

# The influences of the socio-demographic factors on residents' attitudes towards tourism impacts: A case study of Pasikkuda, Sri Lanka

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**Abstract:** This study explains how the socio-demographic factors influence residents' attitudes towards tourism impacts in Pasikkuda. A questionnaire survey was conducted to examine the effects of socio-demographic factors on residents' attitudes towards the environmental, economic, and socio-cultural impacts of tourism. The survey was conducted with a stratified random sampling of 124 residents in Pasikkuda. The study found that residents' socio-demographic factors had an important influence on perceptions of tourism impacts. The results indicate that the socio-demographic factors have both a positive and a negative effect on people's attitudes towards the impact of tourism. The residents who believe that tourism is profitable and important to economic development are aware of substantial positive impacts but don't vary from others as to the negative effects of tourism. The attitudes of residents are greatly influenced by factors such as the educational background, place of birth, and years of residency in the community. The respondents with fewer years of residency expressed a more positive attitude towards the impact of tourism. Finally, residents' attitudes towards tourism impacts in Pasikkuda led to prepare the residents' profile. Comprehensive education and awareness campaigns will be an effective way to boost the tourism industry's understanding among the residents in Pasikkuda.

**Keywords:** Impacts, Socio-demography, Pasikkuda, Tourism

## I. INTRODUCTION

Tourism literature has drawn interest in studies related to the effects of tourism. The impacts of tourism can be assessed through a review of the attitudes and perceptions of the residents. Several studies have been undertaken in recent years on people's perceptions and their understanding of tourism development impacts. The increasing awareness of such studies is due to the positive and negative effects of tourism development at the local level [1], [2]. Tourism development can generate employment opportunities for the residents [3]. It improves the city's commercial activity, enhances the residents' quality of life, and protects historical and archaeological sites [4] and cultural heritage [1], [5]. However, tourism may have adverse effects on the environmental, economic, and socio-cultural aspects, heavily depending on tourism seasonality. Infrastructure for recreational use gets saturated during the peak tourism season that causes problems such as traffic congestion and parking [6]. These often make inconvenience to residents [7]. Tourism is raising the standard of living of local people, causing drug

use, severe environmental impacts, and significant waste disposal increases. In some cases, tourism leads to pollution [8]. Such difficulties and its associated damages due to tourism may cause the local people to lose their morale and maintain a negative attitude towards tourism.

Sri Lanka has undertaken several research projects in recent years on tourism destinations, tourism zones, and tourism impacts. Some previous studies on tourism in Sri Lanka are often concerned with tourism's social, economic, and cultural effects [9]. Besides, no research has yet been done in Pasikkuda on people's attitudes towards tourism impacts. Knowing people's perceptions and their profile on tourism's effects would make it easier to understand tourism in the region. Such information can help implement strategies to strengthen Knowledge of tourism among residents that can improve the sustainability of tourism in Pasikuda. Therefore, this study examines the influences of the socio-demographic factors on residents' attitudes towards tourism impacts in Pasikkuda.

## II. LITERATURE REVIEW

After the 1970s, the residents' negative attitudes towards tourism began to gain more attention [10]–[12]. There are many reasons to be more interested in understanding local people's attitudes about tourism impacts. For example, the residents' negative attitudes affect tourist destinations' development and sustainability [13], [14]. The success of tourism in a destination depends mainly on the available tourism resources and the residents' positive attitudes [15]. The local people's hostile behavior against the tourists will be a factor in controlling the tourism industry's development. On the other hand, the residents' friendly attitude about tourism will stimulate tourism growth [5], [16]. Generally, tourists are reluctant to visit places that are not welcome to tourists. In addition, how local people treat tourists is very important for tourists in deciding the destination for a visit [13]. Therefore, the growth of tourism does not occur in an isolated environment. It combines with other settings and has its unique factors. The local community must be included in the early stages of tourism planning as residents' support is a key factor in tourism development. [17]. It is very important to monitor the views of locals to determine their perceptions. By doing so, planners can quickly identify what local people

consider necessary [17]. Foreknowledge of residents' perceptions would reduce the negative effects and increase tourism prospects [18], [19].

