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

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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 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, Destination sustainability and Quality of Life. This study is mainly considering primary data. The primary data were collected through closed structure questionnaire from 200 respondents in Kalkudah GN Division. The collected data were analysed by using univariate, correlation and regression analysis. Study found that Responsible Tourism practices have a significant positive relation with the Destination Sustainability, and satisfaction of community towards particular life domains. 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 life satisfaction. 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.

Keywords: Responsible Tourism, Sustainability, Quality of life, Community, Environmental

1. INTRODUCTION

The general concise is that an ideal tourism shall offer better holiday experiences for guests, good business opportunities for enterprises, and better quality of life for the communities in destinations. Responsible tourism includes four dimensions such as Economic Responsibility, Social responsibility, Cultural responsibility and Environmental Responsibility.

A series of discussion, 'alternative tourism' was emerged as socially responsible and environmentally conscious which defined as all forms of tourism which respect the host's natural, built, and cultural environments and the interests of all parties concerned. The term 'alternative tourism' was best replaced by 'Responsible Tourism' as the latter phrase was less ambiguous (Smith, 1992; Stanford, 2000).

Sri Lanka tourism plays an important role is in the area of employment generation. Technology can't ever substitute for the warm hospitality and friendliness of the human. It is precisely these characteristics, more habitual in the Asian region due to its inherent culture, that it is spearheading the growth of tourism in the Asian region. Sri Lanka is no exception, and our warm smile and hospitality has been our unique characteristic that has differentiated our product offering over the years.

The Sri Lanka government has identified some key destinations for tourism development and is promoting them for hotel and resort projects. There are some important destinations such as Kuchchaveli in Trincomalee district on the north-eastern coast, Passikudah on the east coast, Kalpitiya on the north western coast consisting of 14 different islands, and Dedduwa near the river Madhu Ganga located close to Bentota on the south western part of the nation.

Pasikudah, meaning "green-algae-bay" is situated in Eastern seaboard of Sri Lanka between Kalkudah and the Indian Ocean, approximately 35 kilometers from Batticaloa Town. The turquoise blue waters of the bay attract local and foreign tourist to this wide sandy place under the hot tropical sun to surf, swim or just frolic in the water. Fishing has been a traditional activity for residents of this area for many years. The peaceful conditions and clear waters that prevail within the inner reef lagoon make it ideal for swimming and exploring the shallow waters. However, this small town is affected due to the volatile security situation. Hopefully after the war conditions will improve further and make this town safe once again for travel to Sri Lanka.

A Responsible Tourism policy encompassing the socio-economic, cultural, and environmental sustainability of destinations which would also involve wide participation of stakeholders is the need of the hour. This is to ensure clean image, competitiveness and Quality of Life of communities at tourism destinations. Against this background, this research, in general, is aimed at exploring the impacts of Responsible Tourism practices and their role in the creation of sustainable communities and sustainable tourism destinations.

1.1 Problem Statement

Sri Lankan tourism is developing rapidly after the civil war. During war period government has spent huge amount of money to the island's military. After finished the war Government invests

huge amount of money to country's development activities, many industries getting benefit from that investments, government give more priority to tourism industry.

Nowadays Sri Lanka's economy highly depending on tourism sector. After the civil war tourist are increased more than 100% and the tourism contributing major amount in country's GDP. Tourism is earmarked as the most priority sector. 45 tourism zones have been introduced by Sri Lanka Tourism Development Authority including Passikudah and this Tourism destination earmarked by BOI.

There are lots of investors wish to invest in Passikudah Tourism destination because Pasikudah is identified as one of the attractive and safest beaches on the Island by many tourists. If investors want to do the successful business they should consider Responsible Tourism. Therefore, researches are important to develop Sustainable Tourism business in Passikudah. According to empirical evidence, very limited of the studies have focused on how Responsible Tourism impact on Destination sustainability and Quality of life of the community (Mathew&Sreejesh, (2017). Therefore, this study considers selecting Kalkudah GN Division of Batticaloa District at Sri Lanka. Because this type of study is still not conducted in Passikudah Tourism Destination. Hence there is an empirical knowledge gap in Batticaloa District regarding the impact of Responsible Tourism on Destination Sustainability and quality of Life of community in Passikudah.

1.2 Significance of the Study

The present study has great significance. First of all, the study findings provide an idea about the Responsible Tourism and Its impacts in order to provide key information to further research work in such areas. In the same way, the study grants knowledge and guidelines to that may be of help to Decision makers. Finally, this study provides an input to the investors, Hotel industry, Government and researchers in the areas Responsible tourism.

