

Impact Of Responsible Tourism On The Sustainability Of Destinations And The Quality Of Life Of Local Residents: Statue Of Unity And Champaneri Pavagarh

Dr. Shilpi Saraswat¹, Nisha Arya^{*2}

¹ Assistant Professor, Department of Family and Community Resource Management Faculty of Family and Community Sciences The Maharaja Sayajirao University of Baroda Vadodara, Gujarat, India-390002 (saraswat.shilpi@gmail.com) Address: H.no.-15-Adhyapk Niwas, Pratapgunj, Baroda, Vadodara, Gujarat -390002 (+919924205838)

^{*2} PhD Research Scholar Department of Family and Community Resource Management Faculty of Family and Community Sciences The Maharaja Sayajirao University of Baroda Vadodara, Gujarat, India-390002 (nancyarya24s@gmail.com) Address: N-37 SD Hall, Girls Hostel MSU Baroda, Near Family and Community Sciences, Pratapgunj, Opposite Kamauti Baugh Gate, Vadodara, Gujarat 390002 (+917761079475)

Abstract

The objective of the study to examine the impact of responsible tourism on destination sustainability and to assess the impact of responsible tourism on the destination in order to improve the local community's quality of life. The present research was descriptive and samples were local communities from two destinations of Gujarat, India i.e. the Statue of Unity and Champaneri, Pavagarh. Interview and observation method was used to collect data. Study revealed the local residents' perceptions toward responsible tourism are an important component of destination sustainability. It was statistically proven by using regression analysis that the impact of responsible tourism on destination sustainability was highly significant 0.927(p value <0.001) and quality of life of local community 0.942 (p value <0.001). These findings emphasized the importance of establishing a perspective of local residents toward the sustainable and responsible tourism operations.

Keywords: Responsible Tourism, Statue of Unity, Champaneri, Pavagarh, Destinations sustainability, Quality of life, Local Communities

Introduction

Travel, tourism and hospitality sector is one of the most important economic and cultural industries, with the highest profits and the fastest growth rate. Tourism is a huge industry that creates jobs in a variety of settings, from large capitals to small communities. Despite the fact that other areas of the economy tourism sector have been in turmoil, it has proven to be fastest emerging destinations on this planet. Sustainable tourism, which has become a catchphrase in recent years, refers to the practice of traveling and experiencing a tourist destination while respecting the region's heritage, environment, and community. Moreover, it focuses on global issues such as climate change and works to reform the tourism sector as a whole, whereas responsible travel depends on specific acts and individual places. Responsible tourism address economic, social, and environmental subjects that are relevant in the local community (Goodwin 2014; Hasa, 2020).

Responsible Tourism

In conjunction with the World Summit on Sustainable Development in Cape Town in 2002, the term "Responsible Tourism" was coined. The

Responsible Tourism addresses the sustainable growth of Tourism industry dependent on management of economic, environment and community. Responsible Tourism is all about "making better places for people to live in and better places for people to visit." (Goodwin, 2014). Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable. The term "responsible tourism" is all the rage nowadays. When combined it with the "sustainable tourism," it provides a set of buzzwords that hotels, tour operators, and businesses are using to cash in on a trend. By forming genuine connections with local people, responsible tourism allows us to develop a better knowledge of local cultural, socioeconomic, and environmental concerns. Making true connections with the local community tourist visits is just as important as respecting the environment and local culture. Mihalic (2016) proposed 'Responsustainable Tourism' (responsibility and sustainability) based on the three pillars i.e. economic, environmental and Socio-cultural or community. In a nutshell, responsible tourism entails environmental protection, socioeconomic benefits for communities living in tourist locations and economic growth for the country.

tourists of all ages, anticipating the statue's global attraction (2021). The Statue of Unity is the statue dedicated to the Iron Man of India, Sardar Vallabhai Patel. Standing at 182 meters, the Statue of Unity is now the world's tallest statue. The Statue of Unity, represents national, spiritual, historical, and academic values, will contribute to the icon-based development of this primarily tribal territory.

