SOCIAL IMPACTS OF TOURISM DEVELOPMENT ON LOCAL COMMUNITY IN MUKIM KEDAWANG, LANGKAWI ISLAND

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SOCIAL IMPACTS OF TOURISM DEVELOPMENT ON LOCAL COMMUNITY IN MUKIM KEDAWANG, LANGKAWI ISLAND

by

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IMPAK SOSIAL PEMBANGUNAN PELANCONGAN TERHADAP PENDUDUK TEMPATAN DI MUKIM KEDAWANG, PULAU LANGKAWI

ABSTRAK

Memahami impak sosial pembangunan pelancongan terhadap masyarakat tempatan adalah penting sebagai pra-syarat untuk pelancongan yang mampan. Pemahaman ini juga penting kepada pihak kerajaan dalam merancang pembangunan pelancongan dan membuat keputusan. Sejak tahun 1990-an, kesan pembangunan pelancongan telah berkembang pesat terutamanya dalam spektrum pulau-pulau dan taman laut. Memandangkan kebanyakan pulau-pulau di Malaysia mempunyai tarikan semula jadi yang tersendiri, maka lebih banyak pulau-pulau semakin maju sebagai tempat tarikan pelancong. Walau bagaimanapun, pembangunan pelancongan yang tidak sesuai boleh menyebabkan berlakunya impak sosial yang buruk di pulau-pulau, termasuk mendedahkan masyarakat setempat kepada gelagat pelancong asing yang mungkin bertentangan dengan budaya atau nilai kemasyarakatan. Kajian ini mengkaji impak sosial (positif dan negatif) terhadap masyarakat setempat di Mukim Kedawang, Pulau Langkawi. Pemilihan kawasan kajian adalah kerana ia merupakan tempat pelancongan yang paling diminati oleh pelancong tempatan dan antarabangsa iaitu Pantai Cenang. Kaji selidik telah dijalankan terhadap 346 penduduk tempatan di Mukim Kedawang dengan menggunakan persampelan mudah. Tahap impak sosial diukur melalui empat pembolehubah seperti masalah etika, sistem nilai dan cara, gaya

hidup, dan budaya untuk mengenal pasti impak sosial yang positif dan negatif yang paling penting terhadap masyarakat tempatan di Mukim Kedawang, Pulau Langkawi. Secara keseluruhannya, dapatan kajian mendapati bahawa persepsi masyarakat setempat berkenaan impak sosial yang positif adalah menjana peluang pekerjaan kepada wanita, meningkatkan pendapatan isi rumah dan peningkatan infrastruktur serta kemudahan awam dan meningkatkan kemahiran bahasa asing. Dari segi impak negatif pelancongan dilihat menyebabkan minuman keras mudah diperolehi dan gejala minum di kalangan remaja sebagai senario biasa, gaya hidup masyarakat tempatan berubah dengan penerapan budaya barat yang negatif, perubahan pakaian mengikut cara pelancong dan dipengaruhi tingkah laku pelancong. Berdasarkan kepada dapatan kajian tersebut, penyelidik merumuskan bahawa impak positif daripada pembangunan pelancongan adalah lebih besar kesannya daripada impak negatif kepada masyarakat tempatan di Mukim Kedawang.

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ABSTRACT

Understanding the social impacts of tourism development on local community is important and is crucial as precondition for a sustainable tourism. This understanding is also important for government in tourism planning and decision making. Since 1990s, the impacts of tourism development have grown tremendously especially in the spectra of islands and marine parks tourism. Despite the fact that most of the Malaysian islands are already having their natural attractions, more islands have been progressively developed as tourist attractions spot. However, inappropriate tourism development can lead to adverse social impacts on the islands, including exposing the local community to certain foreign behaviours that may be opposed to the island culture or community values. This research attempts to investigate the social impacts of tourism development on local community in Mukim Kedawang, Langkawi Island. The selection of study area because it is one of the favoured destination of domestic and international tourists namely Pantai Cenang. A self-administrated questionnaire survey was done on 346 local communities using a convenience sampling method in three village located in Mukim Kedawang. The levels of social impacts were measured based on ethical problem, value system and manner, life style, and culture to identify which the positive and negative social impact are most significant toward local community in Mukim Kedawang. The study found that, both

positive and negative social factors impacting the local community in Mukim Kedawang, Langkawi Island. Overall, respondents' perceived the positive social impacts are employment opportunities, increase household income and improvement of infrastructure and public facilities and develop foreign language. In terms of negative impacts respondents' perceived tourism cause of the liquor, easily available and drinking among teens as a normal scenario, lifestyle of local community changed with the application of negative western culture, dressing changed imitated tourist dress up and influenced the tourist's behaviour. Based on the findings, researcher concludes that, despite the social and development issues, the positive impact of tourism development be more important than the negative impact accrued to the local community in Mukim Kedawang.