Research works are embarked upon with a view to extending the knowledge. The present study was therefore carried out with this same objective, especially in the field of Responsible Tourism. It has therefore, contributed to the extension of the knowledge in the following ways. First, the study has shown the predictive power of the selected factors, especially economic factors, Social factors, cultural factors and Environmental factors.

2. LITERATURE REVIEW

Tourism development frequently uses multiple terms like green tourism, fair trade tourism, sustainable tourism, ecotourism, alternative tourism etc. to depict its meaningful interventions

(Stanford, 2006). The general concise is that an ideal tourism shall offer better holiday experiences for guests, good business opportunities for enterprises, and better quality of life for the communities in destinations.

The MDGs are aimed to improve human well-being by reducing poverty, hunger, child and maternal mortality; ensuring education for all, controlling and managing diseases, tackling gender disparity, ensuring sustainable development, and pursuing global partnerships by 2015 (UNEP, 2012). At the same time, in many places the income produced by tourism development has outweighed the benefits for local populations or it is at the cost of local community (Akama, 1999; Manyara & Jones, 2009; Saarinen, Rogerson, & Manwa, 2011). This also led to cite tourism as 'pro-poor tourism' in underdeveloped countries (Gough, 2004; Iain & Sharma, 2008; Nelson, 2007; Paul & Manu, 2014; Roe, 2004; UNDP, 2012).

It is imperative that income is primarily intended to satisfy vital needs of individuals and to the satisfaction of requirements that ensure comfort; and ultimately the needs of leisure. Constanta (2009) opined that tourism can enhance Quality of Life. Holland (1993) established that tourism development is a positive function of the poor community's Quality of Life.

A study conducted in Shiraz, Iran investigated the effect of tourism upon Quality of Life and found that tourism has the positive effect on Quality of Life of residents (Aref, 2011). According to the study, the most significant tourism impacts are found to be linked with emotional wellbeing, community well-being, and income and employment whereas health and safety well-being was shows the least favourable in terms of the effect of tourism on Quality of Life.

Being a novel concept and recently initiated practice, there are only a few empirical evidences to prove the impacts of RT on Destination Sustainability. At the same time, positive impacts of tourism in this context are widely discussed especially using case studies. However, policy makers and researchers considered studies on meaningful impacts of responsible and sustainable tourism.

The Responsible Tourism (RT) conference in the Cape Town proposed a frame work called *'Cape Town Declaration'* for the implementation of Responsible Tourism where it defined Responsible Tourism as a three-tiered approach: firstly, tourism development should improve the QOL of destination communities; secondly, it should create better business opportunities, and finally, improved experiences for tourists (Frey & George, 2010). They concluded that these approaches have one in common: objective of minimizing negative social, economic, and environmental impacts whilst maximizing the positive effects of tourism development. Some studies at various places are given below.

Sri Lanka: Issue of beach boys was severe in Sri Lanka where tourists were hassled and local community and business were hugely disturbed by their indecent activities. Responsible Tourism programs strategically incorporated or employed them in various enterprises to get rid from a common crisis and contributed for social sustainability (Maelge, 2008).

Kerala: A study on the impacts of Responsible Tourism in Kerala invariably proved that RT has played a significant role in sustainability of destination (Goodwin & Rupesh, 2015). The public private participation strategy adapted by the Kerala Government effectively minimized social and environmental concerns; and improved local economic benefits. The study also reported that Kumarakom in Kerala has emerged as a model for sustainable tourism development.

Researchers have grouped impacts of tourism into four distinct categories: economic; social; environmental, and cultural. These impacts can be related to triple bottom line dimension of destination sustainability. Studies observed that these impacts have significant influence on Quality of Life of local residents (Aspinal, 2006; Jurowski & Gursoy; 2004, and Kim, 2002).

A study conducted in the Jumbo Glacier all season ski resort in the East Kootenay region of British Columbia indicated that there is a significant difference between the pre- and post-scenario quality of lives of the residents, implying that the respondents perceived their Quality of Life lowered after the development of the proposed resort (Aspinall, 2006).

