

# THE EFFECT OF TOURISM ECONOMICS TOWARDS LIFE SATISFACTION AND ITS IMPACT ON PUBLIC'S INTENTIONS TO PARTICIPATE IN THE DEVELOPMENT OF NEW TOURIST DESTINATIONS

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**Abstract:** Purpose of this study is to measure the impact of tourism economics towards psychometric aspects such as; well-being, personal benefits, and life satisfaction of the community in order to predict the public's intention to participate in the development of tourist destinations. Designed by quantitative research using a scale of measurement was previously existed. The results of this study indicate there is no significant effect between economic benefits on the satisfaction of community life. Economic benefits will have an impact on the life satisfaction on local people and then be able to move the public's intention to participate in the development of new tourist destinations, if the communities feel the prosperity as well as they think themselves are coming in useful in the tourist destinations development program. The implications shows that the size of the economy is not enough to be used to predict the satisfaction of life and further the public's intentions in the tourist destinations development, but necessary aspects in psychometric categories such as; well-being, personal benefit, and life satisfaction. Originality of this study is to filling the gap of study to involve psychometric aspects such as; well-being, personal benefits, and life satisfaction to predict people's intentions in the context of developing the new tourist destinations.

**Keywords:** marketing, well being, economic, personal benefit, life satisfaction, intentions, Bali, tourism, psychometric, Tri Hita Karana.

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## 1. INTRODUCTION

### *Research Background:*

The development of tourism affects the growth of foreign currency inflows, infrastructure development, and the introduction of new management and educational experiences, so that affects the various sectors of the economy, and positively contribute to the overall social and economic development of the country (Dicevska & Simonceska, 2012). Despite providing positive economic benefits (Eusébio et al., 2016), at the same time, tourism has a negative impact towards the natural environment (Dicevska & Simonceska, 2012) of local culture (Sati, 2013). Thus, a sustainable approach (Sati, 2013), which is essential to restore the environment and enhance economic activity through tourism are needed.

An important goal to be achieved in sustainable tourism is to have a positive impact on local people as a key stakeholders, such as; economic sustainability, thus impacting on material well-being, personal benefits, ultimately giving life satisfaction which is a manifestation of the quality of life (Wardana, et al., 2017 ). It is no exaggeration if the quality of

community life should be a component of tourism planning (Pavlic, et al., 2015) because it will determine the satisfaction of communities' life satisfaction. While, one of the success of economic sustainability in tourism sector activities can be seen from the amount of economic benefits received by local people.

The lack of support of local people towards the development of tourism objects can be caused by tourism development program does not provide economic benefits, does not have a positive impact on well-being, does not provide personal benefits, so that, they feel no obtain life satisfaction and then the communities does not intend to help the development program as a tourist destination. If this thing happens then, it is very difficult to bring forth a sustainable development of the tourism sector.

Luttenberger and Luttenberger, (2016) who have observed tourism development projects especially on the coastal area, should have an impact on economic development, environmental sustainability, and impact on the well-being of local people.

#### **Research Gap:**

Previous research which has been linked to the effects of economic benefits, towards the life satisfaction of communities that is mediated with material well-being and personal benefits made by Wardana et al. (2017) but not related to attempts to predict the intentions of local people in assisting the development of tourist attractions. This study involves variables of public's intention to support the tourism development program.

The scope of the size of the variable 'well-being' in Wardana et al. (2017) research is limited to material well-being; in fact, well-being is not only formed as physical or matter but involves the psychological well being and the wider relationships. Therefore, the scope of the well-being model in this study involves three dimensions of physical (material), psychological, and relations.

The research of Wardana et al. (2017), was conducted in Ubud Village of Gianyar, Bali-Indonesia. Ubud tourism destination relies on the attraction of art and culture life of the village communities. Similar research is limited to tourism destinations that rely on natural beauty, such as beaches, those are collaborated with community culture.

#### **Formulation Research Problem:**

Based on the entire set of explanations that have been shown then, the formulation of the problem that can be disclosed is; "The gap of previous research to reveal the effect of the economic benefits of tourism towards the life satisfaction of the well-mediated communities and the personal benefit of predicting the public's intentions in helping the development of tourism objects in coastal area of tourism destinations".

The formulation of this problem is identical with the problem faced by Kutuh Village, Badung, Bali-Indonesia, while doing the development of tourism object as a new tourist destination, that well-known as Pandawa beach. Therefore, the local people of Kutuh Village was became the object of this research.

Management activities carried out by customary villages by utilizing the right of freedom about the management of the territory refer to Law No. 6 Th 2014 on village's asset rights managed by customary villages in accelerating the development of the economy populism. Therefore, most of the village's assets are fully managed by customary villages for the well-being of their communities independently. Including tourism such as the attraction of Pandawa Beach.

In supporting the management of village's assets, through customary leaders establish an institution named *Bhaga Utsaha Manunggal Desa Adat* (BUMDA). This institution oversees nine business units: LPD (*Lembaga Perkreditan Desa*), health units, management of Mount Payung tourism object, management of Pandawa Beach, paragliding attractions, goods and services, transportations, *piranti yadnya*, and cultural arts attractions. The entire business units employ locals as employees.

Pandawa Beach has been becoming famous since 2013 and as well as made Kutuh Village, Badung is increasingly known to the public. The impact of this development, making most people in the village of Kutuh, who previously as farmers and fishermen has begun to concentrate on tourism in Pandawa Beach like; selling food, canoe rental, surfing, selling souvenirs, and others.

Although the development of Pandawa Beach as a tourist attraction provides many positive benefits to the local people, but there is a phenomenon that is not in accordance with the expectations of Pandawa Beach management, so that

allegedly can threaten the efforts to encourage the intention of the communities to participate in the process of developing the object of tourism. The results of pre-research which are conducted by interviewing orally to the manager of Pandawa Beach, he admitted that there are some obstacles in facing local people as follows: First, local people have a strong right to get benefit from development of tourism object of Pandawa Beach. Employees who mostly are local people involved in management, tend to be difficult to be managed. They often ignore SOP (Standard Operational Procedure), even threatening by saying, "Who dares to fire me, I am a local who is living in my own home." As a local people, they feel more entitled to gain personal benefit from the development of tourism.

The second, before Pandawa Beach becomes an object or a tourist destination, there are some residents who have become seaweed farmers and use the shore which is a customary land as a warehouse of their farm produce. After developing into a tourist attraction, the farmers claimed these places as private property, so that other local people did not get the allocation to set up a business venue such as kiosks.

And the last, the negative attitude of the communities that are shown towards the Pandawa Beach manager when he comes to selling the product, although the product is special which is not sold by the local people. The products which are sold by Pandawa Beach manager are not competitor products and the profits are for customary mutual cash.