According to the Gujarat Tourism site the Champaner and Pavagadh, both UNESCO World Heritage Sites, are typically grouped together as one of Gujarat's most interesting historical sites. Pavagadh is located on the crest of a hill that overlooks Champaner's sprawling monuments. From the eighth to the fourteenth centuries, the pair creates a magnificent heritage site filled with forts, mosques, monuments, tombs, arches, temples, step-wells, and fortifications. Thousands of pilgrims visit Pavagadh today to pray at the significant Kalikamata Temple, which sits atop the mountain and is devoted to the goddess Kali. Champaner is the only Islamic-Mughal city that has remained untouched over the ages, providing a true taste of the period's architecture. In contrast, thousands of people flock to the Kalika Mata Temple on Pavagadh Hill during Navratris.

The Statue of Unity and Champaneri, Pavagarh were the important and attractive sights for tourism. The tourism supports the local businesses but nurtures entrepreneurship and new business endeavors. According to WTTC (2019), tourism in diverse destinations provides possibilities to local people from all walks of life by assisting vulnerable groups such as minorities, youngsters, and women, among several others. It also helps to accelerate the integration of sophisticated technology, which could also benefit local communities with their day-to-day operations while improving sustainability and providing more untouched experiences. Responsible tourism may increase through establishing destination sustainability, which can improve the quality of life in the local community by offering jobs and access to other spheres of life.

With this framework, the present study is conducted to analyze the impact of responsible tourism on destination sustainability of selected tourist destinations. Also, to assess the impact of responsible tourism on the destination in order to improve the quality of life of the local community. The purpose of this study is not to analyse the differences between different places, but rather to obtain results from different destinations that have

distinctive ways of attracting tourists. This research could have a significant impact on the destinations' long-term sustainability and responsible tourism. This study can also help the destinations to achieve their goals while attempting to find a balance between sustainability and development by applying responsible tourism methods. Encourage policymakers and tour operators to consider the perspectives of the local community in order to implement responsible tourism guidelines. Consequently, the quality of life in the community, as well as the competitiveness of tourism destinations may intensified.

Objectives of the study:

1. To analyze the impact of responsible tourism on destination sustainability of selected tourist destinations
2. To assess the impact of responsible tourism on the destination in order to improve the quality of life of the local community.

Hypothesize:

1. The local residents recognized a positive impact of responsible tourism on destination sustainability
2. The responsible tourism have positive impact on quality life of local residents

Methods and Materials

Locale of the study

The present research was descriptive wherein random sampling was adopted to select respondents from two destinations of Gujarat, India i.e. the Statue of Unity Kevadia and Champaneri, Pavagadh,, Gujarat India. These two destinations were selected based on the fact that the Statue of Unity in Kevadia is one of the most that accelerates the tourism within the region and helps to develop the tribal community of Kevadia. At second, Champaner-Pavagadh is an Archaeological Park (UNESCO World Heritage Site) is located in Panchmahal district in Gujarat, India which consists as the historic sites. These two destinations attract tourists in diverse manners and help to increase tourism, which in turn serves to grow local communities. The Statue of Unity is a well-planned modern infrastructure where tourist found world's tallest statue of Sardar Ballabhbbhai Patel (182 meters). There are other different tourist and picnic spots near Statue of Unity, i.e. Ekta Nursery, Butterfly garden, Cactus garden, Tent

city, Sardar Sarovar Dam, Zarvani waterfalls, Shoolpaneshwar wildlife sanctuary, Rajavant palace which attracts tourist for wondering, education and pleasure. Champaneri, Pavagadh, on the other hand, is an archaeological park that has been recognised a UNESCO World Heritage Site since 2004. These include the Mughal city and various forts, which are a fusion of two separate cultures in architecture, values, and tradition, and the Kalikamata Temple (one of the shaktipeeth) at the crest of the Pavagadh hills, which appeals to tourists' cultural beliefs. Consequently, the study was conducted at these two distinct locations which attracts tourist differently.

