



Measuring Community Impact Assessment for Internal Destination Performance Evaluation in an Exploring Tourist Destination

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Abstract

Tourism development has become an increasingly important tool for social capital development in most of the developing economies of the world. Positive social capital development is the outcome of the costs and benefits of tourism development in the performance score card of the destination community. There are a number of performance items that needs to be identified and evaluated to assess the performance of tourism in the community settings. In the community impact performance scale, there are four different areas that determine the “gain and loss” of tourism development in a tourist destination such as (1) Conservation Effort, (2) Social Services, (3) Economic Condition, (4) and Social Issues. Destination community’s receptivity of tourism development will be based on the performance of these indicators in a tourist destination. This study explicitly elucidates the performance of tourism in the destination community using a customized Community Impact Assessment model. The model is tested in the state of Kerala in South India to measure the performance of tourism in the destination community. Confirmatory factor analysis using Structural Equation Modeling (SEM) is employed to test the fitness of the proposed model. The

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result reveals that the destination community perceives the total cost of tourism development is more than the actual benefits received by the destination community due to tourism development.

Keywords: Performance evaluation, Tourist destination, community Impact, Tourism development

Introduction

There is an accelerated movement within the tourism industry in transforming social condition in the tourist destination. Its power has been appreciated and used globally for socio economic transformation and hence, the tourism industry is more valued as a social activity rather than a recreation phenomenon. The competency of a tourist destination lies in it's ability to offer products and services holistically in an expected way for all the parties involved. The destination residents' well-being and profitability are required as conditions for competitiveness (Zins. H, Karl, & Mazanec, 2007). In the case of destination community, indicators are required to measure community enhancement due to tourism development, and also the methods commonly adopted to measure the contribution of tourism for community development. Generally, the notion of human welfare is measured by social indicators (Moscardo, 2009). When a new form of activity infiltrate the community several consequences can occur both positively and negatively as such quality of life is concerned with understanding people's perceived satisfaction with the circumstances in which they live (Moscardo, 2009). Quality of Life Indicators (QOL) measures broader social effects of tourism. Along with the enhancement of socio economic conditions, QOL also measures the weakening of family structure, disruption of social network, loss of cultural integrity, loss of historical infrastructure and environmental degradation. In general, QOL measures Residents Quality of Life (RQOL) indicators consisting of (a) economic quality of life, (b) social aspects of quality life, and (c) environmental aspects of quality of life. RQOL can be measured in terms of costs and benefits of tourism development in a destination community which is termed as Sustainable Net Benefit Index (SNBI)(Nyaupane & Andereck, 2010). This index separates factors into costs and

benefits and presents results on a balance sheet, allowing for a clear comparison of the benefits and costs of tourism development in a destination community which indicates the expansion of tourism resulting in improved welfare of the destination community and is termed as Genuine Progress Indicator (GPI). A general perception of tourism development in the destination community is that the increase in production of goods and service positively affects the quality of life. There are experimental evidences of opposite relationships, that is, the aggregate quality of life declined due to tourism development.

Rationale

There is a steady growth of tourism development that has been observed in Kerala in the past five years and the tourism industry is highly accountable for the socio-economic transformation of Kerala. Stable destination development is inevitable for the absolute sustainable development of tourism in Kerala on a long term basis. Measuring the performance of community impact will directly help to identify the functional status of community based tourism from the viewpoint of the destination community. Thus, this process would help maintain and improve the functional efficiency of community based tourism performance core components and help leverage better benefits from tourism development to enhance community wellbeing through enhancing social capital development. This research aims to develop a Community Impact Assessment (CIA) model that can categorize the costs and benefits of tourism development to the destination community in a tourist destination by identifying key messaging core components and test the model in an ideal tourist destination that has significant importance in community based tourism development.