All of the problems which were described in these three categories reflect important variables such as economic benefits, personal benefits, community well-being, which impact on life satisfaction, so it is interesting to be revealed and reviewed to see how far the impact of all these variables builds the public's intention to help the development of a tourist attraction of Pandawa Beach to become a tourist destination and the factors that influence it.

This research model was adopted the concept of social marketing so that it becomes different than the previous research in the field of tourism. Implementation of social marketing should be able to identify what becomes the next product, who is being the next consumer. Products in the context of this research is the development of Pandawa Beach attractions while consumers are local people whose life must be satisfied, to improve the intention in the development of Pandawa Beach attractions. The marketer is a decision maker in a local tourism program.

## 2. LITERATURE REVIEW AND HYPOTHESES

### *Social marketing:*

The concept of social marketing has become known in the late 1960s or early 1970s (Ross, 2011; Saunders et al., 2015). Since that period of the year, the development of marketing principles and practices has grown substantially for social interests, prompting experts to find the appropriate definition. Social marketing is defined as the application of marketing principles to enable individual and collective ideas and actions to be transparent for social use in an effective, efficient, equitable and sustainable way (Saunders, et al., 2015).

Kotler and Zaltman (1971) define social marketing as, the design, implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research.

Another definitions of social marketing is the application of commercial marketing principles to analytical, planning, implementation and evaluation programs which were designed to influence the individual voluntary behavior or the environment in which such behavior occurs to enhance personal and community well-being (Siegel & Lotenberg, 2007: 562). There are three important things involved in this definition (Andreasen, 1994) namely; (a) the program that adopts social marketing techniques, (b) aims to influence behavior, (c) give benefit on the interests of the wider society. Based on these three important things, the points (c) making social marketing different from commercial marketing.

In commercial marketing, the main benefit is the value or benefit that can be accepted by the company. While, social marketing emphasizes more benefits for the wider communities. Thus, the behavior of social marketing is influenced by social engineering that affects the laws, codes of ethics and norms of society, which in turn lie in the moral values, values and beliefs of society (Kennedy & Parsons, 2014).

According to Marks (1998), social marketers are trying to give people a suggestion to change their influential behavior and contribute to their own well-being. Therefore Marks (1998) asserted, there is a difference between social marketers and commercial marketers we used to learn so far. Social marketers not only focus on what society needs and how to encourage people's buying interest in a product. In social marketing, they try to change social circumstances to contribute

optimally in balancing the communities with social well-being, including the efforts to encourage people to intend or participate in environmental sustainability activities, and support sustainable tourism object development programs.

If in commercial marketing which is emphasized is the loyalty or intention of customers to buy the product, but in social marketing is emphasized on the intention of the communities to beneficially behave for social purposes as well as learn the various factors that motivate people behave for the pro-social. In the context of factors affecting the public's intention to assist the development of a tourist attraction, the social marketer must know the factors that can influence the intention; in this context are the economic impact that will be felt by communities, well-being, personal benefits, and life satisfaction.

From the various opinions of the experts above, it can be concluded that social marketing is application of principle of commercial marketing which is designed to influence the intention and change the individual behavior of the communities to participate voluntarily in an effort to improve the well-being both personally and the interests of the wider communities.

### ***Economic Benefit of Tourism:***

According to statistics, tourism provides about 10% of the world's income and employs nearly a tenth of the world's workforce, all being considered as the actual economic impacts of the tourism sector (Dicevska&Simonceska, 2012). Along with the exciting developments of these statistics, the research results provide support that most people want to gain benefit from the development of the tourism sector (Ritchie, 1988) including employment opportunities (Tosun, 2002; EESC, 2006). This means that between the expectations of communities with the development of the role of tourism economy can move in tandem.

Concomitant developments between the economic benefits of tourism and the expectation of the communities for tourism to have an economic impact are apparently not balanced with justice in the distribution of income. Other studies have shown that incomes from the tourism sector are only a small part of the local population (Peppelenbosch & Templeman, 1989). However, in general, the results of the study indicate that the positive population perception of tourism, that tourism is able to improve the economic situation (Allen et al., 1988; Ritchie, 1988; Kalavaret al., 2014; Eusébio et al, 2016), improving the standard of living (Sathish and Helic, 2016); increasing investment (Liu et al., 1987, Simundic et al, 2016); increasing business activity (Prentice, 1993), and foreign exchange earnings to governments. Other findings on the impact of the economic benefits of tourism to local people are; able to improve material well-being; provide personal benefit; life satisfaction (Wardana, et al., 2017).

In addition to be having a positive impact on the economy (Simundic et al, 2016), tourism also has a negative impact in the economic field. For example, the rising prices of goods and services are experienced by local people (Tosun, 2002; Weaver & Lawton, 2001), rapid rising of land prices. All of the results of these studies can ultimately increase the cost of living of the population, which further affects the well-being and life satisfaction. For more details, the results of the study are presented in the following Table 1:

**Table 1: Empirical Study Results about Economic Benefits Due to Tourism Sector Development**

Economic Benefits	Reference
Increasing job opportunities	Tosun (2002); Eusébio et al. (2016)
Improving the living standards	Sathish and Helic (2016)
Increasing investment	Liu et al . (1987); Simundic et al, (2016)
Business activity increased	Prentice ( 1993); Eusébio et al. (2016)
Received the government revenue	Eusébio et al. (2016); Nene & Taivan (2017)
Household income increased	Eusébio et al. (2016); Adiyia et al. (2014)

*Source: Adapted from various sources*

The meta-analysis study of materialism reveals the overall negative relationship between well-being and materialism (Wright & Larsen, 1993). However, the nature of this relationship has caused considerable controversy. It has been established that money increases the well-being of the very poor. Once basic needs are met, the relationship between money and well-being is not very clear (Ingrid et al., 2009). In short, "it appears that overall, having no money can be a contribution to greater unhappiness than having money" (Tatzel, 2003: 412). For the newly developed communities due to

the growth of tourism such as Kutuh Village, Badung, the communities have not been able to meet the basic requirement standards, so that the economic benefits are very important to promote the well-being.

There is a tendency about the influence of a person's financial to a person's well-being (Siahpus et al., 2007). Higher income will increase the opportunity to meet human needs in demand by providing more nutrients, better health, higher financial security, more exciting work and other benefits (Diener & Biswas, 2002). Household income is a better income variable for assessing material well-being as it includes all revenues and benefits paid in kind (Chiripanhura, 2011). The economic benefits can be from social relationships in the form of aid. According to Henly et al. (2005), the assistance of family, friends and neighbors makes it an important interpersonal resource that is linked to the material well-being of low-income families.

