

Sustainable Tourism Development and Its Impact on Residents' Quality of Life in Kanyakumari District

John Manohar. S

BMS College of Engineering, Bangalore.

Abstract

Tourism has brought people from different nations and religions close together by bridging the gaps among them. It enhances social change at macro and micro level through promotion of material and spiritual development. Sustainable tourism developed because of the concern related to the impact of unsustainable tourism on society, environment and economy. Quality of life is the interaction among social, economic, ecological, and fitness conditions that have immense impact on human and social development. Sustainability is a process, and the sustainable business cycle depends upon several stages. The administration of Kanyakumari district may consider different ways of improving communications with their stakeholders by focusing on the economic, environmental, social, political, and technological aspects, and their implications on the sustainable tourism development which in turn enhances the quality of life of the local residents.

Keywords: social change, Sustainable tourism, Quality of life

Introduction

Today, tourism is a well-developed industry across the globe, as governments of different countries are challenging each other by enhancing their tourism industry, where not only natural beauty of the country like beaches, snow covered mountains etc. are commoditized, but also tradition, culture, and history of the country become a commodity for attracting tourists. Tourism receives acknowledgement for generating national and regional income. Owing to development in tourism, natural and cultural heritage of a place is maintained and conserved. Tourism has brought people from different nations and religions close together by bridging the gaps among them. It enhances social change at macro and micro level through promotion of material and spiritual development. This will enable people to appreciate values of different cultures, thereby contributing to the reinforcement of world peace.

Sustainable Tourism Development

Sustainable tourism developed because of the concern related to the impact of unsustainable tourism on society, environment and economy. International agreement has been developed as well as action has been taken for the promotion of sustainable tourism. It includes using of environmental resources for sustaining and conserving natural heritage. Socio-cultural authenticity is maintained and economic benefits are provided to the local residents. The resources generated through tourism must be beneficial for both the present and the future generations. A holistic approach is needed for the fulfilment of sustainable tourism, as quality of products designed for tourism will be adversely affected.

The Stakeholders

Although, this industry provides many avenues, it may also pose different kinds of threats for the people living nearby. For minimizing threats associated with tourism, different stakeholders must cooperate and collaborate with each other. One such important stakeholder, Local residents, must receive the benefits associate with tourism rather than just bearing its burden. This is because the destination belongs to these communities, so more local participation is needed for equal distribution of costs and benefits. More aptly planned tourism is needed in many countries so that costs and benefits are equally shared. This would develop a more positive attitude towards tourism as local communities would not need to bear the burden of tourism and will also have share in economic benefits.

Quality of life

Quality of Life is a holistic concept, which encompasses not only physical and economic improvements, but also the social, cultural, spiritual and the political aspects of residents. Development of a country does not depend on the availability of natural resources, scientific, technologies, and international aids; rather productivity and enhancement of an economy is based on the efficiency and commitment of human resource. With the rapid change in the technological, socio-economical and politico-legal environment, the trend towards globalization of tourism stakeholders' participation has become a challenging job. Human element is the centre of economic activities. No industry can think of viability of operations and effectiveness without the efficient utilization of human resources. Tourism industry is not an exception. Quality of life is the interaction among social, economic, ecological, and fitness conditions that have immense impact on human and social development. Health is closely associated with quality of life though it varies from one person to another based on the capability of an individual to handle a situation. Well-being of a person depends on the satisfaction that he or she receives from life. Many studies have been carried out in the past where factors contributing to meaningfulness and happiness of life are considered. It also explores the inter relationship among these factors.

Tourism development in India

India as a tourist destination has enormous attraction from various perspectives because of its geographical diversity. Tourism has become a foremost industry of the Indian economy that is contributing significantly to foreign exchange earnings as well as serving as a potential generator of employment opportunities. Though India has a meagre percentage in world tourism, there are high possibilities of growth owing to diversity in culture, religion and natural beauty. India is known for 'unity in diversity'. Natural beauty spreads across the country because of the presence of Himalayas in the north, beautiful beaches in the east, and undaunting beauty of the west. In addition, Indian cultural heritage and tradition attracts people from all over the globe.

The arrival of international tourists into India has significantly increased in India because of the methodical and exhaustive virtual organizational structure. The Foreign Tourists Arrivals (FTAs), as depicted in Table – 1, have gradually increased over the years.