Literature Review

Tourist Destination

Ritchie and Crouch (2003) observed that in the business context 'what makes a tourist destination truly competitive is its capability to increase tourism expenditure, to increasingly attract visitors

while providing them with satisfying memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination community and preserving the natural capital of the destination for future generations (Mazanec, Wober, Zins, & Joseph, 2007). Tourism destinations are being treated de facto as traded commodities (Leiper, 1990, Hughes, 1991) that consist of many components, sub components, elements and people. In this complex and adaptive system numerous interrelations are generated in the environmental, human, natural and economic areas (Mc Kercher, 1999; Farrell & Twinning Ward, 2004; Manual & Tomas, 2007). In the sustainable tourism development context, Poon (1993, p.24) states that a destination should follow some key principles in order to be competitive and ensure that a new and more sustainable tourism industry is developed.

Destination Community Impact Assessment

There is growing agreement that long term success of tourist destination development can only be achieved based on the knowledge of the views of host population on destination development (Yuksel & Yuksel, 2008). Burns et al., (1999) suggested that lack of community involvement has been pointed as one of the main factors leading to a high rate of tourism plan failure (Yuksel & Yuksel, 2008). The literature on tourism impacts suggests that “a number of deleterious effects of tourism development such as environmental degradation, resource depletion and in-authentication, and commodification of host community cultures are the direct result of the philosophy of development” (Sirakaya & Choi, 2005, p.381). Therefore, tourism development has positive and negative impacts on destination community. What is required is to minimize the unfavorable consequences of tourism development and maximize the benefits and weigh it in a Cost Benefit Analysis (COBA) score card. Minnaeret et al., (2007) viewed that tourism in the local community adds moral value, which aims to benefit the host and the visitor in the tourism exchange (Minnaert, Maitland, & Miller, 2009). “A general appreciation of tourist activity appears to be characteristic of most travel destination residents, incidents of negative reaction or resistance can sharply decrease traveller satisfaction and severely damage a community’s hospitality” (Pearce II, 1980. p.225). If the tourist is a foreigner, the inhospitable

reactions can be exacerbated and is reflected in the form of jealousy, xenophobia and may be manifested in the form of disinterest to rudeness to physical hostility (Pearce II, 1980). The amount of positive and negative impacts varies from the economic state of the country and the levels of impact vary depending on the socio-cultural structure of the country and the level of touristic development (Dogan, 1989).

Regardless of the positive impacts of tourism to the local residents, tourism can bring substantial social, economic, and environmental impacts to rural communities and the surrounding areas. The nature and magnitude of these impacts have been a significant concern for planners, community leaders and social scientists (Pfister & Wang, 2008). Arnstein et al., (1969) suggested that for effective planning and development of tourism, resident involvement is required to mitigate negative impacts and increase the benefits associated with the tourism industry (Pfister & Wang, 2008). Due to this relevancy, research on residents' attitudes on tourism has become a major focus (Pfister & Wang, 2008). Ap et. al., (1992) suggested that destination communities are the major actors in the tourism development process since they are directly affected by it (Sirakaya & Choi, 2005). According to (Davis et.al., 1988) residents' receptiveness to both visitors and tourism development, plays an important role in attracting and pleasing visitors (Sirakaya & Choi, 2005). The rationale of understanding residents' attitude and perception towards tourism appears founded on several perspectives (Pfister & Wang, 2008), they are described as follows:

- a) According to McGehee and Meares (1998) the degree to which types of tourism initiatives are acceptable to residents.
- b) According to Andereck and Vogt (2000) nature of residents' positive and negative concerns with development options.
- c) According to Harill and Potts (2003) significance of spatial, economic investment, and rational network factors among the community stakeholders (Pfister & Wang, 2008).