CHAPTER 1

INTRODUCTION

1.0   Introduction

This chapter presents the introduction of the study. The first section of the chapter discussed the background of study. This is followed by research statement, the research objectives and the scope of the study, definition of important term and the overview of the social impacts of tourism development.

1.1   Background of Study

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2014). Tourism is the leading and the single largest industry in the world of today (Bhuiyan et. al., 2013). This sector has been recognized as one of the important service industries, globally (Schumacher, 2007). Governments view tourism as a tool for infrastructure development, job opportunities, earning foreign exchange, balance of payments, regional development and generating

benefits for local communities (Glasson et al., 1995). A lot of countries attempt to develop tourism sector and increase the tourists arrival for several reasons: foreign currency resource; tourism sector is more concerned toward environment compared to industries producing goods; and growth in tourism industry develops industries such as retail, entertainment and transportation (Hanafiah & Harun, 2010) as well as economic development of the host countries (Ahn et al., 2002). Tourism carries great effects on local community by providing employment opportunities, creating new business, developing modern infrastructure as well as enhancing the standard of living (Kreag, 2001). Here, improvement standard of living is influenced by tourist investment in relation to the community by paying for the foods, accommodation, services, products, experiences, travel and entertainment (Jashveer et al., 2011).

In 2014, the World Tourism Organization ranked Malaysia as the third place in the list of international tourist arrival for Asia-Pacific region. Malaysia is now preparing herself as one of the world's most popular tourism destinations. Malaysian government has played a significant role in instituting legal and institutional framework for ensuring sustainable tourism. Tourists arrival shows a positive pattern since 2010 with the percentage of 0.6% increases from 2010 to 2011 and 1.3% increases from 2011 to 2012 and the tourist arrival increased 2.7% for 2013 (World Tourism Organization (UNWTO), 2014). From a virtually zero base in the 1960s, tourism industry in Malaysia has grown to contribute significantly to the economy by increasing foreign exchange earnings, and employment opportunities (Bhuiyan et al., 2011). About 27.44 million tourist arrival in Malaysia in 2014 and receipts RM72.0 billion from this sector (World

Tourism Organization UNWTO, 2014). The number of tourists' journeys increased 6.3% from 2013.

Tourism was also viewed as an answer for stimulating economic development due to extensive contribution to foreign exchange earnings, generation of income, employment and government revenue (Saveriades, 2000). According to Ashe (2005), tourism creates employment opportunities in the service industries based on tourism such as transportation services (airlines, cruise ships and taxicabs), hospitality services (accommodations, hotels and resorts), and entertainment venues (amusement parks, casinos, shopping malls, music venues and theatres). Many tourist destination have undergone rapid development, however, not all the tourism destination developed is well planned. The development without proper planning could transform or permanently destroy the nature of character, cultural resources and eventually the will affect the demand as a tourist destination.

Tourism in Malaysia has been seen by Malaysians as a double-edged sword (Hitchner et al., 2009). According to Din, (1997) tourism gives benefits such as increased employment opportunities, developing of infrastructure for rural areas, the enrichment of local culture through contact with outsiders, and the revitalisation of local cultural traditions. On the other hand, he also argued that tourism development causes disadvantages such as the encroachment of new (Western) values on local communities which is deleterious effects, pollution and ecological damage, development of indiscriminate, exacerbation of inter- and intra-community tensions, economic inflation, and in some cases, even prostitution and drugs trafficking. These problems will

conspicuously occur towards island community in Malaysia mainly under the issues of social and cultural conflicts. Taylor et al. (1995) define social impacts as changes in the lifestyles, attitudes, belief and values and social organization.

Island tourism is getting popular in Malaysia. From the website of Tourism Malaysia, statistics had shown that Malaysia had 25.7 million international tourists in 2013, Further to that, World Travel and Tourism Council (WTTC) reported in 2006 that turned out to be the second largest industry, accounted for 3.8 per cent of global Gross Domestic Product - GDP (Rosli and Azhar, 2007). Essentially, the islands of Malaysia continue to be developed into tourist spots, attracting a continuous number of arrivals (Mohamed et al., 2006). The increasing of tourism demand provides opportunities for generates income with business and employment, infrastructures and services improvement such as hospital, road, and others facilities. There are some famous island peninsular Malaysia and Sabah & Sarawak. One of the famous islands located on the west coast of Malaysia is Langkawi Island, Kedah.

