

UNIVERSITI MALAYSIA SABAH

BORANG PENGESAHAN STATUS TESIS

JUDUL : RESIDENT ATTITUDE TOWARD THE HERITAGE TOURISM DEVELOPMENT

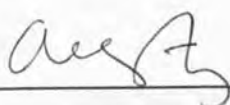
IJAZAH : SARJANA PENGURUSAN PERNIAGAAN

SESI PENGAJIAN : 2009-2012

Saya, **HASPANTY ASURAH BTE ATENIN** mengaku membenarkan tesis sarjana ini disimpan di Perpustakaan Universiti Malaysia Sabah dengan syarat-syarat kegunaan berikut:

1. Tesis adalah hak milik Universiti Malaysia Sabah
2. Perpustakaan Universiti Malaysia Sabah dibenarkan membuat salinan untuk tujuan pengajian sahaja
3. Perpustakaan dibenarkan membuat salinan tesis ini sebagai bahan pertukaran Institusi Pengajian Tinggi
4. TIDAK TERHAD

Disahkan Oleh;



Penulis : Haspanty Asurah Bte Atenin

Alamat : Lot 111, Jalan Sibuga,
90000, Sandakan, Sabah



TANDATANGAN PUSTAKAWAN



B.P.

Penyelia: Prof. Jennifer Lim Kian Chan

Tarikh : 3 September 2012



**RESIDENT ATTITUDE TOWARD THE HERITAGE
TOURISM DEVELOPMENT**

HASPANTY ASURAH BINTI ATENIN

**THESIS SUBMITTED IN FULFILLMENT FOR THE
DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

**SCHOOL OF BUSINESS AND ECONOMIC
UNIVERSITY MALAYSIA SABAH**

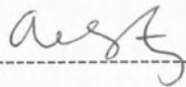
2012



UMS
UNIVERSITI MALAYSIA SABAH

DECLARATION

I hereby declare that the material in this thesis is my own except for quotation, excerpt, equation, summary and references, which I been duly acknowledged.



Haspanty Asurah Bte Atenin

Pe20098639 c



CERTIFICATION

NAME : HASPANTY ASURAH BTE ATENIN
MATRIC NO : PE20098639C
TITLE : RESIDENT ATTITUDE TOWARD THE HERITAGE TOURISM
DEVELOPMENT
DEGREE : MASTER IN BUSINESS AND ADMINISTRATION (MBA)
VIVA DATE : 9 AUGUST 2012

DECLARED BY

1. SUPERVISOR

PROF. JENNIFER LIM KIAN CHAN

SIGNATURE



ACKNOWLEDGEMENTS

This study is not possible without the blessed from Allah ALMIGHTY. Allah, You are my strength and my refuge. Everything I can do, I can do because of You.

My sincere gratitude to my supervisor, Professor Jennifer Chan. For her invaluable guidance, patience and encouragement throughout all the stages of these research. Her energy and wisdom have been such a source of encouragement and inspiration.

This research would not have gotten this far without the kind support from Mr. Kubud Dius, the Training and Visiting Officer of Sabah Museum. To all the staff, thank you for your time, participation and co-operation.

To my beloved parents, Puan Merlin and Encik Atenin, sisters and brothers thank you for your unconditional love, understanding and patience. Thank you for being my foundation.

To my beloved husband Encik Khairil Atan. The journey has been long. Not just the process in putting this thesis together but the path in getting here. Yet, not one day goes by that I am glad you make me believe to take this path. Thank you for your sincere support and love.

Last but not least, to my amazing son, Muhammad Qhalifah, thank you for just being there. For my classmate Clara, I am so blessed to have you all the way of the process.