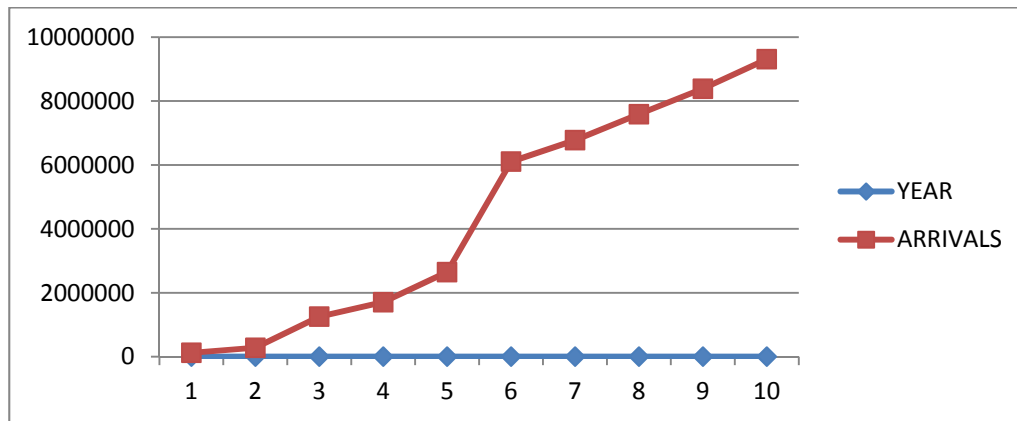
In 1960, 123095 foreign tourists visited India which increased to 2649378 in 2000. This further increased to 6104576 in 2010, which reached 9308544 in 2014.

Table 1 : Foreign Tourists Arrivals In India (1960, 1970, 1980, 1990, 2000 & 2010 – 2014)

YEAR	ARRIVALS
1960	123095
1970	280821
1980	1253694
1990	1707158
2000	2649378
2010	6104576
2011	6776079
2012	7589209
2013	8386076
2014	9308544

Source: Ministry of Tourism, GoI.

From the line chart represented in Fig.1, it can be inferred that there is a gradual increase in number of Foreign Tourists arrivals in India from year on year.



(Note: X axis represents YEAR starting from 1960)

Fig .1. Line Chart representing Foreign Tourists arrivals in India

Tourism development in Tamil Nadu

Tamil Nadu has competitive advantage in tourism sector because of diversity in its geographical location and natural beauty. There are temples, national parks, wild life sanctuaries, hill stations, waterfalls, local cuisine and the fabulous scenic beauty, which also attract tourists from different parts of the globe. People in Tamil Nadu are highly educated. Tamil Nadu tourism even after its advantageous position in the industry has been ignored for the major part of the 20th century. Till 20th century Tamil Nadu was comparatively unknown as a travel destination. Private investments in tourism are encouraged by government keeping in mind sustainability practices that are based on government-imposed and self-imposed regulations.

Tourism Development in Kanyakumari

Kanyakumari district is the southernmost tip of the Indian continent in the state of Tamil Nadu surrounded by seas namely Indian Ocean, Arabian Ocean and Bay of Bengal on all three sides and the western ghat mountains on the northern side. With regard to population density, Kanyakumari district is ranked as the second largest district and it is the second most one in terms of urbanisation, next only to Chennai in both the aspects. The places of interest for tourists are Fountain of Kanyakumari, Mahatma Gandhi memorial, Thiruvalluvar Statue, Vivekananda Rock memorial, and other such important places of interest.

Significance of the study

The future of Indian economy is grounded on two industries; one is tourism and the other is IT. In a state like Tamil Nadu, these industries have a greater significance because of the availability of rich human resources. These industries are comparatively eco-friendly in their nature. Unlike other industries, the nature itself contains and creates tourism potential. We cannot generate water, dense forest, or beaches. We can only utilize the available destinations to the optimum level. Tourism has huge impact on residents of a destination, and for thriving of sustainable tourism in the region proper planning and successful operation is needed. The leaders of residents must be more concerned about residents' quality of life; otherwise the local residents will be reluctant about supporting tourism. Therefore, this study focuses on the identification of resident's perception of sustainable tourism development and quality of life in Kanyakumari District of Tamil Nadu.

Problems Identification

Tourism is a way of enhancing local economies through increase in economic activities by providing new source of employment that will bring revenues, foreign exchange, and additional tax along with improvement in infrastructure of the place which will in turn attract other industries. 'Tourism impact' is gaining attention because a lot of studies consider perception of local communities about tourism and its effects on the residents.

The number of people visiting a place is often more than the capacity of the place and so the natural environment is often affected in numerous ways, mainly because of overuse of available resources like freshwater, land, energy, and marine, thereby, causing degradation and dilapidation of those resources. This in turn raises conflict between the host residents and the tourism industry. Local communities play an integral part in tourism development, so their views and perceptions must be considered while planning tourism or developing policies associated with sustainability of tourism. So, the policy makers and residents leaders must consider the standpoint of the local people in order to enhance tourism in their region.

