

RESIDENTS' PERCEPTION OF COMMUNITY BASED SPORT TOURISM
RELATED ACTIVITIES IN SARAWAK

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requirements for the award of the degree of
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To my beloved wife and daughter and also in memory of my late parents

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ABSTRACT

This study investigates host community perceptions and expectations towards the impact of community based sport tourism related activities in Kapit-Baleh, Sarawak and how it affects the host residents' daily livelihood in the tourism destinations. The sample populations consisting of longhouse residents, participants, tour operators and local council officer who are directly involved in the activities. This study integrates social exchange theory and as the framework for investigating the individual and societal components of perceptions of sport tourism in residents' attitudes. Community based sport tourism event impact assessment (COMSTEIA) was established as a guidelines process for this study to assess the level of expectation and perception of the local host community. The research was conducted by using qualitative and quantitative perspectives. Throughout the study, data is collected by using different methods which reflects that triangulation was largely utilized in the research. Three hundred and eighty respondents completed the survey Factor analysis is use to identify the underlying dimension and variables. Accordingly, the study proposes three research questions: (1) level of perception (2) level of perceived expectation and (3) importance of the activities. The findings of this study indicate that the range of level of expectation and perception varied from different dimension. There seem to be enough related evident at this point to conclude there is an association between support for tourism to cultural and economic development and perceptions of its positive impacts on the local community. These findings are consistent with the social exchange theory to those who view these activities as a catalyst for development. The host community have positive perception towards economic benefits before the activities but at the end of the activities the host community give negative perceptions based on the benefit from the activities as further explained in the Social Exchange Theory. It has been established that host community from different longhouse might perceive the activities as unacceptable, while in other longhouse, the activities maybe more acceptable. Further research opportunities are presented by these conclusions and may be further explored. There is a need to formulate strategies, processes and frameworks to engage and empower host community involve in community based sport tourism related activities. The result of this study provides a platform for local authority to reflect upon and revise their modes of governance for community based sport tourism related activities

ABSTRAK

Kajian ini dijalankan untuk mengkaji persepsi dan ekspektasi impak berkaitan pelancongan sukan berasaskan komuniti di Kapit-Baleh, Sarawak dan bagaimana ia memberi kesan ke atas kehidupan seharian penduduk setempat di destinasi pelancongan. Penduduk rumah panjang yang tinggal di kawasan kajian kes iaitu. Kapit-Baleh telah diambil sebagai sampel populasi kajian. Kajian ini mengintegrasikan teori pertukaran sosial sebagai rangka kerja untuk mengkaji komponen individu dan masyarakat tentang persepsi terhadap pelancongan sukan dari sudut pandangan penduduk sendiri. Penilaian impak aktiviti pelancongan sukan berasaskan komuniti (COMSTEIA) dibangunkan untuk kajian ini sebagai rangka panduan bagi menilai persepsi komuniti setempat terhadap peristiwa tersebut secara kuantitatif dan kualitatif yang lebih menjurus kepada memahami dan menterjemah proses penilaian tahap kepuasan. Tiga ratus lapan puluh responden telah terlibat dalam kajian. Kajian ini juga telah mencadangkan tiga soalan penyelidikan yang utama iaitu (1) tahap persepsi (2) tahap ekspektasi (3) kepentingan aktiviti. Hasil kajian ini mendapati terdapat hubungan persepsi positif dan negatif ke atas kehidupan seharian, impak kebudayaan dan ekonomi. Persepsi terhadap pelancongan akan menjadi lebih baik selagi faedah yang diperolehi meningkat. Pada tahap ini, dapat diperhatikan bahawa terdapat cukup bukti berkaitan untuk menyimpulkan terdapat hubungan yang positif di antara sokongan terhadap pelancongan sebagai pembangunan ekonomi dan persepsi impak positif ke atas komuniti setempat. Hasil kajian adalah konsisten dengan teori pertukaran sosial yang mana mereka melihat aktiviti ini sebagai mekanisme untuk pembangunan. Kesimpulan yang diperolehi dapat membuka peluang penyelidikan lanjutan dan mungkin boleh dieksplorasi menggunakan metodologi yang lain. Implikasi praktikal penyelidikan ini ialah kepada penggubal polisi, komuniti setempat dan pihak berkuasa tempatan yang berkaitan dengan rangkaian polisi-strategi, perancangan kerajaan untuk melibatkan pemegang taruh dalam aktiviti-aktiviti berkaitan pelancongan sukan yang berasaskan komuniti. Hubungan kajian ini juga menyediakan kerangka kepada pihak berkuasa tempatan untuk menilai dan mengkaji semula cara pengurusan dalam menghasilkan strategi untuk aktiviti-aktiviti yang berkaitan dengan pelancongan sukan berasaskan komuniti.

TABLE OF CONTENTS

CHAPTER	TITLE	PAGE
	DECLARATION	ii
	DEDICATION	iii
	ACKNOWLEDGEMENT	iv
	ABSTRACT	v
	ABSTRAK	vi
	TABLE OF CONTENTS	vii
	LIST OF TABLES	xii
	LIST OF FIGURES	xv
	LIST OF MAPS	xvi
	LIST OF APPENDICES	xvii
1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Growth Of Sport Tourism	2
	1.2.1 Reasons for Selecting Kapit-Baleh as the Study Area	3
	1.2.2 Sport Tourism Development	3
	1.2.3 Community Based Sport Tourism Development	4
	1.2.4 Theoretical and Conceptual Framework	6
	1.3 Formulation of Research Problem	9
	1.3.1 Problem Statement	11
	1.3.2 Research Questions	15
	1.4 Objectives of The Study	15
	1.5 Value of The Research	16
	1.5.1 Theoretical Implication	17

	1.5.2	Managerial Implication	17
	1.6	Delimitation	17
	1.7	Study Frame-Work	18
	1.8	Organisation of Chapters	19
	1.9	Summary	20
2		LITERATURE REVIEW	21
	2.1	Introduction	21
	2.2	Special-Interest Tourism and Sport Tourism Motivators	21
	2.2.1	Culture Authenticity in Sport Tourist Motivation.	23
	2.3	The Relationship Between Host and Guest	24
	2.3.1	Host-Guest Relationships Characteristics.	25
	2.3.2	A Typology of Tourism – Host Community Relationships	27
	2.4	Perceived Impacts of Tourism Development.	28
	2.4.1	Economic Impacts	29
	2.4.2	Social Impacts	30
	2.4.3	Cultural Impacts	30
	2.4.4	Environmental/Physical Impacts	31
	2.5	Host Perceptions and Expectation of Impacts.	31
	2.5.1	Determinants of Host Community Perceptions	32
	2.6	Theoretical Frameworks for Assessing Impacts.	35
	2.7	Theoretical Perspectives: Theories and Models.	36
	2.7.1	Social Exchange Theory	36
	2.8	Sustainability in Tourism and Its Aspect	39
	2.8.1	Sustainable Sport Tourism	41
	2.8.2	The Non-Sustainable Dimension of Sport Tourism Planning.	42
	2.9	Challenges of The Sustainable Tourism Approach	44
	2.10	Towards A Sustainable Community Based Tourism Approach	45
	2.10.1	Empowerment to Host Communities in Management Role	48
	2.10.2	Economic Empowerment	49
	2.10.3	Social Empowerment	49
	2.10.4	Psychological Empowerment	49
	2.10.5	Political Empowerment	50
	2.11	Structures of Community Based Tourism:	50