ABSTRACT

RESIDENT ATTITUDE TOWARD THE HERITAGE TOURISM DEVELOPMENT

Rich with flora and fauna, the history as well as the various culture and ethnic, Malaysia is an interesting place to visit. Tourism has become one of economic driving tool for Malaysia. The growing tourism industry has highlighted the important roles of heritage as distinguished tourist destination in Malaysia. Understand the reason for tourist visiting Malaysia, the government put an effort to develop the heritage tourism more attractive and sustainable. Significantly, the rapid growth in tourism industry will transform tourist destination area, but with unplanned and uncontrolled heritage tourism development, it could ultimately lead to environmental degradation, social culture and economic imbalanced among local resident. The impact that the resident perceived will affect their attitude in term of supporting or opposing the heritage tourism development. Thus, this paper aims to discover local resident attitude toward the heritage tourism development in this country by analyzing their perception on the cost and the benefit brought by this industry. The research method that applied in this study is using qualitative approach whereby the thematic analysis for data analysis was taken place. The results from the interview with Sabah Museum State workforce indicate that the resident attitude is based on the perceived impact of economic and social-culture.

Keywords: Resident, Attitude, Perception, impact, social exchange theory



ABSTRAK

Malaysia adalah sebuah negara yang menarik untuk dilawati kerana kaya dengan keindahan flora dan fauna serta kepelbagaian budaya dan etnik. Pelancongan telah menjadi pemacu ekonomi Malaysia. Kepesatan industri pelancongan telah meletakkan kepentingan pelancongan warisan sebagai destinasi unggul di Malaysia. Kerajaan telah melakukan usaha untuk membangunkan pelancongan warisan menjadi lebih menarik. Signifikannya, perkembangan pesat industri ini akan mengubah kawasan destinasi pelancongan tetapi pembangunan yang terancang dan terkawal ia akan membawa kepada masalah ketidakseimbangan persekitaran, social budaya dan ekonomi di kalangan penduduk tempatan. Kesan ini akan member impak kepada tingkah laku penduduk dalam soal menyokong atau menolak pembangunan industri ini. Oleh itu, kajian ini adalah bertujuan untuk mengkaji tingkah laku penduduk terhadap pembangunan industry pelancongan warisan dengan menganalisa persepsi mereka terhadap aspek negatif dan positif. Cara kajian yang digunakan didalam kajian ini adalah pendekatan qualitative yang mana data dianalisa menggunakan analisis tema. Hasil daripada soal selidik dengan tenaga kerja Muzium Negeri Sabah mendapati secara keseluruhannya mereka menyokong pembangunan ini dan tingkah laku penduduk adalah berdasarkan penerimaan mereka terhadap aspek ekonomi dan sosial budaya.



TABLE OF CONTENTS

	Page
DECLARATION	i
CERTIFICATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
ABSTRAK	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	ix
LIST OF TABLES	x
CHAPTER 1 INTRODUCTION	
1.1 Introduction	1
1.1.1 Overview	1
1.2 Problem Statement	3
1.3 Research Objectives and Research Questions	5
1.4 Scope of the Study	5
1.5 Significance of the Study	6
1.6 Definition of Term	6
1.7 Organization of Thesis	6
CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction	8
2.2 Malaysia Heritage Tourism Development	8
2.3 Resident Perception Toward the Heritage Tourism Development	11
2.3.1 Perceived Economic Impact	13
2.3.2 Perceived Sociocultural Impact	14
2.3.3 Perceived Environmental Impact	16
2.4 Attitude Theory	19
2.5 Support for Tourism	21
2.6 Summary	22



CHAPTER 3 METHODOLOGY

3.1	Introduction	23
3.2	Conceptual Framework	23
3.3	Research Method	24
	3.3.1 Justification of Qualitative Method	25
3.4	Research Design	27
3.5	Justification of the Respondents	27
3.6	Sampling	28
3.7	Data Collection	29
	3.7.1 Interview Preparation / Process	30
3.8	Data Analysis	32
3.9	Summary	36

