The New Model of Relationship Leisure and Tourism Development on Quality of Life (Review Studies)

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ABSTRACT	Published Online: 09 November 2021

This report is about the quality of human life and leisure and tourism. Different perspectives of human life have been reviewed and have been related and connected with the quality of leisure and tourism. The Human life perspectives that have been reviewed are Human mankind, Human relationship, Human society, Human environment, and Human Development. Further on, there is a review of the quality of leisure and tourism under different dimensions which can be read in the report. Tourism development in the new paradigm concept of development has been addressed to the goal of sustainable development to increase the quality of life of the community (tourist, host, providers) based on the concept of values. The modernity of tourism development has to do with setting up the concept of values, development of humans by technology to minimize using natural resources, and harmonization of three main tourism stakeholder groups; are the owners of the destinations, tourism industries, and tourists as consumers of the destinations to the goal of quality of life.

Keywords:
leisure, tourism, human mankind, human relationship, human society, human environment, and human development

1. INTRODUCTION

1.1 Quality of life

There are many definitions of quality of life by sociologists, according to Crask (1995) who state that such definitions depend on the discipline of study, but in addition, quality of life has been interpreted as the totality of features and characteristics of the varying environments and changing conditions that accept on the ability to satisfy the human needs for actualization at four levels of awareness: physical, emotional, mental, and spiritual. However, Sirgy, et al., (1991) explains that the quality of human life, society-wise, means the general wellbeing that is experienced by members of society. Morris et al. (1995) further explain that the general wellbeing of a society comprises the objective (material conditions of life) and subjective (which is seen as perceptions/evaluation) components. Further on, the online dictionary explains that quality of life has been interpreted as multidimensional perspective, subjective, and dynamic depending on lifestyle and level of quality that people want (Utama, et al., 2020).

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This is an assumption of the components of quality of life such as freedom, happiness, art, environmental health, and innovation. It is also noted that the components are hard to measure but the quality of life can be measured more easily from the economic perspective by the standard of living, the amount of money, and access to goods and services that a person has. It should be noted then that quality of life, though hard to measure, depends on a particular society and its ability to live in a normal environment.

1.2 The Tourism Sector and Quality of Life

Jackson and Burton (1999), explains that there is some benefit from Leisure and tourism activities such as physiological, economic, environmental, social, and psychological benefit. On other hand, the UEAPME (European Association of Craft, Small and Medium-sized Enterprises) explains that the tourism sector is an important economic sector for Europe as a driving force of economic growth and makes a significant contribution to the quality of life of the Union's citizens and visitors. At the moment, in many tourist's destination beliefs, the tourism sector has been developed and established because it can improve quality of life not only from economic and also from non-economic perspectives.

1.3 Tourism is a prospective business

At the moment, tourism has been studied because tourism is one of the most important industries in many countries and the fastest growing industry in most of them (UNWTO, 1998). Also, it has been established and developed in some countries, according to the UNWTO, that can generate economic activity such as changes in sales, changes in regional income, and changes in employment. With the current Pro-poor tourism initiatives that seek to alleviate poverty through tourism developments, it is therefore clear that tourism, whether cultural or any other type of tourism can be seen as a way to improve the quality of life of both the host and the tourist.

An example is community-based tourism that engages the locals, e.g. the Maasai people in Kenya, thereby benefiting them economically. The spending of visitors within the local area becomes sales or receipts for local businesses or other organizations selling products and services to visitors such as handicrafts, guiding services, restaurants, hotels, etc. Also, tourism contributes to many jobs related to tourism activities; it can increase the income of the local community. On the other side, as a consequence, the local government has developed sectors related to areas such as airports, ground transportation, quayside terminals for cruise ships, etc., according to global standards. Many tourism policymakers have a notion that tourism has been a prospective business. UNWTO forecasted that international tourist arrivals will be increasing year to year.

Technology in transportation has been increasing a lot so the people can easily reach tourist destinations all over the world. Also, information technology has infected people to get more information about destinations and events easily. Many people can access the internet, multimedia, televisions, etc. as information media. The process of globalization also has been making easy migration of people from one country to another, the interconnection of economic, social and cultural that now exists across space and time, and also implies more and more into the daily lives of people across the world. Finally, tourism destinations can be more easily reached by people all over the world who want to improve their quality of life through their experiences and knowledge.

