

COMMUNITY PERCEPTION OF TOURISM PLANNING IMPACT: A CASE STUDY OF BANDUNG INDONESIA

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Abstract

The development of tourism in Bandung City is inseparable from meticulous tourism planning. However, the extent to which such planning impacts the quality of life of local residents remains a question. This study aims to fill this gap by conducting an in-depth examination of Bandung citizens' perceptions of the impacts of tourism planning on their quality of life, considering the environmental, socio-cultural, economic, and overall quality of life dimensions. Google Forms were employed as the data collection instrument. The online distribution of questionnaires enabled broader participation from various segments of the population. Data obtained from Google Forms were processed and statistically analyzed using IBM SPSS Statistics 27 to determine the extent to which the research dimensions, such as environmental impacts, socio-cultural impacts, economic impacts, and overall quality of life, are influenced by tourism planning in Bandung City. The analysis results indicate that Bandung's tourism planning has significantly contributed to improving the quality of life and economic conditions for a portion of the population. Nevertheless, there is a need for improvements in environmental management, socio-cultural aspects, and the equitable distribution of economic benefits. A more comprehensive and sustainable planning approach is required to optimize the positive impacts and mitigate the negative consequences of tourism.

Keywords: Community Perception, Tourism Impacts, Tourism Planning

A. INTRODUCTION

Tourism has become one of the most important economic sectors in the world, including in Indonesia. Bandung, as one of the popular tourist destinations in Indonesia, has experienced rapid growth in the tourism sector in recent years (Ramadhani, 2021). This growth cannot be separated from the existence of mature tourism planning. Tourism planning is a strategic process that aims to develop and manage tourist destinations to optimize economic, social, and environmental benefits, by involving a comprehensive assessment of the resources, attractions, and infrastructure of the destination, as well as the formulation of policies and strategies to support tourism development (Satria, 2023).

Planning itself can be interpreted as a series of structured ideas and principles to control the spatial distribution of human activities over time (Rahmafritria et al., 2020). Tourism planning is defined as a systematic process involving various stakeholders in designing, implementing, and evaluating tourism activities to achieve certain goals, such as increasing local income, creating jobs, and preserving the environment.

The modern tourism planning paradigm has undergone a significant shift, influenced by the ideology of development, where the planning process is carried out with a strong emphasis on the principles of sustainability. The latest tourism planning models consistently integrate sustainability dimensions into strategic visions. This is reflected in efforts to increase the competitiveness of destinations by providing high-quality tourism experiences, improving the quality of life of local communities, and optimizing the use of natural and cultural resources owned by tourist destinations (Salazar & Cardoso, 2019).

Although tourism planning plays a very important role in the development of the tourism sector, its impact on the lives of local communities is still an interesting question to study. Several studies have shown that tourism can have both positive and negative impacts on communities. Positive impacts include increasing community income, creating jobs, and improving welfare. Tourism can be a catalyst in local economic development through job creation, increasing income, and encouraging infrastructure investment (Akama & Kieti, 2007).

However, on the other hand, tourism can also cause various problems such as environmental damage, socio-cultural changes, and increasing social inequality (Fahlevy & Saputri, 2019). The impact of tourism that is not managed wisely can lead to the erosion of traditional values, social conflict, and environmental degradation, which ultimately harms the local community itself (Brunt & Courtney, 1999).

Tourism offers a variety of opportunities such as tax revenue, economic diversification, festivals, restaurants, natural and cultural attractions, and outdoor recreation opportunities (Anom & Suryasih, 2024). However, there are concerns that tourism can also have a negative impact on quality of life. These include overcrowding, traffic and parking problems, increased crime rates, rising living costs, friction between tourists and residents, and changes in the way of life of local communities (Tovar et al., 2022).

Therefore, this study aims to examine how local people in Bandung City perceive the extent of the impact of tourism planning on their quality of life. This study will analyze the impact of tourism planning from various dimensions, namely environmental, socio-cultural, economic, and quality of life dimensions.

