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Perceived social impacts of tourism and quality-of-life: a new conceptual model

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ABSTRACT

Residents' overall well-being and quality-of-life require a deeper understanding of their perceived social impacts of tourism to determine appropriate management strategies to promote behaviours in support of tourism development. Aligning with the 2030 Agenda for sustainable development, this paper proposes a new framework for residents' quality-of-life. Bringing together multi-disciplinary evidence from environmental, social and cognitive psychology, political science and tourism, this study critically examines how residents' perceived social impacts of tourism and their interpersonal trust can make them become more place attached and protect their tourism resources. The framework proposes that residents' perceived social impacts of tourism exerts a direct influence on residents' interpersonal trust. It further posits that residents' perceived social impacts of tourism and their interpersonal trust exert a direct influence on residents' place attachment. The proposed model further considers place attachment to exert a direct influence on residents' pro-social and pro-environmental behavioural intentions. Pro-social behaviour is proposed to influence pro-environmental behaviour. Further pro-social and pro-environmental behaviours are proposed to influence residents' support for tourism development. The framework then considers residents' support for tourism development to exert a direct influence on residents' overall quality-of-life. The theoretical contributions, practical implications for sustainable community tourism and sustainable tourism in general and the limitations of the study are discussed.

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Introduction

Research streams have demonstrated that residents' behaviour can have a profound influence in contributing to sustainability (Aerts et al., 2018; Henry, 2018; Lawton & Weaver, 2015; Ribeiro et al., 2017). It is yet evident that an understanding of residents' behaviour both in the tourism literature and across other fields rely on overly simplistic models. Researchers continue to address growing concerns on detrimental impacts of tourism (Scott et al., 2016) with a plethora of studies on sustainable tourist behaviour (Landon et al., 2018, León & Araña, 2020) and

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residents' support for sustainable tourism development (Nunkoo & Ramkissoon, 2012; Megeirhi et al., 2020).

Tourism has shown a significant transformation since SARS-COV-2 was declared as a pandemic by the World Health Organisation in March 2020 (Hall et al., 2020). The coronavirus has since spread exponentially resulting in a range of negative impacts on residents' mental health (Holmes et al., 2020; Yao et al., 2020) globally. The impact also continues to be largely felt by several residents whose livelihoods depend on tourism (Farzanegan et al., 2020; Qiu et al., 2020). Tourism policy makers, practitioners and scholars around the world are engaged in discussing reinforcing actions to save the highly vulnerable industry (Hall et al., 2020; Gallego & Font, 2020; Higgins-Desbiolles, 2020; Sigala, 2020; Romagosa, 2020). The discussion on how to protect and promote residents' well-being (Ramkissoon & Sowamber, 2020; Uysal et al., 2020) is perhaps even more than before.

International border closures fuelled the need to re-visit domestic tourism strategies at several tourist destinations (Hao et al., 2020; Rogerson & Baum, 2020). Governments, businesses and other co-actors are working collaboratively to revitalize local businesses (Kreiner & Ram, 2020; Yeh, 2020). The coronavirus crisis reflects an even more pressing need for residents to be recognised as an important stakeholder (Ramkissoon, 2020; Van Bavel et al., 2020) integrated in tourism decision making (Nunkoo & Ramkissoon, 2016). They need to play an active role to revive and generate collective benefits from tourism (Ramkissoon & Sowamber, 2020).

This paper is built on the premise that residents' perceived social impacts of tourism in such challenging times can influence their support for tourism development. While literature evidences a range of recent studies on residents' perceived tourism impacts (Charag et al., 2020; Gannon et al., 2020; Suess et al., 2020), what is lacking is how residents' perception of social tourism impacts in a time of crisis can influence their attitudes towards the support of the tourism industry. Some evidence suggests that during a crisis situation, those residents whose livelihoods depend on tourism, may become more tolerant and hence reduce their negative perception of social impacts of tourism (Garau-Vadell et al., 2018; Lindberg & Johnson, 1997). Song et al. (2019) further argue most tourism studies have their focus on crisis management from the tourist's perspective as opposed to residents' perception of the crisis. Yet, residents' support remains fundamentally important especially as we face the transformation of tourism in the immediate COVID-19 context and prepare for post pandemic times (Brouder, 2020; Ramkissoon, 2020). Only limited studies (Qui et al., 2020) have assessed how crises may help assess how residents perceive social impacts of tourism at a time of crisis such as the current pandemic, calling for further investigation.