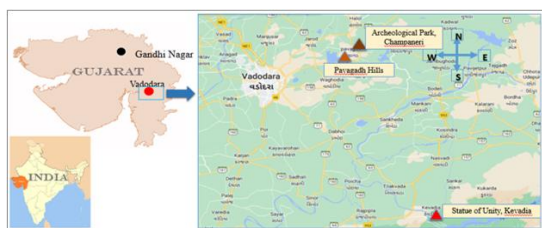


Fig 2. Map showing the locale of the study

Data Collection Tool

Interview technique was used to collect data from the respondents. The respondents were the local residents of the selected destinations. The questionnaire was employed to collect information from the local residents of selected destinations which includes the four sections. The questionnaire was based on the constructs includes the perception of local residents of destinations and indicators, this is the method used in the study of Mathew and Shreejesh (2017) addressed responsible tourism, destination sustainability, quality of life, and general resident satisfaction. Section 1 deals with the respondent's demographic profile (age, gender, and qualification, year of residency, occupation and income). Section 2 includes the statements to elicit the perception of local communities' on responsible tourism at selected sites i.e Economic responsibility, which refers to the role of tourism in local economic development, especially through sustainable livelihood opportunities. Social responsibility, which captures the responsibility exhibits by the destination in empowering and involving local communities in development. Cultural responsibility covers the contribution of tourism towards preservation and promotion of local art, culture and traditions. Environmental responsibility captures the perception concerning endeavors of tourism to ensure that negative impacts are minimum. Five point Likert type scale

will be used (range from 1 "strongly disagree" to 5 "strongly agree").

Section 3 elicited that the perception of local communities' towards tourist destination sustainability at selected sites includes economic sustainability refers to the monetary profit to the society, equal opportunities for the social groups in the destination. Cultural sustainability acknowledges and respects many traditions while avoiding exploitation and environmental sustainability states conservation and management of resources is efficient, and pollution is kept to a minimum. The response structure were (range from 1 "strongly dissatisfied" to 5 "strongly satisfied"). Section 4 deals with the quality of life comprises the statements regarding economic well-being, explains individual's satisfaction towards economic situation due to the tourism initiatives. Community well-being captures the individual's satisfaction towards the public services and recreation facilities provided as part of tourism initiatives in the local community. Emotional well-being captures the individual's satisfaction comes from leisure opportunities and spiritual activities due to tourism. Health and safety wellbeing refers to satisfaction of an individual towards his/her health and environment due to tourism initiatives. Five point Likert type scale will be used (range from 1 "strongly disagree" to 5 "strongly agree"). A weighted mean used to summarize the data collected from the respondent's similar concept to an average. Rather than each data point contributing equally to the final mean, certain data points add greater "weight". Hence, the results in the study used the weighted mean equals the arithmetic mean. Moreover, the regression analysis (Y) was used to test hypothesis of the study. Regression analysis is a recognized method to determine which variables have an impact on a certain issue allows to confidently establish which elements are most important. The data was collected between the months of December 2021 to February 2022. Random Sampling method was used to select respondents from both the destinations. The sample size for the study was 60. A minimum of 30 observations is required to conduct statistically significant analysis (Sharma, 2020). As a result, 30 respondents from the first destination and 30 from the second destination were selected to participate in the study.

Results and Discussions

The findings of the study obtained on the basis of responses gathered from the residents of Statue of

Unity and Champaneri, Pavagarh, Gujarat are discussed in details here.

i. Demographic Profile :

This section includes the demographic profile of respondents includes age, gender, education qualification, employment status and year of residency.

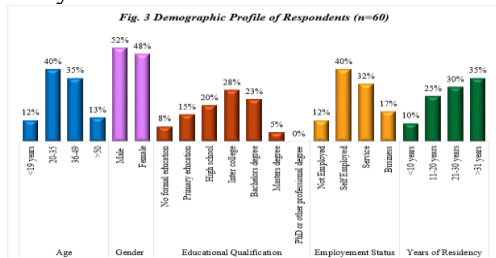


Fig 2 illustrated that around two-fifth (40%) of respondents were belongs to the age group of 20-35 years. Males made up more than half (52%) of the responses. More than a quarter of the respondents (28%) had inter-school qualifications. Nearly, two-third (40%) of the respondents were self-employed and slightly less than one-third (32%) were employed through government and private services. Moreover, more than one-third (35%) of the respondents have been residing in the selected destinations for more than 31 years.



Plate 1: Glimpse of Statue of Unity

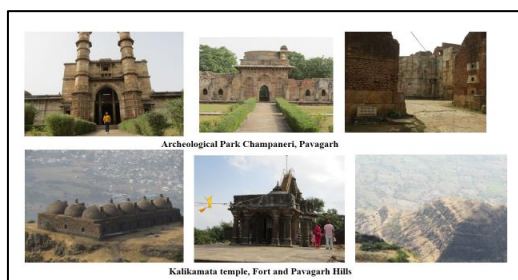


Plate 2: Glimpse of Chapaneri archeological sites and Pavagarh temple and hills

ii. Responsible Tourism :

This section includes the statements to elicit the perception of local communities' on responsible tourism of selected destinations the response structure was strongly disagreed to strongly

agreed. The weighted mean score was calculated to ascertain which data contributed more than others.