B. LITERATURE REVIEW

Impact of Tourism Planning

Effective tourism planning has a significant impact on improving the quality of life of local communities. Good tourism planning can create jobs, generate income, and encourage the development of infrastructure that not only supports the tourism sector but also improves the daily quality of life of local residents (Tavallae et al., 2014). Infrastructure support such

as roads, clean water systems, and health services that were initially built for tourists also provide long-term benefits to local communities.

In addition, according to (Ritchie, 2003), community involvement in the planning process is very important. Community participation not only ensures that their needs and aspirations are taken into account, but also encourages a sense of ownership and pride in their cultural and natural heritage. This can contribute to psychological and social well-being. When tourism is well managed and local communities benefit economically, perceptions of tourism tend to be positive, which is closely related to an increase in perceived quality of life. Conversely, poor planning can lead to problems such as overtourism, environmental damage, and social inequality, which ultimately reduce the quality of life of the community (Fatimah et al., 2024).

Therefore, sustainable and inclusive tourism planning is very important to improve the quality of life of the community holistically, covering economic, social, cultural, and environmental aspects.

1. Environmental Dimensions

The impact of tourism on the environment is very significant and has the potential to have a negative impact if not anticipated properly. In this case, tourism planning is very crucial to handle or prevent environmental damage due to tourism activities. Furthermore, effective tourism planning can help handle the negative impacts of this sector, especially on the environment and society (Almeida et al., 2017). Environmental quality is an important aspect of the quality of life of the community and is vulnerable to the effects of tourism activities. This study can adopt the framework proposed by Andereck et al. (2005a) which divides the impact of tourism into three main dimensions: economic, socio-cultural, and environmental. Focusing on the environmental dimension can include community perceptions of changes in air quality, water, waste management, landscape beauty, and the availability of green open spaces. This is in line with the findings of Liu & Var (1986) in Almeida García et al. (2015) which revealed that local communities feel the negative impacts of tourism on the quality of their environment, such as increased congestion and pollution (Almeida García et al., 2015). In addition, Andereck et al. (2005a) found that communities who perceive the positive impacts of tourism on the local economy tend to be more tolerant of potential negative environmental impacts. However, in the context of Bandung City, this study will explore whether communities feel that tourism planning has adequately considered environmental aspects. Ap (1992) in Diogo Teixeira & J. Cadima Ribeiro (2019) argues that community perceptions of environmental impacts are an important indicator for assessing the success of tourism planning.

2. Socio Cultural Dimensions

Mass tourism with high intensity and sustainability has the potential to impact the socio-cultural aspects of local communities. This is due to the continuous interaction that occurs over a long period of time between foreign tourists and local communities. As highlighted by Ogorelc (2009) in (Rudmi et al., 2016), the socio-cultural impacts

of tourism are formed due to direct contact between local communities and tourists. Tourism has a complex and multidimensional impact on the quality of life of the community, especially on the social and cultural aspects. Good planning can encourage the preservation of local culture, increase intercultural interaction, and create a sense of pride and identity within the community. Tourism can be a means of revitalizing traditions, arts, and crafts, and supporting the continuity of endangered cultural practices. However, poor planning can lead to the commodification of culture, where traditions and customs are simplified and exploited for commercial gain, which can ultimately damage the authenticity and meaning of the culture. In addition, large influxes of tourists have the potential to cause social friction, changes in social structures, and even crime.

