

**A MODEL OF TOURISM SUPPORT BY LOCAL
RESIDENTS IN PANGKOR ISLAND, MALAYSIA**

By

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LIST OF ABBREVIATIONS

AFM	Absolute Fit Measures
AMOS	Analysis of Moment Structures
AVE	Average Variance Extracted
CBT	Community-Based Tourism
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CP	Community Participation
CR	Composite Reliability
df	Degree of Freedom
EFA	Exploratory Factor Analysis
ES	Environmental Sustainability
GFI	Goodness of Fit Index
IFI	Incremental Fit Index
IFM	Incremental Fit Measures
ITI	Index of Tourism Impacts
LP	Long-term Planning
M	Mean
ML	Maximum Likelihood
MMC	Manjung Municipal Council
N	Number of Respondents
NEP	New Environmental Paradigm
NFI	Normed Fit Index
NRC	National Resource Council
PFM	Parsimonious Fit Measures
PPDA	Pulau Pangkor Development Authority
PPT	Pro-Poor Tourism
R ²	R-squared
RMSEA	Root Mean Squared Error of Approximation
SAQ	Self Administered Questionnaire
SD	Standard Deviation
SEM	Structural Equation Modeling

SET	Social Exchange Theory
SPSS	Statistical Package for the Social Sciences
STD	Sustainable Tourism Development
SUS-TAS	Sustainable Tourism Attitude Scale
TIAS	Tourism Impact and Attitude Scale
TS	Tourism Support
UN	United Nations
UNEP	United Nations Economic Program
UNWTO	World Tourism Organization
WCED	World Commission on Environment and Development
WCS	World Conservation Strategy
WEF	World Economic Forum
WTTC	World Travel and Tourism Council
χ^2	Chi Square
χ^2/df	Normed Chi-Square

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MODEL SOKONGAN PELANCONGAN OLEH PENDUDUK TEMPATAN DI PULAU PANGKOR, MALAYSIA

ABSTRAK

Memandangkan kurangnya penyelidikan empirikal tentang sokongan terhadap pelancongan di pulau-pulau kecil, kajian ini telah menyumbang kepada kajian literatur sedia ada dan mencadangkan satu model struktur sokongan pelancongan. Kajian ini telah menggunakan penunjuk sifat kemampanan seperti perancangan jangka panjang, penglibatan komuniti dan pelancongan berasaskan komuniti sebagai penentu utama sikap penduduk tempatan dan sokongan mereka terhadap pembangunan pelancongan di pulau-pulau kecil. Teori pertukaran sosial telah digunakan sebagai teori asas dalam kajian ini. Dengan memilih Pulau Pangkor sebagai kawasan kajian, sampel kajian dipilih secara berkadar berdasarkan populasi penduduk tempatan di lima daerah kawasan penempatan terpilih di pulau ini. Model ini diuji dengan menggunakan AMOS 18.0, satu pakej permodelan persamaan struktur. Dapatan kajian ini mencadangkan pembangunan mampan, perancangan jangka panjang, penglibatan komuniti dan pelancongan berasaskan komuniti merupakan penentu penting dalam mewujudkan sikap positif penduduk tempatan ke arah pembangunan mampan di pulau ini di peringkat pra-pembangunan pelancongan. Hasil kajian mendapati bahawa sikap positif penduduk tempatan terhadap penunjuk pembangunan pelancongan mampan di pulau ini telah mendorong ke arah pembangunan pelancongan di Pulau Pangkor. Implikasi empirikal, teori, batasan kajian serta cadangan untuk kajian masa depan turut dibincangkan dalam kajian ini.

Kata Kunci: *Pembangunan Pelancongan Mampan, Sokongan Pelancongan, Penduduk Tempatan, Sikap, Pulau-Pulau Kecil, Teori Pertukaran Sosial*

A MODEL OF TOURISM SUPPORT BY LOCAL RESIDENTS IN PANGKOR ISLAND, MALAYSIA

ABSTRACT

Given the fact that less empirical studies have been done in tourism support arena in small islands, this study contributed to available literature and proposed a structural model of tourism support. This study used sustainability attitude indicators, namely, environmental sustainability, long-term planning, community participation, and community-based tourism, as major predictors of local residents' attitude toward tourism development in small islands as well as their subsequent support for that. Social exchange theory was employed as a theoretical basis in this study. The sample for this study was proportionally stratified on the basis of the local residents' populations in the five major residential districts in Pangkor Island, as the study site. The model was tested through AMOS 18.0, a structural equation modeling package. The findings of the present study suggested that environmental sustainability, long-term planning, community participation, and community-based tourism were important determinants of local residents' positive attitudes toward sustainable tourism development in the island in pre-developmental stage of tourism. Results indicated that the positive attitude of locals toward indicators of sustainable tourism development in the island made their constant support for tourism development in Pangkor. The theoretical and practical implications, along with limitations and suggestions for future studies were also discussed.