2. FIVE PERSPECTIVES OF QUALITY OF HUMAN LIFE AND TOURISM ANALYSIS
2.1 Mankind

According to Sharpley, (2018) models of man are confronted with a logical gap between human beings (as a natural fact) and being human (as a cultural value). Being human, which is governed by values, affects everyday life, not leaving out the professional areas like those of tourism. It is known that the search for values is influenced by the internal battle between passion and rational intellect. This is further furthered by the basic motivation theory that describes a dynamic process of internal psychological factors (needs,

desires, and wealth) that generate an uncomfortable level of tension within individuals' minds and bodies. The inner needs and the resulting tension lead to actions designed to release tension, which thereby satisfies needs.

The idea behind this two-dimensional approach is that people travel because they are pushed by their internal forces and pulled by external forces of the destination attributes (Cha, McCleary & Uysal, 1995). Iso-Ahola (1982) also suggested that both approach (seeking) and avoidance (escaping) components are present in tourism motivation in particular. Push factors include "novelty, escape, kinship relationships, prestige, and relaxation/hobbies. Pull factors include budget, ease of travel, culture, and history, wilderness, Cosmopolitan environment, facilities, and hunting" (Willson, 1991).

According to Mathieson and Wall (1982), there are five phases of decision-making by tourists. Desire or Need: This depends on the tourist's desire to visit that place whether he or she is interested in going to that place. Explore the best information: The place the tourist visits he or she wants to get as much idea available about that place before visiting that place so that he or she can explore the place better. Making Decision: This phase involves tourists making decisions about the place they are going to stay during their tourist visit, the transportation means they are going to use during the visit and before the visit how they are going to reach there and the activities they are going to do.

Preparation to Travel: This phase involves contacting the travel agent and making arrangements for the travel and finally traveling to the destination.
Satisfaction Evaluation: This phase involves whether the tourists were satisfied with his or her trip, if they are satisfied they might come again to that place. Tourists' decisions are based on psychological factors (needs, desires, and wealth). It is also based on push and pulls factors and the image of the destination what they have heard or imagined about that place and they want to see it, in reality, to experience it and improve their quality of life (Utama, et al. 2021).

2.2 Groups and Interpersonal Relations

From the tourism sector perspective, human relationships are all about groups and interpersonal relations, which have a strong impact on how a person changes their leisure attitudes and beliefs. According to Ryan, (1997). the leisure attitude measurement measures the individual's attitude toward leisure on three different levels: cognitive, affective, and behavioral. It can be used to find areas that are preventing the individual from participating in leisure activities. They also explained that individuals who are in the upper age, education, and income brackets tend to have positive beliefs about leisure activities, but tend to like them less than individuals in the lower level of those categories. On the other hand, personalization is what personal identity looks like; it's about "me", what "I" is going to do and authenticity

is what we were doing. Personalization and authenticity are still related to diversity and unity.

In the context of tourism, human relationships have been influenced by attitude. According to Iso-Ahola (1982), attitude is a product of one's past learned experiences. He explained that leisure attitudes are expressed in everyday life by statements like "I hate or dislike or like hiking." Therefore, it can be seen that tourism is affected by personal attitudes that make tourists follow the kind of leisure they desire.

According to Reisinger, & Turner, (1997). diversity is very important to look at the relationship between tourist and host. The understanding of diversity is the key to the identity of the cultural potential for tourist and host interaction and the effects of this interaction on the overall tourist holiday satisfaction. The tourist in his quest to diversify takes into concern about his identity in the places he visits and the types of tourism activities (cultural or others) he engages in. Identity can therefore be categorized into three types (Kelly, & Conley, 1987) namely: Social Identity- How people see others, Personal identity- how one sees himself, Role identity- how a role is enacted

On the side of the tourist, identity motivates and influences the leisure styles and behavior of tourists. Kelly, & Conley, (1987) explains the concepts of style. This means what the tourists want to do and how they do it, and also why they do the leisure activities. Kelly goes on to explain that styles of camping for example can be distinguished by cultural background and social position. Tourists therefore in their quest for quality leisure and tour first identify themselves to what they want or desire to have in a vacation and in what type of environment they wish to be. This usually leads to a result in trends of leisure and tourist activities.

The cultural tourist wants to have a quality vacation and therefore chooses among the many trends of leisure e.g. Authenticity, Scarcity, Uniqueness, and natural. Trends in tourism also result in the host's communities adapting to the needs of the tourist and therefore find themselves adapting to the tourist demand. An example is communities keeping or practicing their tradition for the sake of the tourist concerned with cultural history.

