

Part II
Quality of Life in Tourism and Its Impact
on Local Community

Chapter 2

Tourism Marketing As a Tool to Improve Quality of Life Among Residents



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Abstract Quality of life can be achieved improving certain subjective factors, such as attitudes, rather than emphasize objective factors. The born of this concept and the concern to use systematic and scientific methods for its evaluation are relatively recent.

Based on this premise, this chapter aims to analyze from a theoretical point of view, how certain tourism measures could improve both city-brand attitudes and sustainability attitudes among city residents', with the final purpose to increase their quality of life.

The philosophy of quality of life can be used to determine the effectiveness of the marketing mix, as far as each part of the mix should have a positive impact on quality of life. Thus, the quality of life from a marketing point of view starts with the devolvement of market products able to generate long-term benefits and to minimize negative effects; promoting favorable city-brand attitudes and sustainability attitudes among city residents'. All of this with a final purpose: improving their quality of life.

That is, the quality of life can be achieved by applying tourism marketing strategies capable of affect attitudes among citizens. On one hand, the attitudes towards sustainability (if tourism strategies are built based on economic, social and/or environmental sustainability) and, on the other, the attitudes towards the city-brand (as long as the public institutions use these strategies to strengthen a destination brand). The ultimate goal is to improve the quality of life as far as better attitudes lead to higher levels of quality of life among residents.

Keywords Quality of life · Tourism · Experiential marketing

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2.1 Introduction

Interest in the quality of life has existed long time ago (Baker and Palmer 2006). However, the emergence of the concept, and concerns about the systematic and scientific methods to evaluate this concept, are relatively recent (Baker and Palmer 2006; Sirgy et al. 2006; Sirgy 2001). The idea became popular in the late 1960s and today this concept has expanded too many different areas, such as: health, mental health, education, economics, politics and the world of services in general (Gomez and Sabej 2001). Nowadays, and according to Fredrickson (2000), there has been renewed interest in the study of this concept, considering it as a positive effect of human emotions which includes many multi-dimensional attributes. At the same time and from the earliest literature (i.e. Aristotle) and even among the most renowned contemporary writers, the study of quality of life is understood as a field that reaches multiple disciplines (Baker and Palmer 2006).

In this framework, this chapter seeks to identify the relationship between residents' quality of life and marketing strategies, as far as public and private companies can develop tourism marketing strategies in a city to improve citizens' attitudes towards a place (community attachment) which will lastly augment their satisfaction with living in a particular place. To this end, we have done a theoretical revision about the origin and evolution of the quality of life concept within the marketing philosophy in order to demonstrate how some tourism marketing strategies could improve quality of life among city residents'.

In that way, is possible to understand that the quality of life is a complex multi-dimensional construct, difficult to define. The World Health Organization (WHO) *-is a specialized agency of the United Nations that is concerned with international public health* (WHO 1948)- considers that the quality of life corresponds to the perception of people regarding their position in life in the context of value systems and culture in which they live and in relation to its objectives, expectations, standards and concerns (WHOQOL 1995). From a marketing perspective, quality of life (or well-being) has been measured adopting a subjective approach using subjective indicators representing satisfaction. In this vein, and following Uysal et al. (2016), 246, we can conclude that marketing tourism strategies help to improve residents' attitudes, and this will lastly augment residents' quality of life (understood quality of life as the satisfaction with living in a particular place).

As regards to residents of a particular place, its quality can be improved through tourism products that are held in that city; such as festivals, restaurants, natural and cultural attractions, and opportunities for outdoor recreation among other. All of them lead to improve city brand attitudes among residents and, by extension, to increase their quality of life (Andereck et al. 2007). This is because the quality of life can be seen through a better standard of living, rising incomes, increasing employment opportunities and economic diversity (Andereck et al. 2007). All these items will improve when various events in the city are celebrated. Thus, then the concept of quality of life, as well as their evolution, is the final step of the link between tourism marketing strategies and those attitudes which are improved with them (sustainability attitudes and city brand attitudes with).

2.2 Quality of Life: Concept and Evolution

The quality of life of citizens in different cultures is a psychological and entirely subjective question (Sirgy 2001), and has been studied from different marketing perspectives such as tourism, communication, sociology and psychology (Neal et al. 2007).

