Procedure, and Monitoring Guidelines**

A brief review of the Nepal Government's tourism policy, procedure, and monitoring guidelines is stated as under:

### **a. Tourism Policy -1995**

In 1995, the Nepalese government introduced its inaugural tourism policy. The policy's objectives included enhancing the nation's natural, cultural, and human environments to foster the growth of the tourism industry. It aimed to maintain a positive international image through quality service and security, promote Nepal as an appealing tourist destination, and establish tourism as a vital component of the national economy by creating connections between tourism and other sectors (MoCTCA, 1995).

The primary objective of this policy was to expand tourism into rural areas, thereby enhancing employment prospects, boosting foreign currency earnings, increasing national income, and addressing regional disparities.

The policy was mainly focused on the private sector's participation, increasing people's involvement in environmental conservation, developing tourism infrastructure, developing Nepal as a center for adventure tourism, developing agro-based tourism, promoting cottage industry-based tourism products, and increasing local investment in developing the local economy. In addition, arrangements were made to upgrade the quality of tourism services to make Nepal a secure destination. Similarly, institutional arrangements in the policy have been provisioned for Tourism Council, Ministry for Culture Tourism and Civil Aviation, and Nepal Tourism Board.

### **b. Build Operate and Transfer (BOOT) Policy-2000**

Public sector infrastructure plays a vital role in economic growth and long-term sustainability. This infrastructure encompasses various elements such as roads, bridges, airports, modern communication networks, electricity, water supply, and irrigation (Ministry of Industry, 2000). The development, operation, and maintenance of such infrastructure are both expensive and highly specialized. Government funding alone is insufficient to meet the increasing demand for this public infrastructure. To address this challenge, the government has introduced a policy aimed at attracting private sector and foreign investments. The policy offers incentives such as tax benefits, import duty reductions, and favorable depreciation charges. Ultimately, this policy aims to create a favorable environment for the advancement of tourism infrastructure in Nepal.

### **c. Waterways/Water-travel Rules and Regulation – 2006 (2063 B.S.)**

The promulgation of Water-Travel Rules and Regulation 2063 positively impacts the quality of life of the tourists and the quality of the life of residents. These rules and regulations focus on registering the company of waterways, facilities for the tourists etc. It keeps a clear record of the tourists' information about their travel, and if something wrong goes on, information is immediately passed to the concerned authorities. Similarly, some rivers were opened for the voyage, rafting etc. which enables the people to be familiar and to expand their business in the relevant fields. Furthermore, there are provisions of primary security issues and financial compensation and support schemes in case of an accident and provision of precautionary measures like compulsory river guide during water-adventure, need of pieces of training and information on do's and don'ts for the tourists. Certainly, this policy can positively impact the quality of life of tourists and residents (MoCTCA, 2006).

### **d. Aviation Policy-2006**

Air transport plays a crucial role within the broader travel and tourism industry, contributing significantly to the growth of tourism worldwide. The liberalization of aviation sectors has been advantageous for tourism industries in numerous countries (WTO, 1994). Nepal's government has also adopted a liberal air policy to encourage private sector involvement and foreign investment in both domestic and international air travel. In 2006, Nepal introduced a new aviation policy aimed at enhancing aviation security, attracting increased foreign investment in the aviation sector, and simplifying charter service operation procedures. Additionally, this policy seeks to engage domestic and foreign investors in the construction of another international airport (MoCTCA, 2006).

### **e. Tourism Policy –2008 (2065 B.S.)**

The policy was implemented with the objectives of creating employment through tourism and developing tourism as the backbone of the national economy, sustainable development of tourism by conserving the environment, and developing Nepal as the most attractive and major tourism destination and providing reliable and safe transport.

The tourism policy 2008 has addressed pertinent issues like rural tourism, eco-tourism, agro-based tourism, adventure tourism, education tourism, and health tourism and has prioritized the insurance of tourism entrepreneurs. In addition, the policy aimed to diversify our tourism products and services and take tourism to new areas (MoCTCA, 2008).

In order to achieve these objectives following policies were adopted:

- Preparing tourism master plan with regional development approach.
- Promotion of employment through the development of rural tourism.
- Investment in tourism infrastructure by PPP model and BOOT model .
- Improvement of quality and quantity of tourism products and services
- Development in human resources in co-ordination with the private sector
- Use of ICT in tourism marketing
- Incentives and support to the private sector for tourism development
- Special arrangement for tourists' security.

#### **f. Tourism Vision 2020**

In 2009, the Nepali government introduced "Tourism Vision 2020". In order to publicize, promote, and enhance the image of Nepal in international tourism source markets, "Tourism Vision 2020" was promulgated.

The vision identifies tourism as the nation's best hope and principal contributor to a sustainable economy. Therefore, the main objectives of the tourism vision 2020 were to improve the livelihoods of the people across the country by developing integrated tourism infrastructure, increasing tourism activities and products, generating employment in the rural areas, enhancing the inclusiveness of women and other deprived communities, and spreading the benefits of tourism to the grassroots level.

Secondly, it aims to develop tourism as a broad-based sector by bringing tourism into the mainstream of Nepal's socioeconomic development, supported by a coherent and enabling institutional environment.

Furthermore, its other objective is to expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities.

Moreover, it has the insight to enhance flight safety and aviation security, extend air connectivity, and improve the capacity and facilities of national and international airports. It is expected to develop Nepal as a safe, unique, exciting, and environmentally sustainable tourist destination.

**g. Homestay Management Working Procedure –2010 (2067 B.S.)**

The spirit of Nepali tourism lies in the natural richness and its indigenous societies with their mystic cultures, which can be best showcased through the homestay program. The tradition of homestays is increasing day by day due to hospitality management and good socio-cultural components. It provides an opportunity to assimilate with local customs, relish the local cuisine, and know the real, local lifestyle. Nepal can transform the inherent blessings of nature into tourism potential in rural areas via homestays. Homestay empowers natives to become micro-entrepreneurs by capitalizing on their way of life and space at home. It further helps promote the business of women entrepreneurs, which helps make them financially independent. At the same time, the tourist's quality of life also increases if the host provides quality food, accommodation, and other facilities.

According to the Homestay Management Working Procedure 2067, its sole objective is to create self-employment opportunities for the residents and improve their quality of life through the development of rural tourism and sustainable development. Moreover, it aims to give the people access to develop their village, be involved in tourism and tourism-based activities, increase their income and uplift their living standards, share their opinions and ideas related to their rites and rituals, cultures, and traditions with the tourists, and provide good accommodation facilities for the tourists (MoCTCA, 2010). Therefore, this procedure (2067) has included many aspects to positively impact the quality of life of residents and tourists.

#### **h. Civil Aviation Security Rules and Regulations-2016 (2073 B.S.)**

The Civil Aviation Security Rules and Regulations – 2016 has broadly defined the committee's formation with their work, duty, right, and responsibilities. Its main objective is to make travel access very comfortable and easier for the public. If something goes wrong, the committee has to inform or suggest to the concerned authorities, rectify the problem, and come with measures immediately. Moreover, it has defined the security of civil flight. It has also raised the issues of the condition of the airport. The condition of the airport plays a vital role while landing the plane. So, it is checked prior to the landing. This helps in ensuring a risk-free journey for the tourists. These rules and regulations (MoCTCA, 2016) have created positive results among the tourists and residents by enhancing their quality of travel life and overall satisfaction.

#### **i. National Tourism Strategic Plan (2016-2025)-NTSP**

In 2016, Nepal Government approved the National Tourism Strategic Plan (2016-2025)-NTSP prepared by the Ministry of Culture, Tourism and Civil Aviation Nepal, focusing on 13 strategic objectives, 65 strategies, and 280 activities with a total estimated budget of 64.5 million US dollars. The overall goal of Nepal's 10-year national tourism strategy plan was to provide the government and stakeholders with a guiding framework to support the economic development vision of Nepal through the tourism industry as a key catalyst for rapid economic growth and job creation.

For the overall development of tourism in Nepal, the plan has framed new strategies to enhance the quality of tourism products and services. The strategic plan has mentioned that to improve the level of satisfaction and tourism experiences, six major factors: transport, lodging, food, attractions, environment, and residents are to be considered in an integrated approach for the quality improvement process. The policy has recommended a systematic study and review of the existing quality of tourism products and services. The policy has given a clear indication and prioritized that the improvement in quality of current level of tourism products and services has to be improved as per the study findings, along with mutual coordination of tourism stakeholders.



## **j. Tourist Search, Rescue, Medication and Monitoring Guidelines-2018**

Tourist search, rescue, medication, and monitoring guidelines – 2018 is concerned to make the necessary arrangement for the tourists who face different difficulties during trekking, water-adventure, mountaineering, and other adventurous tourism activities by making quick, simple, well-managed, reliable, safe and economical to the search, rescue, and medication. This guideline also helps to make authentic agencies that manage such activities. Furthermore, this guideline has mentioned the duty and responsibilities of the agency and the guide. Similarly, it has given a high value of hospitality upon the tourist. During the expedition, if a tourist is found missing, the concerned agency should search immediately (MoCTCA, 2018).

### **2.18 Review of Tourism Research in Nepal and Pokhara**

Numerous studies have delved into various aspects of tourism in Nepal, encompassing both macro-level analyses and more focused micro-level examinations. This section aims to provide an overview of the extensive literature on Nepalese tourism, categorizing it into two overarching themes: macro and micro levels.

#### **2.18.1 Macro-level Studies**

Numerous macro-level studies have explored the challenges and opportunities within Nepalese tourism, addressing issues and prospects concerning the industry at a broader, aggregate level.

Burger (1978) analyzed the impact of tourism on the Nepalese economy with input-output analysis. He had found that there are direct and indirect impacts of tourism on the Nepalese economy. He had also investigated that tourism is an effective and promising instrument for foreign exchange earnings; it requires heavy investment from the public and private sectors, and seasonality factors in the tourism industry play a crucial role in the determination of income.

The study has worked out on tourist arrival and tourist expenditure patterns of the total tourists. Nearly 80–87 percent were found visiting Nepal for pleasure purposes, followed by trekking and mountaineering. Both Indian and non-Indian tourists have a seasonal bias, with a relatively lower preference for visiting Nepal during the rainy season.

Karan and Mather (1985) conducted an analysis of the tourism industry's impact on the environment in the Mount Everest region, with a particular focus on the Khumbu region. They observed that significant changes in the area had led to environmental disruptions, largely attributed to tourism and the influx of foreign tourists and trekkers. The researchers noted that tourists typically visit between May and October, contributing to deforestation due to their demand for firewood. They also highlighted issues such as wastewater and refuse from hotels leading to local pollution.

Nepal Rastra Bank (1989) conducted a study titled 'Income and Employment Generation from Tourism in Nepal.' The study estimated that the average per capita daily expenditure of tourists was US\$15 (excluding international airfares), with an average stay of 9.3 nights per visit. In 1986-87, tourism and related industries generated a total of US\$56 million in earnings, with the tourism sector accounting for 92.7 percent (US\$52 million) of this amount. Among the tourism sector's earnings, hotels contributed 24.6 percent (US\$13 million), travel agencies 17.3 percent (US\$9 million), trekking agencies 2.8 percent (US\$1 million), and airlines 55.4 percent (US\$29 million). The study also reported that 11,176 individuals were directly employed in the tourism sector, with hotel employment accounting for 52.9 percent, airlines 24.5 percent, travel agencies 13.8 percent, and trekking agencies 8.8 percent. Additionally, the study provided recommendations to promote the tourism industry in Nepal.

Baskota and Upadhyaya (1990), in their study in drafting a management plan for Makalu-Barun National Park and Conservation Area, focused on the development of tourism and identified growth potential of tourism in that area. The study has identified the importance of nature and community linkage with local infrastructure development for better management.

Rajbhandari (1990) conducted an analysis of investment opportunities within the tourism sector in Nepal. The study revealed significant potential for the promotion and development of the tourism industry, with seemingly limitless opportunities for expansion. Based on these findings, the study recommended making substantial investments in hotels, resorts, and other tourism-related infrastructure.

Tuladhar (1993) studied the development of international tourism in Nepal from the perspective of resources, its exploitation, utilization, and possibilities of its

improvements. His main findings were that, despite tremendous diversities and opportunities, main tourism products could not be sold due to the dearth of support infrastructure and proper marketing, Nepal has not been able to earn as per the growth of visitors or compared to market potential. He viewed the tourism business as a dream industry, in which one sells fantasy and where the sky is the only limit. For better survival, the tourism products are to be differentiated. He has strongly recommended enhancing the quality of tourism products and services with international standard and continuing with the efforts to transfer international tourism into highly effective branches amidst the running Nepalese economic stamina. His major contribution in the study was about the policy instrument needed for improving and standardization of the tourism industry.

Khadka (1993) studied the performance and efficiency of hotel investment in generating foreign exchange earnings. Khadka shed some light on the linkage between tourism and the domestic economy. The study has examined the impact of tourism under the conditions of the constrained and unconstrained supplying capacities of the domestic economy's constrained and unconstrained supply capacities using an economy-wide input-output model. Import leakages estimated under the limited supply capacity of the domestic economy were found to be much higher than in an unconstrained situation. The study also shows that hotel bed occupancy rate, double bed rooms, price, and marketing activities are important factors for the performance of the hotel industry.

Pradhanaga (1993) aimed to study the changing pattern of tourist consumption and its economic impact on employment, exports, and national revenue. The study analyzed the direct, indirect, and induced effects of tourist expenditure on the Nepalese economy. In addition, the study examined both forward and backward linkages of tourism, imports of goods and services, and employment generation. The study has concluded that leakage of foreign exchange earnings, high import contents, seasonal fluctuation in demand for tourism, and overdependence on seasonality factors have been the major weaknesses of the tourism industry.

Baskota and Sharma (1995) analyzed and assessed the macro-trends in the tourism sector, the types of mountain tourism activities, and the areas where such activities are

conducted. In addition, it assessed the impact of tourism in mountain areas, tourism policy, and public and private institutions in Nepal.

MARG Nepal (1997) conducted an extensive study for formulating a long-term marketing strategy for promoting Nepal as a quality tourism destination. The majority of tourists were found satisfied in their trip to Nepal and returned with revisit and recommended intention. He has suggested promoting tourism through media advertisement and developing and developing innovative tourism products.

### **2.18.2 Micro-level Studies**

A study conducted by ADB (1993) on the environmental protection of Phewa Lake dealt with various issues of tourism in Pokhara. The study was mainly focused on protecting the environment and pollution control in Pokhara. Studies had indicated that just over ten percent of income in Pokhara came from tourist-related commerce, which was increasing. Tourist usage in Pokhara was high, but the majority of tourists were low-paying tourists. Most of them were more interested in trekking.

The average length of stay of tourists in Pokhara and its watershed area was found between six and seven days. Pokhara, with its beautiful setting of a quite small village, could not fulfill the expectations of many tourists, as they had to limit themselves to such activities as walking, cycling, fishing, swimming, sightseeing, and shopping. Moreover, Pokhara was becoming less attractive to tourists because of increased population density and buildings, poor sanitation practices in hotels and restaurants, greater congestion, more noise, and more aggressive shop and stall owners.

Poudel (1996), carried out a geographical analysis on tourists' resources and environmental appraisal in the Pokhara region. He has explored the impact and implications of different types of mountain tourism on different eco-zones and attempted to utilize outcomes to develop training modules on mountain tourism.

Rogers (1997) conducted an analysis of tourism development and changes in the Sagarmatha region. The study concluded that the complexity of various factors is likely to contribute to an increase in tourism activity within the Sagarmatha National Park. However, the study also emphasized that this growth may not be sustainable unless a rigorous ecotourism strategy is developed and adhered to.

Similarly, Robinson (1997) conducted a case study of tourism in Sagarmatha (Everest) National Park. The study aimed to examine strategies for alternative tourism in the region. It was concluded that the long-term success and prosperity of tourism in culturally and economically fragile areas depend not only on the tourism industry's ability to identify and develop tourism opportunities but also on its capacity to preserve a region's natural and cultural assets. Although the Sagarmatha region faced notable environmental and socio-cultural challenges, the study found that new approaches being implemented in the park offer hope for its sustained potential as a viable adventure tourism destination. However, it should be noted that alternative tourism also carries the potential for both positive and negative impacts. For other remote tourism destinations in the developing world that present exciting opportunities for alternative tourism, Sagarmatha National Park serves as an encouraging example of how such designs can effectively balance local economic development with ecological and cultural conservation.

Similarly, Baskota and Sharma (1998) conducted a case study of Phewa Lake, Pokhara. They discussed the linkage of mountain tourism and local community development from the perspective of sustainable tourism development. The study throws light on the problems and prospects of mountain tourism for local development. Moreover, this study brought out the needs and importance of a participatory institutional framework to deal with common property resource problems, pollution, encroachment, and incompatible land use.

Rogers and Aitchison (1998) conducted an analysis of sustainable tourism in the Everest Region of Nepal. They contended that the tourism in this region could not be characterized as an exemplary form of eco-tourism akin to that developed in Solu-Khumbu. They highlighted environmental issues related to woodcutting and the improper disposal of human and consumer waste, which were incongruent with the principles of ecotourism. Nonetheless, the available evidence indicated that a valuable form of ecotourism had gradually emerged in the area. They also noted the establishment of agencies and organizations within the region, tasked with the responsibility of harmonizing conservation and development goals, such as forestry user groups, which was a positive development (Rogers & Aitchison, 1998).

Moreover, they have explored that many organizations were concerned with tourism conservation and development. However, each organization has its own economic, social, or environmental priorities. It was explored that there were lapses in vision and mission, with different opinions and approaches on the desirable pace and direction of change in environmental protection among concerned stakeholders.

Shrestha (1998), in his Ph.D. thesis, explored the contribution of tourism in the Nepalese economy and assessed and evaluated the existing tourism marketing and promotional efforts and their impact on tourism development in Nepal.

Shrestha (1999) studied the problems and prospects of tourism in Nepal. The main aim of her study was to assess the trend of tourism development in the economy, review tourism policies and plans, and inquire into the existing problems. She has concluded that the tourism sector has contributed much to generating employment in Nepal despite the problems.

Sharma (2001) examined the effects of tourism on the economic development process and assessed the demand and expenditure patterns of tourists. He has deeply analyzed the growth pattern of tourism in Pokhara. He has used stratified multistage random sampling, and 575 completely answered questionnaires were utilized for analysis. His findings have shown that there has been a remarkable change in tourists' growth and the number of Pokhara hotels during the study period. Also, he has investigated that the western region has occupied the major share of employment in trekking, and its earnings have a considerable impact on GDP, tax revenue, and government revenue.

Upadhyaya (2003) has highlighted the importance of tourism in economic development and the need to promote and develop the tourism sector in Nepal. He has recommended that for rapid and sustainable expansion of the tourism sector, the quality of tourism infrastructure needs to be constantly monitored; tourists from diverse income groups must be attracted by catering to their individual needs and presenting Nepal as the destination for all types of tourists. Also, he has suggested defining and developing a strategy to promote rural tourism to enhance employment and reduce widespread poverty and regional inequality; film shooting must be encouraged; new trekking routes should be opened and developed to promote employment opportunities in rural areas; help to increase the living standards of people in remote areas; and proper design of a

legal framework must be made to facilitate the growth of the tourism sector of the economy. The study concluded that if the tourism sector is given proper attention, it has a high potential to promote the overall economic development of Nepal.

Likewise, ADB (2005), in Second Tourism Infrastructure Development Project (1995–2005), reviewed the progress of the different past activities and proposed various activities for implementation. The activities included Pokhara environmental improvements such as public environmental education, sanitation improvements, sewage collection and disposal, solid waste management, PardiKhahare road improvement, and drainage improvements; development of eco-tourism in Manaslu Area; domestic airport improvements in Bharatpur, Biratnagar, Jomson, Jumla, Lukla, Nepalgunj, and Pokhara; and establishing a Cultural Display Centre in Kathmandu.

Upadhyay and Agrawal (2006) have dealt with different aspects of tourism, such as the concepts of tourism, features of the Nepalese economy, the pattern of tourism development, impacts of tourism on the economy, and globalization. They also reviewed tourism policies and recommended appropriate constitutional and legal frameworks for tourism development.

Pradhan (2007) examined the demand side with growth in tourist arrivals, examined the purpose of visits, assessed the growth in revenue generation, and analyzed the demand and supply of tourism in Nepal. She found that the tourist growth rate fluctuated, male tourists dominated in the arrival number, more tourists arrived from Asia, average length of stay varied across the nationalities, capacity utilization was reduced, and economies of scale were operating in the tourism sector in Pokhara.

Touch Ross (1990) viewed that people from mountain areas have benefitted from tourism, but there is a great leakage in their income. Estimates from the ADB and the MOTCA in Nepal suggest that, on average, only 6 percent of tourist expenditure goes to rural areas. Studies by SNV (2003) have shown an even less promising picture for the remote countryside, estimating that of the 57 million USD per year spent by trekking tourist visiting rural areas in the hills and mountain of Nepal, less than 10 percent is spent locally, with the remote district receiving less than 1 percent of the total tourism revenue.

Sharma (2008) examined the relationship between investment and employment in Pokhara city and found that the tourism sector directly employed 10,412 people in Pokhara due to 18.6 billion rupees of private and 13 billion rupees of public investment. In addition, he found that 97 percent of investment was in the hotel and restaurant business alone.

Similarly, Empowering Women of Nepal (2009), a local NGO in Pokhara, studied various cases regarding the socio-economic status of women's employment in Pokhara in the tourism sector and found that only 85 tourism enterprises were directly run by women entrepreneurs, fully engaging 170 women. Out of female employees, about 60 percent were in 20–30-year-old age groups, and 41.2 percent were unmarried. Moreover, about 79 percent of them were employed in hotels reaping minimum wage of only less than 100 rupees a day.

Lamichhane (2010) has analyzed the tourism sector of Pokhara from a sociological and anthropological point of view. The major objectives of her study were to analyze the impact of tourism on the environment and the influence of tourism on people's livelihoods. She has used primary and secondary data for her analysis. Her findings have indicated a strong correlation between environmental impact and tourists' number of arrivals at Pokhara. Also, the expenditure of tourists is an important determinant in raising the livelihood of the local people. Similarly, the size of employment and the amount of salary received were also important factors in improving the quality of life of the local people.

Kadariya (2012) conducted a study with the objectives to assess the natural, cultural and environmental conditions and to identify socio-economic and tourism development impact. He analyzed the data based on natural environmental, socio-cultural, and component variables like transportation, attractions, and accommodations. He sampled 56 tourism activities out of 370 in his survey area and found out 72 as an average level of satisfaction of the tourists in the study area. Categorically he has measured the attitude of the respondents in 3 point Likert scales with a sample of 15 percent out of 370 tourism activities in the Phewa Lake area. The average level of satisfaction of tourists on different tourism activities were: pleasing weather-72, scenic attraction-86, historical and cultural factors-59, artificial amenities-87, accessibility-63,



accommodation-87. He has also explored a strong correlation between tourists' arrival in Pokhara and Kathmandu.

Similarly, Suwal (2015) has conducted a study on "Eco-tourism in Nepal: A Case Study of Phewa Lakeside, Pokhara" in his Master's thesis to analyze trends and patterns of tourist inflow and to identify the socio-economic status of the people in the study area. First, he assessed the basic elements of tourism in Lakeside Pokhara. Then, the tourists' perceptions were recorded and analyzed with three-point Likert scales, and the average level of satisfaction was calculated on Scenic attraction-86, Historical Cultural Factors-59, Natural Amenities-80, Manmade Amenities-87 Accessibility-63, and Accommodation-63. He found a strong correlation between tourists' arrival in Nepal and Pokhara. He concluded that the socio-cultural life of the people had been changed, and their living standard has been enhanced due to tourism.

In summary, the Nepal government has accorded particular importance to the tourism sector since the inception of the first five-year plan (1956-1961). Tourism has made substantial contributions to employment generation, GDP, and foreign exchange earnings. However, it has not achieved the growth envisioned in Nepal's various development plans. Consequently, the number of tourists has not seen the desired increase, with figures reaching 11,971,191 in 2019 and declining to 230,085 in 2020, marking an 80.8 percent decrease (Nepal Tourism Statistics, 2020).

On one side, the Nepal Government has prioritized tourism as one of the major contributors to the sustainable development of Nepal through conservation and the equitable distribution of tourism income to create social harmony. But, on the other hand, the major tourism development indicators are not indicating healthy growth in the sector. This is the crux of the problem in tourism development.

Therefore, a dynamic change in our planning and policy framework needs to improve our quality of services to tourists to attract more of them to our country with a longer stay and a higher level of expenditure. Similarly, the proactive roles of residents and the host population are indispensable for the sustainable development of tourism by improving their quality of life. Hence, the only option for this is to enhance the QOL of tourists and residents and raise hopes among stakeholders towards future tourism development.

## 2.19 Research Gap

The research gap identified in this context is multi-faceted and offers several avenues for critical investigation. Firstly, the National Tourism Strategy Plan (2016-2025) highlights the need for a systematic evaluation of tourism products and services in Nepal, yet this study has not been conducted, creating a significant gap in comprehending the quality of tourism experiences in the country.

Secondly, while the focus of research on the relationship between tourism and quality of life (QOL) has shifted from developed to developing nations since the 1990s, Nepal remains largely unexplored in this regard, underlining the necessity for studies that specifically examine the impact of tourism on QOL in a developing nation like Nepal.

Additionally, the absence of a comprehensive conceptual framework for assessing QOL, considering both residents and tourists, and covering both supply and demand aspects of tourism, underscores the need for pioneering research in this domain.

Moreover, the dearth of studies that simultaneously measure the QOL of various groups, including residents involved and not involved in tourism, as well as inbound and domestic tourists, within the same destination and timeframe represents a novel and uncharted approach. As Nepal undergoes state restructuring, there is a pressing need to investigate how this transformation impacts tourism QOL in different provinces, yet this area remains largely unexplored.

Lastly, the unaddressed impact of the "Environmental Domain" on QOL studies presents an entirely new avenue for exploration, shedding light on the ecological dimension of tourism's influence on the well-being of residents and visitors alike. In sum, these gaps collectively underscore the importance of further research to provide a comprehensive understanding of the relationship between tourism and quality of life in Nepal, with potential implications for policy formulation and sustainable tourism planning in the country.

## **CHAPTER: III**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This section of the research validates the methodology employed for data collection and analysis. Furthermore, this chapter delves into the research design, conceptual framework, data sources, data analysis methods, study demographics, sampling methodology, survey respondents, model specifications, variable descriptions, data collection tools, construct reliability, construct validity, and study hypotheses. It falls within the realm of foundational research as it seeks to augment established theories, offering additional validation and broader applicability to the field's knowledge base.

#### **3.2 Research Design**

The purpose of this study was to find out the impact of tourism development on residents' and tourists' quality of life in Pokhara. The respondents of the study were residents (involved and non-involved in tourism) and tourists (domestic and inbound) visiting Pokhara. The study was focused on investigating the impact of tourism development on residents' quality of life, examine their attitude towards tourism development, compare the perception of quality of life between involved and non-involved residents in tourism and to explore the impact of travel trip on tourists' quality of life. The details of research design has been discussed briefly in following sub-topics.

##### **3.2.1 Research Philosophy**

The research philosophy of a study encompasses the development of its research background, knowledge, and nature (Saunders et al., 2007). It is also elucidated through the lens of a research paradigm, which comprises three fundamental components: epistemology, ontology, and methodology.

To comprehend the various combinations of research methods, it is imperative to grasp the philosophical stance underlying research inquiries. In the realm of contemporary social, organizational, and management research, there exist four primary philosophical perspectives: positivism, interpretivism, realism, and critical realism (Fisher, 2010).

In this study, the prevailing paradigm is positivism. This choice aligns with the utilization of quantitative methods, structured questionnaires, and official statistics, all aimed at distilling explanations down to a limited number of causes while seeking objective underpinnings for human behavior. The central concern of this study revolves around selecting the most suitable epistemological position and research methodology. In this context, the epistemological stance embraced is interpretivism. Interpretivism is focused on understanding how individuals manifest their behavior and employs qualitative methods to achieve this understanding.

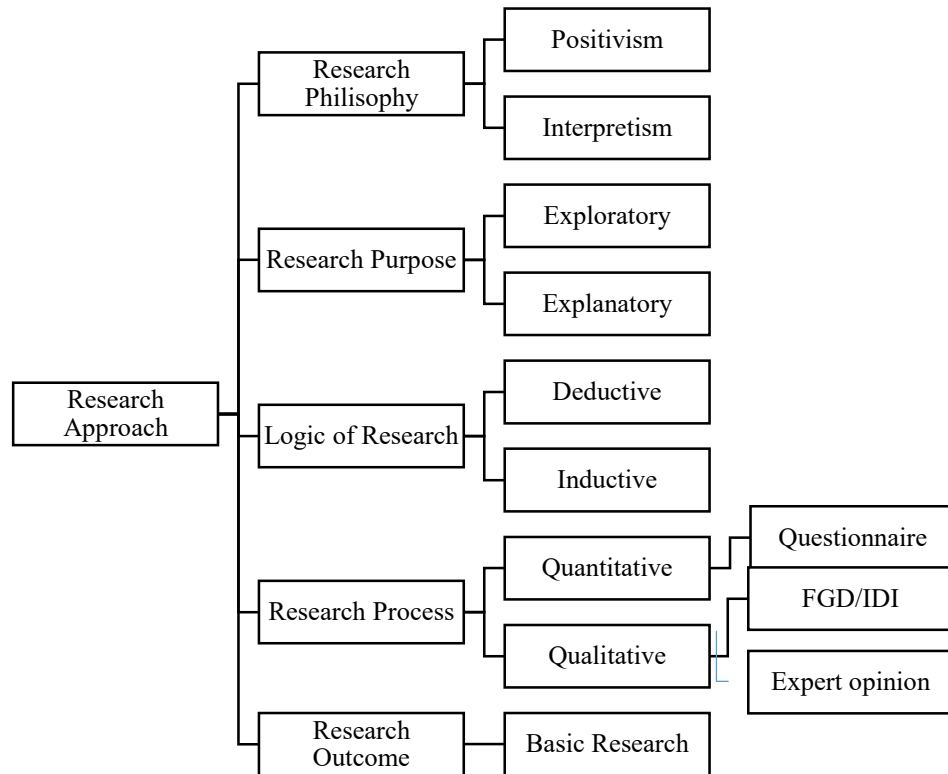
Furthermore, this study relies on qualitative methods to gather data regarding indicators of resident quality of life and tourists' experiences during travel across different life domains, employing methods such as focus group discussions (FGD) and in-depth interviews (IDIs). Consequently, the philosophical underpinnings of this study predominantly emanate from the interpretivist perspective.

### **3.2.2 Research Approach**

A crucial aspect of the research design revolves around the choice between employing a deductive or inductive approach to reasoning. The deductive approach places a strong emphasis on causality, utilizing general facts to logically derive more specific conclusions, whereas the inductive approach typically revolves around the exploration of new phenomena or the examination of previously researched phenomena from fresh perspectives. An advantage of the inductive approach is its effectiveness when working with a smaller sample size (Altinay & Paraskevas, 2008). In essence, deductive and inductive approaches to reasoning endeavor to uncover the truth from opposing directions (Walliman, 2011).

Considering this study's primary objective of understanding the impact of tourism on the quality of life of both residents and tourists, the deductive approach proves valuable and appropriate. However, the research design for this study does not entirely align with a purely deductive reasoning approach. An inductive argument merely offers support for a conclusion rather than providing incontrovertible grounds for truth (Walliman, 2011). Therefore, this research will adopt a hybrid approach, blending elements of both inductive and deductive reasoning in its study design.

To provide a visual representation of the entire research process employed in this study, please refer to Figure 3.1. This figure graphically illustrates the research journey undertaken in the study.



**Figure 3.1: Research Approach**

### 3.2.3 Research Purpose

The research serves the purpose of uncovering existing knowledge, identifying gaps, and paving the way for further development. Its overarching goal is to enhance our understanding of the world and apply this knowledge to improve daily life. Research is an integral component of problem-solving.

A research method is essentially an investigative strategy that guides the journey from underlying assumptions to research design and data collection (Myers, 2013). Although research can take various forms, it typically falls into three primary categories: explanatory, descriptive, and exploratory.

As outlined by Saunders et al. (2018), research projects can be categorized based on their intended purpose: explanatory, descriptive, or exploratory. It's worth noting that a research purpose may align with a single category or encompass a combination of two or even all three.

Explanatory research, often termed "causal research," aims to establish causal relationships between variables, delving into the cause-and-effect dynamics of a given problem or situation. It focuses on elucidating connections between variables that can be presented and addresses the "why" of research questions.

On the other hand, descriptive research serves to expand our understanding of a phenomenon by providing a detailed description of it. It answers questions related to "how" and "what" but doesn't delve into the "why."

Exploratory research, by definition, investigates problems that lack a clear definition. It seeks to better comprehend existing issues without delivering definitive results. This type of research aids in delineating the nature of the problem and lays the groundwork for future research. As highlighted by Saunders et al. (2018), an exploratory study can be conducted through methods such as literature reviews, expert interviews, and focus group discussions.

In light of these considerations, this study combines both explanatory and exploratory methods. It aims to explore the impact of tourism on the quality of life for both residents and tourists, while also investigating residents' attitudes toward future tourism development in Pokhara.

#### **3.2.4 Research Strategy**

Given the quantitative research approach employed in this study, the most fitting method for gathering primary data from residents and tourists was a survey. Surveys are designed to collect information, typically via questionnaires, from a sample of respondents within a well-defined population (Czaja & Blair, 2005). Two key reasons drove the selection of this method. Firstly, it aligns well with the research's aims and objectives. Secondly, it possesses the capability to yield quantifiable, precise, and reproducible results, essential for validating the proposed structured model. In particular, surveys excel at uncovering the sentiments of area residents and gauging

their satisfaction levels, as noted by Barnes (1997). Employing a structured self-administered questionnaire, administered in the presence of a researcher but privately completed by each respondent, offers several advantages: it yields a higher response rate, ensures data quality, suits inquiries into personal experiences, and minimizes the researcher's interference, as highlighted by Oppenheim (1992) and Brace (2008).

This research employs a combination of quantitative and qualitative data collection methods, adopting expert opinions, in-depth interviews, focus group discussions, and questionnaire surveys to gather data and fulfill its objectives.

To delve into the dimensions of the quality of life (QOL) pertaining to travel trips and the sources of positive and negative experiences among tourists, the study conducted forty-two in-depth interviews (IDIs) with both inbound and domestic tourists. Furthermore, to formulate and validate QOL indicators across various life domains for residents, five focus group discussions (FGDs) involving 60 participants were conducted. These participants encompassed tourism entrepreneurs (residents engaged in tourism), local government representatives, and residents not involved in tourism activities. The research unfolded in two distinct stages: the qualitative and quantitative phases.

In Stage 1, the qualitative phase, extensive literature reviews, expert opinions, in-depth interviews, and FGDs were conducted.

Stage 2, the quantitative phase, employed a survey method featuring a structured Likert scale questionnaire to obtain data from both domestic and inbound tourists in Pokhara. Similarly, surveys were conducted among community residents of Pokhara, including those involved and not involved in the tourism industry. A pilot test and expert opinions were sought from travel industry professionals and tourism experts to scrutinize and refine the questionnaire's item list. Additionally, industry experts were consulted to validate the relationships outlined in the hypotheses.

### **3.2.5 Study Area**

The researcher has selected Pokhara as the study area for several reasons. Firstly, Pokhara possesses significant potential for further tourism development, making it an

attractive tourist destination. Its strategic geographical location and proximity to China and India result in a substantial influx of outbound tourists to Nepal.

Furthermore, choosing Pokhara as the study area enables the investigation of urban destinations that are currently in the growing phase of tourism development, an area that lacks sufficient research. With a large number of inbound visitors, Pokhara provides an opportunity to explore the dynamics of tourism in an evolving urban context.

Moreover, Pokhara's tourism development is still in its early stages, necessitating careful planning and implementation to ensure profitability and sustainability. By focusing on Pokhara, this study aims to contribute to the understanding of effective strategies for managing and developing tourism in an emerging urban destination.

Nepal is a tourist destination with huge potential for tourism development. Pokhara is one of the tourist destinations in Nepal because it has a unique combination of nature, culture, and adventure. Panoramic views of snowcapped mountains, green hills, hillocks, wide and beautiful valleys, pristine water lakes, limestone caves, waterfalls, gushing rivers, gorges, etc. are its natural attractions. Various ethnic communities and their rich traditions, temples, monasteries, museums, etc., are its cultural attractions. Pokhara, the city itself, offers various places of tourist interest. Phewa Lake, the second largest lake in Nepal, is the center of tourism attractions in Pokhara and Nepal. Lakeside is a famous city situated alongside the Phewa Lake and is one of Nepal's major tourist spots. Pokhara is serving as a recognized favorite tourist destination for the external world since last seven decades. There has been tangible progress on tourism products, events, and amenities with service standards, product distribution channels, and marketing and promotion in Pokhara (Upreti et al., 2013).

On the tourism map, Pokhara is centrally located, lies just 200 km west of the capital Kathmandu, and is an easily accessible tourist destination with a shorter travel duration. It serves as the headquarters of the Kaski District and the Gandaki Province. The total area of Pokhara Metropolitan City is 464.24 km<sup>2</sup>. The total population of Pokhara-Metropolitan City is 4,14,141 (Pokhara Metropolis, 2020).

The proposed study area of the research covers Pokhara Metropolitan City and some parts of Lekhanath Municipality. It includes Damside, Lakeside, Chhorepatan,



Sarangkot, Pame, Khahare Pumdi Bhumdi, and Begnas Lake area. There are 25 streets in the Lakeside area where majority of the tourism activities takes place. However, the study area covers many other parts of Pokhara as well; therefore, for the scientific data collection process, the entire study area has been broadly categorized into twenty area blocks, incorporating the streets of Lakeside and other local areas based on the location of tourism enterprises, the availability of tourism services and covering important tourism spots.

### **3.2.6 Time Horizon**

Despite the importance of conducting longitudinal studies to examine the projected model in a tourism destination, the limitations of time and data compelled the adoption of a cross-sectional study. The data collection for this study commenced in September 2019 and concluded in December 2019.

During the month of September 2019, a significant portion of the qualitative studies focusing on the QOL domains of travel trips and indicators of residents' quality of life were carried out using methods such as focus group discussions (FGD) and in-depth interviews (IDI).

Similarly, the quantitative survey, which explored the responses on quality of life of both residents and tourists, took place between October and December 2019. The survey was conducted with the assistance of two surveyors working alongside the researcher.

### **3.3 Theoretical Model of the Study**

The theoretical foundation for this study is established on three prominent theories: Bottom-Up Spillover Theory, Stakeholder Theory, and Social Exchange Theory.

**Bottom-Up Spillover Theory:** This theory posits that an individual's overall life satisfaction is intricately tied to their satisfaction across various life domains and sub-domains (Diener, 1984). It suggests that life satisfaction occupies the highest position within an attitude hierarchy and is influenced by the satisfaction derived from specific life domains such as community, family, work, social life, and health. Furthermore, satisfaction within a particular life domain, such as social life, is shaped by lower-level concerns within that domain, such as satisfaction with social events related to tourist

trips. In essence, individual evaluations of these specific life concerns predominantly determine overall life satisfaction.

**Impact of Tourism on Life Domains:** The study explores how experiences during tourist trips influence different life domains, including social life, leisure, and family (Diener et al., 1999). It is expected that higher levels of satisfaction with events experienced on a tourist trip lead to a more positive and less negative impact on these life domains. These events during a tourist trip can trigger either positive or negative effects within various life domains, ultimately contributing to changes in subjective well-being. This encompasses an individual's sense of well-being, overall happiness, life satisfaction, and perceived quality of life. In essence, greater satisfaction within specific life domains contributes to an elevated sense of overall life satisfaction.

**Stakeholder Perspectives:** The study incorporates concepts from Stakeholder Theory, which underscores the significance of considering the perspectives of various groups involved, including employees, customers, suppliers, governments, and communities (Freeman, 1984). It advocates that these diverse stakeholder groups have the capacity and should play a direct role in influencing managerial decision-making processes. Regardless of their relative power or interest in the matter, each stakeholder group deserves consideration in determining the future direction and actions of organizations. Different stakeholders may hold contrasting opinions and perceptions, driven by their individual attitudes toward the costs and benefits associated with tourism.

**Social Exchange Theory:** Social Exchange Theory, as defined by Ap (1992), is concerned with understanding the exchange of resources between individuals and groups in interaction situations. In the context of tourism development, this theory assumes that stakeholders' attitudes and support for tourism within their community are shaped by their evaluations of the actual and perceived outcomes of tourism (Andereck, Valentine, Knopf, & Vogt, 2005). According to this theory, people assess their experiences based on the perceived benefits and costs. If individuals perceive benefits from their interactions with tourism, they are likely to evaluate it positively. Conversely, if they perceive more costs, their evaluation may turn negative. Consequently, the level of support for tourism and the perception of its impacts on well-being may be either positive or negative, contingent upon the nature of these evaluations.

In conclusion, this study aimed to gain insights into how tourism influences people's well-being by integrating these theoretical frameworks and considering the quality of life from both residents and tourists' perspectives.

### **3.3.1 Conceptual Framework of the Study**

In order to illustrate expected finding, a conceptual model has been formulated (graphically illustrated into two figures 3.2 and 3.3), where the development of tourism in a destination (Pokhara) is assumed to change the socio economic dimension of tourism leading to change in perception (positive and negative) of the residents which in turn is expected to impact on quality of life indicator of residents and ultimately impact is transmitted to different domains of quality of life of residents. The impact in quality of life domains ultimately are expected to change residents' overall satisfaction with life (TQOL) mediated by their involvement and non-involvement status in tourism industry. Among the residents the various level of tourism impact are expected to affect the resident quality of life based on their demographic characters, as a result, the attitude of resident towards tourism development may change. Likewise, the conceptual framework also briefly discusses that the visit of tourists in Pokhara with positive and negative experiences may change overall satisfaction with life in respective domains of tourists' trip and overall satisfaction with life in general (TQOL) of the tourists. And, ultimately the change in quality of life of residents and tourists, and attitude of the residents expected to impact the tourism development of tourism in Pokhara. To make it clearer, the whole conceptual framework of the study has been divided into two components, as depicted in Figure 3.2 and Figure 3.3.

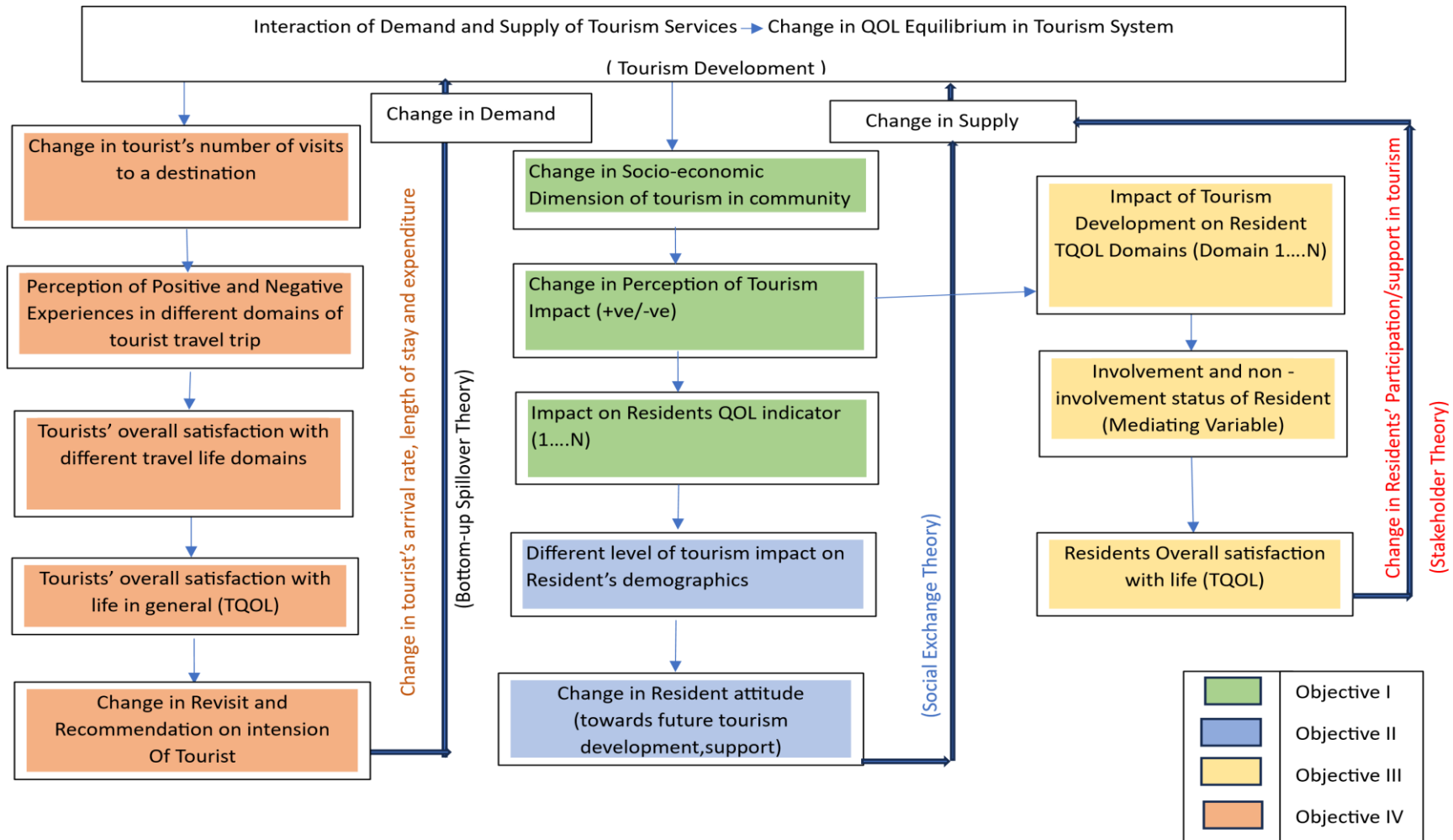
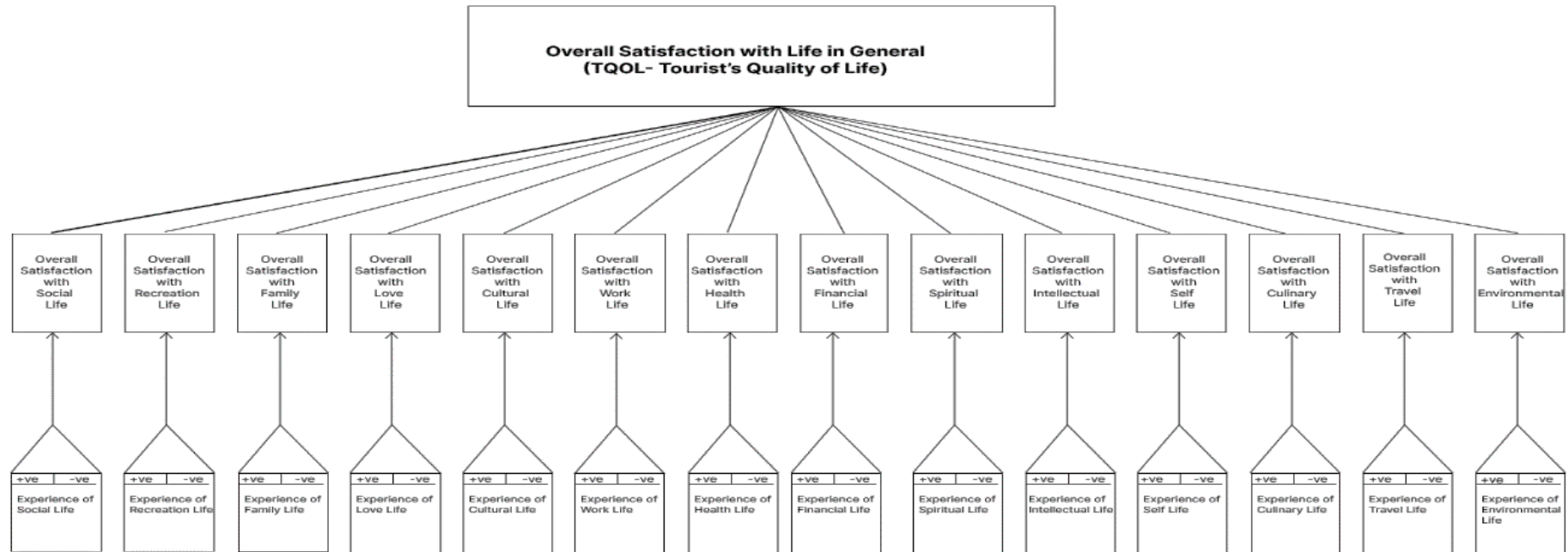


Figure 3.2: Conceptual Framework for Tourism Impact on Residents and Tourists Quality of Life



**Figure 3.3: Detail Elaboration of Bottom-up Spillover Theory: Adapted from Sirgy et al. (2011).**

The conceptual framework presented in Figures 3.2 and 3.3 outlines the relationships and expected impacts of various variables on the development of tourism in Pokhara. The framework aims to shed light on how the socio-economic dimension of tourism influences residents' perceptions, quality of life, and overall satisfaction with life. Additionally, it explores the role of tourists' experiences and attitudes in shaping their satisfaction and the overall tourism development in Pokhara.

