



AN ANALYSIS OF LIFE SATISFACTION, PLACE ATTACHMENTS AND INVOLVEMENT IN THE TOURISM AFFECTED AREA (EMPIRICAL STUDY ON RESIDENTS' SUPPORT FOR TOURISM DEVELOPMENT)

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ABSTRACT

Tourism sector has now been a sector that provides attractiveness in the market since the amount of people who are travelling locally and internationally increasing significantly. Information technology has been one of the main sources that cause drastic change in the booming of tourism industry. In the area of tourism industry, the residents and the tourists are closely interacted and are the main actors in the industry. By manually or technologically assisted tools, residents and tourists interact and share their knowledge, talents, and cultures. Since tourists only stay in short time, residents are more to receive impacts from tourism activities. In order to be successful in tourism development, participation and support from the residents is crucial. This study analyzes the cause and effect within the structural model, relating residents place attachments, satisfaction, involvement and their support on tourism development. This study has successfully collected 179 samples from the residents of the city of Yogyakarta covering 14 districts. Findings from the statistical test reveals that residents satisfaction with life, place attachments and residents' involvement are antecedents of residents support on tourism development. Considering the role of

residents in keeping the success and sustainability of tourism industry, understanding the antecedents that may lead to positive supports from the residents should be well taken cared.

Keywords: Tourism development, residents' support, satisfaction with life, involvement and place attachments.

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1. INTRODUCTION

Tourism is an industry which closely related to the use of the local resources. Tourism increases competition among places. Nations cannot only depend on comparative advantage but they also have to seriously build their competitive advantage (Roostika et al., 2015). Comparative advantage is no longer effective for global competition (Roostika, et al., 2015; Porter 1990). Place are now no longer competing at the local level but the internet technology has make it possible for direct global competition. The increasing technology that intensifies place competition offers opportunities for economic development as well as negative consequences. All places are working hard for winning the best scarce resources. The scarce resources include talented residents, investments, funding, events, etc. The government enhances the information technology development and popularized the smart city in many potential tourism destinations. Indonesia similarly is affected from the change in the advance technology development. In the tourism sector, technology and human skills as the main actor should be well coordinated. Specific to tourism industry, the residents are those who receive the long term effects in the industry, thus the residents are the most impacted. Their knowledge and familiarity with information technology can be a source of competitive advantage for tourism development. Information technology in the tourism sector is vital since it may help to improve residents' involvement, life satisfaction and attachment to a place. Information technology development is expected to speed up resident's positive perceptions to tourism development thus their support can be achieved.

It is necessary for successful tourism development to involve the local residents in making the strategic decisions about activities and development in the tourism affected areas. An area will be better developed if the residents (local stakeholders) are sharing (involving) their uniqueness and distinctiveness to their place (Muafi, et al., 2016). The positive perceptions and attitude of the residents will be the main key on the future success of tourism development. For place marketers, having the knowledge and accurate data on residents' perceptions towards tourism activities plays vital role to the implementation of the marketing strategy. Every place has its uniqueness. Place may give strong bond to some people. Place may have special history to people. Place may create attachments. Place attachment is an emotional and psychological bonds that are built between individual and a certain place (Tsai, 2012). Research has found that residents' attachment to a particular place may create certain perceptions and willingness to take part and support the tourism industry (William *et al.*, 1995).

The development of tourism area should provide improvement in the daily life of the residents. This can be in terms of better income, better infrastructure and better public

facilities. Residents should remain comfortable and happy with the development of tourism sector in their area. Feeling happy means that the residents' feels that their life is enjoyable. This aspect of happiness with life is commonly explained as satisfaction with life. Satisfaction with life can be achieved with safe living area, good accessibility to education, affordable price of housing, good health service and the provisions of other public facilities. The relationships between satisfaction of life and residents support to tourism development has been observed by Ko and Stewart (2002).

Knowing that the success of tourism development is largely influenced by the residents' active participation in the industry, thus this study examines the antecedents of support to tourism development by the local residents. This study examined residents who reside in Yogyakarta city in terms of their perception on tourism involvement, place attachments and satisfaction with life and how these three main variables influence residents' support on tourism development. Thus the objective of conducting this study is examining structural model between residents' involvement in tourism, place attachments and satisfaction with life and their support to tourism development. By researching this topic, it is expected that the structural model employed may provide a meaningful tourism development model for the tourism stakeholders. The government and tourism providers may use this finding as supports for better decision making in tourism development sector.