Literature Review

In order to develop a sustainable tourist destination, many organizations and stake holders play a crucial role, and they are government authorities, private enterprises, NGOs, self-help organizations and pressure groups. Because of a disrupted nature of control, there exists a complexity in the relationship among these organizations and stakeholders (Ahn, B., Lee, B. & Shafer, C.S. (2002). Being concerned about the ways in which sustainable tourism can positively contribute to the local residents, it is imperative to make the local residents aware about the benefits of tourism by educating them as well as by engaging them in tourism development by cooperating with regional tourism authorities.

Berlin Declaration (1997) proposed that a normative relationship exists amid tourism and sustainability in which tourism provides sustenance to local communities, enhance regional economies, as well as utilize local work force and products like agricultural goods and indigenous dexterity. According to the declaration, new policies and legislation are developed for regulation of benefits that are received by local communities in the endeavour to safeguard surrounding environment and unique culture of the destination.

According to Choi, H.S. and Surabaya, E. (2005) sustainable tourism primarily tries to lessen the impact of tourism on environment and culture of the host residents, and simultaneously generates employability as well as preserves future prospects for both local population and tourists. It is not possible to make the tourism industry absolutely sustainable; however, both visitors and host residents must abide by sustainability rules to support it for future potential.

Multiple Impacts of Sustainable Tourism and its Dimensions

Primarily, tourism has four dimensions, and they are economical, social, socio-cultural, and ecological (Mowforth & Munt, 1998). Nevertheless, on the basis of recent debates, it has been found that more dimensions are involved in SCT development. These dimensions are not only social, cultural, ecological, and economical, but also institutional, political, and technological. The dimensions are part of community levels, which are international, national, regional, and local (Bossell, 1999; Mowforth & Munt, 1998). Several studies on socio-cultural impact of tourism demonstrate that there are mainly three consequences of tourism, they are negative & positive and no genuine effect of society (Liu, 1986). These impacts are based on countries which have been considered in the studies. In developing countries, sustainability is a critical issue, and increasing attention is needed for providing sustainable development in tourism sector, as it has impact on societal and ecological dimensions, other than economic contribution (WTTC, 1999).

Saarinen (2006) observed that even though huge growth and economic development are part of tourism industry, its escalating impacts on a particular destination lead to probable as well as obvious problems that are associated with social, cultural, ecological, and political aspects; and these issues are resulting in the necessity of developing environment friendly practices in the policies that are planned for sustainable tourism.

Murali and Poyyamoli (2010) in their effort to define sustainability of tourism destinations and to create indicators for monitoring tourism noted that even though PSR model is widely used by government and tourism regulation agencies, its applicability to evolve site specific indicators were limited. A comprehensive frame work has been designed for developing indicators associated with socio-economically sensitive and fragile regions like Rameshwaram and to plan or implement sustainable tourism strategies.

In the study conducted by Pulido–Fernández, Sánchez–Rivero, and López–Sánchez (2011) for developing the composite index related to analyzing sustainable tourism based on the set of indicators for the four dimensions of sustainability, that is, environmental, social, economical, technological, and institutional. These dimensions are abstract in nature, as they are not directly observable, and are relative in nature, so it is difficult to quantify these dimensions.

Economic Dimension

There are skeptical opinions of many researchers related to the impact of tourism industry in terms of local economic enhancement and practicality. The skepticism is mainly because of unequal distribution of advantages and perception of multiplier effect. The multiplier effect states that an entire travel destination will benefit from tourism as the income would flow through local transactions of workers.

Lebe and Milfelner (2006) observed that Destination Management Company (DMC) or Destination Marketing Organisation (DMO) needs to be set up for managing and facilitating tourist destinations and products. One of the primary duties of DMO is developing an excellent strategy that will include proposal for training and education of locals to become tourist guides and to cook typical regional food as well as to increase awareness among locals for the preservation of nature and culture that will enhance tourism and provide income and job to the people of the host community.

Jayawardena, Patterson, Choi, and Brain (2008) outlined in their study the advantage and disadvantage of tourism throughout the world especially in Niagara region. They chose this region because for achieving compelling vision of a high-yield, year-round world-class tourism, a destination will require concerted and focused action of Niagara's civic, business, and community leaders. An action agenda needs to be developed and priority must be given to human resource development and skills for achieving success in a growing and diverse tourism industry. They need to ensure that there is innovation, new products and services for tourists throughout the year. Strategies need to be developed for marketing and branding the region as a world class destination; and stronger leadership structures and industry champions need to move the industry forward (i.e. border resolutions, travel documentation, coordinated industry advocacy).

Jamrozy (2007) suggested the requirement of shift in the marketing paradigm of tourism to make it more suitable for sustainability development rather than economic gain. For developing sustainability, it is important to build a holistic approach, where marketing must also include social justice, ecological safety, and economic development. Though sustainability has been accepted in tourism industry, the perception of marketing is based on maximization of profit by any means.

