Comparative Analysis of ICT and Other Factors Affecting the Quality Of Life of Local People in Sustainable Tourism (Case Study of Dehradun/Mussourie)

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Abstract:
This paper introduces information and communication technologies as an effective approach to managing sustainable tourism development from a destination management perspective by comparative analysis of information and communication technology and other factors affecting the quality of life of local people in sustainable tourism. In this research, path analysis method was used to aim the importance of using ICT in order to enhance the quality of life of local people and thus achieve sustainable tourism.

Keywords: Information and communication technology, sustainable tourism, quality of life.

I. Introduction
Tourism is a complex industry. It provides employment opportunities and tax revenues and supports economic diversity. It has very different impacts, both positive and negative, or even mixed ones. However, from a national, regional or local planning point of view, tourism should support the development of the quality of life of residents too (Puczko & Smith, 2001). Tourism come in many shapes and forms such as social, cultural, economic and environmental (Godfrey & Clarke, 2000). Tourism has been a source of social-economic change in many developing countries.

According to the World Tourism Organization (2009), tourism is one of the world’s fastest growing industries and is one of the global engines of development. The tourism industry is an important economic activity involving different groups of community. Tourism is a multi sector, and as a means of economic, social and cultural exchange, it has many aspects and types (Mowforth & Munt, 2003). Tourism growth provides significant economic benefits such as creating employment and additional income in both host countries and tourists’ home countries (Delibasic et al., 2008). It is also an industry that has many environmental and social consequences. Few have addressed the effect of tourism on enhancing the quality of life (Cohen, 1978; Gursoy, Jurowski, & Uysal, 2002; Jurowski, Uysal, & Williams, 1997; Kim, 2002; Linton, 1987; Richard R. Perdue, Long, & Kang, 1999).

The concept of quality of life is implicit in much of the academic literature on tourism impacts. Tourism academics have explored in some detail the contributions that tourism makes to various aspects of the quality of life of destination residents (Moscardo, 2009). According to Constanța (2009) tourism can increase quality of life, which is carried out in various forms: rest, relaxation, recreation, maintenance of tone, knowledge development and sense of taste for beauty, aesthetic feelings, cultivate, etc...

Research Aim and Objective
1. Comparative analysis of ICT and other factors affecting the quality of life of local people in sustainable tourism.

II. Literature Review
Sustainable Tourism Development
Sustainable tourism development is tourism which has to be environment-friendly, that is, both natural and man-made environment; does not disturb or destroy social wisdom and culture, namely, languages, costume, food, or even livelihood; must preserve the cultural, history, heritage, and arts of the local community (Edgell, 2006); and also people can come to participate in tourism activities as much as they can, at the same time gaining from tourism through income generating projects or even running facilities in the community which are primarily developed for tourism activities. Not only resources and local people will benefit from sustainable tourism development but also the private sector. By achieving a particular combination of numbers and types of visitors, the cumulative effect of these activities at a given destination, together with the actions of servicing businesses, can continue into the foreseeable future without damaging the quality of the environment on which the activities are based (Middleton and Hawkins, 1998). In terms of tourists, sustainable tourism development is an instrument to make them realize the importance of resources. If they are satisfied with this kind of tourism, they might not destroy tourism resources because they will keep in mind that these resources belong to the people. Nevertheless, sustainable tourism development should be encouraged effectively, and should not be left for the next generations to solve.

III. ICT for Sustainable Tourism
Henry (2012) commented that the greatest hope for sustainability would be through the use of ICT. In the literature, one area that has not been thoroughly investigated is
the possibility of using ICT as such an innovative approach to mitigating tourism’s negative impacts and highlighting its positive consequences. The use of ICT and especially the Internet have changed the way in which information is collected, stored, distributed, processed and managed in tourism. For destinations, it serves as a mechanism for new distribution channels and increases communication and interaction with and between stakeholders (Gratzer et al. 2002; Buhalis and O’Connor, 2006).