3. Economy Dimensions

Effective tourism planning has been recognized as an important factor in maximizing the positive impacts of tourism on the quality of life of local communities, especially in economic aspects. Various studies have shown that comprehensive and participatory planning can contribute to increased income, job creation, and local business development. According to Andriotis (2001), good tourism planning should involve local communities in the decision-making process to ensure that economic benefits are distributed fairly and sustainably. This is in line with the theory of sustainable tourism development which emphasizes the importance of a balance between economic, social, and environmental aspects (Bramwell & Lane, 2003). Research conducted by Nunkoo & Ramkissoon (2011) shows that community perceptions of the economic impacts of tourism significantly influence their support for future tourism development. When local communities perceive that tourism provides tangible economic benefits, such as increased income and business opportunities, they are more likely to support the development of this sector. However, unplanned tourism with too rapid growth can lead to income inequality, negative socio-cultural impacts, and excessive dependence on the tourism sector (Woo et al., 2018).

4. Dimensions of Quality of Life

Tourism planning can play a vital role in ensuring that tourism contributes to the overall well-being of communities. Effective tourism planning can enhance community life satisfaction by providing economic opportunities, improving public facilities, and supporting the preservation of local culture (Andereck et al., 2005). In addition, Woo et al. (2015) argue that the impacts of tourism on quality of life are multidimensional, encompassing economic, socio-cultural, and environmental aspects, which are interrelated and can vary depending on the level of community involvement in the planning process. Therefore, it is important to adopt a comprehensive and participatory approach to tourism planning, which takes into account the voices and needs of local communities. A community-based approach, as suggested by Tosun (2006), emphasizes empowering local communities in

decision-making and equitable sharing of tourism benefits, which can result in more significant improvements in quality of life.

C. RESEARCH METHODOLOGY

This study uses descriptive statistical methods to analyze the data. Descriptive statistics serve to provide an overview of sample data without drawing conclusions that can be generalized to the population from which the sample originated. Types of analysis in descriptive statistics include measuring central tendencies (Mean, Median, Mode), measuring variability (Range, Standard Deviation, Variance, and Covariance), and measuring relationships (Scatter Plot and Relationship Coefficient) (Rahmadi, 2011). In this study, the analysis used includes the average (mean), standard deviation, and percentage frequency.

The data collection instrument used was Google Form. The questionnaire was distributed online via Google Form, allowing for wider participation from various communities. The research instrument consisted of 24 questions with 6 questions on each research dimension that reflected the impact that should be felt by the community through tourism planning. The environmental dimension includes: Development of tourism infrastructure (hotels, restaurants, etc.) does not damage the natural environment and agricultural land, increasing the number of tourists does not cause environmental pollution, tourism activities do not put pressure on natural resources such as clean water, tourism activities do not cause uncontrolled traffic congestion, tourism activities encourage local nature conservation, there is a good waste management program in the tourist area. The socio-cultural dimension includes interaction with foreign tourists does not change the traditional values of the community, tourism does not cause the loss of local cultural identity, tourist behavior is in accordance with local community norms, tourism becomes a means of promoting local culture, there are efforts to preserve cultural heritage, tourism improves the image of the city of Bandung. The economic dimension includes tourism creating new jobs for local communities, community income increases due to new business opportunities, tourism contributes to regional economic growth, most people enjoy the benefits of tourism, there is no increase in land prices and basic goods due to tourism, there is no exploitation of labor by tourism entrepreneurs. The overall quality of life dimension includes, tourism improves the quality of life of the community as a whole, community access to public facilities is better, tourism provides opportunities for self-development, tourism reduces poverty levels in the community, public health improves thanks to better health facilities, and community education levels increase.

The data obtained through Google Form was processed and analyzed statistically with the help of the IBM SPSS Statistics 27 program using the following formula.:

Rata-rata

Description: \bar{X} = Average
 f_i = Frequency of data to i
 f_{ixi} = Multiplication of frequency
and data value