Furthermore, scholars continue to stress residents' support for tourism is essential for tourism to be well managed and enhance residents' quality of life (Deery et al., 2012; Niewiadomski, 2020; Uysal et al., 2020). The latter is used to reflect residents' overall life satisfaction (Kim et al., 2015), happiness (McCabe & Johnson, 2013), and wellbeing (Yolal et al., 2016). Such events as COVID-19 is an opportunity for businesses and society at large to learn further about the vulnerability of the tourism sector and reflect and respond to this emergency contributing to residents' overall quality of life. This paper presents an integrative framework proposing missing mechanisms that link residents' perceived impacts of tourism (in a pandemic context) and their support for tourism development, in turn influencing quality of life.

Studies in environmental psychology literature suggest our attachment with environmental settings has profound positive impacts on our physical, mental, emotional, and spiritual well-being (Townsend et al., 2018). Residents may develop an emotional bond with these settings; this finds support in place attachment theory (Bowlby, 1962). The place attachment theory posits that early experiences in the home environment between parents and children formulate the latter's mental representation of the self and others (Mennen & O'Keefe, 2005) through which they interpret other social connections in their neighbourhoods and other environmental settings.

Place attachment in the tourism literature is defined as the emotional bonding between people and place (Patwardhan et al., 2020; Ramkissoon et al., 2012). Residents' places serve as tourist venues which may often be immersed in values and feelings where friendships are developed (Kyle et al., 2004; Jiang et al., 2017). Examples can include peri-urban parks, local cafes and restaurants, shopping malls in the neighbourhood, aquatic facilities, museums and heritage trails among others. Recognising detrimental environmental consequences of tourism at tourist attractions, most tourism researchers have explored the association between place attachment and pro-environmental behaviour from the tourist's perspective (Qu et al., 2019; Wu et al., 2020). No study have explored in a single integrative model how residents' place attachment may lead to engagement in pro-social and pro-environmental place protective behaviours and support for tourism development, and how the latter contributes to their quality of life. The premise of this paper is that residents' interaction with other social connections and place can create meanings leading to collective actions protecting their place (Ramkissoon et al., 2018). Spending time in nature and with social connections (with social distancing) in this time of crisis may lead to support for tourism development and may have a positive impact on residents' health, wellbeing and quality of life.

Recognising the important scholarly works on residents' attitudes to tourism, this paper aligns with the 2030 Agenda for sustainable development and COVID-19 public health and planetary health research calls (Khetrapal & Bhatia, 2020; Ramkissoon, 2020; Rasoolimanesh et al., 2020). The current global health crisis has clearly reinforced the need for tourism businesses to align with sustainable development goals (Gössling et al., 2020; Hassan & Ramkissoon, 2020). Furthermore, drawing on different research streams and multi-disciplinary theories and evidence from environmental, social and cognitive psychology, political science and tourism, it addresses researchers' call for interdisciplinary and multidisciplinary research (Wen et al., 2020., Gossling et al., 2020; Hall et al., 2020) to utilize the pandemic as a transformative opportunity (Mair 2020; Ramkissoon, 2020) to revive the tourism industry.

A coherent and integrated framework is developed and proposed to advance residents' attitudes and quality of life research in the immediate and post health pandemic context. The framework proposes to explore the influence of residents' perceived social impacts of tourism in a crisis context on their interpersonal trust. It further posits that perceived social impact of tourism and interpersonal trust may exert an influence on place attachment. Pro-social and pro-environmental behaviour are further proposed as the missing links between residents' place attachment and their support for tourism development, which may in turn enhance residents' quality of life. The paper has important practical relevance to policymakers, it discusses appropriate management strategies to promote behaviours in support of tourism development and promote residents' quality of life. It has practical implications for sustainable community tourism and sustainable tourism in general in the immediate and post SARS-COV-2 health pandemic context. The conceptual model is shown in [Figure 1](#).