Key Words: Sustainable Tourism Development, Local Residents, Tourism Support, Attitude, Small Islands, Social Exchange Theory

CHAPTER 1

INTRODUCTION

1.1 Introduction

In the contemporary era, global attentions have given to tourism initiative, since it has been recognized for its vast contribution to achieve economic development and to sustain local economies of the world countries. Hence, countries have started to focus on adopting tourism industry as a powerful source for the economic growth (Mowforth & Munt, 1998; Sirakaya, Jamal, & Choi, 2001). In 2010, World Travel and Tourism Council (WTTC) estimated that the world countries contributed to 6 trillion US dollars to global economy, 9% of global GDP, and supported 260 million jobs worldwide as a result of international tourist arrival (WTTC, 2011). That is why many destinations around the world have been inclined to apply tourism as a savior of their communities. Getz and Timur (2005) stated that many destinations have been jumped into tourism development options and continuously have been adopted tourism development strategies and policies in order to catch the ever-increasing share of global tourism market for further economic and social development due to its potential to generate hard currency, new income, and jobs.

Small islands have currently remained at the centre of international public interest for tourism promotion as ideal romantic and adventurous destinations because of their high potential of generating foreign exchange, tax revenue, and diverse employment opportunities (Hall, 2010). These destinations are capable of attracting visitors far beyond their permanent local residents' population. Their distinctive features of such destinations impose specific requirements on developing, marketing, and promoting tourism. The common distinctive features of small islands

are small size, social isolation, remoteness, external dependency, limited range of economic activities, vulnerable to natural disaster, insularity, and proneness to environmental factors (Cross & Nutley, 1999; Douglas, 2006; Briguglio, 1995; Encontre, 1999). Hence, island destinations can offer a degree of exoticism, or exclusivity, to a trip, in addition to unique cultures and natural habitats (Gossling & Hall, 2006). However, resources in small islands are limited, and there is a strong interconnectivity among economical, social, environmental, cultural and political aspects of small islands in comparison with other larger and urbanized destinations (Twining-Ward & Butler, 2002). Accordingly, issues related to the environmental impacts of tourism, waste disposal, conservation of biodiversity, local economy, and occupational aspects can be far more sensitive for islands than for other tourism destinations (Hall, 2010). Therefore, for balancing environmental issues and human needs in small islands, sustainable tourism development can be practically best option for long-term tourism success and operation (Twining-Ward & Butler, 2002).

The concept of sustainability received popularity and became a buzzword by the Report of World Commission on Environment and Development (WCED) which is commonly known as the 'Brundtland Report', entitled '*Our Common Future*' (WCED, 1987). The Brundtland Report has somehow changed the world through highlighting the challenges of coming ages as well as creating balance between environmental conservation and human needs (WCED, 1987). Since tourism industry is highly dependent on natural resources, thus, it could be well matched with sustainable development notion and results in an emerging term of "sustainable tourism development" (Wall, 1993). The World Tourism Organization (UNWTO, 2005) described sustainable tourism development as: "*a development that takes full account of its current and future economic, social and environmental impacts,*

addressing the needs of visitors, the industry, the environment, and host communities” (UNWTO, 2005). Sustainable tourism development approach basically seeks to optimize benefits of tourism to host communities and tourists alike, with the desire to enhance residents’ quality of life through maximizing local economic benefits, protecting the natural and cultural assets, and providing high quality experience for visitors (Choi & Sirakaya, 2005; Bramwell & Lane, 2009).

It has been remarked that as the primary steps toward sustainable tourism development is to achieve local residents’ support toward tourism development strategies in host communities, especially in small island destinations, where the communities are small and have limited resources, local residents directly affected by tourism consequences, and the ratio of contact between locals and tourists are relatively high (Gursoy, Jurowski, & Uysal, 2002). Andriotis (2005) asserted that without having local residents’ support of tourism industry, long-term sustainability in communities is unattainable. Besides, local communities’ support of tourism industry frequently influences over destination attractiveness and somehow the number of tourist arrivals (Gursoy & Rutherford, 2004). Thus, the argument provides a rational for conducting research on tourism support field and determinants that form tourism support by local residents in small island communities with unique features.

Available literature evidences that there are several factors which are capable of predicting tourism support by local residents in tourism destinations. However, few studies have employed indicators that are capable of measuring local residents’ attitude toward sustainable tourism development and their support for tourism in small islands. Evaluating the influence of sustainability attitudes indicators in small

islands enables tourism planners and decision-makers to examine residents' attitudes, feelings, perceptions, and behavior toward several critical and fundamental aspects in a sustainable tourism, where connectivity among all resources exists.

In general, this chapter is provided an overview of some substantial concepts relevant to the topic of the study and the motivational aspects on what has been made the researcher to carry out this study. This chapter is began with a brief explanation of the research background on the key concepts of the present study, including tourism attitudes and support, small island destinations, and sustainability attitude indicators. Then, the chapter is highlighted the statement of the problem, research questions and the relevant research objectives, and the significance of conducting this research. Finally, this chapter is ended up with description of the scope of the study, the research process, and organization of the chapters.