Benefits and costs of tourism development to local community must be carefully evaluated, and when benefits exceed costs, the actors will hold a positive attitude toward tourism. If the reverse is

true and costs exceed benefits, then a negative attitude toward tourism will be evident (Pfister & Wang, 2008). It is also frequently asserted that the traditions of the host countries are weakened under the influence of tourism (Dogan, 1989). According to Kadt (1979) tourism transforms human relationships into a source of economic gain and the proportion of non-economic relationships diminishes. In this way, previously warm and intimate relationships are transformed into commercial forms (Dogan, 1989). However, these negative consequences are not observed everywhere. Barbados, Liu & Var (1986) found in a study conducted in Hawaii that tourism has produced important economic and cultural benefits for the destination community and that social and environmental problems were not necessarily associated with tourism (Dogan, 1989). This perspective fulfills the rationality principle to measure economic impact through the examination of social exchange (Pfister & Wang, 2008). Evaluating the above performances can assist community leaders in the design and implementation of tourism development strategies aimed at building residents' support for tourism development in rural communities that are undertaking tourism planning (Pfister & Wang, 2008). According to Sachs (1999), the old development paradigm has produced socially inequitable and environmentally disruptive growth by constructing development to mean simply economic growth.

In the economic context, increased income injection into the destination community is not only a parameter of social sustainability, but also, it is the crucial ability to retain the income generated from tourism in the community. According to Belisle et.al.,(1984) "on the dark side of tourism development destination community suffer from economic leakage, skilled workers compensation, increase of imported goods, payment of loyalty and no local transportation and increased foreign investment"(Sirakaya & Choi, 2005, p.384). "These issues can be more prevalent when a destination becomes more popular without any prior planning or preparation as the rapid development causes negative social, cultural, environmental impacts, and even adverse economic impacts" (Sirakaya & Choi, 2005, p.383). Based on the Cost Benefit Analysis, sustainable and successful community tourism represents two dimensions;

- a) Active participation: Active participation of community can make sustainable community tourism viable, so that more benefits will be reached to the local community. This viability can be created by opening well-developed management-communication channels with receptive governments (Sirakaya & Choi, 2005).
- b) Satisfying visitors: A critical element of sustainable community tourism for long-term economic viability of local tourism (Sirakaya & Choi, 2005).

The social sustainable tourism paradigm seeks to strike a balance between traditional “utility paradigm” and its derivative “social exchange theory” (trade-off between economic costs and benefits) and according to Rowe (1992) the New Environmental Paradigm (NEP), explains conservation and preservation of all resources and enhancement of the well-being of communities during generations to come (Sirakaya & Choi, 2005). “In order to know the multiplier effect of tourism reaching to the local community, the inter relationships between various elements of tourism in tourism system must be studied” (Williams & Lawson, 2001, p.269). Previous researches show that residents’ attitude toward and support for tourism development and its impacts are highly correlated to several key factors (Huh & Vogt, 2007). Bastias-Perez et al., (1995) noted that these factors are socio economic factors (age, income, duration of residence, ethnicity, education and gender (Huh & Vogt, 2007). Matin et al., (1998) noted that these changes are based on the residents’ economic dependency and Harill and Potts (2003) investigated the distance from tourism site to residential neighborhoods that influence the community dependency on tourism (Huh & Vogt, 2007). “If it is known why residents support or oppose the industry, it will be possible to select those developments which can minimize negative social impacts and maximize support for such alternatives thereby the quality of life for residents can be enhanced, or at least maintained, with respect to the impact of tourism in the community” (Williams & Lawson, 2001, p.270).

Andereck (1995) recognized three categories of areas that must be identified to understand the attitude towards tourism impacts by local community. First, economic, including elements such as tax revenue, increased jobs, additional income, tax burdens, inflation,