CHAPTER 4 FINDINGS AND DISCUSSIONS

4.1	Introduction	37
4.2	Respondents Profile Analysis	38
4.3	Perceived Impact	39
	4.3.1 Positive Economic Impact	39
	4.3.2 Negative Economic Impact	40
	4.3.3 Positive Social-Culture Impact	41
	4.3.4 Negative Social-Culture Impact	42
	4.3.5 Positive Environmental Impact	43
	4.3.6 Negative Environmental Impact	44
4.4	Resident Attitude	48
	4.4.1 Support the Heritage Tourism Development	49
	4.4.2 Oppose the Heritage Tourism Development	50
4.5	Discussion	50
	4.5.1 Economic and the Attitude	50
	4.5.2 Young Generation and Their Interest on Tourism Industry	51
4.5.3	Environmental Impact does not Affect the Attitude?	53
4.6	Summary	53

CHAPTER 5 CONCLUSION

5.1	Introduction	54
5.2	Key Findings and Contribution	54
5.3	Limitation	55
5.4	Conclusion and Recommendation	56
5.4.1	Sustainable Tourism Development	57
5.4.2	Increased Awareness of Positive and Negative Impact of Tourism	57
5.4.3	Globalization and Tourism	57
	REFERENCES	58
	APPENDICES	63



LIST OF FIGURES

	Page	
Figure 3.2	Conceptual Framework	24
Figure 3.8(a)	Framework for Thematic Analysis	32
Figure 3.8(b)	Theme 1-Perceived Impact	33
Figure 3.8(c)	Theme 2-Attitude	34
Figure 3.8(d)	Research Flow Chart	35



LIST OF TABLE

		Page
Table 2.2	Malaysia's UNESCO Recognition	10
Table 2.3.3	The Major Positive and Negative Impact of Heritage Tourism	17
Table 3.3.1	Key Feature of Qualitative Research Nature	26
Table 4.2	Respondent Profile Analysis	38
Table 4.3.6(a)	Summary of Positive Impact Analysis	45
Table 4.3.6(b)	Summary of Negative Impact Analysis	47

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter discusses an overview of this research on resident attitude toward the heritage tourism development. This chapter identifies the problem statement, research objectives, scope and significance of the study, and definition of the term. The organization of thesis is stated at the end of this chapter.

1.1.1 Overview

Tourism has become one of the major service industry and in a steady growth trend in worldwide (Aziz, Arifin, Omar and Yoon, 2011). Tourism can be defined as a unique product as it is composite in nature, an amalgam of tangible and the intangible that include everything that tourist experience (Abdul Halim, 2010). According to Chen and Chen (2010), tourism development has been identified as an effective way to revitalize the economy of a destination, whether rural or urban. Tourism has become Malaysian third largest source of income from foreign exchange (Mohamed, 2002) as a result from the Malaysian government effort to increased tourism. Malaysia is one of the most popular tourist destinations in the ASEAN region.



According to the research of RNCOS (2011), it reported in its book of "Malaysian Tourism Industry Forecast to 2012", Malaysian tourism industry will continue to grow rapidly in coming years, on the back of increasing promotional activities by the government and growing reputation of the country as a shopping hub.

One of the tools that can 'boom' the tourism is heritage because cultural heritage is a strong reason why people travel for their holiday (Farahani and Musa, 2008). Consistent with global trends in cultural tourism, heritage tourism has emerged as one of the popular forms of tourism. The marketing of heritage tourism is an important tool for the tourist industry (Aziz et al, 2011). Cultural traits and heritage recently has become an important topic and concept to tourism development. In Malaysia, heritage has also been identified as one of the new niche products to be developed extensively in tourism development (Chai, 2011). Poria, Butler and Airey (2003) suggested that, the relationship between local residents and heritage presented can influence the resident attitude toward the development of heritage tourism.

Over the past year, host communities' attitudes to tourism impacts have attracted the attention of several researchers resulting in numerous studies on the topic. Many previous studies have conceptualized resident attitudes to tourism by measuring their attitudes to the positive and negative impacts of the industry (Nunkoo and Gursoy, 2011). Resident participation in planning and development stages is also a fundamental necessity for sustainability of development (Chen and Chen, 2010). This study assesses the resident attitudes toward the heritage tourism development in Malaysia.