Kim, (2002) established that relationship between the environmental impact of tourism and the satisfaction; with health and safety well-being and the relationship between cultural impact of tourism; and the satisfaction with emotional well-being were strongest in the decline stage of tourism development.
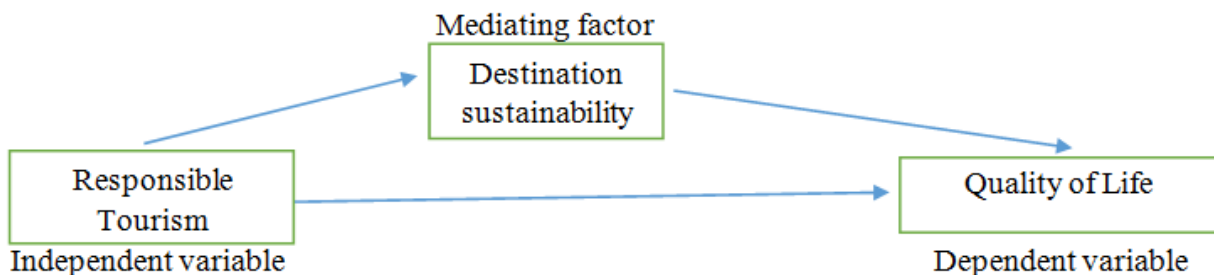
2.1 Conceptual Framework

Figure 01: Conceptual framework

The diagram shoes the conceptualization framework. It includes three variables such as responsible tourism (independent variable), destination sustainability (mediating variable) and quality of life (dependent variable). Responsible tourism is impacting to the community's Quality of life while Destination sustainability acting as a mediating factor.

The review of residents' perceptions of Responsible tourism studies discloses four critical aspects which are the economic, social and cultural and environmental dimensions (Mathew & Sreejesh, 2017; Abdollahzadeh & Sharifzadeh, 2014; Allen, Long, Perdue, & Kieselbach, 1988). Responsible destination planning and responsible environmental practice were got from Hafiz et al. (2014) and Ridderstaat, Croes, & Nijkamp (2014) for community's quality of life dimension.

3. RESEARCH METHODOLOGY

Quantitative research method was utilized in this study for analyzing the collected data statically and numerically. In this study, the researcher sought to establish the impact of Responsible tourism on destination sustainability and quality of life of community.

Research philosophy depends on the way that researcher think about the development of knowledge. This seems rather profound, and not something to which researcher would normally give much thought. Yet the way researcher thinks about the development of knowledge affects, albeit unwittingly, the way researcher goes about doing research. Three views about the research process dominate the literature as positivism, interpretivism and realism (Saunders, Lewis & Thronhill, 2003).

This study design used a deductive research approach by examining the impact of independent variable on dependent variables. Deductive research approach, in which researcher develop a theory and hypotheses and design a research strategy to test the hypotheses (Saunders et al., 2003). Based on this approach the variables such as Responsible Tourism, Destination Sustainability and Quality of life of community are well defined and explain relationship, develop hypotheses as well as test the hypotheses and collection of quantitative data and measured. Therefore, this study has used quantitative deductive approach.

Research strategy will be a general plan of how go about answering the research questions researcher have set. It will contain clear objectives, derived from the questions, specify the source from which researcher intend to collect data and consider the constraints that will inevitably have (Saunders *et al.,* 2003).

This study was a cross sectional one in the time horizon, because data were collected one from the

respondents for just one time.

Sample selection is very important process in conducting a research because in any research it is very difficult to examine whole population. At the same time, when select a sample research should take more care because the finding taken through analysing the sample is common for whole population. In this research the researcher considers the community of Kalkudah GN division. There are 1196 residents living above 18 years old age limit. A total of 220 respondents completed the survey questionnaire. However, only 200 responses (88%) were usable for the data analysis.

The main instrument of data collection in this study was questionnaire. The questionnaire consisted of two main sections: Section 1- Personal information and Section 2: Study information.

Type of data analysis and evaluation are determined by the research problem and research questions. In this study univariate, Bivariate and regression analysis were used to analyze and evaluate the data.

Data was analyzed using descriptive analysis, frequency analysis, Pearson coefficient correlation analysis and regression analysis of sample from SPSS software application.

The researcher computed the reliability for multi-item opinion questions using SPSS computer software. The items were tested using Cronbach's alpha.

Decision rule: Reliability analysis

Table 3.1 Decision Rule for Univariate Analysis

Range	Decision Attributes
CAC ≥ 0.9	Excellent
0.8 ≤ CAC <0.9	Good
0.7 ≤ CAC <0.8	Acceptable
0.6 ≤ CAC <0.7	Questionable
0.5 ≤ CAC <0.6	Poor
CAC < 0.5	Unacceptable

(Source: George & Mallery, 2003)

3.1 Univariate analysis and evaluation

This study evaluated the level of individual characteristic of dimensions by using following criteria. Decision criteria for Univariate analysis

Objective 1: To determine the level of Responsible Tourism (RT), Destination sustainability and Quality of life in Tourism Destination in Passikudah.