and local government debt. Second, socio-cultural, including elements such as resurgence of traditional crafts and ceremonies, increased intercultural communication and understanding, increased crime rates and changes in traditional cultures. Third, environmental, including elements such as crowding, air, water and noise pollution, wildlife destruction, vandalism and littering (Andereck, Valentine, Knopf & Vogt, 2005). Although economic benefits are often assumed to largely improve the quality of life of residents, socio-cultural factors may not always be as positive (Liu, Sheldon, Var 1997; Johnson, Snepenger and Akis 1994; Andereck, Valentine, Knopf & Vogt, 2005). Dogan (1989) found that tourism development has an effect on the socio-cultural characteristics of residents such as habits, daily routines, social lives, beliefs, and values. Andritos et al., (2003) pointed out that tourism generates employment and income for locals and is considered a medium for culture and environmental preservation, development of infrastructure, culture of communication, and political stability. Many communities have seen tourism as a promising opportunity for reducing underdevelopment problems and as a means of modernizing their economic base (Andriotis, 2005). Murphy (1980) suggested that "tourism is an industry which uses the community as a resource, sells it as a product, and in the process affects everyone" (Andriotis, 2005, p.67). Murphy (1980) further suggests community as a part of community tourism development and the products produced by community as a community tourism product (Andriotis, 2005). A study conducted by Gursoy & Rutherford (2004) noted that if more residents feel the "economy of the destination needs improvement, the more likely they are to support tourism, and less likely they are to be troubled by any social costs" (Gursoy & Rutherford, 2004, p.512).

The Power Relation

The main issues observed in the context are that different parties involved in the decision making for tourism development have their own private interests, and these interests may conflict with other party's priorities and may cause more developmental issues and adversely impact tourism development. Most narrow interpretations show that individuals often rely on coalitions with other private or public individuals or agencies (Reed, 1997), as such

the community tourism development is a continuous structured and collective decision and action by individuals and agencies in emergent tourism settings where interests are not collectively organized (Reed, 1997). Determining an optimum balance by different stakeholders only will be able to make a difference in increasing socio-cultural and economic benefits. Therefore, it is confirmed that community leadership is heterogeneous and being drawn from a number of power basis (Reed, 1997). Improper and imbalanced distribution of power causes losses to everybody; residents, visitors, and the tourism industry (Keogh, 1990).

Theory

The tourism industry is dependent on the local community's hospitality, and therefore it should be developed according to the host community's needs and desires (Andriotis, 2005). Sheldon, Abenoja (2001) investigated community attitude as essential for visitor satisfaction and repeat visitation, the measurement of host community's perceptions of tourism development plays a vital role in the future success of the tourist destination (Andriotis, 2005). The support of tourism can be measured by perception of the local population, which can dictate the extent of the host community's acceptability of tourism (Andriotis, 2005). Ap, et al., (1992) suggests that social exchange theory is considered as a major conceptual sociological approach to the study of tourism and community relationship where the objects offered for exchange have value, are measurable and there is mutual dispensation of rewards and costs between actors (Andriotis, 2005). Pearce et al., (1996) interprets social exchange theory as supporting the fact that the community members balance the costs and benefits of tourism development and their support for tourism depends on the outcome of this cost-benefit equation (Andriotis, 2005). Emerson (1992) and Humans (1961) found that community groups engaged in an exchange transaction are keen to support tourism development and have positive reaction to tourists when they find exchange beneficial for their well-being (Andriotis, 2005). Bhagwati (1958) found the "immiserizing growth" due to tourism development; this is explained as economic growth which does not, however, necessarily make residents richer (Nowak & Sahli, 2007). In some circumstances, economic growth may in fact lead to a decline of

residents' real income and thus resulting in degradation of their economic standard of living, this is contrary to the general view that economic growth is synonymous with improvement in standard of living of the local community (Nowak & Sahli, 2007). This indicates that positive economic impact of tourism does not necessarily lead to an improvement in a community's real income and economic well-being (Nowak & Sahli, 2007) leading to a positive perception.

Methodology

Based on the above facts the framework of community impact assessment consists of the constructs such as Economic Benefits, Economic Cost, Social Benefits, Social Cost, Cultural Benefits, Cultural Costs and Expectation of the Tourists, which is fragmented into five constructs such as Conservation Effort (CE), Social Issues (SI), Social Service (SS), Economic Condition (EC) and Community Perception (CP).

Community Impact Assessment measured by the survey instrument using a 5 point Likert scale provide a tool to assess the similarities and differences among the participants on each of the items (Reid, Mair, & George, 2004). The score ranging from 1, with strongly disagree at the lower end to 5, strongly agree at the higher end (Gursoy & Rutherford, 2004). In order to collect samples, 300 structured questionnaires were distributed and 295 usable questionnaires were collected from the most prominent tourist districts of Kerala-Ernakulam, Thiruvananthapuram and Alapuzha. These three districts receive 75 percent of the total tourist arrival in Kerala. The remaining eleven districts contribute only 25 percent of the total tourist arrivals in Kerala. Destination communities in these destinations are also engaged in various Micro Small and Medium Enterprises (MSMEs).