1.2   Tourism Development in Langkawi Island

Before 1987, majority of the Langkawi Islanders were engaged in agriculture and fisheries sectors (Marzuki, 2008), and the declaration of a duty free island in 1987 not only advanced the development of the tourism industry, but also tremendously changed the socio-economic pattern; and in return, turned this island into a popular destination (Naturally Langkawi, 2015). According to Omar et. al (2013), the performance of a tourist destination is often appraised based on the number of tourist arrival. At present,

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Langkawi clud be regarded as the most visited destination by both local and international tourists. Based on the (LADA website, 2014) tourist arrival in 2013 recorded 3,410,000 after an increase of 10% from 2012 (approximately 3,059,070). In 2011, tourist arrival was 2,778,069 with an increase of 12% from 2,448,466 in 2010.

Langkawi Island consists of 99 islands, which falls under the jurisdiction of the state of Kedah. According to website of Tourism Malaysia, Langkawi Island has an area of 478.5 square kilometres and it is located 30 km off the mainland coast of Kuala Kedah (Kedah) and some 20 km from Kuala Perlis (Perlis). This island has been acknowledged as the first geopark. Recently (on 1st June 2007), three specific areas at the Langkawi Island namely; the Dayang Bunting Island, Gunung Mat Cincang and Kilim, were gazetted by UNESCO as the Langkawi Geopark (Othman & Rosli, 2011). Uniqueness in rock geology with high heritage value (rock geology has a history of 450 million years old) make Langkawi as a complete 'archipelago'. Prior to the start point as a tourist destination in the 1990s, Langkawi is driven by the sectors of agriculture and fisheries. Currently, the activities of agriculture and fisheries are still in progress not only as a source of economic development, it also serves as the identity of tourist attraction. Langkawi Development Authority (LADA) is an organization that was established by the Federal Government to plan, design, implement and promote the development in Langkawi Island. LADA was officially established on March 15, 1990 under the Langkawi Development Authority Act 1990 (Act 423) and placed under the Ministry of Finance.

The main tourist spots are the Dataran Lang, Langkawi Cable Car, Makam Mahsuri, Pulau Dayang Bunting, Pekan Kuah (the tax-free home crafts activities shaped shells and pearls) and Telaga Tujuh. Tourists are intoxicated by the beauty and richness of nature and at the same time enjoy other sources of entertainment including Underwater World (is among the largest fresh water marine aquaria in South East Asia) and Langkawi Crocodile Farm (home to several species of wild crocodiles). Langkawi Island also has a lot of beauty beaches such as Pantai Cenang, Pantai Tengah, Pantai Kok and Pantai Teluk Baru.

1.3   Background of Study Area

The study was carried out on three villages in Mukim Kedawang; Kampung Bohor Tempoyak, Kampung Padang Puteh and Kampung Lubok Buaya. These areas were selected because they are adjacent to Pantai Cenang which is a most visited destination in Langkawi. Mukim Kedawang is the fifth largest district from six- district area in Langkawi with an area of 50.97 sq km (Langkawi District Office, 2011). It is located in the southwest of the Pulau Langkawi in the Legislative Assembly and Parlimen Kuah Langkawi. According to Langkawi District Office (2011) the population size is approximately 11,692 people with a breakdown of male and female were 5,979 people of 5,713 peoples. Majority population is ethnic Malay Muslims and there is a small population of ethnic Chinese, Siamese, European, Indian and others. Administration of Mukim Kedawang headed by Penghulu and supported by the committee and village development.

Pantai Cenang is located 18.4 kilometers from Kuah town and is one of the beaches that are famous internationally and often become the location for a variety of programs such as the National Water Festival, Beach Soccer National Open and others (Langkawi Municipal Council, 2005). A total of four traditional Malay villages are located at Pantai Cenang namely Kampung Padang Puteh, Kampung Lubok Buaya dan Kampung Bohor tempoyak and Kampung Temoyong.