In addition, residents' participation in tourism planning and decision-making would lead to the development of positive attitudes towards tourism among residents [20], [21]. Although residents' approaches to tourism development are essential, local and national governments have not developed effective mechanisms to support local people's participation in tourism-related decision-making. If the local people are empowered to achieve their goals and socio-economic benefits from tourism, the government's sustainability and tourism development initiatives will be very successful [8], [18], [20]. Some areas have been explored concerning the impacts of residents' attitudes on tourism development. As a whole, there is a consensus that the significant effects are on the economy, socio-culture, and environment. Such studies have examined some of these variables which cause the impacts. Some studies have focused on analyzing the attitudes of residents. Simultaneously, like the current one, several other research concentrates on defining a series of variables that can help build a resident profile based on residents' attitudes towards the impact of tourism. Different studies have focused on identifying factors that affect the resident's attitudes [22]. Factors affecting the residents' attitudes towards tourism can be divided into categories, including demographic factors, personal factors, social factors, and other factors [23].

These variables are found in other studies with different names. These are socio-economic factors, spatial factors, and economic dependence factors [21]. Therefore, there is no clear conceptualization or definition of this classification and no ranking criteria in the tourism-related literature. In this study, all the socio-demographic variables that determine the residents' social profile were decided to be included. The analyzed social dependent variables were gender, age, marital status, duration of stay, years of residence, parental status, levels of schooling, employment, type of work, and participation in local associations. Increased numbers of studies have shown the importance of residents' attitudes in the development of tourism destinations. The number of theoretical and empirical studies showing residents' attitude towards tourism growth has increased significantly since the 1970s [24]. Interest in studying people's attitudes towards tourism began in countries such as the United States, the United Kingdom, New Zealand, Canada, and Australia, where tourism was the most popular [8], [24]. The following socio-demographic variables are noted as important by scholars in this field.

**Gender:** Since the 1990s, the relationship between gender and tourism has attracted scholars' attention [25]. Furthermore, gender is an essential factor in the process of testing and evaluating the impacts of tourism [26]. Views on tourism impacts from the gender perspective are critical to developing an understanding of tourism development attitudes [27]. A study on rural areas in New Zealand conducted by Mason and

Cheyenne (2000) found that men favor tourism development more than women. This study also suggests that more research should be done on gender differences in attitudes towards tourism as men perceive more positive impacts of tourism. Both males and females express their positive or negative support and may present different reasons for it. It highlights differences in attitudes based on gender differences [28]. Furthermore, Horrill and Potts found that females had more negative perceptions than males concerning tourism development [29]. Nankou and Gursoi mentioned that gender is a good predictor of people's attitudes towards tourism and further noted that women are less likely to support tourism as they are more sensitive to the impacts of tourism [12].

**Age:** Age is regarded as one of the most significant variables in understanding the variations in the residents' attitude towards the impacts of tourism development. Some studies have shown that young residents are more confident and positive about tourism's economic benefits than older [30], [31]. In some other similar studies, it has been noted that elderly residents are more receptive to the positive impacts of tourism and are less likely to want negative influences [26]. Hug and Vogt's study found that residents' attitudes towards tourism impact over time with age [32]. The tourism industry is more likely to find favorable attitudes among young people as it creates more employment opportunities. In some other studies, it has been stated that older people are satisfied with the available facilities of the tourism site, and young people are expected to develop further [6]. However, in other studies, older people have been noted to have a positive attitude toward tourism [30], [33].

**Level of schooling:** The educational level was used as a variable to assess resident's attitudes towards the impacts of tourism development in different studies [1], [24], [34], [35]. Educated residents are more likely to favor tourism and to show a positive attitude towards visitors [36]. Some other studies indicate that educated residents have expressed negative attitudes towards tourism impacts instead of those with an average or below-average level of education [37]. However, people with higher education levels were more concerned about the negative impacts of tourism on the beach environment [6]. Moreover, another study found that people holding lower education levels might find it challenging to obtain a tourism job directly or indirectly and more critical to tourism development [28], [38].

**Level of Income:** Some studies have shown that income influences residents' attitudes with regard to the impacts of tourism. The residents with high income were more optimistic and encouraged tourism development, while the groups with lower income had negative attitudes to tourism development [39]. In contrast, low-income groups are more likely to favor tourism deployment compared to other residents [40]. The main goal of low-income people about tourism development is to find a job that will pay them enough. This goal can be easily achieved by getting a tourism-related job. Also, local people may be concerned about the culture and environmental

protection of tourism destinations. Tourism Related Jobs: Various studies have been conducted regarding the availability of employment in tourism and how it impacts the residents' perception about perceived tourism impacts [18], [41]. Moreover, economically deprived residents find tourism as an economic opportunity [1], [3], [20], [36], [41]. On the contrary, economically unbenefited people continue to express their opposition to tourism growth [21], [41]. However, Some studies stated that the lack of available employment in tourism is not a major factor determining the impact of tourism [18], [21], [36], [41]–[43]. Participation in local associations: Participation in the local associations is included as a variable to examine how individuals perceive tourism impacts, and involvement in the domestic setting was a strong predictor of social interaction. [36]. Further studies indicated that part of a local association has less positive attitudes towards social interaction and perceives more economical cost [18], [36].