Table 1. Perception of Local residents towards the Responsible Tourism of selected Destinations

Indicators of Responsible Tourism	Statue of Unity	Champaneri, Pavagarh
	Weighted mean score	Weighted mean score
Economic Responsibility Opportunity to develop new enterprises to create better employment conditions Emerging of domestic tourism market Support locally produced crafts and curios Skill advancement	3.5	2.70
Social responsibility Understand the historical, political and cultural context of local and host communities Involvement of the local communities in growing the local tourism business Developing Enterprises to promote equality in terms of gender, ethnicity, age, and disability Promote and ensure the respect and dignity of local people in the development, marketing and promotion of tourism Awareness among public	3.47	2.75
Cultural Responsibility Preservation of Heritage Revitalization of Culture and Art Promote Local traditions	3.31	2.88
Environmental Responsibility Waste Management Maintain and encourage natural diversity Use of environmentally friendly behaviour	3.49	2.97
Total weighted Mean	3.44	2.82

Table 1 revealed that respondents highly perceived that environmental responsibility the major construct of responsible tourism. Respondents observed that tourist and host communities maintain and encourage natural diversity, use environmentally friendly behaviour and waste management in Statue of Unity. Similarly, in Champaneri, Pavagadh respondents agreed that environmental responsibility was one of the major indicator of responsible tourism but less than tourism from Statue of Unity. It was also observed that in Statue of Unity, responsible tourism provides cultural responsibility includes preservation of heritage, promote local traditions and revitalization of culture and art scored slightly low weighted score.

On the other hand in Champaneri, Pavagadh, respondents were disagreed that tourism provides less economic responsibility includes opportunity to develop new enterprises to create better employment conditions, emerging of domestic tourism market, support locally produced crafts and curios and skill advancement.

It was observed that the responsible tourism also provide the eco-tourism sector includes Khalvani and Zarvani provides absolute tranquility and serenity in the midst of nature and hold sway for wildlife enthusiasts. The destination also build infrastructure contains the electronic vehicles includes battery-based buses, two-wheelers, four-wheeler in Kevadia avail by local residents of Kevadia village. Interestingly, women drivers were available after free driving training at the Skill Development Center at Kevadia free of cost.

It was also detected that there were no polluting industries but two hydroelectric power plants, which generate abundant environment-friendly electricity in Kevadia. This add a feather to the charisma of the tourism destination.

iii. Destination Sustainability:

This section elicited the tourism destination sustainability of the selected destination. The response structure was strongly dissatisfied to strongly satisfied. The weighted mean score was calculated to ascertain which data contributed more than others.

The data extracted from table 2 represents that tourism from selected destination Statue of Unity provides maximum social sustainability includes benefits to local and host communities, Development of infrastructure due to tourism, empowerment equality in terms of gender, ethnicity, age, and disability among local communities, Infrastructure for recreational activities. Whereas Champaneri Pavagadh provides cultural sustainability includes development is suitable to indigenous condition, revitalization of culture and art, promote local traditions, maintaining quality of landscapes and environment, conserving rural traditional sites and maintain heritage and historical places.

It was experienced there were lots of opportunities to develop the enterprises in the tourist destination has been raised due the (182 meter tall) Statue of Unity. It was witnessed there were many other attractions around in and around the world tallest statue. One of the major attraction was Ekta Nursery. Extraordinarily, a self-help group runs by the local women of Kevadia village, creating Bamboo Crafts, Areca Leaf Utensils and Organic Pots (live) at Ekta nursery which is an exhibition cum sale cum demonstration unit. They make environmentally friendly products i.e. soap from natural ingredients like goat milk, flowers and charcoal and organic pots from rice husk, cow-dung and coco pit and also displaying bonsai to exposing the visitors with the mesmerizing art of creating miniatures of the forest giants (as shown in Plate 3). Nevertheless, a restaurant Ekta food court also run by the women from the self-help group. These showed the empowerment equality in terms of gender, ethnicity, age, and disability among local communities observed as shown in plate 4 that women and local people of nearby runs the e-rickshaw in the destinations, learns skills and earn money and improves the living standards of

their life which was commendable and gives an extra jewel to the destination.