1.2 Background of the Study

It has been argued that development of tourism in any community results in changes in the structure of host communities in terms of their economy, society, culture, and environment (Simpson, 2008; Lee, Kang, Long, & Reisinger, 2010; Yoon, Gursoy, & Chen, 2001). Changes occur as the result of tourism development would be even more substantial in the case of small tourism destinations such as small island areas, where resources are scares and interconnected (Hall, 2010). Therefore, it has been discussed that for a community to be economically and socially improved and developed via tourism expansion, a sustainability paradigm is needed to balance the needs of all stakeholders to fulfill the wants and desires of the local residents and to have their favorable attitude to and long-term support for tourism development (Nicholas, Thapa, & Ko, 2009; Sirakaya, Ekinici, & Kaya, 2008; Gursoy &

Rutherford, 2004). Indeed, Hunter (1997) pointed out that the attitude and support of local residents of tourism in host communities is the foundation of the sustainability paradigm. If host communities perceive that the total changes are negative, their attitude toward tourism becomes negative and the level of their support is likely to diminish (Chen, 2000).

The existing literature suggests that planning for a sustainable tourism development will be remained fruitless unless those who are major players and the most affected members in the host communities (local residents) to be involved in the development process from the beginning, which motivate them to give more support to the industry (Ap, 1992; Hunter, 1997; Murphy, 1985; Gunn, 1994; Bramwell & Lane, 2009; Nicholas et al., 2009; Nunkoo & Ramkissoon, 2010). The importance of local residents' involvement in all process of tourism development is the basis of new sustainability paradigm (Choi & Sirakaya, 2005). Local residents' receptiveness to both visitors and tourism development plays an important role in attracting and pleasing visitors (Davis, Allen, & Cosenza, 1988). Involvement of local residents in the process of tourism development in all aspects would be important because the sense of involvement by local residents at the center of each community in the process of tourism development formulates their positive attitude and a constant tourism support, which can make tourism a success (Gursoy, Chi, & Dyer, 2010).

In tourism domain, much ambiguity surrounds on the concepts of attitude and support (Andereck & Vogt, 2000). The problem has originated from interchangeably use of the terms attitude and support. The act of support by residents has been frequently considered as an attitude to tourism (Ko & Stewart, 2002), while it has

been elsewhere understood as a behavioral concept in shape of support/ opposition for tourism industry (e.g., Mackay & Campbell, 2004; Jackson & Inbarakan, 2006). According to Nunkoo and Gursoy (2012), the act of support as a behavioral intent stems from the premise that *“the act of residents on their attitude or perception toward tourism impacts is through supporting or opposing tourism industry”*. Similarly, Murphy (1983) also distinguish between the two concepts by conceptualizing that support for tourism development by local residents is a behavioral action that comes from their views, perceptions, and attitudes toward tourism consequences in their communities. Therefore, this study is continued along a similar line of the research and is operationalized local residents’ attitudes to sustainable tourism development aspects and considers the residents’ level of support for tourism as a form of behavior.

The importance of local residents’ attitude and their subsequent support for tourism development has been well recognized by researchers, resulting in numerous studies on the topic (e.g., Andereck & Vogt, 2000; Andriotis & Vaughan, 2003; Vargas-Sanchez, Porras-Bueno, & Plaza-Mejia, 2009; Long, Perdue, & Allen, 1990; Smith & Krannich, 1998; Andressen & Murphy, 1986; Sheldon & Abenoja, 2001; Nunkoo & Ramkissoon, 2011; Choi & Murray, 2010). However, majority of these studies have been done in post-development context, and few have analyzed community attitude and support in a pre-developmental stage (Sirakaya, Teye, & Sonmez, 2002). Additionally, most of studies on the subject area has been conducted in the developed and industrialized economies (Nepal 2008), resulting in lack of researches on locals’ attitude and support for tourism in developing countries, including small economies such as small islands.

Tourism in small islands has been promoted as ideal holiday destinations with full of adventurous and romantic sources especially for western travelers (Twining-Ward & Butler, 2002). Despite potential of tourism for economic growth of these destinations, tourism can impose small islands at the risk of sustainable tourism challenges (Hall, 2010). Hall (2010) argued that this would be mainly due to distinctive characteristics of small islands such as smallness, vulnerability, fragility, external dependency, limited economic activities, social isolation, and remoteness. Resources in small islands are limited and fragile and the resources are closely interconnected. Therefore, referring to these issues in such destinations, Twining-Ward and Butler (2002) argued that “*a sustainable development of tourism is more a practical necessity than an optional extra*”. Consequently, for having a successful and sustainable tourism planning and development in such unique destinations, having knowledge on what formulate local residents’ attitudes and their support for tourism development would be essential (Gursoy, Chi, & Dyer, 2009). Accordingly, sustainable tourism literature has been highlighted that the local communities’ attitudes and their subsequent support for tourism development can be shaped through some major determinants, including: environmental sustainability, long-term planning, community participation, and community-based tourism (Choi & Sirakaya, 2005; Twining-Ward & Butler, 2002; Davis et al., 1988; Ap & Crompton, 1998). These items are generated through Sustainable Tourism Attitude Scale (SUS-TAS) which was developed by Choi and Sirakaya (2005). The researchers stated that these constructs are the key components of sustainable tourism by which local residents’ attitudes toward tourism development in local communities can be measured.