	2.11.1 Community-Based Tourism Conservation Planning	53
	2.12 Summary	54
3	BACKGROUND TO THE STUDY AREA	55
	3.1 Introduction	55
	3.2 Background of Sarawak	55
	3.3 Sarawak Tourism Industry	56
	3.3.1 Sarawak Tourism Resources	56
	3.3.2 Tourism's Growth and Challenges	56
	3.3.3 The Development of Tourism in the Central Region	57
	3.3.4 Taping into Sports Tourism	59
	3.3.5 Regional Tourism Development	60
	3.4 Sport Tourism Potentials in Sarawak	64
	3.5 Central Region Kapit: The 7 th Division	68
	3.5.1 Kapit Origins	69
	3.5.2 Kapit-Baleh after 100 Years of Development.	69
	3.5.3 Administrative Centre	70
	3.5.4 Population profile	70
	3.5.5 Kapit Infrastructures	71
	3.6 The Baleh-Kapit Rafting Safari Trail.	72
	3.7 The Role Of Iban Longhouse People As The Host Community.	75
	3.8 Summary	76
4	RESEARCH METHODOLOGY	77
	4.1 Introduction	77
	4.2 Overview of Research Philosophy in Tourism and Leisure	77
	4.2.1 Philosophy of research methodology	78
	4.3 Mixed Methods As An Approach	80
	4.4 Research Design Used in The Study	81
	4.4.1 Measurement Instrument Used In the Study	81
	4.4.2 Pool of impacts variables derived from the literature and fieldwork	83
	4.5 Sampling Frame	86
	4.5.1 Population and Sampling Size	87
	4.5.2 Sampling Technique and Data Collection	89
	4.6 Data Analysis	91
	4.7 Description of Qualitative Methodology	93
	4.7.1 Semi-Structured Personal Interviews	94

	4.7.2	Participation Observation	96
	4.7.3	Qualitative Sampling	96
	4.7.4	Data analysis – Qualitative Study	97
	4.8	Validity of Data	97
	4.9	Reliability of The Data	98
	4.10	Summary	98
5		RESULTS PRESENTATION AND DISCUSSION	99
	5.1	Introduction	99
	5.2	General Demographic Information	99
	5.3	Distribution of Responses To Impacts Statements.	103
	5.3.1	Social Impact Findings and Outcome	106
	5.3.2	Physical and Environmental Impact Findings and Outcome	114
	5.3.3	Cultural Impacts Findings and Outcome	118
	5.3.4	Socio-Economic Impact Findings and Outcome	126
	5.3.5	General Views Findings and Outcome	134
	5.4	Results of Interviews	137
	5.4.1	Positive perceptions	137
	5.4.2	Negative perceptions	139
	5.4.3	Interpretation of reported perceptions	141
	5.4.4	Results Derived from Researcher's Observation Participation	144
	5.5	Summary	147
6		CONCLUSIONS AND RECOMMENDATIONS	148
	6.1	Introduction	148
	6.2	Reviewing of the Research Aims and Objectives	148
	6.3	Conclusion of The Research Questions and Findings	149
	6.3.1	Conclusion of Research Question 1:	150
	6.3.2	Conclusion of Research Question 2:	152
	6.3.3	Conclusion of Research Question 3:	152
	6.4	Summary of Research Findings	157
	6.5	Managerial and Theoretical Implication of The Research	163
	6.5.1	Managerial Implication	163
	6.5.2	Theoretical Implication	164
	6.6	Suggestions for Further Research	165

6.7	Guidelines and Recommendations for Effective Community Based Sport Tourism Related Activities Development and Implementation.	166
6.7.1	Recommendations and Approaches	166
6.8	The Future of Community Based Sport Tourism Related Activities	170
6.9	Summary	170
	REFERENCES	171
	Appendices A - D	193 - 249

LIST OF TABLES

TABLE NO.	TITLE	PAGE
2.1	Interaction between tourist and host (Keyser, 2003)	25
2.2	Opportunities for host communities to be involved in the management of tourism (Source: Adapted from Ashley and Roe, 1998)	52
3.1	Sarawak Sport Tourism Related Activities, 2008 (Source: Courtesy of Ministry of Urban Development and Tourism Sarawak)	67
3.2	Accommodation (Source: Courtesy of Kapit District Council, 2009)	71
3.3	Kapit-Baleh Raft Safari host longhouses (source: developed for this research)	74
4.1	Dimensions with impacts items generated for Likert scale.	84
4.2	List of Longhouses	88
4.3	Qualitative interview's transcript	95
5.1	Distribution of Age Group	100
5.2	Gender of respondents	100
5.3	Level of Education	100
5.4	Respondents derived income from activities	101
5.5	Distribution of monthly household income	101
5.6	Duration of residence in Kapit-Baleh	102
5.7	Residents' Employment	102
5.8	Overall Factor Analysis for all the dimensions	104
5.9	Changes in the attitude of local people	106
5.10	Improvement of the standard of living of Kapit-Baleh residents	107
5.11	Disruption of Community life	107
5.12	Foreign tourist intrusion	108
5.13	Local people exploitation	108
5.14	Increase in tourists visits	109

5.15	Development consultation and awareness	109
5.16	Improve local community's hospitality	110
5.17	Opposition to tourists' presence	110
5.18	Government controlled development	111
5.19	Developments of recreational facilities and amenities.	111
5.20	Host community perception impact on social outcome	112
5.21	Host community expectation on social outcome	113
5.22	More conscious on maintaining and improvement	115
5.23	Preservation and protection of wildlife	115
5.24	Water pollution	116
5.25	Negative impact on physical environment	116
5.26	Host community perception on physical and environmental outcome	117
5.27	Host community expectation on physical and environmental outcome	117
5.28	Strengthening of traditional activities and cultural pride	119
5.29	Stimulate the locals' interest in traditional art.	119
5.30	Renewal of local culture	120
5.31	Cultural pride	120
5.32	Commercialization of traditional cultures	121
5.33	Encourage variety of cultural activities.	121
5.34	Conservation of cultural identity and heritage	122
5.35	Responsive and adaptive to tourist needs.	122
5.36	Changes to traditional cultures.	123
5.37	Promotion of cross-cultural exchanges	123
5.38	Host community perception on cultural outcome	124
5.39	Host community expectation on cultural outcome	125
5.40	Residents economic benefits.	126
5.41	Income-generating opportunities	127
5.42	Job creations and generates income.	127
5.43	People leaving their jobs for new opportunities.	128
5.44	Donations to local community.	128
5.45	Provides employment opportunities.	129
5.46	Greater promise for economic future	129
5.47	Tourism improves the economy.	130
5.48	Tourism benefits outsiders.	130
5.49	Residents were consulted to participate in entrepreneurial initiatives.	131
5.50	Sport tourism is good for the local economy growth	131
5.51	Host community perception on socio-economic outcome	132