Tools and Techniques

Survey results were received from the questionnaires exported to the AMOS Statistics 20. AMOS is a general purpose statistical software package used for analyzing numerical data and for producing graphical representations of data. Internal consistency is measured using Cronbach's alpha for all constructs. The alpha (α)

score of the identified constructs such as conservation effort (.869), social services (.751), economic condition (.630), social issues (.908) and for the community perception (.712). Based on the Cronbach's Alpha values for Community Impact Assessment all the five constructs have an alpha (α) value above (.6) which measures good internal consistency of the observed variables.

Table 1 Descriptive Statistics for CIA

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Nature protection	294	1.00	5.00	2.9694	1.14290
Heritage conservation	295	1.00	5.00	3.1186	1.09552
Noise pollution	293	1.00	5.00	3.4096	1.24809
Littering	295	1.00	5.00	3.5390	1.24445
Crowding	295	2.00	5.00	4.2068	.62375
Drugs and alcohol	295	2.00	5.00	3.6169	1.19197
Crime rate	294	1.00	5.00	3.4728	1.22165
Land use issues	294	1.00	5.00	3.3639	1.23108
Relationship break	295	1.00	5.00	3.6983	.86926
Commodity price	294	2.00	5.00	4.4116	.71836
Suffering in living	294	1.00	5.00	2.8061	1.00841
Awareness of natural heritage	295	1.00	5.00	3.2339	1.03487
Fair price of commodity	295	1.00	5.00	4.4983	.72785
Safety and security	295	1.00	5.00	2.8203	1.17148
Travel facilities	293	1.00	5.00	2.8532	1.09902
Freshwater	295	1.00	5.00	2.1390	.89462
Electricity	294	1.00	22.00	2.8741	1.49441
Local economy	295	1.00	5.00	3.7661	.88614
Enough job availability	295	1.00	5.00	3.4237	.88455
Govt. support for job	295	1.00	5.00	2.8339	.94196
Retail shops restaurants	295	1.00	5.00	3.6542	1.06063
Small business subsidy	295	1.00	5.00	2.4339	.90061
Expectation	295	1.00	6.00	3.1593	1.00257
Valid N (list wise)	282				

Note. Mean Score and Standard Deviation for Community Impact Assessment

Pearson Correlation Coefficient

Pearson correlation coefficient is used to explain the strength and direction of the linear relationship between constructs (Pallant, 2005). In Community Impact Assessment, Pearson correlation coefficient test was conducted to identify the relationship between social services, economic condition, conservation effort and social issues. The result of the Pearson correlation coefficient describes that there is a correlation co-efficient of 0.445 ($p < .0001$) among the category of community perception and conservation effort. The test conducted for conservation effort and social issues showed that the correlation coefficient is -0.379 ($p < 0.0001$) and there is a negative relationship which occurs between these two categories. In the case of conservation effort and social services, the correlation coefficient is 0.468 ($p < 0.0001$). The relationship between social issues and social services is also significant at a correlation co-efficient of -0.543 ($p < .0001$). Considering the case of community perception and social issues, a correlation co-efficient of -0.405 ($p < .0001$) occurred. In the case of social issues and economic condition, the correlation co-efficient is -0.175 ($p = n.s$) which is statistically not significant. Measuring economic condition and community perception, the correlation co-efficient is 0.513 ($p < .0001$). Considering the case of social service and community perception, the correlation coefficient is 0.514 ($p < .0001$) and for the category, social service and economic condition, the correlation coefficient is 0.358 ($p < .0001$) which is statistically significant.

