



Perception of tourism development and subjective happiness of residents in Mashhad, Iran

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ABSTRACT

Tourism development affects various aspects of a populace's life, such as environmental, social, economic, and other areas. This study examines the effect of perceived tourism development on *subjective happiness* and *quality of life* among residents of Mashhad City, Iran. A sample size of 384 residents completed a survey. Data analysis was performed using WarpPLS. Results indicated that tourism development had an effect on the residents' subjective happiness and quality of life (QOL) and the effects of social and micro economic factors on the residents' subjective happiness and the effects of cultural, environmental, and macroeconomic factors on the resident's QOL.

KEYWORDS

Quality of life; tourism development; subjective happiness; resident's perception

Introduction

Happiness is a psychological concept that shows an individual's assessment of overall life aspects and conditions. Happy people are more likely to have positive activities and behaviors that benefit societies (Diener, 2000; Veenhoven, 2005). A report by the Legatum Prosperity Index (2013) covering a 5-year period indicated that the greatest progress in happiness has occurred in East Asian and South American countries, whereas in Europe, it has remained relatively constant. Iran, among 142 countries, is ranked 101st in happiness. The report, in addition, indicates that Iran was trending downwards from 2009 to 2013. The country's ranking of 93 in 2009 moved down to 101 in 2013.

Numerous studies confirm the positive effect of tourism development on residents' happiness (e.g. Ozturk, Ozer, & Çaliskan, 2015; Rivera, Croes, & Lee, 2015). Empirical and theoretical research has focused on the effect of tourism behaviors on life and experiences of others (McCabe, Scott, & Johnson, 2013). The tourism industry is a major source of economic development and strategic planning efforts in almost every country in the world (Uysal, Sirgy, Woo, & Kim, 2016).

Mashhad is a city in northeast Iran and is the capital city of Khorasan Razavi province. Every year a large number of tourists from all over the country and the world travel to Mashhad and visit its recreational, historical, and religious sites. Mashhad, as Iran's religious capital, has a significant role in attracting tourists.

Research in the area of tourism has been, to a greater extent, focused on such aspects as experiences of tourists (e.g. Ozturk & Qu, 2008; Xiang, Lai, Harrill, Kline, & Wang, 2012), levels of satisfaction (Prebensen, Woo, Chen, & Uysal, 2012), behavioral intentions (e.g. Chen & Gursoy, 2001; Gursoy, Chen, & Chi, 2014; Li & Cai, 2012), decision-making (Martin & Woodside, 2012), and experience (Ritchie, Tung, & Ritchie, 2011). Economic benefits of tourism development have been extensively examined in early studies. But one should realize that tourism development also entails non-economic costs and benefits, which should be taken into consideration. These outcomes have been largely overlooked in the early literature. New research places a greater emphasis on the impacts of tourism development on residents' perception; the impacts are not only economic but also cultural, social, and environmental (e.g. Deery, Jago, &

Fredline, 2012; Kim, Uysal, & Sirgy, 2013; Ozturk et al., 2015). That is to say, apart from economic benefits, the tourism industry has implications for the hosting society, its culture, and environment.

Quality of life (QOL) has become an important topic in the social scientific literature (Xiang et al., 2012). Many scholars have explored that tourism has a contribution to different aspects of the QOL of both hosts and guests (Moscardo, 2009; Neal, Uysal, & Sirgy, 2007). Studies suggest that life dimensions such as health, education, demographic variables, and communication may make people happier (Graham, Higuera, & Lora, 2011). To understand the psychological aspects of tourism development, this research focuses on residents' QOLs and subjective happiness.

In the last several years, there has been an increase in research on the level of happiness that results from tourism. Many of these studies provide evidence for the impact of tourism development on the residents' happiness (e.g. Ozturk et al., 2015; Rivera et al., 2015), while paying attention to the QOL in the relationship between tourism and happiness is a much newer trend. The present study in light of this examines the effect of tourism development on the happiness and QOL of the host population in Mashhad as they perceive it.