5.52	Host community expectation on socio-economic outcome	133
5.53	In favour for tourism	134
5.54	Development and planning satisfactions.	135
5.55	Promise better future	135
5.56	Host community perception on general views outcome	136
5.57	Host community expectation on general views outcome	136
6.1	Review of Research Objectives of the Study	149
6.2	Gaps score by dimensions	160

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
1.1	Sport tourism relationships (Source: Adapted from Standeven and De Knop, (1999)	2
1.2	Community based sport tourism segments and issues (developed for this research)	6
1.3	Conceptual Framework of Community Based Tourism Exchange Model (Source: developed for this study)	7
2.1	Host Guest Relationships (Source: Adapted from Matina and Dimitros, 2006)	26
2.2	Tourism's socio-cultural impacts within the framework of the wider social change. (Adapted from Ratz, 2003)	34
2.3	Model of the Social Exchange Process (Source: Adapted from Ap, 1992)	37
2.4	The system of sustainable development, tourism indicators and life quality (Source: Adapted from Baros and David, 2007)	40
2.5	Sustainable sport tourism (Source: Adapted from Hall, 1995)	42
2.6	The cornerstones of sustainable development. (Source: modified from Keyser, 2002)	45
3.1	Divisional Tourism Taskforce Group Organisation. (Source: developed for this research)	62
3.2	Priority Industries for SCORE (Source: Adapted and Modified from Mohamed (2008), U-SCORE)	63
3.3	Tourism Components under SCORE (Source: Adapted and modified from SCORE brochure 2008)	64
4.1	Community Based Sport Tourism Event Impact Assessment (COMSTEIA)	83
6.1	Community Based Empowerment Model (source: developed for this study)	156

LIST OF MAPS

MAPS NO	TITLE	PAGE
3.1	The Central Region Development area under SCORE	59
3.2	Kapit Locality	68
3.3	Kapit-Baleh Rafting Safari Route for 2008 Series	73

LIST OF APPENDICES

APPENDIX	TITLE	PAGE
A	Questionnaires	193
B1	Frequency Tables	202
B2	Reliability Statistic	204
B3	Item Total Statistic	208
B4	Perception	212
B5	Factor Analysis	223
B6	Descriptive Statistic	229
C	Definitions Of Key Terms And Concepts	235
D	Kapit – Baleh Pictures	239

CHAPTER 1

INTRODUCTION

1.1 Introduction

The global drawing power of events has prompted city, regional and national government to establish policies and institutional structures to capitalize on events as tourism phenomena (Getz, 1997a; Mules, 1998) and the number of these events keep on escalating. There is sustained interest in their potential to enhance destination image and visitation (Carlsen and William, 1999). In effect, the impacts of events are diverse and despite an emphasis on economic outcome, socio-cultural and environmental impacts are evident (Allen, O'Toole, McDonnell and Harris, 2002; Faulkner, 1993; Fredline and Faulkner, 2000; Getz, 1997a; Hall, 1992).

Today, Malaysia has played host to a number of annual international events such as the Petronas Malaysia Formula 1 Grand Prix, Malaysian Motorcycle Grand Prix, Le Tour De Langkawi, Penang Dragon Boat Race, Monsoon Cup, Desaru Iron-Men International Triathlon, Commonwealth Games, South East Asia Games, Thomas Cup, Golf tournaments and international invitations and exhibition games with big soccer clubs like Manchester United, Liverpool, Chelsea and other sport related activities are big revenue earners in the sports tourism related events. With such a huge variety, Malaysia will definitely attract many sports enthusiasts and enhance its focus in attracting bigger activities and more tourists.

1.2 Growth Of Sport Tourism

Standeven and De Knopp, (1999) defines sport tourism as “all form of active and passive involvement in sport activities, participated in a casually or in an organized way for non commercial or commercial reasons, that necessitate travel away from home and work locally”. Standevan and De Knopp (1999) further illustrate the relationship between sport and tourism as in figure 1.1. As Samdahl (1999) notes “Tourism has been promoted for the economic revitalization it can bring to a region but researchers have given little attention to the inequitable ways that this wealth get distributed among community members, or to which segments of the population are served through the tourism industry”.

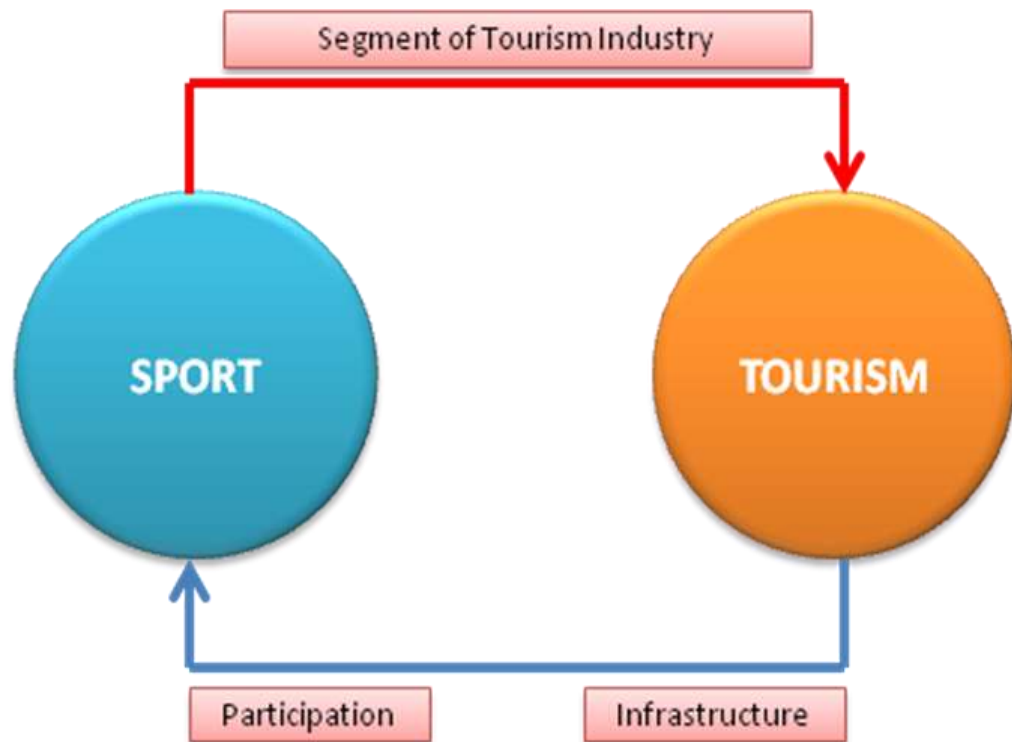


Figure 1.1 : Sport tourism relationships (Source: Adapted from Standeven and De Knop, (1999))

1.2.1 Reasons for Selecting Kapit-Baleh as the Study Area

Rural and interior areas throughout Sarawak are in many ways similar among the different ethnic group such as the Iban, Kenyah, Kayan, Lun Bawang, Kelabits and the other smaller Orang Ulu communities in terms of their historical, geographical, demographic profiles and socio-economic arrangement. Kapit-Baleh areas being a historic, remote and it is also being inhabited by the Iban and Orang Ulu communities with its vast undisturbed environment set up. Therefore, this has made the area very attractive and of great potential for any tourism activities.