One key aspect of the framework is the impact of tourism development on residents. It assumes that the growth of tourism in Pokhara affects the socio-economic aspects of the destination. This impact can result in changes in residents' perceptions of tourism, encompassing both positive and negative viewpoints. Moreover, these perceptions are expected to have an influence on the quality of life indicators for residents, which span multiple domains including income, employment opportunities, social interactions, and environmental quality.

The framework also considers residents' overall satisfaction with life, commonly referred to as tourism quality of life (TQOL). It suggests that the changes in the aforementioned quality of life domains ultimately shape residents' overall satisfaction with life. This satisfaction is further influenced by residents' involvement or non-involvement in the tourism industry. In other words, residents who are engaged, either directly or indirectly, in tourism-related activities may experience varying levels of satisfaction compared to those not involved in such activities.

Furthermore, the framework addresses the impact of tourism on residents' attitudes. It proposes that different levels of tourism impact, which can be influenced by demographic characteristics such as age, education level, occupation, and income, have the potential to affect residents' quality of life. Consequently, these changes in quality of life may result in shifts in residents' attitudes towards tourism development in Pokhara, leading to support or opposition to tourism activities.

Considering the tourists' perspective, the framework recognizes the significance of their experiences in Pokhara. It acknowledges that positive and negative experiences during their visit contribute to tourists' overall satisfaction with life across various domains, including accommodation, transportation, attractions, and services. Ultimately, tourists'

overall satisfaction with life (TQOL) in general is taken into account, reflecting a comprehensive evaluation of their trip experience.

Finally, the conceptual framework illustrates the mutual relationship between the quality of life of both residents and tourists and the attitudes held by residents regarding the development of tourism. It implies that alterations in the quality of life experienced by residents and their attitudes toward tourism can influence the overall progress of tourism in Pokhara. This underscores the intricate connection between the well-being of residents, their viewpoints, and endorsement of tourism, and the broader consequences for the development of tourism within the destination.

This framework serves as a roadmap for understanding and analyzing the potential impacts and dynamics of tourism on various stakeholders in the destination, facilitating informed decision-making and sustainable tourism practices.

### **3.4 Sources of Data**

The study has used both primary and secondary sources of data and information while conducting the research.

#### **3.4.1 Primary Sources of Data**

The study systematically gathered primary data using both qualitative and quantitative data collection methods. The qualitative methods employed included focus group discussions (FGD), in-depth interviews (IDI), expert opinions, and pilot studies. On the other hand, the quantitative method involved conducting a questionnaire survey utilizing a 5-point Likert scale structured questionnaire. Furthermore, demographic information was obtained using an objective questionnaire. Two distinct sets of questionnaires were designed, one for residents and another for tourists.

To assess the quality of life, quantitative data pertaining to both residents and tourists were collected through structured questionnaires. These questionnaires were administered to residents of Pokhara and tourists visiting the city.

#### **3.4.2 Secondary Sources of Data**

Secondary data and information were gathered from different research journals like *Annals of Tourism Research*, *Journal of Travel Research*, *Journal of Sustainable*

Tourism, Journal of Business Research, European Journal of Tourism Research, Journal of Applied Psychology, Journal of Leisure Research, International Journal of Tourism Research, Journal of Hospitality and Tourism Research, Journal of Happiness Studies, Journal of Vacation Marketing, Hand Book of Tourism and Quality of Life Research, International Journal of Tourism Sciences, etc.

Research bulletins, research articles, research publications, conference proceedings, books, reports and publications of World Bank, IMF, ILO, WTTC and Nepal Government's periodic plan documents, acts, regulation and policies related to the tourism industry were reviewed. Most of these documents were reviewed from the online publications and web portals of concerned institutions. Likewise, Nepal Tourism Statistics, various issues of Economic Survey, publications of Nepal Association of Tours and Travels, Nepal Association of Rafting Agencies, Trekking Agencies' Association of Nepal, Hotel Association of Nepal and different journals and articles published in Nepal were reviewed for secondary data collection.

### **3.5 Selection of Respondents**

Every year, a significant number of tourists, both domestic and inbound, visit Pokhara. The local residents in this area serve as host communities, providing hospitality services. Among the residents, there are those directly involved in the tourism industry and others who are not involved in such activities. However, both groups of residents have interactions with tourists and are exposed to tourism-related activities, either directly or indirectly. As a result, their experiences and perceptions regarding tourism activities can vary. Thus, this research aims to focus on the areas where residents and tourists interact with each other. Notably, Phewa Lake (Lakeside) serves as a major attraction for tourists, with a concentration of tourism enterprises, hotels, lodges, and restaurants.

For this study, the respondents were selected from the community, including individuals involved in the tourism industry, employees who have resided in the area for at least one year, and entrepreneurs. Additionally, tourists visiting Pokhara also interact and engage with local residents, entrepreneurs, and tourism employees, thereby gaining diverse experiences and perceptions of their travel trips. Consequently, both domestic and inbound tourists who stayed in Pokhara for a minimum of two or more days were chosen as respondents for this survey.



The primary objective of this study was to evaluate the impact of tourism development on the quality of life of both residents and tourists. Therefore, the respondents of this study consisted of residents who had lived in the study area for at least one year and tourists who had stayed in Pokhara for a minimum of two nights. Furthermore, the residents were divided into two categories: those involved in the tourism industry and those not involved. To achieve the study's objectives, a questionnaire survey was conducted, targeting both types of residents. Similarly, the survey included two types of tourist respondents: inbound tourists and domestic tourists.

### **3.5.1 Selection of Respondent Tourists**

To systematically select respondent tourists, the following steps were undertaken. Firstly, the study population was identified as inbound and domestic tourists visiting Pokhara with a minimum stay of two days. Next, the population size was estimated, with 502,820 inbound tourists and 427,397 domestic tourists recorded in 2018. Yamane's formula was then applied to determine a sample size of 400 for both categories of tourists. Subsequently, a sampling frame was created by compiling a comprehensive list of hotels, guest houses, and resorts across the 20 designated area blocks in Pokhara. Proportionate sampling was adopted as the sampling method, whereby the number of hotels to be surveyed from each area block was calculated based on a proportionate ratio of 13 percent of the total number of hotels. From the sampling frame, hotels were purposefully selected, prioritizing those with a higher concentration of tourists. Questionnaires and instructions were distributed to four tourists from each selected hotel to collect data. This process was repeated until the desired sample size of 400 was attained for both inbound and domestic tourists. By following this systematic approach, a representative sample of tourists in Pokhara was effectively selected for further data collection and analysis.

### **3.5.2 Selection of Respondent Residents**

To systematically select resident respondents, the following steps were followed. Firstly, the residents were categorized into two groups: those involved in the tourism industry and those not involved. For residents involved in tourism, the study population was obtained from a list of tourism professional organizations in Pokhara, which yielded a total of 3,208 members. The sample size for residents involved in the tourism industry was determined using Yamane's formula, resulting in a minimum sample size

of 356. Considering the analysis requirements and potential incomplete questionnaires, a sample size of 400 was chosen. To ensure proportional representation, the sample was selected proportionately from different professional organizations based on their respective member counts.

For residents not involved in the tourism industry, a multistage cluster sampling method was utilized due to the absence of a precise sampling frame. Initially, all streets and tourism spots in different geographical areas of Pokhara were recorded, resulting in 25 streets in Lakeside Pokhara and several other tourism spots. These areas were further clustered into 20 blocks based on the intensity of tourism activities.

Moreover, in the case where population and sample proportion is unknown. The sample size was calculated by using Cochran Formula,  $n = z^2 / 4e^2$  (Cochran, 1977).

where,  $n = z^2 / 4e^2 = (1.96)^2 / 4(0.05)^2 = 384.16$  Where,  $n$  = sample size,  $e$  = acceptable sampling error ( $e = 0.05$ ),  $z = z$  value at reliability level or significance level. (Reliability level 95% or significance level 0.05;  $z = 1.96$  and reliability level 99% or significance level 0.01;  $z = 2.58$ ).

It was decided to add more 16 samples further in order to compensate the potential error in filled up questionnaire to enhance the data reliability for the study. Hence in this case also the sample size was fixed at 400 (384 + 16). Then the entire list of households not involved in the tourism industry in all 20 blocks was prepared using records from the municipality office and respective ward offices. From this sampling frame, a sample size of 400 was selected using uncontrolled quota sampling. Approximately 20 respondents were targeted from each block, and if the number was insufficient, households from adjacent blocks were merged to reach the required sample size.

By systematically categorizing the residents, determining sample sizes based on appropriate formulas, and implementing proportionate and cluster sampling techniques, a representative sample of resident respondents in Pokhara was selected for data collection.

### **3.6 Sampling Design**

The design of sampling method to be applied is a very much crucial decision before starting the very work of data collection. "Sampling is the selection of elements,

following prescribed rules, from a defined population', and as such the sampling design of a research project involves decisions regarding the population and element, the sampling frame, the sampling method and the sampling size" (Malhotra and Birks, 2007).

### **3.7 Sampling Population**

The initial step in designing the sampling process is to define the "population," which refers to the entire group of individuals, events, or things that the researcher intends to investigate. In this study, the population of interest comprises the residents residing in Pokhara and the tourists visiting the city. Furthermore, an "element" is defined as a single member of the population (Sekaran, 2003). For the purpose of this study, the population includes all residents (both involved and not involved in tourism) who are currently living in Pokhara for a minimum of one year and are aged over 18 years. Additionally, it includes tourists who visit Pokhara and stay for at least two nights.

The "element" refers to an individual, representing both residents and tourists aged over 18. The choice of setting the respondent's age limit at 18 years was made to include mature residents capable of contributing to the workforce and tourists who possess the financial means to travel. Some questions in the survey aimed to assess the residents' benefits from tourism development. Furthermore, the requirement of at least one year of residence and a minimum two-day length of stay for tourists was established to ensure that the residents had sufficient time to become acquainted with Pokhara and that tourists had visited the city during the peak tourist season.

### **3.8 Size of Population of the Study**

The study area includes both residents living in tourism pocket areas and tourists visiting Pokhara. The residents can be categorized into two groups: community members involved in the tourism industry and community members not involved in tourism activities. The population of residents and the population of tourists constitute two distinct segments of the overall study population. In order to streamline the sampling process, the populations of residents and tourists have been discussed separately as two distinct parts.

### **3.8.1 Population of Residents**

#### **a. Residents (involved in tourism industry)**

Residents who stay at least one or more than one year in Pokhara with active involvement in tourism activity was the study population. The entire population of residents involved in tourism was obtained from the list of tourism professional organizations working in Pokhara. Altogether, there were 3208 members involved in different tourism professions in Pokhara (PTC, 2020).

#### **b. Residents (noninvolved in tourism industry)**

The study population comprised all the households of the study area who were not involved in the tourism industry and stayed at least one year or more in the study area. Here in this case, a precise sampling frame of non-involved resident does not exist therefore, considering the needs of the study the researcher decided to use a multistage cluster sampling that the technique better fits with the existing conditions of the current research. In a multi-stage cluster sampling, "the first stage of the sampling procedure is not the units of the population to be sampled but groupings of those units" (Bryman & Bell, 2007). Therefore, in the initial stage of this sampling technique, all the streets and tourism spots in different geographical areas of Pokhara were recorded. In Pokhara, as per the division of Nepal Tourism Board, altogether, there are 25 streets in Lakeside Pokhara. Similarly, there are many other areas of tourism spots including Begnas, Sarangkot, Pame, and Khahare, which are not included in streets. In order to develop the sampling frame, the entire study area was further clustered into 20 area blocks by including 25 streets and adjacent tourism spots of different geographical areas based on the intensity of tourism activities of the place. In this way, the sampling frame of the study for noninvolved residents was prepared.

### **3.8.2 Population of Tourists**

Tourists visiting Pokhara at least with two days of length of stay were considered the study population. Tourists visiting Pokhara were also divided into two categories; inbound and domestic.

#### **a. Population of Inbound and Domestic Tourists**

Each year, a considerable number of domestic and inbound tourists visit Pokhara. According to statistics from PTC (2020), approximately 42 percent of all inbound

tourists in Nepal choose to visit Pokhara, while nearly 85 percent of all inbound tourists are domestic tourists. In 2018, the total number of tourist arrivals in Nepal was 1,197,191 (Nepal Tourism Statistics, 2019). Using this data, we can estimate that in 2018, there were 502,820 inbound tourists (42% of 1,197,191) and 427,397 domestic tourists (85% of 502,820) who visited Pokhara. Hence, the population size for the study includes 502,820 inbound tourists and 427,397 domestic tourists.

Since it was not feasible to survey such a large number of tourists, an alternative approach was adopted to ensure a representative sample. The chosen method involved surveying tourists from a sample of hotels, which proved to be the most suitable option for this case. "The population or sampling frame is the list that contains all the elements of the defined population from which the sample is drawn" (Bryman & Bell, 2007; Czaja & Blair, 2005; Sekaran, 2003). In this case, an ideal sampling frame would consist of a comprehensive list of all hotels, guest houses, and resorts located across the 20 designated area blocks in Pokhara. Therefore, a list was compiled detailing the accommodation facilities in Pokhara and the number of such establishments in each of the 20 area blocks. From this sampling frame, hotels were selected based on the required sample size of tourists visiting these particular establishments.

### **3.9 Sample Size and Sampling Procedure**

The entire process of sampling and sample size has been discussed under two main headings; sample size and sampling procedure for quantitative study and sample size and sampling procedure for qualitative study.

#### **3.9.1 Sample Size and Sampling Procedure for Quantitative Study**

The sample design and size are crucial for obtaining a representative sample (Zikmund, 2003). Ensuring that the chosen sample design and size are accurate is essential to represent the population effectively. Many social science studies have highlighted that employing an excessively large number of participants in a survey can be both costly and time-consuming. Given the substantial number of residents and visitors in Pokhara, conducting a complete enumeration of the population was unfeasible. Therefore, a well-planned sample survey was employed to yield useful and reliable results.

Sampling involves deliberately selecting a subset from a larger population, aiming to create a representative sample that mirrors the characteristics of the entire population

(Neuman, 2000). As proposed by Teddlie and Tashakkori (2009), determining the sample size requires a meticulous process of strategically selecting units of analysis, whether individuals or groups, to accurately capture the diverse attributes and dynamics of the population. This approach allows researchers to effectively address their research questions and optimally allocate resources, including cost-efficiency, time management, and personnel deployment.

Various methods exist for determining the sample size. Roscoe (1975) suggests that, for social research, an ideal sample size falls between 30 and 500. The '10-times rule' method is widely used in PLS-SEM, where the sample size should exceed ten times the maximum number of links pointing to any latent variable in the model (Hair et al., 2011). Harris and Schaubroeck (1990) recommend a minimum sample size of 200 for robust structural equation modeling. For populations over 10,000, it is advisable to sample a minimum of 10 percent, while for populations exceeding 100,000, 1 percent suffices. Saunders et al. (2018) suggest that a minimum sample size of 384 is representative and adequate at a 95 percent confidence level for population sizes ranging from 1,000,000 to 10,000,000.

The study encompasses two components: Residents' quality of life and Tourists' quality of life. Therefore, the discussion of the sample and sampling procedure is categorized into two headings.

#### **a. Sample and Sampling Procedure for Residents (involved)**

Both the residents, involved and noninvolved in tourism industry, were considered as the respondents of sample survey.

To systematically select resident respondents involved in the tourism industry, the following steps were followed. The initial count revealed a total of 3,208 members involved in professional tourism organizations in Pokhara, including both registered and unregistered enterprises. However, there was a variation in the number of members among different associations.

To determine the study population, it was noted that there were a total of 2,508 registered tourism enterprises in 13 professional organizations, along with approximately 300 unregistered tourism enterprises in operation. Thus, the study population of residents involved in tourism industries was determined to be 3,208.

To calculate the sample size, Yamane's formula was employed. Using a population size of 3,208 and a margin of error of 5% (at a 95% confidence level), the sample size was determined as follows:  $n=N/\{1+N(e)^2\}$

$$n = 3,208 / \{1 + 3,208 \times (0.05)^2\} = 3,208 / (1 + 8.02) = 3208/9.02 \approx 356.$$

Considering the potential for incomplete questionnaires and to account for outliers, a sample size of 400 was decided upon by adding an additional 44 samples. To ensure proportional representation, the sample was selected proportionately from different professional organizations based on their respective member counts.

Thus, out of the 3,208 residents involved in tourism, a total of 400 sample residents were selected proportionately from the list of various professional organizations in Pokhara. The proportionate ratio was calculated as 12.5 percent on average ( $400/3,208 \times 100$ ). Using the list of tourism professional organizations as a sampling frame, samples were selected from each category of tourism professions as outlined in Table 3.1.

By following these systematic steps, a representative sample of residents involved in the tourism industry in Pokhara was selected for data collection.

**Table 3.1: Sampling Frame and Sample Size (For involved residents in tourism)**

| Professional category of residents involved in tourism industry | Total No. of members | Samples (About 12.5%) |
|---|----------------------|-----------------------|
| 1. NATTA Western Chapter  | 168                  | 21                    |
| 2. Hotel Association of Nepal (HAN), Pokhara                    | 400                  | 50                    |
| 3. Restaurant and Bar Association of Nepal (REBAN) ,Pokhara     | 90                   | 11                    |
| 4. Trekking Agency Association of Nepal (TAAN), Pokhara         | 160                  | 20                    |
| 5. Nepal Association of Rafting Agency (NARA), Pokhara          | 25                   | 3                     |
| 6. Village Tourism Promotion Forum, Pokhara                     | 150                  | 19                    |
| 7. Trekking Equipment Shops Association (TESA) Pokhara          | 75                   | 9                     |
| 8. Embroidery and Garment Equipment Association of Pokhara      | 77                   | 10                    |
| 9. Tourism Transport Association Pokhara                        | 160                  | 20                    |
| 10. Nepal Air Sports Association (NASA) Pokhara                 | 205                  | 25                    |
| 11. Taxi Operators Association Pokhara                          | 200                  | 25                    |
| 12. Phewa Boat Association ( 726 members in 7 service stations) | 726                  | 90                    |
| 13. Tourist Transport Committee ( in 6 service categories)      | 472                  | 60                    |
| 14. Non-registered tourism service providers                    | 300                  | 37                    |
| <b>Total number of resident involved in tourism</b>             | <b>3208</b>          | <b>400</b>            |

Source: Pokhara Tourism Council, 2020.

#### **b. Sample and Sampling Procedure for Residents (noninvolved)**

As per the classification of Nepal Tourism Board, Pokhara, the Lakeside area (where tourism activities are mainly concentrated) has been divided into 25 streets. .These

street numbers are utilized here as a sampling cluster for the research purpose. But, residents those who are not involved in tourism also stay in these clusters. Similarly, non-involved residents stay in the vicinity of tourism spots spreading in different geographical area of Pokhara . In order to select the sample of noninvolved residents, the entire study area was again divided into 20 area blocks (cluster) by combining 25 streets of Lakeside and adjacent geographical areas by multistage cluster sampling method. The entire list of households who were not involved in the tourism industry in all 20 area blocks was prepared based on the records of occupational list of Municipality office and respective ward offices. Out of the total households not involved in tourism industry, a block wise list of noninvolved residents in 20 area blocks was prepared. This list has been utilized as sampling frame for noninvolved residents.

Since the objective III of the study is related to the comparison of tourism impact on involved and noninvolved residents, the data collection from same number of sample in same period of time for both cases (involved and noninvolved residents) looks more logical.

Moreover, in cases where the population and sample proportion are unknown, the sample size can be calculated using the Cochran formula (Cochran, 1977).

$$\text{Here, } n = z^2 / 4e^2 = (1.96)^2 / 4(0.05)^2 = 384.16$$

where  $n$  = sample size,  $e$  = acceptable sampling error ( $e = 0.05$ ),  $z$  = value at reliability level or significance level. (Reliability level 95% or significance level 0.05;  $z = 1.96$ ; and reliability level 99% or significance level 0.01;  $z = 2.58$ ). It was thought that adding 16 more samples would enhance the reliability of the data for the study. Hence, in this case, the sample size has also been fixed at 400 (384 + 16). By the uncontrolled quota sampling method, 20 sample respondents from each block were selected by targeting the best-fit respondents from niche demographics. In cases of insufficient numbers, households from adjacent blocks were merged. Hence, a list of 400 respondents was prepared.



**Table 3.2: Sampling Frame of Residents and No. of Samples (noninvolved in tourism)**

| S.N.         | Area Blocks | Street and Locations of Pokhara          | No. of sample respondents |
|--------------|-------------|--|---------------------------|
| 1            | Block 1     | Damside Area                             | 20                        |
| 2            | Block 2     | Street No : 01, KedaresworMarga          | 20                        |
|              |             | Street No: 02 (A), MulthokTole           |                           |
|              |             | Street No: 02 (B) Multhok                |                           |
|              |             | Street No: 03, BashundharaMarga          |                           |
| 3            | Block 3     | Street No: 4, Shantipath/Ambot           | 20                        |
|              |             | Street No: 5, Ammbot Marg (B)            |                           |
| 4            | Block 4     | Street No: 6, Peaceful Marga             | 20                        |
|              |             | Street No: 7, ShivamandirMarga           |                           |
| 5            | Block 5     | Street No: 9, Durbarmarga                | 20                        |
| 6            | Block 6     | Street No: 8, Gaurighat Marg             | 20                        |
|              |             | Street No: 10                            |                           |
|              |             | Street No: 11                            |                           |
|              |             | Street No: 12                            |                           |
| 7            | Block 7     | Street No: 13, Barahi Path               | 20                        |
| 8            | Block 8     | Street No: 14, Manasarbarmarga,          | 20                        |
|              |             | Street No: 15, Paharimarga               |                           |
| 9            | Block 9     | Street No: 16, Samikopatan               | 20                        |
| 10           | Block 10    | Street No: 17, Lalupatemarga             | 20                        |
| 11           | Block 11    | Street 18: DihikopatanMarga              | 20                        |
| 12           | Block 12    | Street 19:                               | 20                        |
| 13           | Block 13    | Street 20: Khaharechowk Marg             | 20                        |
|              |             | Street 21                                | 20                        |
| 14           | Block 14    | Street 22: Shiva MandirMarga             | 20                        |
|              |             | Street 23:                               |                           |
|              |             | Street 24:                               |                           |
|              |             | Street 25: Chisakhola Marg               |                           |
| 15           | Block 15    | Hallanchok to Jarebar, Phewamarga        | 20                        |
| 16           | Block 16    | Ambot to Hallanchowk: Mainroad,          | 20                        |
| 17           | Block 17    | Hallanchok - Khahare - Dihikopatan       | 20                        |
| 18           | Block 18    | SediBagar, Sedi Height and Methlang      | 20                        |
| 19           | Block 19    | GairakoChautari                          | 20                        |
|              |             | Begnas and surrounding area              |                           |
| 20           | Block 20    | 3-4 star level hotels in peripheral area | 20                        |
|              |             | Pumdibhumdi and Stupa Area               |                           |
|              |             | Sarangkot Area                           |                           |
|              |             | Khapaundi Area                           |                           |
| <b>Total</b> |             |  | <b>400</b>                |

Source: Field Survey, 2019.

### c. Sample and Sampling Procedure for Inbound and Domestic Tourists'

In 2018, the total number of tourist arrivals in Nepal was 11,97,191 (Nepal Tourism Statistics, 2019). Based on these statistics, in 2018, the arrival of inbound tourists in Pokhara was 5,02,820 (42% of 11,97,191), and 4,27,397 (85 percent of 5,02,820) domestic tourists visited Nepal. Therefore, the population studied for inbound and domestic tourists was 5,02,820 and 4,27,397, respectively.

Sample size calculation for inbound tourists,

Using Yamane's formula of sample size  $n=N/\{1+N(e)^2\}$  ,

Where  $n$ = sample size,

$N$ =population size =5,02,802 and

Margin of error ( $e$ ) = 5 percent i.e., at 95 percent of confidence level, the margin of error is (0.05).

Therefore,  $n=502802/\{1+502802(.05)^2\}$

$=502820/1+502820(0.05)^2 = 502820/1258.05 = 399.68 = 400$

Sample size calculation for domestic tourists,

$N$ =population size =4,27,397

Margin of error ( $e$ ) = 5 percent i.e., at 95 percent of confidence level, the margin of error is (0.05).

Using Yamane's formula of sample size  $n=N/\{1+N(e)^2\}$ ,

$=427397/\{1+427397(0.05)^2\}=427397/(1+1068.49)=427397/1069.49 =399.62 =400$

Therefore, for both cases, the required sample size for inbound and domestic tourists is 400.

There are 784 hotels in Pokhara, which are distributed disproportionately among 20 area blocks. In order to get 400 respondents from 20 area blocks, at least 20 respondents from each block were to be selected. If four tourists from each hotel or guest house are approached, at least we need to survey five hotels from each block. But hotels were disproportionately distributed in different blocks; therefore, it was necessary to select a number of hotels from each block by proportionate sampling. For this purpose, the proportionate ratio of hotels to be selected from each block is  $100/784 \times 100 = 12.75$ , or 13 percent. In this way, the number of hotels or guest houses to be surveyed in each block was calculated. Then, based on the calculated number of samples, four tourists from each sample hotel were approached for responses on the questionnaire.

Before selecting sample hotel out of the total number of hotel of different blocks, a list of hotels with the highest concentration of inbound and domestic tourists was prepared based on the information of Paschimanchal Hotel Sangh Pokhara. Now to select particular hotel , the hotels with highest concentration of inbound and domestic tourists were purposively selected from the list in different block. In this way, 400 responses for inbound and 400 responses for domestic tourists were collected. To collect data, questionnaire and instructions were provided one day before the tourists were approached. The sampling frame and sample size of hotels have been given in Table 3.3 below. This sampling frame has been used for the sampling of both inbound and domestic tourists visiting Pokhara.

**Table 3.3: Sampling Frame and Sample Size for Inbound and Domestic Tourists**

| Area Blocks     | Street and Locations                     | No. of Hotels | No. of Guest house | No. of Resorts | Total | Block total | Proportionate Sample size of hotels (13 %) |
|-----------------|--|---------------|--------------------|----------------|-------|-------------|--|
| <b>Block 1</b>  | Damside Area                             | 30            | 7                  | 2              | 39    | 39          | 5  |
| <b>Block 2</b>  | Street No : 01, KedaresworMarga          | 7             | 0                  | 0              | 7     | 36          | 5  |
|                 | Street No: 02 (A), MulthokTole           | 9             | 4                  |                | 13    |             |  |
|                 | Street No: 02 (B) Multhok                | 2             | 1                  |                | 3     |             |  |
|                 | Street No: 03, BashundharaMarga          | 7             | 4                  | 2              | 13    |             |  |
| <b>Block 3</b>  | Street No: 4, Shantipath/Ambot           | 18            | 4                  | 3              | 25    | 42          | 5  |
|                 | Street No: 5, Ammbot Marg (B)            | 12            | 5                  |                | 17    |             |  |
| <b>Block 4</b>  | Street No: 6, Peaceful Marga             | 10            | 2                  | 2              | 14    | 42          | 5  |
|                 | Street No: 7, ShivamandirMarga           | 14            | 14                 | 0              | 28    |             |  |
| <b>Block 5</b>  | Street No: 9, Durbarmarga                | 37            | 13                 | 1              | 51    | 51          | 7  |
| <b>Block 6</b>  | Street No: 8, Gaurighat Marg             | 15            | 2                  | 0              | 17    | 25          | 3  |
|                 | Street No: 10                            | 2             | 0                  | 0              | 2     |             |  |
|                 | Street No: 11                            | 2             | 0                  | 0              | 2     |             |  |
|                 | Street No: 12                            | 4             | 0                  | 0              | 4     |             |  |
| <b>Block 7</b>  | Street No: 13, Barahi Path               | 29            | 9                  | 3              | 41    | 41          | 5  |
| <b>Block 8</b>  | Street No: 14, Manasarbarmarga,          | 17            | 3                  |                | 20    | 38          | 5  |
|                 | Street No: 15, Paharimarga               | 13            | 4                  | 1              | 18    |             |  |
| <b>Block 9</b>  | Street No: 16, Samikopatan               | 31            | 7                  | 0              | 38    | 38          | 5  |
| <b>Block 10</b> | Street No: 17, Lalupatemarga             | 32            | 5                  | 0              | 37    | 37          | 5  |
| <b>Block 11</b> | Street 18: DihikopatanMarga              | 21            | 2                  | 1              | 24    | 24          | 3  |
| <b>Block 12</b> | Street 19:                               | 36            | 19                 | 2              | 57    | 57          | 6  |
| <b>Block 13</b> | Street 20: Khaharechowk Marg             | 11            | 6                  | 0              | 17    | 20          | 3  |
|                 | Street 21                                | 1             | 2                  | 0              | 3     |             |  |
| <b>Block 14</b> | Street 22: Shiva MandirMarga             | 4             | 3                  | 0              | 7     | 27          | 4  |
|                 | Street 23:                               | 1             | 3                  | 0              | 4     |             |  |
|                 | Street 24:                               | 5             | 4                  | 0              | 9     |             |  |
|                 | Street 25: Chisakhola Marg               | 5             | 2                  | 0              | 7     |             |  |
| <b>Block 15</b> | Hallanchok to Jarebar, Phewamarga        | 32            | 6                  | 2              | 40    | 40          | 5  |
| <b>Block 16</b> | Ambot to Hallanchowk: Mainroad,          | 15            | 3                  | 12             | 30    | 30          | 4  |
| <b>Block 17</b> | Hallanchok - Khahare - Dihikopatan       | 42            | 31                 | 2              | 75    | 75          | 9  |
| <b>Block 18</b> | SediBagar, Sedi Height and Methlang      | 9             | 19                 | 10             | 38    | 38          | 5  |
| <b>Block 19</b> | GairakoChautari                          | 5             | 4                  | 1              | 10    | 43          | 6  |
|                 | Begnas and surrounding area              | 27            | 5                  | 1              | 33    |             |  |
| <b>Block 20</b> | 3-4 star level hotels in peripheral area | 2             | 2                  | 2              | 6     | 41          | 5  |
|                 | Pumdibhumdi and Stupa Area               | 3             | 1                  | 0              | 4     |             |  |
|                 | Sarangkot Area                           | 4             | 18                 | 2              | 24    |             |  |
|                 | Khapaundi Area                           | 2             | 4                  | 1              | 7     |             |  |
| Grand Total     |  | 516           | 218                | 50             | 784   | 784         | 100  |

Source: Researcher's calculation from field survey

Based on the discussion made above, the detailed distribution of sample size of residents and tourists' categories is given below in Table 3.4.

**Table 3.4: Distribution of Total Sample Size of the Study (Residents and Tourists)**

| Category of residents and tourists   | Sample size | Percentage |
|--------------------------------------|-------------|------------|
| Inbound Tourists                     | 400         | 25         |
| Domestic Tourists                    | 400         | 25         |
| Residents( involved in tourism)      | 400         | 25         |
| Residents( not involved in tourism ) | 400         | 25         |
| <b>Total</b>                         | 1600        |            |

Source: Field Survey,2019.

### **3.9.2 Sample Size and Sampling Procedure for Qualitative Study**

The whole qualitative study is also divided into two main parts: a qualitative study for the measurement of residents' quality of life and a qualitative study for the measurement of tourists' quality of life. During the entire validation process of the relationship between hypothesis, questionnaire preparation, and pilot testing, experts' opinions were taken. The qualitative study for QOL domains of travel trip with the sources of positive and negative experiences for tourists was conducted by "laddering technique." Similarly, for the validation of QOL domains and QOL indicators of residents' quality of life, five FGDs were conducted. These qualitative studies were conducted in September 2019.

#### **a. Qualitative Study for the Measurement of Residents' QOL**

To measure residents' QOL, a list of QOL indicators is a must. For this, five FGDs were conducted with different tourism professionals and local tourism stakeholders in Pokhara to check the extensive inclusion and exclusion of primary tourism-related QOL indicators from the long list of already-used 81 constructs from previous QOL studies: 37 constructs from Andereck and Nyaupane (2011) and 44 constructs from Liang and Hui (2016) from their past studies.

In order to collect opinions on QOL indicators, an attempt has been made to represent all segments of residents involved in the tourism industry. For this, 50 representatives from 10 professional tourism organizations at a rate of 5 from each, five residents from residents who were not involved in the tourism industry, and five representatives from local government were invited to the focus group discussion. While selecting participants from residents, proper representation of professional organizations was guaranteed with an equal number of participants: working committee members of

respective professional organizations, along with 5 non-involved residents and 5 local government representatives.

**Table 3.5: List of Tourism Professionals and Stakeholders Involved in FGD**

| Name of Tourism Professional Organization         | No. of members involved in five FGDs |
|---|--------------------------------------|
| NAATA Western Chapter                             | 5                                    |
| Hotel Association Pokhara                         | 5                                    |
| REBAN Pokhara                                     | 5                                    |
| NARA Pokhara                                      | 5                                    |
| Village Tourism Promotion Forum Pokhara           | 5                                    |
| Trekking Equipment Shops Association -TESA        | 5                                    |
| Embroidery and Garment Association -EGA           | 5                                    |
| Tourism Transport Association -TTA                | 5                                    |
| Nepal Air Sports Association -NASA                | 5                                    |
| Taxi Operators Association Pokhara-TOAP           | 5                                    |
| Local Residents Noninvolved in Tourism Activities | 5                                    |
| Local Government Representatives                  | 5                                    |
| Total number of participants                      | 60                                   |

Source: Field Survey, 2019.

Out of the list of 60 selected participants, five focus groups, each comprising 12 members with homogenous character (based on professional similarities, age, and hierarchy), were formed. In each FGD group, at least one resident who was not involved in tourism and another member from local government authorities were purposefully selected to represent their experiences with professional members of the FGD group. The rest of the ten members were representing different professional organizations. A researcher has played the role of FGD facilitator, and a professional moderator was hired for the purpose. The FGD moderator initiated the discussion with a brief introduction of the characters of the 81 QOL indicators. The facilitator has explained the purpose of the study and the importance of the proposed FGD. The questions were designed to answer each of the 81 indicator statements with the options of accept, reject, modify, and combine, and they were also asked to mention the clear reason behind accepting and rejecting. Then each participant was asked to propose a new indicator that could measure the quality of life of residents in Pokhara. After collecting the answer sheet, each group member was allowed to express their verbal opinion over their perceptions and suggestions on the given list. Also, they were asked about the indicator's suitability and need for modification. Voice clips of all this information were recorded, and important points were noted in written form. Finally, after two hours of rigorous discussion, the group openly settled debatable and controversial issues, and conclusions were drawn based on the common opinion. The same process was followed for all five FGDs. After collecting all opinions and conclusions from five focus group discussions, audio-video clips were transcribed, major themes were identified, data

were organized by questions and themes, ideas and themes were interpreted, and finally the conclusions were drawn. To fine-tune the list of QOL indicators, three tourism experts from the Nepal Tourism Board, Pokhara, were consulted for their opinions and suggestions about proposed indicators. Finally, twenty QOL indicators of residents were selected.

**b. Qualitative Study for the Measurement of 'Tourists' QOL**

To identify the quality of life domains most affected by travel trips to Pokhara, 13 domains of travel trips from the previous study (Sirgy et al., 2011) have been adopted. Since Pokhara is a famous tourist destination for its natural beauty and clean environment, it has been proposed to survey one more domain of urban environmental quality of life to survey the respondent's opinion on that domain and identify the sources of negative and positive experiences. In order to contextualize and cross-verify these travel trip domains (with positive and negative sources of travel experiences) in the context of Pokhara, 42 in-depth interviews (IDI) with tourists (tourists of varying ages, genders, and nationalities, including domestic tourists recently visiting Pokhara with at least two days of length of stay) were conducted.

The participants (foreign and domestic tourists who stayed at least two days of length in Pokhara) were searched from the hotels, guest houses, and resorts in different area blocks of Pokhara based on the concentration of arrivals of domestic and inbound tourists. Prior to selection, detailed explanations of the study's objectives were made in writing to the prospective respondents through the guest relations officer of the respective hotel, and IDI participants were chosen with the support of the hotel, guest house, and resorts. The list of participants (tourists) in IDI from different area blocks of different categories of hotels has been given in Table 3.6.

**Table 3.6: Sampling Frame of Participants (tourists) for In-depth Interview**

| Level and type of hotel | Domestic | Inbound | Total |
|-------------------------|----------|---------|-------|
| Star level hotels       | 7        | 7       | 14    |
| Guest houses            | 7        | 7       | 14    |
| Resorts                 | 7        | 7       | 14    |
| Total                   | 21       | 21      | 42    |

Source: In-depth Interview plan

Participants were assured the right to decline answering any questions, and their responses were treated with strict anonymity and confidentiality. The study employed thirteen travel life domains from Sirgy et al. (2011) and introduced a new domain, urban environmental life. In-depth interviews (IDIs) were conducted across these 14 travel

life domains, with each interview lasting approximately 30 minutes. The interviews utilized the "laddering" technique, which explores how concrete means are associated with utilitarian and psychosocial benefits, ultimately tied to terminal values.

The interviews sought to understand the emotions experienced during the most recent tourist trip, across domains like social life, leisure, family, and more. A total of forty-two participants shared their insights on these life domains, including the newly introduced urban environmental life, which aimed to capture Pokhara's uniqueness. The qualitative study resulted in a list of positive and negative travel experiences in relation to these fourteen life domains.

Furthermore, this qualitative study helped identify and validate all thirteen adopted travel life domains and allowed for the development of hypotheses concerning positive and negative experiences within each domain. Subsequently, the study assessed the validity and reliability of these life domains using item total statistics and Cronbach's Alpha.

### **3.10 Instrument of Data Collections**

Qualitative and quantitative instruments were used in the entire process of data collection. These instruments were as follows.

#### **3.10.1 Instruments of Qualitative Data Collection**

##### **a. In-depth Interviews (IDI)**

In order to explore the QOL dimensions of travel trips and the sources of positive and negative experiences, forty-two IDIs were conducted with inbound and domestic tourists visiting Pokhara.

##### **b. Focus Group Discussion (FGD)**

In order to develop and verify the indicators of 'residents' QOL in various life domains, five FGDs were conducted with tourism entrepreneurs, representatives of local government, and non-involved residents in tourism industries in Pokhara.

##### **c. Expert Opinion**

Opinions of experts were collected in various stages of the research to verify variables

while developing the hypothesis of the study and finalizing questionnaires in different aspects of 'resident's QOL and tourists' QOL measurements.

### **3.10.2 Instruments of Quantitative Data Collection**

#### **a. Questionnaire**

Researchers in various fields, including tourism, often face a common challenge: finding a precise, dependable, and user-friendly tool for collecting data. In the realm of tourism studies, questionnaires are frequently chosen for data collection due to their capacity to efficiently gather substantial sample sizes for statistical examination. Questionnaires represent a widely used approach for collecting quantitative data in social science research and are well-suited for both descriptive and explanatory research purposes.

#### **b. Formation of Variables**

The questionnaire variables were derived from a combination of literature research, focus group discussions (FGD), and a pilot study. Following an extensive review of relevant literature, a comprehensive list of variables was compiled for use in the study. The literature review encompassed relevant research papers that explored topics such as the impact of tourism on residents' and tourists' quality of life, attitudes toward future tourism development, tourist satisfaction, and future intentions.

#### **c. Pilot Study**

A pilot test is an essential step in any research endeavor as it serves to assess both the reliability of the data to be collected and the validity of the questions posed. The design of a questionnaire is particularly critical in obtaining accurate and meaningful information (Saunders, Lewis, & Thornhill, 2012). To gain deeper insights into the research's nuances and to refine the questionnaire items, a pilot test was conducted involving a diverse group of participants, including inbound tourists, domestic tourists, travel industry professionals, residents, tourism experts, and other stakeholders.

As highlighted by Ticehurst and Veal (2000), conducting a pilot study serves several purposes, including testing the wording and sequencing of questions, assessing questionnaire layout, becoming acquainted with respondents, evaluating fieldwork



arrangements, training and evaluating field workers, estimating response rates, and ensuring that interviews or questionnaire completion can be accomplished within the allocated time frame. To achieve this, 40 respondents from each category, representing 10 percent of the total sample size (400), were randomly selected from 20 different blocks. In total, 160 respondents were involved in the pilot testing of the questionnaire. Following the pilot testing phase, both the questionnaire and data collection techniques were further refined and improved.

#### **d. The Questionnaire for the Measurement of Residents' QOL**

To measure residents' QOL a survey questionnaire comprising four sections was prepared separately.

In order to collect demographic information of sample residents, seven multiple-choice questions were designed in part one. Similarly, eight multiple choice questions were asked in part two to explore the role of tourism and public participation on tourism activities. In both part I, and part II, residents were asked to put (√) marks in blank brackets given under the statements.

In part three, to measure resident's attitudes toward tourism development, five points Likert scale were proposed. Residents were asked to rate the scale by putting a (√) mark in blank brackets given under the following statements:

1. Tourism is important for the community.
2. I support tourism development in my community
3. I plan to attract more tourists to my community

Moreover, to measure the support for tourism development, five-point Likert scales (fully disagree, partly disagree, neither agree nor disagree, partly agree, fully agree) were proposed. Residents were expected to rate the scale by putting (√) mark in blank brackets given under the following nine statements:

1. Tourism should be actively encouraged in my community
2. Tourism is an important part of my community
3. I am against new tourism facilities that will attract more tourists to my community
4. Positive benefits of tourism outweigh the negative impacts
5. Community should become more of a tourist destination

6. Tourism has reduced the quality of outdoor recreation opportunities in my community
7. It is important to develop plans to manage the growth of tourism
8. Tourism has somehow improved in the standard of living of the community
9. For the community's economic development, tourism sector will play a major role in the future and community's economic development, the tourism sector will also play a major role in the future.

Similarly, to measure the community's tourism contributions, five points Likert scale were proposed. Residents were expected to rate the scale by putting a (√) mark in blank brackets given under the following six statements:

1. Money spent by a tourist has supported to increase the household standard of living
2. The quality of public services has improved due to more tourism in my community
3. Tourism facilities in my community have supported to enhancing QOL
4. Employment opportunities for residents have been created by the tourism sector
5. Tourism has supported in development of better road facilities
6. As a result of tourism, shopping opportunities are better in my community

In part four, in order to study the impact of tourism development on residents QOL, opinion of residents on the importance of QOL indicators in tourism development has been captured using five-point Likert scales (not important at all, less important, neutral, important, or extremely important) in every 20 qualities of life factors on eight domains (community well-being, urban issues, way of life, community pride and awareness, natural/cultural preservation, economic strength, recreation amenities, crime, and substance abuse) adopted from Andereck and Neupane (2011) and verified by five focus group discussions. Residents were asked to rate the level of satisfaction personally on each of the given QOL indicators, on a five-point Likert scale (fully dissatisfied, partly dissatisfied, neutral, partly satisfied, and fully satisfied). And to measure the effect of tourism development on the quality of life factors, they were also asked to rate what tourism does to each factor using five points Likert scale (tourism greatly decreases, tourism partly decreases, tourism neither decreases nor increases, tourism partly increases and tourism greatly increases) with each quality of life factor in their community. The same questionnaires were used for involved and non-involved residents in red and blue colored paper. Finally, the list of quality of life factors and

their importance, satisfaction level, and tourism effect were ranked by the residents in the following format, as given in Table 3.7.

