



CONFERENCE 2023

# Shaping the Future:

Key Themes in Higher Education

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Non-Economic Impacts of Health and Well-Being on Residents within the Tourism & Hospitality Industry

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# Introduction

- Residents are **important stakeholders** in a successful tourism system (Easterling, 2005)
- Their support of tourism and its development is essential for **effectively governing** a tourism destination (Munanura & Kline, 2022)
- A destination's **competitiveness** is directly linked to the resident's quality of life (Dwyer, 2022)



# Research Objective

The purpose of this study is to assess the non-economic impact that tourism has on the health and well-being of residents

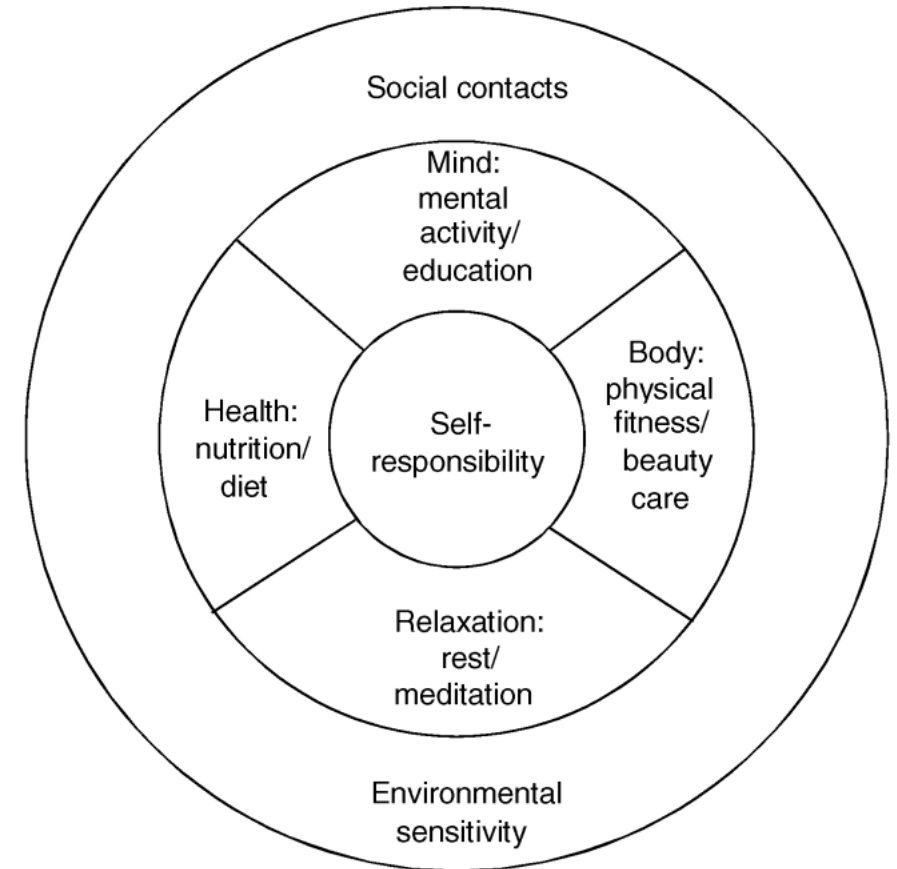


# What is Health and Well-Being?

- Well-being is a **state of health** featuring harmony among mind, body, health, and spirit (Mueller and Kaufmann, 2001)
- From a tourism perspective, residents achieve well-being through increased **economic growth**, new **infrastructure**, and preservation of their **cultural identity** (Kim et al., 2013)