Confirmatory Factor Analysis

Table 2 Goodness of Fit Index for Structural Model for Community Impact Assessment (CIA)

Fit Indices	Value
Chi Square Statistics	265.96
Degree of Freedom	38
P. Value	Significant ($P < .001$)
RMSEA	.083
CFI	.890
TLI	.830

Note. $p < 0.01$

Table 2 shows the model fit for Community Impact Assessment. The chi square value is 265.96 with 38 degree of freedom ($p < 0.001$). The value of RMSEA is 0.083, hence RMSEA value provides an acceptable fit for the structural model for Tourist Satisfaction Index core component. The CFI is 0.890 and TLI is 0.830. Value for both incremental fit indices is within the acceptable limit of structural model and hence the model is stable and valid. These results show that the structural model for Community Impact Assessment (CIA) of destination performance evaluation provides acceptable overall fit for the data.

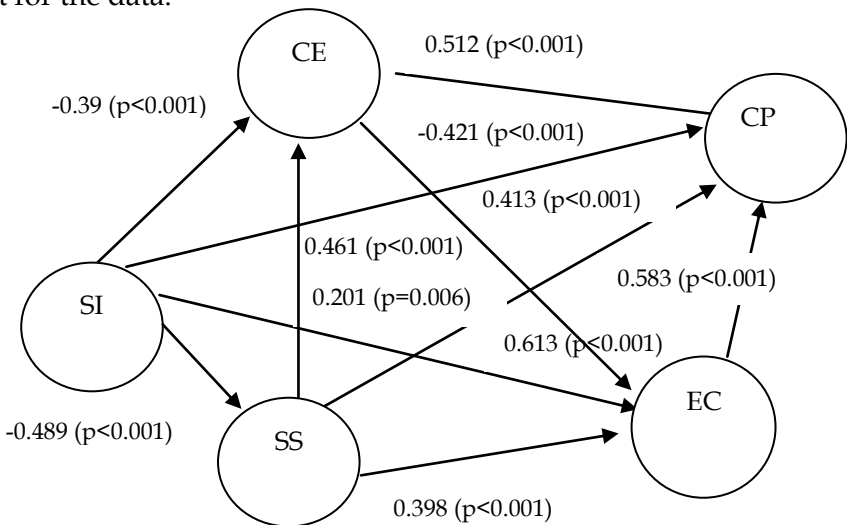


Fig 1. Standardized structural coefficient for Community Impact Assessment (CIA) using standardized parameters

The proposed measurement model is consistent with the data. Confirmatory Factor Analysis showed that the hypothesized model fits the data reasonably well (Chi-Square 265.96), df (38), ($p < .001$), RMSEA (.083), TLI (.830). As presented in the figure, Conservation Effort (CE), Social Issues (SI), Social Services (SS) and Economic Condition (EC) have direct effect on Community Perception (CP). However, there are indirect effect of Conservation Effort (CE) by Social Service (SS), Conservation Effort by Social Issues (SI) and Economic Condition (EC) by Social Service (SS). Based on the result of the path analysis, it is concluded that the hypothesized model fits reasonably well in the collected data and the hypothesis pertaining to direct and indirect results are significantly supported

($p < .001$). The empirical findings therefore support the Community Impact Assessment (CIA) model containing five identified constructs (i.e., Conservation Effort (CE), Social Issues (SI), Social Service (SS), Economic Condition (EC) are valid in the context of Community Perception (CP).

Discussion

Social benefits of tourism development have become one of the important criteria for tourism development in developing economies. Though, the attitude of the destination community varies based on the type of residents on the basis of socio demographic characteristics (Perdue, Long, & Allen, 1990). Economic dependency is a significant observation to increase residents' receptivity to tourism development. The study conducted in Kerala indicates that community involvement in tourism development is significant. The study clearly describes that destination communities have high expectations on tourism development. This is a direct reflection of the educated destination community, they are aware of the social set ups and how the tourism industry can contribute to the socio- economic development of the destination. Among the four constructs of Community Impact Assessment (CIA), there are only a few variables that indicate a positive response, like destination communities directly benefiting through infrastructures such as retail shops and facilities (Social Service). However, destination community positively views tourism development as a tool for sustainable economic development and employment generation. This is a very positive indication for sustainable tourism development in any tourist destination, as the benefit of tourism development is significantly noted by the destination community through economic gain and hence the destination communities are receptive to tourism development. However, all destination communities have a "Zone of Tolerance" a range of performance that the consumers consider acceptable (Chang & Bowie, 2005). The zone of tolerance will vary based on the economic condition, education and type of tourism development in a tourist destination by which the community set their standard against a destination judged (Yuksel, 2001). If there is a significant negative contribution

