

The Socio-Cultural Impacts of Tourism on People's Quality of Life in Maun, Botswana

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Abstract

Tourism in destination areas has socio-cultural impacts on host communities. The impacts can either improve the quality of life or degrade it. The purpose of the present study is to examine the relationship between socio-cultural impacts of tourism and community people's quality of life in Maun, Botswana. Primary data were collected from 400 households who were 18 years or older and have stayed in Maun for at least a year at the time of the study. The data were analysed using structural equation modeling with AMOS 16.0 software. The model tests were based on the covariance matrix using maximum likelihood estimation. The results of the present study reveal a significant positive relationship between tourism socio-cultural impacts and the community people's quality of life. This means that the people's quality of life in Maun is influenced by the perceived socio-cultural benefits that may accrue to their community from tourism. These results indicate that if tourism is to meaningfully benefit host communities and improve their quality of life, then it must create positive cultural identity and community pride, encourage local involvement in tourism enterprises and improve the socio-cultural benefits of tourism to the host community.

Keywords: Socio-cultural, tourism impacts, quality of life, Maun, Botswana.

Introduction

Tourism has become a lucrative industry worldwide (Matiza & Oni 2014; Mbaiwa & Stronza 2010; Mbaiwa 2003; Kaynak & Marandu 2006, Ko & Stewart 2002). The tourism sector of national economies is gaining recognition in developing countries as a means to diversification of the economies with a view to reducing unemployment, generating additional income and foreign exchange (Sinclair, 1998) and to rectify trade imbalances. Over the past six decades, tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world (Bauer 1999; Gee *et al.* 1984 cited in Borge *et al.* 1990; and World Tourism Organisation (2009). International tourist arrivals have continued to grow: from 25 million in 1950, to 277 million in 1980, 438 million in 1990, 684 million in 2000 and reaching 922 million in 2008 (World Tourism Organisation 2009). While the international tourist arrivals reached 922 million in 2008, an increase of 18 million people over 2007, the international tourism receipt was 944 billion US dollars during the same period (World Tourism Organisation 2009). The tourism sector continues to grow; it was at 5% in 2013 (World Tourism Organisation 2013), significantly contributing to the global economy. The increasing trends of the arrivals and receipts shown by intercontinental reports confirm and demonstrate the growth performances of the industry. The performance, according to Borge *et al.* (1990) is due to the increase in the levels of disposable income; improvements in transportation and the introduction of low-cost airline services; easier access to destinations by tourist from traditional source markets; the emergence of new source markets; and the introduction of new products, such as cultural tourism, ecotourism and adventure tourism. Based on these performances of the industry, tourism has become

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one of the largest employment sectors in most countries and a fast entry vehicle into the workforce for young people and women in urban and rural communities (World Travel and Tourism Council, 2014; Mushtaq & Zaman, 2013; World Tourism Organisation 2013; Bauer 1999). Investment in tourism has translated into foreign exchange earnings for many economies especially in the developing economies. Tourism has a strong multiplier effect on other crucial sectors of the economy like manufacturing and agriculture (World Tourism Organisation 2009). More so, tourism has become a primary vehicle for job creation and economic regeneration and thus, any measure to boost promotion, simplify regulations, build infrastructure and rationalize taxes is a step forward towards the resilience of the sector, and ultimately, of economic recovery (World Tourism Organisation 2009; Kala 2008).

The potential of tourism development in any country has been considered to be one of the important economic activities in promoting economic growth in local communities (Matiza & Oni, 2014, Kwon & Vogt, 2010). In addition, the growth in the industry had significant impacts on employment creation, foreign exchange earnings; generating tax revenue, and the development of community infrastructure (Sinclair 1998; Mbaiwa 2004; Akarapong *et al.* 2010;). Africa has witnessed a rise in tourist arrivals from 8.4 million to 10.6 million and receipts growth from \$2.3 billion to \$3.7 billion over the last decades (World Tourism Organisation 2006). In sub-Saharan Africa tourism industry enjoyed robust 10 percent annual market share growth in 2006 (World Tourism Organisation 2006). In Botswana, the tourism sector has become one of the significant contributors to the Gross Domestic Product (GDP). For example, Mbaiwa (2003) posits that tourism development in Botswana has significantly contributed to GDP and is the second largest government revenue earner after diamonds. The direct contribution of travel and tourism, excluding the wider effects in 2013 alone, accounted for 3.2% of the Botswana's total GDP (World Travel and Tourism Council (WTTC) 2014) and 10 percent this is expected to increase by 5.8% per annum in 2024.