The quality of life concept has been defined from different approaches. (i) The quality of the living conditions of a person. (ii) The satisfaction experienced by the person with certain conditions. (iii) A combination of objective and subjective components, for example, the mixture the life conditions of a person and the satisfaction that they produced. And, finally, (iv) a combination of living conditions and personal satisfaction weighted by the scale of values, aspirations and personal expectations (Borthwick- Duffy 1992; Felce and Perry 1995; Gomez and Sabeh 2001).

Research on quality of life has become a growing concern for individuals, communities and governments. That's because all try to find and maintain satisfaction, happiness and belief in a better future in a rapidly changing world (Eckersley 1999; Compton 1997; Lloyd and Auld 2002; Mercer 1994).

The quality of life origins date back to the first public debates about the environment and the deteriorating conditions of urban life (Felce and Perry 1995; Rogerson et al. 1988). During the late 1950s and early 1960s, the growing interest in learning about human welfare and concern about the consequences of society, raise the need to measure this reality using objective data (Gomez and Sabeh 2001). From the social sciences approach, some statistical indicators to measure social data and facts relating to the welfare of a population were developed (Gomez and Sabeh 2001). These indicators had their own evolution, evolving from objective, economic and social conditions to subjective elements able to approximate the quality of life concept (Perry and Felce 1995; Rogerson et al. 1988).

In the mid 1970s and early 1980s, some specific indicators based on social conditions were proposed to measure quality of life. They remain nowadays (Fernández-Ballesteros 1998). From this point, quality of life began be conceived as an inclusive concept that encompasses all areas of life (multidimensionality). Its improvement is related to a good economy, but also, to a favorable environment, social integration and social order, while accepting differences among members of the same community or a city (Fernández-Ballesteros 1998).

In this sense, the quality of life involves all areas in a comprehensive manner so that citizens perceive a better quality of life when all the above elements work together harmoniously to improve its welfare state (Fernández-Ballesteros 1998); encompassing, thereafter, objective conditions and subjective components (Gomez and Sabeh 2001; Schalock 1996). With regard to individual dimensions, quality of life includes: the quality of working life, the quality of family life, satisfaction with personnel health, the quality of leisure, economic well-being and satisfaction with the city among others (Carley 1986). Table 2.1 shows some examples of well-accepted quality of life dimensions in the context of citizens.

Table 2.1 Common dimensions of quality of life in the context of citizens

Context	Subjective indicators	Objectives indicators
Global	Satisfaction with life.	As the standard of living.
Health	Satisfaction with personnel health.	Global measure of fitness.
Work	Job satisfaction.	Absenteeism.
		Stay at work.
Family	Satisfaction with family and marriage.	The permanence in marriage.
		Amount of time spent with family.
Community	Satisfaction with neighborhood and community.	Number of crimes, educational facilities, leisure and cultural activities, transportation, environmental pollution, etc.
Home	Satisfaction with own home conditions.	Number of rooms by number of households, the level of equipment, the quality of furniture, quality of public services, etc.
Transport	Satisfaction with the conditions of the transportation itself.	The time spent in transport.
		Transport costs.
Education	Satisfaction with educational attainment themselves.	Educational attainment.
	Satisfaction with existing educational opportunities.	Number of quality educational programs available to a consumer segment.

Source: Sirgy and Lee (1996)

Based on the above and following Dennis et al. (1993), quality of life can be analyzed following alternative approaches that can be summed up into two types. On one hand, quantitative approaches, aimed at operationalizing the quality of life concept. To do this, different indicators have been proposed: (i) social indicators (which are based on external conditions related to the environment such as health; social welfare, friendship, standard of living, education, public safety, leisure, neighborhood, housing, etc.); (ii) psychological indicators (which are based on the subjective reactions of the individual to the presence or absence of certain life experiences); and (iii) ecological indicators (which based on the measurement of the fit between subjective resources and demands of the environment). On another hand, qualitative approaches, aimed at the interpretation of the quality of life concept by listening individuals' personal experiences, challenges and problems, and how social services have been used to support them effectively.