To conclude, it can be seen that the human relationship perspective can be viewed from many different angles where it concerns the tourism sector. There has to be a balance between the host who is normally the provider and the tourists who may be demanding.

2.3 Society

Society is the totality of social relationships among humans which include a system and parts or members (wikipedia.org). People as social humans have their system to organize relationships among members, working and living together for the goal of essential consumption. Henderson, (2010) asserts that Consumption in traditional meaning was concerned use-value as fulfilling needs to get satisfaction but the modern consumption meaning has fashion value as fulfilling wants to get luxury and pleasure. Also, consumption includes essential goods in the life of humans, communities, organizations, and also society itself. In the new notion of goods, they are not interpreted as material as such but also nonmaterial aspects. So many goods such as cultural goods, experience goods can be consumed as consumptions. However, for a society to consume, it needs the availability of time and income, and there of course has to be the interest to experience any leisure activity.

Availability of time for leisure activities like cultural tourism nowadays has a great impossibility since most people are spending more time in their work than in their leisure activities. On the other hand, most people nowadays need the availability of money to spend during their leisure time. As globalization changes the world, it has somehow made it easier for those engraved in work to have a quick but quality leisure activity due to such things as improved means of transportation and communication.

In the tourism sector, availability for quality leisure is also enhanced by the public and private sectors of society. This means that the private and public sectors provide opportunities like employment to get money for leisure and on the other hand, those sectors provide tourist attractions to be enjoyed by the tourist. An example is a society that has cultural attractions like museums and also the same society provides employment and communications and service facilities. This in the end leads to the goal of leisure experiences as well as the quality of life.

2.4 Environment Development

The environment and development are for people, not people for environment and development. The statement can be identified that the people are central to development. Therefore, the quality of human life also has been measured by environmental indicators, in this case, needed technology to monitor the level of pollution, index of health, etc. as information to measure the quality of life.

In the context of quality of life, the environment provides aesthetic value for humans who find comfort, solace, or some other resuscitative value in the environment. In some countries; Tourism development has caused some problems with natural resources. In addition, tourism industries consumed energy, food, and basic raw materials. And main natural resources at risk from tourism development are land, freshwater, and marine resources.

It is important to note that tourism development goes through different stages. Henderson, (2010) has identified them as an exploration of the area, involvement of the local communities and suppliers, consolidation, stagnation where tourism activities and development remain intact with no change, which leads to the decline of tourism in the area and the end rejuvenation of the area into another tourist's destination. All these stages at a certain time have a negative

or positive impact on society. On the tourist's side, the stages may be useful. For example, during the exploration stage, tourists who prefer privacy or places that are not crowded will want to go during this time. While others will wait till the place gets popular.

2.5 Development to be Sustainability

In ideas of sustainable tourism, the development of tourism has to carefully use the natural resources without careful use of them, which can harm sustainability. For instance, rapid tourism development can intensify competition for land resources with other uses and lead to rising land prices and increased pressure to build on agricultural land. Tourism development in coastal areas for building such as hotels, airports, and road construction is an issue of increasing concern internationally as it can lead to sand mining, beach erosion, and land degradation.

Freshwater availability for challenging agricultural, industrial, household, and other uses is quickly becoming one of the most critical natural resource issues in many countries and regions. The quick expansion of the tourism industry, which tends to be extremely water-intensive, can intensify this problem by placing significant stress on scarce water supply in many destinations. Over-consumption by many tourist facilities, especially large hotel resorts and golf courses, can limit current supplies available to farmers and local populations in water-scarce regions and thus direct to serious shortages and price rises.   In addition, pollution of available freshwater sources, some of which may be connected with tourism-related activities, can intensify local shortages.

3. SUSTAINABLE TOURISM AND QUALITY OF LIFE: IDEAS FOR THE FUTURE

Countries and regions where the economy is driven by the tourism industry are becoming increasingly concerned with the environment, as well as the socio-cultural problems linked with unsustainable tourism.

Today, some organizations promote sustainable tourism so there is now increasing agreement on the need to promote sustainable tourism development to minimize its environmental impacts and to make sure more sustainable management of natural resources According to the United Nation, the sustainable development process refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems."

According to the UNEP (Font, & Buckley, 2001) there are four principles of tourism development; these are the integration of tourism into overall policy for sustainable development, development of sustainable tourism, management of tourism, and conditions for success. In addition, the sustainability concerns are consequently

beginning to be addressed by governments at national, regional, and local, as well as international levels. The leading role of the private sector in the tourism industry in most countries, many initiatives have also been taken by this sector.

