

## QUALITY OF LIFE AND PLACE ATTACHMENTS RELATIONSHIPS TO DESTINATION COMPETITIVE STRATEGIES

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### ABSTRAK

*Semua daerah atau lokasi saat ini bersaing tidak hanya memperebutkan jumlah turis namun juga sumber daya yang langka seperti investasi, perusahaan, event penting warga dengan talenta, dan lain-lain. Pariwisata dianggap sebagai sektor yang mampu menawarkan peluang untuk menarik investasi dan memiliki efek pengembangan di sektor lain. Dengan fokus meneliti di sektor pariwisata, studi ini bertujuan untuk menguji pengaruh dari kualitas hidup dan rasa keterikatan dengan lokasi tinggal terhadap dukungan warga akan strategi bersaing destinasi wisata. Dua hipotesa hubungan langsung diajukan yaitu antara kualitas hidup – dukungan terhadap strategi bersaing dan rasa keterikatan – dukungan terhadap strategi bersaing. Satu hipotesis hubungan tidak langsung adalah antara kualitas hidup – rasa keterikatan – dukungan terhadap strategi bersaing. Dengan mengukur persepsi warga, studi ini menyebarkan kuesioner di 14 kecamatan di kota Yogyakarta dan mendapatkan 164 data valid. Metode purposive sampling digunakan dimana responden harus merupakan warga kota Yogyakarta. Partial Least Squares (PLS) sebagai alat uji statistik digunakan untuk menguji hipotesa dan hasilnya adalah: Kualitas hidup dan rasa keterikatan secara langsung mempengaruhi dukungan warga terhadap strategi bersaing destinasi wisata. Keterikatan tempat merupakan variable mediasi penting antara kualitas hidup dan strategi bersaing destinasi. Pemerintah, pelaku pariwisata dan pemasar perlu mempertimbangkan pentingnya aspek kualitas hidup dan rasa keterikatan masyarakat apabila ingin mendapatkan dukungan warga saat akan meluncurkan kebijakan strategis pengembangan pariwisata.*

*Kata kunci: kualitas hidup, keterikatan pada tempat, strategi bersaing destinasi, dukungan masyarakat.*

### ABSTRACT

Places are competing not only to attract tourists but also working hard to win the scarce resources like investments, companies, talented residents, big events, etc. Tourism is one area which provides wide range of opportunities enable in attracting the scarce resources as well as having potential effect in developing other sectors. By researching the tourism sector, this research examines the relationships among quality of life, place attachments and residents' intention to support destination competitive strategies. Two hypotheses for direct relationships and one indirect relationship (quality of life – place attachments – intentions to support) were proposed. Residents were taken as respondent as they are the most that are affected by tourism strategies and policies. Questionnaires were distributed across 14 municipals in the city of Yogyakarta and 164 valid responses were collected. Purposive sampling method was used where respondents should be legal residents of Yogyakarta city. Using Partial Least Squares (PLS), it reveals that all hypotheses proposed are supported. Two direct relationships proposed were all significant and one indirect relationship with place attachments as mediating variable was also proofed to be significant. These mean that residents' quality of life and place attachments should become two components importantly considered when government, tourism marketers, or agencies are willing to be successful in their destination competitive strategies.

Key words: quality of life, place attachments, and support destination competitive strategies.

## INTRODUCTION

Places are now competing in a more global level. Competition among places is to attract the best scarce resources such as investments, companies, talented residents, big events, etc. Tourism is an industry which closely related to place competition as it provides strategic opportunities and has multiple impacts to the growth of other industries. The same condition is also happening in Indonesia where tourism has been viewed as a tool to help the communities to create changes by revitalizing the local economy, socio cultural, and demographic conditions. Unlike traditional industry such as agriculture, mining, or forestry, tourism helps the community to become more attractive and innovative. Many governments have started to recognize the role of residents' support on tourism and thus many impacts of tourism development on residents have been increasingly considered so that more residents can participate in the tourism development.

To be successful, tourism strategy and policy must be supported by the residents. Many studies have been done in recent years to identify what factors that may motivate the residents to support the government policy in developing the area. In developing the tourism area, perceptions and attitudes of local residents towards tourism are particularly important for the future success of the tourism industry. For place marketers, the knowledge of the perception of residents towards certain place is vital to the execution of proper marketing strategies. In the tourism sector, among the topics of interest is the notion of place attachments. Place attachment is an emotional and psychological bond which is formed between an individual and a particular place (Tsai, 2012). It is believed that residents' attachment to the place may influence how residents' perceive the impacts and their willingness to collaborate with the tourism industry (William *et al.*, 1995). Yogyakarta, can be used as a good example where many of the residents are

very committed and have high attachments to Sultan and the local traditions. If it were not because the residents have their strong loyalty towards the Sultan and the local traditions, Yogyakarta will not be as unique and attractive as the current state. The local traditions cover how the residents maintain the way of life, the food, the ceremony, the culture, creativities, *etc.* The sense of pride or attachments would trigger to positive attitude where residents would be more willing to actively contribute and to be involved with the place and tourism development.

To receive supports from the residents, apart from having residents' attachments, it is essential for the residents to also feel happy or to feel comfortable with their place of living. Feeling happy means that the residents enjoy their life. This can be achieved by having a safe place to live, having access to education, having affordable housing, health, etc. These aspects are commonly called as the quality of life (QOL). Ko and Stewart (2002) have studied the relationship between how residents satisfied with their life and their support for tourism competitive strategies. However, due to the condition where the targeted area has a certain capacity to absorb tourists, the study did not support the proposed relationship. Yogyakarta is considerably dependence on the tourism industry. Regardless the pros and contras of tourism impacts, if Yogyakarta wants to be committed to tourism, it is important to consider this questions: "does tourism enable in increasing the quality of life of Yogyakarta residents (Yogyanese)?" Further question would be "does this quality of life obtained would motivate the residents to support governments' policy and strategy for developing tourism?" Yogyakarta has been nominated as the most livable city in Indonesia in 2009-2011 and 2013 based on survey by IAP (Indonesian Association of Urban and Regional Planners). To be the most livable city, a place must be competitive and superior in varieties of aspects such as economy, culture, infrastructure, environ-

ment, safety, etc). On the other side, recent news has notified that Yogyakarta recorded as having the highest poverty level in Java (Wardhana, 2014). Having this contradictive situation, Yogyakarta should remain strong in its effort to become most important tourism destination and a center of education. How Yogyakarta survived to remain attractive is without any doubt by encouraging the participation of the residents.