Moreover, the quality of life must be translated directly into the welfare of the whole society, using subjective and objective indicators to determine whether people are satisfied with their way of life, with the products and services offered by companies and governments (Andrews and Withey 2012). In this sense, the concept can be used for different purposes; including the assessment of the needs of people and their levels of satisfaction, the evaluation of the results of programs and human services, the direction and guidance in the provision of future services and the development of national and international policies aimed at the general population and/or at more specific audiences (Schalock 1996).

Researchers have become increasingly concerned with the identification and measurement of some key strategies that could be used to improve quality of life. Thus, numerous studies have included marketing strategies focused to leisure activities (such as, vacations alternatives, free time options and leisure facilities), as a mechanism for generating quality of life (Moller 1992; Unger and Kernan 1983). In this context, a marketing event has been considered as a key source to generate quality of life, because it would improve attitudes among citizens after experiencing a mega-event in a particular place. If the event is designed from a sustainable perspective (i.e. protects the environment, includes recycling policies etc.), it will improve city-brand attitudes but also and sustainability attitude.

Osborne (1992) suggests that the quality of life assessed from the perspective of leisure activities should be studied under two criteria: the living conditions and the life experience. He proposed the use of the some terms centered on where the tourist event (condition) is performed and focused on the person (experiences) (Compton 1997). A first approach is to use objective criteria (for example, the frequency of use of urban parks, sports facilities or services) to measure the quality of life in external terms to the experiences of the person (Allen 1991). The other approach tries to use subjective criteria that seek to measure quality of life in terms related to the experiences of the person (for example, the attitude with entertainment and leisure satisfaction) (Ragheb and Tate 1993). Strictly speaking, the quality of life is a natural reflex of the enjoyment and satisfaction of the experiences that a person lives in a particular place (Ragheb and Tate 1993).

Then, in successive lines, the relationship between quality of life and marketing will be developed.

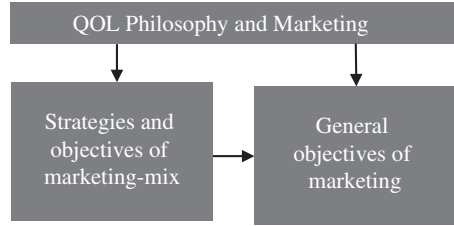
2.3 Quality of Life and Marketing

Literature review (Armario 1993; Bell and Emery 1971; Dawson 1969; Farmer 1967; Feldman 1971; Fisk 1973; Kotler 1977, 1986, 2003; Lee and Kotler 2001; Rothe and Benson 1974; Sirgy and Lee 1996) shows that quality of life philosophy can be used to determine the efficacy of marketing mix strategies (product, price, place, and promotion). In this sense, marketing strategy objectives should consider the positive and measurable impact of quality of life (Sirgy and Lee 1996).

Once the specific marketing objectives have been stated, it is important to measure their efficacy. As Fig. 2.1 shows, the link between quality of life philosophy and marketing is present when marketing mix objectives and strategies turn around the development of products, services and programmers that can improve the consumers' welfare (Sirgy and Lee 1996). This means that companies have to market their products in an effective and efficient way in order to decrease the secondary and negative effects for consumers, and for another targets, while trying to find long-term benefits (Sirgy and Lee 1996).

From a marketing perspective, quality of life is similar to customer satisfaction, that is, to find the welfare of the consumer in all its meanings (Sirgy et al. 2006;

Fig. 2.1 Conceptual framework: quality of life & marketing. (Source: Sirgy and Lee 1996)



Source: Sirgy & Lee (1996).

Sirgy 2001). Traditionally, marketing managers have defined marketing performance in terms of sales, economic profits, and market share in relation of a product, for a specific period of time (Aaker 1984; Day 1984; Shetty 1979). However, from an economic perspective, marketing objectives are oriented to reach financial growth and it is possible that companies act in a wrong and irresponsible way, socially speaking (Cespedes 1993; Preston and Richard 1986).