All of the explanations above are have meaning, the greater the economic benefits a person derives due to the development of urban facilities (in this case, the development of Pandawa Beach as a new destination) in its environment,so as the greater the well-being that can be obtained. In the context of tourism, the impact of the economic benefits of tourism has a positive effect on the well-being of communities (Kim et al., 2013). Based on this explanation, it can be formulated the hypothesis as follows.

Hypothesis 1: The economic benefits have a positive relationship with the well-being.

The development of economy is a development that in many dimensions because it can change the social cultural, political, nature, and economic communities itself. In the context of tourism development, it also affects economic development which further affects other sectors including personal benefits perceived by communities. Research about the relationship of tourism development with personal benefits is very limited. Guo, et. al. (2013) finds a significant positive relationship between perceptions of personal benefits resulting from the impact of tourism in China. Based on the findings of Guo, et. al. (2013), about the economic impact of tourism (economic benefit) on personal benefits, it can be arranged a hypothesis as follows:

Hypothesis 2: There is a positive relationship between the economic benefits with personal benefits

Although money is a tangible form of economic benefit tool, some argue that money is not an important predictor of happiness, because there are many unhappy wealthy people. Love of money has no significant relationship to life satisfaction (Sardzoska, & Tang, 2009).

Other studies have shown the different results that wealthy people are financially happier than paupers (Diener & Biwas, 2002; Diener & Seligman, 2004). With higher incomes, individual can consume more and better meet their needs and wants (Bradburn, 1969; Bukenya et al., 2003). Short-term income growth can positively affects the life satisfaction (Tella et al., 2003 Hagerty, 1999a, 1999b). In the end, it can be concluded that household income is positively related to life satisfaction (Yuan, 2016) Thus it can be hypothesized as follows:

Hypothesis 3: The economic benefitsof tourism have a positive relationship with the life satisfaction.

### ***Well-being:***

The World Health Organization (WHO) defines mental health as a state of "well-being where individuals are aware of their abilities, can make out normal stresses of life, can work productively and benefitably, and can contribute to their communities" (World Health Organization, 1998). There are three aspects expressed from the definition, they are; the well-being of psychology (able to make out the pressures of life), material or physical well-being (can work productively, this is a function to pursue the material in the form of livelihood), and the well-being of relationships with others or society (can contribute to others and society). Based on the WHO well-being definition (1998), then the measurement of well-being can be seen from three dimensions; psychology, material and relationship.

Well-being can also be measured from the perspective of objective and subjective action (Szántó, et al., 2016). The measurement of subjective well-being (SWB) is used to understand how people think and feel about their lives and experiences (Dolan et al., 2017). The measurement of well-being have been done by Kinderman et al. (2011) and found three dimensions: (a) Physical Health and Well-being, (b) Psychological Well-being and (c) Relationships. This means that the well-beingof a person is determined by the three dimensions. These three dimensions are reflected by 24 items. Kinderman et al. (2011) measurement of well-being model reflects the well-being definition of WHO.



The relationship between material well-being and life satisfaction of a person is declared weak (Christoph, 2010), it is even asserted that the more materialistic people get lack the satisfaction of life compared to the less materialistic people, because the more materialistic people seek to gain more wealth, because they believe that the given treasure is insufficient to meet their value of life (Barbera&Gurhan 1997). The materialistic person is lower in life satisfaction and work out more negative effects (Christopher et al. , 2007; Kashdan& Breen, 2007).

Other studies show the contradictory results, that material well-being is a very significant predictor of the life satisfaction of persons (Perveen et al., 2017). Most sociological studies detect the positive impact of material income on happiness and life satisfaction (Andrews and Withey, 1976 ; Biswas and Diener, 2001). In general, some studies have found that life satisfaction rates are higher in those with higher socioeconomic status, partnership, resource and social support, employment, financial resources, good health, and certain personality traits (eg neuroticism low, high extroversion) (Fergusson et al., 2015).

Materialistic people evaluate their standard of living by using reality-based expectations (eg, expectations according to ability) tend to feel more economically motivated than their non-materialistic counterparts, and these economic motivations tend to contribute positively to life satisfaction (Sirgy et al., 2012). This matter shows that the greater the well-being of a person, the greater the level of life satisfaction of a person. Based on the explanation, then the hypothesis formulation of the relationship of material well-being with life satisfaction is as follows;

Hypothesis 4: There is a significant positive relationship between well-being and life satisfaction

#### ***Personal Benefit:***

Personal benefits is identical with the meaning, how much society personally feel useful from the existence of certain activities or the existence of a change. The scope of these benefits is not only a financial value, it also includes the opportunity to have a personal existence in a change due to the development of tourist destinations. The participation of local communities in decision-making, empowerment, and public knowledge of tourism does affect the sustainability of rural tourism development (Fong & Lo, 2015).

As individuals, they want to have the value which is shown through their personal benefits. No one wants to bounce away from the changes in his local environment. This means that no one wants to be a person who has no value in the form of benefits as an agent of change. Social exchange theory is ideal to describe the personal benefits. Communities will evaluate the development of tourism in terms of benefits or costs which is expected to get in return for their services in the field of tourism (Ap, 1992).

The personal benefits of local residents related to the tourism development, are include; the benefits of resources, environmental protection, and participation in decision-making in the field of tourism, are the important part in the development of tourism in China (Guo, et a l. 2013). Several studies have been conducted to assess the personal benefits of tourism development such as: Chhabra, &Gursoy (2007); Pavlic et al. ( 2015) have used two important factors; the level of personal contact with tourists and the involvement of work in relation to the tourism sector. The more frequent the level of contact with tourists, the more personal they are beneficial and gain benefits from the tourism sector. Furthermore, the personal benefits of the tourism sector can be seen from the characteristics of the scope and the relationship or dependence between personal occupation or business activities within the tourism sector.

**Table 2: Personal Benefits**

Findings	Reference	Information
The personally level of contact with the tourists	Chhabra, & Gursoy (2007), Pavlic et al., ( 2015)	The higher and frequent personally contact with the tourists, the more communication of personal relationships are intertwined that indicate the personal benefits of the interaction .
The involvement of occupation related to the tourism sector	Chhabra, & Gursoy (2007), Pavlic et al., ( 2015)	The place and form of occupation determine the direct and indirect involvement of the tourism sector.
The involvement of own business related to the tourism sector	Chhabra, & Gursoy (2007), Pavlic et al., ( 2015)	Development of point 2. Activities that is related to tourism not only as workers but also as entrepreneurs.