**Table 3.7: Quality of Life Factors of Residents.**

| Qualities of life factors in Community   | *Importance<br>(In five points Likert scale: 1,2,3,4,5) | **Satisfaction<br>(In five points Likert scale: 1,2,3,4,5) | ***Tourism effect<br>(In five points Likert scale: 1,2,3,4,5) |
|--|---|--|---|
| Development of local stores, restaurants, and retail shops                               |   |  |   |
| Prices of goods and services in our community  |   |  |   |
| Building and development of robust Nepalese economy                                      |   |  |   |
| Good opportunities for local employment  |   |  |   |
| Quality services of road, bridge, ambulance, firefighter, transport, and police services |   |  |   |
| Development of personal property and improvement in quality of life                      |   |  |   |
| Growth in tax collection and income  |   |  |   |
| Conservation and development of cultural festivals and heritages                         |   |  |   |
| Growth of community pride and prestige   |   |  |   |
| Unity among different cultures, religious tolerance, and conservation of our lifestyle   |   |  |   |
| Control in misuse of drugs and narcotics   |   |  |   |
| Having tourists who respect our culture and lifestyle                                    |   |  |   |
| Development of our local arts and culture  |   |  |   |
| Opportunities to enjoy quality life in a healthy and pollution-free environment          |   |  |   |
| Stable political system and community participation in local government                  |   |  |   |
| Preservation of natural and historical heritage and natural habitats of wild animals     |   |  |   |
| Opportunities for quality recreation   |   |  |   |
| Opportunities of family relation/ recreation and generating income                       |   |  |   |
| Promotion of local goods and services and contribution to the economy                    |   |  |   |
| Rapid urbanization and control of population   |   |  |   |

Note:

\*Importance: 1-not important at all,-2 less important, 3-neutral, 4-important, 5-extremely important

\*\*Satisfaction: 1-Fully dissatisfied, 2-partly dissatisfied, 3-neutral,4- partly satisfied and 5-fully satisfied

\*\*\*Tourism effect on QOL factors : 1-Tourism greatly decreases,2- tourism partly decreases, 3-tourism neither decreases nor increases, 4-tourism partly increases and 5- tourism greatly increases

**e. The Questionnaire for the Measurement of Tourists' QOL.**

The entire questionnaire for measuring the impact of tourism development on 'tourists' quality of life was broadly divided into parts I, part II and part III. Part I was related to the general demographic information of visiting tourists. Part II was about the tourists' satisfaction with fourteen life domains and part III was related with the second measure of life satisfaction on overall satisfaction with travel life.

For the measurement of 'tourists' QOL, a survey questionnaire comprising three sections was prepared. In order to collect demographic information from sample residents, eight questions for demographic information were designed in part I. Of which, four were choice questions about the visit, and the remaining four were about the 'respondents' personal information.

In part II, in order to measure 'tourists quality of life, five points Likert scale (fully disagree, somewhat disagree, neither agree nor disagree, somewhat agree and fully agree) questions in all domains of travel trip with positive and negative experiences were proposed, and tourists were expected to rate on their satisfaction in life domains (social life, leisure and recreation, family life, love life, arts & culture, work-life, health and safety, financial life, spiritual life, intellectual life, self, culinary life, travel life and environment quality life). Tourists were asked to rank positive and negative experiences by (√) mark in blank brackets given under the statements. The life domains and their positive and negative experiences were mentioned as given in the following Table 3.8.

**Table 3.8: Sources of Positive and Negative Experiences of Tourists**

|  |
|--|
| <p><b>Social Life:</b> I had the opportunity to meet new people, make new friends, and spend quality time with them, even though I was away from home and family. However, there were instances where I couldn't get to know my new friends well and was troubled by the harmful behavior of some individuals during the travel.</p>   |
| <p><b>Leisure and Recreation Life:</b> I engaged in various recreational activities and learned new skills. I also had the chance to enjoy leisurely reading and other activities. On the downside, I sometimes felt tired and exhausted from expending too much energy on other activities, which limited my opportunities for recreation and hindered my enjoyment of the scenery.</p>   |
| <p><b>Family Life:</b> I cherished quality time spent with my entire family, achieving a balance between work and family life. I comfortably enjoyed the trip without missing any family members. However, there were moments when I felt a sense of negativity, as I missed my family and couldn't connect with them during memorable times, leading to a lack of togetherness.</p>   |
| <p><b>Love Life:</b> I was able to strengthen my personal relationship with my significant other and create memorable moments together. We visited romantic spots and also appreciated the time spent alone, as distance made our hearts grow fonder. Nevertheless, there were challenges in staying connected with my significant other due to communication issues and other problems. I missed sharing the travel experiences with them dearly.</p>   |
| <p><b>Arts and Cultural Life:</b> The trip provided a wonderful opportunity to learn about different cultures and appreciate them. I developed skills in tolerating and appreciating people from diverse cultures. I also had the chance to experience Nepali culture through music, art, architecture, and food. However, there were instances where I couldn't fully enjoy the local culture due to language barriers and felt disgusted by behaviors that contradicted my own cultural values. It was disheartening when others I met on the trip didn't appreciate or approve of my culture.</p>   |
| <p><b>Work Life:</b> Breaking away from the routine work felt refreshing, as I could escape the demands and constraints of the workplace. The trip left me feeling rejuvenated and energized, with enhanced motivation for better performance. I even had the opportunity for strategic thinking and planning related to work. However, there were times when work interfered with leisure, leaving me with little time to relax. The trip also caused stress when it clashed with work responsibilities and deadlines. Additionally, having to work during the trip to finance it made me miss out on the fun and feel reluctant to return to work.</p> |

**Health and Safety Life:** The trip provided a sense of relaxation, rest, and mental rejuvenation. I felt that my health improved due to the physical activities involved, and I learned new healthy habits and lifestyles. However, there were challenges in accessing clean water and healthy food, resulting in fatigue, illness, weight gain, and concerns about safety and crime.

**Financial Life:** I considered the trip to be worth the money spent and used funds specifically saved for travel. Being economical and seeking bargains helped me save money, and I learned how to budget effectively. Financially, the travel experience was comfortable. On the other hand, overspending, insufficient financial resources, returning home with significant debt, and running out of money before the end of the trip posed financial challenges and limitations. I also realized that I spent money on unnecessary things.

**Spiritual Life:** The trip allowed me to appreciate nature and feel a sense of closeness to a higher power, particularly when outdoors. It gave me the opportunity to reflect on what is truly important in life and share my spiritual beliefs with others. However, there were moments when the trip felt solely focused on consumption and spending money, lacking the spiritual element in my life and leaving me with a sense of drift and purposelessness..

**Intellectual Life:** The trip was highly educational and intellectually fulfilling. I faced new challenges and acquired useful professional skills. I also gained knowledge and skills related to business relations. However, there were instances when I couldn't learn as much as I desired. The intellectual activities that bridged science and technology with traditional knowledge were lacking, making the trip less intellectually stimulating

**Self-Life:** The trip provided ample opportunities for peaceful introspection and time spent doing activities I enjoy without social pressure or personal stress. I learned more about myself and enjoyed solitude, even without the presence of my significant other. However, there were moments when I missed my significant other, friends, and family, feeling bored, alone, and frustrated about making future plans without their input. It made me realize that my self-life wasn't entirely fulfilling without them.

**Culinary Life:** I relished the experience of tasting delicious and healthy food, exploring new and exotic cuisines, as well as unique local specialties. The trip offered a delightful culinary journey. Nonetheless, there were limitations in terms of food variety and not being able to have the familiar food and beverages I was accustomed to. I missed out on memorable culinary experiences at times.

**Travel Life:** The trip allowed me to break away from my daily routine and discover new places. Being outdoors and constantly on the move was enjoyable, and I appreciated the ease of transportation and comfortable lodging accommodations. The warm hospitality of service providers and local people enhanced the overall travel experience. However, there were moments of fatigue and exhaustion from frequent travel, discomfort in stepping outside my comfort zone, and the inability to visit new places or fully enjoy the travel and accommodations. The traffic system and accessibility also presented challenges.

**Environmental Life:** The overall cleanliness, climatic conditions, and environmental quality of the destinations were satisfactory. I enjoyed a pollution-free environment with natural activities, clean lakes, green mountains, and breathtaking views of the Himalayas, which enhanced the quality of the travel experience. However, there were instances when the cleanliness, climate, and environmental quality fell short of expectations, leading to frustration and feelings of an unnatural and troubling environment.

**Source:** Adapted from Sirgy et al.,(2011) and modified and contextualized through In-depth Interview(2019).

Similarly, in Part III, eight questions were asked on overall life satisfaction (overall improvement in QOL of tourists) with five-point Likert scales (fully disagree, somewhat disagree, neither agree nor disagree, somewhat agree, and fully agree). This measurement is also called the single statement life satisfaction measure because the single statement of their overall experience was given without mentioning positive and negative experiences (Diener et al., 1985). In these statements, tourists were asked to

rank on 5-point Likert scales. The following five statements were given to express their opinions about the overall satisfaction of the travel trip to Pokhara.

1. Overall, my experience with this trip was memorable, having enriched my quality of life.
2. My satisfaction with life, in general, has increased shortly after the trip.
3. Although I have my ups and downs, I generally felt good about my life shortly after the trip.
4. After the trip, I felt that I led a meaningful and fulfilling life.
5. Overall, I felt happy upon my return from that trip.

At the end of the questionnaire, there were three important multiple-choice questions about tourists' intention to revisit, recommendations, and fulfillment of expectations of tourists visiting Pokhara. Finally, at the last of the questionnaire, there was one optional question given for the comment and suggestions of the respondents.

### **3.11 Data Analysis Tools**

In a research study, selecting appropriate tools for data analysis is very important. Since this study has two major components: residents' QOL and tourists' QOL, different tools were used during the entire data analysis process. The following were the tools used in this study.

#### **3.11.1 Item-total Statistics and Cronbach's Alpha**

This research has used quantitative and qualitative data to meet its objectives. While conducting an in-depth interview, the "laddering technique" was used to identify 'tourists' QOL domains and to explore sources of positive and negative experiences of travel trips by tourists. The outcome of IDI was further verified with a detailed discussion with experts. The sources of positive and negative experiences of travel trips were statistically verified using item-correlation statistics. Their values of reliability and consistency were explored by Cronbach's alpha using SPSS. Likewise, the reliability and consistency of residents' QOL items explored by FGD were further verified statistically by item-total statistics and Cronbach's alpha using SPSS.

### 3.11.2 Calculation of Quality of Life Score (Anderek and Nyaupane Method)

In order to calculate the Quality of Life Score, a series of calculations were used using a method developed by Anderek and Nyaupane (2011) based on the ranking of respondents on a 5-point Likert scale (residents) on importance, satisfaction, and tourism effect on each of the selected 20 QOL indicators. Steps and method of calculation of TQOL by using Likert scales of importance (I), satisfaction (S), and perception rating scales (P) were as follows:

| Brown, Raphael and Renwick's QOL calculation <sup>a</sup> |  |  | Calculation of QOL by using respondents' perception (P) of tourism effects <sup>b</sup><br>Anderek and Nyaupane's method   |   |  |
|---|--|--|--|---|--|
| Importance (I)  | Satisfaction (S) Scale (1,2,3,4,5) and 3=Neutral scale(Ns) | Brown, Raphael and Renwick's QOL<br>$BRRQOL=I(S-Ns)$ | To avoid zero and negative score BRRQOL have been modified to 1-20 scale i.e.(-10=1, -1=9, -2=8, -3=7, -4=6, -5=5, -8=2, 0=10, 1=11, 2=12, 3=13, 4=14,5=15, 6=16, 8=18 and 10=20). | Respondents' perception of tourism effects(P) scale recoded ranging from -3 to +3 | Anderek and Nyaupane's ANQOL= modified BRRQOL measure x recoded perception |
| 5   | 5  | $5(5-3)=10$  | Where 10=20  | Where,5=3   | $20 \times 3=60$   |

**Note:** TQOL= Tourism and Quality of Life measure.

Scale: 1 = not at all important to 5 = extremely important.

Scale: 1 = not at all satisfied to 5 = extremely satisfied.

Range: 1 to 20

Scale: For positive items, -3 = tourism greatly decreases to +3 = tourism greatly increases;

For negative items, +3 =tourism greatly decreases to -3 = greatly increases;

e. TQOL score =QOL× Tourism Effects; range: -60 to 60.

### 3.11.3 Structural Equation Modeling (SEM)

Quality of Life (QOL) has become an important concept for measuring the impact of tourism. As QOL is a multidimensional concept that is best evaluated by several latent constructs, it is well recognized that latent variable models, such as Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) are useful tools for analyzing QOL data. Moreover, many previous studies on rated journals have applied the SEM in the measurements of QOL of tourism stakeholders.

Structural equation modeling (SEM) in some form has been around for a long time (Wright, 1921). It has now gained popularity as an extensively used statistical tool in social science research. It has user-friendly software packages (e.g., AMOS) and provides easy to follow guides for usage. Therefore, since 1990, its uses have been

widened (Hair et al., 2006). Moreover, SEM combines the simultaneous performance of different multivariate techniques (e.g., factor and regression analyses) and provides enough pieces of information to measure how well a researcher's theory fits the real world.

SEM is a multivariate technique that considers and estimates the linear and causal relationships between multiple exogenous (independent) and endogenous (dependent) constructs through a simultaneous, multiple equation estimation process. Multiple regression analysis is a special case of SEM. For a single mediator, the regression is fine, and for more complex mediational processes like tourism QOL analysis, SEM is a very useful tool. It provides more sophisticated information concerning the significance of indirect effects. Also, SEM is capable of handling interactions of variables. SEM allows for the study of a wide array of models using a single comprehensive and integrative statistical approach. Furthermore, SEM enables the analysis of latent variables and their relationships, allowing the analysis of psychological constructs' dependencies without measurement errors. The SEM framework has been enriched with the newest procedures to handle the missing and incomplete data.

It has methodological benefits in social science research and can significantly lead theory to new understandings and explanations of human perceptions, behaviors, and phenomena. SEM is primarily a theory-based approach. However, it has a wider application in social science research to achieve valid and reliable findings than a purely empirical approach. It has become an important statistical tool and ingredient in theory testing and its development in some social science disciplines—not as a tool for discovery but as a tool that allows measurement and structural models to be thoroughly tested (Barry, 2012). Therefore, SEM was selected as one of the important data analysis tools for QOL measurement.

#### **a. Exploratory Factor Analysis (EFA)**

In order to examine the structure of the relationship of 20 QOL indicators of residents and identify the underlying TQOL domains, Exploratory Factor Analysis (EFA) was conducted using Principal Component Analysis for extraction and Varimax with Kaiser Normalization Rotation method. Before extracting the factors to assess the data validity



for factor analysis, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted.

### **b. Confirmatory Factor Analysis (CFA)**

Similarly, a series of Confirmatory Factor Analysis (CFA) as conducted to analyze the overall satisfaction of the tourists in different life domains with positive and negative experiences of travel trips to the particular life domain in each of the fourteen life domains. Likewise, an equal number of CFA was conducted to analyze overall satisfaction with the life of the tourists with the overall satisfaction of tourists in the particular life domain. Therefore, it was conducted in all fourteen life domains separately.

In all cases of CFA, model chi-square  $\chi^2 (p)$ , CFI (comparative fit index), GFI (goodness-of-fit index), NFI (normed fit index), RMSEA (root mean square error of approximation) were calculated. Then, based on these values, the analysis was performed.

#### **3.11.4 Multiple Regression Analysis**

In order to investigate the relationship between community well-being as the dependent variable and community attitude toward tourism and community support for tourism as independent variables, a multiple regression analysis was employed. This statistical technique allows for the examination of the combined influence of multiple predictor variables on the variability of the dependent variable. The analysis aimed to ascertain whether community attitudes and support toward tourism contribute significantly to the prediction of community well-being.

#### **3.11.5 Quantile Regression Analysis**

Quantile regression is a statistical technique used to estimate the relationship between a dependent variable and one or more independent variables across different quantiles of the distribution of the dependent variable. In contrast to traditional linear regression that estimates the conditional mean of the dependent variable, quantile regression allows us to estimate the conditional distribution of the dependent variable, which can be useful when dealing with skewed or heteroscedastic data.

### **3.11.6 Hierarchical Regression Analysis**

Additionally, hierarchical regression analysis was conducted to explore the difference in perceptions of community well-being and community economic strength between involved and non-involved residents in the tourism industry. The status of residents involved and non-involved in the tourism industry was taken as the mediating variable for the analysis.

### **3.11.7 Descriptive Statistics**

In addition to these tools, descriptive statistics (mean, standard deviations, range, correlation) were used in various stages of the research work.

### **3.11.8 Concurrent Validity**

In order to check its concurrent validity, the second measure of life satisfaction was carried out. The constructs used in the second measure of life satisfaction were adapted from the Satisfaction with Life Scale, a measure widely used in QOL studies. The Satisfaction with Life Scale (SWLS) was developed to assess satisfaction with the respondent's life as a whole. The scale does not assess satisfaction with life domains such as health or finances but allows users to integrate and weight these domains in whatever way they choose. The SWLS is recommended as a complement to scales that focus on psychopathology or emotional well-being because it assesses an individual's conscious evaluative judgment of his or her life by using the person's own criteria (Pavot & Diener, 1993). In order to measure the reliability of the measurement constructs, item total statistics and Cronbach's alpha were calculated.

Concurrent validity is demonstrated when a test correlates well with a measure that has previously been validated. Concurrent validity is a type of evidence that can be gathered to defend the use of a test for predicting other outcomes. The predictive power of the test is analyzed using a simple correlation or linear regression. Concurrent validity focuses on the power of the focal test to predict outcomes on another test or some outcome variable.

## 3.12 Variables and Models Specifications

### 3.12.1 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is a statistical methodology employed to uncover the latent dimensions or factors underlying the variance within a collection of variables. This analytical approach finds common patterns within data, particularly prominent in psychology and social sciences, serving multiple purposes that enhance analysis, measurement reliability, and comprehension of constructs.

EFA finds application in various contexts:

**Diminishing Variable Complexity:** In instances where a dataset comprises an extensive array of questions, such as a survey encompassing 100 inquiries, EFA can be employed to pinpoint a more condensed number of factors responsible for the variation across all questions. This streamlined approach facilitates data analysis and enhances the interpretability of outcomes.

**Enhancing Measurement Consistency:** For measures constructed from multiple components, EFA aids in evaluating if these components truly measure the same underlying concept. If inconsistencies arise, EFA can guide the removal of unrelated items or amalgamation of items into fewer scales, thereby boosting the reliability of measurement.

**Unveiling Construct Structure:** EFA contributes to a deeper comprehension of construct architecture. For instance, when investigating the construct of "intelligence," EFA can reveal diverse factors that contribute to its manifestation. This exploration fosters a clearer understanding of the concept and its quantification.

Here are the important equations that help us grasp the math behind EFA. These are some key equations often used in EFA, as described by Brown (2015).

**1. Factor Model Equation:** The factor model equation represents the relationship between the observed variables ( $X$ ) and the underlying latent factors ( $F$ ) along with the unique error terms ( $U$ ):  $X = LF + U$

$X$ : Matrix of observed variables ( $n$  observations  $\times$   $p$  variables)

$L$ : Matrix of factor loadings ( $p$  variables  $\times$   $m$  factors)

F: Matrix of latent factors (n observations x m factors)

U: Matrix of unique variances (n observations x p variables)

**2. Factor Analysis Model Equation:** In a more detailed form, the factor model equation can be represented as follows:  $X = \mu + LF + U$

$\mu$ : Vector of means of observed variables

**3. Factor Loading Equation:** The factor loading ( $\lambda$ ) represents the relationship between an observed variable and a latent factor:  $x_{ij} = \lambda_{1j} * f_{i1} + \lambda_{2j} * f_{i2} + \dots + \lambda_{mj} * f_{im} + u_{ij}$

$x_{ij}$ : Value of the  $i$ th observation on the  $j$ th variable

$\lambda_{ij}$ : Factor loading of the  $j$ th variable on the  $i$ th factor

$f_{ij}$ : Value of the  $i$ th observation on the  $j$ th factor

$u_{ij}$ : Unique variance (error) associated with the  $i$ th observation on the  $j$ th variable

**4. Total Variance Equation:** The total variance of an observed variable ( $x_j$ ) can be decomposed into common (shared by factors) and unique variance:

$$\text{Var}(x_j) = \sum(\lambda_{ij}^2 * \text{Var}(f_i)) + \text{Var}(u_{ij})$$

Where,  $\text{Var}(x_j)$ : Total variance of the  $j$ th observed variable

$\lambda_{ij}$ : Factor loading of the  $j$ th variable on the  $i$ th factor

$\text{Var}(f_i)$ : Variance of the  $i$ th factor

$\text{Var}(u_{ij})$ : Unique variance of the  $j$ th observed variable

These equations help define the relationships between observed variables, latent factors, factor loadings, and unique variances in the context of Exploratory Factor Analysis. They are fundamental for understanding the mathematical framework of EFA and interpreting its results.

### 3.12.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) serves as a statistical technique employed to verify an anticipated pattern of connections between observable and underlying variables. These latent variables are theoretical constructs that lack direct observation but are deduced from the observed variables present. CFA stands as a more rigorous statistical approach compared to exploratory factor analysis (EFA). EFA is utilized to delve into the data and discern fundamental factors, while CFA is employed to assess a specific hypothesis concerning these factors.

Within the framework of CFA, the researcher initially devises a proposed model outlining the connections between observable and latent variables. Subsequently, this model is subjected to empirical testing through a statistical method known as maximum likelihood estimation. The fundamental aim of CFA is to pinpoint a model that aligns with the data as closely as feasible. Widely applied in the social sciences, encompassing disciplines like psychology, education, and marketing, CFA also finds application in diverse fields such as economics and finance.

The mathematical derivations of the fundamental concepts for understanding the CFA framework and interpreting its results are given below.

**1. Factor analysis:** Factor analysis is a statistical method that is used to identify latent variables (also known as factors) that underlie a set of observed variables. The mathematical foundation of factor analysis is based on the idea that the observed variables can be represented as a linear combination of the latent variables. This can be expressed mathematically as follows (Byrne, 2016).

$$y = XB + e$$

where,  $y$  is a matrix of observed variables

$X$  is a matrix of factor loadings

$B$  is a matrix of latent variables

$e$  is a matrix of error terms

The factor loadings matrix,  $X$ , represents the correlations between the observed variables and the latent variables. The latent variables matrix,  $B$ , represents the scores

on the latent variables. The error terms matrix,  $e$ , represents the unexplained variance in the observed variables.

**2. Maximum likelihood estimation:** Maximum likelihood estimation is a statistical method that is used to estimate the parameters of a model. In the case of CFA, the parameters that are estimated are the factor loadings, the latent variables, and the error terms. The maximum likelihood estimator is the value of the parameters that maximizes the likelihood of the observed data.

The likelihood function for CFA can be expressed as follows:

$$L(y | B, X, e) = (2\pi)^{-n/2} |\Sigma|^{-1/2} * \exp[-(1/2)(y - XB)' \Sigma^{-1} (y - XB)]$$

Where,

$L(y | B, X, e)$  is the likelihood function

$n$  is the number of observations

$\Sigma$  is the covariance matrix of the observed variables

$(y - XB)' \Sigma^{-1} (y - XB)$  is the squared Mahalanobis distance between the observed data and the model

The maximum likelihood estimator for the factor loadings, the latent variables, and the error terms can be found by maximizing the likelihood function.

**3. Chi-square test of fit:** The chi-square test of fit is a statistical test that is used to assess the overall fit of a model to the data. The chi-square test of fit is based on the following equation:

$$\chi^2 = (y - XB)' \Sigma^{-1} (y - XB)$$

where,  $\chi^2$  is the chi-square statistic

$(y - XB)' \Sigma^{-1} (y - XB)$  is the squared Mahalanobis distance between the observed data and the model

The chi-square statistic is distributed as a chi-square distribution with degrees of freedom equal to the number of parameters in the model. A non-significant chi-square value indicates that the model is a good fit to the data.

**4. Root mean square error of approximation (RMSEA):** The RMSEA is a measure of the absolute fit of a model to the data. The RMSEA is calculated as follows:

$$\text{RMSEA} = \sqrt{[(\text{SSRes}/n)/(\text{SSRes} + \text{SSResModel})]}$$

Where, RMSEA is the root mean square error of approximation

SSRes is the residual sum of squares

SSResModel is the model sum of squares

n is the number of observations

The RMSEA is a non-central chi-square distribution with degrees of freedom equal to the number of parameters in the model. A lower RMSEA value indicates a better fit.

**5. Tucker-Lewis index (TLI) and comparative fit index (CFI):** The TLI and CFI are measures of the relative fit of a model to the data. The TLI and CFI are calculated as follows:

$$\text{TLI} = (\text{SSResModel}/\text{SSRes})/(\text{SSResModel}/\text{SSRTotal})$$

$$\text{CFI} = (\text{SSResModel}/\text{SSRTotal})$$

Where,

TLI is the Tucker-Lewis index

CFI is the comparative fit index

SSResModel is the model sum of squares

SSRTotal is the total sum of squares

The TLI and CFI are both non-central chi-square distributions with degrees of freedom equal to the number of parameters in the model. A higher TLI or CFI value indicates a better fit.

### 3.12.3 Hierarchical Regression Analysis

Hierarchical regression analysis is a statistical technique enabling the assessment of how various independent variables predict a dependent variable. This is achieved by sequentially introducing independent variables into the model, thereby revealing their respective impacts. Through this process, it becomes possible to discern the pivotal predictors of the dependent variable and uncover potential interplays among the variables within the model (Byrne, 2016).

In essence, hierarchical regression analysis offers a means to gauge the predictive capacity of a group of variables concerning another variable, all the while accounting for the influences of additional variables.

The theoretical formulation of a hierarchical regression equation is as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_pX_p + e$$

where,

Y is the outcome variable

$\beta_0$  is the intercept

$\beta_1, \beta_2, \dots, \beta_p$  are the regression coefficients for the predictors

$X_1, X_2, \dots, X_p$  are the predictors and e is the error term

The intercept,  $\beta_0$ , represents the mean value of Y when all of the predictors are equal to zero. The regression coefficients,  $\beta_1, \beta_2, \dots, \beta_p$ , represent the amount of change in Y that is associated with a one-unit change in  $X_1, X_2, \dots, X_p$ , respectively. The error term, e, represents the unexplained variance in Y.

In hierarchical regression, the predictors are entered into the model in a predetermined order. The order of entry is determined by the theory that the researcher is testing. For example, if the researcher is testing a theory that posits that  $X_1$  causes  $X_2$ , then  $X_1$  would be entered into the model first and  $X_2$  would be entered into the model second.



The results of a hierarchical regression analysis can be used to test the following hypotheses:

**The overall model is significant.** This hypothesis tests whether the predictors in the model can explain a significant amount of variance in the outcome variable.

**The individual predictors are significant.** This hypothesis tests whether each of the predictors in the model is significantly associated with the outcome variable.

**The causal order of the predictors is correct.** This hypothesis tests whether the predictors in the model are entered into the model in the correct order.

In order to examine the relationships between the predictors and the dependent variable, a hierarchical regression analysis was conducted. This approach allows for the incremental addition of predictor variables into the model, thereby exploring the unique contributions of each predictor while controlling for the effects of others. In this study, two hierarchical regression models were tested to predict Overall Life Satisfaction based on the predictor variables.

**Model 1:** The initial model, denoted as Model 1, aimed to predict Overall Life Satisfaction based on two predictor variables: Community Well-being and Community Economic Strength. The hierarchical regression equation for Model 1 is as follows:

Overall Life Satisfaction = Constant +  $a_1$  . Community Wellbeing +  $b_1$  . Community Economic Strength

Here, 'Constant' represents the intercept of the regression equation, and ' $a_1$ ' and ' $b_1$ ' are the coefficients associated with Community Well-being and Community Economic Strength, respectively. These coefficients indicate the magnitude and direction of the change in Overall Life Satisfaction for a one-unit change in each predictor, holding the other predictor constant.

**Model 2:** In the subsequent model, denoted as Model 2, a new predictor variable was introduced: Involvement in the tourism industry (coded as 1=Involved, 0=Non-involved). This allowed for the exploration of whether this additional predictor contributes significantly to the prediction of Overall Life Satisfaction.

The hierarchical regression equation for Model 2 was as follows:

Overall Life Satisfaction = Constant + a<sub>2</sub>. Community Well-being + b<sub>2</sub>. Community Economic Strength + c<sub>2</sub>. Involvement in tourism industry.

The coefficient values for Community Well-being and Community Economic Strength remained consistent with those from Model 1. The coefficient for Involvement in the tourism industry represents the change in Overall Life Satisfaction associated with being involved (coded as 1) compared to not being involved (coded as 0) in the tourism industry, while holding the other predictors constant.

It is important to note that the hierarchical nature of these equations signifies the stepwise inclusion of predictor variables, which enables the exploration of their incremental contributions to the prediction of the dependent variable. The coefficients for each predictor offer insights into their individual effects on Overall Life Satisfaction within the context of the specified models.

#### **3.12.4 Multiple Regression Analysis**

In order to investigate the relationship between Community Well-being as the dependent variable and community attitude to tourism and community support to tourism as independent variables, a multiple regression analysis was employed. This statistical technique allows for the examination of the combined influence of multiple predictor variables on the variability of the dependent variable. The analysis aimed to ascertain whether community attitudes and support toward tourism contribute significantly to the prediction of Community Well-being.

The multiple regression model used in the study is represented by the equation:

Community Well-being = a<sub>0</sub> + a<sub>1</sub>. Community Attitude to Tourism + b<sub>1</sub>. Community Support to Tourism + ε

where, Community Well-being is the dependent variable, reflecting the perceived well-being of the community. a<sub>0</sub> is the intercept, indicating the estimated mean Community Well-being when both predictor variables are zero. a<sub>1</sub> and b<sub>1</sub> are the regression coefficients associated with Community Attitude to Tourism and Community Support to Tourism, respectively.

These coefficients quantify the change in Community Well-being for a one-unit change in each independent variable, while holding the other variable constant.

Community Attitude to Tourism represents the community's overall attitude or perception toward tourism-related activities. Community Support to Tourism indicates the level of community support and engagement in tourism-related initiatives.  $\epsilon$  represents the residual term, accounting for unexplained variance.

**Data Collection and Analysis:** Data for Community Well-being, Community Attitude to Tourism, and Community Support to Tourism were collected using Likert scale questionnaire. Interpretation: The regression coefficients  $a_1$  and  $b_1$ ) provide insights into the strength and direction of the relationships between the predictor variables and Community Well-being. A positive coefficient suggests that an increase in the predictor variable is associated with an increase in Community Well-being, while a negative coefficient suggests the opposite. The statistical significance of these coefficients, as indicated by their respective p-values, helps determine whether the relationships are likely to be due to chance or are statistically meaningful. This multiple regression analysis serves as a valuable tool for examining the extent to which community attitude to tourism and community support to tourism collectively contribute to the perception of Community Well-being.

### **3.12.5 Quantile Regression**

Linear regression is ill-suited for skewed, heteroscedastic data, and becomes unreliable when outliers are present. Moreover, it exclusively addresses the response variable mean. In contrast, Quantile Regression overcomes these limitations and offers advantages. It is less sensitive to outliers and influential points, and does not assume homoskedasticity or normality. Unlike linear regression, Quantile Regression investigates diverse response variable values, yielding a more comprehensive grasp of variable relationships across quantiles. The notion of quantile regression was consequently incorporated in this context (Koenker & Hallock, 2001).

The study aimed to assess the impact of year of residency, age, and level of education on attitudes toward tourism development, community support for tourism, and perceived contribution of tourism. It was hypothesized that these demographic factors

would exert significant predictive influence on residents' perceptions concerning these aspects of tourism.

To empirically examine these relationships, quantile regression was employed for the first quartile ( $q = 0.25$ ) and second quartile ( $q = 0.50$ ) of the response distribution. The specific equations tested are as follows:

For Attitudes Toward Tourism Development

$$ATTD0.25 = \beta_0 + \beta_1 \cdot \text{Residency Year} + \beta_2 \cdot \text{Age} + \beta_3 \cdot \text{Education} + \varepsilon$$

$$ATTD0.50 = \beta_0 + \beta_1 \cdot \text{Residency Year} + \beta_2 \cdot \text{Age} + \beta_3 \cdot \text{Education} + \varepsilon$$

For Community Support for Tourism

$$CST0.25 = \beta_0 + \beta_1 \cdot \text{Residency Year} + \beta_2 \cdot \text{Age} + \beta_3 \cdot \text{Education} + \varepsilon$$

$$CST0.50 = \beta_0 + \beta_1 \cdot \text{Residency Year} + \beta_2 \cdot \text{Age} + \beta_3 \cdot \text{Education} + \varepsilon$$

For Perceived Contribution of Tourism (PCT):

$$PCT0.25 = \beta_0 + \beta_1 \cdot \text{Residency Year} + \beta_2 \cdot \text{Age} + \beta_3 \cdot \text{Education} + \varepsilon$$

$$PCT0.50 = \beta_0 + \beta_1 \cdot \text{Residency Year} + \beta_2 \cdot \text{Age} + \beta_3 \cdot \text{Education} + \varepsilon$$

Where:

ATTD0.25 and ATTD0.50 represent the attitudes toward tourism development at the first and second quartiles, respectively.

CST0.25 and CST0.50 represent the community support for tourism at the first and second quartiles, respectively.

PCT0.25 and PCT0.50 represent the perceived contribution of tourism at the first and second quartiles, respectively.  $\beta_0$ ,  $\beta_1$ ,  $\beta_2$ , and  $\beta_3$  are the coefficients to be estimated for the intercept and demographic variables.

Residency Year denotes the year of residency, Age denotes the age of residents, and Education denotes the level of education,  $\varepsilon$  represents the error term.

By employing Quantile Regression with these equations, the study sought to provide a nuanced understanding of how demographic factors impact residents' perceptions across different quartiles of the response variables.

## **CHAPTER: IV**

### **DATA ANALYSIS AND RESULTS ON RESIDENTS' QUALITY OF LIFE**

This chapter presents the sample demographic data of the residents in Pokhara to understand the composition and representativeness of the sample. Then, the perception of both types of residents; involved and non-involved in the tourism industry, were analyzed to assess the impact of tourism development on residents' quality of life, examine residents' attitudes towards tourism development and compare the perception of residents on the overall satisfaction of life (TQOL) in community well-being and community economic strength between involved and non-involved residents in tourism. Finally, the detailed description of data analysis on residents' quality of life and results were presented based on objectives I, II, and III in subsequent sections of Chapter IV.

#### **4.1 The Demographic Profile and Resident Characteristic (N=534)**

In the first section of the questionnaire, residents were asked about demographic information. The total number of residents (involved and non-involved) who were approached for the survey was 800. Out of 800, 400 respondents were involved in the tourism industry; the remaining 400 were non-involved in tourism. Four hundred sample residents involved in the tourism industry were selected from different professional organizations of the tourism industry in Pokhara. The sampling quota was fixed by judgment sampling. Moreover, rest 400 non-involved residents were sampled from 20 area blocks using the stratified quota sampling technique. While collecting the data from the field visit, 40 respondents denied answering the questionnaire; only 760 filled-up questionnaires were received. After filtering out the incomplete and invalid questionnaires, the total number of filled-up questionnaires that remained for data analysis was 534. Out of 534 respondents (residents), 266 residents were involved in tourism industry and 268 residents were non-involved in the industry. The demographic structure of the respondents was as follows given in Table 4.1.

**Table 4.1: Demographic Structure of the Respondent**

| Year of residency   | Involved residents no.       | Non-involved residents no.       | Total        | House Ownership status | Involved residents no.   | Non-involved residents no.       | Total      |
|---|------------------------------|----------------------------------|--------------|------------------------|--|----------------------------------|------------|
| 0-2 years   | 35                           | 5                                | 40           | Own house              | 120  | 138                              | 258        |
| 2-4 years   | 60                           | 23                               | 83           | Rented house           | 81   | 111                              | 192        |
| 4-6 years   | 80                           | 121                              | 201          | House in rented land   | 60   | 19                               | 79         |
| 6-8 years   | 86                           | 102                              | 188          | Others                 | 5  | 0                                | 5          |
| Above 8 years   | 5                            | 17                               | 22           |                        |  |                                  |            |
| <b>Total</b>  | <b>266</b>                   | <b>268</b>                       | <b>534</b>   |                        | <b>266</b>   | <b>268</b>                       | <b>534</b> |
| <b>Age and Gender structure of the respondent</b>   |                              |                                  |              |                        |  |                                  |            |
| Age of the respondent   | Involved residents no. N(N%) | Non-involved residents no. N(N%) | Total N(N%)  | Sex of the respondent  | Involved residents no. N(N%)   | Non-involved residents no. N(N%) | Total      |
| 18-25 years   | 40 (75.47)                   | 13 (24.53)                       | 53(10.11)    | Male                   | 186 (69.92)  | 138 (51.49 )                     | 324        |
| 25-35 years   | 150 (73.89)                  | 53 (26.11)                       | 203(38.01)   | Female                 | 80 (30.08 )  | 130 (48.51 )                     | 210        |
| 35-45 years   | 63 (35.19 )                  | 116 (64.81 )                     | 179(33.52)   | Total                  | 266  | 268                              | 534        |
| 45-55 years   | 10 ( 12.34)                  | 71 (87.66 )                      | 81(15.16)    |                        |  |                                  |            |
| Above 55 years  | 3 ( 16.66)                   | 15 (83.34 )                      | 18(3.37)     |                        |  |                                  |            |
| <b>Total</b>  | <b>266</b>                   | <b>268</b>                       | <b>534</b>   |                        |  |                                  |            |
| <b>Level of education of the respondent</b>   |                              |                                  |              |                        |  |                                  |            |
| Level of education  | Involved residents no. N(N%) | Non-involved residents no. N(N%) | Total        | Percentage out of all  | Altogether there were 21.72 percent respondents with SLC and below level of education. Among them,77.56 percent respondents were involved and 22.44 percent were non-involved residents. Similarly, in 10+2 level, altogether there were 49.25 percent respondent, of which, 30.03 percent involved and 69.97 percent were non-involved. And 23.40 percent people were with 10+2 level of education, of which involved residents were 64 percent and noninvolved residents were 36 percent. There were only 5.61 percent residents with above the master level of education. |                                  |            |
| SLC and below   | 90 (77.56)                   | 26 ( 22.44)                      | 116          | 21.72                  |  |                                  |            |
| 10+2  | 79 ( 30.03)                  | 184 (69.97)                      | 263          | 49.25                  |  |                                  |            |
| Bachelor level  | 80 (64)                      | 45 ( 36 )                        | 125          | 23.40                  |  |                                  |            |
| Master level  | 15 (55.55)                   | 12 (44.45)                       | 27           | 5.05                   |  |                                  |            |
| Above Master level  | 2 (66.66)                    | 1 (33.33)                        | 3            | 0.56                   |  |                                  |            |
| <b>Total</b>  | <b>266</b>                   | <b>268</b>                       | <b>534</b>   | <b>100</b>             |  |                                  |            |
| <b>Involvement of respondents in different professions along with tourism industry ( number and percentage)</b> |                              |                                  |              |                        |  |                                  |            |
| Agriculture   | Other Industry               | Other Business                   | Other job    | Total                  | Only in Tourism industry   | Total                            |            |
| 47(8.80%)   | 25(4.6 %)                    | 58(10.86%)                       | 136(25.50 %) | 266(49.82 %)           | 268(50.18%)  | 534                              |            |

Source: Researcher's own calculation based on primary data

The professional category of respondents involved in the tourism industry was as follows as given in Table 4.2.

**Table 4.2: The Professional Category of Valid Respondents -Involved Residents**

| Professional category of respondents                           | Total respondents | Percentage |
|--|-------------------|------------|
| 1. NATTA Western Chapter                                       | 20                | 7.51       |
| 2. Hotel Association of Nepal (HAN), Pokhara                   | 40                | 15.03      |
| 3. Restaurant and Bar Association of Nepal (REBAN)             | 10                | 3.75       |
| 4. Trekking Agency Association of Nepal (TAAN), Pokhara        | 18                | 6.76       |
| 5. Nepal Association of Rafting Agency (NARA), Pokhara         | 3                 | 1.12       |
| 6. Village Tourism Promotion Forum, Pokhara                    | 10                | 3.75       |
| 7. Trekking Equipment Shops Association (TESA) Pokhara         | 5                 | 1.87       |
| 8. Embroidery and Garment Equipment Association                | 8                 | 3.00       |
| 9. Tourism Transport Association Pokhara                       | 16                | 6.01       |
| 10. Nepal Air Sports Association (NASA ) Pokhara               | 20                | 7.51       |
| 11. Taxi Operators Association Pokhara                         | 23                | 8.64       |
| 12. Phewa Boat Association (726 members in 7 service stations) | 35                | 13.15      |
| 13. Tourist Transport Committee (472 members in 6 categories)  | 30                | 11.27      |
| 14. Non-registered tourism service providers                   | 28                | 10.52      |
| <b>Total number of respondents</b>                             | <b>266</b>        | <b>100</b> |

Source: Researchers calculation

The study comprises the analysis of qualitative and quantitative data. The qualitative study was conducted by verifying and contextualizing the QOL indicators adopted from previous studies by Andereck and Nyaupane (2011) and Liang and Hui (2016). The quantitative analysis involved using primary data to explore TQOL, residents' attitude towards tourism, and compare the differences in perception of residents between involved and non-involved on the overall satisfaction of life (TQOL).

#### **4.2 Development of QOL Indicators to Measure Residents' Quality of Life**

To develop the indicators of residents' QOL, qualitative and quantitative methods were used. To measure TQOL of residents, a list of QOL indicators is a must. For this, five focus group discussions were conducted with different tourism professionals and local tourism stakeholders in Pokhara to check extensive inclusion and exclusion of primary tourism-related QOL indicators from among the long list of already-used 87 constructs: 38 constructs from Andereck and Nyaupane (2011) and 49 constructs from Liang and Hui (2016) from their past studies.

After eliminating duplicate elements and the conclusions drawn from five Focus Group Discussions (FGDs), a selection of twenty most suitable indicators for measuring the quality of life of residents in Pokhara was made. While selecting twenty QOL items, many items were to be adjusted to the context of Pokhara and Nepal. Some items were

combined to form the new one. The items which were separately used in other studies were combined, and some other non-contextual QOL items were omitted.

#### 4.2.1 The Process of FGD and FGD Participants

For Focus Group Discussion, five groups were formed with the following list of members of different professional organizations of the tourism sector in Pokhara.

**Table 4.3: List of Tourism Professionals and Stakeholders Involved in FGDs**

| Name of Tourism Professional Organization         | No. of members involved |
|---|-------------------------|
| NAATA Western Chapter                             | 5                       |
| Hotel Association Pokhara                         | 5                       |
| REBAN Pokhara                                     | 5                       |
| NARA Pokhara                                      | 5                       |
| Village Tourism Promotion Forum Pokhara           | 5                       |
| Trekking Equipment Shops Association -TESA        | 5                       |
| Embroidery and Garment Association –EGA           | 5                       |
| Tourism Transport Association –TTA                | 5                       |
| Nepal Air Sports Association –NASA                | 5                       |
| Taxi Operators Association Pokhara-TOAP           | 5                       |
| Local Residents Noninvolved in Tourism Activities | 5                       |
| Local Government Representatives                  | 5                       |
| <b>Total number of participants</b>               | <b>60</b>               |

Source: Researcher’s FGD Plan, 2019

Out of the total 60 persons, five focus groups, each comprising 12 members with homogenous character (based on professional similarities, age, and hierarchy), was formed. At least one member from the non-involved resident and another member from local government authorities were asked to participate mandatorily in each group. In addition, in each group, the other ten members were asked to represent different professional organizations operating in the tourism sector.

The list of 49 tourism QOL indicators used by Liang and Hui (2016) in the tourism survey of Shenzhen Overseas Chinese Town (OCT) in China and 38 indicators used by Andereck and Nyaupane (2011) in tourism survey for Arizona residents survey in the USA for the measurement of QOL of residents were given to each member, one day prior of FGD along with the purpose and methods of FGD. Out of these 87 indicators 7 were found repeated and they were deleted. The FGD moderator initiated the discussion with a brief introduction over remaining 80 QOL indicators. The questions were designed to answer each 80 indicators statement with the options of accept, reject,



modify, combine and also were asked to mention the clear reason behind accepting and rejecting. Then each participant was asked to propose a new indicator that can measure the quality of life of residents in Pokhara. After collecting the answer sheet, each group member was allowed to express their verbal opinion over their perception and suggestion on the given list. Also, they were asked about the indicators' suitability and need of modification. Voice clips of all this information were recorded, important points were noted, information were recorded, and important points were noted in written form by the FGD coordinator. In the end, the group's controversial issues were openly discussed, and conclusions were drawn based on the common opinion. The same process was followed for all five FGDs. After collecting all opinions and conclusions of five focus group discussions, this information was further refined and summarized. To finalize the list of QOL indicators, three tourism experts from the Nepal Tourism Board, Pokhara, were consulted for their opinions and suggestions about proposed indicators. Based on their recommendations and FGD conclusions, out of 80 QOL indicators, 20 QOL indicators were combined (two into one indicator) to 10 10 new indicators (suitable for Nepalese context) were added and rest other items were removed. Finally, a list of 20 QOL indicators was explored as an outcome of FGDs.