2. LITERATURE REVIEW

2.1. Satisfaction with Life

The development of tourism sector most possibly effects on the residents' daily life. The interactions between the residents and the tourists may cause several exchanges which can be positive or negatives. The development of local facilities and tourism objects should increase the wellbeing of the local residents. The increase in wellbeing of the locals may include increase in local welfare, living standard, education, health and infrastructure. The local residents deserve in receiving the highest priority from tourism benefits. This is because the local residents are also receiving negative impacts of tourism activities such as traffic congestions, criminality, higher cost for living, cultural interactions, health problems, and environmental degradation. Since the effect of tourism development is significant, the development, planning and sustainable implementation of tourism strategy should be taken. Satisfaction with life also commonly exist in different terms such as well-being, welfare, prosperity, utility, quality of life, fulfillment of needs, capability expansion, living standards, and happiness (Cascante, 2008). Study in satisfaction with life focuses in human well-being, feelings and perceptions, which are measured and analyzed by using satisfaction measurements (Yu, 2011). Satisfaction with life can be measured by some approaches include satisfaction with local government services, satisfaction with community, satisfaction with local business services, satisfaction with non-profit services, and satisfaction with other specific issues (Yu, 2011).

2.2. Place Attachments

The knowledge on how people are attached to a place is useful for understanding how residents would decide to support their place. Place attachments have increasingly becoming an attractive subject to study because understanding how people develop attachments to a place may explain opportunities to study human behavior (Dredge, 2010). Place attachments refer to the extent where individuals value a given place. Individual admiration to a place can be seen from the strength of association, the individual's emotional/symbolic, and the individual functional feelings about the place (Yoon, 2002; Ramkisson *et al.*, 2013). Yuksel *et*

al., (2010) explain that place attachment is a process where individual is building emotional bonds to a specific place. In other words, place attachments can be defined as the emotional ties that people develop to a place (Smith, 2013).

The influence of place attachments on human behavior has been studied by researchers from environmental psychology and social science (e.g. Hernandez *et al.*, 2010). The study reveals that when an individual is positively attached to a place, he or she would most possibly showing positive behaviors or positive manner to the place (Ramkissoon *et al.*, 2012). Previous research has identified two components of place attachments. One component is the place identity, which is a symbolic or affective attachment to a place. The other component is place dependence, which refers to the functionality of a place (Lee, 2011). Place attachment is also seen by other researcher as consisting of place affect and place social bonding. By increasing the understanding of how people value a place and its attachment to a place, this understanding can be essential steps toward a better place management and better tourism development policy and implementation.

2.3. Residents' Involvement

Tourism development can improve residents' life by promoting local products made by the local residents. Tourism products can be enjoyed by both the residents and the tourist. Tourism products are so varies from souvenirs, ceremonies, festivals, cooking, cultural attractions, day to day life and religious activities. The locals are the main actors of those tourism products. The local residents can sell souvenirs made from local resources. The local residents also share their cultural experience as well as religious activities. As part of tourism cycle, residents' interaction with tourists is the key success of tourism attractiveness in all tourism areas. Ideally, residents should be involved in the planning of tourism development and thus they will be more motivated to involve in the tourism sector. Equally, residents' perceptions of the importance of tourism sector and its impact on their community should be continually evaluated. This is because the external environment is very dynamics as well as tourist behaviors change rapidly. Residents' participation with their environment may lead to better and faster tourism development (Diharto, et.al., 2018). Ko and Stewart (2002) explained that residents may develop a positive attitude towards tourism when they are involving more to the tourism activities. Further, local residents involvement could lead to support on their local tourism development.