In selecting the study area, the researcher recognized that a study covering the whole of Sarawak would be excessive and difficult. Due to this reason, selecting Kapit-Baleh raft safari event as the study area is more practical and representative. It represents the other Sarawak sport tourism related activities such as the Sarawak Regatta, Miri Triathlon, Saberkas Marathom, Baram White-water rafting, Simalajau Nature Run and other sports nature and adventure related activities.

1.2.2 Sport Tourism Development

Sport tourism development takes place within a complex milieu of spatial parameters and a powerful and unique force for change in the community. It is the complexity and potential of sport tourism that attracts industry and academic expertise toward this field. Hinch and Higham (2006) emerge with three questions in the context of sport tourism development that is the uniqueness of sport unique as a tourist attraction or activity, space manifestation and the changes to these manifestations.

In coming years, the development of sporting events as tourism attraction activities as an alternative form of activities are great potential for local community to develop and be involved. Community based sport tourism related activities is a practical choice for local community to benefit from. However, the extent of the benefit to the local community may not meet the real needs of the local community which may be constrained by poor delivery system Goodwin, Kent, Parker and Walpoole, (1997, 1998), note that the rapid growth of many less industrialized countries makes international tourism an important component of export-oriented development programs. These development gives

numerous potential economic benefits for host countries, including increased foreign exchange earnings, increased employment opportunities, improved socio-economic conditions, and a greater market stability than traditional commodity exports as explained by Eadington and Redman; Lea, (1988).

The recognition of the community development potential of sport tourism by Doshi, Schumacher and Snyder (2001) has resulted in great interests in demonstrating the economic impact of sport events, which involves measuring the net effect and beyond what would be expected. As Collins (1997) writes, “sports events can provide a tourist focus where nature failed to do so, or can spread the use of accommodation into off-peak periods or stimulate accommodation provision”.

However, sports tourism related activities are new tourism products in Sarawak. As a result there is no research on sport tourism development and planning, or its impact on the host community. The researcher has to date, found no documented research on the growth or size of this sport tourism offering, the market segment that it serves, or its resulting impacts. In light of the absence of research on sport tourism related activities development, the present study is conducted with a view to correcting this lack, and thus making a contribution to sports tourism development in Sarawak. It is an attempt to contribute to the body of knowledge concerning the impact of this community-based sport tourism related activities on local community.

1.2.3 Community Based Sport Tourism Development

The importance of a community-based approach to tourism development has clearly been recognized over the past decade, increasingly in the context of sustainable tourism debate (Smith, 2003). Murphy (1985) argued strongly for community’s involvement, and proposed an ecological approach which emphasized the need for community control; however, the debate still continues as to how an appropriate and sustainable form of community planning should be implemented. The following list suggests some key principles for community tourism as advocated by Tourism Concern. ‘Community’ in this context is defined as ‘a mutually supportive, geographically specific, social unit such as a village or tribe where people identify themselves as community members and where there is usually some form of communal decision-making’ (Mann,

2000:18) Consensus and control are key issues, and the political nature of the planning process continues to be major difficulty (Hall, 2000). A pluralistic approach to community-oriented tourism planning as advocated by Murphy (1985), assumes that all parties have an equal opportunity to participate in the political process (Hall, 1994). Jamal and Getz (1995) provide a critical analysis of collaboration and co-operation, stating that power imbalances often act as a significant barrier to successful collaboration. Reed (1997) suggests that power relations are indeed an integral element in understanding community-based tourism planning and the relative success of collaborative efforts. It is clear that few communities have equal access to political and economic resources, especially aboriginal peoples and indigenous minorities who are often politically, economically and socially disadvantaged. Community-based tourism can offer such communities the chance to move towards greater political self-determination, but only if local control is maximized. As stated by Butler and Hinch (1996:5), tourism should be planned and managed so that 'indigenous people dictate the nature of the experience and negotiate their involvement in tourism from a position of strength'.

Indigenous groups have sometimes had no control over tourism development whatsoever, but, as discussed above, charities, action groups and other political organizations are trying to ensure that consultation and involvement are maximized. This may include an advisory role at the planning stage; joint or sole management of key tourism initiatives; employment in or ownership of tourism-related businesses. However, as outlined by Hinch and Butler (1996), many tourism ventures are dominated by non-indigenous groups with strong ties to the global tourism industry.