Towards the development of a new theoretical framework

Place attachment: a critical link in the immediate and post COVID-19

Place remains a paradoxical concept to define, with no systematic theory of how attachment develops (Low & Altman, 1992; Morgan, 2005). In this changing tourism landscape, place attachment is important to promote meanings people share with their place and people. Place attachment can be used as a leverage to promote community participation and planning for the COVID-19 and post pandemic society (Majeed & Ramkissoon, 2020). In the pre-Covid-19 era, place attachment has been linked to pro-environmental behaviour, wellbeing and quality of life outcomes (Kemp et al., 2012; Scannell & Gifford, 2017) contributing to place advocacy and broader societal goals. In social and environmental psychology research, place attachment has

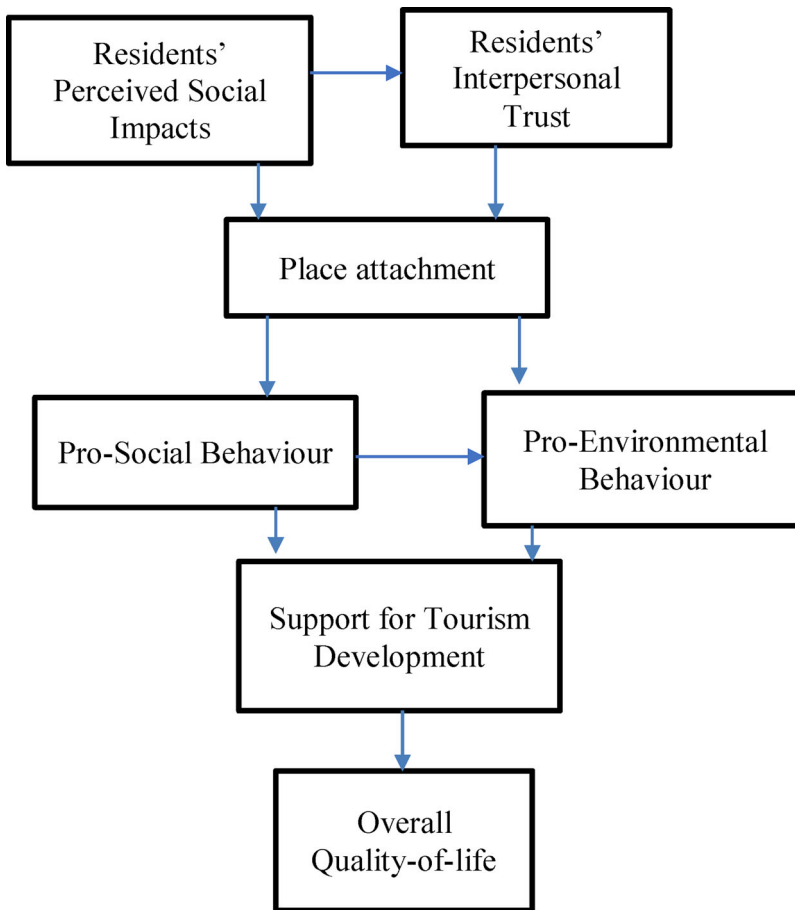


Figure 1. Conceptual model (in a pandemic context).

been explored as an important research stream in promoting life satisfaction and wellbeing (Firouzmakan & Daneshpour, 2015; Rollero & De Piccoli, 2010). In the tourism and marketing literature, scholars argue the need for more research to explore unexplained mechanisms in place attachment residents' attitudes research (Eusébio et al., 2018; Ramkissoon & Mavondo, 2017; Strandberg et al., 2020).

Attachment behaviours are triggered by subjective emotional states (Bowlby, 1980). Human beings seek a place where they feel safe, and an attachment to someone who can endow them with a feeling of security (Ramkissoon, 2015). Place attachment expanded from the infant--mother bond to include other social relationships between adults and environmental and social settings (Kyle et al., 2004, Wiles et al., 2009), embracing dimensions of person, process and place (Scannell & Gifford, 2010).

The conceptualization and measurement of place attachment posed a challenge to researchers, the argument being that the construct was difficult to describe and measure (Raymond et al., 2010; Scannell & Gifford, 2010). Researchers subsequently came up with considerable theoretical, and methodological advancement and practical contributions (Lewicka, 2011; Ramkissoon et al., 2013a; 2013b; 2013c; Vaske & Kobrin, 2001). Some researchers continue using the uni-dimensional scale of place attachment (Hallak et al., 2013; Lewicka, 2008), yet others strongly argue it is multidimensional in nature (Scannell & Gifford, 2010).