N = Number of respondents

Standard Deviation

$$\sqrt{\frac{\sum Fx^2}{N} - \left(\frac{\sum Fx}{N}\right)^2}$$

Description: SD = Standard deviation

F = Frequency

N = Number of respondents

Persentase Frekuensi

%

Description: P = Percentage

F = Frequency

N = Number of respondents

D. RESULTS AND DISCUSSIONS

This study involved 108 respondents living in Bandung City with diverse demographic characteristics. Respondents were dominated by men (64.8%) while women (35.2%). The age range of respondents was mostly in the 18-22 years category (48.1%) followed by 23-28 years (41.7%), then 29-33 years (6.5%), and above 33 years (3.7%). These results indicate that this study reaches young age groups who are most likely to be actively involved in tourism dynamics in Bandung City. In terms of work experience in the tourism sector, 55.1% of respondents have never worked in the sector, while 44.9% are currently or have worked in the tourism sector. These data indicate that the perceptions obtained come from both parties, both those directly involved and those not involved in the tourism industry. In terms of employment, the majority of respondents are students (57.4%) and civil servants/private sector (29.6%), while the rest are private entrepreneurs and freelancers. This shows that the research sample is dominated by students and formal workers who have an important role in economic and social activities in the city of Bandung. Finally, the income profile of respondents shows a fairly even variation, with 23.1% earning less than one million rupiah, 35.2% earning one to three million rupiah, 20.4% earning three to five million rupiah, and 23.1% earning more than five million rupiah. This income diversity allows the study to see the impact of tourism planning from various economic levels of society. Overall, the demographic diversity of respondents provides a fairly comprehensive picture of how the people of Bandung City view the impact of tourism planning on their quality of life. The diversity of age, gender, occupation, and income allows for a representative analysis of the wider population.

The data analysis that has been carried out using descriptive statistical methods and the IBM SPSS Statistics 27 program produces the following data:

Table 1 Statistical Analysis Results

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Descriptive Statistics					
Dimensi	N	Minimum	Maximum	Mean	Std. Deviation
D1 (Environment)	108	8,00	24,00	13,7500	2,97380
D2 (Socio-Cultural)	108	12,00	24,00	18,0926	3,13120
D3 (Economic)	108	9,00	24,00	16,6944	2,46644
D4 (Quality of Life)	108	6,00	24,00	19,5370	4,20819
Valid N (listwise)	108				

Source: (Data Processed by Researchers, 2024)

Based on the data above, the minimum, maximum, average, and standard deviation values of each research dimension have been obtained, then an analysis was carried out on the size of the assessment range to determine the high, medium, and low (TSR) categories to assess the extent of the impact of tourism planning from a community perspective using the formula:

High Category = Average + SD \leq X

Medium Category = Average - SD \leq X < Average + SD

Low Category = X < Average - SD

Analysis of the size of the assessment range for each research dimension produces the following data:

Table 2 Impact Assessment of Tourism Planning from a Community Perspective

Dimensio n	Interval	Category	Freque n y	Percentage
D1	16,724 < X	High	17	16%
	10,776 < X < 16,724	Medium	85	79%
	X < 10,776	Low	6	6%
D2	21,224 < X	High	18	17%
	14,961 < X < 21,224	Medium	84	78%
	X < 14,961	Low	6	6%
D3	19,161 < X	High	14	13%
	14,228 < X < 19,161	Medium	86	80%
	X < 14,228	Low	8	7%
D4	23,745 < X	High	40	37%
	15,329 < X < 23,745	Medium	48	44%
	X < 15,329	Low	20	19%

Source:(Data Processed by Researchers, 2024)

Based on the results of the analysis of the impact assessment of tourism planning from a community perspective, it can be concluded that tourism has diverse and complex impacts on local communities. The Environmental Dimension shows that the majority of perceptions are in the moderate category (79%) with an interval value of $10,776 < X < 16,724$, indicating significant concerns in the community regarding the environmental impacts of tourism, although there are also a small number who feel a low impact (6%). Meanwhile, in the

Socio-Cultural Dimension, the majority of respondents are also in the moderate category (78%) with an interval of $14,961 < X < 21,224$, indicating the view that tourism has a significant influence on socio-cultural aspects, although it is still balanced with high perceptions (17%). The Economic Dimension shows a similar picture, with the majority of respondents in the moderate category (80%) with an interval of $14,228 < X < 19,161$, indicating that the community feels the economic impact of tourism, but it has not been fully optimized or evenly distributed. The Quality of Life dimension shows a more positive perception, where the high category (37%) with an interval of $23,745 < X$ has a significant portion, indicating that some people feel that tourism has improved their quality of life, but there is still a significant portion in the medium (44%) and low (19%) categories, indicating that the improvement in quality of life due to tourism has not been felt evenly by all levels of society.