Five-star hotels and six chalets scale small and medium- built to meet the demands of tourists. Pelangi Beach Resort a luxury hotel (5 star) owned by foreign investors targeting international tourists and high status. Passion Beach Resort, Sandy Beach Resort, AB Motel, Samila Beach Resort, Sweet Inn Motel, Delta Motel and Suria Beach Resort are a chalet that is largely owned by the indigenous natives of Langkawi. Majority tourists chose accommodation in the Pantai Cenang because it would be cheaper. A total of 62.3 % of domestic tourists and 35.3 % of tourists international pick chalets as accommodation when they are in Pantai Cenang, according to Langkawi Sttructure Plan, 1990).

Pantai Cenang is a popular beach holiday destination for Langkawi Island. Pantai Cenang is a 'destination-mix' in Langkawi that offers the natural beauty of tropical beach tourism as a major product as early as the 1980s (Langkawi District Office, 2011). While lodging facilities as well as coastal recreation activities as secondary products of these destinations. It is a tourist destination activity of sea bathing beach and recreation. Pantai Cenang is also popular with two main attractions of the Underwater World and Laman Padi Langkawi tourism as a secondary product.

As of December 2010, an area of 57.77 hectares of land has been developed for tourism enterprises. At the same time, corridor beach offers 1,883 rooms (35 hotels / resorts / chalets variety star scale) that can accommodate up to 3,766 visitors at once. There are 360 enterprises operating along the beach to create 1,500 jobs in various scales skills. Natural attractions, man-made attractions and major attractions continue to be developed in order to enhance the image of Langkawi as a top tourist destination. There are 12 service operator which operates water sports activities. Meritus Pelangi Beach Resort & Spa (five star), Casa Del Mar (four stars) and Aseania Resort Langkawi is an iconic tourism enterprises in the region.
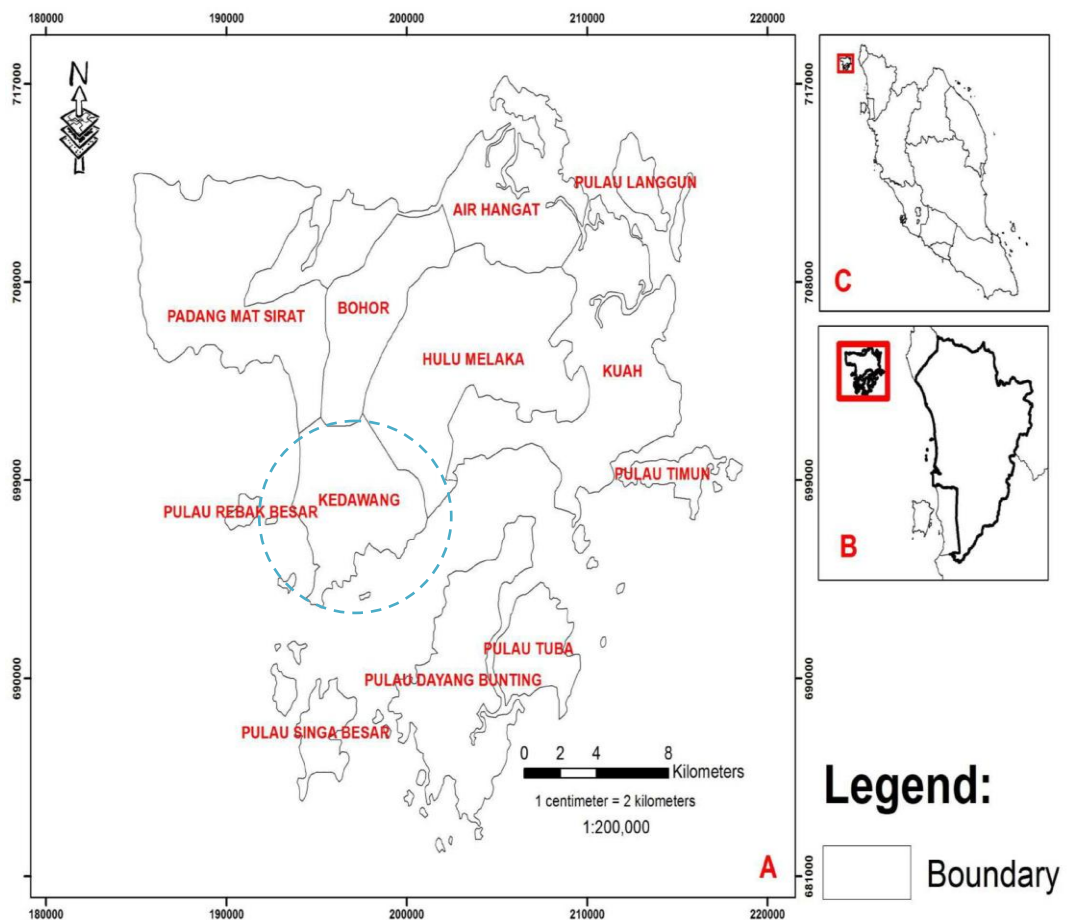
Figure 1.1 Map of Pulau Langkawi
Source: Technical Ground Assessment Report for Pulau Langkawi Kedah, 2015