Table 3.2 Decision Rule for Univariate Analysis

Range	Decision attributes
1≤ Xi ≤ 2.5	Low level in Responsible Tourism, Destination Sustainability and Quality of Life
2.5< Xi ≤3.5	Moderate level in Responsible Tourism, Destination Sustainability and Quality of Life
3.5< Xi ≤.5.0	High level in Responsible Tourism, Destination Sustainability and Quality of Life

(Source: Developed for the study purpose)

Where Xi = mean value of a variable

3.2 Bivariate analysis and evaluation

This study assessed the significant relationship of study variables, if the respective p-value is less than 0.05. However, the correlation is considered meaningful to an extent as indicated in the following table.

Decision criteria for correlation analysis

Table 3.3 Decision Rule for Univariate Analysis

Range	Decision Attributes
r= 0.5 to 1.0	Strong positive relationship
r= 0.3 to 0.49	Moderate positive relationship
r= 0.1 to 0.29	Weak positive relationship
r= -0.1 to -0.29	Weak negative relationship
r= -0.3 to -0.49	Moderate negative relationship
r= -0.5 to -1.0	Strong negative relationship

(Source: Senthilnathan & Tharmi, 2012)

Note: - If the range of r is -0.1<r>+0.1 it implies no correlation between two variables.

Simple linear regression analysis and interaction effect Simple regression analysis was carried out to find out the impact of several independent variables on dependent variable.

Decision criteria for the results of Regression

p>=0.05: There is no influence of independent variables on dependent variables.
p>=0.05: There is an influence of independent variables on dependent variables.

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Socio Demographic Characteristics

Personal information consists the demographic information of 200 Residents' such as, Village, gender, age, and Years of residency

Table 4.1 Distribution of Village of Respondents

Demographic Factor	Classification	No.of Respondents	Percentage (%)
Village	Kalkudah	50	25%
	Passikudah	42	21%
	Pattiyadichenai	33	16.5%
	Valaivadi	33	16.5%
	GTZ	17	8.5%
	Karungalicholai	25	12.5%
	Total	200	100%

(Source: Survey Data)

Table 4.2 Gender Distribution of Respondents

Demographic Factors	Classification	No. of respondents	Percentage (%)
Gender	Male	135	67.5%
	Female	65	32.5%
	Total	**200**	**100%**

(Source: Survey Data)

Table 4.3 Age Distribution of Respondents

Demographic Factors	Classification	No. of respondents	Percentage (%)
Age	18-30 Years	105	52.5%
	30-50 Years	66	33.0%
	Above 50Years	29	14.5%
	Total	**200**	**100%**

(Source: Survey Data)

Table 4.4 Age Distribution of Respondents

Demographic Factors	Classification	No. of Respondents	Percentage (%)
Years of Residency	1-10	34	17%
	10-20	65	32.5%
	20-30	50	25%
	Above 30	51	25.5%
	Total	**200**	**100%**

(Source: Survey Data)

4.2 Data Presentation and Analysis of Research Objectives

4.2.1 Mean and Standard deviation of Responsible tourism, Destination sustainability and Quality of Life

Table 4.5 Overall Values for Responsible Tourism

Dimensions	Mean	Std. Deviation
Economic Responsibility	4.27	0.51
Social Responsibility	4.23	0.56
Cultural Responsibility	4.02	0.57
Environmental Responsibility	3.82	1.05
Responsible Tourism	**4.07**	**0.48**

(Source: Survey Data)

Table 4.5 shows Responsible Tourism the practices including four dimensions such as Economic Responsibility, Social Responsibility, Cultural Responsibility and Environmental Responsibility. These dimensions have the mean values of 4.27, 4.23, 4.02 and 3.82 respectively. And the overall mean value of Responsible Tourism is 4.07 it is deviated from 0.48. It shows that the Responsible Tourism practices are in higher level in a selected Destination.

Table 4.6 Overall Frequency Level of Responsible Tourism

Level	Frequency	Percentage (%)
Moderate level	27	13.5%
High level	173	86.5%
Total	**200**	**100%**

(Source: Survey Data)

Table 4.6 illustrates the overall frequency level of Responsible Tourism. It is also noted that among 200 respondents about 86.5% of respondents have high level and 13.5% of respondents have moderate level in determining the level of Responsible Tourism.