Taking into consideration on the importance contribution of residents to support the government strategy in tourism development, this study is conducted to examine the perceptions of Yogyanese in terms of place attachments and quality of life (QOL) and how these perceptions would lead to further intention to support the destination competitive strategy. Thus, the objective is to specifically examine the relationships between residents' place attachments, quality of life, and their support on destination competitive strategies. There has not been any study found in Yogyakarta relating to examining the importance of identifying the place attachments and quality of life and how it relates to residents support for destination competitive strategies. Understanding the relationships would help the government and tourism marketers/agencies to design and implement policies and place marketing strategies which are more attractive in attracting Yogyakarta.

### Place

Understanding place is important as it has the potential to guide how place contributes to the preservation and future development of human being. Place is a concept most commonly used to define "a physical location" or "surroundings" (Smith, 2013). A place is also defined as "a location that has meaning to people" (IPM, 2013). Kotler *et al.*, (2002) extend the definition of place not only as far as physical aspect, but also a place can be a nation-state; a geopolitical physical space; a region; a city; a cultural, historical or ethic; a market; an industry's home base; etc. Place is usually discussed in relation with

human element (Smith, 2013). People themselves are place-makers. Place can help to understand how humans live in particular period of time (Wattchow and Brown, 2011). When conducting place marketing, planning or development, it is important that not only the physical aspect, but also these components: the people, the culture, the history, the geopolitical aspect should be considered. Places may influence our behavior and play a central role in "developing and maintaining our identity" (Davenport and Anderson, 2005). For successful place marketing strategy, support from particularly the residents is important. Understanding the attitude and behavior of the residents would help marketer/agencies to decide proper strategies for marketing and developing place.

### Tourism Destination Yogyakarta

Yogyakarta is among the main destination for tourism industry in Indonesia. More interestingly, being assigned as a special region, Yogyakarta is also regarded as a special place to those who has been living there. Just like many other tourism destinations, Yogyakarta is always attempts to be an attractive destination for scarce resources such as new investors and firms, tourists, talented residents, young, creative and qualified workers, *etc.* In line with the current phenomenon, Yogyakarta also applies place marketing as a way to make the city more attractive and sustainably competitive. So far, in the tourism industry, Yogyakarta has made a rewarding experience being awarded in three consecutive years (2009-2011) as the "Best Province on Tourism Development" (Suara Merdeka, 2012). Whereas, in 2009, 2011 and 2013, it is awarded as being *the most livable city in Indonesia*, with index value 66.52% (see Table 1) (IAP, 2011). The average livability index for Indonesian cities in 2011 is 54.26% meaning that 54.26% of the population feels comfortable living in their city (IAP, 2011). The environment, social, cultural, and economic factors are used as indicators to assess the quality of the city/place since they are related to how the

place is performing. Being in the first position is certainly rewarding among Yogyakartaese, thus building confidence for the residents to commit to Yogyakarta. To be competitive, a destination must be superior in varieties of aspects such as identified by IAP (economy, culture, infrastructure, environment, safety, *etc*). Among the three most livable cities (Yogyakarta, Denpasar, and Makasar), there exists similar characteristics which are mostly old and traditionally-well preserved cities, strong indigenous ethnic communities, and mostly are known as education/university cities rather than industrialized/commercial centers.

**Table 1**  
**Most Livable City Index 2009 & 2011**

No	City	2009	2011
1	Yogyakarta	65.34	66.52
2	Denpasar	-	63.63
3	Makasar	56.52	58.46
4	Manado	59.90	56.39
5	Surabaya	53.13	56.38
6	Semarang	52.52	54.63
7	Banjarmasin	52.61	53.16
8	Batam	-	52.60
9	Jayapura	53.86	52.56
10	Bandung	56.37	52.32

Source (IAP, 2011)

Yogyakarta is chosen for empirical research in this study since it has rich cultural features, it has strong identity, it has livable environment, it has high education quality, it has talented residents, it actively practices marketing approaches and thus there should be reasons for having a good quality of life and place attachments. Yogyakarta has the key features that the residents would feel proud of and this pride would raise the sense of attachments. Regarded as most livable city proved Yogyakarta as having strong efforts in becoming an attractive place in terms of economy, culture, infrastructure, environment, safety, *etc*. (as standardized by the IAP). This means that

people could expect a better quality of life when deciding to move in to Yogyakarta. Whether the place attachments and quality of life could effect on residents' intentions to support government strategy on place/tourism development, an empirical research could provide some insights. It is expected that by exploring Yogyakartaese, researcher could gather the data needed and achieve the objective of this study to understand what could motivate the residents to support destination competitive strategies.

## THEORETICAL REVIEWS

### Quality of Life

Once a place becomes a tourism destination, the residents' living experiences are affected by tourism. The purpose of tourism development should be to increase the Quality of Life for the local residents. It is important that the local residents should receive the highest priority for tourism benefits since residents' support for tourism is essential for the development, planning, successful operation, and sustainability of tourism. A place is attractive when it offers a good quality of life. To better understand the quality of life, the government must consider residents' needs and expectations. Quality of life differs across individuals and culture. For example, a high quality of life means someone can afford for higher education, going for regular leisure activities, and going for a regular health checkup. Whereas, for some others, quality of life may signifies access for schools, proper housing, and access for healthcare.

Quality of life is a concept that defines a state of human life situation (Cascante, 2008). Since different terms exist in many conditions of human life, quality of life is interchangeably referred to different terms such as well-being, welfare, utility, life satisfaction, prosperity, needs fulfillment, empowerment, capability expansion, happiness, living standards, and development (Cascante, 2008). Quality of life studies are aimed at understanding local residents' well-being,

feelings, and perceptions, which are analyzed using satisfaction measurements (Yu, 2011). Measure for quality of life includes satisfaction with local government services, satisfaction with local business services and non-profit services, satisfaction with community conditions, and satisfaction with other specific issues (Yu, 2011). In tourism research, single and multi-item questions have been developed to measure quality of life as an attitude toward tourism development (Kaplanidou *et al.*, 2013).