Definitions and theoretical background

Subjective happiness

Happiness reveals an individual's assessment of overall life aspects and conditions, and how much an individual likes the life they live (Rivera et al., 2015). A high level of happiness indicates positive feelings about life. At a cognitive level, happiness is a pervasive sense of life satisfaction, including satisfaction with one's job and married life. At an emotional level, an individual with a high level of happiness has positive feelings about and is satisfied with upcoming events (Myers & Diener, 1995). Subjective happiness is a personal perception and experience of positive/negative responses and assessment of life satisfaction. In other words, subjective happiness is a personal evaluation of QOL. Subjective happiness refers to one's perception of the experienced happiness (Eurofound, 2013).

Tourism development

In the past six decades, the tourism industry has experienced steady growth and has turned into one of the largest and most growing industries in the

world (Ozturk et al., 2015). Tourism is built upon a heavy investment of resources and capital and may affect the allocation of resources and utilization therefore. Tourism may also affect human capital (through education, hygiene, and work quality), shape the use of social capital via social arrangements and social ranking, as well as distribution of costs and benefits. From this perspective, tourism as a multi-purpose construct affects native inhabitants. Tourism industry development may have both positive and negative impacts on residents, for example, by generating economic benefits that would result in improved QOL among residents. Yet, despite the optimism regarding numerous benefits for the promotion of the natives' QOL, given the wide-ranging effects of tourism development with economic, social, cultural, and environmental implications for the life of local populations; it is hardly conceivable that all the fruits of tourism development would turn out beneficial. For instance, tourism industry development provides residents with new possibilities, recreational facilities, and many opportunities for enjoyment. Research shows residents believe that tourism development promotes the city and the society's image but also will increase pollution. This suggests that tourism is a multidimensional concept affecting residents' life in cultural, economic, social, and environmental areas (Rivera et al., 2015). Butler (1980) noted that positive and negative attitudes can be considered in tourism development, so that by perception of negative effects attributed to tourism development, attitude of residents may become negative. Also, Ozturk et al. (2015) following an exploratory factor analysis found both positive and negative effects. In this research, we have considered the positive effects of tourism development.

Quality of life

The World Health Organization Quality of Life (WHOQOL) assessment group defines QOL as "people's perception of their position in life in cultural areas and the value system in which they live and in relation to their goals, expectations, standards, and concerns" (WHOQOL report, 1997, p. 1). QOL is the satisfaction that individual receives from his/her surrounding physical and human condition, the condition that is capable of influencing individual's personal behavior, groups, and social units (Marans & Stimson, 2011:1). By using the term QOL, we do not talk about good and bad things of life, but we

provide a description of the nature of people's life and their ability to maintain and improve their QOL (Farquhar, 1995).

The conceptual model

The impact of tourism development on subjective happiness

Resident's perception of the various aspects of tourism development in their area may positively affect their level of life satisfaction and overall happiness (Ozturk et al., 2015). The positive effect of tourism development is supported by prior research (e.g. Nawijn & Mitas, 2012; Ozturk et al., 2015; Rivera et al., 2015; Woo, Kim, & Uysal, 2015). Nawijn and Mitas (2012) findings show that tourism in Palma de Mallorca influenced on the cognitive component of well-being. Thus, given the above empirical findings, the following hypotheses are posited:

H1: perceived tourism development positively affects residents' subjective happiness.

H1.1: perceived environmental impacts of tourism development positively affect residents' subjective happiness.

H1.2: perceived socio-economic (micro economic) impacts of tourism development positively affect residents' subjective happiness.

H1.3: perceived cultural impacts of tourism development positively affect residents' subjective happiness.

H1.4: perceived social impacts of tourism development positively affect residents' subjective happiness.

H1.5: perceived macroeconomic impacts of tourism development positively affect residents' subjective happiness.

The impact of tourism development on QOL

According to Ap and Crompton (1998), tourism, by perceived potential economic gains, results in enhanced QOL. Crompton demonstrated that innovation in tourism had a positive effect on residents' QOL.

Kachniewska (2015) stated that while planning for tourism development in urban areas is not the only determinant of quality, the positive and negative results of development projects, in the first place, and their impact on residents' QOL are noteworthy. The impact of perceived tourism development on QOL was also confirmed in Rivera et al. (2015) and

Aref (2011). Hence, based on the above empirical findings, the following hypotheses can be considered:

H2: perceived tourism development positively affects quality of life.

H2.1: perceived environmental impacts of tourism development positively affect residents' quality of life.

H2.2: perceived socio-economic (micro economic) impacts of tourism development positively affect residents' quality of life.