If marketing philosophy is defined in order to create quality of life, companies must focus their marketing activities in products, services and programs to improve consumers' welfare (Cespedes 1993; Preston and Richard 1986). For this reason, quality of life has received increased attention among marketing researchers (Sirgy 2001). For example, some authors have related quality of life with several marketing strategies, where the main objective is to create a better way to live among citizens (Armario 1993; Cuenca 2000; Lamb et al. 2002; Sandhusen 2002; Stanton et al. 2004).

More specifically, from a social marketing perspective, quality of life can be enhanced through the services offered to citizens, including entertainment and leisure (Cuenca 2000). Lloyd and Auld (2002) explain some studies that interrelate leisure and quality of life, indicating that they have mainly study how leisure activities are held on (e.g., frequency of use of entertainment venues), tending to forget the central criterion of quality of life, which is the person himself (i.e. satisfaction with leisure experience).

Leisure marketing has been studied in the social marketing context. In this framework; mega-events emerge as powerful tools to generate a form of tourism through entertainment or leisure, capable of generating a recreation for those who attend those (Dolles and Söderman 2010). Leisure is an area of human experience and a key aspect of quality of life that includes five different dimensions: playful, creative, festive, environmental-ecological and solidarity. These dimensions are shown in Table 2.2 (Cuenca 2000).

In summary, from a marketing perspective, it is possible to establish diverse actions/strategies able to generate an increased perception of quality of life of a given place. Among them, tourism marketing strategies are an alternative that can help in this way because these strategies can be formulated trying to develop some of the above five dimensions. For example, a company can generate quality of life from a playful, festive, environmental-ecological and solidarity dimension. An

Table 2.2 Leisure dimensions as drivers of quality of life

Dimension	Definition
Playful	How people enjoy at the various stages of life. It corresponds to hobbies, sports and other entertainment fields.
Creative	Formative, expressive and cultural experience. It refers to cultural access and creation, educational processes, lifestyles
Festive	Hallmark of cultures and societies. Traditional festivals, major events and theme parks.
Environmental – ecological	Related to physical and urban environment of the community and the experience of leisure in nature. Tourism, natural parks, outdoor sport among others.
Solidarity	Leisure is understood as a social, engaged and altruistic experience. Exemplified by volunteer groups and associations.

Source: Adapted from Cuenca (2000)

example would be to choose an event-marketing strategy, capable of enhancing the quality both from a playful-festive dimension (thanks to the experiences at the event) and from a solidarity-ecological-environmental dimension (thanks to the design of the event from a prism of sustainability, for example having environmentally conscious sponsors, promoting solidarity and respect for the environment actions etc.).

In summary, and following Cuenca (2000), the link between quality of life and marketing is articulated on four key aspects. These are:

1. To improve consumers welfare (residents and tourists) through the commercialization and/or consumptions of products (touristic products).
2. To reduce the negative and secondary effects associated to the commercialization and/or the consumption.
3. To reduce these negative and secondary effects with other targets.
4. To find long term effectiveness.

The next section shows, more specifically, how tourism marketing connects with quality of life. In this way, two marketing strategies (experiential marketing strategy and green marketing strategy) have been chosen in the tourism marketing context, because they seem useful tools to improve city brand attitudes and sustainability attitudes, which ultimately ends up increasing the quality of life.

We start addressing the relationship between city-brand and quality of life.

2.4 Quality of Life and Tourism Marketing

As Constanza et al. (2007) states, and as show before, quality of life is a way to satisfy people needs. So, quality of life also can be understood as the perceived satisfaction in diverse live contexts, taking into account their needs and expectative.

In this context, the quality of life concept is susceptible to study in the tourism field. Thus, several specialists have explored the contribution that tourism makes generally to various aspects of quality of life, both hosts (residents destination site) and visitors (tourists) (Neal et al. 1999, 2007; Moscardo 2009; Perdue et al. 1999).

Related to hosts, local population has been increasingly recognized as part of tourism resources, and as such, the importance of community participation has been recognized (Andereck and Vogt 2000; AP 1992; Hardy et al. 2002; Simmons 1994). Thus, once a community becomes a tourist destination, the lives of residents in that community are affected by tourist activities (Jurowski et al. 1997). In this situation, the community support is essential for the proper development, planning and implementation of the strategic plan (Jurowski 1994). The successful development of tourism in a destination incorporates the cultural concerns of all stakeholders from the start of a project (Singal and Uysal 2009).