### Place Attachments

The need to have residents support on the place marketing and place strategy has called many researchers to consider the contribution of place attachments. Place attachments have recently called the academic interest because understanding how people attach to a place provides opportunities to study human behavior (Dredge, 2010). Research on place attachments has been growing in some disciplines including environmental psychology, natural resource management, environmental education, marketing, and tourism (Ramkissoon *et al.*, 2012). Place attachments refer to the extent where individuals value a given place, which can be seen from the strength of association, the individual's emotional/symbolic, and functional feelings about the given place (Yoon, 2002; Ramkissoon *et al.*, 2013). Yuksel *et al.*, (2010) argue place attachments as a process by which humans form emotional bonds to places. In simple terms, place attachments describe the emotional ties that people have to a place (Smith, 2013). Place attachments refer to any positive or negative relationship that a person has with a location, and creating an emotional bond (Lee, 2011). In tourism context, place attachments are commonly explained by the emotions and feelings associated with the tourism setting (Hernandez *et al.*, 2010). The studies on place attachments have commonly emphasized residents' general feelings about their community and its influences on their

support and cooperation with tourism development.

Researchers from social science and environmental psychology have investigated the influence of place attachments on some human behavior (Hernandez *et al.*, 2010). In particular, it appears that when an individual is positively attached to a place, such behaviors are more likely to also result in positive manner (Ramkissoon *et al.*, 2012). For example, when an artist found that Yogyakarta has enabled to fulfill the need, the expectations, and the social life of the artist, it will be likely that he/she will have a stronger emotional bond attached to Yogyakarta than to other cities. Many scholars have argued that place attachments are also a multidimensional concept (Ramkissoon *et al.*, 2012). Some scholars see place attachments as having two components: place identity, which is a symbolic or affective attachment to a place, and place dependence, which refers to the functionality of a place (Lee, 2011). Some others see it as also consists of place affect and place social bonding. Building a better understanding of the values people attach to their community/place can be an essential step toward a more effective approach to place management. Someone's feelings of community, length of residency, and birth place may also affect their perceptions about tourism and place development.

### Intentions to Support

Typically, research on resident support for tourism development measures residents' behavioral intentions. Topic on resident support for tourism development varies including the opposition to or favoring to the current tourism development and other specific tourism development projects (Yu, 2011). Theory of Reasons and Actions (TRA) by Ajzen and Fishbein (1980) is commonly used in explaining the individual intention that is further reflected in individual's attitude. Numerous studies as Gupta and Pirsch (2006) used the concepts of TRA to predict individuals' attitudes toward or perception of an object or entity related to

marketing and promotion (advertising). Many marketing researches have repeatedly found that behavior is well explained by intentions, attitudes, and normative beliefs. Relating to resident support for destination competitive strategies, numbers of research have been explained using the TRA. Studies on resident attitude have frequently suggested that residents' support for destination competitive strategies is tied to their perceptions of tourism impacts and how they respond to it (Dyer *et al.*, 2007; Gursoy and Rutherford, 2004; McGehee and Andereck, 2004; Vargas-Sánchez *et al.*, 2009).

In the line of place attachment studies, researchers generally highlight the important role that place attachments play in causing attitudinal (such as loyalty and revisit behavior) via the creation of desirable and memorable experience (Tsai, 2012). Several tourism scholars have used place attachments as an antecedent to environmentally responsible behaviors (Lee, 2011). Place attachments have been found to influence intentional and behavioral loyalty (Kil *et al.*, 2012, Yuksel *et al.*, 2010). By using emotional attachment items to measure psychological commitment, Kyle *et al.*, (2004) reported that place attachment is a determinant of behavioral loyalty. Another study has identified that there is a positive relationship between satisfaction with life and support for destination competitive strategies (Ko and Stewart, 2002). However, this study found that the proposed relationship was not significant. The non-significant finding was found because of the level of capacity to absorb tourists. Residence with the long history of tourism development may or may not support the tourism development regardless the high place attachments. This study applied the TRA concepts to examine how residents' perceptions in related to place attachments and quality of life in predicting their attitudes toward support on destination competitive strategies.

### **Place Attachments and Quality of Life**

Ability for a place to provide residents' needs and expectations may increase residents' sense of attachments as well as calling other scarce resources to come. The importance to win scarce resources was reinforced by Kotler *et al.*, (2002), who stated that "place marketing activities is aimed at fulfilling the expectations of various target market segments in order to attract new investors and firms; capture tourism revenues; promote the quality of life and happiness of their residents in a sustainable way; and attract new residents such as young, creative and qualified workers, thus increasing the human capital". When people state "yes, I love to live in this place" they may express their overall satisfaction with the city/place and its public facilities (Azevedo *et al.*, 2013). It should be the ultimate purpose for the tourism development to increase the quality of life of the residents. Those happy and satisfied residents would further build higher attachments and be willing to support the development. An improvement in residents' quality of life has been identified to create a positive impact towards tourism and brings sustainability in tourism development (Neal *et al.*, 2007). Nunkoo and Ramkissoon (2010) found that overall residents' satisfaction, satisfaction with the neighborhood conditions, and satisfaction with community services predict resident support for tourism development. From the psychology literature, it is believed that satisfaction with place (quality of life) will build attachments and self-esteem to the cities where these are important to human mental health (Azevedo *et al.*, 2013). Place attachments have been identified to influence residents' preferences on the tourism attraction built by the government/tourism industry (Yoon, 2002; Al-Masroori, 2006). Andereck and Vogt (2000) identified that for some communities, perceived quality of life was a significant predictor of support toward tourism development. Andereck *et al.*, (2005) argue that perceive quality of life may intrinsically

(and perhaps extrinsically) motivate residents to support tourism program.

This paper is focused on the residents' perspective in analyzing the relationships between quality of life and place attachments and their implications for support on the development of destination competitive strategies. The reasons for using residents as the object of the study are because residents spend most of their time in the location and are the most who interact with the visitors, government/policy makers, and the environment. Residents are also have long term time horizon connected with the place, thus have more knowledge and experiences on tourism resources (Merrilees *et al.*, 2009). Based on the above arguments, therefore, this study proposes these following hypotheses:

H<sub>1</sub>: Quality of life is positively correlated with residents' intention to support for destination competitive strategies.

H<sub>2</sub>: Place attachment is positively correlated with residents' intention to support for destination competitive strategies.

H<sub>3</sub>: Place attachment mediates the relationship between quality of life and

intention to support for destination competitive strategies.

## RESEARCH METHOD

In the context of this study, both primary and secondary data are required. Secondary data was gathered from various literatures, journals, newspapers, and reports. For primary data, this study used interview and survey. The interview was conducted to support the quantitative findings. The questionnaires for the survey have been developed according to the previous study on the same context. Table 2 informs sample of the indicators used for the survey.