IV. Research Methods

The nature of research in this season, is applied research and the method is descriptive-analytic and of survey. Statistical population, includes those in tourism-related jobs using ICT and people working in not familiar to ICT tourism related jobs. In the tourism region of Dehradun/Mussourie the statistical sample was determined as 114 samples for group one and 108 samples for group two, using Cochran logical formula and to select the statistical samples we used the Regular random sampling method. Data were gathered using a standardized questionnaire through field study and Referring to people with jobs related to tourism in the region of Dehradun/Mussourie . The validity of research was approved by the experts using content validity namely external credit type, and the reliability of the measurement instrument has been confirmed using Cronbach’s alpha coefficient (alpha equal to 0.879) in a satisfactory condition.

The Statistical Population

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V. Results and Discussion

Validity and Reliability

For the content validity assessment of questionnaire, specialized statements of experts have been used in a way that before conducting the questionnaire, it was handed over to several concerned experts for correction and evaluation. The questions were then reviewed and corrected after experts’ comments and statements on them. And the reliability of the measurement instrument has been confirmed using Cronbach’s alpha (α = 0.879) coefficient in a satisfactory condition.

Path Analysis Test

In the field of Social and Economic Studies, there are many multivariate analysis methods which investigate the effects and relationships among the variables under study. These methods mainly evaluate the direct effects of one variable on another variable. But in the meantime, path analysis is such a multivariate technique which both evaluates direct effects of independent variable dependent variable, and indirect effects of these variables and imports the relationships between variables in accordance with the existing reality in the analysis.

This study evaluates the effect of ICT facilities and training, family economic status, access to services and infrastructure, physical and environmental quality of the area as independent variables, on the quality of life of local people as dependent variable. Path analysis is used to determine the direct and indirect effects of each variable on the quality of life.

Table 1: Total direct and indirect effects of independent variables on the dependent variable (Quality of life for local people)

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Indirect Effects</th>
<th>Direct Effects</th>
<th>Total Direct and Indirect Effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y1 economic situation of the family</td>
<td>-----</td>
<td>0.227</td>
<td>0.227</td>
</tr>
<tr>
<td>Y2 access to services and infrastructure</td>
<td>0.045</td>
<td>0.069</td>
<td>0.114</td>
</tr>
<tr>
<td>Y3 ICT facilities and training</td>
<td>0.136</td>
<td>0.787</td>
<td>0.923</td>
</tr>
<tr>
<td>Y4 physical quality and living environment</td>
<td>-----</td>
<td>0.072</td>
<td>0.072</td>
</tr>
</tbody>
</table>

Source: Developed by researcher

The information contained in the above table shows that some of the independent variables have only direct effect on the dependent variable. Economic situation of the family and the physical quality and area are such variables. In fact, these variables only have a direct effect on quality of life. Variables of access to services and infrastructure and technology centers in addition to direct effects have indirect effects on quality of life and the value of each of them is calculated by Beta coefficient and listed in the table above.

Now after obtaining the beta coefficient for each variable, path analysis diagram can be drawn with respect to the obtained coefficients. For example, the figure 7.1 represents a direct effect of family economic status on the quality of life of local people and beta coefficient is 227%. (Path p 1 5)

![Figure 1: Path analysis diagram with a beta coefficient](http://ijesc.org/)

Source: Developed by researcher

Diagram obtained from Path analysis diagram represents the most influential variable of information and communication technology facilities and training as the independent variable on quality of life for local people of the study. The collection
of direct and indirect effects of beta coefficient (which is equivalent to 923%) from mentioned variable indicates the enormous influence of these variable on the quality of life of local people. As can be seen, the lowest effect is also related to physical quality and Living environment in the way that beta coefficient which is -721% indicates this fact. In fact, from the local people’s perspective of the study area, the least important variable affecting the quality of life is related to physical and living environment variables. Beta coefficient obtained for the variable of economic situation of the family is equal to 227% that is second level of influence. Access to services and infrastructure variable is equal to 114% which is in the third level.

VI. Conclusions
The results of this study show that: the most influential variable of information and communication technology facilities and training as the independent variable on quality of life for local people of the study. The collection of direct and indirect effects of beta coefficient (which is equivalent to 923%) from mentioned variable indicates the enormous influence of these variable on the quality of life of local people and the lowest effect is also related to physical quality and Living environment. In fact, from the local people’s perspective of the study area, the least important variable affecting the quality of life is related to physical and living environment variables.

VII. References