In countries such as Australia, Botswana, Kenya, Mauritius and New Zealand, where tourism is one of the key sectors, resources have been devoted to the provision of airports, local transport infrastructure and hotels, mainly aimed towards the international tourism markets (Sinclair 1998; Mbaiwa 2005). However, the strategy to promote tourism has become a threat to the local communities in those countries where tourism is used to diversify economies (Borge *et al.* 1990; Zhang & Inbakaran 2006). Ayres (2000) states that tourism displacement effects and exposure to foreign behaviour have negative effects on the people's traditional culture. Also, the commercialization of certain cultures in an area leads to loss of certain parts of it (Kala 2008).

On the other hand, despite reports on the erosion of traditional culture, the overall perception of the people in the destination communities revealed that tourism revives and reinvigorates traditions that are suffering due to the forces of modernization, industrialization and urbanization (Prosser 1994; Ayres 2000; Kala 2008). The socio-cultural impacts on host communities can either improve their quality of lives or degrade it (Zhang & Inbakaran 2006; Alhasanat 2010; Lee 2013). As the development of tourism brings tourists and hosts together, hence the socio-cultural impacts of the interactions between the two parties become an important issue. Furthermore, although tourist-host interactions reduce prejudice and promote cultural pride that leads to preservation of culture and renaissance of the local art or craft, tourism's impact on people in developing countries is still perceived as negative (Bauer 1999). In recognition of the increasing importance of the tourism sector, it becomes necessary to assess the tourism socio-cultural impacts on the people in the destination areas. This study investigates the socio-cultural impacts of tourism on the people's quality of life in Maun.

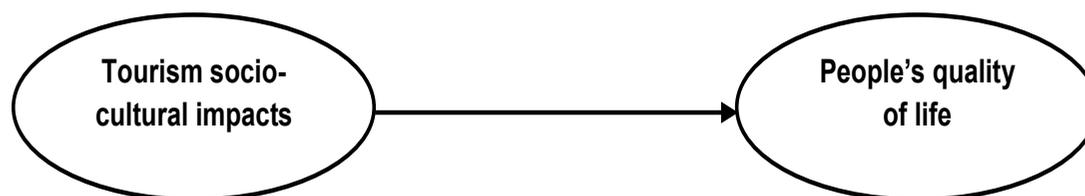
Theoretical framework: Social exchange theory and tourism socio-cultural impacts

Tourism researchers all over the world (Soontayatron 2013; Wang 2006; Kaynak & Marandu 2006; Nkemngu 2015; Lee & Back 2006) have used social exchange theory to understand the perceptions of community people where production and consumption of tourism goods and services take place. On the one hand, Hritz & Ross (2010) describe social exchange theory as process of negotiation exchange between individuals or groups. On the other hand, scholar (Ap 1992) maintains that the theory of social exchange assumes that social relations involve an exchange of resources among individuals or group of individuals seeking mutual benefit from the relationship. The social exchange theory assumption is that, local people are likely to be involved in exchange with visitors in their community if the benefits from the development outweigh the cost of the tourism activities (Harrill 2004). This means that, if the local people perceived tourism to have significant positive impacts on their life, they would be more willing to participate actively and also give their support for additional tourism development in their community (Yoon et al. 2000). The interactions or reciprocal actions between individuals are dependent on the expected benefits or incentives (Blau 1964; Gouldner 1960 in Hritz & Ross 2010).