UNEP (Font, & Buckley, 2001) also has given out some policies concerning sustainable tourism such as:
a) The promotion of national strategies for sustainable tourism development, including the decentralization of environmental management to regional and local levels.
b) The use of regulatory mechanisms and economic instruments
c) The support for voluntary initiatives by the industry itself, and
d) The promotion of sustainable tourism at the international level.

To summarize, Kilbourne (2006) has explained that a richly endowed environment enables the enhancement of quality of life for the citizens and also for the visitors, as he has described well in the table below.

Table 1. The role of the dominant social paradigm in the quality of life/environmental interface

Quality of Life approach	Type of environmental value		
	Instrumental	Intrinsic	Human welfare
Growth-led	Economic growth as progress	Environment as resource adversary	Human welfare is profitable
Support-led	Human potential as progress	Environment as valued partner	Human welfare is valued

Source: Krippendorf, (1986).

3.1 Culture and Tourism

In understanding tourism and culture, Carter (2002) explains that tourism has been developed to increase and improve the economic value of the community. It implies social and cultural that now exists and also impinging more into the daily lives of people across the world. Tourism industries in the world establish their business exploring culture as the main issue because, from culture, it is possible to see the society as referring to institutional forms generally associated with nation-states and culture to the set of values and beliefs.

3.2 Technology and Tourism

According to the UNEP, the tourism sector technology has been used to minimize resources. There are international agreements that have to develop and implement which include provisions to assist in the transfer of environmentally sound technologies for the tourism sector, such as the clean development mechanism for energy. The technology on the other hand is used for sanitation,

minimization of water supply, and minimization of the production of wastes generated by tourism facilities probably to add to the quality of the environment thereby enhancing the quality of life and wellbeing of people. The main ideas of using technology to minimize the negative impact on the environment, balancing the healthy environment, and finally the quality of life can be improved by tourism development.

4. LEISURE AND TOURISM DEVELOPMENT
4.1 Tourism Development in the Past
Development of tourism in the past had been addressed to the tourism industry and generated substantial economic benefit to both host countries and tourists. In the case of developing countries, one of the primary motivations for a region to promote itself as a tourist destination is the expected economic improvement. (UNEP, 2006) According to the World Tourism Organization, 698 million people traveled to a foreign country in 2000, spending more than US$ 478 billion. International tourism receipts combined with passenger transport currently total more than US$ 575 billion - making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum, and food. This report also indicated that tourism in the past was expected to improve economically.

In a similar report, the main positive impact of tourism development where these have been developed relate more to foreign exchange earnings, contributions to government revenues, and generations of employment and business opportunities. On other hand, tourism also has impacted the economy negatively. There are many hidden costs to tourism, which can have critical economic effects on the host community. These problems were unpredictable when tourism had been developed. The problems such as degradation of local culture, pollutions, prostitution, exploitation of natural and environmental resources, criminality, etc.

Many developing countries exploited their resources as such for tourism development to increase their standard of living, regional economic growth, improve the income of the host community but ignored negative impacts. In many tourist destinations, these have been developed inclusively, closed to the community, also non-authentic architecture, international chain, and hard for the host who wants to join in the development. In the cases, destinations are really internationally and modern but the other sides host communities are still living on poor conditions so far way or ideas of quality of life.

4.2 Tourism Development in the Future
According to The World Travel and Tourism Council estimates that travel and tourism's direct, indirect, and personal tax contribution worldwide was over US$ 800 billion in 1998 - a figure it expects to double by 2010. This statement has indicated that the tourism sector has been a popular sector in the current and the future. The development of tourism in the future is ideally addressed to maximize positive impacts and minimize negative impacts of course. The sustainable development concept will be important to cover tourism development in the future. On another side, there are questions about how tourism can contribute to the quality of life both to host communities and tourists as customers. Tourism development is the development of economic, social, psychological, environmental, etc (Reid, 2003). It means the tourism development has to cover economic development to increase the quality of life both to host and tourists. Interaction between people can open the modernity process as the positive impact of social interaction both between. Tourism contributes to the quality of life of the tourists psychologically.