A number of studies have investigated how tourism marketing strategies can improve residents' attitudes. These studies have analyzed the community as a homogenous group of people, rather than a diversified mix of individuals with differences in status, class and power. This is problematic because it often disadvantaged social groups are those who suffer the most negative consequences of tourism development of a specific destination (Lui 2003).

Indeed, a growing number of complaints and concerns from some residents of any city with regard to how certain measures related to the development of tourism can impair their quality of life. These concerns can be classified as: (1) economic, such as taxation, inflation and labor supply; (2) sociocultural, as the image of the community; and (3) environmental, such as crowding, pollution of air, water and hearing, destruction of flora and fauna and waste generation (Andereck 1995a, b; Toro 1991; Christensen 1994; Marcouiller 1997; Pearce 1989; Ryan 1991).

McKercher (2003) points out that tourism promoters' should work actively in collaboration with local leaders and minority groups to ensure that the community retains control over the development of tourism, to soften the concerns outlined in previous lines. In fact, the participation of residents, in the planning process through a resident advisory council, emerged as an important indicator of sustainability to measure the development of community tourism (Choi and Sirakaya 2006).

On the other hand, Bass et al. (1993) focus on the role of ethnicity to look for patterns of use, environmental perception and behavior in recreational activities outdoors, finding differences in preferences between different ethnic groups. Mackay et al. (2002) found that the development of parks, recreational opportunities, historical and cultural sites, and special events, received the highest level of support from residents of the community; not, development of services used by tourists as lodging and tours.

2.4.1 Improving Residents' Attitudes to Increase Their Quality of Life

Following the City Marketing Theory, tourism marketing strategies can be used to increase the added value of a place and to improve the quality of life among its residents (Stanton et al. 2004). More specifically, tourism marketing strategies such as those promotion experiential events can be used to this end. As Getz and Page (2016, p. 599) have supported, this kind of events mainly focused to residents are “viewed as valued traditions, and perform essential roles within the community... they cannot exist independently of their host community. In this vein, evidence suggests that positive attitudes towards tourism may be related to how residents feel about living in community groups. According to Long et al. (1990), a positive attitude towards tourism strategies among city residents’ was positively correlated with heaving a greater concern about the economic future of their community.

Some years early, Johnson et al. (1994) suggested also that attitudes towards tourism could be the result of self-image and feelings of group identity, and no so much, on the belief that tourism will result in personal benefits.

However, and Based on Ross (1992) suggestions, differences in the degree of quality of life can be also attributed to use of different indicators to measure satisfaction feelings. More specifically, there are three basic concepts used to measure the degree of satisfaction: (a) place of birth or duration of residence, (b) feelings about the community and (c) participation in the community. A more recent study showed that the concept of attachment is composed of two elements: feeling and involvement (Jurowski 1998). The results of this study indicate that those willing to commit time and energy to improve their community were less optimistic about the impacts of tourism than those who give higher evaluations to their quality of life and their emotional attachment to the community.

In the next two sections we will analyze how tourism marketing can help to improve the quality of life as long as tourism strategies are capable of stimulate two types of favorable attitudes among citizens: (i) attitudes towards sustainability (sustainability attitudes) and (ii) attitudes towards the city that promotes such strategies (city-brand attitudes).

2.4.2 Impact of Sustainable Attitudes on Residents' Quality of Life

Moscardo (2009) proposed a framework to examine the impact of tourism on the quality of life among residents. This framework argues that different types or approaches to tourism development can have different impacts on different forms of

capital (human, construction, natural resources, political, social). The five main stakeholder groups described in this framework are:

- Tourists.
- Residents of the regions where tourists leave (source regions).
- Residents of the regions where tourists pass on their way to other destinations (transit regions).
- Residents of destination regions.
- People working in tourism.

Similarly, Moscardo (2009) also provides an example of the implementation of the framework of the quality of life by analyzing the different ways in which the travel experience can detract from, or add to, the experiences of individual tourists. These issues, then, draw attention to the different types of capital (human, cultural, political, and social) with particular emphasis on understanding the processes and mechanisms that link the characteristics of tourism with the elements and dimensions of the experience lived by tourist (Moscardo 2009). The underlying idea is the desire to promote attitudes toward tourism that are able to influence the quality of life. One important part tourism attitudes are those that have to do with sustainability, understood from the triple perspective: economic sustainability, social sustainability and environmental sustainability.