*Expanded wellness model*

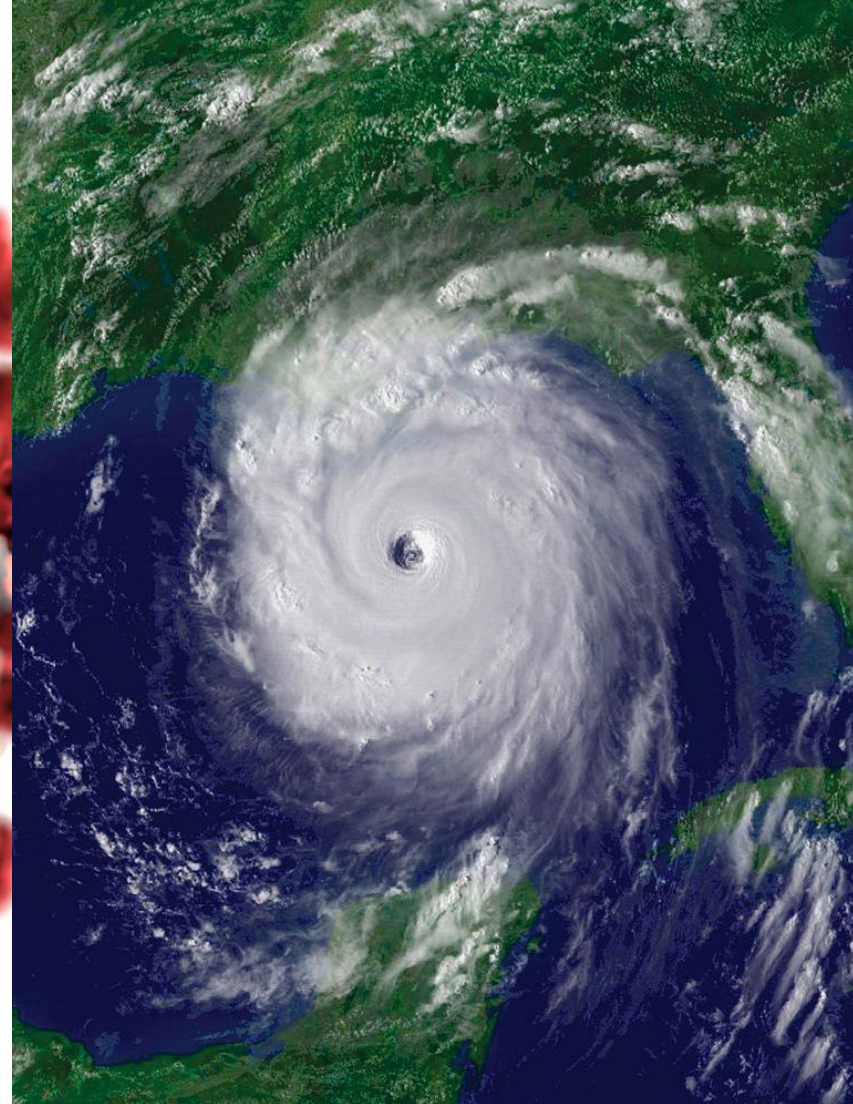
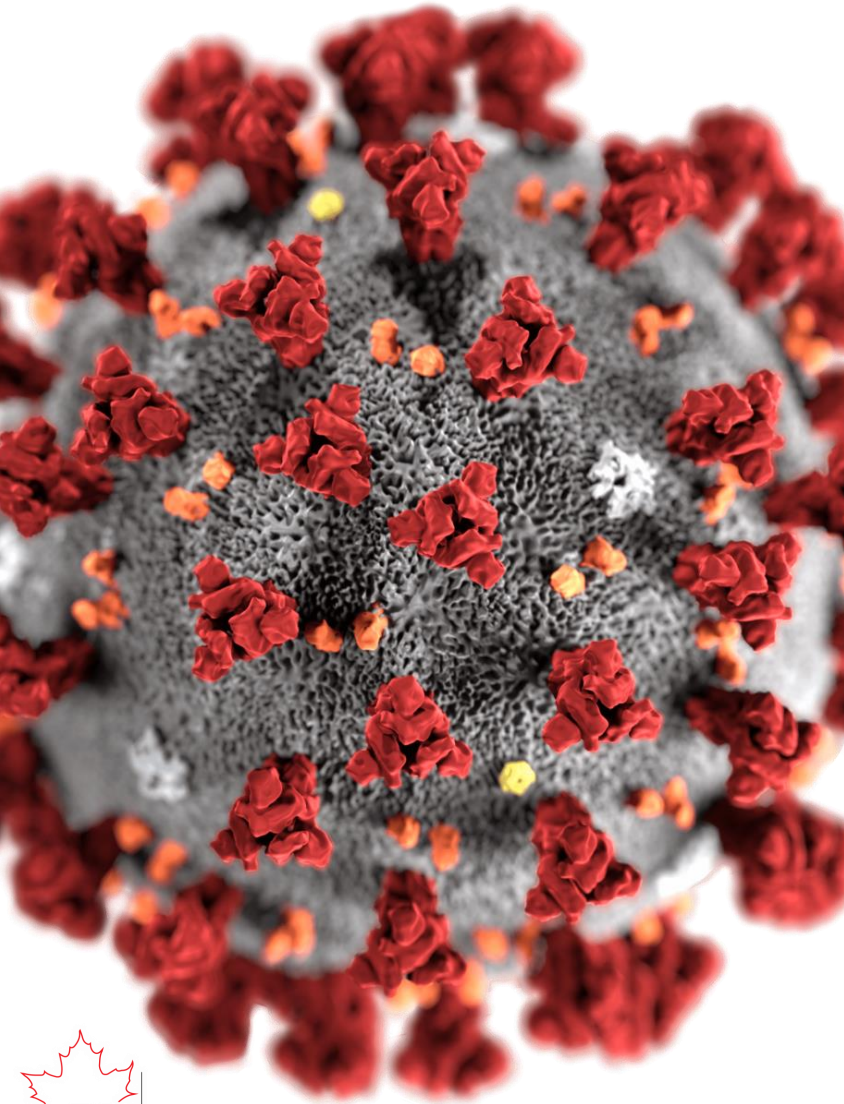