1.4   Problem Statement

1.4.1   Theoretical Gap

Studies on social impact are crucial as support for tourism development within local community has been recognised as fundamental precondition for a sustainable industry (Ap and Crompton, 1998; Harril, 2004; Zhang et al., 2006; Tovar & Lockwood, 2008). Typology studies of social impact of tourism development covered (Kim, 2002, Tsundoda & Mendlinger, 2009 and Pavlic et al., 2015) focus on communities of life in terms of congestion, local service, social problem, recreational opportunity and culture. Pranic et. al, 2012) in the study, analyze the socio-demographic factors may influence local community perception. Akkawi (2010) and Jashveer et. al. (2011) accessed local community attitude toward perceive social impact.

Prior study have been done at Langkawi Island focused on tourism impact on Business perspective (Othman & Rosli, 2011), on the local community (Azman et al., 2011; Kayat, 2002 and Marzuki, 2011), on the environment issues (Samat, 2010 and Shamshiry et al., 2011; Michael Bird et al., 2007), on conservation and biodiversity (Mohamad & Ahmad, 2010) and on Geopark (Marzuki & Mohamad, 2013). Extending Marzuki (2008) framework, this study looks at the impact of tourism socially from the perspective of local community. Differing from (Azman et al., Kayat, 2002 and Marzuki, 2011) study local community, this study examines social impact on ethical problem, value system and manner, lifestyle and culture.

1.4.2   Practical Gap

Geared from the extensive tourism campaign undertaken in the 1990s, islands of Malaysia have been continuously developed into tourism spots and Langkawi Island is no exception (Mohamed et. Al, 2006). Since 1987, Langkawi Island was declared by the Federal Government as a Duty Free island. Thus, tourism development in Langkawi Island is rapidly progressing in order to flaunt it's the beauty and richness of nature with the beach (Cenang Beach and Tengah Beach), Mountain (Gunung Mat Cincang) and uniqueness in rock geology with high heritage value (Kilim and Tasek Dayang Bunting). As a result, Langkawi Island appears to be increasingly positioned as one of the top tourism spots, domestically and internationally. Perceive as a cohesive force assisting economic development and enrichment of local's community well being (Liew, 2002), tourism has equipped Langkawi Island with infrastructure and facilities in order to provide the tourist with exclusive and better experiences.

The continuous of tourist arrival encourage the development of infrastructure and services to fulfil the demand of the tourism sector, in addition to the enrichment of local culture through contact with outsiders, and the revitalisation of local cultural traditions. This in return, provided the locals with employment opportunities in sectors of accommodation, transportation, entertainment, services, food and beverages (Liew, 2002). Nevertheless, inappropriate tourism development can lead to adverse environmental and social impacts on islands, including exposing locals to behaviour that may clash with the island culture or traditional community values (MacDonald and

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Jolliffe, 2003) as well as pollution and ecological damage, haphazard development, exacerbation of inter- and intra-community tensions, economic inflation, and in some cases, even prostitution and drugs trafficking (Din, 1997). Friction within island communities can cause locals to resent tourism and adopt coping mechanisms to avoid contact, creating an uncomfortable atmosphere for visitors (Bunce, 2008).

This in return, has directly manipulated the main intention of tourism development in the direction of tourists demand and needs. Besides the perceived potentials, tourism is nevertheless construed as a corrosive factor commodifying culture clashes as well as environmental, economical and social devaluation (McDonald & Jolliffe, 2003, Din, 1997, Jafari, 2001, Hitchner et al. 2009 and Bunce, 2008). As a local has become the ubiquitous part of tourism and as locals recognize the consequences tourism would bring, their feelings and attitudes as well as understanding of the social impact of tourism should be of interest to the appointed organizations (Deery et al, 2012). This is based on the realization that a successful of tourism industry involves positive association between the locals and the social impacts of tourism. In the others, the primary goal of tourism is to be developed according to the local's demands and needs (Andriotis, 2005) as this is where contextual value is the strongest (Swarkbrooke, 1993, Sheldon & Abenoja, 2001 and Lankford, 2001)

To gain support for tourism projects and initiatives, many planners are now striving to understand the local community perception and attitude during tourism

planning (Wilkinson, 1976) which can allow the plan to proceed smoothly. As a result, in order to accomplish the sustainable tourism in Langkawi Island, understanding the local resident's attitude towards tourism development and its social impacts are important in achieving a local community support for further development (Parvic et al., 2015).