Environmental Dimension

Gossling (2003), in his studies stated that in countries whose economy is dependent on tourism, development of tourism pose huge threat to the ecology of those countries. The number of people visiting a place is often more than the capacity of the place and so the natural environment is often affected in numerous ways, mainly because of overuse of available resources like freshwater, land, energy, and marine, thereby, causing degradation and dilapidation of those resources. This in turn raises conflict between the host community and the tourism industry. Apart from these concentrated tourism development also leads to soil erosion, deforestation etc. Coastal areas face this issue because huge developments take place owing to tourism.

Pulido-Fernández, Cárdenas-García, and Villanueva-Álvaro (2013) observed that the environmental dimension of sustainability plays a vital role in the conditions of the population, and therefore, is noteworthy in the relationship between tourism and economic development. The authors feel that there are already enough examples of mature (and not so mature) tourism destinations whose life cycle is in danger, precisely for not respecting the minimum carrying

capacity thresholds. Tourism is extremely sensitive to the quality of the environmental and cultural resources of the territory, so in the last two decades, the sustainability of tourism development processes has become a central issue in the debate about the role of tourism as tool for the generation of wealth, employment and, ultimately, for the improvement of the quality of life of the population in the recipient countries.

The growth of global population implies that societies must combine an increase in the production of natural resources with their protection. This requires a more efficient regulation of water, land or forests, in order to obtain the services and products that society needs without causing further damage by overuse, pollution or invasion of these resources.

Altinay and Hussain (2005) conducted a case study on North Cyprus and observed that the concept of sustainability development introduces a new development philosophy regarding issues related to protection and management of natural resources as well as human environment. It is necessary to undertake an assessment of environmental impact for every tourist destination to audit their environment for better development of strategies or policies. Thus, sustainability is applicable to tourism also because safeguarding environment for tourism development is the primary condition. Apart from protecting environment, the effect of tourism is also associated with disposable waste and resultant pollution. Presently, waste treatment facilities are not well developed, and so the generated waste is dumped in secluded and distant areas. Moreover, beaches are also polluted by the waste disposed by ships in the sea.

Socio-cultural Dimension

Cultural tourism leads to enhancement of the local community estimation as well as imparts opportunity for better perception and interaction among people belonging to varied backgrounds. Tourism having the intension of sustaining the surrounding environment highlights on the importance of the available resources be it natural or cultural, as the preservation of the resources will ultimately lead to the well-being of the community both socially as well as economically. Sustainable tourism manages, supervises, and appraises the effects of tourism; designs consistent methods for maintaining environmental accountability, and overcomes negative impact of tourism on our surroundings. Socio-economic development is taken under consideration in sustainable tourism. Countries solely focusing on development make progress, but the advancement lasts for a short period, as the economical advancement reduces in the long run owing to depletion of natural resources .

Gossling (2003) stated that some researchers consider tourism as a way of bringing peace and collaboration among all nations across the globe, however, many focuses on the negative impact of tourism. Tourism has lead to the evolution of many jobs, and thus, has huge impact of economy. It is seen that many local people have started to get involved in tourism related activities and this involvement of local people may enhance their economic vulnerability, as these people would become exceedingly dependent on tourism. According to Sing–Cheong (2007), the negative and positive impact of tourism is dependent on unity among local people, subsidized facilities provided by government, type of tourism and economic benefits.

In a study on socio-cultural impacts of tourism in Tunisia, Swarbrooke (1999) concluded that tourism offers many career opportunities to men, and archaeological sites can be well maintained from tourism generated revenue, however, tourism has some contradictory impacts on a society's culture and tradition.

According to Schianetz, Kavanagh and Lockington (2007), in spite of the economical benefits that come with tourism development, it has many negative effects, as it can cause cultural and traditional degradation as well as raise crime rates. McNaughton (2006) stated that tourism has the potential to create inequality and social tensions. For example, tourism can generate financial support for improving the infrastructure, but in doing so it can deprive other projects of funding and lead to unequal distribution of income amongst the local community.

Therefore, Hassan (2000) argued that sustainable environment plays a crucial role in tourism. So, different forms of tourism must focus on sustainability as tourism marketing will highlight primarily those forms of tourism that are perceptive of maintaining integrity of nature and culture. Moreover, in near future, sustainable tourism will contribute economically to both global and local economies. Though economic development is part of tourism, it has many positive and negative effects. However, sustainable tourism will act as an equilibrium point between economic remuneration and social and environmental costs. For successful development of tourism, these three aspects need to be enhanced. Gupta and Vasanti (1999) observed that religious pilgrimages can be considered as sustainable tourism because it takes place at a particular time of the year; tourists abide law, cause no burden on environment, carry food for travel and provide benefit to host community. This type of tourism must be promoted throughout for sustainability of environment.