**Table 4.4: The Final List of QOL Indicators Selected from FGD**

|  |
|--|
| 1. The availability of retail shops and restaurants                                |
| 2. Fair prices for goods and services  |
| 3. The strength and diversity of the local economy                                 |
| 4. Enough good jobs for residents  |
| 5. Quality roads, bridges, and utility services                                    |
| 6. Growth of personal property and improvement in personal life quality            |
| 7. Increase in personal income and rise in tax                                     |
| 8. Preservation and promotion of culture fairs and festivals                       |
| 9. The image of my community and Community pride                                   |
| 10. The preservation of my way of life with unity in cultural diversity            |
| 11. The prevention of drug and alcohol abuse                                       |
| 12. Having tourists who respect my way of life                                     |
| 13. Development of local art and culture   |
| 14. Pollution-free healthy environment and secured life                            |
| 15. A stable political environment with resident participation in local government |
| 16. The preservation of cultural, historical sites                                 |
| 17. Availability of quality recreation opportunity                                 |
| 18. Family relationship and activities   |
| 19. Promotion for local products and contribution to the local economy             |
| 20. Urbanization and population growth   |

Source: Focus Group Discussion, 2019.

In order to study the impact of tourism development on residents QOL, the opinion of residents on the importance of QOL indicators in tourism development has been

captured using five-point Likert scale (not important at all, less important, neutral, important, extremely important) in each 20 indicators on eight domains (community well-being, urban issues, way of life, community pride and awareness, natural/cultural preservation, economic strength, recreation amenities, crime and substance abuse) adopted from Andereck and Neupane (2011). Residents were asked to rate the level of satisfaction personally on each of the given QOL indicators, in five points Likert scale (fully dissatisfied, partly dissatisfied, neutral, partly satisfied, and fully satisfied). And to measure the effect of tourism development on the quality of life factors, they were also asked to rate what tourism does to each factor using five points Likert scale (tourism greatly decreases, tourism partly decreases, tourism neither decreases nor increases, tourism partly increases and tourism greatly increases) with each quality of life factor on eight life domains in their community. All the responses of 534 residents were utilized to calculate TQOL of the residents by using importance, satisfaction, and tourism effect.

### **4.3 The Measurement of TQOL of Residents**

The QOL score was computed for each respondent using a method developed by Brown, Raphael, and Renwick (1998), Massam (2002) and further modified by Andereck and Nyaupane (2011). The method is based on ratings of importance, satisfaction, and perception of tourism effect to determine a QOL score. The step-by-step calculation of TQOL by using this method is given in Table 4.5. Therefore, the TQOL score represents the level to which tourism is supposed to influence a QOL indicator and represents an individual's value judgment. Negative scores denote that tourism plays a negative role in the quality of life.

The method to calculate TQOL has been improving gradually over time. Brown Raphael and Renwick's QOL (BRRQOL) calculation method applied a technique to use importance and satisfaction. For example, if for an indicator, the importance scale value is five and satisfaction is five then his/her QOL = importance (satisfaction-Neutral scale value =  $5(5-3) = 10$ ). This value of BRRQOL was modified into a 1-20 scale to avoid zero and negative values. For this, the perceptions scale 1-5 was recoded into scores ranging from -3 to +3, where 1 = -3, 2 = -2, 3 = 1, 4 = 2, and 5 = 3. Then the recoded perceptions scores were multiplied by modified BRRQOL to obtain TQOL. In this study, the same method developed by Andereck and Nyaupane (2011) was utilized.

**Table 4.5: Steps and Method of Calculation of TQOL by Using Likert Scale Values of Importance (I), Satisfactions(S) and Perceptions Rating Scales(P):A Hypothetical Example**

| Brown, Raphael and Renwick's QOL calculation <sup>a</sup> |  |   | Calculation of QOL by using respondents' perception (P) of tourism effects <sup>b</sup><br>Andereck and Nyaupane's method  |   |  |
|---|--|---|--|---|--|
| Importance (I)  | Satisfaction (S) Scale (1,2,3,4,5) and 3=Neutral scale(Ns) | Brown, Raphael and Renwick's QOL BRRQOL=I(S-Ns) | To avoid zero and negative score BRRQOL have been modified to 1-20 scale i.e. (-10=1, -1=9, -2=8, -3=7, -4=6, -5=5, -8=2, 0=10, 1=11, 2=12, 3=13, 4=14, 5=15, 6=16, 8=18 and 10=20). | Respondents' perception of tourism effects(P) scale recoded ranging from -3 to +3 | Andereck and Nyaupane's ANQOL=modified BRRQOL measure x recoded perception |
| 5   | 5  | 5(5-3)=10                                       | Where 10=20  | Where, 5=3  | 20 x 3=60  |
| 5   | 4  | 5(4-3)=5  | 15   | 4=2   | 15 x 2=30  |
| 5   | 3  | 5(3-3)=0  | 10   | 3=1   | 10   |
| 5   | 2  | 5(2-3)=-5                                       | 5  | 2=-2  | -10  |
| 5   | 1  | 5(1-3)=-10                                      | 1  | 1=-3  | -3   |
| 4   | 5  | 4(5-3)=8  | 18   | 5=3   | 54   |
| 4   | 4  | 4(4-3)=4  | 14   | 4=2   | 28   |
| 4   | 3  | 4(3-3)=0  | 10   | 3=1   | 10   |
| 4   | 2  | 4(2-3)=-4                                       | 6  | 2=-2  | -12  |
| 4   | 1  | 4(1-3)=-8                                       | 2  | 1=-3  | -6   |
| 3   | 5  | 3(5-3)=6  | 16   | 5=3   | 48   |
| 3   | 4  | 3(4-3)=3  | 13   | 4=2   | 26   |
| 3   | 3  | 3(3-3)=0  | 10   | 3=1   | 10   |
| 3   | 2  | 3(2-3)=-3                                       | 7  | 2=-2  | -14  |
| 3   | 1  | 3(1-3)=-6                                       | 4  | 1=-3  | -12  |
| 2   | 5  | 2(5-3)=4  | 14   | 5=3   | 42   |
| 2   | 4  | 2(4-3)=2  | 12   | 4=2   | 24   |
| 2   | 3  | 2(3-3)=0  | 10   | 3=1   | 10   |
| 2   | 2  | 2(2-3)=-2                                       | 8  | 2=-2  | -16  |
| 2   | 1  | 2(1-3)=-4                                       | 6  | 1=-3  | -18  |
| 1   | 5  | 1(5-3)=2  | 12   | 5=3   | 36   |
| 1   | 4  | 1(4-3)=1  | 11   | 4=2   | 22   |
| 1   | 3  | 1(3-3)=0  | 10   | 3=1   | 10   |
| 1   | 2  | 1(2-3)=-1                                       | 9  | 2=-2  | -18  |
| 1   | 1  | 1(1-3)=-2                                       | 8  | 1=-3  | -24  |

a. Adapted from Brown, Raphael, and Renwick (1998 )

b. Andereck and Nyaupane (2011)

Using the method described in Table 4.5, a series of calculations were used to calculate the TQOL of each individual (N = 534) in twenty QOL indicators by SPSS. The mean values of each item has also been calculated by using SPSS. The details of the result has been depicted in Table 4.6.

**Table 4.6: Details of Means for Quality of Life Indicators**

| Quality of Life Indicators   | Importance  | Satisfaction | Brown, Raphel and Renwicks QOL Score | Tourism effect | Andereck and Nyaupane's TQOL |
|--|-------------|--------------|--------------------------------------|----------------|------------------------------|
| The availability of retail shops and restaurants                               | 4.16        | 3.91         | 14.94                                | 4.02           | 31.15                        |
| Fair prices for goods and services   | 4.12        | 3.66         | 13.59                                | 3.92           | 26.13                        |
| The strength and diversity of the local economy                                | 4.04        | 3.66         | 13.43                                | 4.02           | 27.53                        |
| Enough good jobs for residents   | 4.07        | 3.89         | 14.66                                | 4.08           | 31.69                        |
| Quality roads, bridges, and utility services                                   | 4.23        | 3.89         | 14.88                                | 4.08           | 32.38                        |
| Growth of personal property and improvement in personal life quality           | 3.95        | 3.72         | 13.69                                | 3.94           | 26.18                        |
| Increase in personal income and rise in tax                                    | 4.02        | 3.86         | 14.44                                | 3.94           | 28.52                        |
| Preservation and promotion of culture fair and festivals                       | 4.07        | 3.93         | 15.03                                | 3.92           | 28.37                        |
| The image of my community and Community pride                                  | 4.01        | 3.87         | 14.65                                | 4.00           | 30.57                        |
| The preservation of my way of life with unity in cultural diversity            | 4.04        | 3.90         | 14.67                                | 3.92           | 28.58                        |
| <b>The prevention of drug and alcohol abuse</b>                                | <b>3.84</b> | <b>3.56</b>  | <b>13.19</b>                         | <b>3.50</b>    | <b>18.00</b>                 |
| Having tourists who respect my way of life                                     | 3.95        | 3.88         | 14.52                                | 3.87           | 27.97                        |
| Development of local art and culture   | 4.08        | 3.94         | 15.02                                | 3.92           | 29.54                        |
| Pollution free healthy environment and secured life                            | 4.13        | 3.91         | 14.93                                | 4.01           | 31.12                        |
| A stable political environment with resident participation in local government | 4.04        | 3.84         | 14.48                                | 3.97           | 29.44                        |
| The preservation of Cultural, historical sites                                 | 4.19        | 3.93         | 15.07                                | 4.03           | 31.66                        |
| Availability of quality recreation opportunity                                 | 4.01        | 3.87         | 14.53                                | 3.97           | 29.62                        |
| Family relationship and activities   | 3.97        | 3.88         | 14.62                                | 3.91           | 29.10                        |
| <b>Promotion for local products and contribution to local economy</b>          | <b>4.24</b> | <b>4.05</b>  | <b>15.88</b>                         | <b>4.14</b>    | <b>35.77</b>                 |
| Urbanization and population growth   | 4.02        | 3.80         | 14.16                                | 3.86           | 26.07                        |

Note: TQOL= Tourism and Quality of Life measure.

Scale: 1 = not at all important to 5 = extremely important.

Scale: 1 = not at all satisfied to 5 = extremely satisfied.

Range: 1 to 20

Scale: For positive items, -3 = tourism greatly decreases to +3 = tourism greatly increases;

For negative items, +3 =tourism greatly decreases to -3 = greatly increases;

e. TQOL score =QOL× Tourism Effects; range: -60 to 60.

Negative scores denote that tourism plays a negative role in the quality of life. But in this study, no score was found negative, therefore, all indicators of tourism quality of life were found to play a positive role for the enhancement of QOL of residents. Among 20 tourism QOL indicators, "Promotion for local products and contribution to the local economy" scored the highest value of 35.77.

Similarly, the scores for the satisfaction, importance, and tourism effect were highest with 4.24, 4.05, and 4.14 points respectively. The QOL score calculated by Brown, Raphel, and Renwick's method and Andereck and Nyaupane method were highest with 15.88 and 35.77 points. Nevertheless, in the case of "drug and alcohol abuse," the satisfaction, importance, and tourism effect rating scale were lowest with 3.84, 3.56, and 3.50 points, respectively. The total QOL score for this was also with the lowest value of 18. So, the policy formulation authorities and tourism business planner have to focus their attention on the TQOL score chart of various constructs for proper tourism planning, which can provide important guidelines for the development of the tourism sector and formulate business strategy.

#### **4.4 Exploratory Factor Analysis (EFA) to Identify Underlying TQOL Domains**

In order to examine the structure of the relationship of selected QOL indicators and identify the underlying TQOL domains, Exploratory Factor Analysis (EFA) was conducted using Principal Component Analysis for extraction and Varimax with Kaiser Normalization Rotation method. Before extracting the factors to assess the data validity for factor analysis, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted. The KMO index, in particular, is recommended when the cases to variable ratio are less than 1:5. The KMO index ranges from 0 to 1, with 0.50 suitable for factor analysis. The Bartlett's Test of Sphericity should be significant ( $p < .05$ ) for factor analysis to be suitable (Williams et al., 2010). The KMO and Bartlett's test in SPSS generated the following result.

**Table 4.7: KMO and Bartlett's Test**

|   |                                   |
|---|-----------------------------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | 0.967                             |
| Approx. Chi-Square                              | 13075.168                         |
| Bartlett's Test of Sphericity df                | 190                               |
| Sig.  | 0.000 (Significant at .001 level) |

Source: Researcher's own calculation.

Here KMO = 0.967 is sufficiently greater than 0.50, and Bartlett's Test of Sphericity is 190, which is significant because  $p = 000$ , i.e.,  $p < .05$ . Therefore, this indicates that the variables are suitable for further factor analysis.

In order to reduce a large number of items into factors, data extraction is used. Extraction aims to simplify the factor structure of a group of items, or, in other words, high item loadings on one factor and smaller item loadings on the remaining factor solutions. In this case, principal component analysis is used for extraction and Varimax with Kaiser Normalization Rotation method. The extraction, rotated component matrix extraction and rotated component matrix outcome are shown in Table 4.8 and Table 4.9 below.

**Table 4.8: Explanation of Total Variance**

| Component | Initial Eigenvalues |               |              | Rotation Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-----------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                             | % of Variance | Cumulative % |
| 1         | 14.116              | 70.581        | 70.581       | 8.006                             | 40.031        | 40.031       |
| 2         | 1.234               | 6.168         | 76.749       | 7.344                             | 36.718        | 76.749       |
| 3         | .905                | 4.526         | 81.275       |                                   |               |              |
| 4         | .529                | 2.644         | 83.919       |                                   |               |              |
| 5         | .370                | 1.849         | 85.768       |                                   |               |              |
| 6         | .329                | 1.647         | 87.415       |                                   |               |              |
| 7         | .310                | 1.548         | 88.963       |                                   |               |              |
| 8         | .301                | 1.503         | 90.466       |                                   |               |              |
| 9         | .222                | 1.111         | 91.577       |                                   |               |              |
| 10        | .215                | 1.073         | 92.651       |                                   |               |              |
| 11        | .211                | 1.054         | 93.704       |                                   |               |              |
| 12        | .182                | .909          | 94.613       |                                   |               |              |
| 13        | .180                | .900          | 95.513       |                                   |               |              |
| 14        | .159                | .796          | 96.310       |                                   |               |              |
| 15        | .156                | .782          | 97.092       |                                   |               |              |
| 16        | .145                | .725          | 97.817       |                                   |               |              |
| 17        | .121                | .606          | 98.423       |                                   |               |              |
| 18        | .117                | .587          | 99.010       |                                   |               |              |
| 19        | .103                | .515          | 99.525       |                                   |               |              |
| 20        | .095                | .475          | 100.000      |                                   |               |              |

Source: Researcher's own calculation

Note: Extraction Method: Principal Component Analysis.

The components 1 and 2 whose Eigenvalues are greater than 1 are accepted, these two components explain 76.74 percent variance.

**Table 4.9: Factor Analysis of Tourism and QOL Domains**

| Quality of Life Indicators   | Components                               |   | Eigen Value EV | Variance Explained (Cumulative variance Explained) |
|--|--|---|----------------|--|
|  | 1.Community well-being (Factor Loadings) | 2.Community Economic Strength (Factor Loadings) |                |  |
| <b>Tourism Community Well-being (TQOLCWELL)</b>                                  |  |   |                |  |
| 1.A stable political environment with resident participation in local government | .843                                     |   |                |  |
| 2.Availability of quality recreation opportunity                                 | .835                                     |   |                |  |
| 3.The preservation of my way of life with unity in cultural diversity            | .812                                     |   |                |  |
| 4.Family relationship and activities   | .810                                     |   |                |  |
| 5.Preservation and promotion of local culture fair and festivals                 | .808                                     |   |                |  |
| 6.Pollution free healthy environment and secured life                            | .808                                     |   |                |  |
| 7.The preservation of Cultural, historical sites                                 | .797                                     |   |                |  |
| 8.Urbanization and population growth   | .742                                     |   |                |  |
| 9.Promotion for local products and contribution to local economy                 | .738                                     |   | 14.116         | 70.581% (70.581%)                                  |
| <b>Cronbach's Alpha (α)=0.971</b>  |  |   |                |  |
| <b>Tourism Community Economic Strength(TQOLCES)</b>                              |  |   |                |  |
| 10.The availability of retail shops and restaurants                              |  | .860  |                |  |
| 11.Fair prices for goods and services in community                               |  | .782  |                |  |
| 12.The strength and diversity of the local economy                               |  | .780  |                |  |
| 13.Growth of personal property and improvement in personal life quality          |  | .779  |                |  |
| 14.Increase in personal income and rise in tax                                   |  | .776  |                |  |
| 15.Development of local art and culture  | .507                                     | .726  | 1.234          | 6.168%(76.749%)                                    |
| <b>Cronbach's Alpha (α)=0.943</b>  |  |   |                |  |
| 16.Quality roads, bridges, and utility services                                  | .553                                     | .722  |                |  |
| 17.Enough good jobs for residents  | .552                                     | .719  |                |  |
| 18.The image of my community and Community pride                                 | .567                                     | .649  |                |  |
| 19.Having tourists who respect my way of life                                    | .540                                     | .627  |                |  |
| 20.The prevention of drug and alcohol abuse                                      | .536                                     | .620  |                |  |

Source: Principal Component Analysis

Note: Rotation converged in 3 iterations.

Here, loading less than 0.50 is ignored. Higher loading is taken only when the loading gap to other factors is greater than 0.20. So, it produces only 2-factor solutions. Factor 1 (Tourism Community Well-being) with nine items and Factor 2 (Tourism Community

Economic Strength) with six items are loaded well. Out of twenty QOL indicators, only fifteen QOL items were loaded well. Five were ignored because they overlapped to both components and could not represent a distinct character. That means they did not play a significant role in the overall satisfaction of the resident's well-being (TQOL). Finally, two domains were found significant in TQOL.

The result obtained from Principal Components Factor Analysis of TQOL with Varimax Rotation by Kaiser Normalization Method, as mentioned in Table 4.8, brought about two variables with items that loaded reasonably well and have fairly strong reliability. For Tourism Community Well-being(TQOLCWELL), Cronbach's Alpha (0.971) indicates its' fairly strong reliability. This domain has the highest Eigenvalue, 14.11, with 70.58 percent variance. Its rotation sums of square loadings are 40.03 percent. Similarly, for Tourism Community Economic Strength (TQOLCES), the value of Cronbach's Alpha was 0.943, which shows fairly strong reliability. The Eigenvalue for this domain was 1.234 with a 6.16 percent variance, and its rotation Sums of Square Loadings variance was 36.71 percent. Altogether, these two domains comprising 15 items out of 20 explain 76.74 percent variation in resident quality of life. However, five items of resident quality of life indicators assumed to measure the residents' QOL did not load very well with any of the domains and overlapped to both factor groups. So, these factors are excluded here. Therefore, finally, only 15 indicators were found suitable for analysis. The list of excluded indicators was as follows:

1. Quality roads, bridges, and utility services.
2. Enough good jobs for residents.
3. The image of my community and Community pride.
4. Having tourists who respect my way of life and
5. The prevention of drug and alcohol abuse



**Table 4.10: Contribution of QOL Indicators on TQOL Perception (in Descending Order)**

| TQOL Domains and Indicators (Item)   | Mean         | Standard Deviation | N   |
|--|--------------|--------------------|-----|
| <b>Tourism Community Well-being (TQOLCWELL)</b>                                  |              |                    |     |
| A stable political environment with residents' participation in local government | 31.15        | 24.788             | 534 |
| Promotion for local products and contribution to local economy                   | 31.12        | 25.611             | 534 |
| Urbanization and population growth   | 26.07        | 26.105             | 534 |
| Preservation and promotion of local culture fair and festivals                   | 28.52        | 25.361             | 534 |
| Pollution free healthy environment and secured life                              | 28.37        | 28.639             | 534 |
| The preservation of cultural, historical sites                                   | 27.97        | 24.953             | 534 |
| The preservation of my way of life with unity in cultural diversity              | 27.53        | 24.61              | 534 |
| Family relationship and activities   | 26.18        | 25.44              | 534 |
| Availability of quality recreation opportunity                                   | 26.13        | 24.915             | 534 |
| <b>Average of the mean</b>   | <b>28.51</b> |                    |     |
| <b>Tourism Community Economic Strength (TQOLCES)</b>                             |              |                    |     |
| Increase in personal income and rise in tax                                      | 35.77        | 28.1               | 534 |
| Fair prices for goods and services in community                                  | 31.66        | 26.938             | 534 |
| The strength and diversity of the local economy                                  | 29.62        | 24.525             | 534 |
| The availability of retail shops and restaurants                                 | 29.44        | 25.536             | 534 |
| Growth of personal property and improvement in personal life quality             | 29.10        | 23.094             | 534 |
| Development of local art and culture   | 29.54        | 24.091             | 534 |
| <b>Average of the mean</b>   | <b>30.27</b> |                    |     |

Source: Researcher's own calculation based on primary data.

Note: TQOL(Tourism and quality of life measure) score range: -60 to 60

Note: Nine indicators were related to community well-being, named community Tourism and Quality of Life in well-being (TQOLCWELL) and six indicators were related to Community Economic Strength and named Community Economic Strength (TQOLCES).

The descriptive statistics given in Table 4.10 show that both domains have positive scores suggesting that tourism enhances perceived QOL. The role of tourism in providing community well-being (TQOLCWELL) is positive, and the score of all the items under this domain range from 26.13 to 31.15. The role of tourism in providing a stable political environment with residents' participation in local government (M = 31.15) was rated the highest, followed by a promotion for local products and contribution to the local economy (M = 31.12), urbanization and population growth (M = 26.07), preservation and promotion of local culture fair and festivals (M = 28.52), a pollution-free, healthy environment and secured life (M = 28.37), the preservation of cultural, historical sites (M = 27.97), the preservation of my way of life with unity in cultural diversity (M = 27.53), family relationships and activities (M = 26.18), and the availability of recreation opportunity (M = 26.13).

Similarly, the role of tourism in providing Community Economic Strength (TQOLCES) is positive, and the score of all the items under this domain range from 26.07 to 35.77.

The role of tourism for increasing personal income and rise in tax (M = 35.77) was rated the highest, followed by fair prices for goods and services in the community (M = 31.66), the strength and diversity of the local economy (M = 29.62), the development of local art and culture (M = 29.54), the availability of retail shops and restaurants (M = 29.44), and least of all, growth of personal property and improvement in personal life quality (M = 29.10). However, among TQOLCES indicators, the highest contributing item in residents' quality of life was the increase in personal income and the rise in tax. Comparing them together, Community Economic Strength (TQOLCES) score is greater than Community Wellbeing (TQOLCWELL) score by 1.76 units, i.e., 30.27 > 28.51. Therefore, the analysis confirms the fact that both community economic strength and community well-being components have justified that the quality of life of residents has been enhanced.

#### 4.5 Examination of Residents' Attitude Towards Tourism Development

In part three of the questionnaire, to measure residents' attitudes toward tourism development, there were three subsections: attitude of the residents towards future tourism development with three constructs, the support for tourism development with nine constructs, and tourism contributions to the community with six constructs.

##### 4.5.1 Correlation and Regression Analysis of Community Attitude, Tourism Contribution to Community, and Community Support to Tourism.

Series of Pearson Correlation analyses were conducted to explore the relationship between different variables (Community Attitude, Tourism Contribution to Community, and Community Support to Tourism).

**Table 4.11: Correlation between Community Attitude, Tourism Contribution and Support to Tourism**

| Correlation between the variables  | Pearson Correlation Coefficient | Remarks                              |
|--|---------------------------------|--------------------------------------|
| 1. Involvement in the tourism industry and community attitude to tourism | 0.036                           | Insignificant correlation            |
| 2. Involvement in the tourism industry and community support to tourism  | 0.148**                         | Positive correlation                 |
| 3. Involvement in tourism industry and tourism contribution to community | 0.135**                         | Moderately high correlation          |
| 4. Community support to tourism and tourism contribution to community    | 0.801**                         | Highly positive correlation          |
| 5. TQOL and community support to tourism                                 | 0.592**                         | Moderately high positive correlation |
| 6. TQOL and tourism contribution to community                            | 0.478**                         | Positive correlation                 |

Source: Researcher calculation from primary data

The coefficient of correlation between involvement in tourism industry and Community Support to Tourism was found 0.148\*\*

The correlation result indicates that tourism development and community attitude toward tourism have a positive correlation, and tourism greatly contributes to enhancing TQOL. Similarly, regression analysis was conducted to see the regression effect of tourism contribution to the community, community attitude toward tourism, and community support for tourism on TQOL (sum of community well-being and community economic strength factors).

**Table 4.12: Regression Effect of Community Attitude, Community Support and Perceived Contribution of Tourism on TQOL (Overall Satisfaction with Life)**

| Model                             | R                           | R Square   | Adjusted R Square         |           |
|-----------------------------------|-----------------------------|------------|---------------------------|-----------|
| 1                                 | .612 <sup>a</sup>           | .375       | .371                      |           |
| Model                             | Sum of Squares              | Df         | Mean Square               |           |
| Regression                        | 21243952.575                | 3          | 7081317.525               |           |
| Residual                          | 35441437.592                | 530        | 66870.637                 |           |
| Total                             | 56685390.167                | 533        |                           |           |
| Model                             | Unstandardized Coefficients |            | Standardized Coefficients | t         |
|                                   | B                           | Std. Error | Beta                      |           |
| (Constant)                        | -450.148                    | 64.370     |                           | -6.993*** |
| Community Attitude to Tourism     | 15.257                      | 3.397      | .158                      | 4.491***  |
| Community Support to Tourism      | 22.061                      | 2.089      | .608                      | 10.562*** |
| Tourism Contribution to Community | .946                        | 2.628      | .021                      | .360      |

Note:\*\*\* indicates p<0.001.

a. Dependent Variable: Sum of Community well-being and Community Economic Strength factors

b. Predictors: (Constant), Tourism Contribution to Community, Community Attitude to Tourism, Community Support to Tourism

The regression equation,

$$TQOL = - 450.148 + 15.257(CA) + 22.061(CST) + 0.946(PCT)$$

$$\text{Standard Error} = (64.370) (3.397) (2.089) (2.628)$$

$$t = -6.993*** \quad 4.491*** \quad 10.562*** \quad 0.360$$

Where, CA= Community Attitude towards tourism, CS=Community Support to tourism and PCT=perceived contribution of tourism to community.

The model holds significance due to the observed values: F(3, 530) at 105.896, with an exceedingly low p-value of 0.000.

The regression analysis explores into how three factors—Community Attitude to Tourism, Community Support to Tourism, and Tourism Contribution to Community (perceived contribution of tourism to community) affect the Overall Satisfaction with Life (TQOL) within a community. The model's goodness of fit is reasonable, as indicated by an R-squared value of 0.375, signifying that about 37.5 percent of the variation in TQOL can be explained by the predictors. Notably, both Community Attitude to Tourism ( $\beta = 0.158$ ,  $p < 0.001$ ) and Community Support to Tourism ( $\beta = 0.608$ ,  $p < 0.001$ ) have statistically significant positive correlations with TQOL. However, the relationship between Tourism Contribution to Community and TQOL is weaker and statistically non-significant ( $\beta = 0.021$ ,  $p = 0.360$ ). The model's constant term is -450.148 ( $t = -6.993$ ,  $p < 0.001$ ). Collectively, the model offers insights into how community attitudes and support distinctly influence life satisfaction, with the latter factor yielding a more pronounced impact. The analysis contributes valuable insights into the components shaping Overall Satisfaction with Life within the community.

#### **4.5.2 Test of Validity and Reliability of the Constructs**

To check the validity of the proposed constructs, a series of scale reliability tests was carried out for the selected constructs. The Cronbach's Alpha for constructs to measure attitudes of residents towards tourism development was found to be 0.90, which is the highly significant coefficient of reliability i.e., it indicates that there was high internal consistency among the constructs. Similarly, the Cronbach's Alpha for constructs to measure support of residents towards tourism development is 0.834, which indicates that there was high internal consistency among the measurement constructs. Likewise, the result of reliability analysis (Cronbach's Alpha) for the contribution of tourism development to residents was also found to be 0.926; these values justify that there was high internal consistency among constructs. These values are above 0.8, so these are considered acceptable, Nunally (1967). The item-total statistics of all constructs and Cronbach's Alpha value for the measurements of the attitude of residents towards future tourism development are summarized in Table 4.13.

**Table 4.13: The Item-Total Statistics, Scale Statistics and Reliability Statistics**

|  | Item total statistics          |                                |                                  |                                  | Scale statistics |          |                    | Reliability Statistics           |
|--|--------------------------------|--------------------------------|----------------------------------|----------------------------------|------------------|----------|--------------------|----------------------------------|
|  | Scale means if an item deleted | Scale variance if item deleted | Corrected item-total correlation | Cronbach's alpha if item deleted | Mean             | Variance | Standard deviation | Cronbach's Alpha for three items |
| <b>1. residents' attitude towards future tourism development</b>                 |                                |                                |                                  |                                  |                  |          |                    |                                  |
| a. I agree that tourism is important to my community,                            | 8.14                           | 5.27                           | 0.812                            | 0.849                            | 12.47            | 11.372   | 3.37               | 0.900                            |
| b. I agree to support community tourism development                              | 8.21                           | 5.14                           | 0.862                            | 0.806                            |                  |          |                    |                                  |
| c. I agree to make a plan to attract more tourists to my community               | 8.60                           | 5.49                           | 0.737                            | 0.913                            |                  |          |                    |                                  |
| <b>2. Residents' support towards tourism development.</b>                        | Scale mean if item deleted     | Scale variance if item deleted | Corrected item-total correlation | Cronbach's Alpha if item deleted | Mean             | Variance | Standard deviation | Cronbach's Alpha for nine items  |
| a. Tourism should be actively encouraged in my community                         | 27.09                          | 59.06                          | 0.822                            | 0.784                            | 30.77            | 81.04    | 9.00               | 0.834                            |
| b. Tourism is an important part of my community                                  | 26.86                          | 63.65                          | 0.647                            | 0.805                            |                  |          |                    |                                  |
| c. I am against new tourism facilities that will attract more tourists           | 28.36                          | 75.01                          | 0.112                            | 0.866                            |                  |          |                    |                                  |
| d. Positive benefits of tourism outweigh the negative impacts                    | 27.18                          | 60.38                          | .780                             | .790                             |                  |          |                    |                                  |
| e. Pokhara should become more of a tourist destination                           | 26.85                          | 63.82                          | .640                             | .806                             |                  |          |                    |                                  |
| f. Tourism has reduced the quality of outdoor recreation opportunities           | 27.96                          | 86.06                          | -.260                            | .894                             |                  |          |                    |                                  |
| g. It is important to develop plans to manage the growth of tourism              | 27.24                          | 59.20                          | .824                             | .784                             |                  |          |                    |                                  |
| h. Tourism has somehow improved in standard of living of community               | 27.38                          | 61.49                          | .754                             | .793                             |                  |          |                    |                                  |
| i. The tourism sector will continue to play a major role in the economy          | 27.24                          | 59.92                          | .797                             | .787                             |                  |          |                    |                                  |
| <b>3. Contribution of tourism development to local residents</b>                 | Scale mean if item deleted     | Scale variance if item deleted | Corrected item-total correlation | Cronbach's Alpha if item deleted | Mean             | Variance | Standard deviation | Cronbach's Alpha for six items   |
| a. Money spend by tourist supported to increase household standard of living     | 16.44                          | 35.01                          | 0.822                            | 0.907                            | 19.71            | 50.70    | 7.21               | 0.926                            |
| b. The quality of public services has improved due to more tourism               | 16.54                          | 35.67                          | 0.80                             | 0.909                            |                  |          |                    |                                  |
| c. Tourism facilities in my community supported in enhance the QOL of daily life | 16.52                          | 35.81                          | 0.80                             | 0.910                            |                  |          |                    |                                  |
| d. Good employment opportunity for residents has been created by tourism sector  | 16.15                          | 37.17                          | 0.660                            | 0.929                            |                  |          |                    |                                  |
| e. Tourism supported in better road facilities, public lighting and security     | 16.47                          | 35.79                          | 0.790                            | 0.912                            |                  |          |                    |                                  |
| f. Tourism development enhanced the supply for quality goods and retail shops    | 16.43                          | 34.94                          | 0.833                            | 0.906                            |                  |          |                    |                                  |

Source: Researchers' own calculation based on primary data.

### 4.5.3 Measurement of Resident Attitude to Tourism Development

To gauge the opinions of local residents towards the development of tourism, a survey was conducted using three distinct subheadings. These subheadings included: the attitude of local residents towards future tourism development, their level of support towards tourism development, and the perceived contribution of tourism development to the local community.

When asked about their attitude towards future tourism development, the majority of respondents (68.2 percent) expressed full agreement, followed by 17.8 percent with partial agreement, 8.2 percent with full disagreement, 4.5 percent with partial disagreement, and 1.3 percent who remained neutral.

The survey also utilized a 5-point scale to measure the respondents' attitude towards future tourism development, with the mean score being 12.7. The mean score for residents' support towards tourism development was 30.79, while for the contribution of tourism development to the local community, it was 19.70. The sum of the mean scores of all three components was 62.96. Overall, the survey sought to evaluate the attitude of local residents towards tourism development, and it employed three different components of questions to achieve this.

For each of the three components, respondents were required to rank their opinions using five-point Likert scales, which included options such as "fully agree," "partially agree," "neutral," "partially disagree," and "fully disagree." The mean score for each component was then calculated, and the results are presented in Table 4.14.

**Table 4.14: Measurements of Residents' Attitude and Support to Tourism Development**

| Statement  | Fully agree(%) | Partially agree(%) | Neither agree nor disagree(%) | Partially disagree(%) | Fully disagree(%) |
|--|----------------|--------------------|-------------------------------|-----------------------|-------------------|
| Resident attitude towards tourism development        | 68.2           | 17.8               | 1.3                           | 4.5                   | 8.2               |
| Resident support towards tourism development         | 60.9           | 25.5               | 1.7                           | 3.2                   | 8.8               |
| Perceived Contribution of tourism to local community | 38.4           | 35.4               | 11.6                          | 4.9                   | 9.7               |
| Average  | 55.84          | 26.23              | 4.87                          | 4.2                   | 8.9               |

Source: Researchers' own calculation based on primary data by descriptive statistics

Table 4.14 explained that the attitude of the majority of the respondents is highly positive towards tourism development, i.e., 55.84 percent of the respondents fully agree, followed by 26.23 percent by partially agree and 4.87 percent with neutral opinion, whereas only 4.2 percent and 8.9 percent were partially disagreed and fully disagreed respectively. Therefore, it can be concluded that majority (55.84 percent) of residents have a positive attitude towards future tourism development in Pokhara; however, the remaining  $100 - 55.84 = 44.16$  percent have doubt towards tourism development. This is the major take away for policymakers: why there is little participation in local tourism development in Pokhara.

In order to explore the role of demographics on attitude of local community towards tourism, three separate hypotheses were tested. To measure the perceptions of local community on these headings, responses were captured in Likert scales by combining their different level of perceptions on different statements given. Finally, a composite scale was developed as the dependent variable.

When the dependent variable is a composite scale (an average of a Likert scale) and the independent variables are categorical, ordinal regression analysis could be appropriate and it was attempted. However, the model was found to be incorrectly specified and had a poor fit according to Pearson's Chi-Square test, with a significant value that should be insignificant for the best fit of the model (Lipsitz et al., 1996). In such cases, multiple regression analysis could be conducted as the dependent variable (composite scale) as a continuous variable. Liang et al. (2016), used this method in similar resident QOL studies in China. In this study, it was attempted to apply the same method but it was found that the result derived from the ordinary multiple regression analysis was not sufficient to explain the impact of demographics on perception. Since the level of perception of the residents varies across different quantiles of demographics which is not truly reflected only by the mean of response variable.

Ordinary linear regression is inadequate when dealing with skewed or heteroscedastic data, and it becomes unreliable in the presence of outliers. Moreover, it only accounts for the mean of the response variable. Quantile regression is a statistical method used to estimate the relationship between a dependent variable and one or more independent variables at different quantiles of the distribution of the dependent variable. Unlike ordinary least squares regression, which estimates the conditional mean of the dependent variable, quantile regression allows for modeling the conditional distribution of the dependent variable.

On the other hand, Quantile Regression provides a solution to these issues and offers additional benefits. Specifically, Quantile Regression is less affected by outliers and influential points and does not assume homoskedasticity or normality for the response variable or the residuals. The key advantage of Quantile Regression over linear regression is that it examines various values of the response variable, rather than just the mean, resulting in a more comprehensive understanding of the relationships between variables across different quantiles (Koenker & Hallock, 2001). Hence, the concept of quantile regression has been utilized in this context.

**a. Impact of Demographics on Attitude Towards Future Tourism Development.**

To examine the impact of year of residency, age, and level of education on the attitude towards tourism development, it was hypothesized that the demographic variables - year of residency, age, and level of education would significantly predict residents' perceptions of the impact of tourism on their attitude towards tourism development.

The Quantile Regression was conducted at first quartile (q=0.25) and second quartile (q=0.50) taking community attitude to tourism as dependent variable and length of residency, age, and level of education as independent variables.

**Table 4.15: Estimated Parameters for Community Attitude to Tourism at (q = 0.25)**

| Parameter  | Coeff. | Std. Error | t      | df  | Sig. | 95% Confidence Interval |             |
|--|--------|------------|--------|-----|------|-------------------------|-------------|
|  |        |            |        |     |      | Lower bound             | Upper bound |
| Intercept  | 16.588 | 1.0627     | 15.610 | 530 | .000 | 14.501                  | 18.676      |
| Length of residency (1=ka, 2= kha, 3= ga, 4= gha, 5= na)     | -.529  | .2349      | -2.254 | 530 | .025 | -.991                   | -.068       |
| Age (1=18-25, 2= 26=35, 3= 36-45, 4= 46-55, 5= 55 over)      | -.706  | .2381      | -2.964 | 530 | .003 | -1.174                  | -.238       |
| Level of Education (1=Slc, 2= +2, 3= BA, 4= MA, 5= above MA) | -.647  | .2700      | -2.397 | 530 | .017 | -1.177                  | -.117       |

a. Dependent Variable: Community Attitude to Tourism

b. Model: (Intercept), Length of residency (1=ka, 2= kha, 3= ga, 4= gha, 5= na) , Age (1=18-25, 2= 26=35, 3= 36-45, 4= 46-55, 5= 55 over), Level of Education (1=Slc, 2= +2, 3= BA, 4= MA, 5= above MA)

The quantile regression equation for the 0.25 quantile:

$$\text{Community Attitude to Tourism} = 16.588 - 0.529(\text{LR}) - 0.706(\text{Age}) - 0.647(\text{LE})$$

$$\text{Std. error} = (1.0627) (.2349) (.2381) (.2700)$$

$$t = (15.610)* (-2.254)* (-2.964)* (-2.397)*$$



where \* indicates significance at 5 percent level. LR = length of residency and LE = level of education.

The t-values and p-values suggest that all three independent variables are significant at the 5 percent level. Specifically, an increase in length of residency, age and level of education by one unit is associated with a decrease in community attitude to tourism by 0.529, 0.706, and 0.647 units respectively.

The economic interpretation of the results is that residents who have lived in the area for a longer time, older residents, and residents with higher levels of education are less supportive of tourism in the community. This may be because they perceive negative impacts of tourism on their local environment or because they feel that tourism may disrupt their way of life.

Based on the regression results, it can be interpreted that the community attitude towards tourism is negatively influenced by the length of residency, age, and education level.

The negative coefficient for length of residency suggests that as the length of residency of residents in a community increases, the community's attitude towards tourism becomes less positive. This could be because longer length of residency may lead to increased interaction and conflicts between tourists and residents, which may lead to resentment among the local community.

The negative coefficient for age indicates that as the age of community members increases, their attitude towards tourism becomes less positive. This could be because older people may have a greater attachment to traditional values and lifestyles, which may be disrupted by tourism-related activities.

The negative coefficient for level of education suggests that individuals with higher education levels have a less positive attitude towards tourism. This could be because people with higher education levels may be more aware of the negative impacts of tourism, such as overcrowding, environmental damage, and cultural commodification, and may be more likely to express their concerns about these issues.

**Table 4.16: Estimated Parameters for Community Attitude to Tourism at (q= 0.5)**

| Parameter  | Coeff. | Std. Error | t      | df  | Sig. | 95% Confidence Interval |             |
|--|--------|------------|--------|-----|------|-------------------------|-------------|
|  |        |            |        |     |      | Lower bound             | Upper bound |
| Intercept  | 12.833 | .4661      | 27.532 | 530 | .000 | 11.918                  | 13.749      |
| Length of residency (1=ka, 2= kha, 3= ga, 4= gha, 5= na)     | -.333  | .1030      | -3.236 | 530 | .001 | -.536                   | -.131       |
| Age(1=18-25, 2= 26=35, 3= 36-45, 4= 46-55, 5= 55 over)       | .250   | .1044      | 2.394  | 530 | .017 | .045                    | .455        |
| Level of education (1=Slc, 2= +2, 3= BA, 4= MA, 5= above MA) | .500   | .1184      | 4.222  | 530 | .000 | .267                    | .733        |

a. Dependent Variable: Community Attitude to Tourism

b. Predictors:(Intercept), Length of residency, Age and Level of Education

At Second quartile (q=0.5) the equation generated by the Quantile Regression is;

The quantile regression equation for the 0.5 quantile is,

$$\text{Community Attitude to Tourism} = 12.833 - 0.333(\text{LR}) + 0.25(\text{Age}) + 0.5(\text{LE})$$

$$\text{Std. error} = (0.4661) (0.103) (.1044) (.1184)$$

$$t = (27.532) (-3.326) (2.394) (4.222)$$

$$p = (0.00)* (0.001)* (0.017)* (0.000)*$$

where \* indicates t values are significant at less than 5 percent level of significance, LR= length of residency and LE = level of education.

For every unit increase in length of residency the expected value of Community Attitude to Tourism decreases by 0.333, holding all other predictors constant. This coefficient is statistically significant (t = -3.236, p = 0.001), indicating that people with longer residency have a more negative attitude towards tourism compared to those with shorter residency.

For every unit increase in Age, the expected value of Community Attitude to Tourism increases by 0.25, holding all other predictors constant. This coefficient is statistically significant (t=2.394, p=0.017), indicating that older people have a more positive attitude towards tourism compared to younger people.

For every unit increase in Level of education , the expected value of Community Attitude to Tourism increases by 0.5, holding all other predictors constant. This coefficient is statistically significant (t = 4.22, p=0.000), indicating that people with

higher education have a more positive attitude towards tourism compared to those with lower education. Since this is a quantile regression, the interpretation of the coefficients is specific to the quantile of the dependent variable. The coefficients may differ for other quantiles of the distribution.

**b. Impact of Demographics on Community Support Towards Tourism Development.**

To examine the impact of year of residency, age, and level of education on community support for tourism development, it was hypothesized that these demographic variables—year of residency, age, and level of education would serve as significant predictors of residents' perceptions on tourism support.

Similarly, Quantile Regression analysis was conducted to examine the relationship between the Community Support to Tourism and year of residency, age and education level.

**Table 4.17: Estimated Parameters for Community Support to Tourism at (q = 0.25)**

| Parameter           | Coeff. | Std. Error | t      | df  | Sig. | 95% Confidence Interval |             |
|---------------------|--------|------------|--------|-----|------|-------------------------|-------------|
|                     |        |            |        |     |      | Lower bound             | Upper bound |
| Intercept           | 16.545 | 2.6346     | 6.280  | 530 | .000 | 11.370                  | 21.721      |
| Length of residency | -1.091 | .5823      | -1.874 | 530 | .062 | -2.235                  | .053        |
| Age                 | 2.182  | .5903      | 3.696  | 530 | .000 | 1.022                   | 3.342       |
| Level of education  | 2.182  | .6693      | 3.260  | 530 | .001 | .867                    | 3.497       |

a. Dependent Variable: Community Support to Tourism  
 b.(Intercept), Length of residency , Age and Level of education

The quantile regression equation is:

$$\text{Community Support to Tourism} = 16.545 - 1.091(\text{LR}) + 2.182(\text{Age}) + 2.182(\text{LE})$$

$$t = (6.280) (-1.874) (3.696) (3.260)$$

$$p = (0.000)* (0.062) (0.000)* (0.001)*$$

where \* indicates t values are significant at less than 5 percent level of significance, LR=length of residency and LE =level of education.

The given quantile regression output shows the estimated coefficients of the independent variables and their significance in predicting the dependent variable, i.e., Community Support to Tourism. The intercept coefficient is 16.545, which represents

the expected value of the dependent variable when all other independent variables are equal to zero.

The coefficient for the Length of residency is -1.091, which suggests that as the length of residency increases by one level (i.e., from ka to kha or from kha to ga, and so on), the community support to tourism decreases by 1.091 units, holding all other independent variables constant. The t-value (-1.874) is negative and the p-value (0.062) is greater than the significance level of 0.05, indicating that this coefficient is not statistically significant at the 5% level.

The coefficient for Age is 2.182, which indicates that as the age increases by one level (i.e., from 18-25 to 26-35 or from 26-35 to 36-45, and so on), the community support to tourism increases by 2.182 units, holding all other independent variables constant. The t-value (3.696) is positive and the p-value is less than the significance level of 0.05, indicating that this coefficient is statistically significant at the 5% level.

The coefficient for Level of Education is 2.182, which suggests that as the level of education increases by one level (i.e., from SLC to +2 or from +2 to BA, and so on), the community support to tourism increases by 2.182 units, holding all other independent variables constant. The t-value (3.260) is positive and the p-value is less than the significance level of 0.01, indicating that this coefficient is statistically significant at the 1% level.