Environmental protection	Guo, et al. ( 2013 )	The level of environmental protection, both cultural and ecological, is a personal benefit for the local population
Benefits of resources	Guo, et al. ( 2013 )	Local human resources gain benefits because of their involment in the tourism development
Participation in decision making of tourism	Guo, et al. ( 2013 )	As a local people, feels useful because being involved in the field of tourism development decisions.

Source: adopted from various sources.

The economic benefits of tourism can be perceived as material evidence of the magnitude of a person's role in tourism activities. The level of role in tourism shows their personal level of benefits in a tourism sector. Empirical studies which are linking the personal benefits with life satisfaction are limited. Those studies in the tourism sector are only conducted by Wardana, et al. (2017) in Ubud Gianyar Bali that shows a significant positive result of the relationship between personal benefits and the life satisfaction perceived by the local people of Ubud. The greater they feel involved in tourism development activities, the higher they feel the life satisfaction. Ubud people feel that Ubud's environment as a destination does not feel like a stranger in their own village. They do not feel that Ubud belongs to foreign investors. Based on the explanation, can be arranged the hypotheses as follows:

Hypothesis 5: The personal benefit are positively associated with life satisfaction.

#### **Life Satisfaction:**

When a person states, "I have accomplished everything I want in this life", that person expresses his or her life satisfaction (Yang & Srinivasan, 2016). Life satisfaction can be regarded as the level at which people find life they perceive to be rich, meaningful and full of high quality in general (Ryan & Deci, 2001). Life satisfaction refers to an individual's evaluation of his or her life in terms of positive or negative experiences in various domain of life (Sirgy, 2012). Life satisfaction is often equated with happiness, but some experts engaged in research of life satisfaction distinguish between the terms of happiness, subjective well-being and life satisfaction, so that are advised generally to use the term differently (Posel & Casale, 2011).

Life satisfaction is a representation of the whole about how people or respondents evaluate their lives, and it can be measured by asking questions (eg. how satisfied are you with your life, overall?) And using a seven-point scale where "1" means totally dissatisfied and "7" means utterly satisfied (Bramston et al., 2002).

Hochwalder, et al. (2013) has developed a scale measurement of life satisfaction, but the most famous of scale measurement of life satisfaction is the Satisfaction with Life Scale (SWLS) developed by Diener et al. (1985) which has been widely used in the world of research (Sancho et al., 2014) and has proven to be a valid and reliable instrument for assessing satisfaction with life in various population groups (Sancho et al., 2014).

The perceived satisfaction of the entire domain of life characterizes the satisfaction of a person's life overallly (Grzeskowiak et al., 2016). Satisfaction in each domain of life is largely determined by the satisfaction of the factors that reflect the domain of life. Various studies have been conducted to determine the factors of predictor of life satisfaction, among others; economic and social factors (DeNeve & Cooper, 1998; Diener, 2000; Bellis et al., 2012); partner relationship, and social connectedness (Lucas et al., 2003; Frey et al., 2004; Lucas, 2005; Gardner and Oswald, 2006; Lucas & Clark, 2006; Dolan et al., 2008; Mellor et al., 2008) unemployment (Winkelmann & Winkelmann, 1998; Dolan et al., 2008); income and condition of the financial (DeNeve & Cooper, 1998; Winkelmann and Winkelmann, 1998), physical health (Ryan & Deci, 2001; Oswald and Powdthavee, 2006; Dolan et al., 2008; Bellis et al. 2012); and personality (DeNeve & Cooper, 1998; Ozer & Martinez, 2006; Steel et al., 2008).

Some other studies have found that people who work have higher life satisfaction than unemployed people (Hinks & Gruen, 2007; Moller & Radloff, 2010). In terms of age, some scientists have found that parents experience higher life satisfaction than young people (Blanchflower & Oswald, 2009; Ferrell Carbonell & Gowdy, 2007), but other findings are denied. Age has a negative relationship with life satisfaction in patients (Besier, & Goldbeck, 2012).

Life satisfaction is associated with education, is a breakthrough study done by the research of life satisfaction; Feldman (2010), who reported that those who have higher education tend to have higher life satisfaction. Regarding to the marital status, married people are more satisfied with life than those who are divorced, separated, single or widowed (Graham,

2014). Different results from research in Africa shows that life satisfaction has no relationship with marital status ( Mafini& Meyer, 2016).

Other studies have identified factors which related to life satisfaction in the physician sample including; health, optimism, secure feelings about financial condition, participation in activities, hobbies and good sexual relations (Mary et al ., 2003). Health is considered as one of the most significant drivers of life satisfaction with individuals in good health conditions generally experience the higher levels of life satisfaction than those with poor health (Graham, 2014).

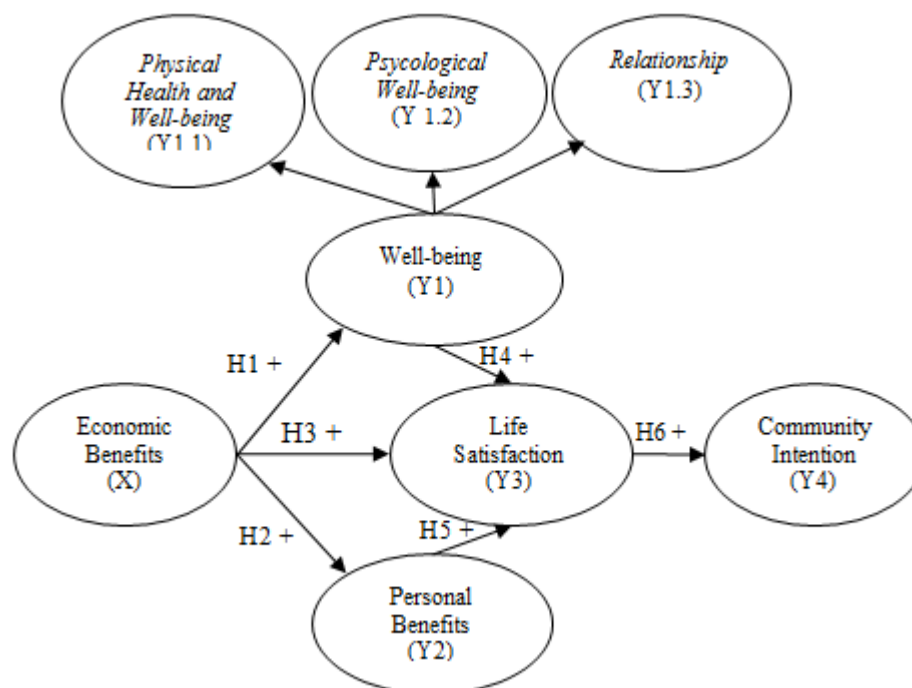
The life satisfaction is also influenced by the geographical area of the individual as a residence. For example, the findings of a study by Graham and Felton (2006) reveal that rural populations have higher levels of life satisfaction than urban populations. Other studies have reported that people who earn higher per capita income experience the higher levels of life satisfaction than low-income people (Posel and Casale, 2011 ).