In sum, the various measures taken to promote tourism development in a specific area can boost or not sustainable attitudes to the environment. Those tourism strategies that are sustainable (economically, socially and environmentally), encourage positive attitudes towards sustainability, thus the quality of life will be enhanced.

Below we will show what is meant by sustainable tourism strategies (economic, social and environmental), capable of promoting sustainable attitudes and therefore capable to impact positively on the quality of life among residents.

2.4.2.1 Economic Impact

Tourism has been identified as a powerful tool for economic development. It can help depressed regions to restructure and reduce poverty (Edwards and Llorde 1996; Gordon and Raber 2000; Hall and Lew 2009; Xie 2006). Among the benefits of tourism development that a region can obtain, the most relevant is probably the one related to economic issues. These include higher tax revenues, increased employment opportunities, additional income, increased public spending, and in some cases, foreign exchange earnings and an increase in the tax base of local governments based on the increase in income. These indicators are usually labeled as “indicators of quality of life”, because they represent how tourism impacts move to residents’ benefits. These benefits contribute, individually or collectively, economic and material welfare of the community of destination (Moscardo 2009; Sirgy et al. 1995).

2.4.2.2 Sociocultural Impact

Tourism development affects different sociocultural characteristics of residents such as habits, daily routines, beliefs and values (Dogan 1989). Brunt and Courtney (1999) mention that tourism can help to improve community services, additional parks, recreation and cultural services; and the promotion of cultural activities. Such improvements, will also improve the welfare of the residents of the tourist destination. Liu and Var (1986) also predict that tourism can increase entertainment, historical and cultural exhibitions impact (i.e. tourism development plays a role increasing cultural exchange events, and identity). These improvements contribute to emotional well-being of residents and participants.

2.4.2.3 Environment Impact

Sometimes, tourism development causes significant environmental damages. That happens when the destination is developed to meet the needs of tourists regardless of environmental damage (Andereck et al. 2005). Andereck (1995a, b) identified several potential environmental consequences of tourist development: air pollution (such as emissions from vehicles and aircraft); water pollution (such as wastewater discharge); destruction of wildlife because of hunting; the destruction of flora; and deforestation.

However, the environmental impacts can also be positive. For example, Liu and Var (1986) study reported that half of the residents perceived that tourism provides more parks and recreation areas or also public facilities. Contrary, these residents did not perceive ecological deterioration because of tourism in their city. Perdue et al. (1990) also found a positive environmental impact of tourism. They mentioned that the development of tourism improves the appearance of the city and results in greater opportunities for recreation and parks than before.

Nevertheless, a major concern exists about how tourism can negatively influence to the quality of life among residents. These negative impacts can be in the form of overcrowding, traffic and parking problems, higher crime, higher cost of living, friction between tourists and residents and so on (Ap and Crompton 1993; McCool and Martin 1994; Bastias-Perez and Var 1995; Ross 1992; Tooman 1997).

2.4.3 Impact of City-Brand Attitudes on Residents' Quality of Life

Tourism strategies are not only capable to influence residents' sustainability attitudes. They can also improve (or worsen) their attitudes toward the destination, and more specifically, to the brand of the city in which such strategies are applied.

Indeed, those destinations managers that choose to manage the image of a city as a brand need to develop a communication policy of the city considering different targets: residents' tourists, investors and potential residents (Kotler et al. 1999). To promote a city-brand several communication tools can be used. One of the most promising instrument is to hold events that lead to feel experiences and arouse emotions among tourist and residents.

Similarly, in a context of local competition, some cities have used advertising campaigns in a film to present positive aspects of a city that want to attract new residents; for example presenting the advantages of local housing, with good communications channels, and other aspects that assure the quality of life of the place announced. Contrary, on a framework of national or international competition, this medium has been only used to attract tourists and visitors, but not new residents (Elizagarate 2003).