Much attention has been devoted to dependence on physical settings, and sense of identity with place (Halpenny, 2010; Ramkissoon et al., 2013a). Environmental psychologists and health

practitioners are increasingly commenting on the psychological benefits derived from the emotional bonds people share with places (Scannell & Gifford, 2017). Individuals may develop a dependence on the physical attributes of a place (Stokols & Shumacker, 1982) to meet their visitation goals (Williams et al., 1992) encouraging repeat visitations (William & Vaske, 2003; Suntikul & Jachna, 2016). Place dependence gains particular meaning in natural settings amidst other man-made attractions. In natural environments such as national parks with forests, lakes, mountains and hiking trails, an examination of visitors' levels of place dependence is essential to understand the consumption patterns and promote loyalty to national parks (Hwang et al., 2005; Ramkissoon et al., 2014).

Recreational settings further offer distinctive environments allowing visitors to immerse themselves with their individual beliefs (Manzo & Perkins, 2006) and memories of the past, reflecting their place identity. Consumers of place may assign meanings to social connections in tourist settings (Ramkissoon et al., 2018), emphasizing the human-place bond. Ramkissoon et al. (2012) propose place social bonding and place affect as two additional sub-dimensions of place attachment in addition to place identity and place dependence. Place affect defines the affective bonds individuals share with the environmental settings (Jiang et al., 2017; Chanchaichujit et al., 2020) which allows psychological restorativeness (Townsend et al., 2018) and a good feeling factor. Place memory has been yet another dimension reflecting people's attachment to place through personal experiences (Lewicka, 2011). Place expectation is about personal experiences as opposed to the evaluation of the place (Chen & Dwyer, 2018). The latter refers to how likely future experiences occur (Chen & Dwyer, 2018) in the place. This is very much applicable to residents who might develop pro-social or anti-social attitudes in relation to their 'place transformation' as a result of their perceived social tourism impacts.

A number of studies have provided empirical evidence for relationships between dimensions of place attachment, pro-environmental behaviours, well-being and quality of life outcomes contributing to place advocacy and broader societal goals (Kemp et al., 2012; Ramkissoon & Mavondo, 2017; Scannell & Gifford, 2017; Townsend et al., 2018). Researchers and policy makers are concerned that a lack of connectedness to nature may contribute to discouraged actions and behaviours by the local community. This study posits that engaging in pro-environmental and pro-social behaviours is much required to promote sustainable tourism development, healthy communities and promote planetary health (Betsch et al., 2020; Townsend et al., 2018). It proposes to explore pro-social (Spinelli et al., 2020) and pro-environmental behaviour (Ramkissoon, 2020) as critical missing links between place attachment and residents' support for tourism development. The study posits that the latter in turn may enhance residents' quality of life (Andereck & Nyaupane, 2011; Ramkissoon & Uysal, 2018; Nunkoo & Ramkissoon, 2012, 2016).

Residents' perceived social impacts and interpersonal trust: antecedents of place attachment

Residents' perceived social impacts

Literature evidences that residents' tourism perception research can be traced back to 40 years ago (Shapley, 2014) with studies evolving with more theoretical awareness (Woosnam, 2012) and methodological sophistication (see Nunkoo et al., 2012). Social exchange theory (SET) has been extensively used in residents' studies on social impacts of tourism (Garau-Vadell et al., 2019). A range of studies suggest that income derived from tourism can be perceived as the most obvious social exchange factor contributing to residents' wellbeing and quality of life (Rivera et al., 2016; Styliadis et al., 2014).

Positive perceived social impacts of tourism include community benefits, increased community pride and value, cultural exchanges, community participation, sharing cultural knowledge; some common negative impacts are increase in vandalism and crime, alcohol abuse, prostitution

(Joo et al., 2019; Ribeiro, et al., 2017; Nunkoo et al., 2013). With the local community being directly impacted by tourism development (Iazzi et al., 2020; Yu et al., 2011), it is important to explore missing mechanisms linking residents' perceived social impacts and their overall well-being and quality of life.

Residents with negative perceived impacts of tourism may perceive their place as just an object to them (Franquesa, 2011) which unfortunately can be a dire consequence of over-tourism (Cheer et al., 2019). This study posits that in a pandemic context however, residents may be more tolerant (Song et al., 2019) of tourism impacts to revive tourism businesses. Residents perceiving social impacts of tourism positively may develop a greater sense of attachment to their environmental settings (Clark et al., 2017; Lu et al., 2018). They may be more likely to protect its resources which contribute to their economic, environmental and social wellbeing (Buta et al., 2014). Positive interactions between residents and the host community have been explored in a recent study by Woosnam et al. (2018) and linked to place attachment. Further focus on how residents' perceived social impacts of tourism might influence their place attachment is an important research stream to pursue in the immediate COVID-19 context and beyond, as destinations start exploring their domestic tourism markets further (Carr, 2020). The proposed conceptual framework of the study posits that residents' perceived social impacts of tourism exerts a direct influence on residents' place attachment with sub-constructs of place dependence, place identity, place affect and place social bonding.