In the case of commercial marketing, customer satisfaction has a strong relationship to the customer's intentions towards the service or to purchase the product. Various studies have been proving that satisfaction influences the intentions (Lee and Kim, 2017), including tourist satisfaction has a positive influence on tourists' intentions to come back (Alegre, &Cladera, 2009). In the context of social marketing, especially in the case of tourism, life satisfaction of the communities has a relationship with the public's intention to participate in the development of sustainable tourism object.

The research of the relationship between the life satisfaction of communities with their intentions have been proven empirically. The findings indicate that high life satisfaction of the communities in a country has a negative relationship with the intention of the communities to emigrate abroad (Chindarkar, 2014), the higher the level of life satisfaction of persons, the lower the intention to emigrate abroad (Ivlevs, 2015). In the marketing context, the life satisfaction of “Y” generation has an influence on the intention to purchase the green or environmentally friendly products (Leelakulthanit, 2014). Saraceno et al. (2005) adds that satisfied employees are more interested, motivated and engaged with occupation. Warsi et al. (2009) finds that life satisfaction caused by corporations predicted by lower rates of absences, reducing intentions to quit and employee turnover.

All these empirical findings show that the better life satisfaction will make it easier to give support to the source or object that is able to give life satisfaction. It expresses the life satisfaction caused by the development of the object of tourism, will give impact on the intention to help the development of a tourist attraction as a destination.

Hypothesis 6: Life satisfaction has a positive relationship with the public's intention to help the development of a tourist attraction



Picture 1: Formulation of Hypothesis



**Intention Theory:**

The theory of planned behavior has received much attention in the literature (Armitage & Conner, 2001). According to planned behavioral theory (Ajzen, 1991), intention is the determinant of direct behavior, and the intent is determined by attitudes towards specific behaviors, subjective norms about it, and the control of perceived behavior. Therefore, indirect attitude determines behavior.

The conclusions of the study of the relationship between attitudes and behavior, suggesting that attitudes may not predict behavior (Wicker, 1969), therefore, social psychologists have sought to improve the predictive power of attitudes in determining behavior. Finally, they use the main approach of developing an integrated behavior model, including additional behavioral determinants such as social norms or intentions (Olson & Zanna, 1993). Based on these reviews, it can be stated, indirect attitudes related to behavior, while intentions have a closer relationship with the possibility of behavior than attitude. It is therefore better to measure the intention to predict behavior versus attitudes, since intentions contain a clearer direction in predicting behavior, including the public's intention to engage in the development of a tourist attraction.

Like any commercial marketing model, intentions can be caused by customer satisfaction. The same is true in the context of social marketing that the satisfaction of public life can affect the public's intention to participate in the development of tourism objects. Life satisfaction can be caused by economic benefits of tourism, well-being, and personal benefits.

**3. RESEARCH METHODOLOGY**

This research was used quantitative methodology research design which was involved to test the model that has been developed through inferential statistic by using Structural Equation Modeling (SEM), with Partial Least Square (PLS) approach.

**Variables and Measures:**

There are five latent variables which were involved to be the model in this research; Economic Benefits (X), the indicators were developed from various sources (see Table 3); Well-being (Y1), the indicators were adopted from Kinderman et al. (2011); Personal Benefits (Y2), the indicators were adopted from various sources (see Table 3); Life Satisfaction (Y3), the indicators were adopted from Diener et al. (1985); and Community Intention (Y4), the indicators were developed from Becerra and Korgaonkar (2011). The indicators of each latent variable have been tested empirically and have been used in empirical studies as shown in Table . The entire item as the research instrument uses five (7) Likert scale points ranging from "strongly disagree (1)" to "strongly agree (7)".

**Construct Validity and Reliability:**

Validity and reliability test were done by involving 30 respondents. These tests were done by finding significant correlation and Cronbach Alpha in each dimension and construct. The construct is declared reliable if it has Cronbach Alpha value > 0.70 (Malhotra 2007). The indicators have valid conditions if each indicator score contains a positive and significant bivariate correlation with total indicator score. Table 2 describes the Cronbach Alpha values of each construct and the dimensions show values above 0.7, and significant correlations per indicator show positive values.

**Table 3: Test Result of Validity and Reliability Questionnaire**

Variables	Dimensions	Indicator	Reference	Correct correlation	Cronbach Alpha
Economic Benefits (X)	-	The tourism sector at Kutuh give me the job which suit to my expectations (X1)	Tosun (2002); Eusébio et al.(2016)	0.806 **	0.825
		I feel the input from the tourism sector that make my standard of living as a community of Kutuh Village become better (X2).	Sathish and Helic, (2016)	0.890 **	
		The tourism sector in Kutuh Village has provided more input on business activities that is conducted by local communities	Liu et al . (1987 ); Simundic et al, (2016)	0.782 **	

		The tourism sector in Kutuh makes local business opportunities and activities are increasing (X3).	Prentice (1993); Eusébio <i>et al.</i> (2016)	0.836 **	
		The development of tourism sector in Kutuh has given more input to the government (X4)	Eusébio <i>et al.</i> (2016); Nene & Taivan (2017)	0.467 **	
		The development of tourism sector in the village of Kutuh makes local household income become better (X5)	Eusébio <i>et al.</i> (2016); Adiyia <i>et al.</i> (2014)	0.778 **	
Well-being (Y1)	Physical Health and Well-being (Y1.1)	I am satisfied with my current physical health condition (Y1.1.1)	Kinderman <i>et al.</i> (2011)	0.722 **	0.806
		I am satisfied with my sleep quality (Y1.1.2)		0.739 **	
		I am satisfied with my ability to complete my daily tasks and activities (Y1.1.3)		0.671 **	
		I am satisfied with the ability that I have, to get things done. (Y1.1.4)		0.821 **	
		I am satisfied that I have enough money to meet my needs (Y1.1.5)		0.487 **	
		I am satisfied with the time that I have for sports and recreation. (Y1.1.6)		0.812 **	
		I am satisfied with the access that I have felt about my health care (Y1.1.7)		0.619 **	
	Psychological Well-being (Y1.2)	I do not feel depressed and not anxious (Y1.2.1).		0.745 **	0.951
		I enjoy my life (Y1.2.2).		0.707 **	
		I have a purpose in life that I want to achieve (Y1.2.3).		0.756 **	
		I feel my life is orderly or well-controlled (Y1.2.4).		0.800 **	
		I am optimist that my future will be achieved (Y1.2.5).		0.809 **	
		I am satisfied with my present personality (Y1.2.6).		0.827 **	
		I am satisfied with my looks and appearance? (Y1.2.7).		0.710 **	
		I feel able to live my life according to my wishes (Y1.2.8) ..		0.855 **	
		I feel confident with my own opinion and view of life (Y1.2.9).		0.832 **	
		I can do things according to my choice to do (Y1.2.10).		0.883 **	
		As a person, I can grow and develop (Y1.2.11).		0.865 **	
		I am satisfied with my accomplishments and myself (Y1.2.12).		0.842 **	
		Relationship (Y1.3)		I am satisfied with my personal life with my family (Y1.3.1).	
I am satisfied with my friendship with others, and my personal relationship with others (Y1.3.2).	0.794 **				
I feel comfortable with the way I relate and form my relationship with others (Y1.3.3).	0.809 **				
I am satisfied with this life with my partner (Y1.3.4).	0.639 **				