Community attachment : Social cohesion and attachment greatly influence residents' attitudes toward tourism impacts [44]–[48]. Residents perceive tourism impacts positively when they are more connected to their community. There is a positive relationship between social attachment and residents' positive attitude towards tourism development [46]. For example, a study reported that firmly attached residents overestimated the positive impacts of tourism than unattached residents [49]. Moreover, when residents become more connected to their community, they perceive the economic and social impacts of tourism as positive and environmental impacts as negative [50]. However, some studies have shown that residents are less positive about tourism impact when they are more connected to their community [51].

### III. MATERIALS AND METHODS

#### A. Study Area

In order to analyze the influences of the socio-demographic factors on residents' attitudes towards tourism impacts, Pasikkuda tourist destination has been used as a case study. The Pasikkuda is nowadays one of the most famous tourist destinations in Sri Lanka. Pasikkuda, a small village (under the Kalkuda GN Division) in the Eastern Province, is situated on the eastern coast of Sri Lanka with approximately 2696 people and 4,887 km<sup>2</sup>, a relatively low population density. Over the past ten years, the population of Pasikkuda has decreased because of significant out-migration. In 2018, Pasikkuda had an accommodation supply of 698 hotel beds. This destination has been built parallel to the coast [52]. Today, the coastal belt of the study area is occupied by hotels and apartments. Most of the local population moved to nearby villages.

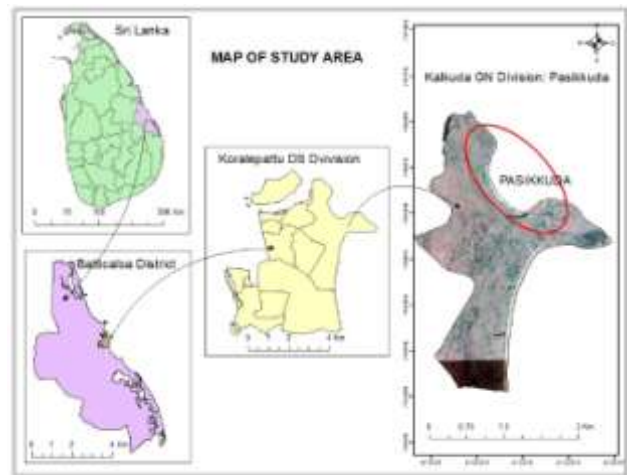


Figure 1: Map of Study area

In Pasikkuda, the tourism industry is a recent phenomenon, which began as a holiday destination on the coast in 2009. It began, however, to greatly affect the factors of the area and residents' way of life. The numbers of visitors to Pasikkuda almost doubled over one decade (2009-2019), resulting in an average annual tourist density of 30 per inhabitant. Though an early stage, it is clear from a large part of its geography that tourism has been expanded (sea, sun, sand tourism).



Figure 2: Hotels in Pasikkuda

#### B. Sampling procedure

The questionnaire survey was conducted with 124 respondents in two seasons: 66 respondents in the peak season (June-September 2019) and 58 respondents in the off-season (January-April 2019). The study area's tourism peak season is from June to September, while the off-season is from January to April. The sample population consists of permanent residents who are at least 18 years of age or older. The respondents were selected using the stratified random sampling technique. Sample sizes (obtained with a margin of error of  $\pm 5\%$ , a confidence level of 95%) also ensure that both

rounds' population is statistically representative. The latest population census was used to stratify the sample distributed proportionally among the localities chosen.

*C. Survey instruments and Data collection procedure*

The questionnaire's validity and reliability were tested before the actual data collection to identify the potential challenges likely to occur during the actual survey. During the pre-test, questions were distributed to 10 residents of Pasikkuda to determine the actual data collection instruments. The pre-test findings showed that the scales used in the questionnaire are reliable. A self-administered questionnaire was used to collect the data using a stratified random sampling, which is widely utilized in resident attitude studies [53]. Questionnaires were distributed to residents in two rounds, from February 18<sup>th</sup> to February 25<sup>th</sup> 2019 (off-season) and August 1<sup>st</sup> to August 10<sup>th</sup>, 2019 (peak season). The respondents completed the questionnaire. However, the researcher clarified questions that the respondents might have had.