Environmental sustainability has been highlighted in the tourism literature as a determinant of local residents’ attitudes toward protection of natural resources,

ethics, policy, standard, and minimization of negative impacts to the surrounding natural environment (Yu, Chancellor, & Cole, 2009). Environmental sustainability in small islands is also emphasized as a major determinant of local residents' attitude (Twining-Ward & Butler, 2002). This is because small islands frequently face with relatively serious environmental issues due to their small size, as a result of pressures arising from the process of tourism development (Briguglio, 2003), thus, environmental issues endanger long-term sustainability of tourism industry in small islands (Scheyven & Momsen, 2008). Intense reliance of small islands on tourism industry as an engine for economic growth will lead such vulnerable destinations into demolition of the limited resources and assets, which are mainly nonrenewable (Simon, Narangajavana, & Marques, 2004).

Long-term planning, as the aspects of sustainable tourism development, can be a determinant of local residents' attitude, which is referred to locals' attitude to long-term and integrated participation within the system to control the forces that impact upon the future (Yiftachle, 2006). According to Choi and Sirakaya (2005), long-term planning can be a predictor of locals' attitude in tourism destinations. Twining-Ward and Butler (2002) remarked that tourism planning activities in the context of small islands should ensure locals that national level tourism planning and policy is environmentally and culturally appropriate, carefully implemented and monitored, and developed in partnership with stakeholder groups; evaluate all applications for new tourism development in terms of their environmental and cultural compatibility; and finally take special care to safeguard critical natural and historic landscapes from inappropriate development.

Community participation is among determinants of shaping local residents' attitude in the host communities which is described as leadership role, active participation in decision-making, collaboration, and communication (Yu et al., 2011). Community participation simply means "*the extent to which residents can involve in sharing issues about their lives with their communities*" (Lee, 2012). Participation of communities in the process of tourism in all stages can also create the 'sense of ownership over decision-making' in destination areas (Murphy, 1985).

Finally, community-based tourism (CBT) in the local settings is considered as determinant of local residents' attitudes. Community-based tourism refers to residents' benefits in use of recreational facilities, community reinvestment fund, promotion of local businesses, and local participation in tourism business (Lepp, 2007; Choi & Sirakaya, 2005). In CBT, local residents in host communities were further encouraged to contribute to tourism activities in order to distribute the benefits and revenue from tourism among all local residents' groups in a community (McIntyre, 1993). Therefore, in community-based tourism, tourism businesses should try to hire most of their employees from within local communities, and also purchase their goods and services from within the local communities (Yu et al., 2011). CBT in small islands is among the major determinants of locals' attitude since it can help these distinctive destinations to strengthen their economies (Hall, 2010).

Furthermore, there have been many studies that examine local residents' attitudes toward tourism activities and support for tourism development in various communities (e.g., Ap, 1992; Madrigal, 1993; Perdue, Long, & Allen, 1990; Andriotis & Vaughan, 2003; Perez & Nadal, 2005; McGehee, Andereck & Vogt, 2002; Ko & Stewart, 2002; Gursoy & Kendall, 2006; Nunkoo, Gursoy, & Juwaheer,

2010). Majority of these studies adopted one or more theory/ies as a basis for conducting their research for investigating resident attitudes toward tourism activities and their subsequent support. Among several theoretical framework proposed by various scholars, Social Exchange Theory (SET) has been among the most widely adopted and accepted models, proposed by Ap (1992), as a basis for explaining the relationship between attitude and behavior of local communities (support for tourism development) in tourism contexts. SET has been defined as “*a general sociological theory concerned with understanding the exchange of resources between individuals (residents) and groups (tourists) based on the costs and benefits in an exchange situation where the actors supply one another with valued resources*” (Ap, 1992). SET, in general, provides a theoretical basis for justification of the relationship between local residents’ attitudes and their behavior toward tourism activities (Ap, 1992). The theory postulates that residents who benefit from tourism activities are likely to view it positively and in contrast those residents that receive costs from tourism industry will negatively view it. In other words, residents who believe that benefits of tourism business are exceeding the costs of it will favor the exchange (Perdue et al., 1990; Gursoy et al., 2002).

As a result, this study is tended to quantify the relationship between sustainability attitude indicators (environmental sustainability, long-term planning, community participation, and community-based tourism) adopted from SUS-TAS scale and tourism support by locals in small islands, and using SEM as the research basis, because of considering the issue that existed challenges in small islands are likely to formulate local residents’ attitudes toward tourism and their subsequent support for tourism development in these destinations.