1.5   Research Objectives

The overall objective of this project is to conduct a research on the social impact of tourism development on local community. In order to achieve this purpose, the following objectives were formulated:

The following goal is the specific objective for this research:

1. To investigate the positive and negative social impact on local community in Mukim Kedawang.

2. To access how different group as local community perceive social impact of tourism development, examined from gender, age and involvement in tourism.

3. To identify the strength of relationship between social impact variable that are ethical problem, value system and manner, lifestyle and culture.

1.6   Research Questions

1. What are the positive and negative social impacts happen on local community toward tourism development?

2. How different group as community perceive social impact of tourism development in term of gender, age and tourism involvement?

3. What is the relationship between variable on the social impact?

1.7   Scope and Research Limitation

The scope of the study is focusing on the development of tourism industry in Langkawi Island. The research of social impacts topic had many limitations such as constraints of information, data, and time-line, and studies area, situational, self-imposed and other limitation. The study area is focused on local community's social impact in Mukim Kedawang for a long term. This study traces the development and potential of tourism sector, the social impacts of tourism in term of ethical problem, lifestyle, value system and manner and cultural and to suggest a strategy for the sustainable development in Langkawi Island with applied carrying capacity concept. In this research, the entire social variable will be measured and it is also beneficial to note that the major focus of the study was to look at level of social impact happen because of rapid of tourism development. The study also includes how the different group as community perceive social impact in term of gender, age and tourism involvement.

1.8   Definition of Important Term

Frechtling (1996) stated there are many definitions in tourism in used today; the World Tourism Organization (WTO) affiliate is working to standardize tourism terminology and classifications throughout the world. There are some important terms applied in this study such as Tourism, Tourist, Local Community, Carrying capacity, Social carrying capacity, Social impact, and Sustainable tourism. The definition of the term described as below:

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2014).

Tourist defines as a person or group of visitor who stay at least one night in a collective or private accommodation in a place visited.

Local Community defined as a group of interacting people who are sharing an environment and location (Richards and Hall, 2000) under the same norms (Bartle, 2007) and social system (Haugh and Pardy, 1999) in Mukim Kedawang.

Social impact defines as the ways in which tourism is contributing to changes in ethical problem, value system and manner, lifestyle and culture.

Ethical problem defines as social problem which is aspects of society that a large number of people are concerned about and would like to change for example alcoholism, crime, drug, prostitution, and gambling.

Value system and manner defines as values system and manners is affect the identity of indigenous which is changes due to tourism occur (Nillahut, 2010). It changes due to tourism occur in community structure (Jashveer et al., 2011), family relationship (Jashveer et al., 2011), morality and ceremonies and family structure (Rahman, 2010)

Lifestyle defines as the social as people's lifestyle which is view how they live, work, play, and interact with people (Audrey Armour, 1990)

Culture is learned behaviour shared by members of the community. Culture is the totality of learned, socially transmitted customs, knowledge, material objects and behaviour. For example knowledge, belief, arts, morals, law, custom, language and any others.

1.9 Outline of Thesis

This thesis is divided into six chapters. A brief overview of each of the chapters is given (see Figure 1.1). Chapter 1 discusses the research background, research statement, objectives and research questions; in addition to the research scope, significance of the research and the detailed descriptions of the key terms used in this research. Chapter 2 reviews the literature review on social impacts from previous researchers. Chapter 3 provides details on the methodology; design of the study, data collection and types of analyses used in this study. Chapter 4 presents the analysis and findings of the results from the personally administered questionnaires. Chapter 5 is discussion based on the results, findings and literature review. Finally, Chapter 6 highlights the summary and recommendations for future research.

CHAPTER 2

LITERATURE REVIEW

2.0   Introduction

This chapter covers study related to tourism development and social impact on the local community. This chapter aims to generate understanding and interest by defining tourism, tourism development and the tourism life cycle model (which frequently used to describe the development of tourist destination). This chapter also explicates what is meant of the local community in terms of geographic and sociology, and explains the definition of social and deliberates on the social impact of tourism development in details.