Table 4.7 Mean and standard deviation of Destination Sustainability

Dimensions	Mean	Std.Deviation
Economic Sustainability	4.27	0.45
Social Sustainability	3.68	1.35
Cultural Sustainability	4.12	0.57
Environmental Responsibility	3.82	1.05
Destination sustainability	4.05	0.50

(Source: Survey Data)

Table 4.7 shows the Destination Sustainability practices including four dimensions such as Economic Sustainability, Social Sustainability, Cultural Sustainability and Environmental Sustainability These dimensions have the mean values of 4.27, 3.68, 4.12 and 3.82 respectively. And the overall mean value of Destination Sustainability is 4.05 it is deviated from 0.50. It shows that the Destination Sustainability practices are in higher level in a selected Destination.

Table 4.8 Overall Frequency Level of Destination Sustainability

Level	Frequency	Percentage (%)
Moderate level	27	13.5%
High level	73	86.5%
Total	**200**	**100.0**

(Source: Survey Data)

Table 4.8 illustrates the overall frequency level of Destination Sustainability. It is also noted that among 200 respondents about 86.5% of respondents have high level and 13.5% of respondents have moderate level in determining the level of Destination Sustainability.

Univariate analysis was used to evaluate the objective Three. For this analysis mean values and standard deviation of the variables were taken into consideration in order to find out the level of Quality of Life in Tourism destination in Passikudah.

Table 4.9 Overall Values for Quality of Life

Dimensions	Mean	Std.Deviation
Material wellbeing	4.24	0.44
Community wellbeing	4.20	0.49
Emotional wellbeing	4.07	0.53
Health and Safety wellbeing	4.14	0.48
Quality of life	**4.15**	**0.36**

(Source: Survey Data)

Table 4.9 shows the Quality of Life practices including four dimensions such as Material Well-being, Community Well-being, Emotional Well-being and Health and Safety Well-being. These dimensions have the mean values of 4.24, 4.20, 4.07 and 4.14 respectively. And the overall mean value of Quality of Life is 4.15 it is deviated from 0.36. It shows that the Quality of Life practices are in higher level in a selected Destination.

Table 4.10 Overall Frequency Level of Quality of Life

Level	Frequency	Percentage (%)
Moderate level	5	2.5%
High level	195	97.5%
Total	**200**	**100.0%**

(Source: Survey Data)

Table 4.10 illustrates the overall frequency level of Quality of Life. It is also noted that among 200 respondents about 97.5% of respondents have high level and 2.5% of respondents have moderate level in determining the level of Quality of Life.

4.2.2 Correlation

Table 4.11 Correlation between Responsible Tourism, Destination Sustainability and Quality of Life

Variables	Relationship	
	Quality Of Life	**Destination Sustainability**
Economic responsibility	Strong positive	Strong positive
Social responsibility	Strong positive	Strong positive
Cultural responsibility	Medium positive	Weak positive
Environmental responsibility	Weak positive	Strong positive
Overall Responsible Tourism	**Strong positive**	**Strong positive**
Economic sustainability	Strong positive	1
Social sustainability	Weak positive	
Cultural sustainability	Strong positive	
Environmental sustainability	Strong positive	
Overall destination sustainability	**Strong positive**	

(Source: Survey Data)

**Table 4.12 Correlation Analysis between Responsible Tourism,
Destination Sustainability and Quality of Life**

Variables		Responsible tourism	Destination sustainability
Quality of life	Pearson correlation	0.652	0.698
	Sig. (2-tailed)	0.000	0.000
	Hypothesis	H1	H3
Destination sustainability	Pearson correlation	0.853	1
	Sig. (2-tailed)	0.000	
	Hypothesis	H2	

(*Source: Survey Data*)

H1: Responsible Tourism is positively related to Quality of Life

The significant is at 0.00 level (0.000< 0.01) and coefficient of correlation (Pearson correlation, r) is 0.652, it is found as a Strong positive correlation because the "r" is greater than 0.5. It indicates that the correlation was significant and relationship is linearly correlated. Therefore, reject H0 and accept H1.

H2: Responsible Tourism is positively related to Destination Sustainability.

The significant is at 0.01 level (0.000< 0.01) and coefficient of correlation (Pearson correlation, r) is 0.853, it is found as a Strong positive correlation because the "r" is greater than 0.5. It indicates that the correlation was significant and relationship is linearly correlated. Therefore, reject H0 and accept H1

H3: Destination Sustainability is positively related to Quality of Life.