Residents' interpersonal trust

The paper draws on interpersonal trust theory to explore the association between residents' perceived social impacts of tourism and their interpersonal trust. It is further posited that residents' interpersonal trust is an antecedent of place attachment. Trust is an important facet of social relationships and a key variable for social exchange theorists (Blau, 1964; Homans, 1958). Many argue social exchange is based on trust (Zafirovski, 2005; Nunkoo & Ramkissoon, 2012) and important for promoting tourism development and societal wellbeing (Herreros & Criado, 2008; Nunkoo et al., 2012).

Interpersonal trust theory was developed in communication studies by Giffin (1967). The concept was conceptualised as reliance on how the other communicates to achieve a desired but however uncertain aim in a risky scenario. Interpersonal trust has also been operationalized and measured in the 1980s (Holmes & Rempel, 1989; Rempel et al., 1985). Individuals learn to trust or distrust others as they evolve; they evaluate how they are treated and how people react to their behaviour (Mishler & Rose, 2001; Wong et al., 2011). Interpersonal trust is also a significant concept explored in management and marketing disciplines (Arnott et al., 2007). Scholars have posited that interpersonal trust starts with a person's interpersonal bond with his or her family which arises through socialization. This trust is then further extended to other individuals who are not personally known to the person (Nunkoo et al., 2012; Nunkoo & Gursoy, 2016). Residents' institutional trust is important to consider in sustainable tourism development especially as it may lead to support for the tourism industry (Lühiste, 2006; Newton, 2001) through other missing mechanisms which are yet to be studied. Recognising that interpersonal trust has been receiving some attention in tourism (Luo & Zhang, 2016; Roy et al., 2017), this study posits it needs to be further explored in residents' attitudes literature as an antecedent of place attachment (Devine-Wright, 2009; Scannell & Gifford, 2014).

Historically the emotional aspect of interpersonal trust has been overlooked in literature demanding to be further explored (Lewicki et al., 2006). Such an omission in residents' attitudinal studies may limit our understanding of sustainable tourism development planning processes. Individuals with high levels of interpersonal trust may be more likely to develop higher emotional bonding with their place (Tsai, 2012) leading to civic actions (Payton et al., 2005). It is

argued that residents' interpersonal trust (Gursoy et al., 2017; Nunkoo et al., 2012) may be a predictor of place attachment (with sub-dimensions of place dependence, place identity, place affect and place social bonding) which has important implications for their overall quality of life.

Place attachment, pro-social, pro-environmental behaviours and support for tourism development

Place attachment can lead to the adoption of pro-social and pro-environmental behaviours in the immediate COVID-19 and post the pandemic context. This has important implications as communities who rely on tourism benefits are exploring newer ways to restore tourism activities (Ramgosa, 2020). In the age of COVID-19, travel has become a dream and luxury for many as prices of international air tickets continue to soar with the limited availability of commercial flights. Many countries are yet to re-open their borders due to the continued spread of the COV-SARS-2 virus (Farzanegan et al., 2020). This has led to a number of initiatives including regional and domestic tourism (Carr, 2020; Prideaux et al., 2020) in several countries. Some examples include Australia, Norway, and Egypt to mention a few.

There have been several calls for sustainable consumption of the planet's resources pre COVID-19 (Myers, 2017; Whitmee et al., 2015). The global crisis has reinforced the urgency to reconsider the 2030 sustainable development goals (Pan & Zhang, 2020; Romagosa, 2020). The pandemic can be viewed as a window of opportunity for people to engage in newer behaviours in relation to connection to place with some important implications for economic, social and environmental outcomes. Residents can help contribute to recovery from the COVID-19 crisis (Higgins-Desbiolles, 2020) through engagement in healthy behaviours to protect their place. People may be motivated by high levels of place attachment to address economic and societal goals (Kuckertz et al., 2020). It is very likely that people with high levels of place attachment may play a crucial role in promoting the domestic tourism market, and better prepare for the re-opening of international travel and tourism and contribute to planetary health. Promoting place attachment can contribute to restructuring the economy (Grube & Storr, 2018) allowing stakeholders to prepare for a more sustainable international tourism industry post the pandemic.