1.2 Problem Statement

The local impacts of the tourism industry are diverse and are often unique to the tourism sector (department of economic and social affair). Resident perceptions have gained academic interest during the last decade (Juan, 2008). However, the issue that deserve an attention in this study interest is in the nature in study conduct which is in a way to state why the resident hold either positive or negative perception toward the tourism development (Juan, 2008).

Research conducted in this field is considered important because understanding the reasons why the residents do or do not support the tourism industry and its growth will help to establish models for such developments that minimize the negative social impacts and maximize the support for these initiatives. However, despite growing interest in the subject, only a few articles on this topic can be found in journals on tourism planning (Sanchez, Bueno and Mejia, 2011). This is indicating that there is a less study on the issue of resident attitude. There is a growing need to assess residents' attitudes in places that are beginning the tourism development process, in Asian country for example (Wang, Bickle and Harrill, 2009).

The success of many tourism development programs depends on a local management that is sensible both to the social impact of tourism on the host population, and able to increase the benefits derived from tourism by preventing or reducing its negative aspects (Figini, 2009). Through this research the negative impact derived from tourism could help the tourism planner with the development strategy.



Nunkoo and Gursoy (2011) in their study on resident support for tourism mentioned that there is few qualitative study studies have been carried out in the developing country regarding this issue. Since different approach might drive to the different result, it is an opportunity to study this issue using a qualitative method.

Local authorities have many direct instruments at their disposal to influenced development. An understanding of local resident attitudes toward tourism development and their determinant is essential in achieving a host community's support for tourism development (Chen and Chen, 2010). Although it is generally accepted that resident support is tied to perceived impacts, the structural effects of tourism impact on local resident support for tourism development have no been rigorously investigated (Chen and Chen, 2010).

In many cases in developing countries, the development of heritage tourism involves not only reconstructing the past; it is also part of restructuring the economy. However, relationships between heritage tourism and local people involve more than jobs and incomes (Nuryanti, 1996). Thus, this paper problem statement is 'to study the resident perception and attitude as well as their reason for support or oppose the heritage tourism development using the qualitative method'.



1.3 Research Objective and Research Question

The objectives of this research are:-

1. To discover the perceived positive and the negative impact from resident perception.
2. To discover the resident attitude toward tourism development.
3. To discover the reason for their attitude toward the heritage tourism development.

This research objective is parallel with the question of:-

1. What is the resident perception toward the heritage tourism development in Malaysia?
2. What is the resident attitude toward the heritage tourism development in Malaysia?
3. Why the resident's support/oppose the heritage tourism development in Malaysia?

1.4 Scope of Study

This study is a basic research type where this study is derives from the previous research limitation as well as the suggestion. This study continues along a similar line of research and operationalized resident attitudes to tourism in term of their attitude to the positive and negative impacts of the industry and considers the resident level of support. The focus of this project is the attitude of the resident with respect to tourism development in the area that determines the attitude. This study is conducted among the Sabah Museum Negeri workforce. Specifically, economic, social-culture and environmental are chosen as the antecedents of resident perception of both positive and negative perceived heritage tourism impacts.

1.5 Significant of Study

Gathering of this data will lead to a better understanding of the resident attitude toward the heritage tourism development. The result can help tourism planners and businesses to better integrate the local communities in tourism development and understand area of frustration and dissatisfaction. The research finding will benefit to the researcher, scholar and practitioners to understand community support as a component of sustainable tourism development in economies.