In order to achieve the objective of the study, residents of Yogyakarta city (kotamadya Yogyakarta) are targeted as respondents. The population of this study is thus the whole residents of kotamadya Yogyakarta. The unit of analysis is individual residents living in kotamadya Yogyakarta. The reasons on not to access the other districts in Yogyakarta (Sleman, Bantul, Kulonprogo, and Gunung Kidul) are because kotamadya

**Table 2**  
**Operationalization of Variables in the Study**

No	Variables	Example	Scale	Number of Items & Sources
1	Place Attachments	I identify strongly with this place. This place is the best place for what I like to do	1 = strongly disagree to 5 = strongly agree.	10 items (Yoon, 2002); 5 place dependence and 5 place identity.
2	Intention to support Tourism Destination Competitiveness	The development of a strong destination image. The development of safety and security programs	1 = Not at all intent to support 5= Highly support	15 items (Kwon & Vogt, 2010; Yoon, 2002)
3	Quality of life	Quality in terms of: Your social status, Your community life, Your environment, security, cost living, health, etc.	1 = Very bad 5 = very good	9 items (Kim, 2002)

Source: Yoon (2002); Kwon and Vogt (2010); Kim (2002).

Yogyakarta is the major contributors of tourism income for Yogyakarta and also the centre where the top of mind Yogyakarta's cultural heritages are located. Being the centre of tourism, the residents living in kotamadya Yogyakarta are more affected by tourism activities as compared to other districts. In order to represent the whole areas of kotamadya, all 14 municipals (kecamatan) were surveyed. This study has to ensure that respondents should be the residents of Yogyakarta (not visitors) and data from respondents' in 14 municipals should be achieved. Thus, purposive sampling was chosen as the most appropriate method for this study.

There are two statistical tools used for this study: Descriptive analysis using SPSS and PLS (Partial Least Squares). Smart PLS developed by Ringle *et al.* (2005) was employed as the main statistical tool for examining the causal relationship. Considering the proposed conceptual framework (testing the predictive relationships) and the complexity of the research model, PLS in particular is considered to be an appropriate statistical method. The nature of the data in social research which commonly tend to be not easy in achieving normality as required by Structural Equation Method (SEM) can be overcome by PLS. PLS does not require normally distributed data. PLS model evaluation is commonly examined by analyzing the measurement model and the structural model. The validity and reliability of the survey instruments will be analyzed by the measurement model. The measurement model tests individual loadings, internal composite reliability (ICR), average variance extracted (AVE), and discriminant validity (Chin, 1998). The structural model, is conducted after all tests in the measurement model satisfy the requirements as valid and reliable measures. The structural model assesses the causal relationship between constructs. In the structural model, the hypotheses are tested by assessing the path

coefficients (standardized beta), t-statistics, and r-squared value (Chin, 1998).

## ANALYSIS AND DISCUSSION

### Descriptive Analysis

Before distributing the final survey, the questionnaires were tested with pilot study distributed among students in two universities namely Universitas Pembangunan Nasional Yogyakarta (UPNYK) and Universitas Islam Indonesia (UII). There were 46 questionnaires collected from the pilot survey. The results were satisfactory and supporting all variables having good validity and reliability. The final survey was then distributed across 14 municipals (kecamatan) in kotamadya Yogyakarta (see Table 3). By distributing the questionnaires to all 14 municipals, it is expected that the sample could better represent the population in kotamadya Yogyakarta. The questionnaires distributed were 224 questionnaires. Overall, only 164 questionnaires returned and contained valid data as required. The SPSS results revealed that among respondents whose age range from 16 to 58 years old, the means is 40 years old. The Education level varies from junior high school, senior high school, diploma, bachelor, and master degree. According to the education level, majority of the respondents has bachelor degree, while also many are senior high school and diploma graduates. Since most of the respondents are workers, the data noted monthly expenditures means of Rp 2,500,000. From the descriptive findings, it shows some characteristics which are useful to describe the representativeness of the respondents. With such backgrounds, it can be said that the respondents represent a particular segment where their perceptions are not only important segment in terms of maturity and independency but also most importantly in terms of rationality. The reasons are because with such background, respondents should have a wider access of information, thus encourage them to become a more evaluative persons. As for additional



information, according to the Governor of Yogyakarta official statement noted in "Keputusan Gubernur Daerah Istimewa Yogyakarta No. 289/KEP/2011, 23 November 2011, Yogyakarta minimum wage is Rp 892,660." This statement is valid from 1 January 2012.

Knowing that Yogyakarta city residents have somewhat higher purchasing power than the minimum wage and possibly other districts in Yogyakarta, this may reflect why domestic tourism around the city is developing faster than the other areas. The purchasing power may reflect the potential spending that the residents would consider allocating to the leisure activities. The purchasing power can also be used to explain the increasing demand within the region. Similarly, this may also explain the growth of many tourism attractions and facilities such as hotels, restaurants and cafes, parks, rural tourism, and shopping. In other words, the increasing demand and purchasing power may also mean that the tourism market is becoming more attractive. This will lead to the increase in the number of innovation and creativities, which will potentially improve the quality of life, increase place attachments, and further the benefits received could trigger residents' support for destination competitive strategies and participation.

**Table 3**  
**Sample Contributions from 14**  
**Municipals**

No	District	Total Sample
1	Tegalrejo	14
2	Gedongtengen	15
3	Gondokusuman	12
4	Gondomanan	10
5	Kraton	10
6	Jetis	14
7	Umbulharjo	12
8	Ngampilan	10
9	Pakualaman	7
10	Danurejan	15
11	Mergangsan	14
12	Kotagede	9

13	Wirobrajan	13
14	Mantrijeron	9
<b>Total</b>		<b>164</b>

Source: primary data

Apart from respondents' personal identification, this study has also extended the questionnaires to know the most favorite places to visit in Yogyakarta. The results revealed the following three graphs (Figure 1 to 3).

The findings imply that the segment as previously identified favors Kraton and Malioboro as most preferable tourism objects. For Yogyaneese, the influence of Javanese traditions remains very strong, particularly for those who live nearby Kraton. Regular events by the governments and creativities by local artists can be easily found in Malioboro. This makes Malioboro receives strong attachments among the residents and visitors. The beaches are in the third place. This may chose as an alternative to enjoy the nature as compared to the manmade areas. This information is considered relevant to the topic since it is important to identify what object or destination which is regarded as the strongest icon or symbol for Yogyakarta. The most favorite object should be further developed as providing the base for identity. To differentiate from other destinations, Yogyakarta should define its identity and consistently promote these identities.