Pro-social behaviours and support for tourism development

Literature evidences that people can behave pro-socially or can also be anti-social (Kavusannu & Boardley, 2009). Pro-social behaviour has been examined in terms of how an individual may help his/her peers, at both the interpersonal and collective levels (Vollhardt, 2009). In the social psychology literature, pro-social behaviour is a widely studied concept (Dovidio et al., 2017). Individuals engaging in collective pro-social behaviours, also commonly referred to as 'conditional pro-social behaviour' usually look to conform to a social norm (Messick, 2000), or they reciprocate fairness (Rabin, 1993). Individuals' behaviours are influenced by what others do or what they think is approved or disapproved by others. This paper posits that the COVID-19 situation may promote pro-social behaviours as people naturally have a tendency to bond with others in difficult times. People have a desire to learn from others and have their social affiliations and approval in important matters (Cialdini & Goldstein, 2004). However, the pandemic can also bring anti-social behaviours for many with the social distancing rules currently in place demanding that we reflect further (Arora & Grey, 2020; Brammer & Clark, 2020).

COVID-19 reaffirms that our attachment has evolved to encompass social relations (Bowlby, 1988), and the fear of losing access (or having only limited access) to community facilities such as urban parks, and local cafes often serving as venues for family and friends' catch-ups. Some studies suggest missing out on these activities and on family weekends and vacations is causing mental distress and isolation to many (Armitage & Nellums, 2020; Arronson, 2020). With several

local tourism businesses being shut or recently re-opened, maintaining communication with the community may assist in reinforcing people's attachment security (Schimmenti et al., 2020) and better equip the community with coping strategies to support the recovery of the tourism industry.

Residents could reinforce their social networks in small groups (with social distancing) and over the internet and exchange information with shared meanings and important benefits in support of tourism (Ramkissoon, 2020). Information exchanges may allow further discussions and can promote stakeholder engagements with a range of benefits including increased awareness levels, observing the efficacy of collective behaviours and enhancing community pride (Majeed et al., 2020). Recent studies across other disciplines (Hernandez-Garcia & Gimenez-Julvez, 2020; Ohannessian et al., 2020; Smith et al., 2020) lend support to the proposed argument that pro-social behaviours can lead to support for tourism development.

Drawing from extant literature (Bian et al., 2020; Ramkissoon, 2020; Verma & Gustafsson, 2020), some examples of pro-social behaviours for residents as important stakeholders of the tourism industry could include: collective community tourism decision-making; maintaining a good online social tourism network; participatory approaches e.g. deciding on new types of tourism; CSR. These pro-social behaviours may further help the local residents feel valorised. It is important to make their voices heard on platforms where they can have an active participation in tourism development and the decision-making process (Nunkoo & Ramkissoon, 2016). Pro-social behaviours can also lead to engagement in pro-environmental behaviour which can subsequently lead to quality of life outcomes (Uysal et al., 2020).

Pro-environmental behaviour and support for tourism development

Pro-environmental behaviour is defined as the adoption of behaviours by individuals or groups to manage environmental resources and promote environmental sustainability (Ramkissoon et al., 2013a). The concept is deeply rooted in environmental psychology literature (Scannell & Gifford, 2010, 2017) and since has been adapted to a range of disciplines including urban planning and architecture, geography, health, sociology, geography and tourism (Daryanto & Song, 2021; Ramkissoon et al., 2013b; Wu et al., 2020). Ramkissoon et al. (2013c) categorised pro-environmental behaviour as low-effort and high-effort PEB. The current paper posits that residents' pro-environmental behaviour (PEB), both high and low-effort may positively influence residents' support for tourism development. Residents engaging in low-effort pro-environmental behaviours (picking up litter, waste sorting, not feeding birds) (Halpenny, 2010; Ramkissoon et al., 2013a, 2003b) at attractions in their neighbourhood (parks, shopping malls, museums) may be more likely to engage in place protective behaviours (Ramkissoon et al., 2018) and support tourism development when they see the efficacy of their behaviours (see Hand et al., 2020). For instance, residents' individual and collective efforts may result in a cleaner neighbourhood with environmental settings fulfilling their functional purpose (e.g. cleaner parks; better jogging trails) hence promoting their place attachment.

