

The influence of community attachment and community involvement towards resident's support on sustainable tourism development by mediating perceived benefits and perceived costs

Abstract

This study was seeking to understand the influence of community attachment and community involvement towards the resident support on sustainable tourism development with the mediation of perceived benefits and perceived costs. Using a quantitative approach, a total of 172 respondents involved in data collection in two different research sites in Sabah. Community attachment and community involvement were set as the independent variables whereas perceived benefits and perceived costs are the mediators while resident support is the dependent variable. The study suggested that community attachment was mediated by perceived benefits and partially supported. Meanwhile, community attachment mediated by perceived costs is fully supported. Community involvement mediated by perceived benefits and perceived costs and both are fully supported. The study also suggested that perceived costs had significant and positive effect on negative relation. The findings of this study confirmed that community attachment and community involvement have significantly influenced the resident support towards sustainable tourism development. Therefore, community attachment and community involvement are to be focused in order to gain support from local resident in developing sustainable tourism development.