Social exchange involves a series of interactions that generate obligations and these usually are seen as interdependent. In the transactional pattern, exchange requires a bidirectional transaction where outcomes are based on a combination of parties' efforts (Cropanzano & Mitchell 2005). This means that the transaction within social exchange theory is neither independent nor dependent, and the issue has led to the misinterpretation of research results by some researchers. While the outcomes of the former are based on the individual efforts, the latter outcome is based entirely on the other's efforts. Therefore, an interactional pattern that is based on mutual and complementary arrangements is considered to have the features of social exchange. The theory has been widely used in various studies including tourism (Soontayatron 2013). In addition, Harill (2004) found that tourism researchers developed interest in the theory based on the assumption that, the development of tourism brings economic benefits in exchange for social and environmental impacts. Furthermore, Ap (1990) argued that the exchange of resources could be matched or mismatched. For instance, when the exchange of resources is high for the host community in a mismatched relationship, residents consider tourism development as being beneficiary. While the opposite is that, when the exchange of resources is low in either balanced or imbalanced exchange relations, residents usually viewed tourism development as being a curse to the community (Ap 1990). Hritz & Ross (2010) state that social exchange theory is based on the valuation of exchange resources by both hosts and visitors. In contrast to macro analysis, social exchange theory is appropriate for a study focusing on a particular location or site (Kaynak & Marandu 2006).

In this context, the social exchange theory is considered appropriate in order to link the hypothesis with the variables investigated in the study. Although, there are mixed findings on the tourism impacts (economic, social, cultural and environmental) and quality of life in the literature, generally there is a perception that quality of life of people in a community is a function of four dimensions of tourism impacts (Kim 2002; Aref 2011). Therefore, social exchange theory is used to determine the perceptions of community people on the development of tourism in their community. With the consideration of the underpinning theory of social exchange which explains that community people are only interested in exchanging their resources with tourists if there is the likelihood of acquiring benefits, the present study proposed the theoretical model as shown in Figure 1. In this study we hypothesise that, there is a significant positive relation between perceived socio-cultural impacts of tourism and people's quality of life.

Figure 1: The model of tourism socio-cultural impacts on people's quality of life



Materials and Methods

Study area

Maun, which is marketed as the gateway to the Okavango Delta, is the entrance to main tourist destination in Botswana and is located in the north-western region of the country. The Delta is a large swamp and flood plain area, measuring about 16,000 square kilometres (Tlou 1985). The population of Maun increased from 43, 776 in 2001 to 55,784 in 2011, an increase of 2.74% (Statistics Botswana 2014). Aquatic life and diverse flora and fauna characterize Maun and Okavango Delta making the nearby villages to have special tourist attraction due to the rich cultural heritage. Therefore, the production and consumption of tourism goods have aggravated interactions between tourists and the community people in Maun. Based on the representativeness of the village in Botswana's tourism, the findings and conclusions of this study could be useful to develop tourism related policies in Botswana and elsewhere.

Research instrument

The questionnaire was developed to assess the people's perception about the impacts of tourism on their quality of life. The questionnaire was administered through the method of face-to-face interview survey. The items used in this study were adapted from studies (Ap 1990; Yoon *et al.* 2000; Ko & Stewart 2002; Kim 2002; Mbaiwa 2008; Akarapong *et al.* 2010; Aref 2011; Stylidis *et al.* 2014) that were all looking at tourism and the impacts on socio-cultural and quality of life. The questionnaire was divided into socio-cultural impact (measured by 18 items) and people's quality of life with 6 items (see Table 1).

The observable variables used to measure socio-cultural impacts include deteriorating living standard (6 items), damaging local culture (3 items), improving living standard (4 items) and preservation of culture (5 items), social wellbeing (3 items) and cultural wellbeing (3 items). In all, 24 items assessed the perceived tourism impacts. A five-point Likert-type scale was used to enable ease of completion of the questionnaire and to assist in the effective analysis of the data collected. The Likert-type scale was used as it better reflects the conceptual framework of the perceived tourism impacts. Likert Scale is regarded as an interval scale for the purpose of statistical analysis (De Vaus 2001). The response format for the items with assigned values as described in the bracket: (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree), this was used to assess the constructs of tourism impacts, and people quality of life.

Sampling procedure and data collection

Proportionate stratified sampling method was employed to a sample size of 378 following the method recommended by Krejcie & Morgan (1970). The sample also matches the requirements of structural equation modeling (Stylidis *et al.* 2014). There were 109 enumeration areas in Maun village. An enumeration area (EA) is the smallest geographic unit, which represents an average workload for an enumerator over a specified period. The average size of an EA is approximately 120-150 (households).