# Literature Review

- Wellness and Wellness Tourism
  - “Sum of relationships that result from a **journey and residence** by people whose **goal is to preserve or promote their health**” (Mueller & Kaufmann, 2001, p.7)
- Well-being in Leisure
  - **Casinos** may have restorative qualities (Rosenbaum and Wong, 2015)
  - Older adults gain enrichment and self-fulfillment from **playing sports** (Heo et al., 2012)



# Crises Affecting the Hospitality Industry



# Literature Review

- Sustainability
  - Nature as a means of improving well-being
  - Sustainability is a necessity for wellness tourism
- Mental Health and Well-being
  - Burnout
  - Emotional Exhaustion
    - repetitive tasks lead to the 'psychological slothfulness' of individuals (Hwang et al., 2014)
  - Job Stress



# Research Gaps

- **Non-economic impacts**, notably those related to sustainability, mental health, crises, leisure, and wellness tourism, **have been underexamined** (Godovykh and Ridderstaat, 2020)
- Too much focus on **“traditional” markers** of a place’s health, such as job creation, income generation, etc. (Hartwell et al., 2016)
- **COVID-19 pandemic** has amplified the need to better understand our residents’ needs (Aguilera et al., 2007; Watkins et al., 2014)

Aguilera, R. V., Rupp, D. E., Williams, C. A., & Ganapathi, J. (2007, July). Putting the S back in corporate social responsibility: A multilevel theory of social change in organizations. *Academy of Management Review*, 32(3), 836–863.

Godovykh, M., & Ridderstaat, J. (2020). Health outcomes of Tourism Development: A Longitudinal Study of the impact of tourism arrivals on residents’ health. *Journal of Destination Marketing & Management*, 17, 100462.

Hartwell, H., Fyall, A., Willis, C., Page, S., Ladkin, A., & Hemingway, A. (2016). Progress in tourism and Destination Wellbeing Research. *Current Issues in Tourism*, 21(16), 1830–1892.

Watkins, M. B., Ren, R., Umphress, E. E., Boswell, W. R., Triana, M. D. C., & Zardkoohi, A. (2014, October 17). Compassion organizing: Employees’ satisfaction with corporate philanthropic disaster response and reduced job strain. *Journal of Occupational and Organizational Psychology*, 88(2), 436–458.