of tourism in Conservation Effort (CE), Social Service (SS) and Social Issues (SI), the income and employment alone will not make the destination community receptive. In this study, it is clearly evident that a community's response to Social Service (SS) are not up to an acceptable level, as travel facilities, freshwater supply, electricity and safety and security are not improved up to the expectation level of the destination community. This is an alarming issue as these are the basic necessities for the destination community. At the same time for Conservation Effort (CE), the community perceives that the natural environment and cultural heritages are adversely affected due to tourism development. According to this view, certain measures need to be taken as the Kerala tourism needs to preserve its natural and cultural heritage. Looking on the Economic Condition (EC), even though destination community perceives the advantages of tourism for economic development and job creation, they expect better support from the public sectors for capacity development and subsidies to start Micro, Medium and Small Enterprises (MMSEs) which will create greater respect, confidence and definite improvement of quality of service, community receptivity and therefore facilitate sustainable tourism development. In the case of Social Issues (SI), it is also evident that the cost exceeds the benefits as all variables are not up to the expectation level of the destination community and therefore receptivity level is low or neutral. The community perceives that tourism brings adverse consequences such as noise pollution, crowd, drug and alcohol abuse, land use conflicts and increase of commodity price. If not controlled, the economic benefit and job creation will get subsided by the Social Issues (SI) as these are some basic factors determining the receptivity of tourism development.

The proposed model reasonably fits in the context of Kerala tourism, because, the customized constructs and variables are relevant in measuring community impact assessment in an exploring tourist destination such as Kerala. Therefore, the model may also be valid in measuring destinations with similar characteristics with essential alterations. These alterations may be made used due to the fact that the performance components, elements, business sectors and subsectors of tourism significantly vary from one destination to another. Therefore it marks each tourist destination functionally unrelated from each other.

The findings of the current study significantly help to establish superior synergy among tourism and community development. The result of the study and model has multiplier effect in destination planning and development. The findings can be mapped in a destination performance score card. The affirmative indicators' performance need to be maintained and enhanced as well as the deprived indicators' performance need to be improved to ensure that there is an absolute balance established in developing tourism where all the parties involved are benefited. More effectively, the findings are a sign board to develop and enhance destination development policies, which can accurately regulate need based tourism development in a tourist destination.

Conclusion

In Community Impact Assessment, Conservation Effort (CE), Social Services (SS) and Social Issues (SI) show a weak performance. However, Economic Condition (EC) is confirmed with a positive influence. This result is a perfect consideration of injection of money into the local economy that outweighs social issues and social services and conservation effort. Definitely, it is a threat for the future sustainable development of the tourist destination as there is no balance established between and among the components of the destination's sustainability. Since Kerala is an exploring tourist destination, community receptivity is very evident due to euphoric thirst for foreign currency. Whenever the issues outweigh the monetary benefits, community antagonism will be the result. Since most of the tourist attractions have significant involvement in destination community, it is important to look into the improvement of the performance constructs such as Conservation Effort (CE), Social Service (SS) and Social Issues (SI). Based on the result of the study, it is also evident that community cost and benefit required measuring constructs represented by validated indicators separately, that provides cumulative information on the performance of tourism in the destination community. The indicator selected in the exploring tourist destination is not static as it evolves based on the changes taking place in the tourist destination. Also it is important to consider that performance of tourism in destination community is an ongoing monitoring system

as tourism, tourists, participating and non-participating community will continuously evolve over period.

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