The significant is at 0.01 level (0.000< 0.01) and coefficient of correlation (Pearson correlation, r) is 0.698, it is found as a Strong positive correlation because the "r" is greater than 0.5. It indicates that the correlation was significant and relationship is linearly correlated. Therefore,

reject H0 and accept H1

4.2.3 Regression Analysis

Bivariate analysis is used to measure the objective. Under the simple liner regression was used to measure the impact of Responsible Tourism on Quality of life.

Objective 7: To determine the impact of Responsible Tourism on Quality of life in Tourism Destination in Passikudah.

4.2.3.1 Impact of Responsible Tourism on Quality of life

Table 4.13 Model summary of Responsible Tourism and Quality of life

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.652[a]	0.426	0.423	0.27156
a. Predictors: (Constant), Responsible Tourism				

(*Source: Survey Data*)

Based on the Table 4.13 the "R Square" statistic indicated that the 42.6% of the variation in the Quality of Life explained by Responsible Tourism. In other words, the independent variables of Responsible Tourism in the regression model account for 42.6% of the total variation in the Quality of Life. Adjusted R – Square is 0.423 which implies that 42.3% of change in Quality of Life is explained by Responsible Tourism.

Table 4.14 Coefficient of Determinations Responsible Tourism on Quality of life

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.172	.165		13.182	.000
	Responsible Tourism	.487	.040	.652	12.115	.000
a. Dependent Variable: Quality of life						

(*Source: Survey Data*)

Table 4.14 shows the significance of p value is 0.000(P< 0.05). The unstandardized constant statistic is 2.172 it shows that the model would predict if all of the independent variables were zero. Regression result indicate that b value of Responsible Tourism is 0.487 its means if Responsible Tourism increased by one-point Quality of Life increased by 0. 487. Significant of t value is 0.000 it is less than 0.05 and the beta value is 0. 652.

Based on the evidence it is concluded that Responsible Tourism is positively impact on Destination Sustainability. It is concluded that Responsible Tourism practice is positively and significantly impact on community's Quality of Life. Therefore, reject H_0 and accept H_1

H4: Responsible Tourism is significantly and positively impact on Quality of Life

Y = 2.172 +0.487 X1 +Ɛ

Objective 8: To determine the impact of Responsible Tourism on Destination Sustainability in Tourism Destination in Passikudah

4.2.3.2 Impact of Responsible Tourism on Destination Sustainability

Table 4.15 Model summary of Responsible Tourism and Destination Sustainability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.853	0.727	0.726	0.26123
a. Predictors: (Constant), Responsible Tourism				

(*Source: Survey Data*)

Based on the Table 4.15 the "R Square" statistic indicated that the 72.7% of the variation in the Destination Sustainability explained by Responsible Tourism. In other words, the independent variables of Responsible Tourism in the regression model account for 72.7% of the total variation in the Destination Sustainability. Adjusted R – Square is 0.726 which implies that 72.6% of change in Destination Sustainability is explained by Responsible Tourism.

**Table 4.16 Coefficient of Determinations Responsible
Tourism on Destination Sustainability**

Model		B	Std. Error	Beta	t	Sig
1	(Constant)	.434	.158		2.736	.007
	Responsible Tourism	.889	.039	.853	22.979	.000
a. Dependent Variable: Destination sustainability						

(*Source: Survey Data*)

Table 4.16 shows the significance of p value is 0.000(P< 0.05). The unstandardized constant statistic is 0.434 it shows that the model would predict if all of the independent variables were zero. Regression result indicate that b value of Responsible Tourism is 0.889 Its means if Responsible Tourism increased by one-point Destination

Sustainability increased by 0. 889. Significant of t value is 0.000 it is less than 0.05 and the beta value is 0. 853. Based on the evidence it is concluded that Responsible Tourism is positively impact on Destination Sustainability. It is concluded that Responsible

Tourism practice is positively and significantly impact on community's Destination Sustainability. Therefore, reject H0 and accept H1

H5: Responsible Tourism is significantly and positively impact on Destination Sustainability

Y= 0.434 +0.889 X1+Ɛ

Objective 9: To determine the impact of Destination Sustainability on Quality of life in Tourism Destination in Passikudah

4.2.3.3 Impact of Destination Sustainability on Quality of life

Table 4.17 Model summary of Destination Sustainability and Quality of life

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.698[a]	0.487	0.485	**0.25664**
a. Predictors: (Constant), Destination sustainability				

(Source: Survey Data)

Based on the Table 4.17 the "R Square" statistic indicated that the 48.7% of the variation in the Quality of Life explained by Destination Sustainability. In other words, the independent variables of Destination Sustainability in the regression model account for 48.7% of the total variation in the Quality of Life. Adjusted R – Square is 0.485 which implies that 48.5% of change in Quality of Life is explained by Destination Sustainability.