H2.3: perceived cultural impacts of tourism development positively affect residents' quality of life.

H2.4: perceived social impacts of tourism development positively affect residents' quality of life.

H2.5: perceived macroeconomic impacts of tourism development positively affect residents' quality of life.

The impact of QOL on subjective happiness

QOL is a multidimensional construct consisting of material (e.g. income) and non-material dimensions (e.g. health, jobs, personal and family life, social support, stress, environment, and so on) (McCabe et al., 2013; Rivera et al., 2015). Accordingly, it can be consisted with a dynamic connectedness among material wealth, social conditions, and physical well-being and it is considered a precondition to achieve happiness (Rivera et al., 2015; Sirgy, 2001, p. 31). On the other word, Subjective happiness is further defined as an individual's assessment of QOL (Eurofound, 2013). The effect of QOL on subjective happiness is also supported by some research, including Rivera et al. (2015); Malkoç (2011); Woo et al. (2015). Thus, in light of the above empirical background, the following hypotheses are advanced:

H3: quality of life positively affects residents' subjective happiness.

H4: quality of life mediates in the relationship between tourism development and subjective happiness.

Based on the theoretical and empirical background and logical justification of the relationship between research variables, as discussed in previous sections, the following conceptual model is proposed (Figure 1).

Methodology

Residents of the city of Mashhad, Iran form the statistical population for this research. Tourism development

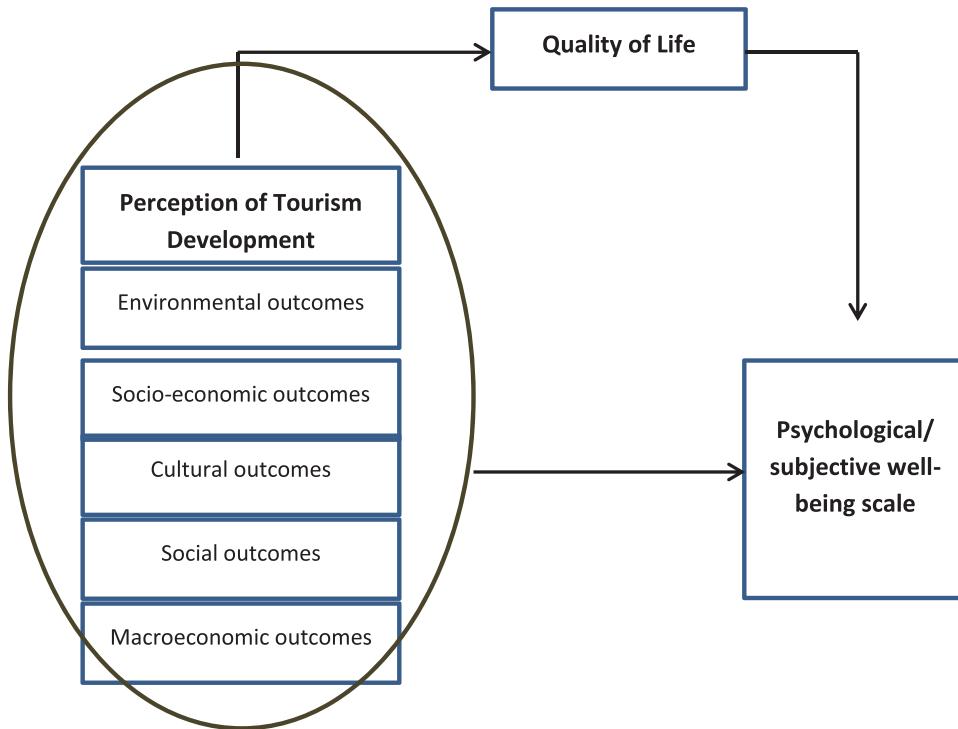


Figure 1. Conceptual model.

has the greatest impact on residents living around religious and historical sites and urban attractions. Therefore, in the course of the stratified non-random sampling, proximity to the city's historical and religious sites was crucial, so we made sure that the recipients of the research questionnaire were the citizens – both residents and business people – who had a place nearby the city's famous tourist sites. First, the city's tourist locations were identified as strata and then in each stratum, non-random sampling was conducted. A total of 410 questionnaires were collected, of which 385 questionnaires were complete and, hence subjected to subsequent statistical analysis. The items regarding each variable were derived from the relevant literature. The descriptive statistics for the variables and the resource of each item is presented in Table 1.