Ideally, the tourism destination is developed to bring more opportunities to local initiative, local owners, and match the environment, open to the community, small scale transport, and also in simple service so that the host communities can participate in the process of development as ideas of quality of life will be increasing as such. According to Postma (in Utama, 2020), the quality of tourism is determined by three main tourism stakeholder groups, they are the owner of the destinations, the tourism industries, and tourists as consumers of the destinations. The owner of a destination develops the tourism sector to increase their quality of life, tourism industries sell their products and also services to benefit and profit goals as the symbol of quality of opportunities doing business. And on the other hand, tourists as consumers of destinations want to satisfy and improve their quality of experience by-products or services that have been bought. This statement indicates that they have to harmonize and balance three of them as a framework for quality tourism.

More mentioned by Utama (2020), the quality of experience of the customer in demand-side was determined by the growth of psychic needs, change in behavior & lifestyle patterns, and increase of need for experiences. The quality of opportunity of the provider in the supply-side was determined by the sustainability of tourism industries to produce their products and services, which should psychically satisfy their consumers and inner needs. The experience includes customers, providers, and other participants in their interactions harmonically. And the quality of life of the community has been determined by the satisfaction of community needs so that the community in the context of tourists and hosts can interact mutually with both of them.

5. MODERNITY AND QUALITY OF TOURISM
5.1 Modernity and establish tourism product
Modernity has been established as a process to become a quality of tourism. In the context of modernity, tourism is defined as the interrelated system that includes tourists and the associated services that are provided and utilized such as facilities, attractions, transportations, and

accommodations as totally components product of tourism to support their movement (Butowski, 2019).

5.2 Modernity and sociological of tourism

According to Cohen (1984), tourism has been defined as a modern sociological tourism concept and can be determined by some definitions such as tourism as commercialized hospitality, tourism as a democratized travel, tourism as a modern leisure activity, tourism as a modern variety of a traditional pilgrimage, tourism as an expression of basic cultural themes, tourism as an acculturation process, tourism as a type of ethnic relations, and tourism as a form of neo-colonialism.

5.3 Modernity and branding/image of tourism destinations.

Branding can be formed by image and image is mental maps of who wants to visit the tourism destination. According to Mathieson and Wall (1982), image is an expression of all objective knowledge, impressions, prejudices, imaginations, and emotional thoughts an individual or group has of a particular object or place. Modernity also influenced the marketing of tourism destination management to be more innovative and creative to make a positive image of tourism destinations. For instance, Paris has an image as a romantic destination, Bali has an image as the Island of Gods, Singapore is the heart of Asia, etc.

5.4 Modernity and Quality of life

Tourism development in the new paradigm concept of development has been addressed to the goal of sustainable development to increase the quality of life of the community (tourist, host, providers) based on the concept of values. The modernity of tourism development has to do with setting up the concept of values, development of humans by technology to minimize using natural resources, and harmonization of three main tourism stakeholder groups; are the owners of the destinations, tourism industries, and tourists as consumers of the destinations to the goal of quality of life (Utama, 2021).

6. CONCLUSION: THE NEW MODEL OF RELATIONSHIP LEISURE AND TOURISM DEVELOPMENT ON QUALITY OF LIFE

Table 2. The new model of relationship leisure and tourism development on quality of life

	Mankind	Society	Environment	Development
Happiness	Mankind to be Happiness			
Harmony		Relationship to be Harmony		
Consumption		Society to be Consumption		
Balancing			Environment to be Balancing	
Sustainability				Development to be Sustainability

Source: Utama, et al. (2020)

The new model of relationship leisure and tourism development on quality of life (Table 2) can be described:

1) **Mankind to be Happiness:** Humans and individuals have desires and needs that tend to have a hierarchy. These needs or desires are towards the man's pursuit of happiness to realize the quality of life.

2) **Relationship to be Harmony (or conflict):** A person's leisure needs are influenced by some factors as characteristic of the life cycle, for instance, youth and adults have different ways to realize their activities; third age also has different kinds of activities. All this creates a type of relationship that could bring harmony in leisure activities such as tourism or conflicts.

3) **Society to be Consumption:** Society may be private or public. On the other hand, public or private societies create opportunities for consumption and employment.

4) The same societies adapt to changes in the world due to globalization to create quality opportunities, especially in the tourism sector. This, therefore, leads to the quality of leisure and tourism in society.

5) **Environment to be Balancing:** The environment and development are for people, not people for environment and development. Government agencies and organizations have been needed to provide information quality of the environment where the people living

6) **Development to be Sustainability:** Development finally considers whether it is a sustainable one. For people, development should be aimed at enhancing people's lives as well as the members of society. For the planet, Development should be able to be sustainable so as not to harm the culture, nature, and environment of the planet. Finally, development should be profitable both economically and socially.

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