1.3 Statement of the Problem

In tourism literature, sustainable development of tourism has emerged as an alternative management philosophy (Andereck & Vogt, 2000; Perdue et al., 1999). Within the sustainability paradigm, the role of residents as major actors who are directly affected by tourism consequences is crucial and it is important to understand what makes their perceptions and attitudes toward tourism development (Allen, Long, Perdue, & Kieselbach, 1988; Cooke, 1982; Murphy, 1985; Gunn, 1994). Getz (1994) noted that one's attitudes are strengthened by their experiences, and have strong association with their values and personality. According to Long and Richardson (1989), maintaining a level of support of local residents requires the monitoring of their reactions and attitudes toward tourism, since people's attitudes do not change quickly. Thus, support for tourism by locals is needed to sustain any form of tourism development in host communities, because their support of the industry make them to have a goodwill and welcoming manner to tourists and tourism alike and this make tourism a success for long-term operation, through achieving the determined objectives in the local and national context (Theuns, 2002; Ko & Stewart, 2002). Consequently, the given argument provides the necessities of conducting research on tourism support field of the study in tourism destinations.

However, researchers have been argued that sustainable tourism development challenges are not similar from place to place (Bramwell & Sharman, 1999). Sirakaya et al. (2002) stated that the factors that formulate local residents' attitudes in developed economies tend to be differing from those of developing economies because of the differences in the nature and extend of impacts on the host societies. Researchers have been noted that the principles of 'locality' should be applied in the

planning process and policies should be place-specific and relative to the dynamics of the local economy (Beeton, 2006; Hawkins & Mann, 2007; Potts & Harril, 1998). Based on the given arguments, it is reasonable to suggest that findings from previous studies on determinants of locals' attitudes and support might not be relevant to destinations that are unique in many dimensions, such as small islands, particularly when such economies present significant challenges in terms of sustainable development (Bardolet & Sheldon, 2008; Twining-Ward & Butler, 2002). The unique characteristics of small islands and the lack of research on locals' attitudes in such economies especially in ASEAN region countries including Malaysia, therefore, may lead to a misunderstanding that models developed to study communities' attitudes to and their support for tourism may not be applicable and relevant to small-island nations. The given discussions provide a cogent justification for conducting research in small islands in Malaysia.

The report of World Economic Forum is evident that Malaysia as a developing country in the South-East Asia sub-region has been a growing international tourism sector (WEF, 2012). Because of the country's high potential of its nature-based resources to fascinate and attract tourists, the Five Year Economic Plans (since the 7th plan 1996-2000, up to 9th plan 2006-2010) have taken Pro-Poor Tourism (PPT) strategy to utilize the natural resources as new products for tourism industry. The program was initiated by encouraging local entrepreneurship and community-based initiatives in seventh Malaysia Plan (1996-2000). PPT is an approach that aims to use tourism as a strategic method to reduce poverty among the marginalized communities like small islands (Roddin, Sultan Sidi, Hadi, & Yusof, 2012). Accordingly, relying on PPT, many small islands in Malaysia embraced tourism with enthusiasm (Hamzah, 2008). Pangkor Island in the northwest of peninsular Malaysia

has not been excluded from such developmental strategy. In recent years, Pangkor island has been in the process of transition from fishery-based to service-based industry (tourism), and, it has experienced a tremendous growth in terms of the local and regional infrastructures and services such as road network, transportation services, businesses, accommodations, and restaurant (Manjung Municipal Council, 2012 & 2013a). According to Pro-Poor Tourism (PPT) strategy, tourism in Pangkor Island has not only been responsible for improving the community in terms of services and infrastructures, but also it should improve the local economy by providing employment and giving opportunities for the local residents to get benefit from it (Roddin et al., 2012; Manjung Municipal Council, 2013b).

More recently, the Perak state government has urged its federal counterpart to seriously consider the setting up of the Pulau Pangkor Development Authority (PPDA) to further boost tourism on the island (Manjung Municipality Council, 2013a). The PPDA will take after the Langkawi Development Authority (Lada), which was established by the Federal Government to plan, promote, and implement developments in Langkawi. The current minister of (Menteri Besar) Perak state, Datuk Seri Dr Zambry Abd Kadir, said Pangkor Island has the potential to become the country's leading eco-tourism destinations and has encouraged more tourism development for greater economic growth as well as attracting more visitors to the island (New Straits Times, 2012). He also asserted that the PPDA would play a similar role played by the Lada which has succeeded in turning Langkawi into a preferred tourist destination. Local residents in Pangkor, like any other community-based tourism destinations, are major actors in sustainable tourism development since they are directly affected by the industry (Murphy, 1985). Consequently, exploring factors that may formulate local residents' attitudes and their subsequent

support for further development in Pangkor Island in pre-developmental stage seems to be essential for a sustainable tourism development in future.