Data analysis method

For an assessment of the questionnaire's face validity, five tourism management professors who had over 5-year experience in tourism management in Mashhad

examined the items for facing the content validity of the scales. All panel members generally agreed that the test items were valid. Following data collection, given the measurement model goodness of fit indices such as convergent and divergent validity using the cross-loading method, validity of the measurement tool was examined. According to the cross-loading models, all the item loadings in the main factor are at least 0.5 more than loading in other factors (use 0.50 as threshold) which met the criteria of the strong validity. Reliability of the items in the questionnaire was examined by using Cronbach's alpha and combined reliability coefficients, each given separately in Table 1. Cronbach's alpha values of all constructs are around or higher than 0.7 (Table 1) that meets the criterion of strong reliability. All the Composite Reliability (CR) values are higher than 0.7 (Table 1), that met the criterion of strong reliability. The average variance extracted (AVE) values of all constructs are above 0.5 (Table 1). For the test of the hypotheses, structural equation modeling partial least squares was used. Table 2 summarizes goodness of fit indices for the measurement model and the structural model.

Table 1. Constructs and descriptive statistics.

Survey items	M	SD
Macroeconomic outcomes (Rivera et al., 2015; Stylidis et al., 2014)		
(1) Tourism brings more investment to the community's economy	3.82	1.12
(2) Local businesses benefit the most from tourists	3.31	1.03
(3) One of the most important aspects of tourism is that it creates a variety of jobs for the residents in the community	4.10	1.09
(4) Tourism increase the standard of living in the community	3.09	0.99
Social Outcomes (SO) (Hanafiah, Jamaluddin, & Zulkifly, 2013; Rivera et al., 2015)		
(5) Community life has become disrupted as a result of the development of tourism.	2.12	1
(6) Family life of local residents has been disrupted by the presence of tourists.	1.73	1.18
(7) Local residents view foreign tourists as intruding into their community.	2.27	1.09
(8) Local people are being exploited because of the growth of tourism.	2.42	1.11
(9) Tourism negatively contributes social problems such as crime, drug use, prostitution, and so forth to the community.	2.81	0.97
Cultural Outcome (CO) (Rivera et al., 2015)		
(10) Tourism encourages the production and availability of local foods	3.77	1
(11) Tourism encourages residents' participation and enjoyment of local performing arts such as music	3.04	1.09
(12) Tourism increases residents' pride in local culture	3.61	1.12
(13) Tourism helps to conserve the cultural identity and heritage of Mashhad.	3.25	1.07
Socio-economic Outcomes (SO) (Rivera et al., 2015)		
(14) Tourism holds great promise for Mashhad's economic future	3.91	1.13
(15) Tourism provides many worthwhile employment opportunities for residents	3.45	1.04
(16) By creating jobs and generating income, tourism promotes an increase in the social well-being of residents	3.22	1.04
Environmental Outcome (EO) (Rivera et al., 2015)		
(17) The development of tourism has generally improved the appearance of Mashhad	3.01	1
(18) Tourism development protects the environment in Mashhad.	3.23	1.22
Subjective happiness scale (SHS) (Rivera et al., 2015)		
(19) In general, I consider myself (not a happy person; a happy person)	3.88	1.02
(20) Compared to most of my friends, I consider myself (not a happy person; a happy person)	3.72	1.13
(21) Some people are generally very happy (not at all; a great deal)	3.90	1.12
(22) Some people are generally not very happy (not at all; a great deal)	3.48	1.08
Quality of life (QOL) (Rivera et al., 2015; Woo et al., 2015)		
(23) The conditions of my life are good.	3.42	1
(24) I am satisfied with my life as a whole.	3.34	1.12
(25) The economic security of my job is good.	2.93	1.02
(26) The facilities I get in this community are excellent.	2.87	0.97
(27) I spend part of my spare time for leisure.	2.82	0.99

Table 2. The measurement and structural model goodness of fit indices.

