

SUSTAINABLE TOURISM IMPACT, QUALITY OF LIFE AND FUTURE SUPPORT

The impacts of tourism development may exist for both positive and negative sides. It is important to assess the community perception on this matter, which leads to their support towards tourism development. Since the goodwill and participation of the local community are crucial to the achievement and sustainability of any tourism development, the comprehension of community perspectives and the demand for such support is very significant for the stakeholders such as local government, policy makers and business people (Dyer, Gursoy, Sharma, & Carter, 2007; Lee, 2013; Nunkoo & Gursoy, 2012).

To date, limited studies or researches have been done especially on tourism matters at this particular destination. Moreover, the previous researches did more specific and focused on the conservation and preservation of this wetland area. Hence, this study is conducted to investigate community perception towards the impacts of river cruise development. Additionally, it is perceived that tourism can potentially have both excellent and ominous impacts on the local community (Andriotis & Vaughan, 2003; Prayag et al., 2013). Apart from that, community support towards tourism development will also be assessed based on their perception of tourism impacts.

Based on the above issues, this study aims to investigate the development of the Klias Wetland River Cruise in Kota Klias, Beaufort. The study's objectives focus on community perception towards the impacts of tourism development and community support for tourism development in the study area. The research objectives are as follow:

- i. To identify the community perception of the Klias Wetland River Cruise development, their quality of life and their support for future tourism development.
- ii. To examine how the community perception of Klias Wetland River Cruise development affect their quality of life.
- iii. To examine how the community quality of life affect their support towards future tourism development.
- iv. To examine the mediating effect of quality of life on the relationship between the community perception of Klias Wetland River Cruise development and their support towards future tourism development.

The research framework is constructed based on adoption by previous researches and theories. The independent variable for this study is sustainable tourism development and community perception on the impact of Klias River Cruise development. Hence, the Triple Line Bottom (TBL) approach will be utilized for this study to assess sustainable tourism and community perception on the impact of Klias River Cruise development (Sherwood, 2007). This approach including economic, environmental, social impacts and cultural impacts, and it is an appropriate tool in assessing sustainable perspective on tourism impacts.

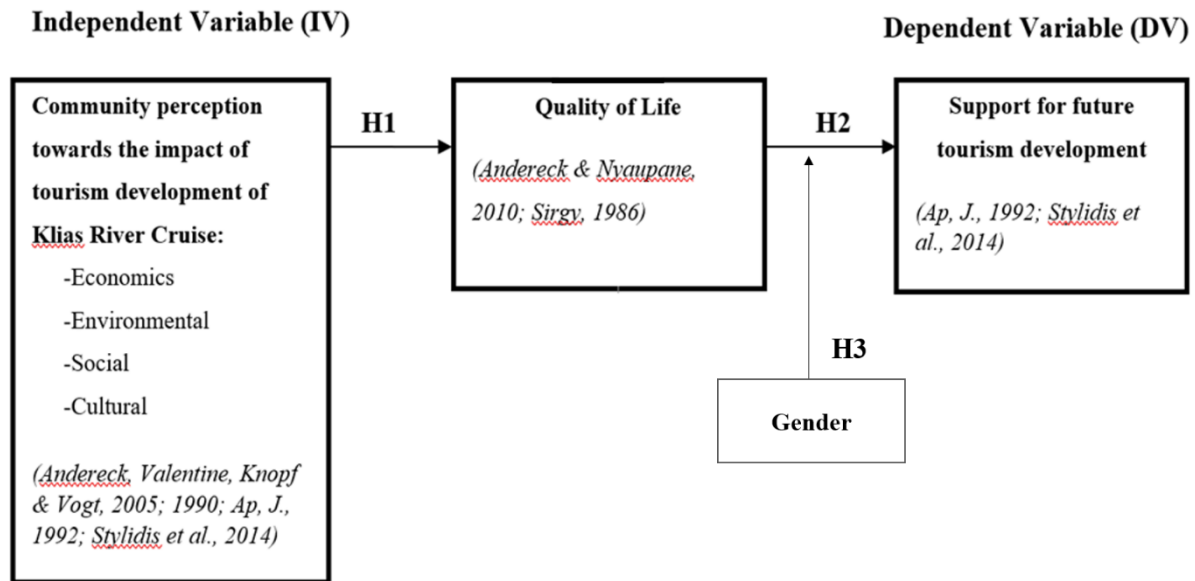


Figure 1: Research Framework

The independent variable is the impact of Kota Klias River Cruise development – assessed through four aspects developmental impacts; economic, environmental, social and cultural impacts. The dependent variable is community support for further tourism development linked with the quality of life towards the community, which is the mediating variable for this framework.

Questionnaire Design

Section A look into the demographic factors that focus on the profile of the respondent. Under this section, the researcher will look into the demographic information such as gender, age, the level of education, level of income and respondent's involvement in tourism. A nominal scale will be utilized under this section to get the result.

Table 1: Section A: Profile of Respondent

Characteristics
Gender Male Female
Age (Years) 15-25 years old 26-35 years old 36-45 years old 46-55 years old 56 years old and above
Level of Education No formal education Primary school Secondary school Certificate/Diploma Degree

Level of Income MYR 1000 and below MYR 1001-2000 MYR 2001-5000 Above MYR 5000
Direct Involvement with Tourism Industry Yes No

Section B in this questionnaire will focus on the tourism impacts of tourism development. There is four dimensions under tourism impacts; economic, social, cultural and environmental impacts. Each dimension has seven items, and Likert's Scale using points 1-7 will be applied for this section.