Furthermore, despite a large volume of work on assessing the relationship between sustainability and support for tourism (e.g., Deccio & Baloglu, 2002; Jurowski, Uysal, & Williams, 1997; Lee, 2012; Lepp, 2007), two problems can be identified from the existing studies: 1) lack of proper measurement scales for measuring attitudes of locals toward key sustainability aspects in small islands; 2) lack of study on examining the relationship between key sustainability attitude components (environmental sustainability, long-term planning, community participation, and community-based tourism) and locals' support for tourism development. Regarding the first problem, for measuring locals' attitude toward sustainable tourism development, the researchers have mostly measured tourism benefits against its costs (from positive/ negative viewpoint or from perspective of economical, social, cultural, and environmental impacts) in host communities (Madrigal, 1993; Lankford & Howard, 1994; Ap & Crompton, 1998). According to Yu et al. (2011), measuring solely locals' perceptions and attitudes of positive and negative tourism impacts within the traditional conceptual works is insufficient. Choi and Sirakaya (2005) suggested that environmental sustainability, long-term planning, community participation, and community-based tourism are key factors that may formulate local residents' attitudes. The second problem relates to the relationship between sustainability attitude indicators and support for tourism. To date, the relationships between indicators of sustainability (environmental sustainability, long-term planning, community participation, and community-based tourism) as major determinants of local residents' attitude to tourism and support for tourism in local contexts have been rarely examined. In assessing such relationship, researchers have

previously measured the attitude of locals toward positive and negative tourism impacts and then examine their effects on locals' support for tourism (e.g., Chen, 2000; Prayag, Hosany, Nunkoo, & Alders, 2013). This gap in literature provides a justification for the present study to develop a structural model of tourism support based on these predictors in which small islands have not formerly studied. This study is added to existing knowledge by examining such relationships, that is empirically tested in Pangkor Island, Malaysia.

Lastly, the problem with the available studies in tourism attitude and support is that studies in this field have mainly employed conventional multivariate analysis using regression-based approaches (e.g., multiple regression analysis, discriminant analysis, and analysis of variance) in examining the relationships between tourism support and its determinants (e.g., Andereck & Vogt, 2000, McGehee & Andereck, 2004; Teye, Sirakaya, & Sonmez, 2002; Smith & Krannich, 1998; Andriotis & Vaughan, 2003). However, the previous methods are not representative and precise enough to explain the casual relationships among determined constructs to propose tourism support models (Haenlein & Kaplan, 2004; Vargas-Sanchez, Porras-Bueno, & Plaza-Mejia, 2010). Accordingly, the present research employed Structural Equation Modeling (SEM) as a statistical method, using AMOS 18 software to assess the casual relationship between sustainability attitudes components and tourism support because this method is a satisfactory technique and a proper tool for improving research quality (Haenlein & Kaplan, 2004), and in this area of tourism research (Vargas-Sanchez, et al., 2011).

1.4 Research Questions

Building on the given discussions in the problem statement section (former section), the following research questions are addressed in this study. These include:

1. Is local residents' attitude in Pangkor Island shaped based on environmental sustainability, long-term planning, community participation, and community-based tourism?
2. Is there any relationship between local residents' attitude toward sustainability indicators (environmental sustainability, long-term planning, community participation, and community-based tourism) and their support for tourism development in Pangkor Island based on social exchange theory?
3. How the relationships between local residents' attitude toward sustainability indicators and their support for tourism development in Pangkor Island are changed based on social exchange theory?

Addressing these research questions, this study is made a number of novel contributions to the body of knowledge. First, this study is contributed to identify the unique factors which are responsible for changes in local residents' attitude and support for tourism in Pangkor Island, Malaysia. Second, the contribution is referred to the usage of the measurement scales for measuring local residents' attitude toward sustainable tourism development which are generated from Sustainable Tourism Attitude Scale (SUS-TAS) as its foundation. Third, since former studies have examined the relationship between sustainability attitude and residents' support mainly from conventional paradigm (measuring tourism costs against benefits), this study is attempted to bridge the gap in research by investigating such relationships using environmental sustainability, long-term planning, community participation,

and community-based tourism. Forth, this study is extended the use of social exchange theory (SET) by considering noneconomic gains and their value domain accruing to residents of Pangkor resulting from the exchange between locals and the tourism industry. Finally, the present research is contributed to the methodological approach by using a second-generation of analysis, namely Structural Equation Modeling (SEM) in order to overcome the existed limitations in conventional methodological approaches.

1.5 Research Objectives

In an attempt to answer the research questions that have been derived from the problem statement of the study, three objectives are developed. These include:

1. To measure the attitude of local residents toward sustainable tourism development from perspective of environmental sustainability, long-term planning, community participation, and community-based tourism in Pangkor Island, Malaysia,
2. To examine the influence of local residents' attitude toward sustainability indicators (environmental sustainability, long-term planning, community participation, and community-based tourism) on their support for tourism development in Pangkor Island based on social exchange theory,
3. To determine the directions of the posited relationships between sustainability attitude of local residents and their support for tourism development in Pangkor based on social exchange theory.

1.6 Significance of the Study

Significance of the present study can be discussed from two perspectives: theoretical and practical. From *theoretical perspective*, it can be highlighted that current research basically contributes to existing level of knowledge and provides new insights on sustainable tourism and tourism support studies through analyzing the relationships between sustainability attitudes of local residents with four key indicators (environmental sustainability, long-term planning, community participation, and community-based tourism) and their support for tourism in the context of small islands. The study also extends the usage of social exchange theory (SET) while considering non-economic achievements by local residents in small island areas in the exchange process with tourism can constitute their attitude and support for tourism.