It is further argued that engagement in low-effort and high-effort pro-environmental behaviours may provide the moral support residents and their peers need for further engagement in individual and collective PEBs (Ramkissoon et al., 2018) to protect their place serving as tourist venues. When confronted with the fear of the COVID-19 economic impacts on their tourism industry, an important question is would residents especially those whose livelihoods depend on tourism realise that they would need to be more responsible and promote environmental, social and financial sustainability? The latter are all important tenets of sustainable tourism development (Ramkissoon, Mavondo, & Sowamber, 2020; Sowamber & Ramkissoon, 2019; Steg & De Groot, 2010; Li & Wu, 2019).

Motivated by fear, the pandemic could promote residents' engagement in behaviours promoting cooperation and support for re-opening tourism (Haryanto, 2020; Sigala, 2020). This finds support in the protection motivation theory (PMT) by Rogers (1975). PMT conceptualised as a response to a fear appeal has been widely applied in social and environmental psychology (Gardner & Stern, 2002; Van Zomeren et al., 2010) to promote behaviour change (Ramkissoon & Smith, 2014). In the current pandemic climate, residents need to be better prepared and in support of a more sustainable domestic tourism industry (Brouder, 2020; Higgins-Desbiolles, 2020). They may realise that their pro-environmental actions may not only yield to important tourism benefits but will also contribute to a healthier and better society (Schimmenti et al., 2020). This will also help prepare for the international tourism market re-opening when travel becomes more accessible (Majeed & Ramkissoon, 2020; Niewiadomski, 2020; Sigala, 2020).

Some examples of PEBs are recommended to maintain biodiversity and protect environmental resources. These could include: assist park managers in site management; assist in community gardening e.g., watering gardens using recycled water, removal of weeds in neighbourhood parks; picking up litter at tourist attractions, encouraging friends and family not to feed animals and birds at tourist attractions, attending site management meetings (see Halpenny, 2010; Ramkissoon, 2020). An additional benefit for residents to engage in pro-environmental behaviours is the biological harmony with the natural environmental settings (Beery & Jönsson, 2017). Scholars have evidenced that engagement in physical activities in nature may help reduce anxiety and distress promoting one's wellbeing (Junot et al., 2018; Pritchard et al., 2020) which is an importantly sought outcome in the current pandemic context (Van Bavel et al., 2020). In their recent study, Li et al. (2020) further argue that when people feel happier and healthier, they can be more in favour of tourism development.

In summary, when people are place attached, they may adopt pro-social and pro-environmental behaviours to protect their place to assist in its functional purpose (tourism benefits) and hence further support tourism development. This in turn can further contribute in meeting other key sustainability and wellbeing goals and promote residents' quality of life.

From the review and theoretical underpinnings discussed above the following propositions are formulated.

Proposition 1. *Residents' perceived social impacts need to be further understood, they can have an influence on (a) interpersonal trust; (b) place attachment (with sub-dimensions of place dependence, place identity, place affect and place social bonding).*

Proposition 2. *Residents' interpersonal trust remains an important construct to be explored, it can influence place attachment (with sub-dimensions of place dependence, place identity, place affect and place social bonding).*

Proposition 3. *Fostering residents' place attachment (with sub-dimensions of place dependence, place identity, place affect and place social bonding) remains important in influencing their pro-social behaviour.*

Proposition 4. *Fostering residents' place attachment (with sub-dimensions of place dependence, place identity, place affect and place social bonding) remains important in influencing their pro-environmental behaviour.*

Proposition 5. *Residents' pro-social behaviour can influence their pro-environmental behaviour.*

Proposition 6. *Residents' pro-social behaviour can influence their support for tourism development.*

Proposition 7. *Residents' pro-environmental behaviour can influence their support for tourism development.*

Proposition 8. *Residents' support for tourism development plays an important role subsequently contributing to their overall quality of life.*

Residents' quality of life: moving beyond the immediate COVID-19 context

Residents' quality of life is well researched across disciplines notably in community health, social and environmental psychology, urban planning, design and infrastructure (Grum & Grum, 2020; Kim, 2013; Perlaviciute & Steg, 2018; Zhang & Ma, 2020) among others. It has also been attracting significant interest in tourism research for the past three decades (Croes et al., 2018; Kirillova et al., 2020; Sirgy et al., 2017; Uysal et al., 2020; Woo et al., 2016). Improving residents' quality of life remains one of the main concerns of several nations. Studies have shown that positive perceptions of tourism impacts lead to increased community pride, improved health, wellbeing and overall quality of life benefits (Magno & Dossena, 2020; Woo et al., 2018). Drawing from the bottom-up spillover theory positing that overall life satisfaction is a function of satisfaction with major life domains (Li et al., 2020; Sirgy, 2012), the proposed framework in this study proposes that residents' support for tourism development can lead to their overall quality of life.