1.6 Definition of term

Some term were define and described for the effectiveness of this study as below:

- 1 Resident: individual living in the study area on full time basis (Juan, 2008)
- 2 Attitude : A state of mind of individual toward a value (Allport, 1966)
- 3 Heritage Tourism: a phenomenon based on tourist (Poria et al, 2001). While Nuryanti (1997) describe heritage tourism as a form of special tourist that offers opportunity to portray the past in the present.
- 4 Perception: resident view, attitude and reaction toward the tourism development (Juan, 2008)

1.7 Organization of Thesis

This research consists of five related chapter. The first chapter is basically an overview of the issue and the problem statement of the study. The research objective and research question, the scope and significant of study as well as the definition of term used in this research is addressed in this chapter. The second chapter of this thesis is

review on the previous and latest research of the close related issue. The third chapter describe the method used, the research design, the respondent justification and the data collection as well as it analysis. The forth chapter discussed the finding while the last chapter of this thesis is conclude the overall finding and offered recommendation for the improvement of this work.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will look into the previous research to find out the gist of the previous research that can be view as an overview of the whole picture and also to support the finding of this research. This section will go into the development of heritage tourism in Malaysia, generally. The theory concept that supports the relation between perception and attitude also will be discussed in this chapter.

2.2 Malaysian Heritage Tourism Development

According to Yasak (1997) the director of Zoo Metaka, only in 1970's tourism become an important economic activity in Malaysia by set up the Tourism Development Corporation (TDC) of Malaysia in 1972, with the responsibility to act as a development authority with limited financial allocation. But tourism is fast becoming the second most important sector for Malaysian economy at the same time the competition among Asian nations see continuous efforts to enhance and develop new tourism products and the wave of alternative tourism like eco, agro and nature tourism is spreading into the hearts of Malaysians in 1990 (Mohammed, 2002). According to Mohammed (2002), Malaysia is experiencing a tremendous pace of tourism development. Tourism sector has been recognized by Malaysian government as a major source of revenue and catalyst to the Malaysian economic renaissance.



Consistent with the global trend in tourism, heritage tourism has emerged as one of the popular form of tourism (Aziz et al, 2011). Heritage tourism is one kind of prevalent special interest tourism and usually related to the domains of cultural tourism and urban tourism (Chen and Chen, 2010). Heritage tourism covers both tangible and intangible object whereby the tangible refer to the remnants of the past such as artifact and antique while intangible refer to culture asset such as folk tradition (Chen & Chen, 2010).

According to Abdul Halim (2010), heritage and creative industry becomes an important role to support the tourism industry in Malaysia. Most of tourists make a decision to visit Malaysia because they like to see the traditional lifestyle, custom, heritage, cultural and environment. Sometimes, heritage products also play an important role in tourism market as a medium in a marketing communication to promote the local tourism service to foreigners; value-added in several program in tourism industry; and also to support the product/service image in a local tourism industry (Abdul Halim, 2010)

In Malaysia, heritage and culture has also been identified as new niche products to be developed extensively in tourism development (Chai, 2011). Therefore, on the March 2004, the Ministry of Culture, Arts & Heritage was created and this move has been very much welcome by Badan Warisan Malaysia as a reflection of the Government growing commitment to preserving our nation's cultural heritage (Abdul Halim, 2010). This is parallel with the process of economic development when many cultural and natural heritage sites were increasingly threatened by the traditional causes of decay and by industrialization.



Yet, the protection of these heritages often remains incomplete at the national level, especially in developing and less developed countries (Wang and Zan, 2011). In noting this formidable phenomenon of damage as well as inadequate conservation, the World Heritage Convention of UNESCO launched an initiative in 1972 to preserve heritage sites considered to be of great value to humanity (Huang, Tsaur and Yang 2012). Study by Wang and Zan (2011) found that the whole issue of getting inscribed on the WHL is supported by the State Administration as a way of improving professional practices and the preservation and interpretation of the sites, more than an issue of economic development and the influence of World Heritage status on the listed sites has certainly been great. Malaysian as well has UNESCO recognition as the table 2.2.