Variables	Measurement model goodness of fit			Structural model goodness of fit
	Cronbach's alpha	Combined reliability	Average Variance Extracted (AVE)	
Tourism development	Macroeconomic outcomes	0.69	0.75	0.54
	Social outcomes	0.73	0.82	0.57
	Cultural outcomes	0.81	0.89	0.74
	Socioeconomic outcomes	0.87	0.92	0.83
	Environmental outcomes	0.79	0.87	0.61
Psychological/ subjective happiness		0.80	0.85	0.76
	Quality of life	0.91	0.94	0.86
				0.47
				0.48

Research findings

Hypothesis testing was performed using WarpPLS software. Since in this research QOL is introduced as the mediator variable, the type of mediating variables ought to be identified. Hair, Anderson, Tatham, and

Black (2009) categorize mediation effects into three groups; partial mediation, full mediation, and indirect mediation. To measure the impact of the mediator, the research model was tested before and after introduction of the mediator QOL (Figures 2 and 3). According to these figures, the "R" refers to the Reflective

Table 3. The goodness of fit indices in the structural model.

Index	Index value in the first model without mediator	Index value in the second model with mediator	Allowed value
Average path coefficient (APC)	0.354	0.482	<-0.05
Mean R square	0.314	0.502	<-0.302
AVIF	2.677	2.743	>-5.000
SPR	1	1	<-0.7
SSR	1	1	<-0.7

Table 4. Test of the model before and after introduction of the mediator QOL.

Path	Before introduction of mediator QOL				After introduction of mediator QOL			
	β	State	p	Test result	β	State	p	Test result
TOU.DE S.HAPP	0.54	Strong/positive	<.001	Confirmed	0.40	Moderate/positive	<.001	Confirmed
TOU.DE QOL	–	–	–	–	0.70	Strong/positive	<.001	Confirmed
QOL S.HAPP	–	–	–	–	0.32	Strong/positive	<.001	Confirmed

measurement model. Furthermore, the “i” reflects the number of indicators of the latent variable (Kachniewska, 2015, pp. 41–42).

In **Table 3**, the goodness of fit indices are provided for the two models.

The goodness of fit indices for both models indicate their good fit. For further analysis of the results (**Figures 2** and **3**), the obtained results from test of the model before and after introduction of the mediator QOL are provided in **Table 4**.

As it is seen in **Table 4**, the effect of the variable tourism development on subjective happiness both before and after introduction of the mediator QOL was significant. It follows that the mediator QOL only partially mediates in the relationship between tourism development and subjective happiness of residents. The R^2 value in **Figure 2** implies that 41% of changes in residents' subjective happiness can be explained by the independent variable tourism development. It means that tourism development is a major explanatory factor in changes of subjective happiness. With the introduction of the variable QOL, the model's

explanatory power is increased by 5% (**Figures 2** and **3**). In addition, 49% of changes in QOL are explained by tourism development (**Figure 3**). This implies that tourism development is one of the key factors in prediction of QOL.

The notations for the variables used in the models are as follows:

S.HAPP: subjective happiness

SOC.EC: socioeconomic impacts of tourism development

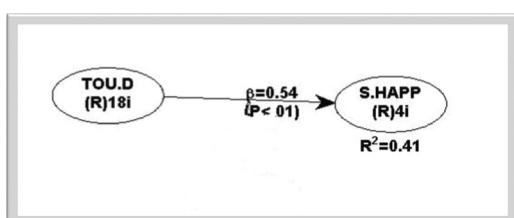
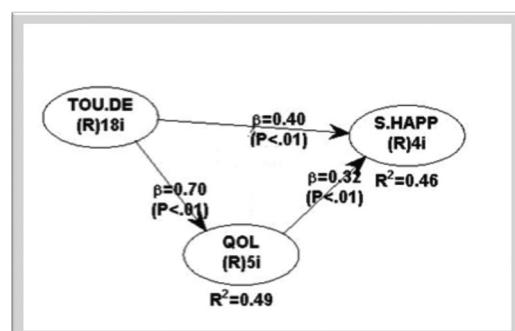
CUL: cultural impacts of tourism development

SOC: social impacts of tourism development

M-EC: macroeconomic impacts of tourism development

ENVIR: environmental impacts of tourism development

The following models are used to test the research sub-hypotheses (**Figure 4**). Socioeconomic (microeconomics)

**Figure 2.** Research model prior to introduction of the mediator QOL.**Figure 3.** Research model after introduction of the mediator QOL.