2.1   Definition of Tourism

According to Inskeep (1991) and Pearce (1989), tourism as complex activity comprising travel to and around a destination, with the purpose of consuming particular attractions, accommodation and catering, sightseeing, entertainment and specialized and general services. However, UNWTO (2014) defined tourism as a social, cultural and economic

phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

Tourism is currently an important component to develop the economy in countries around the world (Harrill, 2004). At macro level, tourism is a catalyst for foreign exchange earnings, revenue generation, balance of payment and contributing in gross domestic production (GDP) while at micro level, tourism contribute the community involvement, peoples' well-beings, job creation, income distribution, sustainable regional development (Bhuiyan et al., 2013). Lankford and Howard (1994) suggested that the development and promotion of tourism is a source of new employment, revenues, additional tax receipts, foreign exchange benefits, indirectly enhance community infrastructure and attract other industries.

2.1.1   Defining Tourism Development

Tourism development, in general is used to refer both to a process and to a state and have a range of defining characteristics. However, majority of prior research defines the meaning of the development (Mobogunje, 1980; Bramwell, 2004; Singkhalah, 2006) and the development of tourist destination (Marzuki, 2011). According to Friedmann (1980) who gave a rather comprehensive meaning to development as an evolutionary process which has a structure as it is often be associated with words such as under or over or balanced. The term development also used in many ways as identified by Mabogunje (1980); development as economic growth, development as modernization, development as distributive justice, development as socio-economic transformation and development

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as spatial reorganization (cited by Pearce, 1989). Harrison (1998) considered development as multi-dimensional process embracing not only economic but also social, political, cultural and environmental factors.

The meaning of development is depending on the changes in social aspects (improves standard of living and quality of life, economy (solution to economic hardship) and environment (encourage preservation of nature environment). These changes have to provide comfort, harmony, be supportive of cultural, social and environmental aspects as well as a good quality of residents' life (Pedersen, 2002); Singkhalah, 2006; Nillahut, 2010). However, if tourism is not effectively developed, planned and managed; it might give rise to negative impacts or even decrease the effectiveness of the positive side (Jashveer et al., 2011).

Sarda et al. (2005) noted that only sixty years after its creation, the tourism industry in Costa Brava realized that the future of the sector could only be assured through the sustainability of its own actions. As such, it can be concluded that the tourism industry is suffering today from the consequences of an uncontrolled and unplanned growth which has generated benefits in the short time, with absence of care for the natural and cultural heritage, and based on products of medium or low quality. These explained the importance of analyzing the development impacts especially the unplanned development in early stages to avoid the consolidation, stagnation and decline stages in the future.

In the success of the planned programs, communities play a supportive role and also the impetus to develop the industry. Understanding the impacts of tourism on local community is extremely important for government at all levels so that action can be strategized to reduce the likelihood of a community backlash against tourist and tourism development (Deery et al., 2012). This is because local community is a fundamental part of tourism products. The community, as hosts to tourists, is vital in the visitor experience and as such, it is viewed impossible to sustain tourism without the local community support (Ahn, Lee & Shafer 2002; McCool, Moisey & Nickerson 2001; Choi & Sirakaya, 2005). Involved in community preparedness in the areas of new development reflects their willingness to go through the process of social transformation and economy (Pizam 1978; Rothman 1978).

2.1.2 Tourism Development from Perspective of Coastal Tourism

Coastal tourism was generally related to the therapeutic properties of sea and sun. Sun, sea and sand have continued to provide the main ingredients for coastal tourism until today, especially in the second half of the 20th century, which was marked by the development of mass tourism (Markovic et al., 2009). Coastal tourism is based on a unique resource combination at the interface of land and sea offering amenities such as water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritage, healthy food and good infrastructure. It includes a diversity of activities that take place in both coastal zone and coastal waters, which involve the development of tourism capacities in terms of hotels, resorts, second homes,

restaurants, etc.) and support infrastructure (ports, marinas, fishing and diving shops, and other facilities) (Markovic et al., 2009).

