

**IMPACT OF RESPONSIBLE TOURISM ON DESTINATION
SUSTAINABILITY AND QUALITY OF LIFE OF COMMUNITY
IN PASSIKUDAH TOURISM DESTINATION**



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2018

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ABSTRACT

An ideal tourism development plays a very significant role in the economic and social development, and is concerned about the conservation of natural environment. The lives of residents in the community are affected by tourism and the participation of local community is essential for the sustainable management of destination. Hence, impacts of tourism on Quality of Life (QOL) of community become an index of destination competitiveness and its image. There are three variables used in this study which are Responsible Tourism (independent variables), Destination sustainability (Mediating Factor) and Quality of Life (dependent variable).

This study is mainly considering primary data. The primary data were collected through closed structure questionnaire from 200 respondents in Kalkudah GN Division of Batticaloa District. The collected data was analysed by using univariate, correlation and regression analysis.

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

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

Key words: Responsible Tourism, Destination Sustainability, Quality of Life, Environment, Community

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