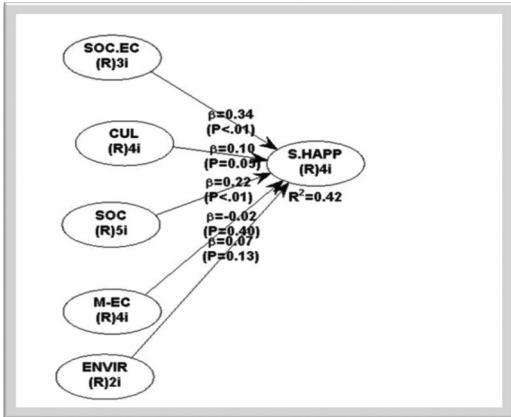


Figure 4. Research model for test of sub-hypotheses: subjective happiness.

impacts of tourism development are associated with residents' subjective happiness. In addition, environmental, cultural and macroeconomic impacts of tourism development are associated with residents' QOL (Figure 5). Since Rivera et al. (2015) did not address the partial impacts of the individual components of perceived tourism development, the present research (and its findings) is important.

Discussion

This research was conducted to examine the impact of the perceived tourism development on residents' subjective happiness. For supporting our results, 20 interviews with citizens of Mashhad city were conducted

about their experience by researchers to evoke main reasons of research findings. A sampling strategy was a purposeful approach. Interviewers who are related to the tourists and work near the historical and religious places were selected. Content analysis was used to provide readers with deep viewpoints.

The obtained results from the test of the model (Figures 2 and 3) confirmed the research main hypotheses. According to the analyses, tourism development accounts for 70% of the changes in QOL. Hence, H1 was accepted. The impact of tourism development on residents' subjective happiness was also supported by Rivera et al. (2015), Woo et al. (2015), and Ozturk et al. (2015). The analysis of the interviews also supports this finding. Interviewers believed that tourism development in the city of Mashhad has improved the QOL in different ways. Firstly, the QOL of the citizens could be improved due to tourism effects on people's interaction with ones from different cities and other countries. Secondly, they also consider that the development of tourism has increased the city's amenities, health facilities, urban services, transportation and has led to the growing markets for hotels and various recreational parks in Mashhad, which have affected the citizen's QOL. Finally, interviewers consider tourism development as a booster of business and emphasize on the reduction of unemployment rate in Mashhad. All of these reasons improve citizen's QOL.

The second hypothesis suggesting the impact of QOL on subjective happiness was confirmed, which is consistent with the findings of Woo et al. (2015) and Rivera et al. (2015). Malkoç (2011) also shows that QOL predicted subjective well-being. Content analysis of interviews also supports this result. Interviewers firmly stated that tourism development has boosted the market and promenades, improved their quality of lives, and they also feel happiness due to this improvement. They said "when we live in a city where others tend to travel there; this improves our quality of life, and makes us feel happier." One of the interviewers said that "the arrival of tourists causes improving of social relations and living conditions in Mashhad, a city with diverse attractions such as monuments of memorial sites or shrines, and it makes me feel happier."

The third hypothesis (i.e. the impact of tourism development on residents' subjective happiness) was also confirmed. The same result was obtained by Rivera et al. (2015) and Malkoç (2011). As a supporter, the interviewers said that tourism development is

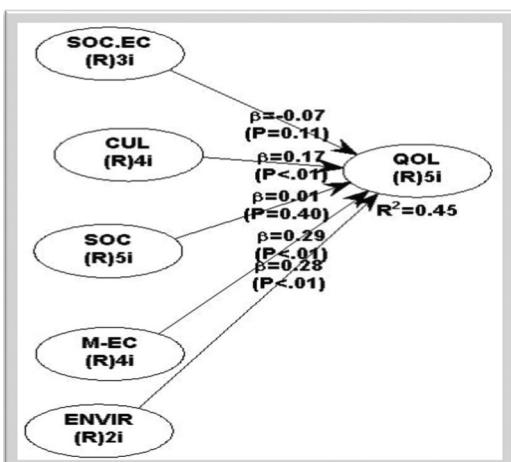


Figure 5. Research model for test of sub-hypotheses: quality of life.

one of the main factors that encourage them to be eager for living in Mashhad.

Test of H4 on the mediating role of QOL in the relationship between tourism development and residents' subjective happiness revealed that QOL partially mediated this relationship which means that QOL accounts for some, but not all, of the relationship between the tourism development and subjective happiness.