Enumeration areas (EAs) were created by the Department of Census and Survey in the Ministry of Finance, Development and Planning for the 2011 census in Botswana. Out of the 109 EAs, Probability Proportional to Size (PPS) method was used to arrive at 15 EAs of which the suitable sample was derived. A sample size of 150 or more is required to attain parameter estimates that have standard errors small enough to be of practical use in structural equation model (see Anderson & Gerbing 1988). As such, the study sample is sufficient to produce a converged and proper solution for models with three or more indicators per factor. Moreover, proportionate stratified method was used to select the proposed number of households within an enumeration area. Proportionate stratified method is whereby the number of households selected in each of the Enumeration Areas is proportionate to the number of households in the representative EAs. Blalock (1981) maintains that it is appropriate to use proportional stratified sampling especially when the strata are homogeneous, because it guarantees a more representative sample, exactly correct and reliable results. Although a sample of 378 was determined, 400 questionnaires were administered, to community people who were 18 years or older and who had resided in the village for a year or more when the data were collected, to allow for the possibility of incomplete and invalid questionnaires.

In order to improve the participants' ability to respond to the questionnaire and as a means to improving the quality of the survey, the questionnaire was pretested by piloting the items among 50 students at tertiary institutions. These participants were native of Maun and were still residing in the village at the time of the study. The pretesting allowed us to check and amend the validity of the content of the questionnaire. The adjustments to the questionnaire made it a more effective instrument (Nimako *et al.* 2012) and enabled proper administration of the questionnaire during the main data collection in Maun. Of the 400 questionnaires carefully administered, there are 394 respondents recorded in the data set. This made the response rate to be 98.5% which is considered high.

Table 1: Measurement variables

Latent construct	Observable variables	Measurement items
Socio-cultural impacts	Deteriorating living standard	Overcrowding, uncomfortable during peak period, increased crime, increased prostitutions, increased use of drugs, increased sexually transmitted diseases,
	Damaging local culture	Damaged culture, changed arts and crafts, losing values.
	Improving living standard	Recreational opportunities, accessible entertainment, promotes cooperation, infrastructure
	Preservation of culture	Cultural activities , positive, cultural identity culture preservation, pride of their culture and cherish my culture
Quality of life	Socio-cultural wellbeing	Accessibility to facilities, local involvement, social benefits (i.e., recreational opportunities, cooperation among locals, infrastructure, numbers of tourists, promotion of culture and culture preserved

Data analysis

The structural equation model (SEM) was used to analyse the data collected from the participants. Structural equation has satisfactory psychometric properties via convergent validity, average variance extracted and discriminant validity. The data were subjected to exploratory factor analysis (EFA) with a principal component extraction method to all the observable variables (sub-constructs) to test for inter-item correlation, identification of the factor structure and to determine the set of observable variables. Based on this test, items that associated with the certain latent constructs were used to measure the tourism impacts (socio-cultural). The values of Cronbach alpha reveals how study items with specific observed variables and the respective latent construct are affiliated. The minimum threshold of 0.5 was met as suggested by Tavakol & Dennick (2011). The result of the alpha shows how homogenous or heterogeneous indicators are with specific latent construct. The present study also used Bartlett's test of sphericity and Keiser Meyer Olkin (KMO) to determine construct validity and sample adequacy respectively. Confirmatory factor analysis used in the second stage of the measurement to confirm the factor structure prior to the testing of hypotheses of the study (Anderson & Gerbing 2007; Hooper *et al.* 2008).

Table 2: Demographic data of respondents

	Demographic profiles	Percentage
Gender	Male	47
	Female	53
Age of respondents	Less than 20	12.6
	21-30	41.7
	31-40	26.0
	41-50	11.8
	51-60	5.8
	More than 60	2.1
Marital status	Single	77.8
	Married	19.0
	Divorce	1.1
	Widow	2.1
Educational level	University	7.4
	Diploma	15.6
	Vocational	17.0
	Elementary	59.9
Employment status	Formally employed	28.0
	Self employed	16.7
	Unemployed	55.3
Occupational distribution	Tourism	31.4
	Other sectors	68.6
Length of stay	Up to 5 years	15.9
	Less than 5 years	84.1

N = 394

Results

Profile of respondents

The demographic of respondents according to the results indicated that 53% of the total participants

were female and 47% were male. With regard to the age of participants, more than 50% were relatively young people. The category age less than 20 years were 12.2%. The percentages of the participants decreased with the remaining age categories: 21-30 (40.4%), 31-40 (25%), 41-50 (11.4%), 51-60 (5.6%) and the respondents over 60 years of age (2%). The majority of the participants' marital statuses were single (74.6%), followed by married (18.3%), widowed (2%) and those that are divorced (1%). Also, a large proportion of the participants only attained elementary school (60%), followed by those that attained vocational certificate 17.0%, Diploma 15.6% and the University graduate 7.4%. Furthermore, the respondents who have stayed in the community for more than 5 years were 84.1%, while those who have stayed less than 5 years were only 15.9%.