The results of the assessment analysis above show a reality regarding public perception of the impact of tourism planning which is quite complex and multi-dimensional. In general, the dominance of the "moderate" category in almost all dimensions (environmental, socio-cultural, and economic) indicates that tourism is seen as a phenomenon that has a significant impact, but seems moderate and has not been fully optimized or evenly distributed in society. This shows ambivalence in public perception, where they recognize its benefits, but are also aware of the potential and reality of negative impacts. This finding should be a serious concern for policy makers, because it shows that tourism planning and management have not been fully successful in optimizing positive impacts and minimizing negative impacts. The high level of concern about environmental impacts (79% in the medium category), for example, indicates the need for a more sustainable and environmentally friendly approach to tourism development. Similarly, although the economic dimension shows that the majority of respondents are in the moderate category (80%), this indicates that the economic benefits of tourism have not been felt evenly and optimally, which has the potential to create inequality. The quality of life dimension shows a more positive picture, but significant portions in the moderate (44%) and low (19%) categories confirm that improvements in quality of life have not been felt by all levels of society. Critically, these results indicate that tourism planning so far tends to be top-down and has not fully involved active community participation in the formulation of policies and strategies.

The fundamental weakness in the tourism planning approach that has been carried out is reflected in the dominance of the moderate category in the assessment results, which shows that tourism has not been able to fully encourage equitable welfare for local communities. An approach that is too focused on the growth of the number of tourists and investment, without being balanced with serious attention to aspects of environmental sustainability, economic equality, and community involvement, seems to produce ambiguous and uneven impacts. I argue that these results are a warning to immediately carry out reforms in tourism governance. A paradigm that is oriented towards community-based tourism is needed, where local communities are not only objects, but the main subjects who play an active role in every stage of tourism planning, implementation, and evaluation.

E. CONCLUSION

Based on the results of a study of 108 respondents in the city of Bandung, it can be concluded that tourism planning in this city has a diverse and complex impact on people's lives, both in terms of environmental, socio-cultural, economic, and quality of life dimensions. In the environmental dimension, the majority of people (79%) feel the impact at a moderate level, which indicates concern about environmental problems arising from tourism activities, although not yet at a worrying stage. In the socio-cultural dimension, the majority of respondents (78%) also assess the impact at a moderate level, which indicates that tourism has quite an influence on the socio-cultural aspects of society, but has not significantly changed values in society. In terms of the economy, the majority of people (80%) feel the impact at a moderate level, which means that although tourism contributes to the economy, its benefits have not been felt optimally and evenly by all levels of society. Finally, in the quality of life dimension, there is a more positive sentiment where 37% of respondents feel that tourism significantly improves their quality of life. However, there are still 44% and 19% of respondents who feel the impact at a moderate and low level, which indicates that this increase in quality of life is not yet fully evenly distributed. Overall, the results of this study reflect that tourism planning in Bandung City has had a positive impact, especially in improving the quality of life and economic contribution for some communities. However, there is still room for improvement, especially in reducing negative impacts on the environment and socio-culture, and ensuring a more equitable distribution of economic benefits. A more comprehensive and sustainable tourism planning strategy is needed to maximize positive impacts and minimize negative impacts, as well as the need to involve communities from various backgrounds in tourism planning so that tourism can truly contribute to the welfare of the Bandung City community as a whole. Without fundamental changes, tourism will only become a source of new problems and has the potential to worsen social inequality and environmental damage.

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