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Title: Sustainable tourism and resulting resident satisfaction at Jammu and Kashmir, India

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Abstract: Purpose - This study aims to examine the relative influence of four sustainability dimensions (environmental, economic, socio-cultural and institutional) in predicting resident satisfaction with the development of sustainable tourism. Prior literature focused mainly on the conceptualization and examination of tourist satisfaction. Design/methodology/approach - Data were collected from a sample of 300 residents near two sustainable tourist sites of Gharana Wetland and Ramnagar Wildlife Sanctuary in Jammu and Kashmir, India. The partial least squares structural equation modelling method was performed to test the proposed relationships.

Findings - Empirical evidence supported the positive and significant effect of environmental, economic, socio-cultural and institutional dimensions on residents' satisfaction. Findings indicate that all four dimensions of sustainability should be considered as part of a holistic approach towards planning and monitoring sustainable tourism development.

Research limitations/implications - There are a number of limitations associated with this study. First, the findings were based on data from residents near two sustainable tourism sites. Second, the study focused on a relatively small sample of residents. Third, only the impacts of the four dimensions on residents' satisfaction were assessed, which might have excluded other factors that may influence residents' satisfaction.

Originality/value - This study used the prism of sustainability in the context of sustainable tourism sites in the Jammu and Kashmir region of India and evaluated its effect on

residents' satisfaction.

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