2.4. Intentions to Support

Typically, research on behavioral intentions uses theory of Reasons and Actions (TRA) by Ajzen and Fishbein (1980) as the basis. Theory of Reasons and Actions (TRA) by Ajzen and Fishbein (1980) is used to explain that the individual intention is commonly reflected on individual's attitude. Residents' support for tourism development can be categorized as behavioral intentions thus behavioral intentions measurement can be applied. There have been many studies examining topics on residents' support on tourism development. The results are varies between the pros and the contra in responding to the tourism development projects (Yu, 2011). Among marketing studies which use the TRA theory for predicting individual's attitudes toward or perceptions of an entity is the study by Gupta and Pirsch (2006). In many cases, marketing researchers have identified that behaviors of somebody can be explained by attitudes, intentions and normative beliefs. Studies in tourism sector suggest that it is important to build positive perceptions on tourism impacts so that tourism development can be well supported by the residents (McGehee and Andereck, 2004, Gursoy and Rutherford, 2004, Dyer *et al.*, 2007; Vargas-Sánchez *et al.*, 2009).

2.5. The Relationships

Everybody has the expectation to live happily and living in a great environment. Ability for the government and the place to offer its residents' needs may create a sense of attachments to the place. The fulfillments of residents' expectations and needs also may call the interest of scarce resources to invest and stay with the place. When the residents are satisfied with their life then they would be more willing to build higher attachments and also be willing to support tourism development. Neal, et al (2007) study has identified the positive attitudes towards tourism when residents' satisfaction with life is improving. Resident's satisfaction with life also brings sustainability in tourism development since residents live in the area for long time. Residents' satisfaction in terms of community services predicts resident support for tourism development. Literature in psychology also supports the belief that residents' satisfaction with place may lead to attachments and self-esteem to live in the place (Azevedo et al., 2013). These attachments and self-esteem are considered important for human mental health (Azevedo *et al.*, 2013). Place attachments are also factors that are important for residents' decision making on choosing government built tourism attractions (Yoon, 2002; Al-Masroori, 2006). In some particular communities, satisfaction with life is a significant predictor for residents' support on tourism development (Andereck and Vogt (2000). More specifically, Andereck *et al.*, (2005) explain that intrinsically satisfaction with life may motivate residents to support tourism program. Similar case may also apply extrinsically.

Residents of tourism in an affected area are targeted as the object being investigated. Residents' perspective on their satisfaction with life, place attachments, involvement and implications for supporting tourism development are the focus to be observed in this study. The reasons why residents are placed as the study object is because residents stay for long term in the tourism affected area and they are particularly those who are most interact with the tourists, government/policy makers and the environment. Residents have long term time horizon with the place, as a result, residents have more experiences on tourism resources and the most knowledge able about their neighborhood in the tourism affected area (Merrilees *et al.*, 2009).

This study proposes these following five hypotheses:

H1: Satisfaction with life has positive effect on residents' intention to support for tourism development.

H2: Satisfaction with life has positive effect on residents' place attachments.

H3: Place attachment has positive effect on residents' intention to support for tourism development.

H4: Residents' involvement has positive effect on residents' intention to support for tourism development.

H5: Residents' involvement has positive effect on residents' satisfaction with life.

H6: Residents' involvement has positive effect on residents' place attachments.

3. RESEARCH METHODOLOGY

The residents of the city of Yogyakarta are chosen as the targeted respondents in this study. Yogyakarta is an important tourism destination in Indonesia and the city itself also hosted many tourism objects. Residents living in the tourism areas are affected by the tourism activities and development. There are fourteen municipals under the city of Yogyakarta (14 Kecamatan) that will be surveyed. All the municipals will be surveyed to represents the whole areas of the city of Yogyakarta. This study has to ensure that the respondents are the legal residents (not visitors) and thus their residency is included in the beginning of the questionnaire. Since respondents should be a resident of Yogyakarta city and living in the

tourism affected areas, thus purposive sampling is considered the most appropriate sampling method.

Two statistical tools are employed for achieving the objective of this study: the uses of SPSS for descriptive analysis and Partial Least Squares (PLS) for evaluating the cause effect relationships. PLS model evaluation has two steps in analyzing the structural model, which covers measurement model and structural model. To ensure the quality of the data, PLS provide validity and reliability analysis that are performed in the measurement model analysis. In the measurement model analysis, validity and reliability are analyzed using individual loadings, internal composite reliability (ICR), average variance extracted (AVE), and discriminant validity (Chin, 1998). After finding satisfactory results on validity and reliability, the next analysis is the structural model analysis where the cause and effect relationships are tested. The proposed hypotheses are tested in the structural model analysis by path coefficients (standardized beta), t-statistics, and r-squared value (Chin, 1998).