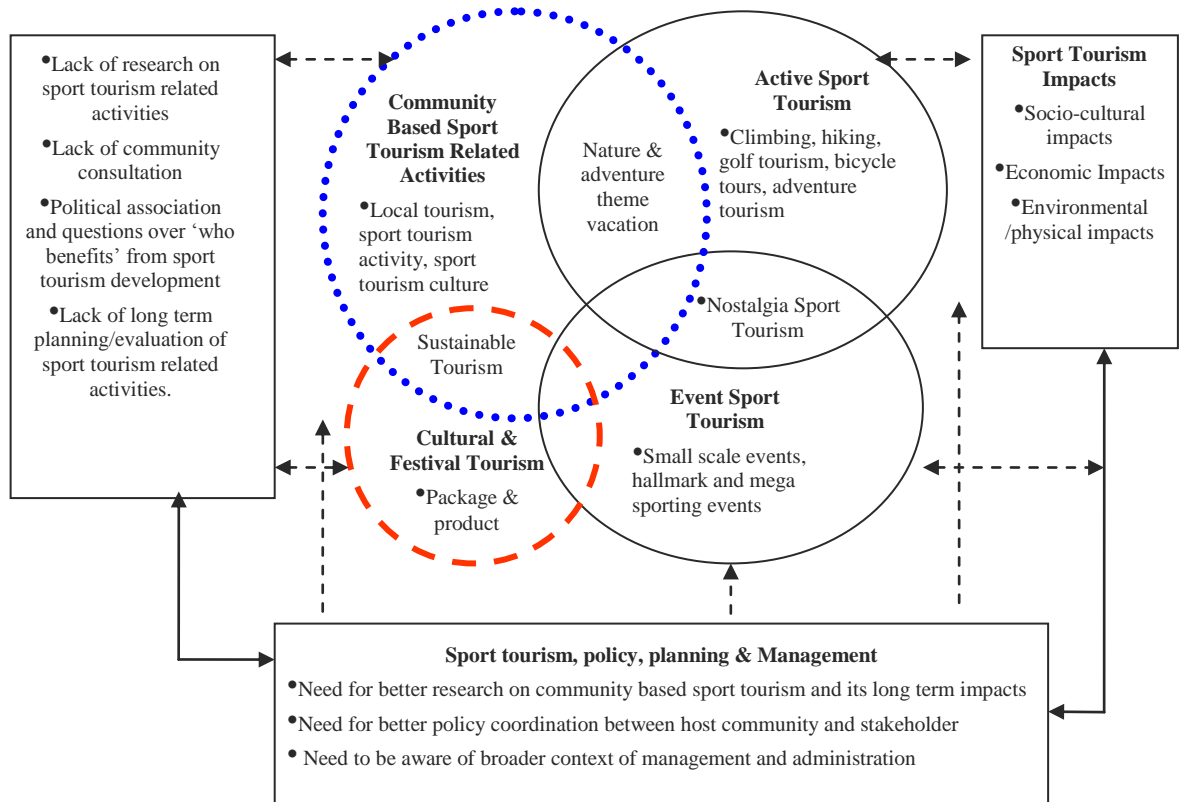


Figure 1.2 : Community based sport tourism segments and issues (developed for this research)

1.2.4. Theoretical and Conceptual Framework

It is important to extend this descriptive study of perceptions and impacts to begin developing and testing alternative theoretical explanations of their effects on host community's daily life. Previous researchers have tried to explain of how and why host community react to the various level of support within the same community. Social exchange theory has provided an appropriate framework for Ap (1990), Emerson (1972), Turner (1986) and Gursoy et al. (2002) to study questions about resident reactions to tourism. The theory assumes that individuals select exchanges after having assessed rewards and costs. Thus, the exchange process includes not only tangible goods such as money and information, but also non-materialistic benefits such as approval, esteem, compliance, love, joy, and affection (Turner, 1986). The perception of the impact of community based sport tourism for this study is a result of this assessment. The way the host community perceived the impact of the community based sport tourism related activities affects their subjective evaluations and will influence their level of satisfactions.

A few researchers have attempted to apply the principles of social exchange in an effort to explain the reaction of residents. For example, Perdue, Long and Allen (1987) used the logic in social exchange theory to explain the differences in tourists' perceptions and attitudes based on variance in participation in outdoor recreation. Ap (1992) also based his research on social exchange principles in an exploration of the relationship between residents' perceptions of their power to control tourism and their support for tourism development. Jurowski, Uysal & Williams, (1997) also further explored how the interplay of exchange factors influences not only the attitude about tourism but also the host community residents' perceptions of tourism's impacts. This model Figure 1.3 explained how residents weighed and balanced factors that influenced their support for tourism and further explained the potential for economic gain, attitude and attachment to the community which affect host community's perceptions of the impacts and support for tourism.

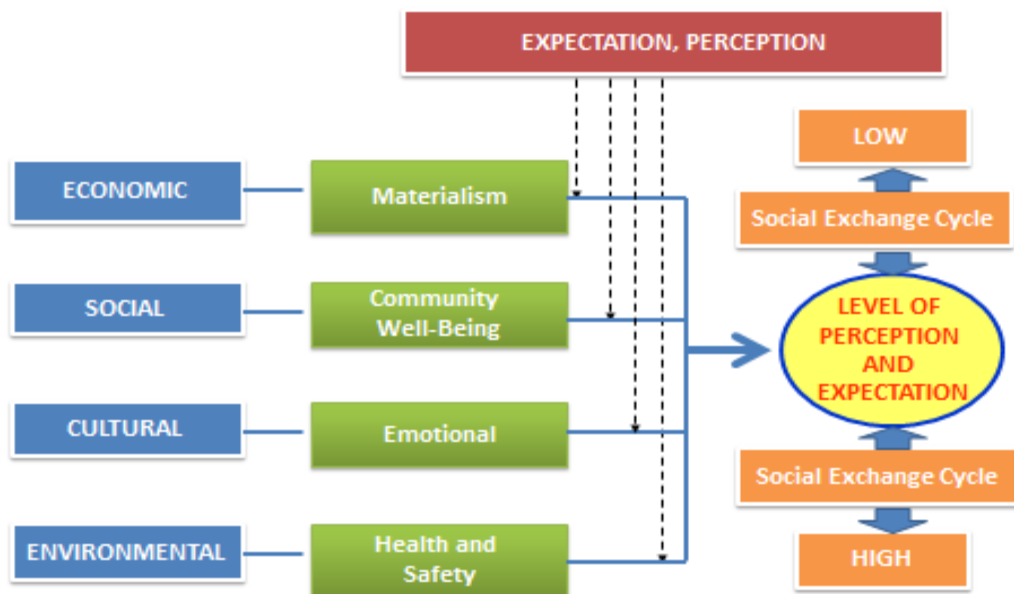


Figure 1.3 : Conceptual Framework of Community Based Tourism Exchange Model
(Source: developed for this study)

Resent towards tourists by local residents is when the local residents of an area no longer want tourists because they are destroying the environment, damaging the local culture, or crowding them out of local activities. Changes in perceptions and attitudes may result from negative feelings from tourists' encroachment. Therefore the theoretical and conceptual framework as in Figure 1.3 shows the direct relationships between the host residents' perception of community based sport tourism impacts and their satisfaction level. Based on the previous theoretical framework, this study proposes to investigate residents' perception of impacts of community based sport tourism related activities using economic, social, cultural, and environmental impact dimension for assessment purposes. Also, the study suggests that the results of the perceived impacts will improve host community's approaches in managing the impacts of the related activities. Using a conceptual framework of community based tourism exchange model will allow a theoretical scheme to be developed and assessed which is based on a sequence of events. The conceptual framework describes the logical flow of factors related to host community's perception of the impacts.

Residents' perceptions of the event impacts affect their community will depend on the benefits of the economic, social, cultural and environmental impact of the community based sport tourism related activities. While at the same time, residents' unpleasant perception of the community based sport tourism related activities impacts takes place when their general feeling of community well-being and health and safety well-being; depends on the outcome of their possessions in material well-being, and emotional well-being in the community. Whereby, residents' social consciousness and satisfaction of material possessions finally affect their well-being satisfaction in general.