The next significant theoretical contribution of the current research is the application of the statistical method of Structural Equation Modeling (SEM) in the present study. This method is used as a more powerful alternative, while containing flexible assumptions in getting satisfactory results in comparison with conventional regression-based analyses methods (Haenlein & Kaplan, 2004). SEM enables the researcher to determine the structural relationships among the given latent variables and provides a schematic model of tourism support with minimum errors. This method also empowers researcher to improve tourism support model with respect to sustainability components (Vargas-Sanchez, et al., 2011).

From *practical perspective*, the findings of the present study are worthwhile for the local government, tourism planners, policy-makers, developers, and in general tourism decision-makers in Pangkor Island for a systematic evaluation of structural

interplays between sustainability attitude indicators and support of local residents for further tourism development in the island. The findings will equip them further knowledge on what constitute local residents' attitudes to tourism, what are the major concerns of the locals, and how the needs and desires of local residents can be met during developmental process. Furthermore, tourism planners and authorities in Pangkor Island will be equipped with the understanding on local residents' tendency to support the most favored options of tourism development. Consequently, these would be a practical guidance to tourism authorities of Pangkor to formulate proper strategies and policies to enhance tourism support in the host community of the island while mitigating residents concerns and issues, optimizing benefits of tourism development, and delivering of services with proper quality to tourists.

Additionally, the achievements of this study will be practically valuable since the success of any tourism project is threatened to the extent that the development is planned and constructed without the knowledge and support of the host population. While success in this industry depends upon attractions and services, it requires the hospitality of local residents. A resident's anger, apathy, or mistrust will ultimately be conveyed to the tourists and is likely to result in their reluctance to visit places where they feel unwelcome. Therefore, understanding local reaction and the factors that influence these attitudes is essential in achieving the goal of favorable support for tourism development in Pangkor Island, Malaysia.

1.7 Scope of the Study

In an attempt to contribute to the existing literature, this study analyzes the influence of residents' level of sustainability attitudes with four major indicators, namely, environmental sustainability, long-term planning, community participation, and

community-based tourism on their consequent support for the industry. The study also extends the use of the social exchange theory (SET) by considering the noneconomic gains accruing to residents resulting from the exchange between them and the tourism industry.

The model is empirically tested using Pangkor Island, Malaysia, as the study site. The place is chosen mainly because tourism is one of the main factors driving the island's economic improvement and sustainable development (Manjung Municipal Council, 2013a). The industry is responsible for improvements in the community's services and infrastructure while providing several other economic, social, and cultural benefits to the residents. However, the industry has also led to many costs related to its development such as reductions in the coral reefs and beach erosion (Razak, Yusu, Salim, & Salleh, 2014). Given the tourism-related community improvements and degradations in the island, the place provides an ideal case study to investigate community responses to tourism development and how residents' level of sustainability attitudes with different dimensions of sustainable tourism development, affects their attitudes to and support for the industry.

1.8 The Research Process

The research process for this study comprises of four phases (see Figure 1.1). These include:

Phase one: in this phase, a brief review on sustainable tourism development studies, small island studies, and tourism support studies is conducted. This would be a starting point and a basis for developing the statement of the research problem, and

subsequently the research questions and the respective objectives. Accordingly, the foundation of the present research is formulated in this phase.

Phase two: this phase is intended to formulate the research theoretical framework and to propose the respective research hypotheses. To achieve the goals, existing literature on sustainable tourism development, small island studies, and tourism attitude and support studies by local communities in various contexts of tourism destinations is critically reviewed and is rearranged in a new format to develop the research framework in this phase. Finally, the research hypotheses are developed based on the proposed research framework in this study.

Phase three: data collection is considered as the third stage of this research after developing the research framework and the respective hypotheses. The data are collected through quantitative survey method (questionnaire). This survey attempts to investigate the effect of sustainability attitude from four different aspects, namely, environmental sustainability, long-term planning, community participation, and community-based tourism, on tourism support of locals in small islands, typically in Pangkor Island, Malaysia, as the study site. Thus, the questionnaires are needed to be distributed among local residents of Pangkor Island who are 18 years old and beyond based on a proper sampling frame to get data from the population of the study that can be statistically tested.

Phase four: finally, in the last phase of this study the collected data is analyzed through SEM approach using AMOS 18.0 software, as a new generation of analysis approach. SEM-AMOS is a two stage analysis process, namely, measurement model (confirmatory factor analysis) and structural model. Additionally, the results of the present study are consequently specified and subsequently theoretical and practical

implications as well as limitations and recommendations for future researches are presented at the final stage of the study.