The results on employment status show that majority of the respondents were unemployed with 55.3%, followed by those that were formally employed (28%) and self-employed with 16.7%. Concerning the occupational distribution of the employed respondents, while only 31.4% of the respondents are employed within the tourism industry, the majority 68.6% are employed in other industries.

Measurement and structural models

The socio-cultural impact was measured by deteriorating living standard, damaging local culture, improving living standard and preservation of culture. One of the requirements in structural equation model is that each of the observable variables should be distinct from one another and the variable loading onto one latent construct should not load significantly onto another latent construct (Hair *et al.* 2010). In this study, the deteriorating living standard was divided into two sub-constructs - deteriorating standards (crowds) and deteriorating standards (crime) - because, items 13 and 14 were loaded onto factor 2 and items 15, 16, 17 and 18 were loaded onto factor 1. Having done the adjustment, Cronbach's alpha for all the observable variables loaded well with the deteriorating living standards: crowding (0.70), deteriorating living standards (crime) (0.80), damaging local culture (0.78), improving living standard (0.75) and preservation of culture (0.79), social well-being (0.81) and cultural well-being (0.74). These results are shown in Table 3. The results show a higher proportion of variance explained and acceptable level of KMO (Hair *et al.* 2010; Tabachnick & Fidell 2007; Dyer *et al.* 2007). The confirmatory factor analysis (CFA) was also performed to confirm the measurement scale properties of the sub-dimensions of the constructs. Based on the reassessment of exploratory factor analysis some measurement items including deteriorating living standards (crime) were deleted because they impacted on the necessary uni-dimensionality (see Table 3 and 4). The result shows the completely standardised coefficients, the indicator reliabilities and the error variance for each indicator as shown in Table 4. The overall fit of this measurement model of the tourism socio-cultural impact construct was $X^2(21) = 43.5$ ($p = .003$); CFI = .978; and RMSEA = 0.052. The comparative fit index (CFI) was 0.978 and the root mean square residual of approximation (RMSEA) was 0.052. These fit values met the minimum requirement and thus it can be concluded that the fit is a good fit (Stylidis *et al.* 2014; Hoe 2008; Lee & Back 2006; Ko & Stewart 2002). With the structural model, the hypothesized relationship between the constructs was tested. The estimated standardised coefficient for the path from socio-cultural impact to people's quality of life is 0.17 ($p < .05$). The variance explained by the model for the tourism impacts and people quality of life was ($r^2 = 0.26$).

Discussion

This study tested how the socio-cultural changes brought by the development of tourism affect the people's quality of life. The socio-cultural impacts of tourism are driven by level of the tourism development in any destination area. The positive social impact of tourism as revealed by the respondents in

this study include, improvement in the standard of living of people, development of infrastructure and as a result, gave impetus to business transactions in the village. Similarly to Mbaiwa (2003), the study by Kala (2008) reaffirmed that tourism has led to improvement in infrastructural development and cultural exchanges between local people and tourists. For example, this study shows people's recognition of the role tourism development plays in improving socio-cultural activities in their community (see Stylidis & Terzidou 2014; Alhasanat 2010).

In this study, the people perceived overcrowding as one of the problems of tourism especially during the peak period. The study also reveals that tourism development is perceived by the people in the community to have aggravated the crime rate, increased prostitution, drug use and the spread of sexually infectious diseases among the local people. The study reveals that the introduction of tourism in Maun has also changed culture by affecting the supply and production of arts and crafts to suit tourists. Kala (2008) revealed in the same study that the people believe that presence of tourists in their city has brought negative social impacts by promoting social evils which include robbery, pick-pocketing, looting, alcoholism, prostitution and gambling.

Table 3: Exploratory Factor Analysis (EFA) of socio-cultural impacts.