**Table 4.18: Estimated Parameters for Community Support to Tourism at (q = 0.5)**

| Parameter           | Coef.  | Std. Error | t      | df  | Sig. | 95% Confidence Interval |             |
|---------------------|--------|------------|--------|-----|------|-------------------------|-------------|
|                     |        |            |        |     |      | Lower bound             | Upper bound |
| Intercept           | 27.667 | 10.234     | 10.234 | 530 | .000 | 22.356                  | 32.978      |
| Length of residency | -.667  | -1.116     | -1.116 | 530 | .265 | -1.840                  | .507        |
| Age                 | 2.000  | 3.302      | 3.302  | 530 | .001 | .810                    | 3.190       |
| Level of education  | .667   | .971       | .971   | 530 | .332 | -.683                   | 2.016       |

a. Dependent Variable: Community Support to Tourism

b .Model Predictors: (Intercept), Length of residency (1=ka, 2= kha, 3= ga, 4= gha, 5= na) , Age(1=18-25, 2= 26=35, 3= 36-45, 4= 46-55, 5= 55 over) ,level of Education (1=Slc, 2= +2, 3= BA, 4= MA, 5= above MA)

At q=0.5, the quantile regression (median regression) equation is:

$$\text{Community Support to Tourism} = 27.667 - 0.667(\text{LR}) + 2.000(\text{Age}) + 0.667(\text{LE})$$

$$t = (10.234) (-1.116) (3.302) (0.971)$$

$$p = (0.000)* (0.265) (0.001)* (0.332)$$

where \* indicates t values are significant at less than 5 percent level of significance, LR=length of residency and LE =level of education.

The coefficient of "Length of residency" is negative and not statistically significant ( $t = -1.116$ ,  $p = 0.265$ ), which means that there is no significant relationship between length of residency and community support to tourism.

The coefficient of "Age" is positive and statistically significant ( $t = 3.302$ ,  $p = 0.001$ ), which means that there is a significant positive relationship between age and community support to tourism. The coefficient of "Level of Education" is positive, but not statistically significant ( $t = 0.971$ ,  $p = 0.332$ ), which means that there is no significant relationship between level of education and community support to tourism. The intercept is 27.667, which represents the expected value of community support to tourism when all independent variables are zero. Overall, these results suggest that age is the most important predictor of community support to tourism, while length of residency and level of education do not have a significant impact.

### **c. Impact of Demographics on Perceived Contribution of Tourism to the Community**

To assess the impact of year of residency, age, and level of education on the perceived contribution of tourism to the community, it was hypothesized that these demographic variables—year of residency, age, and level of education—would significantly predict the level of perceived contribution of tourism to the community.

Similarly, quantile regression analysis was conducted to see the regression effect of length of residency, age, and level of education on the perceived contribution of tourism to community.

**Table 4.19: Estimated Parameters for Perceived Contribution of Tourism at (q = 0.25)**

| Parameter  | Coefficient | Std. Error | t     | df  | Sig.  | 95% Confidence Interval |             |
|--|-------------|------------|-------|-----|-------|-------------------------|-------------|
|  |             |            |       |     |       | Lower bound             | Upper bound |
| Intercept  | 8.000       | 1.129      | 7.085 | 530 | .000  | 5.782                   | 10.218      |
| Length of residency (1=ka, 2= kha, 3= ga, 4= gha, 5= na)     | -1.11x10-16 | .2495      | .000  | 530 | 1.000 | -.490                   | .490        |
| Age(1=18-25, 2= 26=35, 3= 36-45, 4= 46-55, 5= 55 over)       | 1.000       | .2530      | 3.953 | 530 | .000  | .503                    | 1.497       |
| Level of education (1=Slc, 2= +2, 3= BA, 4= MA, 5= above MA) | 1.000       | .2869      | 3.486 | 530 | .001  | .436                    | 1.564       |

a. Dependent Variable: Perceived Contribution of Tourism

b. Predictors : (Intercept), Length of residency (1=ka, 2= kha, 3= ga, 4= gha, 5= na) , Age (1=18-25, 2= 26=35, 3= 36-45, 4= 46-55, 5= 55 over)), Level of education (1=Slc, 2= +2, 3= Ba, 4= MA, 5= above MA)

The quantile regression equation for quantile = 0.25 can be written as:

$$\text{Perceived Contribution of Tourism} = 8.000 + 0(\text{LR}) + 1.000(\text{Age}) + 1.000(\text{L E})$$

$$t = (7.05) (0.000) (3.953) (3.486)$$

$$p = (0.00) * (1.0) (0.00) (0.001)$$

where \* indicates t values are significant at less than 5 percent level of significance,

where LR=Length of residency and LE =level of education.

The quantile regression analysis with quantile = 0.25 shows that the length of residency has no significant effect on tourism contribution to the community, as its coefficient is very small and not statistically significant (p-value = 1.000). On the other hand, age and level of education have a positive and significant effect on perceived contribution of tourism to the community, as their coefficients are both statistically significant (p-value < 0.01) and greater than zero.

This means that for individuals with the same length of residency, a one-unit increase in age or level of education leads to an expected increase of one unit in tourism contribution to the community, holding all other variables constant.

**Table 4.20: Estimated Parameters for Perceived Contribution of Tourism at (q = 0.5)**

| Parameter  | Coefficient  | Std. Error | t     | df  | Sig.  | 95% Confidence Interval |             |
|--|--------------|------------|-------|-----|-------|-------------------------|-------------|
|  |              |            |       |     |       | Lower bound             | Upper bound |
| Intercept  | 13.667       | 2.89       | 4.729 | 530 | .000  | 7.989                   | 19.344      |
| Length of residency (1=ka, 2= kha, 3= ga, 4= gha, 5= na)     | -.333        | .6387      | -.522 | 530 | .602  | -1.588                  | .921        |
| Age(1=18-25, 2= 26-35, 3= 36-45, 4= 46-55, 5= 55 over)       | 2.667        | .6476      | 4.118 | 530 | .000  | 1.395                   | 3.939       |
| Level of education (1=Slc, 2= +2, 3= BA, 4= MA, 5= above MA) | -1.087x10-15 | .7342      | .000  | 530 | 1.000 | -1.442                  | 1.442       |

Therefore, the regression equation for estimating the median tourism contribution to the community based on the given independent variables is:

At q=0.5, the quantile regression equation is,

$$\text{Perceived Contribution of Tourism} = 13.667 - 0.333(\text{LR}) + 2.667(\text{Age})$$

$$t = (2.89) (0.638) (.647)$$

$$p = (0.00) * (.602) (0.00) *$$

where \* indicates t values are significant at less than 5 percent level of significance,

where, LR=length of residency and LE =level of education

In the given regression equation, the quantile is set to 0.5, which means that the estimated parameters represent the median of the dependent variable (Tourism Contribution to Community). The intercept coefficient is estimated to be 13.667, indicating that the expected value of the dependent variable when all independent variables are equal to zero is 13.667.

The coefficient for the Length of residency variable is negative (-0.333), but its 95% confidence interval includes zero, suggesting that this variable is not a significant predictor of the median tourism contribution to the community.

The coefficient for Age is positive (2.667), indicating that as age increases, the median tourism contribution to the community also tends to increase. The 95% confidence

interval for this coefficient does not include zero, indicating that this variable is a significant predictor of the median tourism contribution to the community.

The coefficient for Level of education is very close to zero ( $-1.087 \times 10^{-15}$ ), indicating that this variable has no effect on the median tourism contribution to the community. The 95% confidence interval for this coefficient includes zero, supporting this conclusion. The Level of education variable is not included in the equation because it has no effect on the median tourism contribution to the community.

Based on the analysis, it appears that older and more educated residents have a more positive perception of the contribution of tourism to their community. This suggests that these groups may be more receptive to initiatives aimed at enhancing tourism in their community, and policymakers and tourism industry stakeholders may want to focus their efforts on engaging with and targeting these groups.

On the other hand, residents who have lived in the community for a longer period of time may have a more negative perception of tourism's contribution. This could be due to factors such as overcrowding, increased traffic, and a perceived loss of community identity. As a result, policymakers and industry stakeholders may need to consider strategies to address these concerns and mitigate any potential negative impacts of tourism on long-time residents.

**Table 4.21: The Summary of the Parameter Estimates on Residents' Perception**

|                        | Perception of Community attitude |          | Perception of Community support |          | Perceived contribution of tourism |          |
|------------------------|----------------------------------|----------|---------------------------------|----------|-----------------------------------|----------|
|                        | At q=0.25                        | At q=0.5 | At q=0.25                       | At q=0.5 | At q=0.25                         | At q=0.5 |
| Estimated Coefficients |                                  |          |                                 |          |                                   |          |
| Length of residency    | -ve*                             | -ve*     | -ve*                            | -ve      | -ve                               | -ve      |
| Age                    | -ve*                             | +ve*     | +ve*                            | +ve*     | +ve*                              | +ve*     |
| Level of education     | -ve*                             | +ve*     | +ve*                            | +ve      | +ve*                              | -ve      |

Where \* indicates estimates are significant at 0.05 level.

**Length of residency:** The negative association between length of residency and perception of community attitude to tourism, community support to tourism, and perceived contribution of tourism to the community, at both  $q=0.25$  and  $q=0.5$ , indicates that long-term residents may have a more negative perception of tourism in their community compared to short-term residents. This could be due to various reasons,



such as a perceived loss of community identity or the negative impacts of tourism on the environment and local culture.

**Age:** The significant negative association between age and perception of community attitude to tourism and community support to tourism at  $q=0.25$  suggests that younger residents may have a more positive attitude and support towards tourism compared to older residents. This could be because younger residents are more open to change and may view tourism as a way to bring economic benefits to their community. On the other hand, the positive association between age and perceived contribution of tourism to the community at  $q=0.5$  suggests that older residents may have a greater appreciation for the long-term benefits of tourism in their community.

**Level of education:** The significant negative association between level of education and perception of community attitude to tourism and perceived contribution of tourism to the community at  $q=0.25$  suggests that residents with lower levels of education may have a more positive perception of tourism and its contribution to the community compared to those with higher levels of education. This could be due to a lack of awareness about the positive impacts of tourism on the economy and local development. On the other hand, the significant positive association between level of education and perception of community attitude to tourism and perceived contribution of tourism to the community at  $q=0.5$  suggests that residents with higher levels of education may have a greater understanding of the positive impacts of tourism and its potential to bring economic benefits to their community.

Overall, these findings highlight the importance of understanding the demographic characteristics and attitudes of local residents when developing tourism initiatives. These findings suggest that tourism management strategies should focus on minimizing negative impacts on the community, particularly with respect to longer length of residence, and take into account the needs and concerns of different age groups and educational backgrounds in the community. By tailoring their efforts to specific groups and addressing their concerns, policymakers and industry stakeholders can work to enhance the perceived contribution of tourism to the community and promote sustainable tourism development.

#### 4.5.4 Comparison of The Perception of Tourism Development Impact on TQOL (Overall Life Satisfaction) of Involved and Non-involved Resident in Tourism Industry

To compare the difference in perception of community wellbeing and economic strength between involved and non-involved residents in the tourism industry, and to explore relationship to overall life satisfaction, Hierarchical Multiple Regression Analysis was conducted with perception of tourism impact on Community Economic Strength (X<sub>1</sub>) and Community Well-being (X<sub>2</sub>) as predictors and overall life satisfaction (TQOL) as the outcome variable. The tourism involvement status (X<sub>3</sub>) was used as the mediating variable.

The hypothesis was set that perception of tourism impact of Community Wellbeing and Economic Strength is a more positive and significant predictor of overall life satisfaction for involved residents in the tourism industry compared to non-involved residents. Prior to the analysis, assumptions of hierarchical multiple regression were checked, including linearity, normality, homoscedasticity, no multicollinearity, and the presence of outliers. The research data was confirmed to be fit for further analysis.

**Table 4.22: Hierarchical Regression Output**

| Model Summary   |                |                |                   |                            |                   |          |     |     |      |          |
|---|----------------|----------------|-------------------|----------------------------|-------------------|----------|-----|-----|------|----------|
| Model   | R              | R <sup>2</sup> | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |      |          |
|   |                |                |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. | F Change |
| 1   | .458a          | .209           | .207              | 5.695                      | .209              | 70.355   | 2   | 531 | .000 |          |
| 2   | .950b          | .903           | .902              | 1.999                      | .693              | 3780.765 | 1   | 530 | .000 |          |
| The model summary outcome of Hierarchical Regression Analysis |                |                |                   |                            |                   |          |     |     |      |          |
| Model   | Sum of Squares |                | DF                | Mean Square                | F                 | Sig.     |     |     |      |          |
| 1   | Regression     | 4563.380       | 2                 | 2281.690                   | 70.355            | .000     |     |     |      |          |
|   | Residual       | 17220.974      | 531               | 32.431                     |                   |          |     |     |      |          |
|   | Total          | 21784.354      | 533               |                            |                   |          |     |     |      |          |
| 2   | Regression     | 19667.069      | 3                 | 6555.690                   | 1641.024          | .000     |     |     |      |          |
|   | Residual       | 2117.285       | 530               | 3.995                      |                   |          |     |     |      |          |
|   | Total          | 21784.354      | 533               |                            |                   |          |     |     |      |          |

Source: Researchers' own calculation based on primary data.

a. Dependent variable: Overall life satisfaction (TQOL)

b. Predictors: (Constant), Community Economic Strength, Community Well-being, Involvement in the tourism industry (1=Involved, 0= Non-involved).

**Table 4.23: Standardized and Unstandardized Coefficients**

| Model | Unstandardized Coefficients                                   |            | Standardized Coefficients | t    | Sig.   | 95.0% Confidence Interval for B |             | Correlations |         |         | Collinearity Statistics |      |       |
|-------|---|------------|---------------------------|------|--------|---------------------------------|-------------|--------------|---------|---------|-------------------------|------|-------|
|       | B   | Std. Error | Beta                      |      |        | Lower Bound                     | Upper Bound | Zero-order   | Partial | Partial | Tolerance               | VIF  |       |
| 1     | (Constant)  | 15.833     | .413                      |      | 38.331 | .000                            | 15.021      | 16.644       |         |         |                         |      |       |
|       | Community Well-being  | .003       | .002                      | .107 | 1.653  | .049                            | -.007       | .001         | .326    | -.072   | -.064                   | .355 | 2.820 |
|       | Community Economic Strength                                   | .025       | .003                      | .539 | 8.323  | .000                            | .019        | .031         | .453    | .340    | .321                    | .355 | 2.820 |
| 2     | (Constant)  | 13.256     | .151                      |      | 87.844 | .000                            | 12.959      | 13.552       |         |         |                         |      |       |
|       | Community Well-being  | .002       | .001                      | .057 | 2.483  | .013                            | -.003       | .000         | .326    | -.107   | -.034                   | .354 | 2.824 |
|       | Community Economic Strength                                   | .002       | .001                      | .040 | 1.653  | .049                            | .000        | .004         | .453    | .072    | .022                    | .314 | 3.180 |
|       | Involvement in tourism industry (1=Involved, 0= Non-involved) | 12.150     | .198                      | .951 | 61.488 | .000                            | 11.762      | 12.538       | .950    | .937    | .833                    | .766 | 1.305 |

a. Dependent Variable: Overall Life Satisfaction b. Predictors in the Model: (Constant), Sum: Community Economic Strength, Community Well-being

Source: Researchers' own calculation based on primary data.

The study examined two sets of independent variables: the first set comprised Community Well-being and Community Economic Strength ( $X_1$  and  $X_2$ ), while the second set introduced the residents' involvement and non-involvement status in tourism activities ( $X_3$ ). Hierarchical Multiple Regression Analysis was employed to assess the influence of these variables on overall life satisfaction (QOL). The initial model, featuring  $X_1$  and  $X_2$  as independent variables, yielded significant results ( $F(2,531)=70.365$ ;  $p<0.001$ ) and accounted for 20.7% of the variance in overall satisfaction. The subsequent model, which included  $X_3$ , was also significant ( $F(1,530)=3780.765$ ;  $p<0.001$ ) and explained 90.3% of the variance, with  $X_3$  contributing an additional 69.4% variance.  $X_3$  exhibited the highest Beta value ( $\beta=0.951$ ;  $p=0.00$ ), signifying that involvement in tourism had the most substantial impact on overall life satisfaction. Nevertheless,  $X_1$  ( $\beta=0.05$ ;  $p=0.019$ ) and  $X_2$

( $\beta=0.040$ ;  $p=0.049$ ) were also noteworthy predictors. A VIF value of 2.82 indicated no issues with multicollinearity.

The findings indicated that residents engaged in the tourism industry reported higher overall life satisfaction than non-involved residents. Community Economic Strength and Community Economic Wellbeing played pivotal roles in their satisfaction. The favorable perception of involved residents toward tourism stemmed from direct benefits like employment and other advantages. Conversely, non-involved residents might perceive tourism development as increasing their cost of living, leading to decreased life satisfaction. They may also underestimate the indirect benefits of tourism. To enhance stakeholders' understanding of the potential benefits of tourism in enhancing their quality of life, tourism authorities should focus on improving amenities, developing green spaces, enhancing public safety and security, and increasing property values.

#### **4.5.5 Conclusion**

The first objective of this study was to investigate the impact of tourism development on residents' quality of life. For this, from a list of 80 indicators proposed in FGDs of residents, 20 QOL indicators were selected. A questionnaire survey was conducted by utilizing 20 QOL indicators. The mean score values of TQOL for all 20 indicators were calculated by using Andereck and Nyaupane's method taking consideration of the respondents ranking on importance, satisfaction and tourism effect on each of the indicator. By exploratory factor analysis (EFA) only 15 QOL indicators were found to be significant contributors to TQOL (overall satisfaction). These indicators were categorically related to two distinct domains; Community Well-being (TQOLCWELL) and Community Economic Strength (TQOLCES).

This study contributed to theory development in tourism by demonstrating how theories like stakeholder theory and social exchange theory can explain complex interactions among different constructs. The model developed and tested in this study can compare residents, communities, destinations, and environments to determine stakeholders' quality of life.

This study provides a deeper understanding in measuring residents' QOL. Standing over the previous research conducted by Andereck and Nyaupane (2011), this study could

modify the TQOL scale by incorporating more reasonable QOL items with higher explanatory power in the Nepalese context. Following Andereck and Nyaupane (2011) and Liang and Hui (2016), and many other resident attitude studies, many indicators related to tourism were utilized to develop a Tourism and Quality of Life measure scale.

Among the QOL indicators of Community well-being (TQOLCOMM), "the role of tourism in providing a stable political environment with residents' participation in local government" (M=31.15) was rated the highest. And, among (TQOLCES) indicators, the highest contributing item in residents' quality of life was "the increase in personal income and rise in tax." Comparing them together, the Community Economic Strength (TQOLCES) score is greater than Community Wellbeing. This result proves that the resident's QOL in a tourist destination can be enhanced only when tourism activities increase community well-being and community economic strength. Though all the indicators belonging to these domains are a significant predictor of TQOL.

In a same way, the second objective was to examine the residents' attitude towards tourism development. It was measured by using three sub-headings: local residents' attitude towards future tourism development, residents' support towards tourism development, and contribution of tourism development to the local community. In response to the question on attitude towards future tourism development, 68.2 percent of respondents replied their full agreement followed by 17.8 percent with partial agreement, 8.2 percent full disagreement, 4.5 percent partial agreement, and 1.3 percent express their neutrality.

In measuring their attitude towards future tourism development on a 5- point scale, the mean score was (M=12.7). Similarly, regarding the questions on residents' support to tourism development, the mean score was 30.79, and for tourism's contribution to the local community, the mean score was 19.70. Moreover, the sum of the mean scores of these three components is 62.96. On the contribution of tourism to local community, 38.4 percent respondent fully agree and 35.4 percent partially agree. So, a majority of the respondents were found unsatisfied with the tourism contribution to local community.

Additionally, demographics were also found as the significant predictors of residents' perception towards tourism development. The length of residency was the significant

predictor of the attitude of residents towards tourism development. The quantile regression estimates at 0.25 and 0.5 proved that with the increase in length of residency the perception of residents on attitude towards tourism development was found negatively significant. However, there was somewhat different perceptions based on age and level of education at different quartiles. This finding is similar to those of earlier studies like the case of Benalmadena, Spain, that the perceptions of tourism's effects on the local economy found gradually worsened as the years of residence increased (Almeida et al., 2016).

The younger generation seems to hold a more optimistic outlook, while the older generation tends to have a more pessimistic view. This suggests that the younger generation sees greater potential for tourism development in the future. To gain more support from residents, the government and local authorities could offer targeted incentives for younger individuals involved in tourism, as well as special incentives for seniors.

In order to compare the difference in perception of QOL between involved and non-involved residents the Hierarchical Regression Analysis was carried out. The overall pattern of results supported the hypothesis; perception of tourism impact of Community Wellbeing and Community Economic Strength for residents involved in the tourism industry is a more positive and significant predictor of overall life satisfaction than non-involved residents in tourism.

Researchers can leverage the connections between Tourism Quality of Life (TQOL), the effects of tourism, and residents' backing for tourism to pinpoint crucial factors influencing TQOL and garnering support for tourism, all from the perspective of residents. Consequently, this study plays a significant role in generating knowledge by shedding light on which aspects of tourism impacts TQOL and how these impacts, along with TQOL, shape residents' support for tourism. These findings suggest that residents' endorsement of tourism development hinges on their perception of their community, whether it's primarily seen as a workplace or a place of residence.

## **CHAPTER: V**

### **DATA ANALYSIS AND RESULT ON TOURISTS' QUALITY OF LIFE**

#### **5.1 Introduction**

This chapter commences by presenting the sample demographic data of tourists' visiting to Pokhara to understand the composition and representativeness of the sample. Perception of tourists' (inbound and domestic) are analyzed to assess the impact of travel trip to Pokhara on their "quality of life" and compare the perception of tourists' (inbound and domestic) on overall satisfaction of life (TQOL) associated with a recent tourist trip contained within fourteen different travel domains. The aim of this research objective is to assess a model created by Sirgy et al. (2011) that elucidates how travel trips impact the quality of life for tourists by examining their positive and negative experiences. This model is founded on the theoretical premise that travel trips influence overall life satisfaction by shaping tourists' experiences of positive and negative effects across different aspects of life.

To evaluate the model, a combination of qualitative and quantitative studies was carried out. Initially, a qualitative study involved conducting in-depth interviews with forty-two inbound and domestic tourists who had recently visited Pokhara. This qualitative study aimed to confirm the origins of both positive and negative experiences resulting from their trips. Secondly, the role of positive and negative experiences on overall satisfaction of life on respective travel domains has been assessed by confirmatory factor analysis method. Likewise, the impact on overall satisfaction of life of tourists in general will be assessed based on overall satisfaction of respective travel domains by the confirmatory analysis method. The quantitative study has been conducted for both inbound and domestic tourists separately. The study involved a survey of 591 tourist. Of which, 295 were inbound tourists and 296 were domestic tourists. The model was tested separately with domestic and inbound tourists. The detail description of data analysis on tourists' quality of life has been presented based on objective IV in subsequent sections of the Chapter V.

The quantitative study has been further classified into two parts: the study of inbound tourists and the study of domestic tourists. However, the method of data analysis and test of hypothesis on both cases was same with a questionnaire containing a set of 5-point Likert scale data of inbound and domestic tourists recently visiting to Pokhara.

Based on the construct verified by qualitative study, the following was the list of hypotheses that were tested in this study. Under this study, fourteen life domains were selected to measure quality of life of tourists.

The whole analysis of tourists' quality of life (QOL) carried out in this chapter is explained by the conceptual model of tourists' well-being based on Bottom-up Spillover Theory (Andrews & Withey, 1976).

## **5.2 Conceptual Model of the Study**

Subjective well-being (SWB) refers to how people experience and evaluate their lives and specific domains and activities in their lives. For example, the term "happiness" has been used to refer to momentary assessments of affect as well as to overall life evaluations. The 'bottom-up' perspective assumes that a person's overall life satisfaction depends on the derived level of satisfaction in many concrete areas of life, which can be classified into broad life domains such as family, friendship, work, leisure, and the like (Pavot & Diener, 2008).

Life satisfaction is intricately connected to satisfaction across all aspects and subcategories of life. It is considered to occupy the highest tier in the hierarchy of satisfaction. Life satisfaction is influenced by the satisfaction derived from various life domains, such as community, family, work, social life, health, and more. The satisfaction within a specific life domain, for instance, social life, is, in turn, shaped by the lower-level evaluations of concerns within that domain, like the satisfaction with social events related to a tourist trip.

In essence, life satisfaction is predominantly determined by how individuals assess their particular life concerns. The higher the satisfaction with events experienced during a tourist trip, the more positive effects they contribute (and the fewer negative effects) to these life domains. These events occurring during a tourist trip can impact both positively and negatively on various life domains, including social life, leisure life, and family life. Consequently, alterations in these positive or negative effects within life domains lead to corresponding changes in subjective well-being, encompassing feelings of well-being, overall happiness, life satisfaction, and perceived quality of life. In sum, greater satisfaction with aspects like social life, family life, work life, and spiritual life leads to greater overall life satisfaction.



In particular, the bottom-up spillover theory acknowledges that an individual's life satisfaction is primarily shaped by their contentment within different life domains. This theory suggests that the impacts within a specific life domain build up and then extend upwards to influence broader domains, such as overall life satisfaction. From the preceding discussion, a compelling argument has been constructed regarding how satisfaction with specific tourist-related events can have effects on satisfaction levels within diverse life domains and, consequently, overall life satisfaction.

To be explicit, every tourism service is assessed based on its advantages (sources of satisfaction) and drawbacks (sources of dissatisfaction) across various life domains. For instance, a tourist on their recent trip may encounter positive effects in their social life. This sense of contentment might stem from meeting new people, forming new friendships, enjoying quality time with friends, sharing common interests, and getting a break from home and family life.

Conversely, a tourist might experience negative effects because they didn't have enough time with new friends or had to deal with a friend's unpleasant behavior. Such dissatisfaction may arise from feeling that their friend encroached upon their "personal time and space." These adverse emotions can diminish their social well-being, subsequently influencing their overall quality of life (their overall sense of well-being or life satisfaction).

Positive effects encompass emotions such as enthusiasm, interest, determination, excitement, inspiration, alertness, activity, strength, pride, and attentiveness. In contrast, negative effects encompass emotions like fear, apprehension, upset, distress, nervousness, shame, guilt, irritability, and hostility (e.g., Bradburn 1969; Diener, Smith, & Fujita 1995; Plutchik 2003).

Some researchers in the field of quality of life (QOL) conceptualize and measure subjective well-being as the disparity between positive and negative effects (e.g., Diener, Smith, and Fujita 1995). It's important to note that the frequency of emotional experiences holds greater significance than the intensity of these emotional experiences when evaluating effective quality of life (Diener, Sandvik & Pavot ,1991).

Initially, a qualitative research study was conducted to establish specific hypotheses regarding the diverse factors contributing to positive and negative experiences that

tourists might encounter across various life domains during their travel trips. The primary aim of this qualitative research was to pinpoint the specific life domains influenced by a tourist's recent trip and to uncover the sources of both positive and negative experiences within each of these life domains. Following the identification of these different domains, precise hypotheses were formulated and subsequently examined in a second study conducted through survey research.

The analysis of tourists' quality of life was conducted based on the following conceptual model. This model posits that the overall satisfaction within each life domain is significantly influenced by the positive and negative experiences encountered during the travel trip in that particular domain. Furthermore, the overall satisfaction with life as a whole is significantly influenced by the overall satisfaction levels within the various domains of the travel trip.

### **5.3 Qualitative Study for Inbound and Domestic Tourists**

Thirteen domains of travel trip used in the study were adopted from the previous study conducted by Sirgy et al. (2011). Since Pokhara is a famous tourism destination for its natural beauty and clean environment, it has been proposed one more domain of urban environmental quality of life to survey the respondent's opinion on that domain and to identify the sources of negative and positive experiences. In order to contextualize and to cross verify these travel life domains (with positive and negative sources of travel experiences) in context of Pokhara, the researcher had conducted 42 in-depth interviews with tourists of varying ages, gender and nationality including domestic tourists recently visiting to Pokhara.

The participants (inbound and domestic tourists who stayed at least two nights in Pokhara) were selected from the hotels, guest house and resorts from different area blocks of Pokhara based on the concentration of arrival of domestic and inbound tourists. Prior to selection, detail explanations on the objectives of the study were made in written to the prospective respondents. Upon their approval, IDI participants were chosen with the support of guest relation officers of hotel, guest house and resorts. The interview time table was scheduled by respective guest relation officer. For the co-ordination of the entire work, the researcher was facilitated by the substantial support of the office of the Hotel Association Nepal in Pokhara.

**Table 5.1: Details of Participants for In-Depth Interview**

| Level and type of accommodation services | Domestic | Inbound | Total |
|--|----------|---------|-------|
| Star level hotels                        | 7        | 7       | 14    |
| Guest houses                             | 7        | 7       | 14    |
| Resorts                                  | 7        | 7       | 14    |
| Total                                    | 21       | 21      | 42    |

Source: Researcher's IDI plan.

Each interview had a duration of approximately half an hour and took place at the respective hotels and lodges, employing the laddering technique (Feldman 1995; Lindlof 1995). Participants were granted the full right to decline any question, and their responses were ensured absolute anonymity with a high level of confidentiality.

The primary objective of these in-depth interviews was to validate and cross-reference the life domains associated with travel experiences, along with identifying the sources of both positive and negative experiences within those domains. The interviews were conducted using the Laddering Technique, which is an interviewing method based on the premise that consumers employ a product with specific, tangible means that correspond to particular utilitarian and psychosocial benefits. These, in turn, are linked to ultimate objectives or values. The interviews delved into how the positive or negative emotions experienced in relation to the most recent tourist trip (the "means") contributed to or detracted from satisfaction in various life domains and overall life satisfaction (the "ends").

During the interviews, a question would prompt a response from the participant, followed by the interviewer asking another related question. This sequence of inquiry continued, with each response from the participant leading to a subsequent follow-up question, and this process repeated until the participant chose to discontinue. Initially, the interviewers posed a broad question regarding the vacation trip. If the interviewee responded positively, all subsequent questions centered around that particular trip were posed. Conversely, if the interviewee responded negatively, the interview moved on to the next topic. This same approach was applied systematically for each of the proposed life domains related to travel, one by one.

### **5.3.1 Results of Qualitative Study for Inbound and Domestic Tourists**

In total, forty-two interviewees shared their perspectives on all fourteen life domains, which encompassed social life, leisure and recreation, family life, love life, arts and

cultural life, work life, health and safety, financial life, spiritual life, intellectual life, self-life, culinary life, travel experiences, and environmental aspects. Among these, thirteen travel life domains were derived from Sirgy et al. (2011), while environmental quality of life was considered as one of the components of urban quality of life (Ruzevicius, 2014). The findings from these participant opinions were used to draw conclusions from the in-depth interviews.

The information generated from the qualitative study had verified all thirteen travel life domains along with an additional environmental quality of life domain to contextualize it to Pokhara. The findings of IDI had shown that while measuring QOL of tourists in Pokhara, the incorporation of the environmental quality of life domain certainly enhances the quality of the study. Therefore, one new travel life domain; environmental quality of life was included in the study in addition to thirteen travel life domains.

As a result, fourteen domains of quality of life of traveler were selected for the study. Similarly, by in-depth-interview a list of positive and negative experiences of travel trip to Pokhara corresponding to fourteen travel life domains has been prepared. Additionally, the qualitative study facilitated us to develop hypothesis related to positive and negative experiences within each of fourteen life domains.

### **5.3.2 Reliability Test of Identified Construct by Item Correlation Statistics**

An item total correlation statistic for identified construct was performed to check if any item in the set of tests is inconsistent with the average behavior of the others. The analysis is performed to purify the measure by eliminating 'garbage' items prior to determining the factors that represent the construct. A check on whether a given test behaves similarly to the others is done by evaluating the Pearson Correlation (across all individuals) between the scores for that test and the average of the scores of the remaining tests that are still candidates for inclusion in the measure. In a reliable measure, all items should correlate well with the average of the others. A small item-correlation provides empirical evidence that the item is not measuring the same construct measured by the other items included. A correlation value less than 0.2 or 0.3 indicates that the corresponding item does not correlate very well with the scale overall and, thus, it may be dropped. The results of the in-depth interviews on travel life domain and their constructs (after dropping constructs by using item -correlation reliability test) are summarized in Table 5.2.

**Table 5.2: Result of Item-Total Correlation Statistics (Positive and Negative Sources)**

| Travel Life Domain          | Domain Constructs<br>Positive and negative sources of experience | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Reliability Test Result |
|-----------------------------|--|----------------------------|--------------------------------|----------------------------------|-------------------------|
| Social Life                 | a.Positive sources of experiences                                | 4.18                       | 1.413                          | .229                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.26                       | 1.444                          | .229                             | Reliable                |
| Leisure and recreation Life | a.Positive sources of experiences                                | 4.04                       | 1.393                          | .379                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.26                       | 1.051                          | .379                             | Reliable                |
| Family Life                 | a.Positive sources of experiences                                | 3.91                       | 1.870                          | .390                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.03                       | 1.468                          | .390                             | Reliable                |
| Love Life                   | a.Positive sources of experiences                                | 3.92                       | 1.649                          | .329                             | Reliable                |
|                             | b. Negative sources of experience                                | 3.77                       | 1.361                          | .329                             | Reliable                |
| Arts and Cultural Life      | a.Positive sources of experiences                                | 4.21                       | 1.586                          | .475                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.39                       | 1.219                          | .475                             | Reliable                |
| Work Life                   | a.Positive sources of experiences                                | 4.09                       | 1.270                          | .357                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.05                       | 1.202                          | .357                             | Reliable                |
| Health and Safety Life      | a.Positive sources of experiences                                | 4.23                       | 1.353                          | .440                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.33                       | 1.023                          | .440                             | Reliable                |
| Financial Life              | a.Positive sources of experiences                                | 4.13                       | 1.251                          | .331                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.28                       | 1.019                          | .331                             | Reliable                |
| Spiritual Life              | a.Positive sources of experiences                                | 4.01                       | 1.177                          | .20                              | Reliable                |
|                             | b. Negative sources of experience                                | 4.17                       | 1.146                          | .20                              | Reliable                |
| Intellectual Life           | a.Positive sources of experiences                                | 3.83                       | 1.604                          | .366                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.08                       | 1.166                          | .366                             | Reliable                |
| Self-Life                   | a.Positive sources of experiences                                | 4.24                       | 1.224                          | .339                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.27                       | 1.244                          | .339                             | Reliable                |
| Culinary Life               | a.Positive sources of experiences                                | 4.30                       | 1.259                          | .361                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.49                       | .754                           | .361                             | Reliable                |
| Travel Life                 | a.Positive sources of experiences                                | 3.92                       | 1.402                          | .360                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.36                       | 1.021                          | .360                             | Reliable                |
| Environmental Life          | a.Positive sources of experiences                                | 3.76                       | 1.981                          | .540                             | Reliable                |
|                             | b. Negative sources of experience                                | 4.21                       | 1.257                          | .540                             | Reliable                |

Source: Researcher's calculation from primary data.

**Note:** Scale of negative sources of experiences were reversed while calculating item- correlation statistics. Item correlation statistics more than 0.2 or 0.3 indicates that the items correlate well with the average of the other i.e., such items are well reliable for measurement.

The constructs generated and verified from the qualitative study were statistically tested by item-correlation statistics in SPSS. The item correlation statistics in all constructs was found at least 0.2 or greater than 0.2, and it was in the range of 0.2 to 0.540. Therefore, all the constructs were found reliable for the measurement of satisfaction and dissatisfaction on fourteen travel life domains. Therefore, based on developed hypotheses, a quantitative study has been conducted to test these hypotheses formally through survey research data.

## 5.4 Quantitative Study for Tourists' Quality of Life

The quantitative study for assessing tourists' quality of life consists of two distinct components. One component is focused on gathering data from inbound tourists, while the other component is dedicated to collecting information from domestic tourists.

### 5.4.1 The Demographic Characteristics of the Inbound Tourist Participants.

Of the respondents, 157 (54 percent) were male, and 138 (46 percent) were female. Among them, 20.33 percent were Indian, 18.64 percent were Chinese, 17.67 percent were from other Asian countries, 16.94 percent were American, 16.94 percent were European, and 9.49 percent were Australian. The age range of the respondents varied from 20 to 80 years, with a mean age of 60. There were slight variations in travel patterns between males and females, including differences in the purpose of visit, duration of stay in Pokhara, and traveling companions. More details regarding the demographic characteristics are provided in Table 5.3.

**Table 5.3: Purpose of Visit, Length of Stay and Travelling Companion of the Respondents (Inbound Tourists)**

| Purpose of Visit and Sex in (%) | Length of Stay |      | Travelling Companion in (%) |      |      |                      |                   |      |
|---------------------------------|----------------|------|-----------------------------|------|------|----------------------|-------------------|------|
|                                 | M              | F    | Two                         | M    | F    | M                    | F                 |      |
| Visit Friends                   | 5.1            | 5.1  | Two                         | 15.9 | 21.0 | Individual           | 36.3              | 33.3 |
| Pleasure                        | 41.4           | 42.8 | Three                       | 29.4 | 21.0 | Couple               | 30.6              | 29.0 |
| Official Work                   | 2.0            | 1.4  | Four                        | 17.8 | 16.7 | Other family members | 9.5               | 8.0  |
| Religious Purpose               | 3.4            | 3.6  | Five                        | 36.9 | 41.3 | Group of friends     | 23.6              | 29.7 |
| Business                        | 5.2            | 6.5  | <b>Country of origin</b>    |      |      | <b>Number</b>        | <b>Percentage</b> |      |
| Education and Training          | 9.5            | 10.9 | India                       |      |      | 60                   | 20.33             |      |
|                                 |                |      | China                       |      |      | 55                   | 18.64             |      |
| Trekking                        | 23.4           | 21.5 | Asian(other)                |      |      | 52                   | 17.67             |      |
| Others                          | 10.2           | 8.2  | America                     |      |      | 50                   | 16.94             |      |
|                                 |                |      | Australia                   |      |      | 50                   | 16.94             |      |
|                                 |                |      | Europe                      |      |      | 28                   | 9.49              |      |
|                                 |                |      |                             |      |      | Total=295            |                   |      |

Source: Researchers' own calculation based on primary data.

There appears to be little disparity in the objectives of tourists, the duration of their stays in Pokhara, and their travel companions, regardless of gender. However, the majority of tourists visit Pokhara for leisure and trekking purposes. Approximately 5.1 percent of both males and females visit Pokhara to spend time with friends. Pleasure-seeking attracts 41.4 percent of males and 42.8 percent of females to Pokhara. Similarly, 2.0 percent of males and 1.4 percent of females come for official purposes, while 3.4

percent of males and 3.6 percent of females visit for religious reasons. Business-related visits account for 5.2 percent of males and 6.5 percent of females. Moreover, 9.5 percent of both males and females come to Pokhara for educational and training purposes. Lastly, 23.4 percent of males and 21.5 percent of females come to enjoy trekking.

Regarding solo travel, 36.3 percent of male tourists visit Pokhara alone, compared to 33.3 percent of females. Partners accompany 30.6 percent of males and 29 percent of females. Additionally, 10.2 percent of males and 8.2 percent of females visit for miscellaneous reasons. Similarly, 9.5 percent of males and 8.0 percent of females come to Pokhara with their families. Lastly, 23.6 percent of males arrive with friends, while 29.7 percent of females travel with a group of friends.

Shifting the focus to the tourists' origins, 20.33 percent of all visitors visit from India, 18.64 percent arrive from China, and 17.67 percent come from various regions within Asia and other continents.

#### **5.4.2 Impact Analysis on Overall Satisfaction with Travel Life Domains and Overall Satisfaction with Life in General (inbound tourists)**

The impact analysis has been carried out in two distinct phases. In the first phase, the influence of positive and negative travel life experiences on overall satisfaction within different travel domains was assessed. In the second phase, we examined how satisfaction within each travel domain affects overall life satisfaction in general. Consequently, three Confirmatory Factor Analyses (CFAs) were conducted for each travel life domain. In total, this entailed conducting forty-two CFAs for all fourteen models. As an illustration, the CFA results for leisure life satisfaction are provided below, along with detailed statistical information in Table 5.4.

**Table 5.4: Result of Confirmatory Factor Analysis for Leisure Satisfaction**

| Regression Weights(Group number 1-Default model)  |             |          |             |          |         |
|---|-------------|----------|-------------|----------|---------|
|   | Estimate    | S.E.     | C.R.        | P Label  |         |
| Leisure_ satisfaction←Negative Experiences  | -.995       | .004     | -226.75     | ***      |         |
| Leisure_ satisfaction←Positive Experiences  | .999        | .005     | 197.11      | ***      |         |
| Overall_satisfaction with life in general←overall satisfaction with leisure life domain | 5.997       | .394     | 15.22       | ***      |         |
| Standardized Regression Weights(Group number 1-Default model)                           |             |          |             |          |         |
|   | Estimate    |          |             |          |         |
| Leisure_ satisfaction←Negative Experiences  | -.642       |          |             |          |         |
| Leisure_ satisfaction←Positive Experiences  | .558        |          |             |          |         |
| Overall_satisfaction with life in general←overall satisfaction with leisure life domain | .664        |          |             |          |         |
| CMIN  |             |          |             |          |         |
| Model   | NPAR        | CMIN     | DF          | P        | CMIN/DF |
| Default Model   | 8           | 12.801   | 2           | .002     | 6.401   |
| Saturated Model   | 10          | .000     | 0           |          |         |
| Independence Model  | 4           | 2054.449 | 6           | .000     | 342.408 |
| Baseline comparisons  |             |          |             |          |         |
| Model   | NFI Delta 1 | RFI rho1 | IFI Delta 2 | TLI rho2 | CFI     |
| Default Model   | .994        | .981     | .995        | .984     | .995    |
| Saturated Model   | 1.000       |          | 1.000       |          | 1.000   |
| Independence Model  | .000        | .000     | .000        | .000     | .000    |
| RMR,GFI   |             |          |             |          |         |
| Model   | RMR         | GFI      | AGFI        | PGFI     |         |
| Default Model   | .638        | 0.979    | .896        | .196     |         |
| Saturated Model   | .000        | 1.000    |             |          |         |
| Independence Model  | 7.909       | .437     | .061        | .262     |         |
| RMSEA   |             |          |             |          |         |
| Model   | RMSEA       | L0 90    | HI 90       | PCLOSE   |         |
| Default Model   | .136        | .071     | .211        | .017     |         |
| Independence Model  | 1.078       | 1.039    | 1.117       | .000     |         |

Regarding leisure life (Hypothesis 2), it is observed that positive effects (i.e., trip events generating positive emotions) were indeed a significant predictor of overall satisfaction with leisure life, which supports Hypothesis 2a. This implies that the positive impact of the most recent trip on leisure life significantly contributes to current levels of well-being in leisure activities. Similarly, we found that the negative effects generated by the most recent trip were a significant predictor of overall satisfaction with leisure life, thus supporting Hypothesis 2b. Specifically, the negative impact of the trip on leisure life significantly detracted from leisure well-being. Furthermore, overall satisfaction with leisure life was identified as a significant and positive predictor of overall life satisfaction, aligning with Hypothesis 2c.

The Confirmatory Factor Analysis (CFA) results indicated that the model Chi Square (CMIN) was  $\chi^2(p) = 12.801 (.000)$ ,  $df = 2$ , with beta weights for positive and negative effects being  $\gamma = .558 (p < .01)$  and  $\gamma = -.642 (p < .01)$  respectively, while beta weights



for overall life satisfaction with regard to leisure life were found to be significant at the .001 level of significance,  $\beta = .664$  ( $p < .01$ ).

Likewise, all the model fit statistics, including the Comparative Fit Index (CFI) at .995, the Goodness of Fit Index (GFI) at .979 (analogous to  $R^2$ ), the Normed Fit Index (NFI) at .994, and the Root Mean Square Error of Approximation (RMSEA) at 0.136, surpass the cutoff value (RMSEA  $< 0.08$ ). However, it's important to note that the performance of RMSEA in models with smaller degrees of freedom (df) is not a meaningful criterion for evaluating good model fit, and it does not logically impact model fit quality (Kenny et al., 2015). These results indicate that the model provided an acceptable fit to the data. In a similar manner, Confirmatory Factor Analysis (CFA) was applied to test the remaining thirteen hypotheses, and the results indicated that all the hypotheses were supported. The outcomes of hypothesis testing through CFA for all fourteen models are summarized in Table 5.5.

**Table 5.5: The Hypothesis Testing Result (Impact of Positive Effect Vs Negative Effect on Travel Trip Domain Satisfaction)**

| Life Domain            | +ve Effect. Beta Value ( $\gamma$ ) | -ve Effect Beta value( $\gamma$ ) | Life domain vs Overall life-Beta value | $\chi^2$ (p)     | df | CFI   | GFI   | NFI   | RMSEA |
|------------------------|-------------------------------------|-----------------------------------|--|------------------|----|-------|-------|-------|-------|
| Social Life            | 0.668, $p < .01$                    | -0.661, $p < .01$                 | $\beta = .337, p < .01$                | -2.207.645 (.00) | 2  | 0.953 | 0.930 | 0.993 | 0.59  |
| Leisure and recreation | .558, $p < .01$                     | -0.642, $p < .01$                 | $\beta = .664, p < .01$                | 12.80 (.00)      | 2  | .995  | 0.979 | .994  | 0.079 |
| Family life            | 0.566, $p < .01$                    | -.628, $p < .01$                  | $\beta = .566, p < .01$                | 0.918 (.00)      | 2  | 1.0   | 0.998 | .999  | 0.000 |
| Love life              | 0.585, $p < .01$                    | -.638, $p < .01$                  | $\beta = .533, p < .01$                | 2.82 (.00)       | 2  | .999  | 0.995 | .998  | 0.038 |
| Arts and culture       | 0.559, $p < .01$                    | -.609, $p < .01$                  | $\beta = .643, p < .01$                | 6.79 (.00)       | 2  | .997  | 0.989 | .996  | 0.090 |
| Work life              | 0.595, $p < .01$                    | -.613, $p < .01$                  | $\beta = .616, p < .01$                | .0342 (.00)      | 2  | 1.0   | .999  | 1.09  | 0.000 |
| Health and safety life | 0.580, $p < .01$                    | -.667, $p < .01$                  | $\beta = .376, p < .01$                | .253 (.00)       | 2  | .987  | 0.94  | .996  | 0.079 |
| Financial life         | 0.586, $p < .01$                    | -.639, $p < .01$                  | $\beta = .521, p < .01$                | -3530.857 (.00)  | 2  | .999  | 0.994 | .998  | 0.049 |
| Spiritual life         | 0.185, $p < .01$                    | -.269, $p < .01$                  | $\beta = .518, p < .01$                | 3.310 (.00)      | 2  | 1.0   | 0.999 | .999  | 0.000 |
| Intellectual life      | 0.561, $p < .01$                    | -.642, $p < .01$                  | $\beta = .670, p < .01$                | 1.814 (.00)      | 2  | .964  | 0.997 | .999  | 0.000 |
| Self-life              | 0.789, $p < .01$                    | -.201, $p < .01$                  | $\beta = .714, p < .01$                | 7.728 (.00)      | 2  | .990  | 0.987 | .987  | 0.099 |
| Culinary life          | 0.533, $p < .01$                    | -.671, $p < .01$                  | $\beta = .649, p < .01$                | 13.469(.00)      | 2  | .993  | 0.978 | .991  | 0.140 |
| Travel life            | 0.560, $p < .01$                    | -.650, $p < .01$                  | $\beta = .661, p < .01$                | 20.560(.00)      | 2  | .990  | 0.967 | .989  | 0.178 |
| Environmental Life     | 0.481, $p < .01$                    | -.630, $p < .01$                  | $\beta = .606, p < .01$                | 20.613(.00)      | 2  | .984  | 0.967 | .982  | 0.178 |

Source: Researcher's calculation from survey data (2019).

