

## Structural Equation Modeling of Perceived Impacts of Tourism – A Study in Residents Perspective

*Tourism acts as one of the largest industries of the modern world. Worldwide the industry shows upward trend in terms of tourist's statistics and tourism revenues. But the actual success of the tourism development should be measured not in terms of tourist numbers or revenue from tourism, but the way it has integrated tourism in to the existing communities and used the investment generated to benefit those communities as well as the tourist (Sara Tillotson,1988). These can be effectively assessed by measuring the impacts of tourism (both positive and negative) on the resident community. The study has got two objectives. First is to understand the different perceived impacts of tourism (both positive and negative) and second is to suggest models for perceived benefits of tourism and for perceived costs of tourism. Multistage sampling method was used to collect 800 samples from selected destinations in Kerala. The analysis was done using SPSS (ver21) and AMOS. The study result presents different dimensions under the "Perceived impacts of tourism" and also suggests models for "perceived benefits of tourism" and for "perceived costs of tourism".*

**Keywords:** Perceived Impacts of Tourism, Perceived Benefits of Tourism, Perceived Costs of Tourism, Sustainable Development, Community Support.



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### *I*ntroduction

"Traveling – it leaves you speechless, then turns you into a storyteller." (Ibn Battuta). It is very much true that travel provides a lot of unforgettable experiences that really makes traveler a storyteller. That is the reason why Francis Bacon aptly remarked that "Travel, in the younger sort, is a part of education; in the elder, a part of experience". By providing the most cherished experiences and an opportunity to escape from one's routine life, tourism has now become one of the largest industries of the modern world. It not only provides socio economic and cultural benefits to the host country but also helps to integrate the different sectors of the economy. It helps to preserve the natural and cultural resources of the host country as these acts as the major tourists attractions. That is the reason why most of the countries are now promoting tourism in a big way. Same is the case with Kerala tourism. According to Kerala tourism statistics (2016):- "The Foreign Tourist arrival shows an increase of 6.23percent over the previous year. Also the Domestic Tourist arrival shows an increase of 5.67 percent over the previous year. The Foreign exchange earnings for the year 2016 is Rs.7749.51Crores which recorded an increase, of 11.51 percent over the previous year, Total Revenue (including direct and indirect) from Tourism during 2016 is Rs.29658.56 Crores, showing an increase of 11.12percent over the last year's figure." The promotional activities of Kerala also needs appreciation. The latest