		I feel I get help from others well, if I have a problem (Y1.3.5) ..		0.787 **	
Personal Benefits (Y2)		I am happy to get in touch with tourists (Y2.1)	Chhabra, &Gursoy (2007), Pavlicet al., ( 2015)	0.698 **	0.875
		Growing my job/business that is resulting from the development of tourism sector in my village (Y2.2)	Chhabra, &Gursoy (2007), Pavlicet al., ( 2015)	0.779 **	
		I am comfortable with tourism development in the village. I am very concerning about the preservation of tradition and culture (Y2.3)	Guo, et al. ( 2013 )	0.803 **	
		I feel comfortable with tourism development in my Village. I am very concerned about environmental sustainability (Y2.4)	Guo, et al. ( 2013 )	0.803 **	
		As a local resident, I feel the opportunity to self development due to the development of tourism sector in the KutuhVillage, Badung (Y2.5).	Guo, et al. ( 2013 )	0.905 **	
		As a communities, I am delighted to be rewarded for being involved in the Pandawa coastal area of tourism development and problem-solving program (Y2.6)	Guo, et al. ( 2013 )	0.821 **	
		Life Satisfaction (Y3)		In most ways, my life is close to my ideal ( Y3.1)	
The condition of my life is very good (Y3.2)	0.882 **				
I am satisfied with my life (Y3.3)	0.861 **				
So far I have been getting important things that I want in life (Y3.4)	0.859 **				
If I can live my life, I will hardly unchangeable at all (Y3.5)	0.664 **				
Community Intention (Y4)		I will help the development activities of Pandawa Beach attractions (Y4.1)	Becerra and Korgaonkar (2011)	0.870 **	0.935
		I will invite other citizens to help developing the Pandawa Beach attractions (Y4.2)		0.921 **	
		I will always share information about my thoughts for the development of Pandawa Beach attractions (Y4.3)		0.905 **	
		I will always keep an eye on and follow the development program of Pandawa Beach attractions (Y4.4)		0.913 **	
		I will be a loyal citizen in the development of Pandawa Beach attractions (Y4.5)		0.850 **	

Note: \*\*  $p$  is significant at the level of 0,01

#### Sampling:

The population in this study were the local people of Kutuh Village, Badung, Bali-Indonesia, both of whom occupation as ; (a) direct tourism workers, (b) locals who work indirectly in relation to tourism, and (c) nor local people who work are not related to tourism at all. The characteristics of this population, were used as a stratification model based on consideration, the form of the occupation in a tourism context is very influential towards the benefits that is obtained by the public (Chhabra, & Gursoy, 2007; Pavlic et al., 2015). Based on the population demographic data of Kutuh Village

Badung, by the end of 2016, the total population is 4,197 in habitants, consisting of 2,055 men, and 2,142 women. The results of the interviews show that most of the types of communities occupation are related to tourism, either directly or indirectly. Only 4% of the populations whose occupations are not related to tourism. For a description of the population's livelihoods, according to Table 4 and Table 5 below.

**Table 4: Characteristics of Population by Occupation of Type Related to the Tourism Sector**

Occupations that are directly related to tourism	Man	Women	Amount
Entrepreneur	137	96	269
Transportation service business workers and relationship	1	0	1
Owners of business stalls and restaurants	402	2	404
Fishermen	2	0	2
Small, medium and large entrepreneurs	2	0	2
<b>Total</b>			<b>678</b>
Occupations that are not directly related to tourism	Man	Women	Amount
Breeders	187	151	338
Other home industry of craftsmen	0	1	1
Grocery merchant	2	5	7
Private Employees	426	581	1.007
No Permanent Employment	0	1	1
Casual worker	27	18	45
<b>Total</b>			<b>1.399</b>
Occupations that are not related to tourism	Man	Women	Amount
Tailor	0	1	1
Honorary Employee	4	2	6
Village Devices	10	5	15
Private doctor	0	2	2
Private teachers	0	1	1
Journalist	2	0	2
Members of the Legislature	1	0	1
Government employees	35	12	47
District head	1	0	1
<b>Total</b>			<b>76</b>

Source: The results of survey of researchers in 2017-2018

The sampling technique was used Stratified Proportional Random Sampling based on the characteristics of relation of livelihood to the tourism sector; (a) local residents, the direct tourism workers groups, (b) locals of workers who are indirectly related to tourism, and (c) locals whose professions are not related to tourism. The characteristic of others stratification and the sample size of calculation results as shown in Table 5

**Table 5: Characteristic of Respondents**

Characteristics	Amount	
<b>Gender</b>		
• Man	67	70%
• Women	29	30%
<b>Total</b>	<b>96</b>	<b>100%</b>
<b>Age</b>		
• 25 to 30 years	12	12%
• 30 to 40 years	32	32%
• 40 to 50 years	37	38%
• 50 to 60 years	15	17%
• > 60 years	1	1%
<b>Total</b>	<b>96</b>	<b>100%</b>
<b>Last education</b>		

Characteristics	Amount	
• Junior High School	17	18%
• Senior High School	61	64%
• DIPLOMA	8	8%
• Undergraduate	9	9%
• Magister Program	1	1%
Total	96	100%
Type of occupation related to tourism		
• Directly involved	30	31%
• Indirectly involved	62	65%
• Not at all related to tourism	4	4%
Total	96	100%

Source: Results of processed data (2017)

#### 4. DATA ANALYSIS

The reliability coefficient value of 0.70 is often considered as a consistent scale criteria, where a minimum alpha value of 0.60 is considered sufficient for new or developed scales to obtain the validation (Nunnally, 1978; Gamble, 1999). The results of the analysis show that there are four indicators that must be eliminated because they do not meet the requirements, as well as have a value of loading below the value of 0.60. The four indicators are X5, Y1.1.1, Y1.1.5, and Y1.1.7. Furthermore, the second treatment were done. As a result, all indicators have a loading factor  $> 0.60$  value beyond the required criteria at  $p < 0.05$  to meet the criteria of convergent validity (Hair et al, 2006) .