**Note:** CFI = comparative fit index; GFI = Goodness-of-fit index; NFI = Normed fit index; RMSEA = Root mean square error of approximation. \*\* indicates  $p$  value  $\leq 0.01$  and \*\*\* indicates  $p$  value  $\leq 0.001$ .

The results indicate that both positive and negative experiences significantly influence overall satisfaction across all life domains. This finding holds particular significance from the perspective of tourist satisfaction. Specifically, it implies that as positive experiences increase, tourist satisfaction also significantly increases, while an increase in negative experiences leads to a notable decrease in satisfaction, particularly in the social aspects of tourists' lives.

Across all fourteen models examined, the model chi-square  $\chi^2$  (p) is statistically significant at the 0.05 level. Additionally, beta weights (represented by  $\gamma$  and  $\beta$ ) are statistically significant, ranging from 0.185 to 0.668 for positive experiences and -0.201 to -0.671 for negative experiences. Moreover, all model fit statistics, including the Comparative Fit Index (CFI) and the Goodness of Fit Index (GFI), which is akin to R<sup>2</sup>, align well with the cutoff values for a good model fit. This indicates that all proposed models are well-supported and demonstrate a good fit according to the Structural Equation Modeling (SEM) indicators.

The beta coefficient represents the extent of change in the dependent variable for every 1 unit of change in the predictor (independent variable). In our study, the beta values for positive experiential factors range from 0.185 to 0.668, and none of these coefficients are negative. This implies that for every 1 unit increase in the predictor variable, the dependent variable increases by a minimum of 0.185 (in the case of spiritual life) to a maximum of 0.668 (in the case of satisfaction in social life). The satisfaction in other domains falls within this range.

Consequently, among inbound tourists, social life is a highly sensitive issue. The more positive experiences they have in their social life, the greater their overall satisfaction in this domain. However, the impact of positive experiences on spiritual life is the lowest.

When the beta coefficient is negative, it indicates that for every 1 unit increase in the predictor variable, the dependent variable will decrease by the value of the beta coefficient. In our findings, the beta values for negative experiential factors range from -0.201 to -0.671, and none of these coefficients are positive. This means that a 1 unit increase in negative experiences decreases tourist satisfaction by 0.201 to 0.671 units. Negative experiences have the most pronounced negative impact on culinary life and

the least impact on the self-life of tourists. An increase in negative experiences directly diminishes overall satisfaction in that particular domain. Foreign tourists appear to be particularly sensitive to their self-life and safety. In summary, both positive and negative experiential factors significantly predict overall life satisfaction across all travel domains. Beta coefficients for predictor variables are significant in all travel life domains. Additionally, the newly introduced travel domain, environmental life, in the context of Pokhara, is also found to be significantly influenced by the positive and negative experiences of the travel trip to Pokhara.

**Table 5.6: CFA Result Summary for Inbound Tourists**

| CFA between different Life Domain satisfaction and travel experiences |                 | Beta weight | CFA between overall satisfaction with life in different domain and overall satisfactions with life | Beta weight |
|---|-----------------|-------------|--|-------------|
| Social Life Satisfaction  | +ve experiences | 0.668***    | Overall satisfaction with Social Life vs overall satisfaction with life in general                 | 0.337***    |
|   | -ve experiences | -0.661***   |  |             |
| Leisure Life Satisfaction   | +ve experiences | 0.558***    | Overall satisfaction with Leisure Life vs overall satisfaction with life in general                | 0.664***    |
|   | -ve experiences | -0.642***   |  |             |
| Family Life satisfaction  | +ve experiences | 0.566***    | Overall satisfaction with Family Life vs overall satisfaction with life in general                 | 0.566***    |
|   | -ve experiences | -0.628***   |  |             |
| Love Life Satisfaction  | +ve experiences | 0.585***    | Overall satisfaction with Love Life vs overall satisfaction with life in general                   | 0.533***    |
|   | -ve experiences | -0.638***   |  |             |
| Art/Culture life Satisfaction   | +ve experiences | 0.559***    | Overall satisfaction with Art/culture Life vs overall satisfaction with life in general            | 0.643***    |
|   | -ve experiences | -0.609***   |  |             |
| Work Life Satisfaction  | +ve experiences | 0.595***    | Overall satisfaction with Work Life vs overall satisfaction with life in general                   | 0.616***    |
|   | -ve experiences | -0.613***   |  |             |
| Health and safety Life Satisfaction                                   | +ve experiences | 0.580***    | Overall satisfaction with Health Life vs overall satisfaction with life in general                 | 0.376***    |
|   | -ve experiences | -0.667***   |  |             |
| Financial Life satisfaction   | +ve experiences | 0.586***    | Overall satisfaction with Financial Life vs overall satisfaction with life in general              | 0.521***    |
|   | -ve experiences | -0.639***   |  |             |
| Spiritual Life satisfaction   | +ve experiences | 0.185***    | Overall satisfaction with Spiritual Life vs overall satisfaction with life in general              | 0.518***    |
|   | -ve experiences | -0.269***   |  |             |
| Intellectual life satisfaction  | +ve experiences | 0.561***    |  | 0.670***    |

| CFA between different Life Domain satisfaction and travel experiences |                 | Beta weight | CFA between overall satisfaction with life in different domain and overall satisfactions with life | Beta weight |
|---|-----------------|-------------|--|-------------|
|   | -ve experiences | -0.642***   | Satisfaction with intellectual life compared to overall life satisfaction in general               |             |
| Self -Life satisfaction   | +ve experiences | 0.798***    | Overall satisfaction with Self-Life vs overall satisfaction with life in general                   | 0.714***    |
|   | -ve experiences | -0.201***   |  |             |
| Culinary Life satisfaction  | +ve experiences | 0.533***    | Overall satisfaction with Culinary Life vs overall satisfaction with life in general               | 0.649***    |
|   | -ve experiences | -0.671***   |  |             |
| Travel Life satisfaction  | +ve experiences | 0.560***    | Overall satisfaction with Travel Life vs overall satisfaction with life in general                 | 0.661***    |
|   | -ve experiences | -0.650***   |  |             |
| Environmental life satisfaction                                       | +ve experiences | 0.481***    | Overall satisfaction with Environmental Life vs overall satisfaction with life in general          | 0.606***    |
|   | -ve experiences | -0.630***   |  |             |

Source: Author's calculation from survey data (2019).

Note: \*\*\* indicates significance level at 0.01.

This analysis shows that the overall result of positive and negative experiences has shown significant impact on all fourteen proposed domain of travel trip satisfaction. This means that the predictors; positive and negative experiences of travel trip have the significant impact on the overall satisfaction with life in corresponding life domains. For example, in case of social life, this can be interpreted as positive and negative experiences of social life have the significant impact on overall satisfaction with social life. In a similar way, all fourteen hypotheses are fully accepted by the present study in case of Nepal. Therefore, the model developed by Sirgy et al. (2011) can be served as a basis for strategy formulation by tourists' operators in Nepal. To calculate the Quality of life of foreign tourists in Nepal, the tested model is found valid and useful.

#### **5.4.3 CFA between Combined Impact of Overall Satisfaction in Fourteen Travel Domains to Overall Life Satisfaction in General (Inbound Tourists)**

Likewise, to assess the fit of the model, a confirmatory factor analysis was carried out to examine how the overall satisfaction across all fourteen travel trip domains relates to overall life satisfaction. The results of the CFA are as follows.

**Table 5.7: Summary of Model Fit Indices**

| Test statistics of proposed model | Results | Cut-off value | Conclusion                 |
|-----------------------------------|---------|---------------|----------------------------|
| Chi-Square Statistics CMIN        | 0.00    | <0.05         | Good model fit is verified |
| RMR                               | 0.00    | <0.08         | Good model fit is verified |
| GFI                               | 1.00    | ≥0.95         | Good model fit is verified |
| NFI                               | 1.00    | ≥0.95         | Good model fit is verified |
| (N)NFI                            | 1.00    | ≥0.95         | Good model fit is verified |

Source: Result of CFA between overall satisfaction with fourteen travel life domains to overall satisfaction with life in general.

Root Mean Square Residuals (RMR) and Adjusted Goodness of Fit (A) GFI for default model (proposed model) = 1.00 is much greater than cut-off value 0.90, so it indicates the model fit is acceptable. Also, RMR = 0.0, which is smaller than critical value 0.08, it indicates a good model fit. The Normed Fit Index (NFI) and Non Normed Fit Index (N) NFI are equal to 1 which are greater than critical value (0.95), so this value also indicates good model fit.

**Table 5.8: Regression Weights**

| Overall satisfaction with life in general vs overall satisfaction with particular life domain | Beta weight | Standard Error | Critical Ratio |
|---|-------------|----------------|----------------|
| Overall satisfaction with life in general <---Overall satisfaction with Social- Life          | 0.112***    | 0.018          | 53.729         |
| Overall satisfaction with life in general <---Overall satisfaction with Leisure- Life         | 0.111***    | 0.020          | 51.610         |
| Overall satisfaction with life in general <--- Overall satisfaction with Family- Life         | 0.128***    | 0.015          | 64.394         |
| Overall satisfaction with life in general <--- Overall satisfaction with Love- Life           | 0.119***    | 0.119          | 62.084         |
| Overall satisfaction with life in general <--- Overall satisfaction with Art/cultural- Life   | 0.123***    | 0.123          | 60.906         |
| Overall satisfaction with life in general <---Overall satisfaction with work- Life            | 0.111***    | 0.111          | 52.979         |
| Overall satisfaction with life in general <---Overall satisfaction with Health- Life          | 0.113***    | 0.113          | 55.973         |
| Overall satisfaction with life in general <---Overall satisfaction with Financial- Life       | 0.104***    | 0.104          | 54.518         |
| Overall satisfaction with life in general <---Overall satisfaction with Spiritual –Life       | 0.102***    | 0.102          | 48.663         |
| O Overall satisfaction with life in general<---Overall satisfaction with Intellectual- Life   | 0.115***    | 0.115          | 52.383         |
| Overall satisfaction with life in general <---Overall satisfaction with Self- Life            | 0.107***    | 0.107          | 48.076         |
| Overall satisfaction with life in general <---Overall satisfaction with Culinary –Life        | 0.100***    | 0.100          | 46.418         |
| Overall satisfaction with life in general <---Overall satisfaction with Travel- Life          | 0.116***    | 0.116          | 54.930         |
| Overall satisfaction with life in general <---Overall satisfaction with Environmental life    | 0.131***    | 0.131          | 66.053         |

Source: CFA result. \*\*\* indicates significance level at 0.001.

The results from the Confirmatory Factor Analysis (CFA), as presented in both Table 5.7 and Table 5.8, reveal that overall satisfaction with life in all travel-related life domains (including social life, leisure and recreation, family life, love life, arts and culture, work life, health and safety, financial well-being, spiritual life, intellectual pursuits, self-esteem, culinary experiences, travel experiences, and environmental aspects) significantly predicts overall general life satisfaction. This outcome aligns perfectly with earlier research conducted by Sirgy et al. (2011).

However, in contrast to prior findings, this study's results differ in terms of how positive and negative travel experiences impact overall satisfaction across various life domains for tourists. Previous research by Sirgy et al. (2011) did not identify a significant effect of positive experiences in family life, health and safety, financial well-being, and self-esteem. Similarly, their findings did not demonstrate a significant impact of negative experiences on leisure and recreation, intellectual pursuits, self-esteem, and travel experiences. In contrast, the present study was able to establish that positive and negative experiences exert a significant influence on all life domains.

The results indicate that the impact of positive and negative experiences on tourists varies from one country to another. This divergence could be attributed to the choice of travel domains that are closely linked to tourists' higher-order needs. Additionally, contextual variations in life domains within each country and the psychological profiles of visiting tourists may contribute to these differences. Investigating why these results differ across different countries and contexts could be a subject for future research.

Furthermore, the study found that the overall life satisfaction within each travel life domain significantly influences overall life satisfaction in general. Additionally, the inclusion of the environmental life domain, specific to the context of Pokhara, was found to be significantly influenced by the positive and negative experiences of the travel trip in Pokhara. Moreover, it was demonstrated that overall satisfaction with the environmental life domain also significantly impacts overall life satisfaction in general.

#### **5.4.4 Validity: Second Measure of Life Satisfaction**

In order to check its concurrent validity, the second measure of life satisfaction was carried out. Concurrent validity is demonstrated when a test correlates well with a measure that has previously been validated. Concurrent validity is a type of evidence

that can be gathered to defend the use of a test for predicting other outcomes. It applies to validation studies in which the two measures are administered at approximately the same time. It is a parameter used in sociology, psychology, and other psychometric or behavioral sciences. The predictive power of the test is analyzed using a simple correlation or linear regression. Concurrent validity focuses on the power of the focal test to predict outcomes on another test or some outcome variable.

The second measure of life satisfaction utilized constructs adapted from the Satisfaction with Life Scale (SWLS), a widely employed tool in Quality of Life (QOL) studies. The SWLS was developed to evaluate an individual's overall satisfaction with their life, rather than focusing on specific life domains like health or finances. It allows respondents to integrate and weigh these domains according to their own preferences. The SWLS is recommended as a valuable addition to scales that concentrate on psychopathology or emotional well-being since it assesses an individual's conscious evaluative judgment of their life based on their personal criteria (Pavot & Diener, 1993).

Participants responded to these items using a 5-point Likert scale: "fully agree-5," "partially agree-4," "neither agree nor disagree-3," "partially disagree-2," and "fully disagree-1." To assess the measurement constructs' reliability, item-total statistics and Cronbach's Alpha were computed.

**Table 5.9: Item-Total Statistics on Second Measure of life Satisfaction**

| Statement of the construct  | Mean | Standard Deviation | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|------|--------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| In general, this trip left me with enduring memories and significantly enhanced my overall quality of life. | 4.48 | .940               | 17.99                      | 5.304                          | 0.228                            | 0.706                            |
| Following the trip, my overall life satisfaction has notably risen.   | 4.45 | .823               | 18.01                      | 4.461                          | 0.585                            | 0.685                            |
| Despite occasional fluctuations, my overall sentiment regarding life improved shortly after the trip.       | 4.56 | .730               | 17.91                      | 5.062                          | 0.480                            | 0.684                            |
| After the trip, I experienced a greater sense of purpose and fulfillment in my life.                        | 4.47 | .787               | 18.00                      | 5.020                          | 0.434                            | 0.675                            |
| Upon returning from the trip, I felt an overwhelming sense of happiness and contentment.                    | 4.51 | .816               | 17.96                      | 5.047                          | .398                             | .671                             |

Source: Item- total statistics analysis result from survey data.

The reliability statistics Cronbach's Alpha ranges from 0.684 to 0.706, which is significant. It is verified that the measurement constructs used in second measurement were reliable tools to measure the overall satisfaction with life.

**Table 5.10: Correlation Between 1<sup>st</sup> Tool (First Measure) and 2<sup>nd</sup> Tool (Second Measure)**

|  |                     |   |
|--|---------------------|---|
| Overall satisfaction with travel life domains (First measure of life satisfaction) |                     | Second measure of overall life Satisfaction |
|  | Pearson Correlation | .378**                                      |
|  | Sig. (2-tailed)     | .000  |
|  | N                   | 295   |

\*\* Correlation is significant at the 0.01 level (2-tailed).

From two tools for validity and reliability of the constructs, it is proved that the QOL measurement tools are valid because there is a significant correlation between the first measure and the second measure.

At the end of the questionnaire, there were three important questions regarding the revisiting, recommendations and fulfillment of the expectations of tourists who visited Pokhara. Among the surveyed respondents, 50.8 percent of them replied their intension of revisiting Pokhara, 37.6 percent expressed that there is possibility of revisiting, 10.5 percent were not sure and only 1 percent of them said that they will not revisit. In a question about the possibility of recommendation to others, 79.3 percent of them would recommend others to revisit, 16.9 percent said that there is high probability to recommend, 2.4 percent said that they are not sure and 1.4 percent declared that they would not recommend others to visit Pokhara. In a question about the fulfillment of expectation of the visiting Pokhara, 44.4 percent expressed that they have completely fulfilled their expectations, 49.2 percent said that their expectations are mostly fulfilled, 5.8 percent said that their expectation are somewhat fulfilled and 0.7 percent of them said that expectations are completely not fulfilled. From the above information, a conclusion can be drawn that majority of the visitors expressed their strong support in in the statement of revisiting, recommendations and fulfillment of their expectations of travelling in Pokhara. Therefore, it can be concluded that while visiting Pokhara, the QOL of Pokhara has been enhanced significantly.

## **5.5 Summary of the Data Analysis for Inbound Tourists**

At first, the model was tested as a whole, but the results indicated a high level of multicollinearity due to the extensive number of life domains and constructs involving



positive and negative effects within each life domain. Consequently, it was deconstructed the model and conducted separate tests for each life domain to investigate the impact of positive versus negative effects on life domain satisfaction and overall life satisfaction.

The findings related to hypothesis testing are summarized in Table 5.7. Across all fourteen models, positive and negative effects stemming from the most recent trip were significant predictors of overall satisfaction with all aspects of travel life. In other words, both Hypothesis 1a to 14a and Hypothesis 1b to 14b were supported. Similarly, overall satisfaction with each travel life domain was a significant predictor of overall life satisfaction. Thus, Hypothesis 1c to 14c were also confirmed by the data. The results for the remaining hypotheses, Hypothesis 2a to 14a and Hypothesis 2b to 14b, are summarized in Table 5.6, demonstrating support for all these hypotheses as well.

Specifically, in the domain of social life, both positive and negative effects generated by the recent trip to Pokhara were significant predictors of overall satisfaction with social life, corroborating the findings for Hypothesis 1a and 1b. This implies that positive experiences in social interactions during the trip significantly contribute to current levels of social well-being, while negative trip-induced social experiences have a detrimental effect on social well-being. Furthermore, overall satisfaction with social life emerged as a significant and positive predictor of overall life satisfaction, confirming Hypothesis 1c.

Likewise, positive and negative experiences from the recent Pokhara visit were found to be significant predictors of overall satisfaction with various aspects of life, including leisure and recreation, family, love, arts and culture, work, health and safety, financial well-being, spiritual fulfillment, intellectual pursuits, self-esteem, culinary experiences, travel experiences, and environmental factors.

## **5.6 The Demographic Profiles of the Respondents (Domestic Tourists)**

Of the 296 respondents, 188 (63.51 percent) were male, and 108 (36.49 percent) were female. Among the males, the respondent's age range was 25 to 72 years, and it was 26 to 68 years for females. Among the respondents, 39.86 percent were from Kathmandu Valley, 15.20 percent from Chitwan, 20.27 percent from Bhairahawa, 13.51 percent from Nepalgunj, and 11.14 percent from Biratnagar. There was a slight difference in

travel patterns between males and females corresponding to visiting, staying nights in Pokhara, and traveling companions.

Among the domestic male visitors, 41.4 percent visit Pokhara for pleasure purposes, followed by 12 percent to visit friends, 8.1 percent to visit for education and training, and 6.3 percent to go trekking. Likewise, among the domestic female visitors, 33.1 percent visit Pokhara for pleasure purposes, followed by 15.5 percent to visit friends and 10.8 percent for education and training. This data reflects that most of the visitors (male and female) prefer to visit Pokhara for pleasure, to meet friends, and for education and training. Likewise, 39.9 percent males and 38.5 percent females stay at least two nights in Pokhara.

Similarly, the percentage of males who stay at least three, four, and five nights in Pokhara is 31.8 percent, 12.8 percent, and 15.5 percent, respectively. However, this pattern of stay nights in Pokhara is somehow the same as the case of female visitors.

While analyzing the travel companion on visiting Pokhara, both males and females prefer to visit with a group of friends by 41.6 percent and 57.6 percent, respectively. Whereas in the case of traveling with the couple, the data shows 20.7 percent male and 23.8 percent female, 24.7 percent male and 10.4 percent female prefer to travel individually. However, both males and females prefer to visit other family members only by 13 percent and 8.2 percent, respectively. Both sexes seem to be less interested in visiting Pokhara with family members than with friends and couples. It shows that Pokhara is an appropriate destination for visiting with friends and couples. Essentially, it indicates that Pokhara is famous for a pleasant visit.

**Table 5.11: Purpose of Visit, Length of Stay and Travelling Companion of the Respondents (Domestic Tourists)**

| Purpose of Visit and sex in (%) | Stay Nights at Pokhara |      | Travelling Companion in (%) |      |       |                      |       |         |
|---------------------------------|------------------------|------|-----------------------------|------|-------|----------------------|-------|---------|
|                                 | M                      | F    |                             | M    | F     |                      | M     | F       |
| Visit Friends                   | 12.0                   | 15.5 | Two                         | 39.9 | 38.5  | Individual           | 24.7  | 10.4    |
| Pleasure                        | 41.4                   | 33.1 | Three                       | 31.8 | 32.7  | Couple               | 20.7  | 23.8    |
| Official Work                   | 6.9                    | 7.4  | Four                        | 12.8 | 14.9  | Other family members | 13.0  | 8.2     |
| Religious Purpose               | 3.5                    | 3.5  | Five                        | 15.5 | 13.9  | Group of friends     | 41.6  | 57.6    |
| Business                        | 4.6                    | 5.4  | Place of Origin             |      | Male  | Female               | Total | Percent |
| Education & Training            | 8.1                    | 10.8 | Kathmandu Valley            |      | 75    | 43                   | 118   | 39.86   |
|                                 |                        |      | Chitwan                     |      | 30    | 15                   | 45    | 15.20   |
| Trekking                        | 6.3                    | 7.4  | Bhairahawa                  |      | 40    | 20                   | 60    | 20.27   |
| Others                          | 17.2                   | 16.9 | Nepalgunj                   |      | 25    | 15                   | 40    | 13.51   |
|                                 |                        |      | Biratnagar                  |      | 18    | 15                   | 33    | 11.14   |
|                                 |                        |      | Total                       |      | 188   | 108                  | 296   |         |
|                                 |                        |      | Percentage                  |      | 63.51 | 36.49                |       |         |

Source: Researcher's calculation based on survey data (2019).

There seems little difference in tour objectives, nights stayed in Pokhara and travelling companion between male and female. However, majority of the tourists visit for pleasure purpose.

### 5.7 Analysis of the Item Correlation Statistics

The constructs generated and verified from the qualitative study were statistically tested by item-correlation statistics in SPSS. All the constructs were found reliable for the measurement of satisfaction and dissatisfaction on fourteen travel life domains. The detail result of item correlation statistics of positive and negative experiences has been given in Table 5.12.

**Table 5.12: Item-Total Correlation Statistics (For Positive and Negative Sources of Experience)**

| Life Domains              | Domain Constructs<br>Positive and negative sources of experience | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Reliability Test Result |
|---------------------------|--|----------------------------|--------------------------------|----------------------------------|-------------------------|
| Social Life               | a. Positive sources of experience                                | 4.39                       | 1.349                          | .398                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.47                       | .881                           | .398                             | Reliable                |
| Leisure - recreation Life | a. Positive sources of experience                                | 4.39                       | 1.337                          | .365                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.58                       | .603                           | .365                             | Reliable                |
| Family Life               | a. Positive sources of experience                                | 3.90                       | 2.109                          | .555                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.22                       | 1.499                          | .555                             | Reliable                |
| Love Life                 | a. Positive sources of experience                                | 4.10                       | 1.748                          | .236                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.21                       | 1.120                          | .236                             | Reliable                |
| Arts and Cultural Life    | a. Positive sources of experience                                | 4.33                       | 1.328                          | .384                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.55                       | .743                           | .384                             | Reliable                |
| Work Life                 | a. Positive sources of experience                                | 4.38                       | 1.172                          | .444                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.35                       | 1.190                          | .444                             | Reliable                |
| Health and Safety Life    | a. Positive sources of experience                                | 4.45                       | 1.232                          | .423                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.52                       | .942                           | .423                             | Reliable                |
| Financial Life            | a. Positive sources of experience                                | 4.11                       | 1.496                          | .296                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.41                       | .703                           | .296                             | Reliable                |
| Spiritual Life            | a. Positive sources of experience                                | 4.33                       | 1.232                          | .487                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.44                       | .776                           | .487                             | Reliable                |
| Intellectual Life         | a. Positive sources of experience                                | 4.14                       | 1.672                          | .376                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.39                       | .774                           | .376                             | Reliable                |
| Self-Life                 | a. Positive sources of experience                                | 4.14                       | 1.697                          | .251                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.28                       | .723                           | .251                             | Reliable                |
| Culinary Life             | a. Positive sources of experience                                | 4.25                       | 1.524                          | .511                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.40                       | .973                           | .511                             | Reliable                |
| Travel Life               | a. Positive sources of experience                                | 4.15                       | 1.693                          | .312                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.54                       | .636                           | .312                             | Reliable                |
| Environ-mental life       | a. Positive sources of experience                                | 4.32                       | 1.467                          | .206                             | Reliable                |
|                           | b. Negative sources of experience                                | 4.21                       | 1.344                          | .206                             | Reliable                |

Source: Researcher's calculation from survey data(2019).

Note: Scale of negative sources of experiences were reversed while calculating item- correlation statistics. Item correlation statistics more than 0.2 or 0.3 indicate that the items correlate well with the average of the other i.e., such items are well reliable for measurement.

## 5.8 Development of Hypothesis for the Study of Domestic Tourists

Based on the constructs generated and verified from the qualitative study and statistically tested by item-correlation statistics, the hypothesis developed for foreign tourists are well valid for Nepali tourists as well because the IDI was common. Therefore, based on developed hypotheses, quantitative analysis has been conducted to test these hypotheses formally through survey research data.

## 5.9 Confirmatory Factor Analysis on Satisfaction with Social Life (Domestic Tourists)

The result of confirmatory factor analysis on satisfaction with social life (negative experiences, positive experiences and overall\_ satisfaction with life in general) has been given in the Table 5.13.

**Table 5.13: Result of Confirmatory Factor Analysis on Satisfaction with Social Life**

| <b>Regression Weights(Group number 1-Default model)</b>                                 |                |          |             |          |         |
|---|----------------|----------|-------------|----------|---------|
|   | Esti<br>mate   | S.E.     | C.R.        | P Label  |         |
| Social life satisfaction←Negative Experiences   | -<br>1.00<br>5 | .007     | 136.365     | ***      |         |
| Social life satisfaction ←Positive Experiences  | .993           | .009     | 109.663     | ***      |         |
| Overall_ satisfaction with life in general←overall satisfaction with social life domain | 5.21<br>6      | .444     | 11.75       | ***      |         |
| <b>Standardized Regression Weights(Group number 1-Default model)</b>                    |                |          |             |          |         |
|   | Estimate       |          |             |          |         |
| Social life satisfaction←Negative Experiences   | -.658          |          |             |          |         |
| Social life satisfaction ←Positive Experiences  | .529           |          |             |          |         |
| Overall_ satisfaction with life in general←overall satisfaction with social life domain | .565           |          |             |          |         |
| <b>CMIN</b>   |                |          |             |          |         |
| Model   | NPAR           | CMIN     | DF          | P        | CMIN/DF |
| Default Model   | 8              | .065     | 2           | .971     | .029    |
| Saturated Model   | 10             | .000     | 0           |          |         |
| Independence Model  | 4              | 1688.128 | 6           | .000     | 281.355 |
| <b>Baseline comparisons</b>   |                |          |             |          |         |
| Model   | NFI 1          | RFI rho1 | IFI Delta 2 | TLI rho2 | CFI     |
| Default Model   | 1.000          | 1.000    | 1.001       | 1.003    | 1.000   |
| Saturated Model   | 1.000          |          | 1.000       |          | 1.000   |
| Independence Model  | .000           | .000     | .000        | .000     | .000    |
| <b>RMR,GFI</b>  |                |          |             |          |         |
| Model   | RMR            | GFI      | AGFI        | PGFI     |         |
| Default Model   | .044           | 1.000    | 1.000       | .200     |         |
| Saturated Model   | .000           | 1.000    |             |          |         |
| Independence Model  | 6.296          | .463     | .105        | .278     |         |
| <b>RMSEA</b>  |                |          |             |          |         |
| Model   | RMSEA          |          | LO 90       | HI 90    | PCLOSE  |
| Default Model   | .065           |          | .000        | .157     | .986    |
| Independence Model  | .975           |          | .936        | 1.014    | .000    |

Source: Researcher's calculation from survey data (2019).

In relation to social life (Hypothesis 1), the study revealed that positive affect (positive emotions arising from trip experiences) significantly predicts overall satisfaction with social life, providing support for Hypothesis 1a. This means that the positive affect experienced in social interactions during the most recent trip significantly contributes to the current level of social well-being. Similarly, negative affect generated by the most recent trip was also found to be a significant predictor of overall satisfaction with social life, thus supporting Hypothesis 1b. Specifically, negative affect resulting from a trip's social experiences was found to have a significant adverse impact on social well-being. Furthermore, overall satisfaction with social life emerged as a significant and positive predictor of overall life satisfaction, in line with Hypothesis 1c.

The Confirmatory Factor Analysis (CFA) results indicated that the model's Chi Square (CMIN) was  $\chi^2(p) = 0.065(.000)$ , with 2 degrees of freedom (df). The beta weights for positive and negative effects were  $\gamma = .529, p < .01$  and  $\gamma = -.658, p < .01$ , respectively, while the beta weight for overall life satisfaction concerning social life was  $\beta = .565, p < .01$ . All these coefficients were significant at the .001 level of significance. Additionally, various model fit statistics, such as the Comparative Fit Index (CFI) = .998, Goodness of Fit Index (GFI) = .991 (analogous to  $R^2$ ), Normed Fit Index (NFI) = .9947, and Root Mean Square Error of Approximation (RMSEA) = 0.065 (below the cutoff value of  $RMSEA < 0.08$ ), supported the model's good fit. It's worth noting that the RMSEA's performance is less meaningful in models with smaller degrees of freedom, as it doesn't significantly impact the assessment of model fit (Kenny et al., 2015).

In summary, these results affirm that the model provides an acceptable fit to the data. Similarly, the CFA analysis conducted for the remaining thirteen hypotheses also yielded supportive results, indicating that all of the hypotheses were upheld. The outcomes of the hypothesis testing using CFA across all fourteen models are summarized in Table 5.14.

**Table 5.14: The Hypothesis Testing Result (Impact of Positive Effect vs Negative Effect on Travel Trip Domain Satisfaction)**

| Life Domain            | Positive Exp. Beta value( $\gamma$ ) | Negative Exp. Beta value( $\gamma$ ) | Life domain vs Overall life (Beta) | $\chi^2$ (p) | df | CFI   | GFI   | NFI  | RMS EA |
|------------------------|--------------------------------------|--------------------------------------|------------------------------------|--------------|----|-------|-------|------|--------|
| Social Life            | 0 .529, p < .01                      | -.658, p < .01                       | $\beta = .565, p < .01$            | -.065 (.00)  | 2  | 1.00  | 0.930 | 1.0  | 0.065  |
| Leisure and recreation | -.480, p < .01                       | -.64, p < .01                        | $\beta = .645, p < .01$            | 5.415 (.00)  | 2  | .998  | 0.991 | .997 | 0.075  |
| Family life            | 0 .520, p < .01                      | -.612, p < .01                       | $\beta = .666, p < .01$            | 3.712 (.00)  | 2  | .999  | 0.994 | .998 | 0.054  |
| Love life              | 0 .569, p < .01                      | -.738, p < .01                       | $\beta = .526, p < .01$            | 1.79 (.00)   | 2  | 1.987 | 0.966 | .977 | 0.032  |
| Arts and culture       | 0 .538, p < .01                      | -.719, p < .01                       | $\beta = .385, p < .01$            | 2.469 (.00)  | 2  | .922  | 0.911 | .987 | 0.040  |
| Work life              | 0 .588, p < .01                      | -.580, p < .01                       | $\beta = .623, p < .01$            | .341 (.00)   | 2  | .998  | 0.990 | .996 | 0.000  |
| Health and safety life | 0 .585, p < .01                      | -.669, p < .01                       | $\beta = .293, p < .01$            | .244 (.00)   | 2  | .923  | 0.945 | .994 | 0.043  |
| Financial life         | 0 .505, p < .01                      | -.714, p < .01                       | $\beta = .697, p < .01$            | 9.227 (.00)  | 2  | .995  | 0.985 | .993 | 0.049  |
| Spiritual life         | 0 .518, p < .01                      | -.634, p < .01                       | $\beta = .639, p < .01$            | 14.789 (.00) | 2  | .992  | 0.976 | .991 | 0.147  |
| Intellectual life      | 0 .489, p < .01                      | -.701, p < .01                       | $\beta = .698, p < .01$            | 15.97 (.00)  | 2  | .991  | 0.974 | .990 | 0.015  |
| Self-life              | 0 .514, p < .01                      | -.789, p < .01                       | $\beta = .681, p < .01$            | 15.374 (.00) | 2  | .998  | 0.975 | .991 | 0.015  |
| Culinary life          | 0 .511, p < .01                      | -.636, p < .01                       | $\beta = .663, p < .01$            | 6.458 (.00)  | 2  | .998  | 0.989 | .997 | 0.078  |
| Travel life            | 0 .459, p < .01                      | -.756, p < .01                       | $\beta = .730, p < .01$            | 16.755 (.00) | 2  | .994  | 0.973 | .993 | 0.158  |
| Environmental Life     | 0.632, p < .01                       | -.652, p < .01                       | $\beta = .660, p < .01$            | 29.414 (.00) | 2  | .986  | 0.961 | .985 | 0.197  |

Source: Researcher's calculation from survey data (2019).

**Note:** CFI = comparative fit index; GFI = Goodness-of-fit index; NFI = Normed fit index; RMSEA = Root mean square error of approximation. \*\* indicates p value  $\leq 0.01$  and \*\*\* indicates p value  $\leq 0.001$ .

Likewise, the result shows that the positive and negative experiences significantly predict the overall satisfactions in all life domains. If both positive and negative experiences of travel trip have significant influence on travel, it is more meaningful from the tourists' satisfaction point of view. It means that with the increase in positive experiences there is significant increase in tourists' satisfaction and with the increase in negative experiences there is significant decrease in satisfaction in social life of the tourists. In all models, model chi-square  $\chi^2$  (p) is significant at 0.05 level, beta weight (denoted by  $\gamma$  and  $\beta$ ) are significant and ranging between 0.459 to 0.632 for positive experiences and -0.580 to -0.789 for negative experiences. Similarly, all model fit statistics namely; Comparative fit index (CFI), Goodness of fit index (GFI), which is analogous to R2 and Normed fit index support enough with cut-off value for good fit

of the model. That means all proposed models were perfectly proved good fit by the indicators of Structural Equation Modelling (SEM).

A beta weight is a standardized regression coefficient (the slope of a line in a regression equation). They are used when both the criterion and predictor variables are standardized (i.e., converted to z-scores). In our study beta value for positive sources of experiences ranges from 0.459 to 0.632 and none of the beta coefficient is found negative. It means for every 1 unit increase in predictor variable; dependent variable increases by minimum value 0.459 unit (in case of spiritual life) to maximum value of 0.632 unit (in case of satisfaction with social life). And satisfaction in rest of the domains lie in between these values. Therefore, among Nepali tourists the issue of social life is very sensitive. The more positive experiences in social life, they feel the more satisfied in overall social life. But it has little positive impact on tourists due to positive experiences in spiritual life.

If the beta weight is negative, the interpretation is that for every 1 unit increase in the predictor variable, the dependent variable will decrease by the beta value. Here we found that beta value for negative experiences ranges from -0.580 to -0.789. None of the beta weight is found positive for negative experiences. It means that for 1 unit increase in negative experiences reduces tourists' satisfaction by -0.580 to -0.789. Due to negative experience, the highest negative impact will be on culinary life and lowest impact will be on Self-life of tourists. Any increase in negative experiences directly reduces the overall satisfaction of tourists in that particular domain. Foreign tourists are found very sensitive towards self- life and safety life.

It means that positive and negative sources of experiences significantly predict the overall satisfaction of life in all travel domains. Beta weight for predictor variables is found significant in all domains of travel life. Moreover, newly introduced life domain-environmental life, in context of Pokhara also found significantly influenced by positive and negative experiences of travel trip to Pokhara.

#### **5.10 Summary of the CFA Results for Domestic Tourists**

The summary of CFA result between different Life Domain satisfaction and travel experiences, CFA between overall satisfaction with life in different domain and overall satisfactions with life in general has been given in the Table 5.15.

**Table 5.15: CFA Result Summary for Domestic Tourists**

| CFA between different Life Domain satisfaction and travel experiences |       | Beta weight          | CFA between overall satisfaction with life in different domain and overall satisfactions with life in general | Beta weight |
|---|-------|----------------------|---|-------------|
| Social Satisfaction   | Life  | Positive experiences | Overall satisfaction with Social Life vs overall satisfaction with life in general                            | 0.565***    |
|   |       | Negative experiences |   |             |
| Leisure Satisfaction  | Life  | Positive experiences | Overall satisfaction with Leisure Life vs overall satisfaction with life in general                           | 0.645***    |
|   |       | Negative experiences |   |             |
| Family satisfaction   | Life  | Positive experiences | Overall satisfaction with Family Life vs overall satisfaction with life in general                            | 0.666***    |
|   |       | Negative experiences |   |             |
| Love Satisfaction   | Life  | Positive experiences | Overall satisfaction with Love Life vs overall satisfaction with life in general                              | 0.526***    |
|   |       | Negative experiences |   |             |
| Art/Culture Satisfaction  | life  | Positive experiences | Overall satisfaction with Art/culture Life vs overall satisfaction with life in general                       | 0.385***    |
|   |       | Negative experiences |   |             |
| Work Satisfaction   | Life  | Positive experiences | Overall satisfaction with Work Life vs overall satisfaction with life in general                              | 0.623***    |
|   |       | Negative experiences |   |             |
| Health and Safety Life Satisfaction                                   |       | Positive experiences | Overall satisfaction with Health Life vs overall satisfaction with life in general                            | 0.293***    |
|   |       | Negative experiences |   |             |
| Financial satisfaction  | Life  | Positive experiences | Overall satisfaction with Financial Life vs overall satisfaction with life in general                         | 0.639***    |
|   |       | Negative experiences |   |             |
| Spiritual satisfaction  | Life  | Positive experiences | Overall satisfaction with Spiritual Life vs overall satisfaction with life in general                         | 0.698***    |
|   |       | Negative experiences |   |             |
| Intellectual satisfaction   | life  | Positive experiences | Overall satisfaction with Intellectual life vs overall satisfaction with life in general                      | 0.681***    |
|   |       | Negative experiences |   |             |
| Self satisfaction   | -Life | Positive experiences | Overall satisfaction with Self-Life vs overall satisfaction with life in general                              | 0.663***    |
|   |       | Negative experiences |   |             |
| Culinary satisfaction   | Life  | Positive experiences | Overall satisfaction with Culinary Life vs overall satisfaction with life                                     | 0.730***    |
|   |       | Negative experiences |   |             |
| Travel satisfaction   | Life  | Positive experiences | Overall satisfaction with Travel Life vs overall satisfaction with life                                       | 0.660***    |
|   |       | Negative experiences |   |             |
| Environmental life satisfaction                                       |       | Positive experiences | Overall satisfaction with Environmental Life vs overall satisfaction with life in general                     | 0.606***    |
|   |       | Negative experiences |   |             |

Source: Researcher's own calculation based on survey data (2019).

Note: \*\*\* indicates significance level at 0.01.

### 5.11 Summary of the Data Analysis for Inbound Tourists

In line with prior research on subjective well-being, as established by Diener (1984) and Diener et al. (1999), the results from the second study revealed that the model's fit was satisfactory. The Root Mean Square Residuals (RMR) and Adjusted Goodness of Fit (AGFI) for the default model (the proposed model) both reached 1.00, surpassing the threshold of 0.90, signifying an acceptable fit. Furthermore, the RMR value of 0.0 was below the critical value of 0.08, further confirming a strong model fit. Additionally, both the Normed Fit Index (NFI) and Non-Normed Fit Index (NNFI) equaled 1,



exceeding the critical threshold of 0.95, providing additional support for a robust model fit.

Moreover, in each of the life spheres relevant to the quality of life for tourists, our research effectively illustrated how positive and negative experiences arising from travel encounters influence overall contentment within these spheres. These spheres encompass social interactions, leisure activities, family dynamics, romantic relationships, cultural experiences, occupational life, well-being and safety, financial stability, spiritual fulfillment, intellectual pursuits, self-assurance, culinary adventures, travel experiences, and environmental factors. This discovery marks a fresh contribution to the body of literature on travel and tourism, representing a significant departure from prior investigations. To be more specific, our study enhances the insights of Neal, Sirgy, and Uysal (1999) and Neal, Uysal, and Sirgy (2007) by emphasizing that recent trips' positive and negative memories not only affect overall satisfaction in leisure activities but also extend their influence to satisfaction in various other aspects of life, as described earlier.

Also, apart from the results presented in the study by Sirgy et al. (2011), this study revealed that urban environmental quality of life is an additional vital travel life domain within the context of Pokhara. This domain has the potential to significantly enhance tourists' quality of life. Furthermore, the study effectively validated the tourism well-being model proposed by Sirgy et al. (2011). Based on the bottom-up spill-over theory, this model remains applicable in Nepal, particularly in the unique case of Pokhara.

Most notably, in contrast to previous findings, the results of the current study corroborated that in all travel domains, both positive and negative effects arising from trip experiences substantially contribute to the overall satisfaction of tourists. In a prior study conducted by Sirgy et al. (2011), positive and negative trip experiences had varying impacts on different travel life domains. Specifically, negative experiences did not significantly predict outcomes in leisure and recreation, intellectual pursuits, self-esteem, and travel experiences. Similarly, positive experiences were also not significant predictors in family life, health and safety, and overall safety. However, our study yielded different results, as both positive and negative experiences emerged as significant predictors in all travel life domains.

From a management perspective, the refined and tested model can serve as a foundation for strategy development among tourism entrepreneurs. Tourism planners, policymakers, and tourism officers can apply the insights from this study to design targeted programs and services, with a particular focus on the various sources of positive and negative emotions that a trip is likely to generate across different travel life domains. Specifically, in terms of social life, tourism initiatives should aim to increase the occurrence of positive emotions while reducing negative ones. Our study findings supported the notion that social well-being benefits from a trip experience that generates positive emotions and diminishes negative ones. To boost positive emotions in social life, programs and services that facilitate tourists in meeting new people, forming new friendships, and enjoying quality time with friends and family should be implemented. Conversely, tourism marketers can provide programs and services that enable tourists to have ample time with new friends and their loved ones. Additionally, efforts can be made to design programs and services that minimize negative experiences or prevent them from occurring.

In terms of leisure and recreation, our study's results indicate that the design of programs and services should focus on enhancing positive experiences. For example, this could involve offering a wide range of recreational activities, providing opportunities for engaging in new and exciting pursuits, offering training to help individuals become proficient in specific activities, and allowing patrons to enjoy leisurely reading if they desire. Conversely, programs and services geared towards reducing negative experiences can have a substantial impact on enhancing the quality of life for tourists.

Regarding family life, our study results affirm the idea that family well-being can be improved by reducing negative experiences and enhancing positive ones. This implies that tourism providers should offer programs and services that enable tourists to enjoy time away from their families without feelings of guilt. Simultaneously, operators should guarantee that these tourists can readily communicate with their families in case of emergencies. Furthermore, when tourists are accompanied by family members, programs and services should be designed to mitigate family conflicts whenever feasible.

Regarding romantic relationships, the study's findings indicate that both positive and negative experiences resulting from the Pokhara trip significantly impact emotional well-being. Consequently, tourism providers should develop programs and services aimed at enhancing positive experiences. This may include offerings that enable tourists to enjoy quality time with their partners, strengthen their personal relationships, create a sense of romance, and occasionally provide opportunities for patrons to have some time apart from their significant others. Additionally, programs and services should be structured to minimize the occurrence of negative experiences in romantic relationships. This could involve ensuring access to telecommunications equipment for staying in touch with significant others and offering activities that alleviate feelings of missing one's partner.

In the realm of arts and culture, our study's findings validated the hypothesis that both positive and negative experiences within the arts and culture domain have a substantial impact on tourists' cultural well-being. Consequently, tourism providers should develop programs and services geared towards enabling tourists to gain insights into other cultures, fostering tolerance and appreciation for people from diverse cultural backgrounds, facilitating an understanding of one's own culture in relation to others, and offering opportunities to immerse in different cultures through music, art, architecture, cuisine, and beverages. These initiatives should aim to enhance positive experiences in the realm of culture.

Furthermore, programs and services should also be designed to reduce the occurrence of negative experiences in the cultural domain. This could involve assisting tourists in effective communication with local people from diverse cultures, helping tourists understand and embrace local customs and traditions that might initially be perceived negatively, and facilitating interactions with local residents to create a positive impression of one's own culture as perceived by the local population.