Coastal tourism has shown itself to be enormously potent in meeting the leisure needs of tourist and the economic needs of other members of society (Miller and Ellis, 2003). Nowadays, tourists don't search only sun and sea tourism but they also interested that these areas have other quality criteria, both environmental, sports and cultural activity. Coastal recreation activities, which have been increasing both in volume and in number during the last decade, occupy a unique place in coastal tourism. They take in two main types of recreational uses of coastal zones: consumptive and non-consumptive ones. Activities such as fishing, shell fishing and shell collection, etc. belong in the first category while activities in the second include swimming, diving, boating, surfing, wind-surfing, jet skiing, bird watching, snorkelling, etc. Coastal tourism is strongly dependent upon natural (climate, landscape, ecosystems) and cultural (historic and cultural heritage, arts and crafts, traditions, etc.) resources. Besides physical conditions, the development of tourism in coastal areas is related to socio-economic features of the receiving environment such as local community interests, health and security conditions, political factors including unpredictable crises, exchange rate fluctuations, and traditional models of tourism exploitation or, simply, a successful or less effective marketing-led depiction of a destination.

2.1.3   Stakeholder Theory

Stakeholder Theory (henceforth referred to as ST) is a conceptual perception of capitalism underpinning the interconnection between each stakeholder of a business organization (customers, suppliers, employees, investors, communities and individuals who have a stake within that particular business organization). Sometimes confused with the conceptual perception of stakeholder management, Freeman (1994) stated that ST is beyond the tradition of distinguishing business and ethics; where the primary goal of ST is to linking the corporate responsibility of each stakeholder in governing the business, as this is where contextual value is strongest. Within such 'corporate responsibility' dimension, stakeholders were assumed to be voluntarily incorporate social and environmental concerns and these concerns function as the focal points in balancing and mediating the interconnection between stakeholders (Branco & Rodrigues, 2007). This is further supported by Laplume et al. (2008, p. 1153) who stated the following: 'The stakeholder idea fits into the mentality of strategically-minded corporate managers; in its latest phase, some companies are now justifying broader social policies and actions, not for normative reasons but for strategic purposes'.

Echoing the foundation of ST that emphasized the development of maximum possible value for all stakeholders (see Argandona, 2011), this thesis employs ST as the pragmatic lens in examining the gravity and level of tourism social impact perceived by locals; in the context of Langkawi Island. More specifically, as it is deemed that local community has become a ubiquitous part of tourism (development, activities and impact) and local community could recognize the potentials and setbacks that tourism

would bring, the nature of this thesis could be deemed as in parallel with the notion of contributing to theoretical development; from the perspective of tourism development and its social impact. In other words, the designation of ST could help in mediating through the multi-scaled tourism framework that encompasses policies in and through stakeholders, especially local community. More specifically, within this thesis scope, ST helps in understanding the entire discipline of attitude, motivation and decision towards engaging in tourism (development and activities).

2.2   Local Community

Based on (Godfrey & Clarke, 2000) study's, local community are the focal point for the supply all the tourist needs in term of accommodation, catering, information, transport, facilities and services for tourism development. This persuaded by Aref et al. (2010) in their study about local communities have a key role in tourism development as they are important people in providing a good environmental condition for tourists. This evidence clearly shows that local community as a main stakeholder should be given the attention because of the toleration and good interaction of local community will attract the tourist to visit our country in future. Academics refer community as locals, native, residents, indigenous people, destination people and hosts (Rahman, 2010).

2.2.1   Definition of Local Community

Hillery (1955) defined community as people in social and cultural interaction within geographic area and having one or more additional common ties. However, Mitchell (1968:32) referred community as person who occupied a geographical area and who was

together engaged in economic and political activities that essentially constituted a self-governing social unit with some common values and experiencing feelings a belonging to one another such as a city, town, a village or parish. Chaskin et al., (2001) and Mancini et al., (2003) viewed community as residents restricted by geographical boundaries, local zoning, or politics; the ethnicity of its residents or the resources or industry established in the area.

The definition of community in specific geographic meaning is defines as a spatial boundary and area and also refers to groups of people with a common interest (Chapman & Kirk, 2001). However, Singh et al (2003) defined community as a set of people living together, symbiotically bound to each other and their habitat, thereby rendering themselves a distinct collective personality. Aref et al. (2010) defined community as a group of individuals living or working within the same geographic area with some shared cultures or common interests. While, Rahman (2010) giving the definition of community as it involves people, who stay in a specific geographical area, live their life, earn their living, raise their family, share common cultural values and norms, have a sense of belongingness for their fellow members and try to satisfy their social, economical, political and psychological needs. According to Bradshaw (2008, p.6) community has historically shared boundaries one's geography of residence.

Community is sometimes referred to groups that are not geographically determined but share common characteristics or interests (Aref et *al*. 2010). In term of sociology, Ivanovic (2009, p. 14) use two approaches in defining community. First in relation to territorial concept, community can be defined and delineated on a map, and