Table 2: Perception of Local residents towards the Destination Sustainability of selected Destinations

Indicators of Tourist Destination sustainability	Statue of Unity	Champaneri, Pavagadh
	Weighted Mean Score	Weighted Mean Score
Economic Sustainability Growth of small businesses in the area Improvement of living standards of local's Improved job opportunities and benefits Tangible benefits (increased in revenue and reduction in cost) Consistent and dependable income sources	2.63	2.79
Social Sustainability Benefits to local and host communities Development of Infrastructure due to tourism Empowerment equality in terms of gender, ethnicity, age, and disability among local communities Infrastructure for recreational activities	3.56	3.06
Cultural Sustainability Development is suitable to indigenous condition Revitalization of Culture and Art Promote Local traditions Maintaining quality of landscapes and environment Conserving rural traditional sites Maintain heritage and historical places	3.47	3.27
Environmental Sustainability Protection of the environment Pollution of the environment Noise and commotion Natural area preservation Maintain and encourage natural diversity Use of environmentally friendly products Developing technology for cleaner production Environment Pollution Total Weighted mean	3.29	3.18
	3.23	3.07

In contrary it was found that tourism in Champaneri Pavagadh the destination sustainability is based on the historical, archeological as well as religious tourism hence cultural tourism was slightly more than other indicators of destination sustainability. The data extracted through this study showed that there were low growth of small businesses in the area and need more improvement of living standards of local's and job opportunities and benefits, tangible benefits (increased in revenue and reduction in cost) and benefits to local and host communities. Also there were less development of Infrastructure and low empowerment equality in terms of gender, ethnicity, age, and disability among local communities and less infrastructure for recreational activities. In this destination local and domestic as well as religious tourism was observed.



Plate 3: Self Help Group: Women working at 'Ekta nursery'; Creating Bonsai art, Organic pots,

Ekta food court, Terracotta utensils and Hand-made soaps and Handwashes



Plate 4: Electronic rickshaw and taxi: Eco-tourism at Statue of Unity

[**Note:** The Pink e-rickshaw in all over the destination and e-kart at Ekta nursery runs by the women of nearby villages i.e. Kevadia.]

iv. Quality of Life of Local Residents :

This section elicited the perception of local residents towards the Quality of life of selected destinations. The response structure was strongly disagreed to strongly agreed. The results calculated by the weighted mean scores

Data from table 3 explained that respondents from statue of unity stated that tourism improved quality of life indicated health and safety well-being of local residents of Statue of Unity includes health, air quality, water quality, water purity and cleanliness. Additionally, tourism also improved community well-being which includes services and facilities provided to local communities, provide community life, standard quality of living, health care standards, education standards and community environment.

Table 3: Perception of Local residents towards the Quality of life of selected Destinations

Indicators of Quality of life	Statue of Unity	Champaneri, Pavagarh
	Weighted Mean Score	Weighted Mean Score
Material Well-Being		
Revenue generation from tourism		
Family income		
Job security	3.52	2.83
Cost of living		
Cost of basic necessities		
Community Well-Being		
Services and facilities provided to local communities		
Provide Community life		
Standard quality of living	3.58	2.83
Health care standards		
Education Standards		
Community environment		
Emotional Well-Being		
Leisure activity		
Spare time		
Leisure activity		
Invasion of tourists	3.41	2.94
Religious services		
Cultural preservation		
Cultural exchange		
Spiritual life		
Health Well being		
Health		
Air quality		
Water quality	3.62	2.88
Water purity		
Cleanliness		
Safety Well-Being		
Accident and crime rate		
Environmental cleanliness		
Safety and security		
Quality of life in General	3.43	2.78
Life as whole		
Enjoying life events		
Overall life satisfaction		
Total weighted mean	3.51	2.85



Plate 5: Conducts a Survey: Local Residents at Champaneri, Pavagarh.

Whereas, Champaner, Pavagadh tourism, emotional wellbeing indicated spare time, invasion of tourists, religious services, cultural preservation, cultural exchange and spiritual life. In contrary the respondents disagreed that safety well-being includes reduction of accident and crime rate, environmental cleanness, safety and security, quality of life in general, enjoying life events overall life satisfaction from responsible tourism.