Table 4.18 Coefficient of Determinations Destination Sustainability on Quality of life.

Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.129	.149		14.308	.000
Destination sustainability	.500	.036	.698	13.713	.000
a. Dependent Variable: Quality of life					

(Source: Survey Data)

Table 4.18 shows the significance of p value is 0.000(P< 0.05). The unstandardized constant statistic is 2.129 it shows that the model would predict if all of the independent variables were zero. Regression result indicate that b value of Destination Sustainability is 0.500 its means if Destination Sustainability increased by one- point Quality of Life increased by 0. 500. Significant of t value is 0.000 it is less than 0.05 and the beta value is 0. 698. Based on the evidence it is concluded that Destination Sustainability is positively impact on Quality of Life. It is concluded that Destination Sustainability practice is positively and significantly impact on community's Quality of Life. Therefore, reject H_0 and accept H_1

H6: Destination Sustainability is significantly and positively impact on Quality of Life

Y =2.129+0.5 X1+ Ɛ

4.2.3.4 Multiple regression and interaction effect

Objective 10: Determine the impact of Responsible Tourism and Destination Sustainability on Quality of life in Tourism Destination in Passikudah.

**Table 4.19 Model summary of Responsible Tourism and
Destination Sustainability on Quality of life**

Model summery				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736ᵃ	.542	.535	.24366
a. Predictors: (Constant), Responsible_Destination_centered, Destination sustainability centered, Responsible Tourism centered				

(Source: Survey Data)

Based on the Table 4.19 the "R Square" statistic indicated that the 54.2% of the variation in the Quality of Life explained by Responsible Tourism and Destination Sustainability. In other words, the independent variables of Responsible Tourism and mediating factor Destination Sustainability in the regression model account for 54.2% of the total variation in the Quality of Life. Adjusted R – Square is 0.535 which implies that 53.5% of change in Quality of Life is explained by Responsible Tourism and Destination Sustainability

**Table 4.20 Coefficient of Determinations Responsible Tourism and Destination
Sustainability on Quality of life**

	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	5.989	.937		6.392	.000
	Responsible_Destination cantered	.253	.059	2.668	4.302	.000
a. Dependent Variable: Quality of life						

(Source: Survey Data)

Table 4.20 shows the significance of p value is 0.000(P< 0.05). The unstandardized constant statistic is 5.989 it shows that the model would predict if all of the independent variables were zero. Regression result indicate that b value of Responsible Destination is 0.253 its means if Responsible Tourism and Destination Sustainability increased by one-point Quality of Life increased by 0. 253. Significant of t value is 0.000 it is less than 0.05 and the beta value is 2.668. Based on the evidence it is concluded that Responsible Tourism and Destination Sustainability Are Positively impact on Quality of Life. It is concluded that Responsible Tourism and Destination Sustainability practices are positively and significantly impact on community's Quality of Life.

Y = 5.989 +0.253 X1+ Ɛ

H7: *Destination Sustainability is mediating between Responsible Tourism and Quality of Life*

4.3 Overall View of Univariate Analysis

Table 5.21 Overall View of Univariate Analysis

Variables and Dimension	No.of Respondents	Mean	Std. Deviation	Level of Contribution
Economic Responsibility	200	4.27	0.51	High level
Social Responsibility	200	4.23	0.56	High level
Cultural Responsibility	200	4.02	0.57	High level
Environmental Responsibility	200	3.82	1.05	High level
Responsible Tourism	**200**	**4.07**	**0.48**	**High level**
Economic Sustainability	200	4.27	0.45	High level
Social Sustainability	200	3.68	1.35	High level
Cultural Responsibility	200	4.12	0.57	High level
Environmental Responsibility	200	4.03	0.50	High level
Destination Sustainability	**200**	**4.05**	**0.50**	**High level**
Material Well being	200	4.24	0.44	High level

Community Well being	200	4.20	0.49	High level
Emotional Well being	200	4.07	0.53	High level
Health and Safety Well being	200	4.14	0.48	High level
Quality of Life	**200**	**4.15**	**0.36**	**High level**