Hypothesis 1.1 was not confirmed ($p = .13$), that is, perceived environmental impacts of tourism development is of no consequence for resident's subjective happiness. It seems that the residents' sensitivity to environmental issues is not strong enough to affect their subjective happiness from tourism development. Interviews support this finding. For example, one of the interviewers said that

the environmental effect of tourism development is not very impressive on our happiness. This is the least that the officials should do, and it seems to me that they have been working on this matter too late, only for a few years.

Hypothesis 1.2 was confirmed, implying that residents' perception of tourism development socioeconomic impacts have implications for their subjective happiness. This result is consistent with the obtained result by Rivera et al. (2015). Also, Ozturk et al. (2015) found the same result that perceived positive economic impacts would enhance the residents' overall happiness. The research on the relationship of economic situation (status) with happiness supports this result as well. For example, Argyle and Lu (1990) suggest a positive association between income and happiness. Interviewers also firmly believed that socio-economic impacts of tourism development have been a joy to them and improved their social well-being, but it has not really improved the QOLs because a huge number of residents work more than 12 hours a day that consequently reduces their quality of life.

Hypothesis 1.3 was weakly confirmed ($p = .05$). That is to say, residents' subjective happiness is not strongly affected by cultural impacts of tourism development. This result differs from the result found in Rivera et al. (2015). This result could be ascribed to the sensitivity (attachment) of the residents to local culture and this sensitivity is not confirmed here. Interviewers also believe that the culture of the city of Mashhad is richer and generally better than other cities of Iran; therefore, the tourism development does not have cultural impacts on citizens' satisfaction and happiness. On the other world, the rate of cultural

acceptance of Mashhad citizens is very low. And they are not pleased with a probability of cultural impact of tourism development.

Hypothesis 1.4 is confirmed, which means perceived social impacts of tourism development has a positive and moderate effect on the residents' subjective happiness. This result is similar to the obtained result in Rivera et al. (2015) who emphasized on social aspects of tourism development. According to interviews, social exchanges with foreigners have made citizens feel happy and satisfied.

Hypothesis 1.5 was not confirmed ($p = .40$), which means perceived macroeconomic impacts of tourism development do not affect the residents' subjective happiness. In other words, despite the generated economic income from tourism development, it is not sizable enough to significantly affect the residents' subjective happiness. This study is at odds with those research studies that underpin the effect of the society's macroeconomic factors on people's happiness (e.g. Clark and Oswald (1994), Diener, Suh, Lucas, and Smith (1999)). According to interviews, citizens consider having a well-paid job as a minimum that should be provided for each person by the government and having that does not cause happiness for them.

Given the obtained results from the test of the second group of the sub-hypotheses, as summarized in Figure 5, Hypothesis 2.1 is accepted ($p < .01$), which means the perceived environmental impacts of tourism development with $\beta = 0.28$, would enhance the residents' QOL. This result is consistent with the findings of the studies that investigated the effects of environmental factors on QOL. For instance, Streimikiene (2015) suggested the environmental aspect as one of the key determinants of QOL. Kumar (2012) referred to environmental pollution as a factor that negatively affects QOL. Interviews show that Mashhad has developed in terms of the environmental conditions due to the tourism development. Nowadays, Mashhad's municipality has created a very beautiful atmosphere by grossing 30 million flowers in the city, because of the large numbers of tourists in Nowruz. One of the interviewers said "by developing the tourist industry, the city is much more beautiful and clean, and I think that the quality of life of the people has improved in this regard."

Hypothesis 2.2 is rejected ($p = .11$), implying that the perceived socioeconomic impacts of tourism development do not significantly promote QOL. But, given the test of other hypotheses, socioeconomic

impacts of tourism development were perceived to be significant for enhancing the residents' subjective happiness. The results of the analysis of interviews support this finding. One of the interviewers said that

It is true that socioeconomic effect of tourism has led to the development of business in the city of Mashhad, but the following three main factors have not greatly influenced the quality of life. The first one is that all people do not have jobs related to the tourism, and the second one is that economic problems in society are more than economic benefits of tourism. Finally, tourism itself causes a number of social problems in the city.

Another interviewer refers to statistics which show that at the peak of tourism arrivals in Mashhad, the rate of robbery increases sharply and causes negative social impacts.