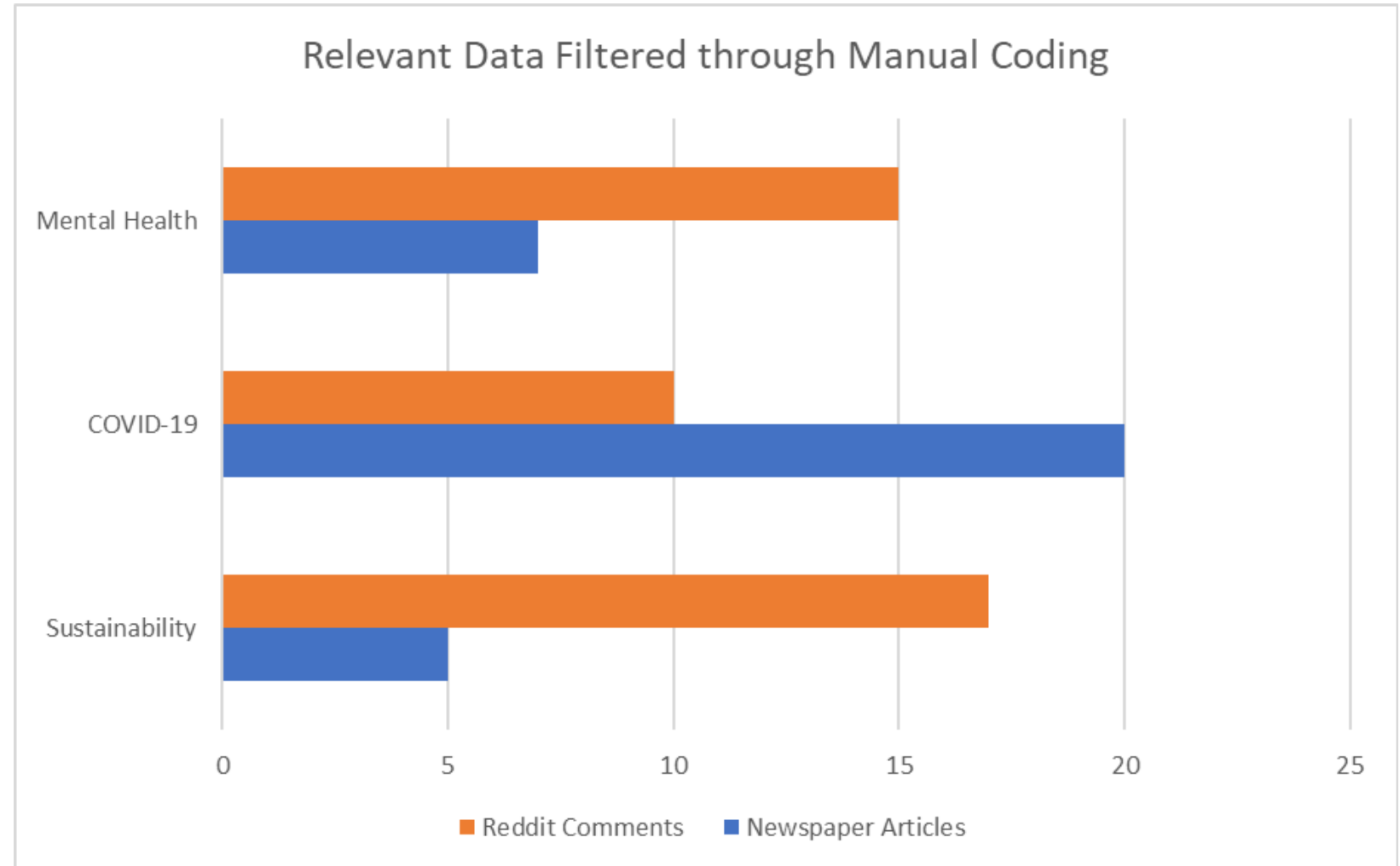
# Research Questions

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- Based on our study's objectives and the analysis of the core topics related to residents' non-economic impacts in tourism and hospitality, **we have developed three research questions:**