There were two blocks to the questionnaire: socio-demographic issues and questions of attitude, which incorporate economic, socio-cultural, and environmental impacts of tourism. In this study, socio-demographic variables such as age, gender, marital status, birthplace, years of residence, parental status, education level, participation in the social association, and work type have been analyzed. Influence of residents' attitudes towards the impacts of tourism measured at the five-point Likert scale, with number one indicating "strongly disagreed" and number five indicating "strongly agreed."

**IV. DATA ANALYSIS**

Survey data were added to the SPSS Database (version 21). A number of statistical analyses, such as Pearson correlations, ANOVA analyses, and hierarchical multiple regression analyses, were performed to investigate the influences of socio-demographic variables on residents' attitudes towards tourism impacts.

*A. Reliability analysis*

The questionnaire's reliability was tested by measuring the indicators' internal consistency using Cronbach's alpha coefficient. The ideal reliability Alpha value is 0.7 (Hulland, 1999). In this study, Cronbach's alpha value for internal consistency reliability was 0.673, which is a similar value range of 0.70.

Table 1: Overall Cronbach's alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.673	18

*B. Study results*

An acceptable level of Cronbach's alpha is obtained for environmental impact (.773), socio-cultural impact (.618), and economic impact (.656) (Refer to Table 02).

Table 2: Cronbach's alpha for Environmental, Economic and Socio-cultural impacts

Reliability Statistics		
	Cronbach's Alpha	N of Items
Environmental Impacts	.773	5
Economic Impacts	.656	6
Socio-Cultural Impacts	.618	7

The study sample consists of 59 male and 65 female respondents from Pasikkuda, 94% of whom were Tamil and 5% Muslim, and 1% other ethnic backgrounds.

Table 3: Respondents' Profile

What is your gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	59	47.6	47.6	47.6
	Female	65	52.4	52.4	100.0
	Total	124	100.0	100.0	

Correlation between the socio-demographic variables and tourism attitudes were calculated (Table 04). Gender, age, marital status, parental status, level of schooling, type of work, tourism-related employment, and local associations' participation are correlated positively with environmental impacts. Gender, duration of stay, residency, and tourism-related employment negatively correlated with the economic impacts. Residents with high education reported more positive attitudes towards environmental, economic, and socio-cultural tourism impacts in Pasikkuda. Length of stay negatively correlated with all tourism impacts.

Table 4: Correlation between the socio-demographic variables and tourism attitudes

	Environmental Impacts	Economic Impacts	Socio-Culture Impacts
Gender	.026	-.039	-.043
Age	.319**	.103	.030
Marital Status	.515**	.099	-.151
Duration of Stay	-.193*	-.011	-.075
Residency	-.146	-.134	.083
Having Children	.042	.036	.173
Education	.722**	.575**	.102
Tourism Employment	.047	-.018	.018
Type of Work	.817**	.203*	.029
Participation in local associations	.058	.182*	-.017



**.	Correlation is significant at the 0.01 level (2-tailed).		
*	Correlation is significant at the 0.05 level (2-tailed).		

The influences of the socio-demographic factors on residents' attitudes towards the impacts of tourism

There has been no significant effect of gender on the attitudes of residents towards the impacts of tourism. However, age has a significant influence on the attitudes of residents towards the environmental impacts of tourism ( $F_{(3,120)} = 5.25$ ,  $p < .05$ ). The attitudes toward the environmental impacts of tourism have gradually changed with age. There have been no significant effects of age on residents' attitudes towards tourism's economic impacts ( $F_{(3,120)} = 1.145$ ,  $p = .334$ ). Young people (under the age of 20) had a positive attitude toward tourism's economic impacts, while those aged between 45 and 64 showed a negative attitude. The ANOVA test did not show significant difference on socio-cultural impacts based on age ( $F_{(3,120)} = 0.162$ ,  $p = .992$ ). However, the post-hoc t-test found that those aged between 45 and 64 had negative attitudes towards tourism's cultural impacts. In contrast, those under the age of 20 showed positive attitudes towards the cultural impacts of tourism. A significant influence of age on residents' overall attitudes towards tourism impacts has not been found ( $F_{(4,119)} = 0.503$ ,  $p = .733$ ).