Regarding work life, the study's findings endorse the idea that trip experiences capable of eliciting positive feelings and mitigating negative ones play a substantial role in enhancing work well-being. Therefore, tourism operators should develop programs and services that enable tourists to detach from their daily work routines, escape the pressures of their jobs, leave them feeling rejuvenated and reenergized upon returning to work, and provide opportunities for strategic reflection on their careers and

employment while on vacation. These initiatives should serve to amplify positive experiences in the context of work life.

To diminish the occurrence of negative experiences in the work life domain, tourist operators and marketing managers can provide programs and services that assist tourists in efficiently completing their work tasks, thereby affording them more leisure time. Conversely, it is essential for tourist operators to recognize that individuals who bring work with them should be allocated sufficient time to fulfill their professional obligations and should not be hindered by leisure activities that might impede their ability to meet work deadlines.

Operators could additionally offer programs and services aimed at assisting tourists in reducing their stress levels related to work demands and deadlines, such as stress management programs. It's important to design these programs and services in a way that ensures that leisure activities do not become physically or mentally exhausting, thus preventing them from feeling like "work."

Regarding health and safety, the findings reinforce the idea that fostering positive experiences and minimizing negative ones in the realm of health is crucial for overall health well-being. Consequently, tourism operators should design programs and services that prevent tourists from experiencing fatigue and exhaustion during their tours, help in preventing illnesses, support maintaining a healthy weight, and ensure tourists' safety from criminal activities.

The presence of both positive and negative financial experiences appears to have a notable impact on financial well-being. Therefore, it is advised that tourism entrepreneurs to promote programs and services aimed at mitigating negative financial effects. This can involve assisting tourists in avoiding overspending, encouraging them to plan and anticipate expenses, providing support when tourists run low on cash, and offering guidance to refrain from unnecessary expenditures. Additionally, tourism operators should be mindful of cost-effective service delivery to enhance positive financial experiences for tourists. Regarding spiritual well-being, the study findings revealed the importance of both positive and negative experiences. Consequently, it is suggested that tourism operators should create and promote programs and services designed to assist tourists in connecting with nature, facilitating spiritual contemplation,

and fostering opportunities for spiritual engagement with others. These initiatives are aimed at enhancing the occurrence of positive experiences in the spiritual domain. On the other hand, reducing the frequency of negative experiences necessitates additional programs and services, such as preventing tourists from perceiving the entire trip as solely focused on consumption and expenditure.

The study results confirmed the significance of both positive and negative effects in influencing intellectual well-being. Consequently, it is recommended that tourism operators create and promote programs and services that enable tourists to perceive their trips as educational and intellectually enriching experiences.

Regarding culinary experiences, our study demonstrated that culinary well-being is influenced by both positive and negative experiences. Therefore, concerning positive experiences, it is recommended that tourism operators offer food and beverage programs and services that enable tourists to savor delectable, nutritious, and exotic cuisine. In terms of reducing the occurrence of negative experiences, tourism operators should ensure a wider variety of food options and maintain a consistent and readily available supply of items that tourists are accustomed to.

Regarding travel experiences, the study revealed that both positive and negative encounters exert a notable influence on travel well-being. Consequently, we propose that tourism operators should develop travel programs and services that enable tourists to perceive a departure from their everyday routines, explore new destinations, engage with the outdoors, and relish their travel and lodging accommodations

Lastly, in the context of environmental life, both positive and negative experiences can significantly impact tourists' quality of life. Consequently, it is recommended that programs and services be designed to prioritize positive experiences over negative ones, as this can enhance tourists' overall well-being. Such an approach can also improve the cost-effectiveness and financial well-being of tourism operators. Tourists who derive a heightened sense of quality of life from their travel experiences often become more reliable brand ambassadors, spreading positive word-of-mouth recommendations to their acquaintances, friends, and family members. Hence, enhancing tourists' quality of life is a rewarding endeavor.

## 5.12 Comparison of Overall Satisfaction with Life (QOL) between Inbound and Domestic Tourists

The impact of positive experiences on overall satisfaction with life in inbound tourists is found higher than domestic tourists in all domains of life except spiritual life and environmental life.

The impact of negative experiences on overall satisfaction with life in domestic tourists is found higher than inbound tourists in all domains of life except social life, family life, work life and culinary life. However, there is very little difference in overall satisfaction between inbound and domestic tourists. Comparison of overall satisfaction with life (QOL) between inbound and domestic tourists has been given in Table 5.16.

**Table 5.16: Comparison of Overall Satisfaction with Life (QOL) between Inbound and Domestic Tourists**

| Life domains           | Impact on overall satisfaction with life in different life domains due to change in positive and negative experiences of travel trip to Pokhara |                  |                   | Impact on overall satisfaction with life in general due to change in overall satisfaction with life in different domains |                   |
|------------------------|---|------------------|-------------------|--|-------------------|
|                        | Comparison of beta weight   |                  |                   | Comparison of beta weight  |                   |
|                        | Type of Experiences   | Inbound tourists | Domestic tourists | Inbound tourists   | Domestic tourists |
| Social Life            | Positive experiences  | 0.668***         | 0.529***          | 0.337***   | 0.565***          |
|                        | Negative experiences  | -0.661***        | -0.658***         |  |                   |
| Leisure Life           | Positive experiences  | 0.558***         | 0.480***          | 0.664***   | 0.645***          |
|                        | Negative experiences  | -0.642***        | -0.642***         |  |                   |
| Family Life            | Positive experiences  | 0.566***         | 0.520***          | 0.566***   | 0.666***          |
|                        | Negative experiences  | -0.628***        | -0.612***         |  |                   |
| Love Life              | Positive experiences  | 0.585***         | 0.569***          | 0.533***   | 0.526***          |
|                        | Negative experiences  | -0.638***        | -0.738***         |  |                   |
| Art and Culture Life   | Positive experiences  | 0.559***         | 0.538***          | 0.643***   | 0.385***          |
|                        | Negative experiences  | -0.609***        | -0.719***         |  |                   |
| Work Life              | Positive experiences  | 0.595***         | 0.588***          | 0.616***   | 0.623***          |
|                        | Negative experiences  | -0.613***        | -0.580***         |  |                   |
| Health and Safety Life | Positive experiences  | 0.580***         | 0.585***          | 0.376***   | 0.293***          |
|                        | Negative experiences  | -0.667***        | -0.669***         |  |                   |
| Financial Life         | Positive experiences  | 0.586***         | 0.505***          | 0.521***   | 0.639***          |
|                        | Negative experiences  | -0.639***        | -0.714***         |  |                   |
| Spiritual Life         | Positive experiences  | 0.185***         | 0.518***          | 0.518***   | 0.698***          |
|                        | Negative experiences  | -0.269***        | -0.634***         |  |                   |
| Intellectual Life      | Positive experiences  | 0.561***         | 0.489***          | 0.670***   | 0.681***          |
|                        | Negative experiences  | -0.642***        | -0.701***         |  |                   |
| Self -Life             | Positive experiences  | 0.798***         | 0.514***          | 0.714***   | 0.663***          |
|                        | Negative experiences  | -0.201***        | -0.789***         |  |                   |
| Culinary Life          | Positive experiences  | 0.533***         | 0.511***          | 0.649***   | 0.730***          |
|                        | Negative experiences  | -0.671***        | -0.636***         |  |                   |
| Travel Life            | Positive experiences  | 0.560***         | 0.459***          | 0.661***   | 0.660***          |
|                        | Negative experiences  | -0.650***        | -0.756***         |  |                   |
| Environmental Life     | Positive experiences  | 0.481***         | 0.632***          | 0.606***   | 0.606***          |
|                        | Negative experiences  | -0.630***        | -0.652***         |  |                   |

Source: Researcher's own calculation from survey data

Life domains in which positive experience have more impact on inbound tourists are social life, leisure life, family life, love life, art and cultural life, self- life, travel life, financial life, spiritual life, intellectual life, culinary life, and travel life. Likewise, life domains in which positive experiences have more impact on domestic tourists are health and safety life and environment life. Similarly, life domains in which negative experiences have more impact on inbound tourists are culinary life, work life, family life and social life. Furthermore, life domains where negative experiences have a greater influence on domestic tourists include love life, art and culture, health and safety, intellectual life, spiritual life, self-esteem, travel experiences, and environmental aspects.

Therefore, inbound tourists are more affected than domestic tourists in positive experiences, it indicates that the tourism stakeholders and state authorities should pay more attention in increasing the positive experiences of the inbound tourists. Those domains in which inbound tourists have higher impact on their overall satisfaction, tourist operators should pay higher attention in improving positive experiences and decreasing negative experiences.

This analysis shows that the overall result of positive and negative experiences has shown a significant impact on all fourteen proposed domains of travel trip satisfaction. This means that the predictors—positive and negative experiences of travel trips—have a significant impact on the corresponding domain of travel life satisfaction. So, all fourteen hypotheses proposed are fully accepted by the present study in the case of Nepal.

So, the model developed by Sirgy et al. (2011) with little modification (adding environmental life domain) can be served as a basis for strategy formulation by tourists' operators and Government of Nepal. In order to calculate the quality of life of travel trip for inbound and domestic tourists in Nepal, this model is valid.

## **CHAPTER: VI**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

This chapter presents the findings and conclusions drawn from the research conducted on the topic "Impact of Tourism Development on the Quality of Life of Residents and Tourists: A Study of Pokhara." Additionally, it offers recommendations for the Government of Nepal to consider in their efforts to manage tourist operators and engage with various stakeholders in the tourism industry.

The research was carried out in Pokhara, a renowned tourist destination in Nepal. The respondents were the residents of Pokhara and tourists recently visiting Pokhara. There were two types of respondents among residents; involved and noninvolved residents in tourism activities. Similarly, tourist respondents were also of two categories; inbound and domestic. Participants were chosen through a convenience sampling method, specifically from various streets in the lakeside area and neighboring blocks of Pokhara. It employed qualitative as well as quantitative methods. Pertinent data were obtained through pretest using a structured 5-point Likert scale questionnaire with objective questions for demographic information. Tourists' opinions were captured in fourteen life domains with positive and negative experiences of travel trips to Pokhara. Residents' opinions on QOL were captured based on importance, satisfaction, and tourism effect using commonly used QOL indicators of tourism verified by FGD and statistical reliability test. The statistical tools used were descriptive statistics and structural equation modeling. CFA, EFA, and Multiple Regression Analysis were frequently used in the entire data analysis process.

#### **6.1 Summary of Findings**

Tourism development in a destination directly impacts tourism stakeholders (residents and tourists). Although a variety of researches were carried out on the impact of tourism development in Pokhara, however, none of the past studies were focused on the issue of quality of life of residents and tourists. There has not been well-established research in Nepal on QOL and agreed-upon answers in the existing tourism quality of life issues. Therefore, the urgency of this study on the assessment of the QOL of residents and tourists was felt. Research on QOL is a must at least to measure the attitude of stakeholders towards future tourism development because the attitude and perception



of residents towards future tourism development determines the future of tourism in Pokhara. Finding out the residents' experiences on their quality of life is crucial from a policy and plan formulation point of view. Therefore, the current study has focused on filling the gap and examining the impact of tourism development on the QOL of residents, the attitude of residents towards future tourism development, and the impact of travel trips and services on tourist quality of life in Pokhara. Therefore, this current research focused on assessing the Impact of Tourism Development on the Quality of Life for both Residents and Tourists in the context of 'Pokhara,' represents a fresh and essential effort to address the significant tourism development challenges faced by Pokhara and Nepal.

### **6.1.1 Findings on 'Residents' Quality of Life**

This study provides a deeper understanding of this study's results and residents' QOL. Standing over the previous research conducted by Andereck and Nyaupane (2011), this study could modify the TQOL scale, incorporating more useful QOL items having higher explanatory power in the Nepalese context. Following Andereck and Nyaupane (2011) and Liang and Hui (2016), and many other resident attitude studies, many indicators related to tourism development were utilized to develop a Tourism and Quality of Life measure scale. Based on the subjective approach, the major contribution of this study is the justification of the practical validity of the QOL measure developed by Andereck and Nyaupane (2011). Moreover, the outcome could show the significant effect of demographics (year of residency, age, education level and involvement, and non-involvement status in tourism) on 'residents' attitudes towards tourism development in Pokhara. In addition to this, the study is the first of its kind in Nepal, which has explored the explanatory power of TQOL domains on resident attitude, the role of demographics, and tourism involvement status on the residents' overall satisfaction in Pokhara.

Community Wellbeing (TQOLCWELL) and Community Economic Strength (TQOLCES) had high explanatory power on the TQOL with beta value=0.119,  $t=1.634$ ,  $p=0.013$  and beta value=0.143,  $t=1.970$ ,  $p=0.049$  respectively. The results has indicated that TQOLCWELL and TQOLCES are the significant domains of TQOL and are most important predictors of community attitude to tourism development in Pokhara. Though all the indicators belonging to these domains are a significant predictor of TQOL, some

indicators measure positive impacts, and others measure negative impact on tourism. So, positive impacts are to be increased, and negative impacts are to be decreased for proper tourism development and to enhance community quality of life.

Additionally, demographics are also found as the predictors of residents' attitudes towards tourism development. The year of residency was found to be a significant predictor of the attitude of residents towards tourism development. With the rise in the year of residency, the attitude towards tourism development, the community support towards tourism and perceived contribution of tourism were found negative at first quartile and were positive at second quartile. The reason behind this negative result might be residents' dissatisfaction over past development efforts in tourism, or it may be because of a negative impact deeply rooted in residents' psychology. The result on the same variables at second quadrants is found positive, it indicates the need of further analysis to investigate the exact attitude of respondents across different quartiles. Nonetheless, this discovery aligns with previous research, such as the case in Benalmadena, Spain, where it was observed that residents' perceptions of tourism's impact on the local economy tended to deteriorate over time as their years of residency increased (Almeida et al., 2016). Similarly, the result of this study is also found similar to the previous study made by Khizinder (2012) in Makkamadina.

Furthermore, the respondents' age was a significant predictor of the attitude towards tourism development. With the rise in age, attitude towards tourism was found negative on the first quartile of the dependent variable. However, the result was positive with the rise in age at median level. So, it was explored that the attitude of respondents was different in different quartiles of age. The result at first quartile indicated that with the rise in age the attitude of respondents on these variables becomes negative whereas at second quartile ( $q=0.5$ ), it is found that the attitude becomes positive. It connotes that the younger generation has more hopes and aspirations for future tourism development. The government and local authorities should encourage younger people in tourism and provide special incentives to aged people involved in tourism to get more resident support. This result was contrary to the previous findings on a resident attitude study (Almeida et al., 2016) in Spain. Here in this study, it was found that with the growth of year of residencies and age of the respondent, the attitude towards tourism development became negative. It indicates that younger people are to be encouraged more than older

people for proper development of the tourism industry in Pokhara. Even now, in the existing situation, among the respondent, about 81.47 percent of respondents were found below the age of 45 years.

The gender difference was an indifferent variable on attitude towards tourism development. Similarly, the impact of respondents' level of education on resident attitude to tourism development was found statistically significant with  $F(1,532)=9.772$ ,  $p=0.002$ . Beta value  $=-0.077$  was significant because  $p=0.037$  which indicates that with the rise in 1 unit level of education, there will be a 0.07 unit decrement in positive attitude, i.e., negative attitude develops. Therefore, the resident with a higher level of education was found slightly negative compared to the resident with a lower level of education. Since most respondents (nearly 71 %) were with below the bachelor level degree of education, this factor might influence the result. Nevertheless, it needs further detailed research in future studies.

It was assumed that residents' contact with tourists, knowledge about tourism, the individual benefit received from tourism, mode of benefit (direct/indirect), involvement in the alternative profession, and tourism would have a certain impact on TQOL. However, in our case, the model fitted with these variables was not found significant in the assessment of TQOL. However, future researchers must explore the impact of these variables in TQOL.

The perception of tourism impact of Community Well-being and Community Economic Strength for residents involved in the tourism industry was more positive and significant than noninvolved residents in tourism. The influence of community residents' perceptions of tourism impact and their overall life satisfaction depended on whether they are involved or non-involved with the tourism industry. This result was consistent with the previous research (e.g., Woo 2013; Woo et al. 2015; Andereck & Nyaupane 2011; Jurowski & Brown 2001; Lankford 1994).

Out of 20 QOL indicators selected by the FGD methods, five were rejected because these variables did not load very well in factor analysis. Therefore, only 15 indicators were valid and grouped into two domains: Community Well-being with nine and Community Economic Strength with six items. Among community well-being items, a stable political environment with 'residents' participation in local government,

promotion for local products, and contribution to local economy, and urbanization with population growth scored first, second and third position in TQOL contribution with 31.15, 31.12, and 29.54 units, respectively. Lastly, the availability of quality recreation opportunities scored the lowest value of TQOL with 26.13 units. Similarly, in Community Economic Strength items, increase in personal income and rise in tax scored highest value among TQOL items with 35.77 units, fair prices for goods and services in the community, and the local economy's strength and diversity scored a second, and the third position with 31.66 and 29.62 units respectively. Development of local art and culture scored the lowest score of 26.07. Therefore, to enhance 'residents' quality of life, tourism policies for the local community development must have the foremost priorities to the QOL, as mentioned earlier.

### **6.1.2 Findings on 'Tourists' Quality of Life**

Similarly, the second part of this study was conducted on the impact of tourism development on tourists' quality of life. The study was conducted to assess the impact of travel trips to Pokhara on their quality of life and compare the perception of tourists' (inbound and domestic) on the overall satisfaction of life (TQOL) associated with a recent tourist trip contained within fourteen different travel domains. In order to explore the impact of travel trips on tourists' quality of life, the positive and negative perceptions of tourists' (inbound and domestic) were measured using a 5-point Likert scale questionnaire. The study involved a survey of tourists (N=591) recently visiting Pokhara. Of which, 295 were inbound tourists, and 296 were domestic tourists. The model was tested separately with domestic and inbound tourists. This research objective aimed to test a model developed by Sirgy et al. (2011) explaining positive and negative experiences of travel trips that affect 'tourists' quality of life. The model is grounded in the theoretical concept that life satisfaction is influenced by a travel journey, which in turn is shaped by tourists' encounters with positive and negative outcomes across different aspects of life. Because of the high level of multicollinearity (Variation Inflation Factor=10.5), the entire model was divided into fourteen distinct models, with each one dedicated to a specific life domain. Confirmatory factor analysis was then applied individually to these fourteen models to assess the impact of positive and negative experiences on satisfaction within each life domain, as well as on overall life satisfaction. Consequently, within each life domain relevant to tourists' quality of life –

including social life, leisure and recreation, family life, love life, arts and cultural experiences, work life, health and safety, financial well-being, spiritual fulfillment, intellectual pursuits, self-esteem, culinary experiences, travel experiences, and environmental aspects – this study was able to demonstrate the influence of positive and negative trip-related experiences on overall life satisfaction.

Likewise, following the research tradition in the field of subjective well-being as established by Diener (1984) and Diener et al. (1999), confirmatory factor analysis was employed to examine how the overall satisfaction in each of the fourteen travel trip domains influenced general life satisfaction. The results confirmed a strong model fit with values indicating excellent fit (RMR=0.0, GFI=1.0, NFI=1.0, and NNFI=1.0). It connotes the meaning that the overall satisfaction with life, in general, was significantly impacted by overall satisfaction with each of fourteen travel life domains. Therefore, to enhance overall satisfaction with life in general, life satisfaction in all travel life domains must also be enhanced.

The results of this study corroborated the hypothesis that a trip experience characterized by positive emotions and a reduction in negative emotions contributes to improved social well-being. Consequently, there is a need for the development of programs and services aimed at facilitating the formation of new friendships and fostering quality time spent with friends and family. Additionally, tourism marketers could consider offering initiatives and services that enable tourists to have ample opportunities to connect with new acquaintances and enjoy their time with loved ones.

Regarding leisure and recreation, the results suggest the importance of designing programs and services that offer a diverse range of recreational activities and opportunities to engage in new experiences. Furthermore, initiatives aimed at increasing positive emotions and reducing negative ones are likely to enhance the overall quality of life for tourists.

In the context of family well-being, the results suggest that enhancing positive emotions and reducing negative ones can lead to an enhanced family life. Consequently, programs should be designed to allow tourists to spend time apart from their families during tourism activities without feeling uncomfortable, as well as to facilitate quality time spent with their loved ones.

In the context of love life, this study's results affirm the significant role played by both positive and negative emotions stemming from the trip experience in emotional well-being. Therefore, tourism operators should design programs and services that boost positive emotions by providing opportunities for tourists to enjoy quality time with their partners, strengthen their personal relationships, and ensure reliable communication channels are available.

Concerning arts and culture, the findings justified the hypothesis that positive and negative effect experienced in the arts and culture domain significantly impact 'tourists' cultural well-being. Therefore, programs and services to tourists should be designed in such a way so that the tourists could learn about other cultures, tolerate and appreciate other cultures, and appreciate one another's cultures via music, art, architecture, food, etc., and beverage. Concerning work life, the findings reinforced the notion that trip experiences that induce positive affect and reduce negative effects can significantly affect work well-being. Therefore, the program planning of the tourism operators should be managed to allow tourists to feel free from the work routine, feel refreshed and energized when they return to work, and provide them the time for some strategic thinking while vacationing. Those who want to work during vacations must be allowed enough time and be supported in one way or another way to reduce their routine work stress.

With health and a safe life, the findings approved the concept that inducing positive affect and reducing the incidence of negative affect in the health domain is more important to health well-being. Hence, programs should be developed to ensure the safety of the tourists, and care should be given so that tourists do not get exhausted and sick and can maintain weight.

Positive and negative effect related to financial life proved to make a significant difference in financial well-being. Thus, tourism entrepreneurs must design tour programs and services that can be accomplished at a most reasonable price. On top of that, the cost-effective service delivery to tourists could enhance positive experiences; tourism operators should keep this in mind.

In the context of spiritual well-being, the study's results showed that both positive and negative influences are important factors affecting spiritual health. Consequently, it is

advisable for tourism operators to create and promote programs and services that encourage tourists to connect with nature, explore their spirituality, and engage in shared spiritual experiences. These initiatives should primarily aim to boost positive experiences within the spiritual domain. Conversely, addressing negative influences may involve additional programs and services, such as avoiding situations where tourists perceive the entire trip as solely focused on consumption and expenditure.

The study's results confirmed the significance of positive and negative emotions in influencing intellectual well-being. Hence, it is advisable for tourism operators to create and promote programs and services that encourage tourists to perceive their trips as educational and intellectually enriching experiences.

Regarding culinary experiences, the study revealed that both positive and negative influences affect culinary well-being. To enhance the positive aspects, tourism operators should focus on offering food and beverage services that allow tourists to savor delicious, nutritious, and exotic cuisine. On the other hand, to decrease negative effect, tourism operators should ensure a greater variety of food items with typical Nepali tastes and maintain a constant supply of items that tourists are habituated.

In conclusion, with regards to travel experiences, the study underscored the importance of both positive and negative experiences in shaping travel well-being. Hence, it is imperative for tourism providers to develop travel programs and services that enable tourists to break away from their daily routines, explore new destinations and outdoor activities, and find immense enjoyment in their travel and accommodation arrangements.

Both positive and negative experiences have significant implications in tourists' quality of life with environmental life. To increase positive effect, highest quality of the environment should be maintained in Pokhara. The quality of the natural environment in Pokhara and its peripheral area plays an important role in 'tourists' QOL. There are enough rooms to improve the quality of the environment in Pokhara, like preserving the beauty and cleanliness of lakes and controlling sewage pollution. Famous lakes like Phewa, Begnas, and Mairi must be maintained clean. By doing so, negative experiences of environmental life can be reduced. Therefore, it is suggested that programs and services should be formulated so that positive experiences should surpass

negative experiences, which can enhance 'tourists' sense of well-being. The major focus should be given to a clean and green environment in Pokhara.

To recapitulate, the findings mentioned above help develop guidelines to improve the QOL of tourists and residents. In addition to that, the cost-effectiveness and financial well-being of the tour operators will also be enhanced gradually. Furthermore, tourists who experience a greater sense of the quality of life from a tourist trip are more trustworthy brand ambassadors who could make words of mouth advertisements to their associates, friends, and family members. Furthermore, the survey was conducted among domestic tourists to generalize the model whether it is appropriate to measure the perception of QOL of tourism in Pokhara. Similar to inbound tourists, all fourteen life domains of travel trips were found significantly affected by positive and negative experiences of the travel trip to the domestic tourists. Moreover, the overall satisfaction with life in general, was also significantly influenced by overall satisfaction with life in different life domains. Therefore, it can be argued that the proposed model based on bottom-up spillover theory is equally applicable to the case of domestic tourists to measure their quality of life as in the case of inbound tourists.

The impact of positive experiences on overall satisfaction with life in inbound tourists is higher than that of domestic tourists in all domains of life except spiritual and environmental life.

The impact of negative experiences on overall satisfaction with life in domestic tourists is higher than inbound tourists in all domains of life except social life, family life, work-life, and culinary life. However, there is very little difference in overall satisfaction between inbound and domestic tourists. Therefore, inbound tourists are more affected than domestic tourists in positive experiences, which indicates that the tourism stakeholders and state authorities should pay more attention to increasing the positive experiences of the inbound tourists. Furthermore, tourist operators should pay greater attention to those domains in which inbound tourists have a higher impact on their overall satisfaction. The data substantiated all fourteen models that were put forth, and it also assisted in pinpointing particular factors responsible for the positive and negative effects that have a substantial influence on tourists' overall sense of well-being or quality of life.



Life domains in which positive experiences impact inbound tourists are social life, leisure life, family life, love life, art, and cultural life, self-life, travel life, financial life, spiritual life, intellectual, culinary, and travel life. Likewise, life domains in which positive experiences impact domestic tourists are health and safe life and environment life. Similarly, life domains in which negative experiences impact inbound tourists are culinary life, work-life, family life, and social life. Moreover, among the life domains where negative experiences affect domestic tourists, love life, art and culture, health and safety, intellectual life, spiritual life, self-life, travel life, and environmental life stand out.

To sum up, the present study has contributed significantly to the tourism QOL literature by producing a novel result with a remarkable departure from previous studies because it could encompass and assess the QOL of all tourism stakeholders in a single study. The QOL of major tourism stakeholders, involved residents, noninvolved residents, inbound tourists, and domestic tourists, has been statistically analyzed by well-established methodology for the first time in Nepal with path-breaking result. Moreover, the study could incorporate all primary data for these stakeholders from the same study location in the same period so that cross-comparison of QOL among four stakeholders has been made possible at a time.

## **6.2 Areas of Future Research**

Although the study contributes to theory development in the tourism QOL literature and has practical strategy suggestions, it is to be declared that there are some study limitations.

First, the study is based on cross-sectional data; the results and findings could be better if conducted on time series data. One may argue that the perception of tourists staying two, three days in Pokhara may not be sufficient enough to represent the experiences of overall tourists visiting Pokhara. This research could not find required time series data useful for tourism QOL studies, because this is the new field of tourism research in Nepal which demands unique type of standardized time series data on residents' and tourists' perception developed over a time. Therefore, there was no alternative option for cross-sectional data. Future research should replicate this study, surveying more tourists of different nationalities using time series data.

Second, the survey data were collected only from residents who live in Pokhara and peripheral areas; if this study had collected data from more tourism destinations of Gandaki province, the strength of the relationship between perceptions of the impact of tourism and satisfaction with life domains could have shown different result. Therefore, future research should repeat the study by using different tourism destinations of Gandaki province. Third, the measurement of QOL of residents and tourists was solely based on subjective indicators, so future research should apply subjective and objective indicators.

### **6.3 Recommendation**

The recommendations are broadly divided into two categories: recommendations to increase residents' QOL and recommendations to increase tourists' QOL.

#### **6.3.1 Recommendation to Increase Residents' QOL.**

Residents' support for tourism is important to sustainable tourism development. Responsible tourism planning seeks to optimize the community's well-being and minimize tourism development costs. Tourism is a re-emerging industry for many communities, and tourism practitioners should ensure community benefits that lead to local prosperity. Examining the relationships between TQOL and its consequences helps identify the crucial effects of tourism impacts on community QOL and extends evaluations for support for tourism in a tourism destination. The results show that TQOL influences resident support for tourism development, and resident perception of tourism impacts influence community QOL, and community QOL affects development. The study model can help explore the factors that influence resident community QOL and their support for tourism in a tourism destination, contributing to planning strategic development programs for tourism destinations like Pokhara, Nepal.

Tourism leaders and policy makers in Pokhara should concentrate on encouraging positive effects such as (1) creating quality recreation and entertainment opportunities for the locals; (2) should focus on the promotion of local products to contribute to the local economy; (3) preserving and promoting local culture, fair, and festivals; (4) create secured, and pollution-free environment; (5) preserve cultural and historical sites; (6) maintain fair prices for goods and service in the community; (7) develop local art and

culture; (8) create an environment for the improvement of quality of life of the community; (9) should provide an opportunity for the growth of personal property of the community people, and (10) apply the reasonable tax rate to generate income and promote and diversify the local economy.

TQOL evaluates residents' subjective experiences by measuring satisfaction, importance, and tourism effect in the context of tourism development. Findings on "Impact of TQOL Domains", "Tourism Impacts", "Support for Tourism Development" and "Attitude of Residents Towards Future Tourism Development" can be utilized by researchers and identify important factors that contribute to TQOL and support for tourism from the residents' perspective. Therefore, the important role of this study is producing knowledge by clarifying which tourism impacts influence TQOL and how tourism impacts and TQOL affect resident support for tourism. Therefore, it is a valuable tool for tourism 'scholars' and 'practitioners' to design successful management plans on existing and future tourism programs ensuring higher resident QOL in the tourism development process. The tested model can investigate which tourism impacts affect resident perceptions of TQOL and how tourism impacts and TQOL influence resident support for tourism development. The subjective indicators and their relationship with residents' QOL utilized in the study can be considered as the primary factors to be improved and developed in the tourism planning process.

### **6.3.2 Recommendation to Increase 'Tourists' QOL**

Across all fourteen life domains of travel experiences, tourism operators and entrepreneurs must develop programs and services aimed at reducing negative impacts while enhancing positive ones. This can significantly contribute to improving the overall quality of life for tourists. Additionally, tourism marketers have the opportunity to provide initiatives and services to assist tourists, including measures to prevent negative experiences.

Furthermore, thoughtful planning should ensure that tourists have ample time to connect with new acquaintances and maintain easy communication with family in case of emergencies. When designing tour programs and services, special attention should be paid to creating an inviting atmosphere for tourists to learn and appreciate diverse cultures through music, art, architecture, food, and beverages. Additionally, cost-

effective service delivery to tourists can enhance positive experiences, and this should be a key consideration for tourism operators.

For tourists who wish to combine work with their travel experiences, it's essential to create a comfortable routine and a flexible itinerary. Tourism operators and marketing managers have the opportunity to provide programs and services that enable tourists to complete their work efficiently, allowing them to have more leisure time. Additionally, operators can offer initiatives to help tourists reduce stress through stress management programs. Consequently, it is advisable to design and promote specialized programs and services that enhance the perception of the trip as being more educational and intellectually enriching.

Restaurants are encouraged to offer a diverse range of exotic cuisine that is both delicious and healthy, including a wider variety of food options. It's also important to maintain a consistent and easily accessible supply of items that tourists are accustomed to. Tourism operators should design travel programs and services that give tourists a sense of breaking away from their daily routines, allowing them to explore new destinations, experience the outdoors, and fully enjoy their travel experiences and accommodations.

#### **6.4 Contribution of the Study**

Explicitly speaking, this study's major contribution is developing the TQOL scale by adding new items and converting the scale into a Nepalese context. Community Wellbeing (TQOLCWELL) and Community Economic Strength (TQOLCES) were found as the significant domain of TQOL, which were accepted as common domains in earlier studies (Kim et al., 2013; McCabe & Johnson, 2013; Woo et al., 2015). In addition, the indicators used in these studies were further refined to contextualize Pokhara. This study contributed to theory development in tourism by demonstrating how theories like stakeholder theory and social exchange theory can explain complex interactions among different constructs. Furthermore, the model developed and tested in this study can be utilized to compare residents, communities, destinations, and environment to determine 'stakeholders' quality of life.

This discovery is novel and makes a significant contribution to the field of travel and tourism literature. Specifically, the current study enhances the existing research conducted by Neal, Sirgy, and Uysal (1999) and Neal, Uysal, and Sirgy (2007) by demonstrating that the positive and negative memories stemming from the most recent trip not only impact overall satisfaction in leisure life but also influence satisfaction across other life domains. These domains include social life, leisure and recreation, family life, love life, arts and culture, work-life, health and safety, financial well-being, spiritual life, intellectual pursuits, self-esteem, culinary experiences, travel experiences, and environmental aspects.

In addition to the study's findings conducted by Sirgy et al. (2011), this study showed that urban environmental quality of life is also an important new life domain in Pokhara, which could significantly contribute to 'tourists' quality of life. This study successfully tested the model of tourism well-being proved by Sirgy et al. (2011), and based on the bottom-up spillover theory, it holds in Nepal with the special case of Pokhara.

In contrast to earlier findings, the results of the present study confirm that in all fourteen travel domains, both positive and negative emotions arising from trip experiences significantly contribute to tourists' overall satisfaction. For instance, a prior study conducted by Sirgy et al. (2011) indicated that positive and negative trip experiences had varying effects on different travel life domains. Specifically, negative experiences did not significantly predict outcomes in leisure and recreation, intellectual life, self-esteem, and travel life. Similarly, positive experiences were not significant predictors in family life, health and safety, and safe life. However, this study yielded different results, as both positive and negative experiences were significant predictors in all fourteen travel life domains.

## **6.5 Importance of the Study**

The study is unique because it covers the measurement of QOL of inbound and domestic tourists at a time in the same destination. Moreover, the study also covers the QOL measurement of residents (involved and noninvolved) and tourists (involved and noninvolved in the tourism industry) in the same destination.

Moreover, this research was carried out right before the spread of COVID-19 so that the research outcomes could serve as a common benchmark value for future research

on tourism QOL. On top of that, by measuring the attitude of the residents towards tourism development, this study could indicate the prospect of the tourism industry in Pokhara, which enables the planners to make the right decisions. This research will support understanding the connection between tourism development and its impact on stakeholders' QOL and support acquiring information on 'residents' attitude for tourism development in Pokhara.

Therefore, this study will be one of the milestones in tourism research in Pokhara, which will provide a clear vision to tourism planners for future policy formulation and planning at the local and state levels, especially in Gandaki Province Pokhara and for overall Nepal as well. This research is expected to have a positive impact on a wide range of stakeholders, including the Nepal Government, Nepal Tourism Board, Ministry of Culture, Tourism, and Civil Aviation, Department of Tourism, various professional associations within the tourism sector in Pokhara, Pokhara Metropolitan City, Ministry of Tourism in Gandaki Province, Pokhara Tourism Council, future researchers, and all those involved in tourism and investment in Pokhara and Nepal.

The model test (TQOL measurement of residents) conducted in this study using the method developed by Andereck and Nyaupane (2011) based on satisfaction and importance is one of the novel applications in Nepal, which increases the generalizability of the model. Seventhly, the measurements of the difference in the attitude of residents towards tourism development between involved and noninvolved residents have practical application, which can be important guidelines in developing the positive attitude of residents who are not involved in the tourism industry.

Future evaluation of TQOL periodically would be possible from now onwards by using these tested models of QOL of residents and tourists. The most important research findings that are carried out based on pre-COVID data could be the remarkable benchmark research for future research conducted during and post-COVID period. It can be taken as a benchmark finding for assessing COVID's impact on tourism QOL in the future.

Specifically, the current study expanded upon the research conducted by Neal, Sirgy, and Uysal (1999) and Neal, Uysal, and Sirgy (2007) by demonstrating that positive and negative memories arising from the most recent trip have an impact not only on overall

satisfaction in leisure life but also on satisfaction across various other life domains. These domains encompass social life, leisure and recreation, family life, love life, arts and cultural experiences, work-life, health and safety, financial well-being, spiritual fulfillment, intellectual pursuits, self-esteem, culinary experiences, travel experiences, and environmental aspects. Moreover, this study highlighted the significance of urban environmental quality of life as a new and vital travel trip domain in Pokhara, which can significantly contribute to tourists' overall quality of life. Furthermore, it effectively validated the tourism model for well-being, originally proposed by Sirgy et al. (2011), confirming its applicability in the diverse setting of Pokhara Valley, Nepal, in line with the Bottom-up Spill-over Theory.

Additionally, tourism planners, policymakers, and tourism officers can utilize the insights from our study to tailor specialized programs and services. They should give careful consideration to the diverse sources of positive and negative emotions that a trip can evoke within the various domains of travel experiences. For instance, in the context of social life, tourism initiatives should be crafted to enhance the occurrence of positive emotions while reducing the occurrence of negative ones. Ultimately, the refined and validated model presented in this study can serve as a foundation for strategy development among tourism entrepreneurs, offering valuable insights from a management perspective.

## APPENDIX: A

### Short Questionnaire for FGD Participants to Select the Suitable Indicators for the Measurement of Impact of Tourism Development on Quality of Life of Residents' in Pokhara

Following is the list of QOL indicators (used in previous studies) to measure tourism impact on residents' quality of life. Please mark your opinion on each of the following QOL indicators with (√) sign in the table cell where **A=Accept, R=Reject, M=Modify and C = Combine**. Write short reason for your opinion on each item with a word in reason column. At the end of the page, please give your suggestion to add new indicator if you think it is required to add.

| Statement of QOL Indicators(items)                  | A | R | M | C | Reason |
|---|---|---|---|---|--------|
| 1. Preserving (peace and quiet)                     |   |   |   |   |        |
| 2. Feeling safe                                     |   |   |   |   |        |
| 3. Clean air and water                              |   |   |   |   |        |
| 4. City services like police and fire protection    |   |   |   |   |        |
| 5. A stable political environment                   |   |   |   |   |        |
| 6. Good public transportation                       |   |   |   |   |        |
| 7. The beauty of my community                       |   |   |   |   |        |
| 8. Quality of roads, bridges, and utility services  |   |   |   |   |        |
| 9. The prevention of (crowding and congestion)      |   |   |   |   |        |
| 10. Controlled (traffic)                            |   |   |   |   |        |
| 11. Controlled (urban sprawl and population growth) |   |   |   |   |        |
| 12. (Litter) control                                |   |   |   |   |        |
| 13. Proper (zoning/land use)                        |   |   |   |   |        |
| 14. Personal life quality                           |   |   |   |   |        |
| 15. The preservation of my way of life              |   |   |   |   |        |
| 16. A feeling of belonging in my community          |   |   |   |   |        |
| 17. Having tourists who respect my way of life      |   |   |   |   |        |
| 18. The image of my community to others             |   |   |   |   |        |
| 19. An understanding of different cultures          |   |   |   |   |        |
| 20. Awareness of natural and cultural heritage      |   |   |   |   |        |
| 21. Community pride                                 |   |   |   |   |        |
| 22. Opportunities to participate in local culture   |   |   |   |   |        |
| 23. Preservation of wildlife habitats               |   |   |   |   |        |
| 24. Preservation of natural areas                   |   |   |   |   |        |
| 25. Preservation of cultural/historical sites       |   |   |   |   |        |
| 26. Strong and diverse economy                      |   |   |   |   |        |
| 27. Stores and restaurants owned by local residents |   |   |   |   |        |
| 28. The value of my house and/or land               |   |   |   |   |        |
| 29. Enough good jobs for residents                  |   |   |   |   |        |



|   |  |  |  |  |  |
|---|--|--|--|--|--|
| 30. Plenty of retail shops and restaurants              |  |  |  |  |  |
| 31. Fair prices for goods and services                  |  |  |  |  |  |
| 32. Plenty of festivals, fairs, museums                 |  |  |  |  |  |
| 33. Having live sports to watch in my community         |  |  |  |  |  |
| 34. Quality recreation opportunities                    |  |  |  |  |  |
| 35. The prevention of crime and vandalism               |  |  |  |  |  |
| 36. The prevention of drug and alcohol abuse            |  |  |  |  |  |
| 37. Tax revenue (sales tax/bed tax)                     |  |  |  |  |  |
| 38. The beauty of my community                          |  |  |  |  |  |
| 39. Plenty of park and open space                       |  |  |  |  |  |
| 40. Preservation of wildlife habitats and natural areas |  |  |  |  |  |
| 41. Preserving peace and quiet                          |  |  |  |  |  |
| 42. The prevention of crime and vandalism               |  |  |  |  |  |
| 43. Feeling safe  |  |  |  |  |  |
| 44. Quality of soil                                     |  |  |  |  |  |
| 45. City services like police and fire protection       |  |  |  |  |  |
| 46. The image of my community to others                 |  |  |  |  |  |
| 47. The prevention of drug and alcohol abuse            |  |  |  |  |  |
| 48. Preservation of cultural/historical sites           |  |  |  |  |  |
| 49. Awareness of natural and cultural heritage          |  |  |  |  |  |
| 50. Controlled traffic                                  |  |  |  |  |  |
| 51. Health  |  |  |  |  |  |
| 52. Plenty of retail shops and restaurants              |  |  |  |  |  |
| 53. The prevention of crowding and congestion           |  |  |  |  |  |
| 54. Family relationships                                |  |  |  |  |  |
| 55. Fair prices for leisure, entertainment and tourism  |  |  |  |  |  |
| 56. The preservation of my way of life                  |  |  |  |  |  |
| 57. Strong and diverse economy                          |  |  |  |  |  |
| 58. Proper zoning/land use                              |  |  |  |  |  |
| 59. An understanding of different cultures              |  |  |  |  |  |
| 60. Controlled noise pollution                          |  |  |  |  |  |
| 61. My personal life quality                            |  |  |  |  |  |
| 62. Family activities                                   |  |  |  |  |  |
| 63. A feeling of belonging to my community              |  |  |  |  |  |
| 64. Community pride                                     |  |  |  |  |  |
| 65. Controlled urban sprawl and population growth       |  |  |  |  |  |
| 66. Opportunities to make new friends                   |  |  |  |  |  |
| 67. Fair prices for goods and services                  |  |  |  |  |  |
| 68. Stores and restaurants owned by local residents     |  |  |  |  |  |
| 69. Family income                                       |  |  |  |  |  |
| 70. Education conditions and development                |  |  |  |  |  |
| 71. Opportunities to participate in local culture       |  |  |  |  |  |
| 72. Quality recreation opportunities                    |  |  |  |  |  |
| 73. High community wage                                 |  |  |  |  |  |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 74. Community medical conditions               |  |  |  |  |  |
| 75. Having tourists who respect my way of life |  |  |  |  |  |
| 76. Enough good jobs for residents             |  |  |  |  |  |
| 77. The value of my house and/or land          |  |  |  |  |  |
| 78. Tax revenue (sales tax/bed tax)            |  |  |  |  |  |
| 79. Opportunities to contact with tourists     |  |  |  |  |  |
| 80. The harmonious neighborhood                |  |  |  |  |  |
| 81. Resident participation in local government |  |  |  |  |  |

**Suggestion for additional QOL indicators:**

- 1.
- 2.
- 3.
- 4.
- 5.

**The End**

## APPENDIX: B

Form No.

### SURVEY QUESTIONNAIRE FOR IMPACT OF TOURISM DEVELOPMENT ON QUALITY OF LIFE OF RESIDENTS: A STUDY OF POKHARA

“पर्यटनको विकासले पोखराका स्थानीय समुदायका सदस्यहरूको जीवन गुणस्तरमा पार्ने प्रभाव सर्वेक्षण प्रश्नावली”

यो पोखराको पर्यटन विकासले स्थानीय समुदायका सदस्यहरूको जीवनस्तरमा पारेको प्रभाव तथा भविष्यमा हुने पोखराको पर्यटन विकाससम्बन्धी जनधारणा र दृष्टिकोण अध्ययनको लागि तयार गरिएको सर्वेक्षण प्रश्नावली हो। यो पिएच.डी. अनुसन्धानको तथ्याङ्क संकलन गर्ने सर्वे भएकोले यहाँहरूको उत्तर अत्यन्त गोप्य रहने छ। यस सर्भेमा सहभागी भै सहयोग गरिदिनुहुन विनम्र अनुरोध छ।

प्रार्थी

लक्ष्मीकान्त शर्मा (सह-प्राध्यापक)  
पि.एच.डि. शोधार्थी

#### भाग १ : साधारण जानकारी

१. हालको वासस्थान:..... पर्यटन व्यवसायको प्रकार :.....  
फोन/ईमेल.....
२. यहाँ बसोबास भएको अवधी : १-३ वर्ष ( ) ४-६ वर्ष ( ) ७-९ वर्ष ( ) १० वर्ष वा सो भन्दा बढी ( )
३. घरको स्वामित्व : आफ्नोघर ( ) भाडाको घर ( ) भाडाको जग्गाको घर ( ) अन्य ( )
४. यहाँ घर बनाउनुको कारणहरू के के हुन् ? कुनै तीनवटा मुख्य कारणहरूमा प्राथमिकता क्रममा १, २ र ३ लेख्नुहोस।  
पहिलो घर नै यही हो ( ) यो मेरो दोस्रो घर हो ( )  
पर्यटनको भविष्य राम्रो देखेर पूँजीको लगानी गरेको ( ) अस्थायी बसोबासको लागि ( )  
सुविधाजनक घरको चाहनाले ( ) काम गर्ने ठाउँबाट नजिक भएकोले ( )
५. उमेर :- १८-२५ वर्ष ( ) २५-३५ वर्ष ( ) ३५-४५ वर्ष ( ) ४५-५५ वर्ष ( ) ५५ वर्ष भन्दा माथि ( )
६. लिंग:- महिला/ पुरुष/ तेस्रो लिंग ( )
७. शिक्षा:- एस.एल.सी वा एस.ई.ई. सरह ( ) उच्च शिक्षा ( ) वि.ए. वा सो सरह ( ) एम.ए. वा सो सरह ( ) पी.एच.डी., एम.फिल. ( )

#### भाग २ : पर्यटनको भूमिका र जनसहभागिता

आफ्नो उत्तरमा (✓) चिन्ह लगाउनु होस।

१. स्थानीय जनताको आर्थिक विकासमा पर्यटन उद्योगले खेल्ने भूमिका कस्तो हुनुपर्ने ठान्नुहुन्छ ?  
क) भूमिका विहिन ( ) ख) अरु उद्योग सरह ( ) ग) सामान्य भूमिका ( ) घ) प्रमुख भूमिका ( )
२. तपाईंको स्थानीय समुदायको भविष्यको आर्थिक उन्नतिमा कुन उद्योगले सबभन्दा बढी योगदान गर्छ भन्ने ठान्नुहुन्छ ? प्राथमिकता अनुसार हरेक उद्योगमा एउटा मात्र (✓) चिन्ह लगाउनुहोस्।  
क) कृषि पहिलो ( ) दोस्रो ( ) तेस्रो ( ) चौथो ( ) पाँचौं ( )  
ख) जलस्रोत पहिलो ( ) दोस्रो ( ) तेस्रो ( ) चौथो ( ) पाँचौं ( )  
ग) पर्यटन पहिलो ( ) दोस्रो ( ) तेस्रो ( ) चौथो ( ) पाँचौं ( )  
घ) सेवा क्षेत्र पहिलो ( ) दोस्रो ( ) तेस्रो ( ) चौथो ( ) पाँचौं ( )  
ङ) सूचना प्रविधि पहिलो ( ) दोस्रो ( ) तेस्रो ( ) चौथो ( ) पाँचौं ( )
३. तपाईंले व्यक्तिगत रूपमा पर्यटन उद्योगबाट के कति फाईदा पाउनु भएको छ ?  
क) छैन ( ) ख) न्यूनतम ( ) ग) केही मात्रामा ( ) घ) धेरै नै बढी ( ) ङ) एकदम धेरै ( )
४. तपाईंलाई पर्यटन सम्बन्धी ज्ञान के कति छ ?  
खास ज्ञान छैन ( ) सामान्य ज्ञान मात्र छ ( ) राम्रै ज्ञान छ ( ) अत्यन्त राम्रो ज्ञान छ ( )
५. सामुदायिक पर्यटन गतिविधिमा तपाईंको संलग्नता कस्तो छ ?  
छैन ( ) थोरै मात्र छ ( ) केही मात्रामा छ ( ) प्रशस्त छ ( )
६. पोखरा आएर गएका पर्यटकहरूसँगका तपाईंको हालको सम्पर्क कस्तो छ ?  
सम्पर्क छैन ( ) औसत सम्पर्क छ ( ) अलि बढी नै सम्पर्क छ ( ) प्रशस्त मात्रामा सम्पर्क छ ( )

७. तपाईं पर्यटन व्यवसायबाट कसरी लाभान्वित हुनु भएको छ ?

