

Tourism and the Happiness of Local Residents: Clarifying the Relationship

This study explores community-based tourism (CBT) through the lens of social psychology, placing local residents' identity and psychological well-being at its core

CBT refers to tourism initiatives led by community members who utilize local resources to provide experiential offerings to visitors. While previous research has largely focused on the economic and social impacts of CBT, this study takes an original approach by examining how participation in CBT influences residents' sense of identity and happiness. By integrating tourism studies with social psychological perspectives, the research redefines the value of CBT—not merely in terms of economic benefit, but as a source of personal fulfillment and community pride. Ultimately, it seeks to uncover the role of CBT in fostering sustainable tourism and promoting holistic regional development centered on the well-being of local people.



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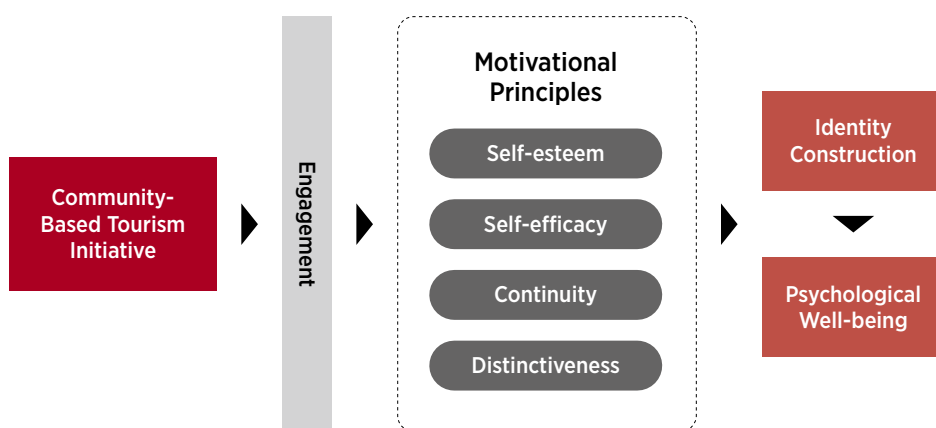
"I believe that tourism should not exist solely for business purposes, but ultimately for the happiness of the people involved—and it is this conviction that continues to drive my research."

Can tourism contribute to the happiness of local residents? Exploring new frontiers in tourism research through the lens of psychology

This study offers a new approach that employs theories and methods from social psychology to analyze tourism phenomena. It applies Identity Process Theory from social psychology and demonstrably verifies the relationship between community-based tourism (CBT) and the identity construction of residents. This allows for analyzing microscopic changes at the individual level. Additionally, it presents a new perspective, which assesses the value of CBT not only in terms of economic impact but also considering the psychological well-being and identity construction of residents who participated in the initiative.

Comparative studies in Japan and Korea have been also conducted, revealing one clear difference: CBT in South Korea tend to be business oriented, whereas CBT in Japan tend to focus more on the unity of communities and their identity construction.

This study scientifically verifies the psychological effect of CBT using a mixed method combining qualitative and quantitative approaches. This study will propose new perspectives in tourism research.



Research models for Community-Based Tourism (CBT)

This study analyzes how community-based tourism (CBT) connects with the four key elements that shape residents' identity and contributes to their sense of psychological well-being.

Enhance the appeal and sustainability of CBT by incorporating research insight from psychology

This study introduces a new metric: sense of psychological well-being of residents, which could enable local governments and tourism organizations to develop more sustainable strategies. The perspective that "everything can become a tourism resource" opens a diverse range of industries, including agriculture, fishing, and manufacturing, fostering innovative developments in the tourism industry.

Understanding community identity construction and psycholog-

ical impacts through CBT can attract more interest in society. Tourism resources within local communities are often deeply rooted in highly localized contexts. While individual tourist attractions may be small in scale, they can become valuable assets when thoughtfully curated and connected through the efforts of local tourism associations. This may lead to local community and tourism sustainability.