A significant influence of marital status on residents' attitudes towards the environmental impacts of tourism has been found. Married residents in Pasikkuda had positive attitudes towards the impacts of tourism on the local environment ( $F_{(2,121)} = 22.60$ ,  $p < .05$ ). There were no significant differences within the groups when compared married residents to unmarried residents. A significant influence of marital status was not found on residents' attitudes towards the socio-culture impact ( $F_{(2,121)} = 1.478$ ,  $p = .232$ ). A significant influence of marital status was not found on residents' overall attitudes towards tourism impacts ( $F_{(2,121)} = 0.50$ ;  $p = .951$ ).

Residents with children have a significant influence on the attitudes of residents towards the environmental impacts of tourism ( $F_{(1,122)} = 0.22$ ,  $p < .05$ ). There were significant differences when comparing residents with children to those without children. Residents with children have a slight influence on the residents' attitudes towards the socio-cultural impacts of tourism ( $F_{(1,122)} = 3.77$ ,  $p = .050$ ). Residents with children reported better perceptions of tourism than those without children. A significant influence of parental status has been found on the overall attitudes of residents towards the impacts of tourism ( $F_{(1,122)} = 0.636$ ,  $p < .05$ ).

level of education has a significant influence on the attitudes of residents towards the environmental impacts of tourism ( $F_{(3,120)} = 48.08$ ,  $p < .01$ ). The attitudes of residents with less education towards tourism's environmental impacts were worse, while those with high education (graduate level) have had better attitudes. A significant influence of the level of education was found on residents' attitudes towards the

economic impact of tourism ( $F_{(3,120)} = 20.10$ ,  $p < .01$ ). The residents' attitudes regarding the economic impacts of tourism have gradually changed with the level of education. Residents with higher education (graduate level) showed stronger attitudes than those with less education. A significant influence of level of education on residents' attitudes towards the socio-cultural impact of tourism was not found ( $F_{(3,120)} = .900$ ,  $p = .443$ ). The study found no significant influence of the level of education on residents' overall attitudes towards the impacts of tourism ( $F_{(3,120)} = 1.06$ ,  $p = .366$ ).

A significant influence of the type of work on the residents' attitudes towards the environmental impacts of tourism has been found ( $F_{(4,119)} = 62.67$ ,  $p < .01$ ). Residents employed in the tourism sector have shown positive attitudes towards tourism's environmental impacts relative to those working in the non-tourism sector. The ANOVA revealed no significant effects of tourism on economy ( $F_{(4,119)} = 1.625$ ,  $p = .172$ ). Both the residents working in tourism-related jobs and tourism-non-related jobs reported similar perceptions of the local economy's tourism impacts. The study did not find the significant influence of the type of work on residents' attitudes toward the socio-cultural impact of tourism ( $F_{(3,770)} = 3.07$ ,  $p < .05$ ).

The native and non-native residents of Pasikkuda have shown no differences in perceptions about tourism's environmental effects. The ANOVA test did not indicate a significant difference in the residents' attitudes towards tourism's environmental impacts based on residency ( $F_{(1,122)} = 2.66$ ,  $p = .105$ ). Both native and non-native residents have reported similar attitudes towards the economic impacts of tourism ( $F_{(1,122)} = 2.22$ ,  $p = .138$ ). A significant influence of native condition on residents' overall attitudes towards tourism impacts has not been found ( $F_{(1,122)} = 1.90$ ,  $p = 1.71$ ).

This study found a significant influence of the years of residence on the residents' attitudes towards tourism's environmental impacts ( $F_{(3,120)} = 6.11$ ,  $p < .01$ ). A significant influence of the years of residence on the residents' attitudes towards tourism's socio-cultural impacts has not been found ( $F_{(3,120)} = 1.29$ ,  $p = .279$ ). Residents' attitudes towards tourism impacts on the socio-cultural were not changed as residents' year increased. This study found a significant influence of the years of residence on the overall residents' attitudes towards the impacts of tourism ( $F_{(3,120)} = 3.86$ ,  $p < .05$ ). For over ten years, those who lived in Pasikkuda reported a negative perception towards tourism and reported positive perception by those who had stayed less than five years.

## V. DISCUSSION

This study investigated the influences of the socio-demographic factors on residents' attitudes towards tourism impacts in Pasikkuda. The results indicate that there is no gender influence on residents' attitudes towards the impacts of tourism. Previous research results are supported by this finding [54], [55]. However, some findings indicate that the

influence of gender on residents' attitudes towards tourism impacts [12], [27]. It is found that age influences the residents' attitudes towards the impacts of tourism. The youngest residents had positive attitudes towards tourism's effects on the local economy compared to those aged 45-64. This result was supported by previous studies [22].