Observable variables and items (questions)	Loading	Eigen value	Variance explained (%)	Kaiser-Meyer - Olkin MSA	Bartlett's test of sphericity
Deteriorating living standards (crowding)	.703*	1.542	77.08	.500	.000
Overcrowding	.878				
Peak period not comfortable	.878				
Deteriorating living standards (crime)	.813*	2.574	64.60	.765	.000
Increased crime rate	.712				
Increased prostitutions	.839				
Increased drug use	.847				
Increased STDs	.804				
Damaging local culture	.778*	2.088	69.59	.691	.000
Damage culture	.793				
Changing arts and crafts	.857				
Dilute culture	.851				
Improving living standard	.746*	2.315	57.89	.724	.000
Recreational opportunities	.841				
Accessible entertainments	.874				
Promote cooperation	.776				
Facilities for benefit people	.491				
Preservation of culture	.793*	2.806	56.11	.780	.000
Encouraged cultural activities	.756				
Positive cultural identity	.768				
Preservation of culture	.797				
Brought people's pride	.817				
Cherish my culture more					
Social well-being	.815*	2.191	73.03	.707	.000
Satisfied with accessibility	.846				
Satisfied with local involvement	.881				
Satisfied with social benefits	.836				
Cultural well-being	.741*	1.981	66.04	.647	.000
Satisfied with tourists	.724				
Satisfied with culture	.863				
Satisfied with preservation of culture	.844				

Source: Authors' calculation

Despite the identification of the negative effects mentioned above, people who were surveyed in this study recognized the availability of recreational activities accessible for entertainment in Maun and this has led to cooperation in the community people. The development of tourism in the village of Maun has enhanced cultural activities, encouraged preservation of culture and promotion of cultural identity that has brought pride into the community. Ladewig & McCacchan (1980) posit that factors used to evaluate quality of country life are related to local services, which include political efficacy (i.e. local government), accessibility (i.e. transport) and jobs. In addition, factors such as communal services (i.e. transportation, public safety, recreation facilities), leisure services (i.e. retailers, shopping), and non-profit services (i.e. support services, cultural/recreation services, job availability) have also been identified as being important determinants of quality of life (Sirgy 1998). Similarly, this study shows that, the community people were satisfied with the social benefits in the form of accessibility to recreational facilities and their involvement in tourism activities in the community. Our study indicates that local people in the community of Maun are also satisfied with the way their culture is preserved due to the presence of tourists in the community. In summary, the study reveals a positive perception of the people’s quality of life based on the improved socio-cultural well-being (i.e., satisfied with tourists and satisfied with preservation of culture) as a result of tourism development in the community. These results could be interpreted to mean that the more people perceive socio-cultural benefits of tourism development, the more likely they are to perceive an improvement in the quality of their life in the community, and hence, they will enthusiastically support tourism development.

Table 4: Composite and validity of socio-cultural impacts of tourism

Constructs and indicators	Standardized loading (Li)	Reliability (Li)²	Error variance
Deteriorating living standards (crowding)		0.71*	0.55**
Overcrowding	0.80	0.64	0.36
Peak period not comfortable	0.67	0.45	0.55
Damaging local culture		0.76*	0.62**
Changing arts and crafts	0.81	0.66	0.34
Dilute culture	0.76	0.58	0.42
Improving living standards		0.81*	0.68**
Recreational opportunities	0.86	0.74	0.26
Accessible entertainments	0.79	0.62	0.38
Preservation of culture		0.74*	0.50**
Preservation of culture	0.79	0.63	0.37
Bought people’s pride	0.81	0.65	0.35
Cherish my culture more	0.48	0.23	0.77
Cultural well-being		0.60*	0.44**
Satisfied with tourists	0.50	0.25	0.75
Satisfied with preservation of culture	0.79	0.62	0.38

Source: Authors’ calculation

The attitude people demonstrate is a function of the perception formulated in the process of exchange between the host and the tourists. Based on the interaction that take place between tourists and host community, Scontayatron (2013) maintains that ‘people make trade-offs between costs and benefits of development and do not rationalize their response in a straightforward manner’. Similarly, despite

the negative impacts of tourism development, the people in Maun recognized the positive changes the development has brought to their community, which translated to mean balance of exchange in favour of tourism (Ap 1990; Hritz & Ross 2010; Soontayatron 2013; Nkemngu 2015). Soontayatron (2013) also pointed out avoidance of confrontation instilled in Thai people in Thailand. Similarly, the results of this study were linked to the spirit of 'Botho' that is embedded in Botswana people to maintain crisis free society. The awareness of negative socio-cultural impacts such as prostitution, crime and crowding during peak period, in Maun is expected to have negatively influenced people's perceptions on their quality of life that may lead to hostile behaviour towards visitors. Although, the problems were acknowledged, the people overlook it. The favourable perceptions on their quality of life mean likelihood to support additional tourism development in Maun.