Table 6 shows the Average Variance Extracted (AVE) value of  $> 0.50$ , that qualifies discriminant validity (Fornell&Larcker, 1981). Composite reliability is said to be good if it has a value above 0.70. Composite reliability values that is obtained in this study is above 0.70, so that in accordance with the criteria of Nunnally (1978).

The coefficient analysis of determination ( $R^2$ ) is a measure of the accuracy for model prediction. The value of this effect ranges from 0 to 1. N 1 represents the full prediction accuracy (Hair, et al., 2014). Nilai  $R^2$  values of 0.75, 0.50 and 0.20 represent strong, moderate and weak (Hair et al., 2011; Henseler et al., 2009). The results of  $R^2$  in this study show there are three constructs that have a weak accuracy; well-being (Y1) personal benefits (Y2), life satisfaction (Y3) and community intention (Y4) have the moderate accuracy.

**Table 6: AVE Composite Reliability dan R Square**

Variables	AVE	$\sqrt{AVE}$	Composite Reliability ( $> 0.60$ )	R-Square Results	
				R-Square	Criteria*
Economic Benefits (X)	0.531	0.728	0.863	-	-
Well-being (Y1)	0.421	0.649	0.944	0.147	Weak
Personal Benefits (Y2)	0.598	0.773	0.899	0.163	Weak
Life Satisfaction ( Y3)	0.661	0.813	0.906	0.260	Weak
Community Intention ( Y4)	0.610	0.781	0.886	0.690	Moderate

Description: \* = Chin Criteria, (1998), Hair, et al. (2011), Henseler et al. (2009);

Source: primary data processed in 2018

The evaluation results of inner models based on Q-Square predictive relevance are gained by 0.77. This value can be interpreted that the information that is contained in the data is 77% can be explained by the model, while the remaining 27% explained by errors and others variable are not contained in this study. Criteria value of Q-Square predictive relevance is categorized to have predictive relevance if the value of Q-Square  $> 0$ , the otherwise, if the value of the Q-Square  $< 0$ , it indicates that the models have less Q-Square predictive relevant.

#### 5. RESULT

The results of a structural model analysis show the relationship between latent variables which is adopted as the concept of this research model as shown in Picture 2 and Table 7. The result of the hypothesis test shows that economic benefits

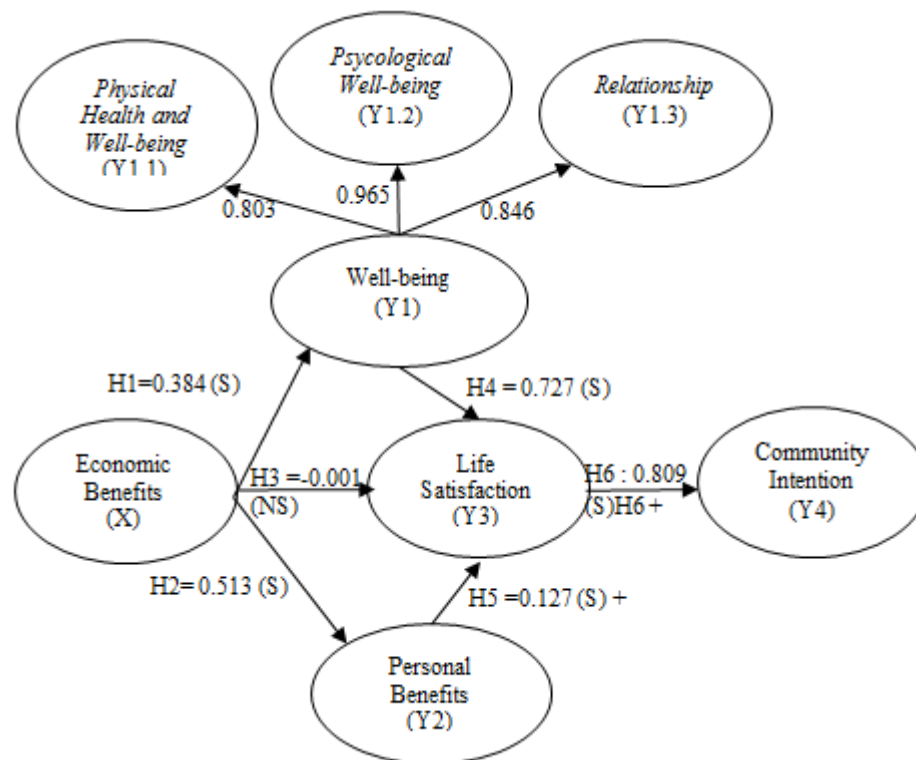


have a positive effect on well-being ( $\beta = 0.391$ ; T Statistic  $> 0.96$ ) which means that H1 is supported. Economic benefits are also proven to have a significant positive effect on personal benefits ( $\beta = 0.514$ ; T Statistik  $> 0.96$ ) which means that H2 is supported. The result of the test of the influence of the economic benefits (X) on Life Satisfaction (Y3) shows no significant ( $\beta = -0.001$  with T Statistic  $< 0.96$ ) which means that H3 is not supported or rejected. The subsequent hypothesis tests of H4, H5 and H6 are all supported because of the T Statistical  $T > 0.96$  (See Table 7).

Table 7: Direct Effect Test Results

Hypothesis	Relationship variable	Path	T-Statistics	Hypothesis
H1	Economic Benefits (X) $\rightarrow$ Well-being (Y1)	0.391	4,069	Accepted
H2	Economic Benefits (X) $\rightarrow$ Personal Benefits (Y2)	0.514	6,656	Accepted
H3	Economic Benefits (X) $\rightarrow$ Life Satisfaction (Y3)	-0.001	0.007	Rejected
H4	Well-being (Y1) $\rightarrow$ Life Satisfaction (Y3)	0.750	8,872	Accepted
H5	Personal Benefits (Y2) $\rightarrow$ Life Satisfaction (Y3)	0.127	1,975	Accepted
H6	Life Satisfaction (Y3) $\rightarrow$ Community Intention (Y4)	0.809	37.013	Accepted

Source: Processed Data Results of PLS2018



Picture 2: Path Chart Results of SEM-PLS Analysis

Description: (S) is significant (NS) is not significant

Source: Processed Data Results of PLS 2018 (Appendix A)

## 6. DISCUSSION

The results of this study shows no significant effect of the economic benefits on the life satisfaction, although the number of sample respondents mostly earn money due to the impact of tourism development (see Table 4, the characteristics respondents). In the sample of villagers of Kutuh village, life satisfaction is not entirely due to the direct impact of economic benefits derived from tourism development.