It is undeniable that Kraton and Malioboro "the strong cultural image blended with unique shopping experiences" have acquired strong place attachments among visitors and residents. When tourists visit Malioboro, they expect a shopping area that will be different from common shopping centre. Visitors tend to expect unique experiences such as finding crafts, batik, traditional cafes, food, unique t-shirt, *etc.* Further, they also spent their money to enjoy unique culinary experiences from Yogyakarta. These unique experiences are something that will be strongly remembered after experiencing Yogyakarta.

The tourism development should be for the prosperity of the residents. The success in building place attachments need to be equally reflected in the increasing of the local residents' quality of life. In the long term, it

is the residents that will maintain and make the destination attractive. The friendliness, traffic obedience, cleanliness, and all positive

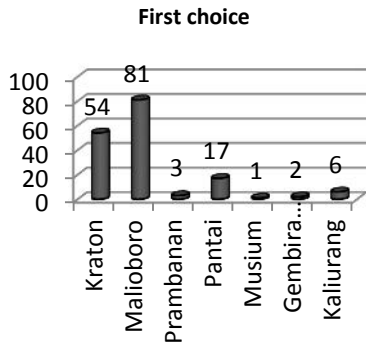


Figure 1. First Choice

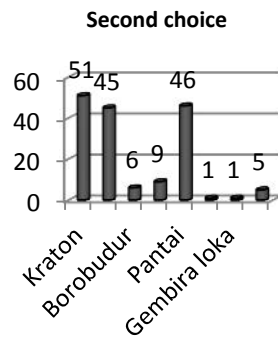


Figure 2. Second Choice

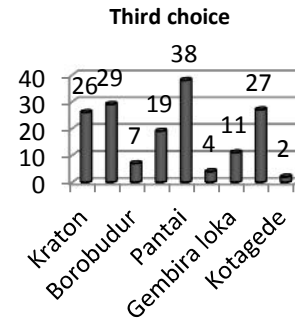


Figure 3. Third Choice

Source: Primary data

atmosphere can only be gained if residents feel the benefits (the quality of life) thus, support from them will follow.

### Assessments of Validity and Reliability

In PLS, reliability and construct validity are assessed by examining the measurement model. The measurement model specifies the relationships between the indicators and their respective constructs. The measurement model is important in identifying good measures of each construct. Assessment of convergent validity was measured by using the item loadings, ICR and AVE. As can be seen from Table 4, all item loadings were greater than 0.6 (Chin 1998) except D28 and 'quality of life construct' with value of 0.5793. This value however can be rounded as 0.6. The item loading demonstrates how every item strongly correlates with the construct it is related to, while correlating weakly or insignificantly with other constructs. The valid construct should contain relatively high correlations and has significant value according to t-statistic.

The loading scores can be used to determine the contribution of each indicator to the relevance of its respective construct. For example, C1 (*I am very attached to this*

*place*) with value of 0.802 means that the contribution of C1 to explain 'place attachments' is 0.802, which means strongly correlate. ICR can be used as a measure for convergent validity since it seeks to ensure that the indicators that measure the respective construct are highly correlated. The reliability (internal consistency) of the reflective construct measured by ICR should produce a value of 0.7 or higher (Fornell and Larcker, 1981). ICR ranged from 0.8955 to 0.9713 which were within the recommended value of 0.70. AVE measures the average variance that is shared between a set of items and their respective construct (Hulland, 1999). It is used to assess how well a latent construct explains the variance of a set of items that are supposed to measure that latent construct. A construct displays convergent validity if its AVE value is at least 0.50, which explains that at least 50% variance of the indicators are captured by the construct (Chin 1998; Fornell and Larcker 1981). AVE scores were 0.6199 for place attachments, 0.6936 for support strategies, and 0.4906 for quality of life. All the scores were close to and above 0.5, a rule-of-thumb as recommended by Fornell and Larcker (1981) and Chin (1998).

The assessment of discriminant validity was assessed using *cross loadings* and AVE *square root*. The discriminant validity is shown when the indicators are better associated with their respective construct than they are with other constructs.

Discriminant validity can be evaluated by examining whether or not there are evidences of cross-loadings between the indicators and their constructs.

By checking the loadings on every column (Table 5), the correlations of the constructs (for example 'Place attachments') with their indicators (C1 to C11) should be higher than with the indicators of any other constructs. Similarly, an examination across the rows in Table 5 should reveal that the correlations of the indicators (for example C1) with their constructs (Place attachments) are higher than with any other constructs (quality of life and Support Strategies).

**Table 4**  
Convergent Validity with AVE and ICR

	AVE	Composite Reliability/ICR	R Square	Cronbachs Alpha	Communality	Redundancy
Place attachments	0.6199	0.9471	0.3516	0.9386	0.6199	0.2156
Quality of life	0.4906	0.8955	0	0.8698	0.4906	0
Support strategies	0.6936	0.9713	0.3601	0.9682	0.6936	0.2181

Source: Primary data

**Table 5**  
Cross Loadings

Item	Place attachments	Quality of life	Support strategies	Item	Place attachments	Quality of life	Support strategies
C1	0.8017	0.4725	0.4221	E21	0.5401	0.4194	0.799
C10	0.7959	0.4931	0.5669	E210	0.4948	0.4263	0.8511
C11	0.753	0.4223	0.5507	E211	0.5305	0.4082	0.885
C2	0.8369	0.5388	0.4425	E213	0.4736	0.4244	0.7905
C3	0.8307	0.5002	0.4949	E214	0.418	0.338	0.7905
C4	0.7991	0.4618	0.4054	E215	0.4814	0.4228	0.846
C5	0.7164	0.3094	0.3154	E216	0.4722	0.3542	0.8431
C6	0.7831	0.4662	0.4408	E217	0.5224	0.4302	0.8747
C7	0.7425	0.4559	0.3355	E220	0.4766	0.4345	0.8794
C8	0.7937	0.4831	0.4684	E23	0.4768	0.435	0.8321
C9	0.7996	0.4851	0.4733	E24	0.4409	0.3835	0.7454
D210	0.4525	0.7482	0.4171	E25	0.4847	0.4077	0.8456
D211	0.4696	0.8082	0.4187	E27	0.4299	0.3712	0.7973
D212	0.4041	0.6839	0.3971	E28	0.4132	0.3136	0.8504
D213	0.2832	0.6305	0.2696	E29	0.5057	0.3478	0.8492
D25	0.4353	0.7192	0.3048				
D26	0.4724	0.7079	0.3278				
D27	0.2744	0.6132	0.1934				
D28	0.3318	0.5793	0.2229				
D29	0.5195	0.7793	0.3598				

Source: Primary data

The cross loadings showed that each indicator loaded higher with its corresponding latent variable (see Table 5).