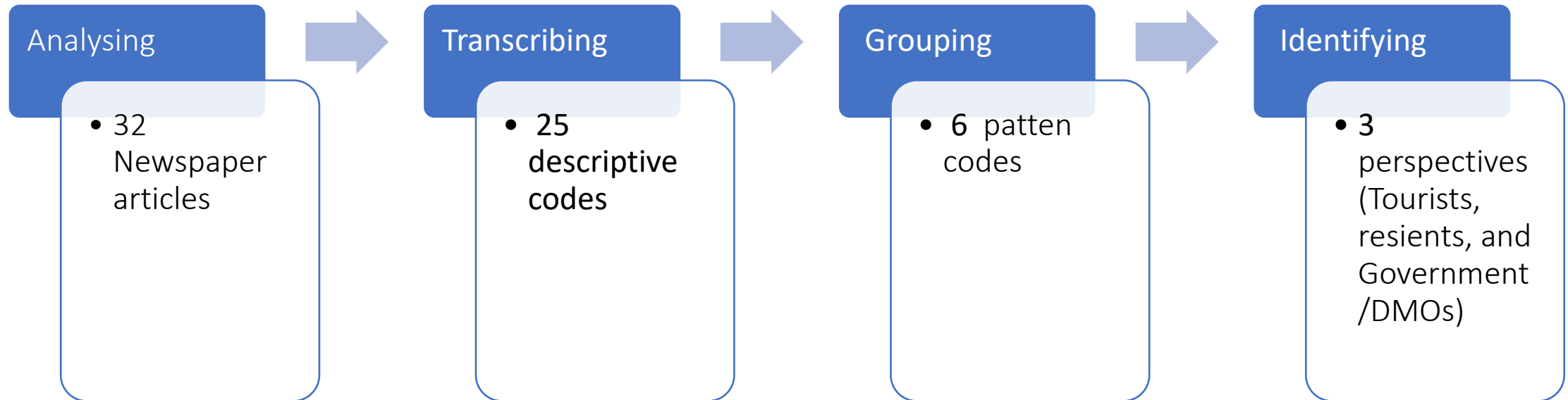
# Methodology – Content Analysis

- Phase 1: New York Times Articles (2012 to 2022)
- Phase 2: Reddit social networking platform
- Analysis concluded at point of data saturation