Research implications

This study has contributed to the theoretical confirmation of the social exchange theory, and empirical implications that the results of the analysis revealed. The results have also shed more light on the literature related to socio-cultural impact of tourism and people's quality of life.

In terms of knowledge development, this study shows the magnitude and the strength of the structural relationships between the socio-cultural impacts and people's quality of life in Maun. Therefore, understanding the factors that affect the development of tourism is crucial for the sustainability of tourism in Botswana. Specifically, the factors, deteriorating living standards measured by overcrowding during tourism peak period; damaging local culture measured by changing arts and crafts and dilute culture; improving living standards measured by recreational opportunities, accessible entertainments; preservation of culture measured by people's pride, cherish culture and cultural preservation; and cultural well-being measured by satisfied with tourists, satisfied with preservation of culture were found to be significant determinants of the tourism socio-cultural impacts and people's quality of life in Maun.

Conclusion

This paper provides empirical evidence for a framework that describes the nexus of relationship between socio-cultural impact and people's quality of life in Maun. The study establishes that the perceptions of people on socio-cultural impacts of tourism are significantly positive related to their perceptions of the people's quality of life. Based on the positive relationship, this study concludes that the people's quality of life in any destination is a positive function of the potential socio-cultural benefits (see Avgoustis *et al.* 2005; Andereck & Nyanpane 2011; Alves *et al.* 2010; Yu *et al.* 2011; Nkemngu 2015). The revelation of issues such as deteriorating living standard (crowding) including crime rate, increased pollution, increased drug use and rates of sexually transmitted disease (STDs). The damage to local culture (i.e. damage to cultural traditions, change in production of traditional arts and crafts and dilution of traditional culture) are important factors to consider for the sustainability of tourism in Maun. Furthermore, the items such as issue of accessibility to facilities, local involvement in tourism, social benefits from the tourism activities and preservation of culture used to measure social and cultural well-being are major factors that must be evaluated when assessing people's quality of life in any destination area.

Contribution of the study to knowledge

Before now, the use of SEM to investigate socio-cultural impact on tourism development in Botswana was limited. This paper has contributed to knowledge by promoting the use of SEM in tourism economics. Also, the identification of factors affecting the tourism impacts in Botswana that were

developed to measure latent constructs, as well as the perceptions of people revealed by the people is contribution to the current knowledge on socio-cultural impacts and quality of life. The results can be used to develop robust policies for the sustainability of tourism industry.

This study contributes knowledge on tourism development by proffering a model to support the policy makers on the application of balance of exchange in tourism industry. Lastly, the result of the current study contributed to knowledge by establishing a significant positive relationship between tourism socio-cultural impacts and the people's quality of life.

Recommendations

Based on findings of the current study, the following recommendations are made:

1. The study suggests that people's quality of life can be improved through the establishment of additional recreational opportunities, accessible entertainments, and infrastructure facilities that will benefit the community people. Government must also link tourism to agriculture; hence encourage the use of local goods in the hotels and lodges. For instance, a portion of the tourism levy paid by the service providers should be used to build additional recreational facilities around Maun to improve social benefits. This will increase local participation and create friendly relationship among the stakeholders in tourism sector.
2. This study also recommends improvement in the preservation of the local culture as this will promote more cultural activities and create positive cultural identity, community pride, and improve on social benefits of tourism.
3. The study recommends that people should be educated on long-term effects of tourism development in Maun. In the educational program, the various implications of bad behaviour including drug use, prostitution and crime in the destination areas such as Maun, must be highlighted. Educating the local people will guide against negative attitude towards tourism in the village.
4. The demonstrating effect of tourism has improved community understanding of the importance of the socio-cultural impacts in Maun. In order to improve the living standard of people and preserve culture in Maun, policy makers must formulate pro-poor policies as it applies to tourism industry for the sustainability of the industry in Botswana.

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