Table 2.2: Malaysia's UNESCO Recognition

Heritage Site	Year given recognition	Type of Heritage
Kinabalu Park	2000	Natural
Gunung Mulu National Park	2000	Natural
Georgetown, Penang	2008	Culture
Malacca	2008	Culture

Source:UNESCO, World Heritage

World Heritage Listing is a form of branding that will inevitably attract more tourist to the area upon listing, especially if the site are already tourism attraction in their own right (Hall & Piggin, 2003). This UNESCO recognition has drive Malaysian government to keep develop and promoting heritage tourism such as the effort on the establishment of trans border national park and the development of themed heritage trails (Amran, 2004).

The development of heritage tourism is essential as not only it has a major contribution to Malaysian economic, but as well as to the issue of heritage legislation (Abdul Hamid, 2004). This is supported by Chai (2011) in his research about heritage is not only about the past but it is about the present generation who continues to cherish and to learn about the vibrant and glorious history, culture and past civilization. It is about cultural tradition, places and values that people proudly preserve (Collin, 1983).

2.3 Resident Perception Toward The Heritage Tourism Development

In the past years a number of studies have examined perceptions of host residents' towards sustainable tourism development. The studies demonstrated that many local communities recognize that tourism can motivate change in social, cultural, environmental and economic dimensions, where tourism activities have had a close connection with the local communities (Beeton, 2006).

The researchers have pointed out that it is important to understanding and assessing tourism impacts in local communities in order to maintain sustainability and long-term success of the tourism industry (Beeton, 2006; Jensen, 2010; Nunkoo, et.al, 2010). Local perceptions towards, and participation in the tourism industry are

important elements for sustainable tourism (Gursoy and Rutherford, 2004) or more broadly "local empowerment" which means the distribution of power and enabling the local people to be actively involved in decision making processes, so that they can support the tourism development processes and benefit from the tourism cash cow (Cheng, 2009).

A major reason for rising interest in the area has been the evidences that tourism leads not only to be positive, but also has the potential for negative, outcomes at the local level (Jensen, 2010). Thus, it is recognized that community perceptions toward sustainable tourism development are likely to be an important planning and policy consideration for successful tourism development. Beside that, resident perception on tourism impact influence either they enjoy living or not in the tourist destination area. Positive perception of resident on economic, social and environmental impact will lead on to an increased level of willingness to support or oppose the tourism (Sharma and Dyer, 2012).

According to Pizam (1978), early effort in perceived impacts of tourism, which dates back to the 1960s, tended to focal point on the economic and positive effect of tourism. Era of 1970's show the consequences of tourism were examined more critically by anthropologist and sociologist who emphasized socio-culture impact (Hampton, 2005). Later in the era of 1980's and 1990's have been regarded as by a more balance perspective, where positive and negatives effect are discuss together (Ap and Crompton, 1998). Both perceived positive and negative impacts had a direct effect on changing attitude toward additional tourism development (Kim, 2002). The impact will cover the area of economic, social and culture as well as environmental area (Chen and Chen 2010).

REFERENCES

- Abdul Halim. 2010. The Contribution of Heritage Product toward Malaysian Tourism Industry. *International Journal of Human Science*. Vol 7, No. 2.
- Ahmad Hamid. 2004. Bulletin Warisan. Badan Warisan Malaysia
- Ajzen, I. and Fishbein, M. (1980). Understanding Attitude and Predicting Social Behavior. *Englewood Cliffs NJ*. Prentice Hall.
- Allen, L. Hafer, H.R., & Perdue, R.R. 1993. The Impact of Tourism. *Annals of Tourism Research*
- Allen, L., M. Persia, and H. Hafer. 1993. Rural Attitude towards Recreation and Tourism. Paper Presented at the Outdoor Recreation Symposium. Indianapolis in March.
- Amran Hamzah. 2004. Policy And Planning Of The Tourism Industry In Malaysia. *The 6th.ADRF General Meeting, Bangkok, Thailand*
- Andereck, K., Karin, V. , Richard, K. and Vogt, C. 2005. Residents Perceptions Of Community Tourism Impacts , *Annals Tourism Research, Vol 32*
- Andereck, K.L and Vogt, C.A. A Examination Of Factorc Influencing Resident Attitudes Toward Tourism In Twelve Arizona Communities
- Ap, J. 1992. Resident Perception on Tourism Impact. *Annals of Tourism Research*.
- Ap, J., and Crompton, L. 1998. Developing and Testing a tourism Impact Scale. *Journal of Travel Research*. Vol 37, No.2.
- Aref Fariborz and Redzuan Ma'rof. 2009. Communities Leaders Perception Toward Tourism Impacts And Level Of Community Capacity Building In Tourism Development, *Journal Of Sustainable Development Vol 2*
- Aziz N.A, Arifin A.Z, Omar N.A, and Yoon S.K. 2011. An Invertigation of International & Domestic Tourist Satisfaction in Heritage Context. *Jurnal Pengurusan 33*.
- Beeton, S. 2006. Community Development Through Tourism. *Landlink Press, Australia*.
- Chai, L.M. 2011. Culture Heritage Tourism Engineering At Penang : Complete The Puzzle Of "The Pearl Of Orient" , *System Engineering Procedia*