It was observed that local community perceived the improved quality of life indicated material wellbeing as tourism provides income to many local residents and helps to increase family income and cost of living. The establishment of Kevadia colony and education institutes significantly evolved to ensure the sustainability in the context to community well-being. It was also investigated that the tourism contributes to the religious services i.e. Narmada Arti daily at evening near Shoolpaneshwar Mahadev Mandir and also adds leisure activities, culture preservation and spiritual life with invasion of tourists. It was also evident that in aspect of safety wellbeing local residents also perceived low accident and crime rates but clean environment, safety and security and overall life satisfaction. Therefore, opportunities via tourism improve quality of life includes, of local residents from all walks of life.

v. Testing of Hypothesis:

It was tried to find out the impact of responsible tourism on destination sustainability and quality of life of local communities. For this purpose of regression analysis have been done to investigate the hypothesis. It was hypothesized that no variable influences the responsible tourism (null hypothesis, H_0). That is, none of the factors are related to perception level.

H₁: The local residents recognized a positive impact of responsible tourism on destination sustainability

The table 4 represents the regression analysis of the data to test the hypothesis. The analysis of the showed the Y value=0.927 which proved that there is a significant relationship between the extent of responsible tourism on destination sustainability was highly significant ($p < 0.001$ significance level). Hence the null hypothesis was rejected and in this case.it could be determined that tourism seems to have more potential to aid employment opportunities, boost social integration, safeguard natural and cultural assets, conserve biodiversity and generate sustainable livelihoods when it is planned and managed properly. Furthermore, the overall tourism experience, including economic, social, and environmental problems, as well as improving tourist experiences and satisfying the needs of local communities, can make tourist destination sustainable.

Table 4: Regression analysis to ascertain relationship between Selected Variables

Responsible tourism	n	Y value	Significance
a) Tourist Destination Sustainability	60	0.927	.001*
b) Quality of Life	60	0.942	.001*

*Significant at 0.001 level

H₂ : The responsible tourism have positive impact on quality life of local residents.

Responsible tourism is highly associated with the perception of local residents towards responsible tourism. As the regression value for the test was $Y = 0.942$ which is highly significant ($p < 0.001$). So, null hypothesis was rejected. Hence, it was statistically proved that responsible tourism can provide more socio-economic advantages and better accepted sources to local residents, resulting in a higher quality of life. Improved working conditions and access to the sector, and produces more economic advantages for local residents, boosts the well-being of host communities.

Discussions and Implications

The present research showed the both aspects affirmative as well as the adverse of tourism destination sustainability and quality of life. In Statue of Unity, Kevadia Gujarat, where the development was recent and technology was advanced people were found more satisfied and agreed the positive impact of tourism. On other hand the second destination of the study Champaneri Pavagadh Gujarat, where there were no changes in recent years found less impact on

sustainable destination and improved quality of life. According to Hanafiah et al. (2016), the most prevalent idea and principle for modern tourism development is responsible tourism practice (RTP). Residents think that responsible tourist practice (RTP) is the suitable approach in addressing the negative consequences of sustainable tourism since it promotes the maintenance and protecting natural resources, local cultures, and helps to a better quality of life (QoL). This can be observed in the success of European and African nations in carrying out reconstruction initiatives through responsible development. Responsible destination planning and environmental practices should be included in the policy.

In Statue of Unity, operators implemented innovation and concerning the environment as well. The modernization in terms of social, economic and cultural constructs and considering environment as well were the aspects of responsible tourism influences destination sustainability. Tourism allows culturally sensitive tourism which fosters mutual respect between tourists and hosts while also encouraging local pride and confidence and also allow person with impairments and the underprivileged access. This findings were quite relevant to the finding points of Booyens & Rogerson, (2016) stated that widespread implementation of both innovation and environment social and structural innovations identified as innovation types which have a particular bearing on responsible tourism. Also argued that local policy initiatives are needed to strengthen innovation for responsible business practices in tourism and thereby to enhance environmental and social change on a larger scale. Overall, the results of this cross-sectoral investigation contribute to discourses on environmental innovation in tourism by identifying it as a prevalent type of tourism innovation which comprises multiple environmentally-friendly practices.