Further, it would have been easier for younger residents to get a temporary job in the tourism peak season than the 45-64-year-old people. This finding confirms the findings of the previous study [32]. The youngest residents will perceive tourism as the best economic opportunity for their future as opposed to older residents. Older residents (over 65) show positive attitudes towards tourism impacts on the environment compared with younger residents. The youngest residents get more access to have in-depth environmental education, leading to environmental concerns than senior residents. In particular, although senior residents have greater environmental awareness, they showed positive attitudes towards tourism impacts on the local environment. Therefore, it is clear that the age of the residents values more economic issues than environmental issues. The youngest residents have shown better attitudes on the socio-cultural impacts compared to those aged 45-64.

It was found that the marital status influences the attitudes of the residents towards the impacts of tourism. Married residents have better perceptions of the environmental effects as opposed to unmarried residents. This study found no significant difference between married and unmarried residents' attitudes towards tourism's economic and socio-cultural impacts. This study's results are further supported by [28], [56].

Parental status strongly influenced positive attitudes towards the impacts of tourism on the local environment. The beach in Pasikkuda is one the most significant environmental elements most commonly visited by older residents and young families. Similar findings were supported by the previous study [33], [56]. The level of education strongly influenced the residents' attitudes toward tourism impacts on the economy and environment. Residents with higher educational levels have had more positive attitudes towards tourism impacts than those with a lower level of education. This study's results are further endorsed by [36], [57].

The type of work has a significant influence on the residents' attitudes towards tourism's environmental impacts. The residents employed in the tourism sector showed better attitudes toward tourism's environmental impacts than those who work in the non-tourism sector. The residents' attitudes towards tourism impacts on the local economy and socio-cultural did not vary significantly by type of work. However, a previous study confirms that residents employed in the non-tourism sector and having less education have had unfavorable attitudes towards the economy and socio-cultural impacts of tourism [1].

The residential status did not significantly influence the residents' attitudes towards the impacts of tourism. Both native and non-native residents have shown similar attitudes towards the impacts of tourism. However, some previous studies indicated that native residents showed better attitudes towards tourism impacts than non-native residents. [1], [58]. In Pasikkuda, residents believed that tourism development does not fulfill their financial, socio-cultural, and environmental expectations.

Years of residence have a significant influence on the residents' attitudes towards the environmental impacts of tourism. This study found that the attitudes of residents who live longer than five years have been unfavorable towards the impacts of tourism than those who have lived in Pasikkuda for less than five years. The residents' attitudes towards the environmental impacts of tourism vary with years of residence. Similar findings were supported by the previous study [58], [59].

## VI. CONCLUSION

Based on the findings, several residents' profile could be drawn according to their attitudes towards tourism's impacts. Highly educated non-natives living in Pasikkuda have shown a positive attitude towards tourism impacts for less than five years. Highly educated non-natives living in Pasikkuda with children for less than ten years have demonstrated positive attitudes towards tourism's environmental impacts. Highly educated non-natives living in Pasikkuda for less than ten years perceive a positive perception of tourism's impacts on the socio-culture. Highly educated, non-native younger residents living in Pasikkuda for less than five years show positive attitudes towards tourism's effects on the local economy. Both native and non-native residents of Pasikkuda have shown similar attitudes towards the overall impacts of tourism. Less-educated younger residents living in Pasikkuda for more than ten years have demonstrated negative attitudes towards tourism impacts. In addition, the residents' attitudes towards tourism are initially positive, but it gets worse after 5-10 years of residence. When residents spend more time in Pasikkuda, their concerns about the negative and unsatisfactory impacts of tourism gradually increase. However, newcomers highlight the most favorable aspect of tourism in Pasikkuda and positively value the destination. These findings confirm the result of a similar study [60]. Another similar research mentions that residents with strong links to the community are more concerned and have more negative attitudes towards tourism impacts than other residents [4]. Residents with higher education levels show more positive attitudes towards tourism impacts as tourism improves residents' education levels. For more than ten years, residents with lower education levels and who live in Pasikkuda have more negative attitudes towards tourism impacts. Therefore, more attention should be paid to these residents' profile in tourism planning and policy marking to improve tourism attitudes. Educating native and non-native

residents would positively improve tourism impacts [18]. Tourism will open great opportunities for the development of the destination if it integrates communities at all levels. However, strong opposition would arise if the community does not support tourism [15], [61]. Therefore, the participation of residents in tourism planning and management much be encouraged.

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