Tourism and Quality of Life

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Project Overview

With International Union for Conservation of Nature (IUCN) and park agencies’ quest to promote well-being, there has been a resurgence of interest in tourism literature with terms such as wellness under the broader umbrella of quality-of-life.

In particular, this study aims at examining antecedents of quality-of-life.

It provides a range of theoretical implications and practical suggestions for park managers e.g. encouraging visitors to engage in activities contributing to park sustainability. It brings forward a range of implications for sustainable tourism development.

Industry Outcomes

- This is an on-going project promoting links between parks agencies, local community and academe.

- The second phase of this project aims at replicating this study in other countries furthering collaborative research in this research area which has been identified as of high interest by several park agencies.

- The cross-country comparison may assist park managers in their quest to contribute to the sustainable development goals.