Political Dimension

Bramwell *et al.* (1996) and Ashley and Roe (1998) believed that achieving sustainable tourism is unattainable. The reasons behind obsolete nature of sustainable tourism management are nature of tourism which is intrinsically non-sustainable and unanticipated change of economic, social, political, and technological approaches. Sustainable tourism is obviously a political issue forever owing to its relation with resource distribution.

Yasarata, Altinay, Burns, and Okumus (2010) investigated the ways in which political obstacles inhibit the formulation and implementation of sustainable tourism development. The methodology used in this study includes interviews and observations based on which it has been found that power and politics of a society play a crucial role in developing, planning and implementing policies related to sustainable tourism. Political influence is essential for developing policies related to making use of natural resources for sustainable development. This proves that retention and politicization of public sector abates the improvement of sustainable tourism. Therefore, to facilitate and support sustainable tourism, understanding political issues, interests of political players and accordingly mitigating one's interest is vital.

According to Weaver (2006), after World War II several factors led to more demand for tourism including increase in discretionary income of middle class families, worldwide peace, and well developed technologies. This led to the rapid expansion of tourism infrastructure in many destinations where the economic benefits were reaped and the environmental and cultural resources that attracted tourists seemed to be endlessly available.

Johnston and Tyrrell (2007) observed that decisions related to desirable development on sustainability vary across groups. In order to make sustainable tourism successful, there is the need to merge outcomes of environmental sustainability and solutions that are socially acceptable. However, the optimum solution lies at the compromising level of all groups. Therefore, if a tourist destination is environmentally sustainable from the view point of one group, political pressure from other may deter the growth. Other than political pressure,

profitability and standard living may not be achieved with the assistance of the available technology.

To measure the sustainability of local development McCool and Stankey (2004); Reed, Fraser, and Doughill (2006) highlighted the need for deciding upon the indicators of sustainability on the basis of scientific measures that lead to the development of policies which are both technical and political. However, the policies are developed by exstimating the socio-economic and ecological benefits.

Seng and Cheong (2007) stated that the tourism industry and globalization are crossing borders between nations and cultures, resulting in many socio-cultural consequences. While tourism development processes emphasize on the enhancement of economic benefits of local communities, the literature reviews of national strategies reveal that the actual participation of local communities themselves is absent.

Sinclair and Jayawardena (2003) observed that during the round table discussion on World Wide Hospitality and Tourism Trend (WWATT) coordinated by University of Guyana the focus was on sustainable development of Guyana and Surinam. Many issues brought to focus are policy measures and action related to designing proper legislative framework, a carefully designed and well order system of land use, regulation relating standards, governmental planning agenda, role of media, monitoring and audits, and community tourism.

Technical Dimension

Tyrväinen, Uusitalo, Silvennoinen, and Hasu (2014) observed that it is vital to consider the density and patterns of buildings for understanding the environment quality of a travel destination because accomodation affects experiences of tourists. For making a destination pleasing, it is important to understand the requirements of tourists, who prefer small and protective accomodation, greenary, and nature in the vicinity. On the basis of the results in the study, it is observed that a destination for travel needs to be cautiously planned and designed along with the aim of making eco-friendly land use by conserving forests and natural vegetation as well as maintaining the surrounding land for providing exquisite view of nature from the lodging. In addition, it is suggested that the sustainability practices cannot be too largely dependent on tourists' efforts alone, because many factors affect environmentally-friendly behaviour. They rather stress on the need for the good design of tourism products, including implementation of sustainability practices and interventions, which promote pro-environmental behaviour. These two factors attached to sustainable accommodation define the possibilities of nature experiences.

Tourists may, however, perceive a green tourism product differently. Their valuation depends not only on socio-demographic characteristics, such as gender, age, education and the country of origin, but also on individuals' psychological characteristics, such as motivations, values, personality and lifestyle, which influence their behaviour towards environment.. Conventionally, there are four dimensions associated with tourism development, and these dimensions are economic, societal, cultural and ecological (Mowforth & Munt, 1998). However, recent debates suggest that SCT development involves even more dimensions. SCT is "comprised of ecological, social, economic, institutional/ political, cultural, and technological dimensions at the international, national, regional, and local community levels, and within agriculture, tourism, political sciences, economics and ecology". The SCT dimensions are mutually dependent and fortifying.

Crnogaj, Rebernik, Hojnik, and Gomezelj (2014) stated that for making progress related to environmental issues, awareness among people for reducing consumption of natural resources needs to be aroused. Hence, sustainable development is influential as well as controversial notion for developing policies and enhancing business. On the basis of this context, it is understood that entrepreneurship would be significant in procuring alteration related to building sustainable products and processes. The researcher also feels entrepreneurship oriented towards innovation, society and environment are crucial for sustainable development in tourism because of their capability of providing new jobs and contribution towards meeting the needs of customers in an ecologically responsible, socially compatible, culturally appropriate, politically equitable, and technologically supportive way.