Tourism also provides potential jobs and business ideas, thereby improving the quality of life of local communities. Tribal groups in Kevadia village and Pavagadh's nearby communities got the opportunity to earn money and improve their socioeconomic, material, and community well-being. This finding was reinforced by Abdollahzadeh and Sharifzadeh (2016), who highlighted that tourism growth affects the quality of life of local residents through influencing economic growth in the area, which contributes to new job opportunities. Tourism in rural areas is

seen as advantageous to the variety of leisure options and the enhancement of general infrastructure. Similarly, Muresan et al. (2016) in their study on "Local Residents' Attitude toward Sustainable Rural Tourism" revealed that rural residents see tourism as an income generator, but at the same time they understand the importance of planning and managing tourism destinations sustainably. The local community, as an important stakeholder within the tourism sector, becomes a key element in developing future tourism strategies.

The current study's findings revealed that the local communities of two different tourist destinations believed that the more responsible tourism tourist practiced, the better quality of life they got in terms of socioeconomic factors. According to the researchers George et al. (2019) & Mathew and Shreejesh (2017) revealed by integrating tourism and sustainable practices can have a great impact on both tourists and the host population. In addition, host community's perceptions of responsible tourism practises had a significant relationship with destination sustainability and quality of life reported by the host community, respectively.

The present investigation was primarily concerned with responsible tourism, destination sustainability, and the perceived quality of life by local residents. The findings demonstrated that respondents believed responsible tourism had a significant impact on destination sustainability and quality of life. The Statue of Unity where there were increased responsible tourism found improved quality of life among local people. Whereas in Champaneri, Pavagadh, the tourism had less characteristics of responsible tourism, i.e. involvement of local residents in decisions that influence their lives and changes in their lives and meaningful interactions with local people provide more delightful experiences for tourists. This fact showed that less responsible tourism leads to a lower standard of living.

These findings of the present study underscored the necessity of fostering a good attitude among local citizens regarding any environmentally and ethically responsible tourist efforts. This study emphasizes the importance of responsible tourism for destination sustainability and local residents' quality of life from the perspective of local communities of the destinations. It's critical to figure out what people want when it comes to responsible tourism. To improve tourism in terms of social, economic, cultural, environmental well-

being, and to increase community well-being, material, emotional, health, and safety well-being of local people of the tourist's destination, it is critical for tourist organizations to understand tourist as well as local community's needs, perceptions, and attitudes and the barriers that they experience when it comes to responsible tourism practices. There is an urgent need to rebuild and consider well-planned infrastructure that promotes responsible tourism. There is also a need to implement green innovation in tourism destinations in order to attract tourists while also ensuring the well-being of local communities and the environment. This study encourages all tourist locations to establish responsible tourism by incorporating local residents. The current study also encourages legislators and tour operators to consider the viewpoints of local communities when developing responsible tourism rules.

Conclusion

This research revealed that tourism among selected destinations was diametrically opposed to one another. The Statue of Unity more sustainable than Champaner Pavagadh. The Statue of Unity is a well-planned infrastructure that delivers information, education, social progress, environmental enrichment, cultural exchange, recreational activities, and health promotion. According to organizations, this place has the potential to become a world-class tourist attraction with modern amenities. As a result, the destination was deemed to be more sustainable for both tourists and local resident. Remarkably, the findings of the study revealed that there was the significant association between responsible tourism with destination sustainability and quality of life of residents. This showed that local residents' attitudes toward responsible tourism are a critical component of destination sustainability includes economic, social, cultural, and environmental concerns and quality of life includes community well-being, emotional well-being and health and safety wellbeing of local communities. Consequently, the well-planned infrastructure, implementation of green innovations and modernization approach can be some majors of responsible tourism which promotes sustainable destination and can improve overall quality of life of local communities.