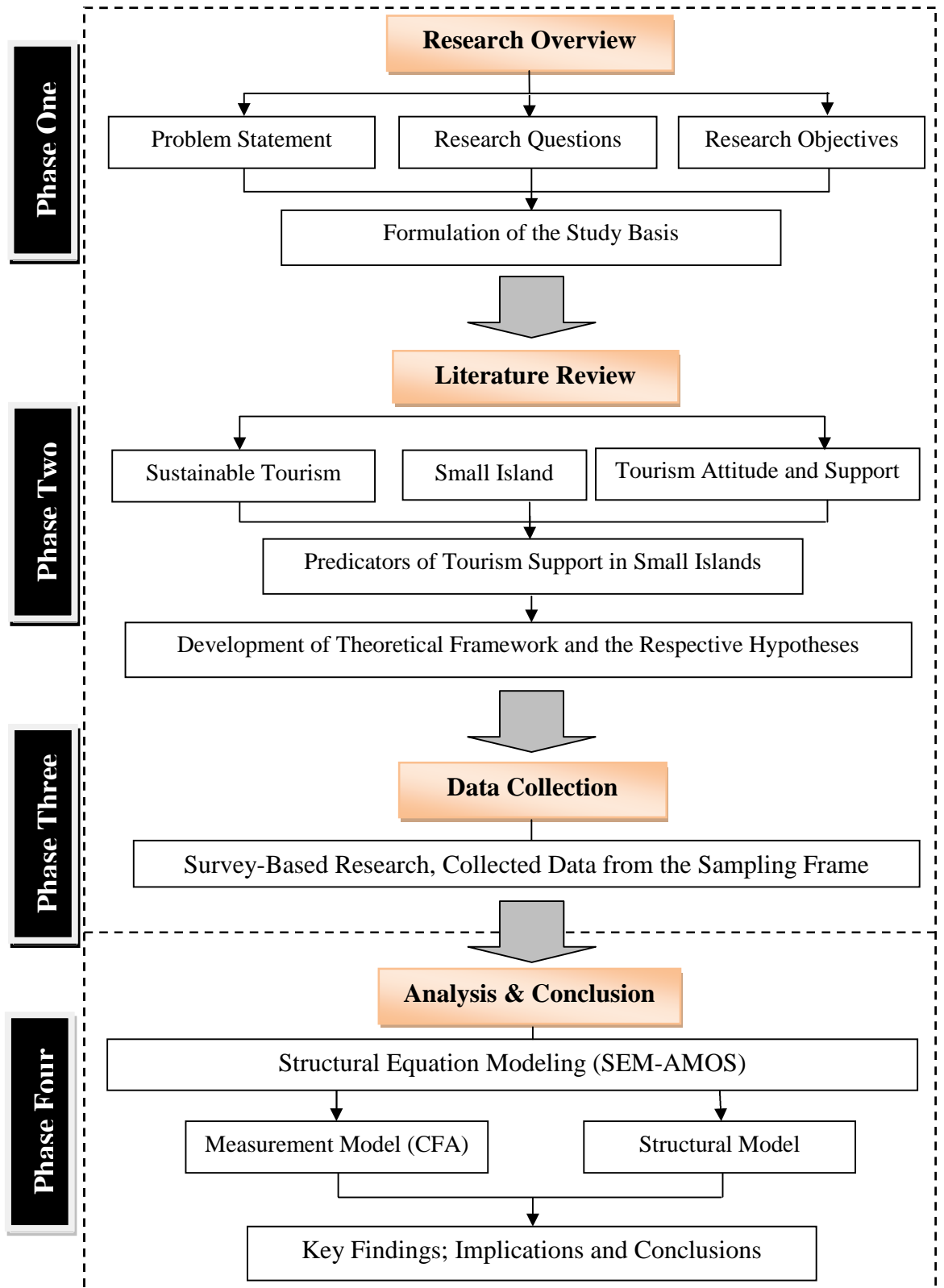


Figure 1.1: The Research Process for this Study

1.9 Organization of the Chapters

This section focuses on the organization of the chapters in the present study, adding further clarity and understanding about the thesis structure in an efficient manner. Thus, for further focus on the process of the work, a total of five chapters are introduced:

The **first chapter** is started with an overview of the research background, and is followed by the problem statement which is a description of the issues addressed by this research. Then, the chapter is followed by addressing the research questions and the research objectives. It is continued with an explanation of the significance and scope of the study. Finally, the research process and organization of the chapters are outlined.

Chapter two is mostly reviewed the literature that has been conducted in the area of the study. Specifically, this chapter is argued on relevant concepts, theoretical framework, and development of the research hypotheses for the present study based on the literature.

Chapter three is illustrated the research methodology used in this study. The chapter is initiated by illustration of research design, including development of measurement scales, pretest results, the study site, population, sample and sampling method, data collection technique, and data editing and coding. The chapter is continued by explaining data analysis section, comprising of descriptive analysis, SEM procedure, and reliability and validity analysis.

Chapter four is mainly presented the results of the statistical analyses. These include: profile of the respondents and normality tests. Then, the results of major

data analyses are presented. The chapter is, finally, ended with descriptive analysis of the constructs of the study and their respective observed indicators.

Lastly, **chapter five** is provided discussions and implications of the findings in the present study as well as limitations of the current study. Furthermore, suggestions for future research are provided, and ultimately the conclusion of the research findings is discussed.

1.10 Conclusion of the Chapter

In summary, chapter one introduced the statement of the problem based on the review of former literature as a basis for this research and the existing condition in Pangkor Island, as the study site. The research questions and objectives were explained next. Then, significance and the scope of the study were outlined. Finally, this chapter covered the research process and organization of the chapters. In the next chapter (chapter two), the review of the relevant literature is presented in detail.