Kim, Uysal, and Sirgy (2013) stated that local communities and tourism planners must not only consider benefits associated with tourism as these benefits will be only for short term, but they must also consider benefits, like standard of life and sustainable tourism, by keeping in mind long-term perspectives. On the basis of this study, it is understood that tourism is affected by resident's perspective and their satisfaction. Therefore, it is the responsibility of the policy makers to give high consideration to this relationship by focusing on varied dimensions of tourism, so that residents receive high satisfaction.

Petrosillo, Costanza, Aretano, Zaccarelli, and Zurlini (2013) observed that the manifold dimensions are associated with quality of life, and it is primarily subjective in nature though for measuring it several objective proxies are considered. The residents of a travel destination can be fully satisfied if they get high standard of living owing to interaction of socio-economic and environmental aspects.

Hajduová, Andrejovsk, and Beslerov, (2014) stated that the concept associated with quality of life is very complex as several factors stimulate our standard of living. One of the factors is environmental quality which considers enhancement of greenery, awareness related to socio-economic issues, implementation of legal aspects, planning, and development of industrial and other economic sectors along with development of locality. In a glance, it is probably economic development all over the country. However, in actuality, it is observed that countries having economic growth above the average do not respect human rights and raise emission of greenhouse gases.

Research gaps

In developing countries many researchers have conducted studies related to the importance and perceptions of local communities about tourism. Very few studies have examined the impact of tourism on aspects such as culture, environment, society and economy, and their effects on quality of life of the local residents. Therefore, the present study has been initiated to find out the extent to which sustainable tourism attributes like socio-economical, cultural, environmental, political and technological benefits influence the quality of life of local residents.

Objectives of the study

Based on the Literature review carried out, the following are the objectives of the study, as set forth by the researcher:

- 1) To understand the socio-economic profile of the local residents at Kanyakumari District,
- 2) To analyze the opinion of the local residents on sustainable tourism,

- 3) To analyze the opinion of the local residents on the quality of life and
- 4) To analyze the degree of relationship between sustainable tourism and quality of life

Research Design

Sampling Design

The sample for this study consists of four hundred and twenty five respondents from the local residents of Kanyakumari District. The sample selection was done by using Purposive Sampling method with the aim of making the local residents sample as representative as possible. All the residents from the villages in Kanyakumari District associated with tourism were considered as population for the purpose of the study. The household numbers were taken from census 2011.

Data Collection Tool

A structured Questionnaire was used for collecting data from residents regarding their perception and expectations about sustainable tourism development and quality of life.

Data Analysis

The collected primary data were coded, computed and statistically processed, classified, and tabulated by using appropriate methods. Tables and statistical results were derived using Statistical Packages for Social Sciences (SPSS 0.20).

Limitations of the study

The findings of this study are based on the data supplied by the respondents which might have its own limitations. The attempted objectivity has naturally been constrained by the extent of the respondent's readiness to give correct information.

Analysis and Interpretation

Socio Economic Profile of the Respondents

Gender

The male respondents are 64.5 percent and female are 34.5 percent.

Age

The highest number of respondents are in the age group of below 30 years with 39.3 percent followed by age group of 31 to 40 with 32.0 percent ,41 to 50 with 18.6 percent above 50 with 10.1 percent.

Table 2 : Socio- Economic Profile of the Respondents

Profile	Labels	Frequency	Percent
Gender	Male	274	64.5
	Female	151	35.5
	Total	425	100.0
Age	Up to 30	167	39.3
	31-40	136	32.0
	41-50	79	18.6
	51 and above	43	10.1
	Total	425	100.0
Educational qualifications	Up to High School	190	44.7
	ITI	46	10.8
	Diploma	52	12.2
	Graduate	111	26.1
	Post-graduation	26	6.1
Total	425	100.0	
Monthly salary	Below Rs 15000	221	52.0
	Rs 15001 – Rs 25000	151	35.5
	Rs 25001 – Rs 35000	42	9.9
	Rs 35001 and above	11	2.6
	Total	425	100.0
Marital status	Single	136	32.0
	Married	284	66.8
	Widowed	5	1.2
	Total	425	100.0
Job profile	Business	74	17.4
	Govt	79	18.6
	Pvt Job	88	20.7
	Self-employed	94	22.1
	Agriculturist	32	7.5
	Tourism related job	48	11.3
	Researcher	10	2.4
	Total	425	100.0
Number of dependents.	1 and 2	89	20.9
	3 and 4	224	52.7
	5 and 6	96	22.6
	7 and above	16	3.8
	Total	425	100.0

Source: Primary Data

Monthly income

The highest numbers of respondents are earning monthly income below Rs 15000 with 52 percent followed by Rs 15000-25000 with 35.5 percent, Rs 25001-35000 with 9.9 percent and above 35001 with 2.6 percent.