Table 2: Section B: Tourism Impacts Variables and Items

No.	Items	Sources / Authors
	Economic impacts	
1	Tourism has improved employment opportunities in my community.	Long, 2011; M. H. Hanafiah et al., 2013
2	Tourism development has increased the standard of living of the residents in Kota Klias.	Long, 2011; M. H. Hanafiah et al., 2013
3	Tourism development creates new business opportunities for the local community.	Long, 2011
4	Tourism development appeals to many investments towards the community.	Long, 2011
5	The community can enjoy benefits from tourism development.	Long, 2011
6	Many goods and services prices are increased in the community due to tourism development.	Long, 2011
7	The prices of real estate have increased in the community due to tourism development.	Long, 2011
	Environmental impacts	
8	Tourism has contributed to the implementation of preservation of natural areas.	Andereck, Valentine, Knopf & Vogt 2005; Long, 2011
9	Tourism has increased the preservation and protection of wildlife habitats.	Andereck, Valentine, Knopf & Vogt 2005; Long, 2011
10	Tourism has improved the ecological environment of the community in many ways.	Long, 2011
11	The construction of jetties and homestays has destroyed the environment in the region.	Long, 2011
12	Tourism produces large quantities of waste products.	M. H. Hanafiah et al., 2013
13	Tourism caused deforestation and contributes to the loss of meadows and green space.	Andereck, 1995; M. H. Hanafiah et al., 2013
14	Tourism caused environmental pollutions; air, water, and soil.	M. H. Hanafiah et al., 2013; Long 2011

	Social Impacts	
15	Tourism development provides more recreational opportunities for residents.	Hanafiah, 2013; Long 2011
16	Tourism has improved the quality of products and services of tourism infrastructure such as roads, transportation systems, restaurants, shops, and guesthouses in the area.	Long, 2011
17	Tourism development provided entertainment opportunities for the local community.	M. H. Hanafiah et al., 2013; Schlenker et al., 2010
18	Tourism development provided opportunities to meet new people from outside the community.	Schlenker et al., 2010
19	Tourism development led to increased traffic in my community.	Schlenker et al., 2010
20	Tourism development led to the crowding of public spaces and facilities.	Schlenker et al., 2010
21	Tourism negatively contributes to social problems such as crime, drug use, prostitution, alcoholism, gambling, smuggling, etc.	M. H. Hanafiah et al., 2013; Long, 2011
	Cultural Impacts	
22	Tourism is encouraging a variety of cultural activities to the local; music, art and craft.	M. H. Hanafiah et al., 2013; Long, 2011
23	Tourism has increased residents' pride in the local culture in the community.	M. H. Hanafiah et al., 2013; Long, 2011
24	Tourism development does not modify local culture and living style.	M. H. Hanafiah et al., 2013
25	Tourism has resulted in a greater cultural exchange between tourists and residents.	Long, 2011
26	Tourism helps keep the culture alive and helps maintain the ethnic identity of the residents.	Long, 2011
27	Tourism encourages residents to imitate the behavior of the tourists and relinquishes cultural traditions.	Long, 2011
28	Tourism development is negatively altering the traditional beliefs and local cultural values in the Kota Klias area.	Ballo, 2010

In section C, the researcher focuses on the quality of life (QOL). There are four domains included under the quality of life; health and safety well-being, emotional well-being, community well-being, and material well-being. A likert Scale ranging from 1-7 was utilized under this section.

Table 3: Section C: Quality of Life (QOL) Domains and Items

No.	Item	Sources / Authors
1	How satisfied are you with your Health and safety well-being?	Kim, 2002
2	How satisfied are you with your Emotional well-being?	Kim, 2002
3	How satisfied are you with your Community well-being?	Kim, 2002
4	How satisfied are you with your Economic well-being	Kim, 2002

Section D will be focusing on the community support for future tourism in Kota Klias area. There are four items regarding the community willingness to support tourism development in the future. Liker Scale ranging 1-7 will be used to answer these questionnaires.

Table 3.4: Section D: Support for Future Tourism Development and Items

No.	Items	Sources / Authors
	Support for Future Tourism Development	
1	I believe that tourism should be actively encouraged in my community.	S.M. Rasoolimanesh et al., 2017
2	The local authorities and state governments should support the promotion of tourism.	S.M. Rasoolimanesh et al., 2017
3	Long-term planning by city officials can control the negative impacts of tourism on the environment.	S.M. Rasoolimanesh et al., 2017
4	I support tourism and would like to see it becomes an important part of my community.	S.M. Rasoolimanesh et al., 2017

DATA COLLECTION & DATA ANALYSIS

This study was conducted in Sabah, which took place in a remote area in the Beaufort District known as Kota Klias. Based on the purposive sampling, questionnaires were distributed to the local community to get meaningful feedback and responses. Data were analyzed using the Statistical Package for Social Science (SPSS).

Your tasks:

1. Develop two direct hypotheses of this study. Refer to the research framework.
2. Develop one moderating hypothesis of this study. Refer to the research framework.
3. Run and report the Exploratory Factor Analysis (EFA) for the IV, MV and DV separately.
4. Analyze and report the reliability for each variable.
5. Analyzed and report the data descriptively (Mean score and frequency).
6. Test each hypothesis (H1, H2 and H3). Report the outputs following the class guidelines.

Notes: *This is an individual assignment.

*Submit in PDF format.

*Your filename format: **Full Name Student ID.pdf**

*The report must be concise and follow the reporting style as per the class notes/slides.

*Please submit before 23 July 2021 as **Assignment Six**.