The results of this study explains that, the local people of Kutuh Village will feel their life satisfaction if the economic benefits of tourism can bring prosperity or well-being and personally they were involved or became important actors in tourism activities and the development process .

Three dimensions that build the well-being, was found the dimensions of physical health and well-being that adopt the financial aspect to meet the needs, has the lowest contribution value (see Picture 2). While the other two dimensions, such as psychological well-being and relationship value is greater. This means that the well-being of the locals of Kutuh Village emphasize more on the aspect of psychological and relationship. If it wants to encourage public's intention to participate directly in the development of tourism object, then the decision makers should be able to encourage the economic benefits to create the well-being that emphasizes the dimensions of Psychological Well-being and relationship.

The results of this study express the support for expert opinions and findings stating that money is not an important predictor of happiness because many wealthy people are unhappy. Love of money has no significant relationship to life satisfaction (Sardzoska, & Tang, 2009). This study shows the different results with the opinions and results of other studies that people who are financially rich are happier than the poor (Diener & Biwas, 2002; Diener & Seligman, 2004). With higher incomes, individuals can consume more and better meet their needs and wants (Bradburn, 1969; Bukenya et al., 2003).

The results of this study also contradict the results of sociologist studies in some of their studies to detect the positive impact of income towards the happiness and life satisfaction (Andrews and Withey, 1976, Biswas and Diener, 2001) and the support of a number of literatures on the effects of aggregate income that have a positive impact the absolute aggregate income (Hagerty, 1999; Hagerty and Veenhoven, 2003; Headey et al., 2008; Oswald, 1997; Veenhoven, 1989, 1991).

Although there are many support states that economic benefits have a positive effect on life satisfaction, yet a number of longitudinal analyzes detecting aggregate income effects are very weak in their impact on life satisfaction (Easterlin, 1946, 1986, 1995, 2001, 2005, Easterlin and Angelescu, 2007; Veenhoven and Hagerty, 2006; Easterlin, 1973, 1974, 1995, 2001, 2005; Streimikiene & Grundey, 2009).

The background of culture becomes the only strong reason to explain the variation of relationship between variables those are obtained in the results of this study. The locals of Kutuh Village have a culture that is formed by the values of Hindu philosophy which is also implemented by the values of Tri Hita Karana which is formed by three important dimensions, namely; (a) the harmony of the relationship with God or the equilibrium shown by a healthy spiritual and religious life, (b) The harmonious relationships with others (social) both within and in the household, and (c) the harmony of life with nature and matter.

The cultural philosophy of *Tri Hita Karana*, which lives deeply in Bali, has received attention in various aspects of study such as in the environment (Warren, 2012), the social responsibility of company (Teja Kusuma, et al., 2017), in tourism (Munandar, 2017). *Tri Hita Karana* has an important three-dimensional meaning that determines the well-being, happiness, and quality of life. The happiness and life satisfaction will be realized if three harmonies are being fulfillment. If one of these three is not balanced, then the life satisfaction will definitely be disturbed. This means that the sustenance of life is not enough simply by the attainment of material derived from economic benefits.

Excessive investment in a location that becomes a tourist destination can cause disruption of locals comfort (well-being). Moreover, tourism business activities are more driven by migrant residents as investors, and local communities do not get the opportunity to engage in the development of tourism (personal benefits). Cultural values and concepts of local communities are not adopted. They feel uprooted from the roots of their own cultures, thus causing an isolation in his own land. This condition causes the communities to be apathetic in maintaining and very difficult to accept the development of tourism object. The failure of tourism development occurs if the effects only make out to the satisfaction of tourists but does not cause satisfaction of life to the local communities. The meaning of this discussion is; it is important to incorporate cultural elements into economic change (Chan et al., 2006).

This image has not fully occurred in the Kutuh Village for the development of tourism activities and its management is fully controlled by the authority of the customary communities as the main stakeholders and the investors as foreigners must obey to customary rules that have implemented. Customary villages know more about the potential of their respective inhabitants, so the realization to encourage the participation of communities in sustainable tourism development will be easier to do, than if managed by private investors, and the government.

## 7. CONCLUSION

### *Managerial and Research Implications:*

It is important for the decision makers in the development of the region as a tourist destination to consider and adopt the measure aspects of psychometric (life satisfaction, well-being and personal benefits) of local communities because communities do not fully can be stimulated through the aspects of the economy. Life satisfaction is not entirely due to the direct impact of economic benefits. But, the impact of tourism investments should be able to cause an increase in well-being and the engagement of society personally.

Investation in coastal areas need to consider comprehensively in all the pressure on the environment and benefit local communities and it is very inappropriate to give all the benefits to the potential investors and transfer all of the costs, losses and externalities to the local communities and the state ( Luttenberger, and Luttenberger, 2016 ) .

There are suggestions for the development of tourism that referenced the suggestion from Munandar (2017); the best results obtained from tourism development in Bali can be applied through the concept of tourism development with the concept of BALI EKA, which means that tourism development should be established with a cultural vision, taking into account the sustainable environment, where the Provincial Spatial Planning Circle, is followed by the determination of the detail plan, and this should be consistently enforced and also create a conducive situation for the safety of tourists.

### *Limitations and Future Lines of Research:*

A number of limitations can be demonstrated in this study and these limitations may serve as a reference for the development of further research models. (a) This study does not detect the direct influence of the economic benefits to the satisfaction of community life, but life satisfaction can be influenced indirectly through wellbeing, and personal benefits. Further research needs to be done by involving a more complete hypothesis test, such as the effect of economic benefits, wellbeing, and personal benefits to the public's intention to support the development of tourist destinations. (b) This study was conducted on samples of culturally oriented high-like backgrounds as developed in many Asian developing countries. It is strongly recommended that future research be conducted on low-contact cultures such as (Europe, and USA). (c) This study shows the value the coefficient of determination ( $R^2$ ) for the well-being variable which is very weak. The further research if it is done in the state of cultural orientation high contact such as Asia, highly suggested for adding a new dimension that is spiritual well being, so that becomes into four dimensions: Physical Health and Well-being, Psychological Well-being, Relationship and Spiritual Well-being , so that can represents the cultural characteristics of *Tri Hita Karana* .

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**APPENDIX: 1**

AppendixA: Processed Results of PLS