4. RESULTS

4.1. Descriptive Analysis

The questionnaires are distributed to all 14 municipals in the city of Yogyakarta, where each municipal is given equal amount of questionnaires. Out of 224 questionnaires prepared and distributed, only 179 questionnaires returned and filled with valid data as planned. Descriptive analysis produced by SPSS revealed that the residents' age of the respondents range between 16 to 58 years old and the means is 40 years old. Residents' education level ranges from junior high school, senior high school, diploma, bachelor, and master degree. Sample collected has shown that majority of the respondents has bachelor degree, while those who are graduated from senior high school and diploma graduates are also significant in number.

4.2. Assessments of Validity and Reliability

Construct validity and reliability of the measures is examined using PLS. Validity and reliability test is important to see the psychometric property of the data. The relationship between every indicator to its respective construct is assessed in the measurement model analysis. Convergent validity is measured by using three tools that are the item loadings, ICR and AVE. The main function of ICR is to measure convergent validity where the indicators that measure the respective construct are highly correlated. The reliability or commonly known as internal consistency is measured by ICR and the value of 0.7 or higher is suggested to be achieved (Fornell and Larcker, 1981). ICR in this study ranged from 0.8731 to 0.97315, this means that the value of ICR has been within the recommendation of above 0.70. AVE is used to measure the average variance. AVE value is shared between a set of items and their respective construct (Hulland, 1999). AVE is used to examine whether a latent construct can explain the variance of a set of items that are supposed to measure that respective latent construct. A construct displays convergent validity when the AVE value is at least 0.50. This value means that at least 50% variance of the indicators can be explained or captured by the construct (Chin 1998; Fornell & Larcker 1981). AVE scores in this study were 0.6352 for residents' involvement. For place attachments is 0.5331. AVE 0.5923 is found for residents' satisfaction, and 0.631 is AVE results for support on tourism development. All the AVE scores were close to and above 0.5. The value of 0.5 is a rule-of-thumb as recommended by Fornell & Larcker (1981) and Chin (1998).

Table 1 PLS results for ICR, AVE, Cronbach Alpha

	AVE	Composite Reliability	R Square	Cronbachs Alpha	Communality
Involvement	0.6352	0.8731	0	0.8164	0.6352
Place Attach	0.5331	0.9258	0.3155	0.9122	0.5331
Res Satisfaction	0.5923	0.8786	0.0739	0.8358	0.5923
Support Tourism Dev	0.631	0.9315	0.2607	0.9154	0.631

Table 2 Average Square Root

	Involvement	Place Attach	Res Satisfaction	Support Tourism Dev
Involvement	0.797	0	0	0
Place Attach	0.3763	0.730	0	0
Res Satisfaction	0.2718	0.5036	0.7696	0
Support Tourism Dev	0.3557	0.4709	0.2914	0.795

Discriminant validity assessment is done by checking the *cross loadings* and *AVE square root*. The PLS examination has produced cross loadings that is found to be satisfactory. The final discriminant validity examination is by checking the square root of the AVE. As seen in Table 2, PLS produces AVE square root of residents’ involvement with value of 0.797 where the value is higher than the other inter-construct correlations. AVE square root of place attachment is 0.730, residents’ satisfaction 0.7696 and residents’ support is 0.795. All the AVE square roots are at satisfactory level where all the values of the AVE square roots are larger than the correlations between the construct and any other constructs.

4.3. Structural Model

The structural model analysis is the next step after the measurement model analysis has performed valid and reliable output. The structural model has performed that all the proposed hypotheses in the model are supported with significance at 0.01 and 0.05. Residents’ involvement in tourism sector and place attachments have direct effect on support for tourism development with significant at 0.01 while satisfaction of life effect positively support for tourism development at significance 0.05. From Figure 1, it shows the path coefficients of all proposed hypotheses. The effect of satisfaction with life to support for tourism development is 0.05. Place attachments significantly effects support for tourism development with path coefficient 0.369. Residents’ involvement significantly influence place attachments with path coefficients of 0.376. The path coefficient between residents’ involvement and residents’ satisfaction with life is 0.272. Residents’ involvement influences support for tourism development with path coefficient of 0.356. Satisfaction with life influence to place attachments is 0.433. Path coefficient for satisfaction with life and support for tourism development is 0.210. The next section describes discussion on the structural model.