The last procedure, the square root of the AVE, was demonstrated by comparing the square root of the AVE for each constructs with the correlations between the construct and other constructs in the model. The evidence of discriminant validity is shown when the square root of the AVE of each construct is larger than the correlations between the construct and any other constructs.

The diagonal bold values illustrate all the square roots of the AVE values. The square roots of the AVE values should be greater than the inter-construct correlations, a circumstance which will provide evidence of discriminant validity. For example, The AVE square root of place attachments (0.7873) is higher than the inter-construct correlations 0.5929 and 0.5763. The AVE Square root in this study have shown a satisfactory level where all larger than the correlations between the construct and any other constructs (see Table 6).

### Structural Model

By using the valid and reliable output from the measurement model, the structural model was used to test the proposed hypotheses. The structural model identified that all the proposed hypotheses are supported with significance at 0.01 except Quality of life direct relationship to support tourism competitive strategies which is only significant at 0.05 level. As can be seen in Figure 4, the path coefficient between Quality of life to support for destination compe-

titive strategies was 0.208 which is not considered as strong impact. The path coefficient between place attachments and support for destination competitive strategies was 0.453 and the t-statistic as produced by PLS bootstrap (3.72) was significant at 0.01 level. The path coefficient between quality of life and place attachments was 0.593 and t-statistic (8.5669) was significant at 0.01 level. The last two causal relationships were considered showing medium to strong relationships. Having the values which are significant at 0.01 and 0.05 level, this means that hypothesis 1 is supported at 0.05 level and hypothesis 2 at 0.01 level.

The use of R-squared ( $R^2$ ) is important to determine the predictive ability of the model. The result of  $R^2$  measures the percentage of the construct's variation and also explains the extent to which the independent constructs predict the dependent construct (Chin 1998). The bigger the  $R^2$ , the more predictive power the model implies. Across the two key dependent constructs (place attachments and support competitive strategies), the  $R^2$  of the predicted constructs in the model are greater than the recommended value 0.10 ( $R^2$  of place attachments is 35.2% and support competitive strategies is 36%) (see Figure 4).

Further, the PLS has also identified that the indirect relationship (total effects) between quality of life and support tourism competitive strategies *via* place attachments is higher as compared to their direct relationship. The direct effect from Quality of Life to Support Strategy (Figure 4) is 0.208 and the indirect effect is 0.268.

**Table 6**  
**AVE Square Root**

	<b>Place attachments</b>	<b>Quality of life</b>	<b>Support strategies</b>
Place attachments	<b>0.7873</b>	0	0
Quality of life	0.5929	<b>0.7004</b>	0
Support strategies	0.5763	0.4763	<b>0.8328</b>

Source: Primary data

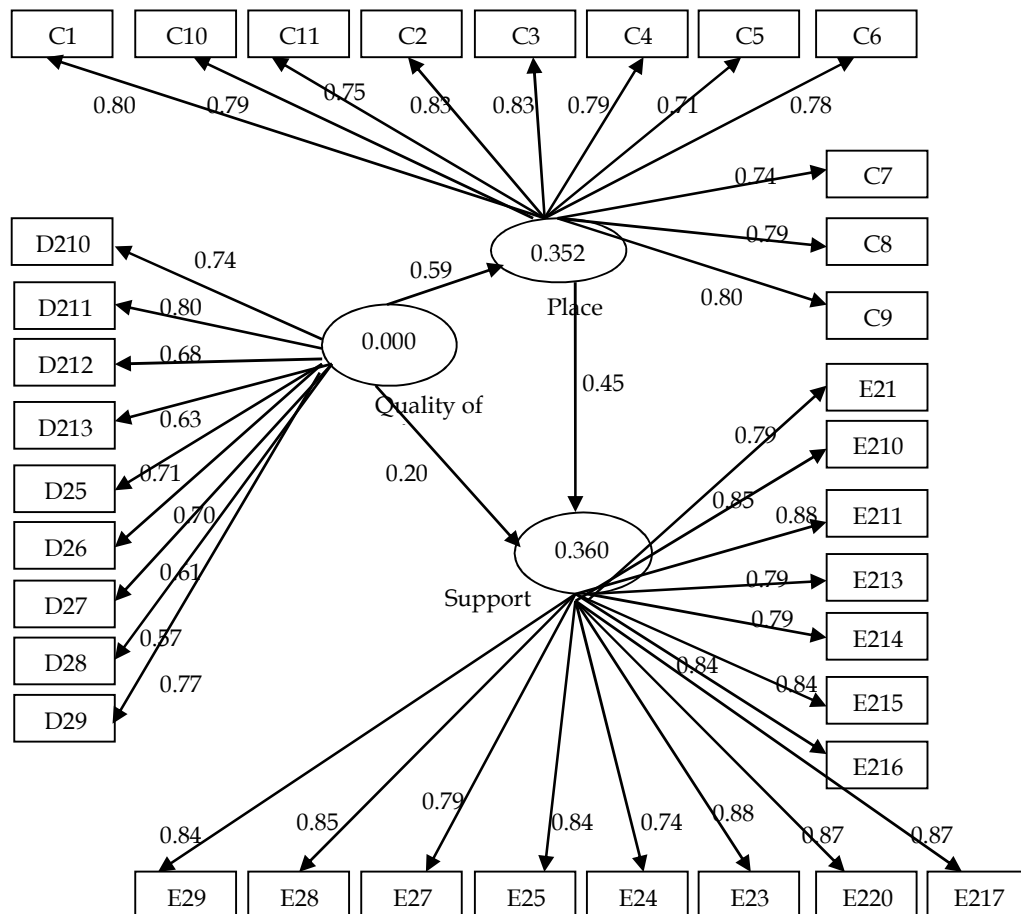
The role of place attachments as a mediating variable has increased the total effect to 0.476. The total effect is the sum of direct and indirect effects.

This means that hypothesis 3, proposing the place attachments as mediating the relationship between quality of life and support competitive strategies is supported. Detail discussion on the relationships within structural model is provided in the next section The Relationships.