- Chen, C.F and Chen, P.C. 2010. Resident Attitudes Toward Heritage Tourism Development, *Tourism Geographies*
- Cheng, V. 2009. *Angkor Heritage Tourism and the Issue of Sustainable: A Triangular Perception Perspective*. Ritsumeikan Asia Pasific University (APU).
- Clark, A. 1998. Perception: Colour. In *Bechtel, W & Graham, G (eds) A Companion to Cognitive Science, Oxford: Blackwell*
- Collins. 1983. Tourism and Heritage Conservation. Heritage Australia.
- Dawson, C. 2002. A practical Research Method. New Delhi. UBS Publisher Distributor
- Denzin, N. and Lincoln, Y. 2003. Collecting Qualitative Material. Saga Publication
- Dogan, H. 1989. Form of Adjustment: Sociocultural Impact of Tourism. *Annal of Tourism Research*.
- Dyer, P., Gursoy, D., Sharma, B., and Carter, J. 2007. Structural Modeling Of Resident Perceptions Of Tourism And Associated Development On The SunShine Coast, Australia , *Tourism Management vol 28*
- Figini P. 2009. Estimating Tourism Effect on Resident. *Advance in Tourism Economic*.
- Gursoy, D. and Rutherford, D. 2004. Host Attitude Toward Tourism: A Structural Model. *Annal For Tourism Research*. Vol 31 (3).
- Gursoy, D., Jurowski, C., and Uysal, M. 2002. Resident Attitude-A structural Modelling Approach. *Annal For Tourism Research*, 29 (1).
- Hampton, M.P.2005. Heritage , Local Communities And Economic Development. *Annals Of Tourism Research Vol.32*
- Heaton .J 9(2004). Reworking Qualitative Data. Sage Publication (First Edition)
- Huang C.H., Tsaur J.R., Yang C.H. (2012). Does World Heritage List Really Induce More Tourist? Evidence from Macau. *Tourism Management*
- International Council on Local Environment Initiatives. Tourism and Sustainable Development.
- Jensen and Oystein. 2010. Social Mediation in Remote Developing World Tourism Location. *Journal of Sustainable Tourism*.