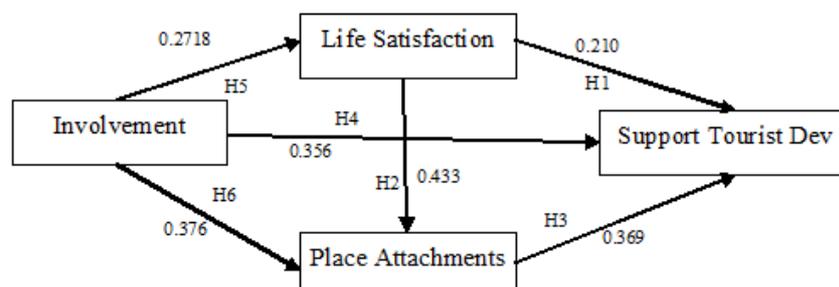


Figure 1

5. DISCUSSIONS

The previous literature argues that when residents are happy and satisfied with their life, a positive attitude and behavior will be shown to their environments. Satisfaction with life of the residents living in the tourism affected area is found to be significantly effect on support by the locals to the tourism development. Majority of previous studies showed similar findings. Research by Andereck and Vogt (2000) found that residents' satisfaction with their life was a significant predictor for support on the local tourism development. Further, Andereck *et al.*, (2005) also identified that motivation can be risen when residents are satisfied with their life and this motivation will lead to their support on tourism development. Azevedo *et al.*, (2013) supported the findings that significant relationships existed between satisfaction with life and support for tourism development. Neal *et al.*, (2007) and Nunkoo and Ramkissoon (2010) confirmed in their study that satisfaction with life influences the residents' support for sustainable tourism development. Satisfaction with life was found to be mediating the relationship between tourism impact and residents' support on tourism development (Kaplanidou (2013). Satisfaction with life effect to support for tourism development also found in the research done by Ko and Stewart (2002). Further, Ko and Stewart (2002) suggest that tourism level of capacity to absorb tourists may effect the relationships between satisfaction with life and residents' support. The relationship is also seems to be affected by the degree and the stage of tourism development in the affected area.

Place attachment is significantly mediating the relationship between involvement and support for tourism development in this study. This finding can be interpreted that since place attachments could lead to emotional attach, when residents are involve more to tourism activity, the more likely that they will support tourism development. Place attachment has been proofed to enable creating the bond between the residents and the place. Place attachment also potentially build the sense of pride among the local residents particularly when their home becoming more reputable. Several studies have recorded the findings on the place attachments relationship to residents' support on tourism development (eg. Yoon, 2002; Al-Masroori, 2006; Yuksel *et al.*, 2010; and Ramkissoon *et al.*, 2012). Dredge (2010) argued that ability to understand people attachments to their place gives opportunities to study human behavior. This can be interpreted that when someone is happy and attached with a particular place, their positive behavior can be easily predicted.

6. CONCLUSION

The aims of this study is to contribute to place marketing discipline by analyzing the structural relationships on residents' perception to their satisfaction with life, place attachments, residents' involvement and their support for tourism development. Technology development particularly the internet has increased the speed of tourism competition thus all stakeholders in tourism industry should highly engaged in the information technology adoption. The city of Yogyakarta is chosen as study object. For the local governments as well as tourism business providers, the knowledge of residents' attitude and behavior towards the place they live is vital. This knowledge is important to guide the implementation tourism development in the tourism affected area. By validating 179 questionnaires and conducting some interviews, this study has revealed that all hypotheses were supported. In the academic area, the contribution of this study is the provision of empirical evidence on the role of residents' satisfaction with life, place attachments and residents' involvement to support their government strategies in tourism development. In the business sector, marketers, governments, and tourism providers should interpret the benefits that can be achieve when residents are satisfied with their life, residents are more involved in the tourism activities and place attachment to the place is high. All of those factors are significant predictors of support

on tourism development. Residents are important actors in tourism industry as they are the most affected by tourism activities, and they are the most who interact with tourists as well as those who fill the tourism activities.

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