Also, in a context of local competition, some cities have used advertising campaigns in film to present aspects that are interesting to attracting new residents; in particular presenting the advantages of local housing, with good communications, and other aspects of quality of life. In a context of national or international competition, this medium is only used in order to attract tourists and visitors (Elizagarate 2003).

Actually, the relevance of the resident is not questionable. Following Elizagarate (2003), the internal communication policy of a city should have, as a main objective, to strengthen the self-image of the city, which means to reinforce the image of the city among residents. To this end, and according to Noisette and Vallerugo (1998), urban marketing managers could work on the following aspects:

Strengthen the relationship of citizens with their city, which implies to maintain a positive view towards the city. That is, to get positive opinions towards a city, residents' satisfaction must be reached first. Therefore, public policy managers should be capable to provide citizens with what they expect of the city where they live (Elizagarate 2003).

Convert each resident in an active communicator of the positive image of his/her city among other people. In this line, many cities have used the so-called civic spirit, bonding with success the promotional efforts of all operators in the city (businessmen, chambers of commerce and business associations, traders, etc.) (Elizagarate 2003). All can be ambassadors of their city, being the synergistic effect between them highly productive.

In short, city-brand attitudes among residents are the consequence of several marketing strategies, which lastly explain the quality of life that they feel. Therefore, a touristic destination cannot turn our backs on the potential of marketing tools. In this line, Lee and Sirgy (2004) highlight three key benefits associated with the marketing of a touristic destination that justify the relevance of this discipline to improve the quality of life: (1) marketing is a key success factor in the economy of enterprises, organizations and nations (2) that's because the marketing acts directly on improving the quality of life of people living in these nations, (3) the marketing generates more competitive firms and destination.

The relationship between marketing and quality of life benefits the entire society as it provides support to facilitate the lives of people and helps to improve the performance of any organization (Lamb et al. 2002; Sandhusen 2002; Stanton et al. 2004).

Thus, the managers of a particular tourist destination should go for the marketing, promoting the development of tourism strategies able to consolidate a strong brand-destination which, ultimately, will improve the quality among resident.

2.5 Conclusions

Residents' quality of life is an important objective to reach. The tourism marketing has a lot to do with the levels of quality of life that can be finally achieved. Specifically, various tourism marketing strategies can be used to improve the quality of life among residents of a particular place as long as such strategies are able to develop first positive attitudes towards both, the city that promotes such strategies (city brand attitudes) and the sustainability of the place where such strategies are applied.

The quality of life is the most desired end to live in a certain place. Previous research has supported the positive relation between city-brand attitudes and perceived quality of life. This implies that a timely strategy for the governors who are interested in enhancing the quality of life among residents of a place needs to improve their city-brand attitudes first, generating a pride in the place where they live.

To get this, it becomes a priority for public managers to innovate applying some marketing strategies that can be build recognizable cities which will bring benefits to local residents in terms of perceived quality of life. Among these marketing strategies two options are raising weight in recent years. On one side, experiential/leisure marketing strategies, that can be based on the development of emotional mega-events in the city to encourage residents' emotions. On another side, green marketing strategies that can be based on stimulating sustainable behaviors among firms and residents to encourage their compromise with the city. The final result of these measures will be higher levels of quality of life among residents in a place.

In sum, the quality of life of citizens in different cultures is a psychological and totally subjective question, so that the efforts made by local governments to change the behavior of citizens can lead to increase this characteristic of social perception. The citizens' way of life is a reflection of the services and strategies developed by governments. So it is the responsibility of each government to give citizens some quality events, enough infrastructure, efficient public services,, ecological rules etc.

Future studies should paid attention to cultural differences in order to test to what extent marketing strategies must be adapted to the context. That is, to demonstrate if residents' attitudes could be improve using different strategic ways with the final end of augmenting residents' quality of life. For example, in high context cultures, experiential mega-events could be used to stimulate residents' emotions because this kind of cultures encourage greater participation and immersion. Also, green marketing strategies could be applied, as far as greater concern for environmental issues will exist among collectivist citizens (high-context cultures). As Font et al. (2016, p. 69) have demonstrated, "Latin America had the highest mean score for institutional collectivism value", and it also had "high in-group collectivism values".

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