- Juan, C.M. 2008. Residents Perception Of Tourism : A Critical Theoretical And Methodological Review. *Universidad Autonoma Del Estado De Mexico*.
- Kala, N. 2008. Host Perception of Heritage Impact with Specific reference to the City of Jaipur. *South Asean Journal of Tourism & Heritage*. Vol 1, no 1.
- Kim,K. 2002. The Effects Of Tourism Impacts Upon Quality Of Life Of Residents In The Community , *Development Cycle And Quality Of Life*.
- Lee, T.H. 2012. Influence Analysis Of Community Resident Support For Sustainable Tourism Development , *Tourism Management xxx*
- Liu, J., Saudan, P. and Var, T. 1987. Resident Perception of the environmental Impact of Tourism. *Annal of Tourism Research*.
- Lim, P.L, and Shaharudin Jakpar. 2011. An evaluation on the Attitude of Resident in Georgetown Toward the Impact of Tourism Development. *International Journal of Business and Social Science*. Vol 2, No 1.
- Marshall N.M. 1996. Sampling for Qualitative Research. *Oxford University Press*. Vol 13. No.6
- Marzuki Azizan. 2011. Residents Attitudes Towards Impacts From Tourism Development In Langkawi Islands, Malaysia. *World Applied Sciences Journal 12 (Special Issues Of Tourism & Hospitality)*.
- Mason, J. 1996. Qualitative Researching. Sage Publication. Second Edition.
- McDonald, C.D, William, D.R. , Riden, C.M and Uysal Muzaffer. Community Attachment, Regional Identity And Resident Attitudes Toward Tourism , *In proceedings Of The Annual Travel And Tourism Research Association Conference Proceedings*
- McGehee, N.G,. Virginia Polytechnic Institue And State University Blacksburg, VA 24.
- Miles, B.M. and Huberman, M.A. 1994. Qualitative Data Analysis. *Sage Publication*. Second Edition.
- Mohamed Baharudin. 2002. *Cultural Tourism Promotion & Policy in Malaysia*. Universiti Sains Malaysia, Penang.
- Nantan, U., Aviad A.I and Arie, .R. 2002. Heritage Proximity And Resident Attitudes Toward Tourism Development. *Annals Of Tourism Research , Vol 29*



- Nunkoo, R. and Gursoy, D. 2011. Residents Support For Tourism : An Identity Perspective , *Annals Of Tourism Research*, Vol 39
- Nuryanti W. 1996. Heritage and Postmodern Tourism. *Annal of Tourism Research*, Vol 23, no 2.
- Perdue, R.R., Long, P.T and Allen, L. 1990. Rural Resident Perception and Attitude. *Annals of Tourism Research*. Vol 14.
- Pizam, A .1978. Tourism Impact. The Social Cost of Destination Community as Perceived by it Resident. *Journal of Travel Research*. Vol. 16.
- Poria Y, Butler R, Airey D. 2003. The Core of Heritage Tourism. *Annals of Tourism Research*. Vol 30, No. 1.
- Rut, D . 2007. *Kajian Kepuasan Pelancong Terhadap Kualiti Perkhidmatan Muzium Sabah*. Universiti Teknologi Malaysia
- Sanchez, L., Bueno, C. and Mejia, V. 2011. Explaining Resident Attitude to Tourism. *Annals of Tourism Research*. Vol 38, No. 2.
- Sharma, B. and Dyer, T. 2012. *A Longitudinal Study of the Resident Perception of Tourism Impact*. University of the Sunshine Coast, Australia.
- Tatoglu, E. , Erdal F, Ozgur H, Azakli S, Resident Perceptions Of The Impact Of Tourism In A Turkish Resort Town
- Tosun, C. 2002. Host Perception on Impact: A Comparative Tourism Study. *Annals of Tourism Research*. Vol 29, No 1.
- Veal A. J. 2006. Research Methods for Leisure and Tourism. Prentice Hall. 3rd edition
- Wang, S. and Pfister. 2008. Resident Attitude toward the Tourism and Perceived Personal Benefit in Rural Community. *Annals of Tourism Research*.
- Wang, S., Bickle, M. and Harrill,. 2010. Resident Attitudes Toward Tourism Development In Shandong, China , *International Journal Of Culture , Tourism And Hospitality Research vol 4*.
- Wu, H. 2005. Attitude & Behavior Toward Bilingual for Chinese Parents and Children
- Yasak, M.N. 1997. Development of Ecotourism in Malaysia. *Department of Wildlife & National Park Malaysia*.

Zamani Farahani and Musa Ghazali . 2008. Residents Attitudes And Perception
Towards Tourism Development : A Case Study Of Masooleh,Iran. *Tourism
Management 29*.