References:

- [1]. Abdollahzadeh, G.; Sharifzaden, (2016). A Rural residents' perception toward tourism

- development: A study from Iran. *Int. J. Tourism Res.* 16, 126–136.
- [2]. Booyens, I. & Rogerson, C.M. (2016). Responsible tourism in the Western Cape, South Africa: An innovation perspective. *An International Interdisciplinary Journal*, Vol. 64 No. 4, 385-396
- [3]. Burrai, E., Buda, D.M. & Stanford D. (2019). Rethinking the ideology of responsible tourism. *J. Sustain. Tour.* 27, 992–1007.
- [4]. Chan, Jennifer K.L., Kamarul M. M, & Tini, M. (2021). Local Community Participation and Responsible Tourism Practices in Ecotourism Destination: A Case of Lower Kinabatangan, Sabah" *Sustainability* 13, no. 23: 13302. <https://doi.org/10.3390/su132313302>
- [5]. Financial express (2021). Travel and Tourism: Statue of Unity. Retrieved from <https://www.financialexpress.com/lifestyle/travel-tourism/statue-of-unity-achieves-another-feat-worlds-tallest-statue-crosses-landmark-of-50-lakh-visitors/2213283/>
- [6]. Frey, N., & George, R. (2010). Responsible tourism management: The missing link between business owners' attitudes and behaviour in the Cape Town tourism industry. *Tourism Management*, 31, 621-628.
- [7]. George, A., Jiang, M. and DeLacy, T. (2019). "Impacts of Responsible Tourism in Environmental sustainability issues: A Case Study in Kerala, India". *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 35. Retrieved from <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2320&context=ttra>
- [8]. Goodwin, H. (2014). What is responsible Tourism? Retrieved from <https://www.printfriendly.com/print/?source=cs&url=https%3A%2F%2Fresponsibletourismpartnership.org%2Fwhat-is-responsible-tourism%2F&headerImageUrl=&headerTagName=&imageDisplayStyle=right&customCSSURL=&disableClickToDel=0&disablePDF=0&encodeImages=false&showHiddenContent=false&disablePrint=0&disableEmail=0&fallbackStrategy=algo&primaryImage=all&imagesSize=full-size>
- [9]. Gujarat Tourism. Retrieved on from <https://www.gujarattourism.com/central-zone/panchmahal/champaner---pavagadh.html>
- [10]. Hanafiah, M. H., Azman, I., Jamaluddin, M. R., & Aminuddin, N. (2016). Responsible Tourism Practices and Quality of Life: Perspective of Langkawi Island communities. *Procedia - Social and Behavioral Sciences*, 222, 406–413. doi:10.1016/j.sbspro.2016.05.194
- [11]. Hasa, (2020). What is the Difference Between Sustainable and Responsible Tourism. Retrieved from <https://pediaa.com/what-is-the-difference-between-sustainable-and-responsible-tourism/>
- [12]. Khan, M.R., Khan, H.U.R., Lim, C.K.; Tan, K.L. & Ahmed, M.F. (2021). Sustainable Tourism Policy, Destination Management and Sustainable Tourism Development: A Moderated-Mediation Model. *Sustainability*, 13 (12)-156. <https://doi.org/10.3390/su132112156>
- [13]. Lee, K. F. (2001). Sustainable tourism destinations: the importance of cleaner production. *Journal of Cleaner Production*, 9(4), 313–323. [https://doi.org/10.1016/s0959-6526\(00\)00071-8](https://doi.org/10.1016/s0959-6526(00)00071-8)
- [14]. Mathew, P. V, & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of Hospitality and Tourism Management*, 31, 83–89. <https://doi.org/10.1016>
- [15]. Mihalic, T. (2016). Sustainable-Responsible Tourism Discourse-Towards “Responsustable” Tourism. *Journal of Cleaner Production*, 111, 461-470. <https://doi.org/10.1016/j.jclepro.2014.12.062>
- [16]. Mullis, B.T. (2015). Sustainability Leaders Project. Retrieved from <https://sustainability-leaders.com/interview-brian-mullis/>
- [17]. Sharma, A. (2020). Is n = 30 really enough? A popular inductive fallacy among data analysts. *Towards data Science*. Retrieved from <https://towardsdatascience.com/is-n-30-really-enough-a-popular-inductive-fallacy-among-data-analysts-95661669dd98>
- [18]. The Indian Express (2021). Gujarat: Statue of Unity crosses 50 lakh visitors-mark. Retrieved from <https://indianexpress.com/article/india/gujarat-statue-of-unity-crosses-50-lakh-visitors-mark-7229213/>
- [19]. WTTC (2019). 8 ways Responsible Tourism benefits local communities. Retrieved from <https://travelhub.wttc.org/blog/8-ways-responsible-tourism-benefits-local-communities>