Marital status

The highest numbers of respondents are married with 66.8 percent followed by single with 32 percent and widow with 1.2 percent.

Job profile

The highest numbers of respondents are self-employed with 22.1 percent followed by private job with 20.7 percent, government job with 18.6 percent, business with 17.4 percent, tourism related job with 11.3 percent, agriculture with 7.3 percent and researcher with 2.4.

No. of dependents

The highest numbers of respondents are having 3 to 4 to dependents with 52.7 followed by 5 to 6 dependents with 22.6, 1 to 2 dependents with 20.9 percent and 7 or more dependents with 3.8 percent.

Educational Qualification

The highest number of respondents are having the educational qualification up to SSLC with 44.7 percent followed by graduate with 26.1 percent, Diploma with 12.2 percent, ITI with 10.8 percent and Post-graduation and above with 6.1 percent.

Analysis on Opinion on Sustainable Tourism

Economic Dimension:

The overall the Economic Dimension have the mean value 3.49. Thus we can infer that the respondents have agreed that the economic dimensions of sustainable tourism development are having positive impact on society.

Social Dimension:

The overall mean score value of social dimension is 3.21 and it shows that social dimensions of sustainable tourism development have not affected the local residents adversely.

Table 3 : Sustainable Tourism Development

	Mean	S.D
Economic Dimension	3.59	0.649
Social Dimension	3.81	0.82
Environmental Dimension	3.46	0.82
Political Dimension	1.83	0.81
Technological Dimension	1.84	1.016
Overall mean score for Sustainable Tourism	3.48	0.82

Source: Primary Data

Environmental Dimension:

The overall mean score value of the environmental dimension is 3.46 and it reveals that the respondents are disagreed that the environmental impacts in the tourist destination is positively affect the local residents.

Political Dimension:

The overall score value of the political dimension is 1.83 and it is inferred that the respondents are disagreed that there is a positive political impact prevailed in developing sustainable tourism in the local residents.

Technological Dimension:

The overall mean score value of technological is 1.84 and it is inferred that there is positive adoption and implementation of technology in sustainability of tourism in the local residents.

Overall:

The overall mean score value of the environmental dimension is 3.48 and it reveals that the respondents agree that there is a positive impact on sustainable tourism development of the local residents.

Socio-Economic Profile and Sustainable Tourism Development Dimensions.

The ANOVA relating to the sustainable tourism development, all the dimensions show that there is a significant difference between the gender of the respondents and sustainable tourism development, since the significant value is less than the P value (0.05). Hence, the null hypothesis is rejected and the alternative hypothesis is accepted which means the respondents from different gender have the same experience on different dimensions of Sustainable Tourism Development. Likewise, various Socio-economic variables have been tested, the result of which has been depicted in Table -4.

Significant difference was seen in the level of satisfaction of sustainable tourism among the residents. ANOVA test (Table - 5) relating to the quality of life and Sustainable Tourism Development shows that a there is a significant relationship between quality of life and Sustainable Tourism Development, since the significant value is less than the P value (0.05). Hence, the null hypothesis is rejected and the alternative hypothesis is accepted, which means that there is a significant relationship between quality of life and Sustainable Tourism Development.

Sustainable Tourism Development and Quality of Life.

Correlation analysis

Correlation analysis attempts to study the relationship between two variables. The correlation co-efficient of the independent variables which have impact on the Quality of Life of respondents have been worked out in order to identify the most important influencing variable which is, having relationship with the dependent variable. Also, the correlation co-efficient among the different variables have been worked out so as to arrive at a correlation matrix, incorporating correlation co-efficient of all the selected variables with that of the dependent variable. The calculated correlation co-efficient values were compared with a critical value of simple correlation co-efficient available in the statistical Tables (Fisher and Yates) for its significance.

Table 4 : Socio-Economic Profile and Sustainable Tourism Development.