The perception of various social, economic, cultural, and environmental impacts is related strongly to the level of development. This relationship suggests that the impact of the community based sport tourism related activities at different level of development may influence the residents' life satisfaction. Long, Purdue, and Allen (1990) concluded that (1) perceptions of tourism's impacts increased with increasing levels of tourism development and (2), residents' support for additional tourism development initially increased with increasing levels of actual development. The conceptual framework Figure 1.3 of the community based sport tourism exchange model structurally depicts the different perceptions dimensions, such as economic satisfactions which relate to material gain, social satisfactions relates to community well-being improvement, cultural satisfactions relates to emotional attachment towards cultural authenticity and

environmental satisfactions relates to their daily life health and safety. All relationships of the perception of impacts depend on individual relationship and perceived evaluation of the related activities

Figure 1.3 illustrates that overall life satisfaction is derived from residents' perception of various tourism impacts such as economic, social, cultural, and environmental impacts. However, various tourism impact dimensions also affect particular life domains to formulate the general life satisfaction. Finally, the relationships between tourism impact dimensions and particular life domains are moderated by the tourism development stage. All relationships between the perception of tourism impact and the particular life satisfaction variable depend on tourism development impact on their daily well-being.

1.3 Formulation of Research Problem

Community based sport tourism related activities have become an important ways for developing economic potentials and opportunities for local host community. It is the responsibility of the government to organise quality activities. Some literatures have agreed on the positive impacts of big sport events but Whitson and Macintosh, (1993) and Hiller (1999) have also highlighted that mega sporting events frequently results in huge debts for host communities and displacement of local residents. Higham (1999) further argue that small-scale sport events can produce more positive impacts for host communities. Small scale sport tourism related activities usually require smaller fund and operate using existing infrastructures and are more manageable.

Van den berg et al, (2000) further explain that sport tourism related activities become an important means for the economic development of local region or country and are no longer merely about organizing quality activities. Looking at the importance of sport tourism events as an economic development generator but there are few information for tourism stakeholders to rely as guidelines to implement and manage effective sport tourism related activities. Understanding tourist needs and motivation is important because it may help tourism managers to leverage small-scale sport events for the benefit of local community (Hinch and Higham, 2004), determining services, plan and market tourist events effectively (Crompton and McKay, 1997), initiate improvement for repeat visits

and increase revenues (Baker and Crompton, 2000) and identify strength and opportunities to ensure tourists' satisfaction (Lee and Lee, 2001).

Good knowledge of tourists' preferred destination attributes will help to identify preferred events as to ensure to meet the highest satisfaction response. There is evidence of relationship between perceived attractiveness of a destination and tourists' decision to visit destinations as stated in previous studies by Hu and Ritchie (1993). It is crucial for local government and policy-makers to understand the response and support of local community towards any tourism related activities as to avoid protest and opposition as further emphasized by Akis et al (1996).

Understand the importance of the tourism impact towards local communities, many researchers have explored various studies on economic impacts such as Getz, (1986); Liu, Sheldon and Var, (1987) and Walpole and Goodwin, (2000), other areas such as cultural (Besculides et al 2002), social (Brunt and Courtney, 1999), environmental (Liu et al 1987); tourism and local economy (Pizam and Milman, 1986). Other dimensions that had been studied were community attachment or length of residence (Lankford, 1994), levels of participation in recreation (Keogh, 1990) personal economic reliance on tourism (Liu and Var, 1986), proximity to the tourist zone or contact with tourists (Sheldon and Var, 1984) and level of contact with tourist (Akis et al 1996).

Other theoretical studies employed and received greater attention is Ap (1992) social exchange theory. Allen et al (1993) further explain that social exchange theory explains resident evaluations of tourism impacts and its probability to participate in the exchange process if they believe that they are to gain benefits are greater than the costs, there is a chance that they will be involved in the exchange process and, thus encourage future development in their community. These further suggest that residents' evaluation basically based on the positive and negative outcome in term of the expected benefits or lost. It is further understood that host community evaluation and perception will always be influenced by social setting and circumstances.

1.3.1 Problem Statement

Distance and remoteness may have made Kapit-Baleh rafting safari sport tourism related activities not known, but since the establishment and introduction of this event by the Sarawak Ministry of Tourism back then in 1996, tourism activities is expected to be growing, It is essential that for the study to explore people's perception on the economic, socio-cultural and physical/environment impacts of the area as being perceived by the host community in Sarawak.

Once a community becomes involved in the activities, their lives are affected. Therefore, essential support and guidance are needed and to be provided for the affected host community. Government and local authority should consider the host community opinions and suggestions before they intend to organize the event and as to avoid the '*top-down policy*' as been currently practice. Local community needs to be empowered and getting fully involve, thus will allow them to participate with sense of belonging to the local tourism development.

However, despite the potential and growth of sport tourism related activities in Kapit-Baleh area, the researcher realise that there are many issues and areas that need to be addressed. One important area is to identify the impacts of the community based tourism development and their effects on the local residents. According to Pigeasson (1997) that sport tourism studies and practices are still evolving, and that progress in this development is hindered by a lack of integration at various levels. Understanding the issues of the local scenarios, it appears that there is lack of collaboration in many development areas such as policies development and implementation, local community participation, lack of evaluation, and impacts and lack of empowerment. The local community needs to be empowered to decide what kind of tourism they want to be developed in their respective communities.

Evaluating the life of the affected local community perhaps can initiate the best approaches to assess the perception of the impact of the activities by the host community and further explores the effectiveness of the related activities as the way to improve their quality of life and satisfaction. It is important to raise these important issues which represent the local community in Kapit-Baleh study area, and makes an examination of this community based sport tourism related activities in Sarawak. Any exclusion from the

desired objectives of the activities will create further dissatisfaction from the local host community.

The aspect of tourism that has arguably generated most attention in recent times is that of its impact and benefit, either positive or negative, with most researchers said that even the economic benefits of tourism are not always of the magnitude that tourism's supporter like to believe (Brown, 2002; Hall, 2000; Krippendorf, 2001). Most of the early studies of the effects of tourism focused on economic aspects. However, with the realization that tourism development will inevitably lead to changes in host communities, researchers over the past decade have paid increasing attention to the social effects of tourism (Du Cros, 2001). However, the caution already expressed must be paid attention, as tourism development may have negative impacts that may outweigh actual economic benefits. Kapit-Baleh rafting safari has a low tourism profile at the national and international level. There is low number of foreign tourists participating. Based on the researcher observation, the local community were the one who are actively involved in order to make the safari event to be successful. Looking at the scenario, the local authority needs to improve the organisation and the management of the event.

Previous researchers have focused with increasing intensity on the perceived impacts of tourism as explain by Brown (2002), because host residents' perceptions and attitudes toward the impacts of tourism are likely to be an important guideline for planning and policy consideration in the success of future development, marketing and operation of the existing tourism programs and projects (Allen et al., 1993; King et al., 1993; Fredline & Faulkner, 2000). The impact of tourism in the long term may be detrimental to the host community's life satisfaction. This perception will improve with actual tourism development taking place but attitudes become less positive when tourism development does not meet the actual expectation of the host community.