(Source: Survey Data)

Table 4.22 Summary of Hypotheses

Hypotheses	R	R_2	Sig	Results
H1	0.652		0.000	Accept
H_2	0.853		0.000	Accept
H_3	0.698		0.000	Accept
H4	0.652	0.426	0.000	Accept
H5	0.853	0.727	0.000	Accept
H6	0.698	0.487	0.000	Accept
H7	0.736	0.542	0.000	Accept

(Source: Survey Data)

5. SUMMARY OF FINDINGS, CONCLUSIONS AND RECCOMENDATIONS

5.1 Summary of Findings

The majority of the respondents in this study were male (67.5%), indicating that more males than females are involved in this survey because of the social issues females hesitates to participated in this survey. Majority (52.5%) of respondents who are in under 18- 30 years' category.

The findings revealed that there was strong positive correlation between responsible tourism and Quality of life, strong positive correlation between Responsible tourism and Destination sustainability and strong positive relationship between destination sustainability and quality of life as shown by a correlation figure of 0.652, 0.853 and 0.698 respectively.

Overall responsible tourism and quality of life shows the strong positive correlation but cultural and environmental responsibility shows medium positive and weak positive relationship with Quality of life.

Overall responsible tourism and destination sustainability and quality of life shows the strong positive relationship but cultural responsibility shows the weak positive relationship with quality of life.

Finally, overall destination sustainability and quality of life shows the strong positive relationship even though social sustainability and quality of life have weak positive relationship.

From the findings, 42.3% quality of life is impact by responsible tourism, 72.6% of destination sustainability impact by responsible tourism, 48.5 % of quality of life impact by destination sustainability and 53.5% of quality of life impact by responsible tourism and destination sustainability.

5.2 Conclusion

This study explains 53.5% Quality of life is attributed to combination of two variables (Responsible tourism and Destination sustainability). A further 46.5% quality of life is attributed to other factors not investigated in this study.

Study found that local residents' positive opinion about responsible tourism practices have a significant positive relation with the destination sustainability perceived by the local community, and quality of life of community. And also, overall quality of life is derived from destination sustainability and responsible tourism initiatives. Study showed that sustainability of the destination is positive functions of quality of life of local residents. It was found that perceived responsible tourism practices are a predictor of overall quality of life of an individual. Also, the mediating role of destination sustainability calls for the increased attention on the creation of sustainable livelihood, community engagement and employment opportunities. This can have significant contribution towards sustainable destination management.

Destination sustainability is the one of the main reason for the success of tourism in passikudah tourism destination. Because before tsunami the residents of passikudah people were very poor compare than now and also after the civil war there are huge investors came to invest on tourism industry of passikudah and also they consider the people of that area so surrounding area people get employment opportunities after that their living standard has been improved still the tourism industry keeping sustainability while taking decisions that's the reason for community engagement.by fulfilling the needs of society passikiudah tourism industry also getting benefits for instance low labour cost and other cost reduction.

5.3 Recommendations for Further Reading

To conclude, the residents' perceptions of tourism development include the economy, social, cultural and environment as the key contributing factors that directly influence their quality of life. Most of the tourism studies reported that tourism development delivered positive effects in local communities. These included economic benefits such as employment, use of local services and products, small businesses and also providing benefits to local education, health, and transport and conservation initiatives.

Furthermore, the residents believe that responsible tourism is creating positive impacts on their lifestyle. This can be seen through the success of the European and African nations in conducting restoration programs by practicing responsible tourism development.

The responsible tourism policy should include responsible destination planning and responsible environmental practice. In answering the research question, the results from the analysis show that RT has a direct effect on the destination sustainability and quality of life. Thus, essentially this study objective was achieved. This finding is similar to several past studies conclusion on the significant relationship between tourism development impact, quality of life and RTP (Frey & George, 2010; Hafiz et al., 2014; Scheyvens, 1999; Sirgy & Lee, 1996). This proposition suggested that the strength of the relationship between responsible tourism and quality of life would be stronger .and also destination sustainability also have very strong positive relationship with quality of life.

Empirically, this study shows similarities with other previous researches and thus significantly contributes new results and strengthens the existing body of knowledge both in conceptual and empirical research. As a conclusion, this study highlighted that Responsible tourism influences residents' quality of life while destination sustainability acting as a mediating factor. Therefore, the residents, officials, and other tourism stakeholders (government, tourism industry, investors and other stakeholders) should make a proactive effort to promote Responsible tourism in their current and future national tourism development.

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