Sl. No	Variable	Null Hypothesis	R/A*
1	Gender	The respondents from different gender do not have the same experience on different dimensions of Sustainable Tourism Development.	R
2	Age	The respondents from different age do not have the same experience on different dimensions of Sustainable Tourism Development.	R
3	Qualification	The respondents from different Qualification do not have the same experience on different dimensions of Sustainable Tourism Development.	R
4	Monthly income	The respondents from different Monthly income do not have the same experience on different dimensions of Sustainable Tourism Development.	R
5	Marital Status	The respondents from different Marital status do not have the same experience on different dimensions of Sustainable Tourism Development.	R
6	Number of dependents	The respondents with different Number of dependents do not have the same experience on different dimensions of Sustainable Tourism Development.	R

* R= Rejected A= Accepted
Source: Primary Data

H₀: There is no significant relationship between Sustainable Tourism and quality of life

The correlation co-efficient matrices of the independent variables with the dependent variable, i.e. the impact of quality of life of local residents at Kanyakumari district is given in the Table - 6. It can be inferred that all independent variables are significantly correlated with each other. Thus the variables like economic dimension, environmental dimension and political dimension have high significant relationship with impact on Quality of Life of local residents. The Variables of economic dimension with environmental dimension has moderate significant relationship. The variable of technological dimension has less significant relationship with the variables of cultural dimension.

Table 5 : ANOVA Analysis

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.505	2	25.752	39.002	.000
Within Groups	278.641	422	.660		
Total	330.146	424			

* *Significant at 0.05 % Level*

H₀: There is no significant Correlation between sustainable tourism development and quality of life.

Table 6 : Correlation Table

Sustainable Tourism Development & Quality of Life

	ECD	SD	END	PD	TD	QoL
ECD	1					
SD	.678**	1				
END	.254**	.396**	1			
PD	.249**	.397**	.991**	1		
TD	.582**	.498**	.219**	.218**	1	
QoL	.778**	.664**	.302**	.303**	.598**	1

** *Correlation at 0.01 level is significant (2 tailed).*

Source: Primary Data

Summary of the Findings

The male respondents constituted of 64.5 percent and the remaining 34.5 percent were females. The highest number of respondents belonged to below 30 age group which constituted of 39.3 percent. This is followed by respondents between age group 31 to 40 as they comprised 32.0 percent. 44.7 percent respondents were having SSLC qualification which is followed by graduates comprising 26.1 percent. The highest numbers of respondents, that is, 52 percent were earning monthly income below Rs. 15000 which was followed by 35.5 percent respondents earning Rs. 15000–25000. 46.1 percent respondents staying in Kanyakumari district were above 21 yrs. 66.8 percent respondents were married. The highest numbers of respondents, that is, 22.1 percent were self-employed, followed by 20.7 percent respondents with private job, and the remaining 18.6 percent respondents were having government jobs. 52.7 percent respondents were having three to four dependents. The highest numbers of respondents, that is, 47.1 percent preferred sustainable tourism product, mainly hill station products followed by 12.9 percent respondents who preferred eco-tourism.

The economic dimension has the mean value 3.49, and therefore, it can be inferred that the respondents agreed with the fact that the economic dimensions of sustainable tourism development are having positive impact on Quality of Life of local residents. The mean score of social dimension is 3.21, and it shows that social dimensions of sustainable tourism development have not affected the Quality of Life of local residents adversely. The mean score of the environmental dimension is 1.83, and it reveals that the environmental impacts on the tourist destination positively affect the Quality of Life of local residents, which implies that the environmental dimension affects the Quality of Life of local residents adversely. The mean score of the political dimension is 1.84, and it reveals that a positive political impact prevailed in developing sustainable tourism in the Quality of Life of local residents. The mean score of technological dimension is 3.48, and it reveals that there is positive adoption and implementation of technology for sustaining tourism in the Quality of Life of local residents.

For the correlation matrix, it is inferred that all independent variables are significantly correlated with each other. Thus, economic dimension, environmental dimension, and political dimension have high and significant relationship with quality of life of local residents. The relationship

between economic dimension and environmental dimension is moderately significant, and the relationship between technological dimension and cultural dimension is less significant.

Suggestions

The findings of this study showed that with increase in residents' perception about the impact of tourism, their life satisfaction related to various life conditions also increases, and finally this influences their overall life satisfaction. Tourism development strategists need to consider the strength of this relationship as well as focus on maintaining the residents' overall life satisfaction as derived from tourism impacts.

The study highlighted the need for enhancement of awareness among tourism decision makers about the economic, social, cultural, environmental, and technological necessity of the local residents for improving the quality of life at the destination. While it is essential to raise awareness among the local people about the importance of tourism, it is equally vital to provide clear information to the local communities about the long-term benefits of tourism. However, direct involvement of representatives of the local communities is very crucial for making any development related decision that would affect the local residents.

Conclusion

The administration of Kanyakumari district may consider suitable ways to improve communications with their policy makers by focusing on the economic, environmental, social, political, and technological aspects, and their implications on the sustainable tourism development which in turn enhances the quality of life of the local residents. In addition, it is important to note that sustainability might be a requirement for the future of tourism industry with other allied industries. Furthermore, this study shows that it is possible to use sustainable tourism to enhance the quality of life of local residents.

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