The significance of quality of life research has been recognised for its broader societal benefits (Kim et al., 2015; Ramkissoon, 2016; Uysal et al., 2012). In the COVID-19 context and moving beyond the pandemic, how tourism impacts on residents' quality of life, particularly those involved and dependent on tourism cannot be overlooked. As we start promoting more domestic tourism across a number of destinations to contain the spread of the COV-SARS-2 virus from international travels, an understanding of the factors that contribute to mental and physical wellbeing and quality of life of residents in the pandemic context is key. Residents' perceived social impacts of tourism and their interpersonal trust can define their overall quality of life through the mechanisms discussed. It's important to consider the mental health and wellness, and readiness of residents to welcome domestic and international tourists during and post the pandemic. This requires that we develop and propose a number of mechanisms promoting healthy behaviours as discussed above among residents for their mental, physical health and wellbeing. The challenge is to advance quality of life research in exploring residents' engagement and interactivity in their place settings in support of sustainable tourism development.

Concluding comments

This conceptual paper draws on multidisciplinary research streams as advised by researchers; it designs and proposes a framework for enhancing residents' quality of life as the tourism industry navigates through the COVID-19 global health pandemic challenges. This paper draws from social, psychological, environmental, political and behavioural sciences and provides a number of important implications for tourism policy makers and destination managers to consider. Specifically, it discusses the need to explore missing mechanisms in residents' attitudes research promoting residents' quality of life in tourist destinations. It focuses on perceived social impacts, interpersonal trust, place attachment, pro-social and pro-environmental behaviours, support for tourism development and residents' quality of life. These are just a selection of important observations that need to be addressed but readers may also explore other missing mechanisms and their impact on residents' quality of life.

These missing links discussed in this conceptual paper have relevance for promoting a sustainable future for the tourism industry through stakeholder engagement – including residents as a major stakeholder in the tourism planning process (Brouder, 2020; Higgins-Desbiolles, 2020; Hristov & Ramkissoon, 2016). It is hoped that the framework can guide destination managers and marketers, community planners and policy makers in further engagement with the local community when developing their planning and development and crisis recovery strategies. A deeper focus on understanding residents' perception of social tourism impacts, their levels of trust with the people around them and their emotional bonding with their place is important. These factors can play a crucial role in influencing residents' overall quality of life at tourist destinations when they participate actively and take pride in promoting their place as a tourist

destination. How residents' desires are being met and their voices being heard may determine their receptiveness and support for tourism and tourists (domestic and international). This may also help reduce social conflicts (Qiu et al., 2020; Ma et al., 2020) promoting support for tourism (Megeirhi et al., 2020). Policy makers and practitioners need to adopt/reinforce the stakeholder engagement approach and develop tourism destinations that are socially sustainable. In the present pandemic, this has been clearly emphasised as residents and tourism businesses without the necessary support struggle to survive (Qiu et al., 2020; Sigala, 2020).

Engagement in tourism planning as a key stakeholder (Akshiq et al., 2020; Hristov et al., 2018) can lead to feelings of happiness and lead to place protective behaviours (Ramkissoon et al., 2018; Ramkissoon, Mavondo, & Sowamber, 2020). This can lend further support to tourism stakeholders including the government, and local community planners (Hassan & Ramkissoon, 2020). Practitioners also need to consider how local people can benefit when setting up businesses. With a focus on community involvement and participation and tourist satisfaction, they can provide experiences which contribute to both residents' and tourists' happiness and wellbeing, hence leading to better quality of life outcomes. Further, a happier society could be more appealing to tourists (Uysal et al., 2020). A harmonious relationship between residents, places, government, businesses and tourists could promote social, environmental and economic sustainability and contribute to sustainable tourism development.

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