**Place Attachments and Quality of Life in Yogyakarta**

Yogyakarta Province is considered one of the most populated areas in Java, Indonesia. The consequences of being a highly populated area are the high population pres-

sure (high migration) and frequent natural hazards. Even though there is better economic growth because of urban development, it does not automatically improve overall quality of life. The recent news informed that Yogyakarta has the highest rate of poverty in Java. Data from Statistic Biro in September 2013 (Wardhana, 2014) shows that Yogyakarta recorded 15.03% poverty. Jakarta which has shown by media coverage seems to have many number of people living in poverty recorded only 3.72%. This record placed Yogyakarta among the ten poorest provinces in Indonesia as discussed by Wardhana (2014) in Kompas. This situation is interesting in the condition that in one side Yogyakarta has been nominated as having a very successful tourism development and



Source: Primary data

**Figure 4**  
**The PLS Structural Research Model**

being the most livable city in 2009-2013, on the other hand the Indonesian Statistic Biro recorded a high percentage of poverty. We can directly see that there is an uneven distribution of development impacts to the whole population in Yogyakarta. Not all residents in Yogyakarta enjoy the impacts of being the most livable city and being one among the best tourism destination.

From the interview with the head of Tourism Agency (DIY Province) Tazbir Abdullah, he stated that “Yogyakarta is different from Bali in which majority residents of Bali are depending on tourism sectors, while residences of Yogyakarta are not as highly depending on tourism as Bali. Yogyakarta has other strong potential sector in education and other small businesses. All these sectors can be linked to tourism. The challenge is since not majority of residents are depending on the tourism sector, encouraging them to become ‘tourism aware’ is not an easy matter”. It is widely accepted that success in tourism sector has a direct and indirect influence with success of other sectors such as agriculture, crafts, textile, culinary, telecommunication, and other service sectors. Regardless that tourism sector has not been able to increase the quality of life (prosperity) of some of the Yogyakarta residents, the commitment to build the strategy for tourism development should remain vital considering the multi-sector effects. Having perceived as being the best in tourism development and place to live will attract those scarce resources to come to Yogyakarta. The results are certainly not instant. Within a long period of time, if Yogyakarta could maintain the commitment in providing quality of life and quality of tourism, these scarce resources (talented people, trust from investor, tourists, students, etc) will prefer Yogyakarta as compared to other cities.

Many people admit that Yogyakarta is unique, memorable, and lovable. Unique because it is a special region (Daerah Istimewa), it has many unique tourism attracti-

ons, such as the Kraton, Borobudur, Prambanan, many craft centres and supported by the creativity of the residents. Memorable because there are many universities and places of interest that give experiences to those who have spent their time to Yogyakarta. The way of life among the residents is peaceful, highly tolerance, and far from being rush. This makes life so lovable and peaceful. With the speed of economic development, only recently that many residents started to feel Yogyakarta as no longer providing a peaceful life but instead the opposite feeling. The number of traffic jams is increasing as well as the number of crimes. However, regardless the negative impacts of city development, the long efforts to build Yogyakarta as a unique, memorable, and lovable place have created the success in building the strong “place attachments” among the residents as well as those have been living or staying in Yogyakarta.

Residents’ place attachment is important since this emotional sense can have positive impact in encouraging the residents to take active parts in developing and maintaining the status and position of the place. Take an example, Yogyakarta is the only province that is still governed by the Sultan, who serves as the hereditary governor of DIY. Yogyakarta residents (Yogyanese) are so attached with the Sultan family and so committed in maintaining the Kraton’s traditions. In support to their Sultan, Yogyakarta’s residents reacted strongly when the central government intend to discontinue the rights of Sultan to be automatically appointed as Governor of DIY. Other sense of attachment was shown by the commitment to maintain the existence of tradition and cultural activities such as Ramayana ballet (a drama in typical Javanese dance) and Wayang Kulit (shadow puppets) accompanied by the gamelan orchestras, and varieties of handicrafts production such as batik, stones, wood, leather, and ceramic. Yogyakarta is known to have many well-known artists thus main-

taining its existence of being the centre of Javanese cultural learning. The sense of pride and commitment to the local tradition are the reasons why Yogyakarta known as enable in maintaining the quality of Javanese traditions and cultural backgrounds. Further, the many nearby temple complexes such as Borobudur and Prambanan have added value to the identity and sense of pride and attachments among Yogyaneese relating to their past history. The positive sense of attachments should become a valuable asset for the government to implement the strategies for tourism and place development since eventually the success depends on the support from the residents. In any tourism development, the residents should be the one that get the most value from the success of the development.

This study also reveals that Kraton and Malioboro are perceived by local residents as being the most preferable place to visit in Yogyakarta (first and second choices), while the beaches are in third places. Research by Usami (2011) on the other hand ranked Prambanan and Borobudur as the first choice among foreign visitors when visiting Yogyakarta. These imply that the place identity for Yogyakarta is obvious among residents as well as domestic and overseas tourists. These strong icons representing Yogyakarta identity should be managed cooperatively with the residents. Residents are those who affected most by the tourism, thus their involvement and support would determine the success of the tourism strategies and development. When managing and promoting all these icons, residents' representativeness, voice, and ideas as well as the consequences should be managed as the basis to formulate the strategies. These icons as chosen by the visitors and residents can also be targeted as place identity for long term consistent promotional strategy.

### **The Relationships**

As previously stated, places are now competing more intensively. Any components that may contribute to success in place

competition should be given a proper handling. Tourism industry is said to enable in attracting the scarce resources such as tourists, events, talented residents, and investments for better infrastructures. Within the context of tourism, this study identifies two variables namely "quality of life" and "place attachments", to see how both variables influence direct and indirectly to residents intention to "support for destination competitive strategies". Findings show that all causal relationships are significant at 0.05 level. As shown in Figure 4. Quality of life has a weak relationship to support for destination competitive strategies while it has strong relationships to place attachments. Place attachments have medium strength of relationship to support tourism competitive strategies. The total relationship (indirect relationship) has identified the medium relationship between quality of life to support tourism competitive strategies. These findings could be interpreted as follows:

### **Quality of Life and Support Tourism Competitive Strategies**

Previous studies have identified different findings relating to the quality of life and support for destination competitive strategies relationship. Azevedo *et al.*, (2013) found the significant relationships between quality of life and support for tourism competitive strategies. Andereck and Vogt (2000) identified that perceived quality of life was a significant predictor of support toward tourism development. Andereck *et al.*, (2005) also found that quality of life creates motivation to residents to support tourism program. Kaplanidou (2013) found quality of life as a significant mediating variable between tourism impacts and increased residents' support on tourism program. Similarly, Neal *et al.*, (2007) and Nunkoo and Ramkissoon (2010) also confirmed the quality of life influences to sustainability in tourism development and residents' support for tourism development. A positive relationship between satisfaction with life and

support for destination competitive strategies was examined by Ko and Stewart (2002). However, Ko and Stewart (2002) study did not find the significant existence of the relationship due the limited level of capacity to absorb tourists in the area being investigated. The relationship is also affected by the degree and the stage of tourism development. These previous findings provide evidences of different findings in quality of life and support destination competitive strategies, where some were significant and other finding was not significant.