Generally, local host community were not fully being involved in the activities. The government hold the decision and may influence both the local business climate and the outside stakeholders. It is recommended that research is needed on the relationship between residents' perceived impacts of tourism and their attitudes towards local government's involvement with tourism development in their area as noted by Perdue, Long and Allen (1990). It is recommended to evaluate and examine the local residents' satisfaction and their opinions toward local government's role in tourism development. Bonquet and Winter, (1997) and Pearce, (1982) notes that the local government has been

recognized as being the most important authority in establishing tourism development policies at this level where the impacts of development, both positive and negative are felt most acutely. The outcomes of these perceptions are very often dominated by individual benefiting either directly and indirectly from the activities and development.

Therefore theoretical framework need to help to examine the social impact and their experiential outcomes. Bagozzi (1975) relates the feelings or psychological states result from the experiences conveyed 'symbolically through the objects exchanged, the functions performed by the exchange, or the meanings attributed to the exchange'. To explain further, various schools of thought have theorized the subject in terms of frameworks prioritizing self-identity (Wearing and Wearing, 1996), social representations (Pearce et al, 1996) and political economy (Cox and Mair, 1988).

In order to meet the challenges and demands, the government must find ways to improve the host communities' perception. Therefore, this study identifies the perception of the host community towards the Kapit-Baleh raft safari as the community based sport tourism activities.

In term of policy making, the study will investigate the policy processes which brought the Kapit-Baleh Rafting Safari event to this area. As hosting sports events is becoming a common strategy for the economic regeneration' of many rural areas and usually the decision had been made long before the local residents became involved. Furthermore, the decision of the local authority had a direct impact on decision concerning how the event would be financed and how the event would be organised.

Therefore, an accurate assessment is essential to determine whether the Kapit-Baleh rafting safari has met the local residents' expectations. Looking at the current scenario, more local communities are going to host sports tourism events in order to foster community economic development. The task of measuring the impacts of these events has attained certain urgency, particularly as a matter of accountability for spending of public money and its benefits to the host community.

There can be no doubt that over the past years, community based sport tourism has become increasingly salient to tourists, tourism providers, and academics alike. However, despite the growth in community based sport tourism, a number of issues need to be addressed such as policy development and implementation, between agencies responsible

for the sport events and those in charge of the local community. In terms of policy on development and implementation, an important point to stress out is the lack of integration between community based sport tourism host communities and at the government levels. This lack of an integrated policy is common throughout the world (De Knop, 1990). Without adequate policy, De Knop warns that conflicts of interest among various departments, agencies, ministries, and bureau will become more common. At the very least, a lack of integrated policy development for sport tourism risks accentuating the behind-the-scenes power of elites, and exacerbating inequities in the distribution of benefits (Hall & Hodges, 1996; Sack & Johnson, 1996). There are growing concern that there is lack of integration between the host community and the local authority. It is necessary to help and address these common issues among the local community in Kapit-Baleh.

The other area of research is to review the need to know more about Kapit-Baleh host community behaviours, motivations, experiences and commitment both as participants and as spectators. The effect of the community based sport tourism related activities impact on enhancing their overall life satisfaction of the host community also need to be addressed. In improving the life satisfaction and expectation of an individual host resident is believed to improve their perception towards this community based sport tourism related activities and improving its well-being acceptance and benefits.

Most researchers have addressed the issue of the impacts of tourism as an important component which needs to be considered by decision makers with the planning of tourism. Participation by the community in developing and attracting tourism to their area is generally driven by the desire by some members of the community to improve the economic and social conditions of the area (Rojek & Urry, 1997; Selin, 2000). Others in the community find that tourism is thrust upon them by certain individual, group advocates and government politicians. Irrespective of how tourism is introduced and developed in a community, local residents are vital players who can influence the success or failure of the local tourism industry.

It has become crucial for the local authority and the government to bear in mind that, in the quest for development, the event should not destroy the values of the local community. It has also become very important that policy-makers understand both the positive and negative impacts of tourism on host communities and the circumstances under which they occur in order to plan effectively.

If one is to understand the impact of tourism on host community, the inter-relationships between various other elements in the system must be studied. This includes the host community perceptions and attitudes. Most of our knowledge about residents' attitudes toward tourism has come from the analysis of surveys, which ask respondents to indicate a level of agreement with positive or negative statements about the impact of tourism (Allen, Hafer, Long and Perdue, 1993; Ap and Crompton, 1998).

1.3.2 Research Questions

The research questions used in this study are as follows

1. What is the level of the perceived outcome of the host community towards the community based sport tourism activities?
2. What is the level of the perceived expectation outcome of the host community towards the community based sport tourism activities?
3. The importance of this community based sport tourism related activities to the host community?

1.4 Objectives of The Study

The objective of the study is to investigate the local residents' perception and reaction towards community based sport tourism related activities in Kapit-Baleh. The research objectives are to identify:

- 1 The direct impact of the economic, social, cultural and environment towards the host community
- 2 The level of perceptions and expectation of host community towards the community based sport tourism related activities.
- 3 The management and administration approaches of government and local authority in organising the activities

1.5 Value of The Research

The only literature the researcher has found on sport tourism related activities in Sarawak were impromptu press statements on the potentials of sport tourism by politician in the local daily news, therefore it appears to be no available research in Sarawak particularly on the impacts and benefits of sport tourism related activities. Due to this, social concerns arising from tourism events and activities are often poorly accommodated in the planning processes, where primary interests are concentrated on physical development, encouraging economic growth, and promoting sustainable environments. For that reasons, the results of this study will make a significant contribution to the body of knowledge on community based sport tourism related activities development in Sarawak and also to the local community development.

It is conceivable that the study will produce indicators that can be used to identify those areas needing intervention as a result of tourism impacts. Guidelines and recommendations will be offered as a means of informing decision-makers in government ministries, local authority and in the private sector in the tourism industry of the potential and importance of sustainable community-based sport tourism related activities. We will need to understand these matters if we are to create sustainable tourism products that will boost the economy and bring real benefits to local and host communities. The development of research on sport tourism related activities impacts should contribute to the future development of community based sport tourism among the local community.

Principles and recommendations concerning results derived from this study could be useful to be applied to other localities in Sarawak where similar community-based sport tourism related activities developments are being undertaken. Evaluating the growing significance of community-based sport tourism related activities in Sarawak, will help to increase the effectiveness of adventure, culture and nature as an integral product and are further developed and promoted in a sustainable way. The potential values and significance of this study can be examined from both theoretical and managerial perspectives.

1.5.1 Theoretical Implication

This study contributes to the theoretical advancement in the field of community based sport tourism by proposing a framework to explain the effect of the community based sport tourism and the host community perception of the impact of the activities. It will fulfil the gaps to the existing body of knowledge by creating a model framework that explains how perception of community based sport tourism impact vary according to the interaction and inter-relationship within the host community. The study uniqueness is the proposed framework model in assessing and understanding the factors which influence the perception of host community towards community based sport tourism related activities.