- म प्रत्यक्ष रूपमा पर्यटन क्षेत्रको रोजगारमा छु ( )  
 म अप्रत्यक्ष रूपमा पर्यटन क्षेत्रको रोजगारमा छु ( )  
 पर्यटन क्षेत्रमा मेरो कुनै संलग्नता नै छैन ( )

८. तपाईं पर्यटनबाहेक अन्य कुन पेशामा संलग्न हुनुहुन्छ ?

- कृषि ( ) अन्य उद्योग ( ) जागिर ( ) अन्यत्र संलग्न छैन ( )

**भाग ३: पर्यटन विकासप्रतिको स्थानीय समुदायको धारणा र सहयोग समर्थनको मापन ।**

क. भविष्यमा हुने पर्यटन विकासप्रतिको स्थानीय समुदायको धारणाको मापन । आफ्नो छनोटमा (✓) चिन्ह लगाउनु होस ।

१. मेरो समुदायको विकासको लागि पर्यटन महत्त्वपूर्ण छ ।

- पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
 आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

२. म मेरो समुदायको पर्यटन विकासको लागि सहयोग र समर्थन गर्दछु ।

- पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
 आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

३. म मेरो समुदायमा बढी पर्यटक आकर्षण गर्न योजना बनाउँछु ।

- पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
 आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

ख.. पर्यटन विकासको लागि आवश्यक समुदायको सहयोग र समर्थनको मापन ।

तल दिइएका बुँदाहरूमा तपाईंको सहमती वा असहमती कुन तहको छ ? आफ्नो छनोटमा (✓) चिन्ह लगाउनु होस ।

| विवरण  | पूर्ण असहमत | आंशिक असहमत | तटस्थ | आंशिक सहमत | पूर्णरूपमा सहमत |
|--|-------------|-------------|-------|------------|-----------------|
| हाम्रा समुदायमा पर्यटनलाई सक्रियता पूर्वक प्रोत्साहन गरिनु पर्दछ ।         |             |             |       |            |                 |
| पर्यटन मेरो समुदायको महत्त्वपूर्ण अङ्ग हो ।                                |             |             |       |            |                 |
| बढी पर्यटक भित्र्याउने खालको पर्यटन गतिविधिमा म समर्थन गर्दिन ।            |             |             |       |            |                 |
| पर्यटनको नकारात्मक प्रभावभन्दा सकारात्मक फाइदा बढी हुनुपर्दछ ।             |             |             |       |            |                 |
| पोखरा एक राम्रो पर्यटन गन्तव्य बन्नुपर्दछ ।                                |             |             |       |            |                 |
| पर्यटनको कारण हाम्रो सामाजिक मनोरञ्जनको गुणस्तर घटेको छ ।                  |             |             |       |            |                 |
| पर्यटन विकासको लागि ठोस योजनाको विशेष महत्त्व र आवश्यकता छ ।               |             |             |       |            |                 |
| पर्यटनले समुदायको जीवनस्तरमा केही न केही सुधार ल्याएको छ ।                 |             |             |       |            |                 |
| समुदायको आर्थिक विकासमा पर्यटन क्षेत्रले महत्त्वपूर्ण भूमिका खेल्नसक्नेछ । |             |             |       |            |                 |

ग. पर्यटनको विकासले तपाईंको समुदायको लागि गर्नसक्ने योगदानको मापन ।

| विवरण  | पूर्ण असहमत | आंशिक असहमत | तटस्थ | आंशिक सहमत | पूर्णरूपमा सहमत |
|--|-------------|-------------|-------|------------|-----------------|
| पर्यटनले गरेको खर्चको कारण समुदायका घरपरिवारको जीवनस्तर बढेको छ ।                  |             |             |       |            |                 |
| बढी पर्यटकको आगमनको कारणले सार्वजनिक सेवाको गुणस्तर अभिवृद्धि भएको छ ।             |             |             |       |            |                 |
| पर्यटन क्षेत्रको सेवा सुविधाको कारण समुदायको दैनिक जीवनको गुणस्तरमा सुधार आएको छ । |             |             |       |            |                 |
| स्थानीय वासिन्दाको लागि पर्यटनको कारण रोजगारी सृजना भएको छ ।                       |             |             |       |            |                 |
| पर्यटनको विकासका कारण सडक तथा सडकबत्ती र सुरक्षामा सुधार आएको छ ।                  |             |             |       |            |                 |
| पर्यटनको विकासको कारण राम्रा र गुणस्तरीय पसलहरूबाट सामान खरिद गर्ने अवसर बढेको छ । |             |             |       |            |                 |

## भाग ४: समुदायको जीवनगुणस्तर मापन ।

तपाईंको समुदायको जीवनको गुणस्तर बढाउन सक्ने विभिन्न प्रकारका जीवनगुणस्तर मापकहरू (Quality of Life Factors in Community) को विवरण तल उल्लेख गरिएको छ । यसरी उल्लेख गरिएका मापकहरूको महत्त्व, सन्तुष्टी र पर्यटनको विकासले ती मापकहरूमा पार्ने प्रभावका बारेमा दिइएका पाँच वटा विकल्पहरूबाट हरेक लहर (Row) मा आफ्नो रोजाइको उत्तरलाई कुनै एक कोठामा (✓) चिन्हले सङ्केत गर्नुपर्नेछ ।

| समुदायको जीवनगुणस्तरका मापकहरू<br>Quality of Life Factors in Community | महत्त्व          |                   |       |                |                        | सन्तुष्टीको तह   |                  |       |                 |                 | पर्यटनको विकासले मापकहरूमा पार्ने प्रभाव<br>(घटाउने वा बढाउने ) |                 |                            |                 |                      |
|--|------------------|-------------------|-------|----------------|------------------------|------------------|------------------|-------|-----------------|-----------------|---|-----------------|----------------------------|-----------------|----------------------|
|  | कुनै महत्त्व छैन | धेरै कम महत्त्व छ | तटस्थ | महत्त्वपूर्ण छ | सबभन्दा महत्त्वपूर्ण छ | पूर्ण असन्तुष्टी | आंशिक असन्तुष्टी | तटस्थ | आंशिक सन्तुष्टी | पूर्ण सन्तुष्टी | पर्यटनले धेरै घटाउँछ  | पर्यटनले घटाउँछ | पर्यटनले न घटाउँछ न बढाउँछ | पर्यटनले बढाउँछ | पर्यटनले धेरै बढाउँछ |
| १. खुद्रा पसल र रेष्टुरेन्टहरूको उपलब्धता                              |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |
| २. सेवा र वस्तुको सुपथ मूल्यमा उपलब्धता                                |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |
| ३. मजबुत आधार सहितको विविध र व्यापक अर्थतन्त्र                         |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |
| ४. स्थानीयको लागि धेरै राम्रा रोजगारीको अवसरहरू                        |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |
| ५. गुणस्तरीय सडक, पुल र अन्य सार्वजनिक सेवा                            |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |
| ६. व्यक्तिगत सम्पत्तीमा वृद्धि तथा आफ्नो व्यक्तिगत जीवनगुणस्तरमा सुधार |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |
| ७. कर तथा व्यक्तिगत आमदानीमा वृद्धि                                    |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |
| ८. ऐतिहासिक चाडपर्व तथा सांस्कृतिक सम्पदाहरूको संरक्षण                 |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |
| ९. आफ्नो समुदायको सान र गौरवगमय विकास                                  |                  |                   |       |                |                        |                  |                  |       |                 |                 |   |                 |                            |                 |                      |

|   |  |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
|---|--|------------------------|----------------------------|------------------------------|-------------------|------------------------------|----------------|----------------|-------|---------------|--------------------|---|--------------------|---------------------------------------|--------------------|----------------------------|--|--|--|
| १०  | मेरो जीवनपद्धतिको संरक्षण तथा<br>व्यहसंस्कृतिक एकता                |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| ११  | रक्सी तथा लागुपदार्थको<br>दुरुपयोगलाई निरुत्साहन                   |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| १२  | मेरो जीवनपद्धतीलाई सम्मान गर्ने<br>पर्यटकहरूको आगमन                |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| समुदायको जीवनगुणस्तरका मापकहरू<br><b>Quality of Life Factors in<br/>Community</b> |  | महत्त्व                |                            |                              |                   |                              | सन्तुष्टीको तह |                |       |               |                    | पर्यटनको विकासले मापकहरूमा पार्ने प्रभाव<br>(घटाउने वा बढाउने ) |                    |                                       |                    |                            |  |  |  |
|   |  | कुनै<br>महत्त्व<br>छैन | धेरै<br>कम<br>महत्त्व<br>छ | कुनै<br>महत्त्व<br>नै<br>छैन | महत्त्वपूर्ण<br>छ | सबभन्दा<br>महत्त्वपूर्ण<br>छ | पूर्ण<br>असहमत | आंशिक<br>असहमत | तटस्थ | आंशिक<br>सहमत | पूर्णरूपमा<br>सहमत | पर्यटनले<br>धेरै<br>घटाउँछ                                      | पर्यटनले<br>घटाउँछ | पर्यटनले<br>कुनै<br>प्रभाव<br>पार्दैन | पर्यटनले<br>बढाउँछ | पर्यटनले<br>धेरै<br>बढाउँछ |  |  |  |
| १३  | स्थानीय कला संस्कृतिको र विकास                                     |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| १४  | स्वस्थ र सुरक्षित रहेको महशुस हुने पदुषणमुक्त<br>वातावरण           |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| १५  | समुदायका सदस्यहरूको स्थानीय सरकारमा<br>सहभागिता र राजनैतिक स्थिरता |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| १६  | ऐतिहासिक तथा सांस्कृतिक सम्पदाको संरक्षण                           |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| १७  | गुणस्तरीय मनोरञ्जनको अवसर  |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| १८  | पारिवारिक सम्बन्ध र गतिविधिमा विकास                                |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| १९  | स्थानीय उत्पादनलाई प्रोत्साहन र योगदान                             |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |
| २०  | शहरीकरण र जनसंख्या वृद्धि  |                        |                            |                              |                   |                              |                |                |       |               |                    |   |                    |                                       |                    |                            |  |  |  |

## भाग ५: सुझाव र सल्लाह ।

पर्यटन क्षेत्र र आफ्नो समुदायको विकासको लागि तपाईंको महत्त्वपूर्ण सुझावहरू उल्लेख गर्नुहोस् ।

यस सर्वेमा सहभागी भै सहयोग गरिदिनु भएकोमा हार्दिक धन्यवाद ।

**APPENDIX: C**

Form No.

**QUESTIONNAIRE TO SURVEY**

**TRAVEL TRIP IMPACT ON TOURISTS' QUALITY OF LIFE IN POKHARA**

Dear Sir /Madam,

This survey is designed to evaluate your **overall satisfaction, happiness and wellbeing** (quality of life) of your **travel trip** to **Pokhara**. We will be highly appreciative for your valuable responses and welcome your answers. Your responses to the questionnaire will produce important policy guidelines for tourism development in Nepal. Your responses will be kept confidential. To express your real experiences, please mark with the (√) symbol, it may take about 15-20 minutes time.

Sincerely  
Laxmi Kanta Sharma (Ph.D. Scholar)

**Part I: General Information.**

**Nationality** ..... **Gender: Male /Female /Third gender Age...**  
E-mail(optional) ..... **Social media ID**  
(optional).....

**Please mark with √ symbol.**

**Your purpose of visit:**

Visiting friends and relatives ( ) Holiday pleasure ( ) Research and official ( )  
Religious/Pilgrimage ( ) Business ( ) Education and training ( ) Trekking / Mountaineering  
( ) Any other ( )

**Length of stay in Pokhara:**

2 nights ( ) 3 nights ( ) 4 nights ( ) More than 4 nights ( )

**While visiting Pokhara, you were:**

Single ( ) Couple ( ) With family ( ) With group ( )

**This visit to Pokhara is :**

First( ) Second ( ) Third ( ) Fourth ( ) Many times before ( )

**Please mention the name of hotel you have stayed in:**

## **Part Two: Satisfaction with Life Domains**

Let us concentrate on how you feel over-all in the context of the various life domains of your travel trip. You might have positive as well as negative experiences on the travel. So you can choose your level of agreement or disagreement with the given statements among **five options** by (√) mark in blank brackets given under the statements. Statements may contain more than two sentences but you should treat them as single and mark only one (option) among the given options.

### **1.Social Life**

I could not get enough time to get to know better with new friends. Got troubled by harmful behavior of accompanying persons during the travel. Social life was not satisfactory.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) I could meet new people, make new friend and spent quality time with friends and shared mutual interest, though I was away from home and family.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **2. Leisure and Recreation Life**

a) Feeling tired and exhausted by consuming too much energy on other activities. I could not get enough recreation because I spent too much time on reading and travelling, thus enjoyed less scenery.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) Got experienced and engaged in varieties of recreational activities. Could learn new skills of recreation. Got a chance to do a fair amount of leisurely reading and activities.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **3.Family Life**

a) Spending fun time on the trip but missed my family and felt negative. Failing to get in touch with family in memorable moment and could not get chance to feel togetherness with family.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b)Spent quality time with the whole family together. Could achieve balance between work and family life. Comfortably enjoyed the trip without missing family members.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **4.Love Life**

a) Failed to get in touch with significant /special other because of communication and other problems. Could not share the travel experience with my significant other and missed them a lot.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )



b) Could strengthen personal relationship with significant other and spent memorable quality time. Could visit “romantic” spots with significant other. Could spend time alone without significant other—“Distance makes heart grow fonder”.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **5.Arts and Cultural Life**

a) Could not enjoy local culture and failed to communicate with local people because of language.

Feeling disgusted toward people doing things that are unacceptable in one’s culture. Feeling that others met on the trip do not approve nor appreciate one’s culture.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b)Got good opportunity to learn other cultures. Learnt the skill to tolerate and appreciate people from other cultures. Learnt to appreciate one’s own culture as well as other cultures. Could experience Nepali cultures through music, art, architecture, food, and beverage.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **6.Work Life**

a)Feeling forced to work during the trip, which took away from leisure time. Not having any time during the trip to do some work. Travel was little stressful because the trip was interfering with work and deadlines. Being forced to work during the trip and make money to finance the trip. Feeling of not wanting to go back to work and missing the fun. Feeling tired and exhausted coming back to work because the trip was tiring and exhausting

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b)Feeling good to break away from the routine work. Feeling good escaping the demands and constraints of the work place. Feeling refreshed and energized and planning to work with enhanced energy level for better performance. Getting a chance to do some strategic thinking and planning about work during trip.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **7.Health and Safety Life**

a) Could not get clean water and healthy food. Feeling tired, exhausted, getting sick,gaining weight, worrying about catching a disease. Worrying about safety and crime during the trip.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b)Feeling relaxed, rested, distressed .Feeling mentally recharged after the trip. Feeling that own health improved because the trip required physical activity. Learnt new healthy habits and styles.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **8. Financial Life**

a) Spending too much money. Lacking sufficient financial resources to fully enjoy the trip. Returning home with significant debt. Running out of money before the end of the trip. Spending money on unnecessary things.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) Judging that the trip was well worth the money spent. Spent money specifically saved for travel. Saved money by being economical and looking for bargains. Learnt to make economic budget. Financially the travel trip was very comfortable.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **9. Spiritual Life**

a) Feeling that the trip is all about consumption and spending money, thus lacking the spiritual element in one's life and realizing that life is a drift and had no purpose.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) Learning to appreciate nature/Feeling close to God (given the trip is outdoors)/Getting a chance to think about what is important in life/Feeling good to share one's spiritual beliefs with others.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **10. Intellectual Life**

a) Not getting a chance to learn as much as one desired. Could not get intellectual activities that links science and technology with primitive knowledge. It was not intellectually sound trip.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) Feeling that the trip was very educational and intellectually fulfilling. Learned to face new challenges and gathered useful professional skills. Learnt new skills for business relations.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

### **11. Self-Life**

a) Missing one's significant other, friends, and family. Feeling bored and alone. Feeling frustrated about making future plans without input of loved ones. Felt that the self-life was not happy.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) Got enough opportunity to think peacefully with cool mind. Spent time alone to enjoy doing things one likes best without the social pressure and personal stress, learnt more about one-self. Learnt to enjoy being by oneself without the significant other.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

## **12. Culinary Life**

a) Not having the variety of food items to choose from. Could not have food and beverages one is accustomed to. I could not get any unique local specialities and taste. Could not have memorable food experiences.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) Enjoying good tasting food/ Eating healthy/ Experiencing new and exotic cuisines/ Experiencing new and exotic beverages. My culinary life was full of unique tastes and specialities .

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

## **13. Travel Life**

a) Felt tired and exhausted traveling from one place to another. Felt uneasy getting outside one's comfort zone. Could not visit new places Could not enjoy travel and lodging accommodation. The trip was uncomfortable and full of stress. The traffic system and accessibility was more problematic.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) Being able to break away from daily routine through travel. Could enjoy new places to visit. Being outdoors and on the move. Enjoyed the travel with easy transportation and lodging accommodations. Found warm hospitalities with welcoming behavior of service providers and local people.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

## **14. Environmental quality of Life**

a) Overall cleanliness, climatic condition and environmental quality was not satisfactory. Multiple pollutions in the destination was most frustrating and unnatural , it troubled the travel a lot.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

b) Overall cleanliness, climatic condition and environmental quality is quite satisfactory. Pollution free environment full of natural activities with clean lakes and green mountains and shining Himalayas enhanced the travel quality.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

## **Part III: Life Satisfaction Measure/Overall improvement in QOL (Second Measure)**

Please choose your level of agreement and disagreement with (√) mark in the following statements :

1. Overall, my experience with this trip was memorable having enriched my quality of life.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

2. My satisfaction with life in general has increased shortly after the trip.

Fully disagree ( ) Somewhat disagree ( ) Neither agree nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

3. Although I have my ups and downs, in general, I felt good about my life shortly after the trip.

Fully disagree ( ) Somewhat disagree ( ) Neither agreed nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

4. After the trip I felt that I lead a meaningful and fulfilling life.

Fully disagree ( ) Somewhat disagree ( ) Neither agreed nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

5. Overall, I felt happy upon my return from that trip.

Fully disagree ( ) Somewhat disagree ( ) Neither agreed nor disagree ( )  
Somewhat agree ( ) Fully agree ( )

6. Would you **REVISIT** Nepal and Pokhara ?

Yes ( ) Most probably ( ) Not sure ( ) No ( )

7. Would you **RECOMMEND** others to visit Nepal and Pokhara?

Yes I will recommend ( ) Most probably I will recommend ( )  
I have to think/Not sure ( ) Will not recommend ( )

8. Do you fulfill your travel **EXPECTATION** after visiting Pokhara and Nepal ?

Completely fulfilled ( ) Mostly fulfilled ( ) Somewhat fulfilled ( ) Perfectly not fulfilled ( )

9. We are ready to welcome your **comments/suggestions** please mention without hesitation.

.....  
.....  
.....  
.....  
.....

***Thank you very much for your co-operation in our survey.***

Survey place..... Survey date.....

Investigator.....

## APPENDIX: D

# पोखरा भ्रमणबाट पर्यटकहरूको यात्राको गुणस्तरमा परेको बहु-आयामिक प्रभाव अध्ययनको प्रश्नावली

नाम/ठेगाना :

शैक्षिक योग्यता :

ईमेल/फोन नं.:

**Social Media ID:**

प्रस्तुत सर्वेक्षण पोखरा भ्रमणमा आउनुभएका नेपाली पर्यटकहरूको यात्राको क्रममा अनुभव गरेका सन्तुष्टि, खुसीको स्तर र भ्रमण अवधिको यात्राको गुणस्तर अध्ययन गर्नको लागि तयार गरिएको हो । यस अध्ययनबाट पर्यटन क्षेत्रको विकासको लागि आवश्यक नीति निर्माणमा महत्त्वपूर्ण सहयोग पुग्ने तथ्याङ्क प्राप्त हुने भएकोले आफ्नो अनुभवलाई यथार्थ रूपमा राखिदिनु हुन विनम्र अनुरोध छ । यो फाराम भर्नका लागि बढीमा १५-२० मिनेट मा लिनेछ । यात्राको क्रममा तपाईंहरूले अनुभव गरेका सम्भावित विभिन्न अनुभवहरू तल दिइएको छ, त्यसमा तपाईंले आफ्नो पूर्ण असहमति, आंशिक असहमति, तटस्थ, आंशिक सहमति र पूर्ण सहमति मध्ये कुनै एकमा चिन्ह लगाउनु हुनेछ ।

प्रार्थी

लक्ष्मीकान्त शर्मा (सह-  
प्राध्यापक)

पिएच.डि. शोधार्थी  
त्रिभुवन विश्वविद्यालय,  
कीर्तिपुर, काठमाडौं

भाग-१ : साधारण जानकारी

आफ्नो छनोटमा (  ) चिन्ह लगाउनुहोस् ।

भ्रमणको उद्देश्य :

साथी तथा ईष्टमित्र भेट्न ( ) विदाको रमाइलो ( )

अनुसन्धान तथा कार्यालयको काम ( ) व्यवसाय ( ) शिक्षा र तालिम ( )

पैदल यात्रा- पर्वतारोहण ( ) अन्य ( )

पोखरा भ्रमणको अवधि : २ रात ( ) ३ रात ( ) ४ रात ( ) ४ रात भन्दा बढी ( )

तपाईंको यात्राको साथी: एकलै ( ) आफ्नो जोडीसँग ( ) सपरिवार सदस्यसहित ( ) समूहमा ( )

कुन होटलमा बस्नुभयो (नाम) :

## भाग-२ : यात्राका विभिन्न अनुभवहरूको सन्तुष्टिको तह मापन

तपाईंले यात्राको क्रममा विभिन्न खालको अनुभव (सकारात्मक वा नकारात्मक) प्राप्त गर्नुभएको छ । तल विभिन्न शीर्षक अन्तर्गत तपाईंले प्राप्त गरेका सम्भावित अनुभवहरू दिइएको छ । तपाईंका ती अनुभवहरूको मूल्याङ्कन गर्नको लागि ५ (पाँच) विकल्पहरू दिइएको छ, कुनै एकमा (√) चिन्ह लगाई छनोट गर्नुहोस् ।

१. सामाजिक जीवनको अनुभव

(क) पोखरामा नयाँ साथीहरू बनाउने चिनजान गर्ने प्रशस्त समय पाउन सकिएन, सँगैको साथी र यात्रामा भेट भएका मान्छेहरूले गरेको व्यवहारबाट बढी दुःखीत भएँ, सामाजिक परिवेश त्यति राम्रो लागेन ।

पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )

आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

(ख) नयाँ साथी बनाउने छलफल गर्ने र अनुभव आदान प्रदान गर्ने अवसर जुट्यो । घरपरिवारबाट टाढा भएर पनि साथीको व्यवहार कारण र सहयोगको कारण धेरै रमाइलो अनुभव भयो ।

पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )

आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

२. विदा र मनोरञ्जनको अनुभव

(क) घुमाइको कारण थकाइले शरीरमा धेरै आलस्य र अल्लिखन आयो । मनोरञ्जन तथा दृश्यावलोकनका लागि समय नै भएन, पुस्तक पढेर बढी समय खर्च गरियो ।

पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )

आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

(ख) विभिन्न खाने मनोरञ्जनात्मक कृयाकलापमा भाग लिएर धेरै अनुभव र खुसीको महसुस गरियो । विभिन्न कृयाकलापबाट भरपुर आनन्द र रमाइलो सहित धेरै सिकने अवसर पाइयो ।

पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )

आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

३. पारिवारीक पक्षको अनुभूति

(क) यात्रामा धेरै रमाइलो र मनोरञ्जन भएपनि आफ्नो पारिवारिक सदस्यहरूलाई सँगै नपाउँदा भ्रमणमा अलि खल्लो अनुभूति भयो । विविध कारणले रमाइला क्षण र सम्भनायोग्य क्षणहरूमा पारिवारीक सहभागिता महसुस गर्न पाइएन ।

पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )

आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

(ख) परिवार सहित धेरै रमाइला क्षणहरू खुसीसाथ मनोरञ्जन गरियो । कामको सिलसिलामा परिवारबाट टाढा भएको नमिठो अनुभूतिलाई बिसर्ने गरी असाध्यै सम्भना योग्य नयाँ अनुभवहरू र रमाइला क्षणहरू परिवार सँगै विताउँदा साह्रै सन्तुष्टि मिलेको छ ।

पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )

आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

४. माया र सद्भावको अनुभूति

(क) मेरो आफ्नो विशेष मान्छेसँगै रहेर भ्रमण गर्ने अवसर जुटेन र रमाइला क्षणहरू एकलै हुँदा बढी फिक्का लाग्दो रहेछ । सूचना प्रविधि तथा अन्य कारणले आफ्नो विशेष मान्छेलाई सबै अनुभूति गराउन नपाउँदा राम्रो अवसर गुमेको अनुभूति भएको छ ।

पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )

आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

- (ख) विशेष आफ्नो मान्छेसँग सम्बन्ध बढाउन र खुसीमा पलहरूसँगै बिताउन पाएकोमा खुसी छु । रमणीय र रमाइला ठाउँहरूको घुमाइ अविष्मरणीय रह्यो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
५. कला तथा सांस्कृतिक पक्षको अनुभव
- (क) स्थानीय संस्कृति र परम्परासँग साक्षात्कार गर्न र रमाउन भाषागत रूपमा सामान्य समस्या रह्यो । कतिपय संस्कार र परम्पराहरूलाई मैले सहज रूपमा लिन सकिन । यात्राको क्रममा भेटिने साथीहरूले फरक संस्कृतिलाई प्रशंसा र आत्मसात गरेको पाइएन ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) धेरै नयाँ परम्परा र संस्कृतिको बारेमा जानकारी पाउने अवसर यो भ्रमणले जुटायो । फरक संस्कृतिका मानिसहरूसँग सहकार्य गर्ने र उनीहरूमा राम्रा पक्षलाई प्रशंसा गर्ने र सम्मान गर्ने कुरा सिक्न सकेँ । सङ्गीत, चित्रकला, वास्तुकला र खानपिनको माध्यमबाट स्थानीयको मौलिक संस्कृति सिक्ने अवसर जुट्यो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
६. भ्रमणको अवधिमा कामको अनुभव
- (क) भ्रमणको अवधिमा पनि कामको भन्कटले त्यति रमाइलो र फुर्सदिलो क्षण प्राप्त गर्न सकिएन । महत्त्वपूर्ण कामको कार्य तालिका र कामको दवाव भएकोले फुर्सदसँग सोच्ने अवसर प्राप्त गर्न सकिएन । भ्रमण खर्च जुटाउन काम गर्नु परेकोले थकान र तनावको कारण फेरि काम शुरु गर्न त्यति इच्छा छैन ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) अफिसको कामको माग र वाधा अड्चनको वोभबाट मुक्त भएर स्वतन्त्र रूपमा घुम्न पाउँदा आनन्दको अनुभूति भएको छ । शरीर तथा मन मस्तिष्क धेरै स्वच्छ र फूर्तिलो भएको अनुभूति भएको कारण थप ऊर्जासहित महत्त्वपूर्ण योजना र काम गर्ने क्षमता हासिल भएको अनुभूति भएको छ ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
७. स्वास्थ्य र सुरक्षा पक्षको अनुभव
- (क) यात्राको क्रममा स्वच्छ पानी र सफा खाना प्राप्त नभएकोले विरामी भइयो । शरीरको तौल बढ्ने र कुनै रोगले आक्रमण गर्ने चिन्ताले बढी सतायो । यात्रा त्यति सुरक्षित र सहज अनुभूति गर्ने खालको भएन ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) मन र शरीर हलुका महशुस गरेको छ । मानसिक तनाव र शारीरिक थकानको अनुभूति पटकै छैन जसले गर्दा यात्रा पछि भन् स्वस्थ र फूर्तिलो महशुस भएको छ ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

८. आर्थिक तथा वित्तीय पक्षको अनुभव
- (क) यात्रा धेरै महङ्गो र खर्चिलो भयो । आर्थिक अभावका कारणले भ्रमणको भरपुर मज्जा लिन सकिएन । यात्राबाट फर्किदा गोजी खाली भयो र ऋणको भार थपियो, अनावश्यक वस्तुमा बढी खर्च भयो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) खर्च अनुसारको यात्रा रमाइलो र सहज रह्यो । वचत गरेको पैसाको सही सदुपयोग भएकोले खुसी लागेको छ । सेवा मूल्यमा आवश्यक छुट लिने तरिका तथा आम्दानी खर्चको सही विश्लेषण गरी मितव्ययी बनाउने कला पनि सिकियो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
९. आध्यात्मिक तथा वैचारिक पक्षको अनुभव
- (क) यो भ्रमण विशेष गरेर उपभोग तथा पैसा खर्चमा मात्र सीमित भए जस्तो लाग्यो । कुनै भावना, विचार, अध्यात्म तथा दर्शनको बारेमा ज्ञान नै प्राप्त भएन । आफ्नो जीवन बिना उद्देश्य अल्मलिरहेको जस्तो अनुभूति भयो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) प्रकृतिलाई बुझ्ने र रमाउने अपूर्व अवसर जुट्यो । जीवनको महत्त्वपूर्ण पक्ष के हो भन्ने बारेमा अभुतपूर्व अनुभव प्राप्त भयो । जीवन-जगत, ईश्वर-धर्म र प्रकृतिका बारेमा आफ्नो आत्मिक विचार अरुसँग प्रष्ट राख्ने र सिक्ने अवसर जुट्यो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
१०. बौद्धिक विमर्श र ज्ञान पक्षको अनुभव
- (क) भ्रमणमा अपेक्षा गरे बमोजिम शैक्षिक तथा बौद्धिक गतिविधिमा संलग्न हुन पाइएन, साथी सङ्गत पनि त्यस्तो भेटिएन । ज्ञान-विज्ञान, प्रविधि र परम्परागत सीपसँग सम्बन्धित अनुभव हासिल हुन सकेन ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) यो भ्रमण ज्ञान प्राप्त गर्ने र शिक्षा लिने कार्यमा असाध्य सफल रह्यो । नयाँ चुनौती सामना गर्ने र व्यवसायिक सम्बन्ध विकास गर्ने कला सिक्ने अवसर मिल्यो । भ्रमण बौद्धिक हिसावले सफल रह्यो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
११. व्यक्तिगत जीवनको अनुभव
- (क) आफ्नो निकटको प्यारो मान्छे, परिवारका सदस्य र साथीहरूबाट टाढा रहँदा भ्रमणमा एक्लो र नियास्रो महशुस भयो । आफ्नो हरेक पक्षलाई माया गर्ने मान्छेसँगै नहुँदा नयाँ योजना बनाउने र सोच्ने कुरा हुन सकेन, भ्रमण अलि निरस र खल्लो रह्यो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) एकान्तमा रहँदा शान्तिपूर्वक रूपमा सोच्ने र ठण्डा दिमागले विचार गर्ने अपूर्व अवसर जुट्यो । व्यक्तिगत, पारिवारिक र सामाजिक दवाव र चिन्ता विना स्वतन्त्रपूर्वक एकलै सोच्ने मौका पाएकोले नयाँ र फूर्तिलो अनुभव गरी आफूसँग आफै रमाउने कला सिक्ने ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
१२. पाक कला र परिकारको अनुभव



- (क) विभिन्न प्रकारका अर्गानिक खानाका परिकारहरू छनोट गर्ने अवसर मिलेन । आफूलाई मन पर्ने पेय पदार्थ र खानाका परिकार प्राप्त गर्न सकिएन । त्यस्तो विशेष स्थानीय वस्तुको स्वाद र विशेषता सहितको खानाको परिकार भेटिएन ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) स्वस्थ र स्वादिलो स्थानीय परिकार खाने अवसर मिल्यो । स्थानिय विशिष्ट स्वादका खाना र पेय पदार्थले आफ्नो घर-गाउँ नै बिसर्पियो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
१३. यात्राको अनुभव
- (क) एक ठाउँबाट अर्को ठाउँमा जाँदा थाकेको र कमजोर भएको अनुभूति भयो । धेरै नयाँ ठाउँमा गएर घुम्न सकिएन । बस्ने र आराम गर्ने राम्रो ठाउँ प्राप्त भएन । घुमफिरको लागि यातायात र ट्राफिक व्यवस्था अलि बढी नै गाह्रो महसुस भयो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) दैनिक कार्य तालिकाको बोझबाट स्वतन्त्र भएर घुम्दा यात्रा स्मरणीय भयो । यातायात तथा बासस्थानको प्रबन्ध सुविधाजनक र राम्रो थियो । धेरै नयाँ ठाउँहरू घुमेर नयाँ अनुभव प्राप्त भयो । सेवा प्रदायकहरूको न्यानो आतिथ्यता धेरै सहाहनीय थियो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
१४. वातावरण तथा स्वच्छताको अनुभव
- (क) वातावरण स्वच्छ सफा देखिएन । हावापानी पनि ठिककै लाग्यो र सरसफाई पक्ष कमजोर महसुस भयो । प्रदूषणको मात्रा अलि बढी लाग्यो र वातावरण मैत्री व्यवहार त्यति देखिएन ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- (ख) सुन्दर ताल र हिमालको बिचमा रहेको पोखरा अत्यन्त सफा र स्वच्छ रहेछ । बाटाघाटा, चौक, मैदान सबै सफा रहेछन् । प्रदूषण अत्यन्तै न्यून रहेछ । वातावरण जोगाउन स्थानीयको प्रयास सफल र वातावरणमैत्री देखियो । लामो समयसम्म पोखरामा बसौं- बसौं जस्तो अनुभूति भयो र पोखराबाट फर्कन मन लागेन ।  
पूर्ण रूपमा पूरा भए ( ) धेरैजसो पूरा भए ( ) तटस्थ ( )  
आंशिक रूपमा पूरा भए ( ) पूर्ण रूपमा पूरा भएन ( )

भाग-३ : भ्रमणको समग्र गुणस्तर सुधार र सन्तुष्टि मापन (दोस्रो मापन)

आफ्नो छनोटको उत्तरमा ( ✓ ) चिन्ह लगाउनुहोस् ।

- मेरो अनुभवमा यो भ्रमण सम्भनायोग्य र समग्रमा गुणस्तरीय यात्रा अनुभूति दिलाउन सफल रह्यो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- यो भ्रमण पछि मेरो जीवनको सन्तुष्टीको अनुभूतिको तह बढेको महशुस गरेको छु ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
- यात्राको क्रममा धेरै उतार चढाव र तनाव भएपनि समग्रमा यो भ्रमण पछि यात्रा असल नै रहेको अनुभूति गरेको छु ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )

४. यो भ्रमणपछाडि मैले आफ्नो जीवन अर्थपूर्ण र सफल रूपमा बिताएको छु भन्ने अनुभूति भयो ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
५. समग्रमा यात्राबाट फर्केपछि धेरै खुसी महशुस गरेको छु ।  
पूर्ण रूपमा असहमत ( ) आंशिक रूपमा असहमत ( ) तटस्थ ( )  
आंशिक रूपमा सहमत ( ) पूर्ण रूपमा सहमत ( )
६. के तपाईं पोखरा फेरि भ्रमण गर्नुहुन्छ ?  
गर्छु ( ) धेरै संभावना छ ( ) निश्चित छैन ( ) गर्दिन ( )
७. के तपाईं अरु साथीलाई पोखरा घुम्नको लागि सल्लाह र उत्प्रेरणा दिनुहुन्छ ?  
म सल्लाह दिन्छु ( ) सल्लाह दिने सम्भावना बढी छ ( )  
विचार गर्नु पर्छ ( ) सल्लाह दिने छैन ( )
८. पोखरा भ्रमण पछि तपाईंले आफ्नो भ्रमणबाट राखेका अपेक्षाहरू पूरा भए ?  
पूर्ण रूपमा पूरा भए ( ) धेरैजसो पूरा भए ( ) आंशिक रूपमा पूरा भए ( ) आंशिक रूपमा पूरा भएन ( ) पूर्ण रूपमा पूरा भएन ( )
९. पोखराको पर्यटनको बारेमा यदि तपाईंको कुनै सुझाव, गुनासो र सल्लाह भएमा कृपया तल लेखिदिनु होला ।
१०. पोखरा भ्रमणको सिलसिलामा भएको खर्च (ऐच्छिक):  
सर्वेक्षणमा सहभागी भई सहयोग गरिदिनु भएकोमा हार्दिक धन्यवाद ।

**Survey Place:**

**Date :**

**Investigator:**

## APPENDIX: E

### GLOSSARY

**Blocks:** Combined area of the adjacent streets and peripherals

**Bottom-up Spillover Theory:** Bottom-up Spillover Theory is that life satisfaction is functionally related to satisfaction with all of life's domains and subdomains. Life satisfaction is thought to be on top of a satisfaction hierarchy. Life satisfaction is influenced by satisfaction with life domains.

**Cognitive and Emotional Assessment:** This refers to the dual evaluation process that tourists engage in. It combines a cognitive assessment of their vacation experience, involving conscious judgments, with emotional elements that capture their feelings and sentiments.

**Domestic Tourists/Visitor:** As a visitor travels within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism.

**Enduring Vacation Memories:** The lasting impact of memories formed during a tourist's journey. These memories continue to influence the tourist's overall life satisfaction and perception of well-being even after their trip concludes.

**Happiness Definition:** Happiness is the overall enjoyment and positive affect experienced in one's life (Tsaour et al., 2013). It signifies a state of emotional well-being and contentment.

**Holistic Well-Being:** This term encapsulates the comprehensive sense of well-being and contentment that tourists experience during their travels. It encompasses various aspects of life satisfaction and emotional state, reflecting their overall happiness (Uysal, Sirgy, Woo, & Kim, 2016).

**Impact of Leisure Activities:** The positive influence of leisure activities and recreational pursuits during a trip on tourists' well-being. Engaging in enjoyable and novel experiences contributes to an enhanced sense of contentment.

**Inbound tourists:** a non-resident visitor within the economy of reference.

**Laddering Technique :** Laddering is an interviewing technique which assumes that consumers use a product with a specific set of concrete means that reflect certain

utilitarian and psychosocial benefits, which in turn are associated with ends (terminal values).

**Life Satisfaction Definition:** Life satisfaction refers to the degree to which an individual positively evaluates the overall quality of their life as a whole (Veenhoven, 1996). It involves a cognitive assessment of one's life circumstances, encompassing a sense of fulfillment, contentment, and well-being.

**Life-satisfaction:** Life-satisfaction is defined as the degree to which a person evaluates the overall quality of his or her present life-as-a-whole positively. In other words, how much one likes the life one leads. Life-satisfaction is our subjective appreciation of our life as-a-whole. The synonyms are happiness and subjective well-being.

**Multidimensional Impact:** Refers to the multifaceted influence of positive vacation experiences on a tourist's well-being. It extends beyond leisure activities to encompass broader life aspects, contributing to an overall enriched quality of life.

**Overall satisfaction with life domain:** The overall satisfaction derived by a tourist from positive and negative experiences of travel trip in particular life domain like, Social Life, Financial Life etc.

**Overall satisfaction with life in general:** Overall Life satisfaction derived by a tourist from satisfaction with all of different life's domains and subdomains. Life satisfaction is thought to be on top of a satisfaction hierarchy.

**PCA:** Principal Components Analysis (the process of computing the principal components and using them to perform a change of basis on the data.

**Perception:** The way in which something is regarded, understood, or interpreted.

**Quality of life :** The extent to which a person obtains satisfaction from life. The following are important for a good quality of life: emotional, material, and physical well-being; engagement in interpersonal relations; opportunities for personal (e.g., skill) development; exercising rights and making self-determining lifestyle choices; and participation in society.

**Quality of Life Definition:** Quality of life refers to an individual's perception of their position in life within the context of cultural values and personal goals. It involves a

comprehensive assessment of various aspects, including physical, psychological, social, and environmental dimensions (WHOQOL Group, 1995).

**Residents involved in tourism industry:** Those residents who are directly involved in tourism enterprises and earn their living from tourism.

**Residents not involved in tourism industry:** Those residents who are not directly involved in tourism enterprises and they have other sources of income for their day to day live but reside in the same area where involved residents live.

**Residents:** "Residents" refer to individuals who live in Pokhara (study area) for at least a year, typically a tourist destination. These are the people who call the destination their home and are an integral part of the local community. Their quality of life pertains to their overall well-being, contentment, and satisfaction experienced while residing in the area. It encompasses various dimensions, including economic opportunities, access to essential services, a sense of safety and security, preservation of cultural heritage, social cohesion, environmental quality, and harmonious coexistence with tourists.

**Social exchange Theory:** From a tourism development standpoint, social exchange theory undertakes that stakeholders' attitudes toward and support tourism in their community are influenced by their evaluation of tourism's actual and observed outcomes.

**Stakeholder Theory:** The overall satisfaction of residents is mediated by the involvement and noninvolvement status of the community residents. Based on the type of stakeholder group, community residents' perception of tourism's impact on community quality of life might differ.

**Street :** Geographical demarcation of street area in lakeside Pokhara by Nepal Tourism Board ,Pokhara and Pokhara Metropolitan City.

**Subjective Fulfillment in Diverse Domains:** This term acknowledges the importance of subjective fulfillment across various life domains, including leisure, social interactions, family, work, health, safety, and travel experiences.

**Subjective Well-Being and Components:** Subjective well-being is a broader concept encompassing life satisfaction as a cognitive component, along with positive and negative feelings as affective components. It involves evaluating the fulfillment of

personal needs, goals, and desires, reflecting an individual's emotional state (Sirgy, 2012).

**The WHOQOL-BREF :** It is a 26 item instrument consisting of four domains: physical health (7 items), psychological health (6 items), social relationships (3 items), and environmental health (8 items); it also contains QOL and general health items.

**Tourism:** Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business and professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities.

**Tourist:** A tourist is a person who is visiting a place for pleasure and interest, especially when they are on holiday.

**Tourists Generating Regions:** The generating region is the location of the basic market of the tourist industry, the source of potential tourism demand. Accordingly, the major marketing functions of the tourist industry are conducted there: promotion, advertising, wholesaling, and retailing.

**Tourists:** Individuals who visit Pokhara temporarily for leisure, business, or other purposes at least with two nights of stay. Their quality of life during their stay is influenced by factors such as accommodation options, cultural and recreational activities, safety, transportation, and access to information and communication resources.

**Travel Companion :** A person with whom a traveler coordinates the travel arrangements and intend to travel with for the trip but excluding a tour leader or a group leader who is receiving remuneration.

**Travel trip domains:** Social life, Family life, Leisure life, Love life, Arts and cultural Life, Work life, health and safety life, financial life, Intellectual life, Spiritual life, Self-life, culinary life, Travel life and Environmental Quality of life.

**Varimax with Kaiser Normalization Rotation:** Kaiser- Varimax rotation maximizes the sum of the variance of the squared loadings, where 'loadings' means correlations between variables and factors. Varimax rotation, transforms the initial factors into new ones that are easier to interpret.

**Well-Being Definition:** Well-being is the perception of an individual that their life is progressing well overall, encompassing a positive evaluation of their life circumstances and experiences (Moscardo, 2009). It signifies a holistic sense of contentment and satisfaction.

**Well-being:** It is also known as wellness, prudential value or quality of life, refers to what is intrinsically valuable relative to someone. So, the well-being of a person is what is ultimately good for this person, what is in the self-interest of this person. Well-being can refer to both positive and negative well-being.

**WHOQOL:** World Health Organization Quality-of Life-Scale.

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