This study supports that quality of life is positively correlated with residents' intention to support for destination competitive strategies. This means that this study supports the majority of previous findings. By supporting the hypothesis H<sub>1</sub>, it can be implied that Yogyakarta remains attractive as tourism destination since the local residents appreciate their quality of life. It can be said that since the residents are happy, thus they are willing to participate and support the destination competitive strategies. Among the nine valid questionnaires include residents' perceived quality of life in terms of: cost of living, security, health, education, air pollution, clean environment, criminality, public services and facilities, and other general well-being. If tourism development could provide the elements that residents' value as offering quality of life, it is expected that Yogyakarta could remain successful in its tourism development. The evidence showing that Yogyakarta is considered as the most livable city (IAP 2011) and noted as a city with the highest life expectancy in 2013 by The National Development Planning Agency (Bappenas) implies that The quality of life of Yogyakarta is better than majority of cities in Indonesia. These reputations could be the source of competitiveness since people and investors would prefer to live and invest in a place with better performance. Even though success of tourism may still not equally enjoyed by all the local residents in Yogyakarta, the local govern-

ments and tourism agencies should take the priorities of every tourism development to be enjoyed by the local residents. Without local residents' participation, tourism development will make no sense.

### **Place Attachments and Support Destination Competitive Strategies**

Finding from the medium effect between place attachments and support destination competitive strategies in this study can be interpreted as there is an important role of having residents' place attachments since this affective attitude could lead to residents' positive intention to support. Place attachments measure in this study adopts the measurement developed by Yoon (2002) which consists of place identity and place dependency. Some of the indicators used cover: sense of attachment to the place, identify strongly to the place, meaning of the place, to be a special place, no other place can be compared, best place to be, *etc.* The place attachment is believed to enable creating the bond between the residents and tourists to the place and further also build the sense of pride. For example, when someone is proud to say "Yogyakarta is my birthplace", "I am from Yogya", "Yogyakarta means a lot to me", or "I finished my study in Yogyakarta", these feeling reflect the sense of pride and bonding which potentially leads to positive behaviors to support anything related to Yogyakarta.

The significant relationship between place attachments and support destination competitive strategies has been identified by some previous researches (Yoon, 2002; Al-Masroori, 2006; Ramkissoon *et al.*, 2012; Yuksel *et al.*, 2010). Dredge (2010) stated that understanding people attachments to a place provides opportunities to study human behavior. This implies that when someone is happy and attached with a particular place, one's behavior can be better predicted. Once a student graduated from Yogyakarta University, he/she will have lots of memorable and positive experiences and will tend to



behave positively to Yogyakarta. When someone has been attached into a particular place even though one is no longer stay or lives in Yogyakarta, there is a potential that this sense of attachments could still lead to support to Yogyakarta. The impact of place attachments could last long without requiring the person to stay in Yogyakarta. Once place successfully developing place attachments, this could be a long term valuable asset to gain support for place development. The local Government and tourism agency should therefore be creative and continually offer the quality that may induce premium impressions about Yogyakarta. Creating sense of place attachments could be by maintaining and building quality education, maintaining the attractive economic growth, maintaining the peaceful life, and always be competitive that creates the sense of pride nationally and internationally.

#### **Place Attachments as Mediating Variable between Quality of Life and Support Tourism Competitive Strategies**

This study supports the third hypothesis where 'Place attachment mediates the relationship between quality of life and intention to support for destination competitive strategies'. The proposed indirect relationships could be interpreted as there should be a state that residents must be attached to the place for a better intention to support. Quality of life is somewhat needed to be supported by the sense of attachments in order for gaining better support from the residents. As can be seen from Figure 4, the quality of life and support for destination competitive strategy only produced weak (0.208) path coefficients (influence). The strongest relationship was shown by quality of life and place attachments (0.593) and followed by place attachments to support for destination competitive strategy (0.453). This implies that building all the infrastructures and facilities to improve the quality of life is not sufficient to gain residents' support when no residents' attachments to the place existed. Normally, when residents are happy

with their life, they should react positively to support the place development strategies. However, according to the finding in the structural model, the role of place attachments to better induce the support from the residents is crucial. Furthermore, place attachments usually create long term bonding between the individual and the place. When Yogyakarta could only provide a good standard of life (good education, clean environment, good health, better jobs, etc) residents would support the government strategies in tourism in somewhat average manners. If place attachments can be strongly built among the residents and visitors, it is predicted that the participation and contribution towards tourism development strategy could be 'above' average.

Overall, this study supports the role of both "place attachments" and "quality of life" as important variables for the government/tourism agencies to consider when conducting destination competitive strategies. These two variables should be managed as important assets and tools to successfully develop the tourism sector as well as increasing the wealth and prosperity of the residents (local and national).

#### **CONCLUSION AND SUGESSTION**

For the governments as well as tourism marketers, knowledge of the perception of residents towards the place they live is vital to the implementation of place and tourism development strategies. This study aims to contribute to place marketing strategies discipline by analyzing residents' perception of quality of life and place attachments, in order to predict their behavior to support destination competitive strategies. When people state "yes, I love to live in this place", this may infer that they have a good quality of life and they also have a particular sense of attachments. Does this statement may cause a particular positive attitude to a particular place? This question provides the basis to do the research. By investigating 164 valid questionnaires and conducted interviews, this study identified the direct

relationships between quality of life and place attachments towards support for destination competitive strategies. The direct and indirect relationships by proposing place attachments as mediating variable have been found to be significantly supported. The contributions for the academic are this study provides the empirical evidence on the role of quality of life and place attachments in leading to residents' attitude to support their government strategies in tourism sector. No indirect relationships between quality of life and support for destination strategies *via* place attachments had been previously identified. The role of place attachments as mediating variable should be concerned. For marketers, governments, and tourism planners, all items in increasing the 'quality of life' and "place attachments" should be carefully managed as all of those items may trigger to positive attitude performed by residents to support the marketers, governments, and tourism planners. Tourism impacts in Yogyakarta have not been able to overcome poverty in Yogyakarta. This condition should be interpreted as warning that all activities for place and tourism development should be prioritized for the benefits of the residents. While it cannot be denied that other stakeholders also deserve the benefits from the development, the priority to the residents should be carefully assessed and managed.

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