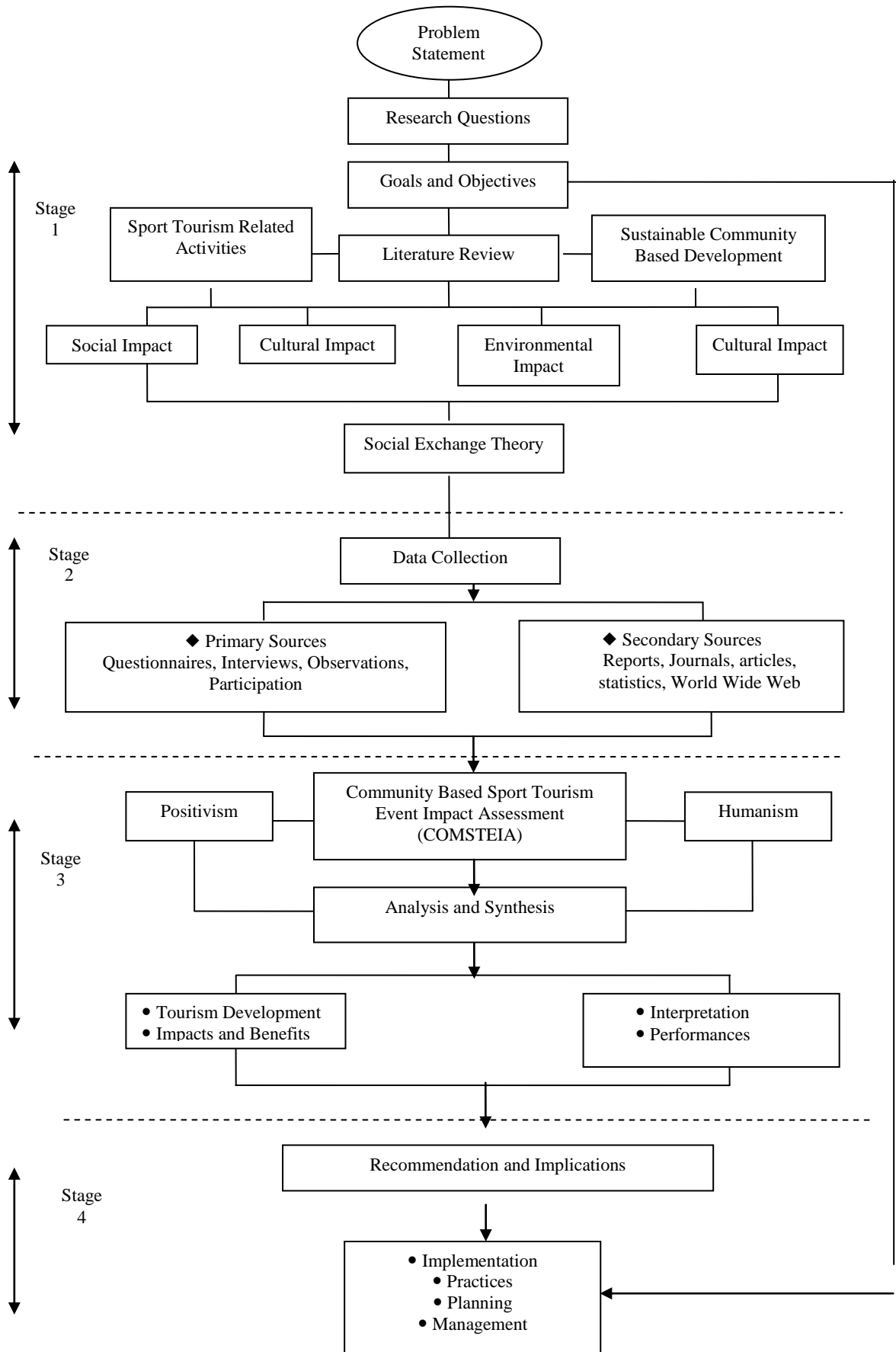
1.5.2 Managerial Implication

The findings of this study will enhance and improve the management and administration development of the community based sport tourism related activities. The framework model can be helpful in assessing, understand factors the influence the perceptions of the host community. A good understanding of management and administration of community based sport tourism activities will help government and local authority to implement a more effective approach.

1.6 Delimitation

The limitation of this study is to investigate the acceptance and perceptions of the overall impacts and importance of sport tourism related activities Kapit-Baleh locality. Impacts of the activities are to be measured qualitatively and quantitatively, as they are to a large extent indirect but this study will concentrates on local host community perceptions who are involve directly and indirectly in Kapit-Baleh Safari event of the effects of the activities on their area and attempt to measure the actual effects.

1.7 Study Frame-Work



1.8 Organisation of Chapters

This study is arranged into six chapters, which are preceded by an introductory chapter, which provides an outline and contextualisation of the study, articulates the significance of the study, research problem and issues, the formulation of the objectives, research design and delimitations of the study, the research design and key concepts which will determine the course of the study based on the researcher's preliminary reading and consideration of the problem.

Chapter 2 reviews the literature and it provides an overview of theoretical basis and framework for assessing local community's perceptions and satisfaction of the impacts of sport tourism regarding tourism development planning strategies, sustainable sport tourism related activities development and community-based tourism approaches used in destination communities. A review is carried out of the suitability of these strategies for tourism government agencies and communities in managing the effects of tourism on host communities. This conclusion is important, as they will inform and influence the empirical part of the study

Chapter 3 addresses objectives of the study, which is to profile the background and historical development of Kapit-Baleh, that is, its people, lifestyle, culture, and sport tourism potential and visitors.

Chapter 4 outlines the research design and methodology procedures used to achieve the stated objectives of the study. The usage of quantitative and qualitative data collection towards mixed methodology applied in the fieldwork is discussed. The development of the instrument used to measure the key impact variables of the study is explained. Establishment of modified Community Sport Tourism Event Impact Assessment Instrument (COMSTEIA) used to measure perceptions, expectation and importance.

In chapter 5, analysis, interpretation and full description of the main results relating to the impacts perceived by local community are presented and discussed. In this chapter includes the full discussion of the main trends and patterns in the data with reference to the stated aim and objectives of the research.

Chapter 6, the concluding chapter, addresses the final objective of the study, that is, to formulate guidelines and recommend approaches that can be applied to the development of sustainable community based sport tourism related activities in Sarawak in order to create the foundation necessary for the benefit of any other related community based tourism projects. The main findings obtained in the study are discussed by drawing together the results from the previous chapters. The chapter concludes by recommending planning and development approaches and principles for sustainable community based sport tourism related activities in destination communities, and by highlighting policy implications.

1.9 Summary

The purpose of chapter 1 is to provide a broad orientation of the study, introducing sport tourism as a form of a new tourism product within the field of event tourism in Sarawak. The chapter contextualizes the main research problem providing clear reasons for selecting Kapit-Baleh Rafting Safari as a case study area and event, followed by discussing the main research objectives of the study, research questions and theoretical framework. The contribution of the research is towards a sustainable community-based sport tourism related activities development and planning within the tourism management field in Sarawak, is being emphasized.

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