Hypothesis 2.3, with $p < .01$ and $\beta = 0.17$, is accepted, implying a positive and weak perceived cultural impact of tourism development on residents' QOL. This result was supported by Nkemngu (2015) who found cultural environmental impacts of tourism development are crucial for the individual QOL. Interviewers considered cultural effects of tourism development on their quality of lives very low. They stated that tourism development in the city of Mashhad has not been very culturally influential due to this fact that the presence of tourists is temporary, and generally they stay for a short-term, while a culture is a value that develops over time. One of the interviewers said that "Although citizens have a great deal of socialization with tourists, they do not have the tendency to accept their culture." Another one said "The more citizen interactions with tourists we have, the more the probability of impact on our quality of lives will be."

Hypothesis 2.4, with $p = .4$, is rejected, which means that social impacts of tourism development on the residents' QOL are not significant. This is while social impacts of tourism development on residents' subjective happiness have been significant. Interviewers believe that tourism development has great benefits for the people of Mashhad, such as improving urban facilities, public transportation, hotel and recreation facilities although it has caused many social-related problems such as reduced security, and unfair distribution which has led to the spread of crime, prostitution, and harassment for indigenous people.

Finally, Hypothesis 2.5, with $p < .01$ and $\beta = 0.29$, is confirmed, implying positive and macroeconomic impacts of tourism development on residents' QOL.

Nkemngu (2015) likewise finds economic, cultural, and environmental impacts of tourism development crucial for individual QOL which is consistent with the results of the current study. Interviews conducted by researchers support this result. They agree that tourism has provided more jobs and increased investment in the community's economy. They stated that due to the development of tourism in Mashhad, this city has more than 50 large markets, and so many modern hotels. The huge amount of Mashhad municipality income and tax revenue is from hotels and shops. According to unofficial statistics, about 60% of Mashhad's population is busy working in jobs related to tourism. So, tourism development has greatly created commercial opportunities, and according to statistics, Mashhad has the lowest unemployment rate (about 9%). All of these factors improve citizens' QOL.

Conclusion

The research findings have important theoretical implications and show how the relationship between tourism development and happiness works as the process which shapes people cognition, feelings, and emotions. The paper also provided a deep knowledge about Iran and specifically Mashhad city. Mashhad is one of the religious cities in Iran and it is also one of the most attractive destinations of tourists. According to the results, tourism development positively effects on citizen's QOL and happiness. Data collection by the survey is supported by interviews to interpret feeling of happiness and nice memories as psychological aspects of what citizens experienced and thought directly. The residents interviewed generally welcome tourism development in their city and they appreciate economic opportunities provided by tourists. When interviewers were asked about their motivations for engagement in tourism businesses, two reasons were the most frequently mentioned: economic reasons and communication with the other peoples from different cities or countries.

The results of the present research support the impact of tourism development on subjective happiness and QOL. Specifically, the results confirm the cultural, macroeconomic, and environmental impacts of tourism development on QOL and socioeconomic (micro economic) and social impacts of tourism development on subjective happiness of the residents. From these results, it can be inferred that the social aspects of tourism development (i.e. social and

socioeconomic) are associated with the residents' subjective happiness, while other aspects of tourism development correspond to their QOL. Therefore, from this perspective, tourism development aspects can be divided into two more generic dimensions: social impacts of tourism development (social and socioeconomic effects) which are associated with subjective happiness and macro impacts (i.e. cultural, economic, and environmental effects) of tourism development which are associated with QOL. On the other hand, it seems for enhancement of the residents' subjective happiness and QOL something should be done in which case tourism development will be crucial for promotion of both variables.

This research has, of course, some limitations, including the use of a questionnaire with a limited number of questions. Although this was also the case in other research, we tried to make sure that the questionnaires were of adequate validity and reliability. This research took both positive and negative aspects of tourism development into consideration and did not make a distinct categorization for negative and positive impacts thereof, although this, too, is quite common in similar research (as in Abdollahzadeh & Sharifzadeh, 2014; Rivera et al., 2015; Styliidis, Biran, Sit, & Szivas, 2014). We carried out quantitative research to assess the impact of tourism development on subjective happiness and QOL. Considering the multiculturalism of various cities and countries, this research needs to be reproduced in other cultures as well. Finally, the present research would be enhanced if complemented with conduction of other research specifically focused on negative aspects and consequences of tourism development for the life of the residents.

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