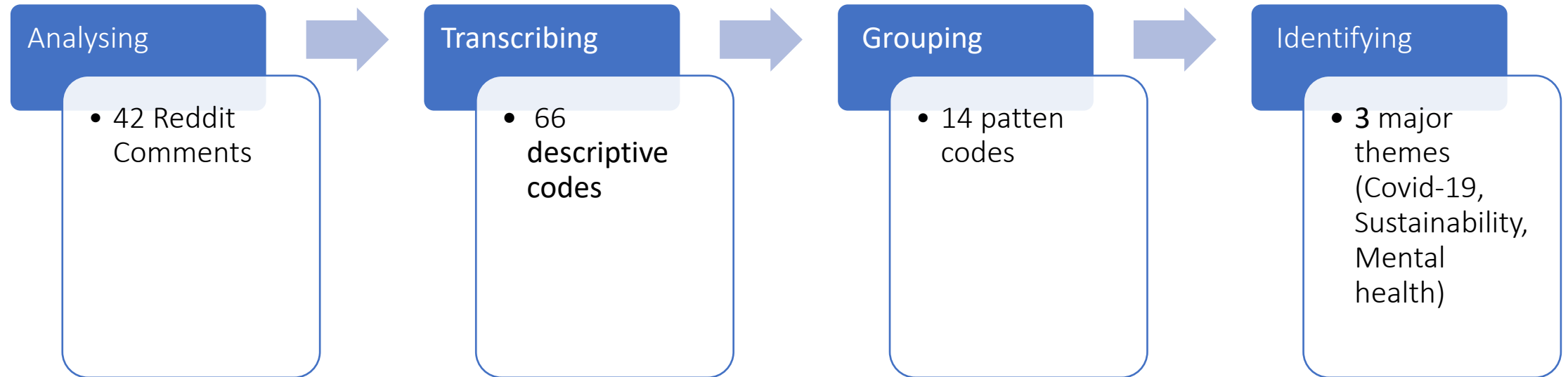
# Analysis

- Phase I

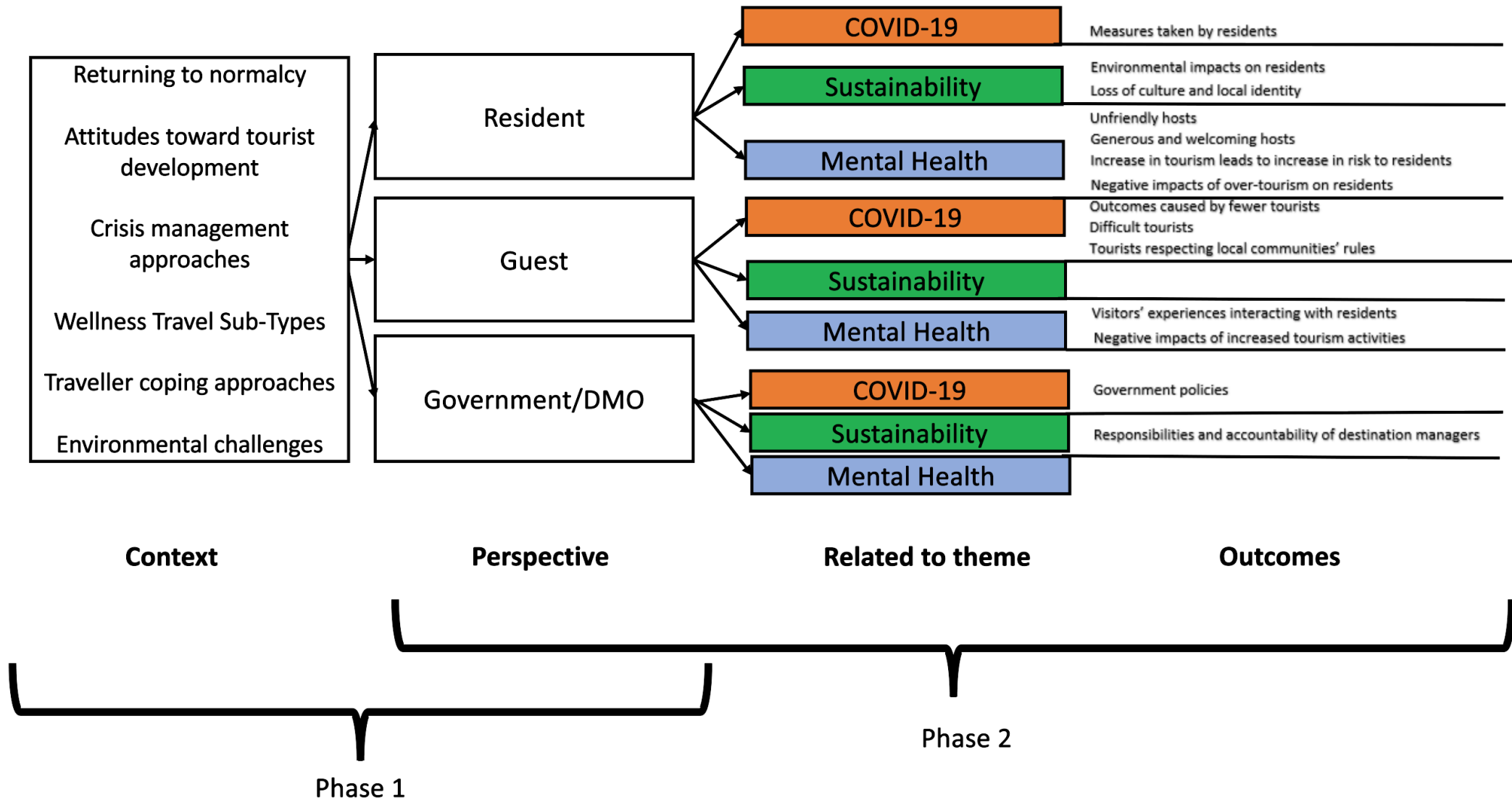


# Analysis

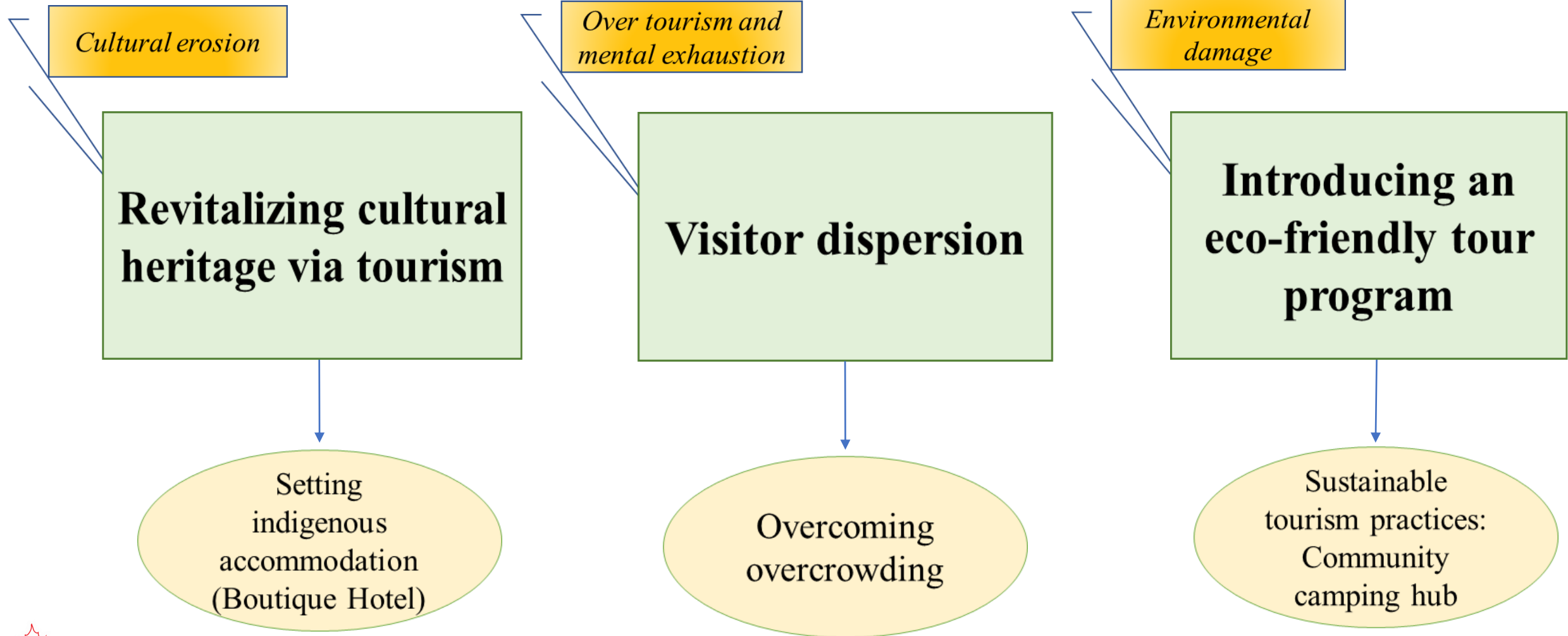
- Phase II



## Protective Progress of Hospitality and Tourism: Conceptual Framework



# Recommendations



# Possibilities and Recommendations

- Revitalizing cultural heritage via tourism
  - Robust marketing and advertisement
  - Designing activities to **provide experience**
  - Organizing events
  - **Replication of a traditional residence**



Hôtel-Musée Premières Nations, on the Wendake Indian Reserve in Quebec, Canada

# Possibilities and Recommendations

- Visitor dispersion
  - Geographical and seasonal **dispersion** of tourists (Destination British Columbia, 2022)
- **Alleviates tourism imbalances**
- Also increases economic **diversification** and **resilience**



# Possibilities and Recommendations

- Introduce an ecofriendly tour program
  - Nature-oriented programs for free independent travelers
- Shifting from group tours to **individuals or group of 2-3**
- Aiming for **minimum infrastructure development**



# Implementation

- Establish an **upscale indigenous accommodation**
- Short Term
  - **Cooperation** between indigenous people, DMOs and industry expertise
- Long Term
  - Assess the **impacts on awareness**
  - **Job opportunities**
  - New ventures



# Implementation

- Overcoming **Overcrowding**
- Short Term
  - **Awareness programs** of the negative consequences of over-tourism
  - Tour programs for **shoulder seasons**
- Long Term
  - Increasing the **carrying capacity**
  - Encourage businesses to **switch to regenerative practices**



# Implementation

- Sustainable tourism practices  
**(Camping hubs)**
- Short Term
  - Creation of **sample camping hubs**
  - **Training Centers**
- Long Term
  - Formulate **new policies**
  - Reinforce **marketing** to host provincial and international camping tours



# Conclusions

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- This study used social media comments and newspaper articles to identify three themes of COVID-19, sustainability, and mental health
- The proposed framework offers insight to tourism stakeholders and policymakers on resident perspectives
- The findings contribute to a better understanding of the relationship between residents and tourists
- Serves to encourage policymakers to adopt practices that do not curtail residents' support for tourism activities and nurture a mutually beneficial harmony between hosts and guests

# Thank you!

Questions?

