LOCAL COMMUNITY'S PERCEPTION OF THE APPROPRIATENESS AND SUCCESS OF TOURISM DEVELOPMENT MODELS IN LOWER KINABATANGAN REGION, SABAH, EAST MALAYSIA

MOSLEM GHASEMI

A thesis submitted in fulfilment of the
requirements for the award of degree of
Doctor of Philosophy (Urban and Regional Planning)

Faculty of Built Environment
Universiti Teknologi Malaysia

JULY 2015

To All of My Family Members Particularly To my Beloved **Father** and **Mother**

Who Never Cut their True Support Towards Me

ACKNOWLEDGEMENT

In doing this PhD thesis, I was in contact with many people, researchers, academicians, and practitioners. They have contributed towards my understanding and thoughts. In particular, I wish to express my sincere appreciation to my supervisor, Professor Dr. Amran Hamzah, for his encouragement, guidance, critiques and friendship.

I should also thank UTM's Tourism Planning Research Group (TPRG) members who helped me in doing this research. I am grateful to Librarians at UTM, for their assistance in supplying the relevant literature. Apart from UTM, I wish to thank all the community of Batu Putih village and Sukau village for their valuable contribution to this thesis and I should also thank the Homestay Programs in these two villages for accommodating me during my site survey. The funding for this project is made possible through the research grant obtained from the Ministry of Higher Education (MOHE), Malaysia under the Long Term Research Grant Scheme 2011 [LRGS grant no: JPT.S (BPKI)2000/09/01/015Jld.4(67) / Vot No. 4L801]. The LRGS grant is a collaboration between Universiti Teknologi Malaysia (UTM), Taylor's University, Universiti Sains Malaysia (USM), Universiti Malaysia Sarawak (UNIMAS) and Universiti Malaya (UM).

Unfortunately, it is not possible to list all of the people who contributed to this PhD thesis in this limited space. Therefore, I have to say:

Thanks a million to all who contributed to my PhD Thesis!

ABSTRACT

The growth of mass tourism has led to the problems of environmental, social, and cultural degradation. In an effort to address these problems, alternative forms of tourism have been developed. This has resulted in a rapidly developing tourism industry that has already gone through different models such as Pro-Poor Tourism (PPT), Community-Based Tourism (CBT), and Community Benefit Tourism Initiatives (CBTIs). On top of that, it is found that the opinions of local communities on tourism development within their areas vary significantly depending on certain variables such as community's expectations and perception of their benefits. Therefore, this study aims to investigate the appropriateness and success level of tourism models developed in rural areas from a local community's point of view via a comparative study of CBT and CBTI in 2 villages of Lower Kinabatangan region. The first step is to determine the local community's choice of appropriate tourism paradigm in their regions and their reasons behind it and the second is to evaluate the success level of these two oft-debated tourism paradigms from a local community's perspective. Both quantitative and qualitative research methods were employed to achieve the research goal. A decision making model based on 42 research variables as its input data was created using the Analytic Network Process (ANP) method that employed the Interpretive Structural Modeling (ISM) technique. The decision making model used questionnaires which are designed based on the model's regulations to determine the choices of the local communities and local operators in regard to CBT and CBTI. Furthermore, a questionnaire was used to determine the local communities' satisfaction of tourism success level. The results revealed that both local communities from the 2 villages and local operators from Batu Putih village preferred CBT as the appropriate tourism model for their region while local operators from Sukau village preferred CBTI as the appropriate tourism model in their region. The results also showed that local communities view CBT to be more successful than CBTI.

ABSTRAK

Pertumbuhan pelancongan massa mengundang kepada beberapa masalah seperti pencemaran alam sekitar, sosial dan kerosakan budaya. Oleh itu, pembangunan pelancongan alternatif sering dilihat sebagai salah satu langkah penyelesaian. Industri pelancongan yang sedang berkembang pesat telah melalui model yang berbeza seperti Pelancongan PPT, CBT dan CBTIs. Pandangan komuniti terhadap pembangunan pelancongan di kawasan mereka adalah berbeza dengan ketara berdasarkan kepada pembolehubah seperti persepsi komuniti terhadap faedah. Justeru itu, kajian ini bertujuan untuk mengkaji kesesuaian dan tahap kejayaan model pelancongan yang dibangunkan di kawasan luar bandar dari sudut pandangan komuniti tempatan dengan melakukan kajian perbandingan CBT dan CBTI di 2 buah kampung di kawasan Lower Kinabatangan; untuk mengenalpasti pilihan komuniti tempatan terhadap paradigma pelancongan yang bersesuaian di kawasan mereka berserta justifikasi mereka dan untuk menilai tahap kejayaan dua paradigma pelancongan yang dibahaskan ini dari perspektif komuniti tempatan. Kedua-dua kaedah kualitatif dan kuantitatif telah digunapakai untuk mencapai matlamat kajian; pertama sekali, model membuat keputusan telah dibentuk berdasarkan kepada 42 pembolehubah kajian sebagai data input dengan menggunakan kaedah Proses Jaringan Analisis (ANP) melalui teknik Permodelan Struktur Interpretasi (ISM). Model membuat keputusan mengukur pilihan komuniti dan operator tempatan terhadap CBT dan CBTI melalui soal selidik direka berdasarkan perundangan model manakala kepuasan komuniti tempatan terhadap tahap kejayaan pelancongan diukur. Tambahan lagi, soal selidik telah digunakan untuk menentukan kepuasan masyarakat tempatan terhadap kejayaan pelancongan. Hasil keputusan telah mendapati bahawa kedua-dua komuniti tempatan daripada 2 buah kampung dan operator tempatan di Kampung Batu Putih memilih CBT sebagai model pelancongan yang sesuai untuk kawasan mereka manakala komuniti tempatan di Kampung Sukau lebih memilih CBTI sebagai model pelancongan yang sesuai untuk kawasan ini. Keputusan juga telah menunjukkan bahawa CBT lebih berjaya berbanding CBTI dari perspektif komuniti tempatan.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

AHP	-	Analytical Hierarchy Process
AITO	-	Association of Independent Tour Operators
ANP	-	Analytic Network Process Method
APEC	-	Asia-Pacific Economic Cooperation
CBT	-	Community Based Tourism
CBTI	-	Community Benefit Tourism Initiative
CBT-I	-	Thailand Community Based Tourism Institute
CDD	-	Community Driven Development
CPTD	-	Community Participation in the Tourism Development Process
CULT	-	Cultural Category Variable
DFID	-	Department for International Development
ECON	-	Economic Category Variable
ENV	-	Environmental Category Variable
F & B	-	Food and Beverage
FOBISSEA	-	The Federation of British International Schools in South East Asia
GDP	-	Gross Domestic Product

IIED	-	International Institute for Environment and Development
ISM	-	Interpretive Structural Modelling
JICA	-	Japan International Cooperation Agency
KOPEL	-	Koperasi Pelancongan Mukim Batu Puteh Kinabatangan Berhad
LDC	-	Least Developed Country
LEAP	-	Land Empowerment Animals People
MESCOT	-	Model Ecologically Sustainable Community Conservation and Tourism
NGO	-	Non-Governmental Organization
ODI	-	Overseas Development Institute
OECD	-	Organization for Economic Co-operation and Development
POL	-	Political Category Variable
PPT	-	Pro-Poor Tourism
RM	-	Malaysian Ringgit
SC	-	Steering Committee
SFD	-	Sabah Forest Department
SKM	-	Suruhanjaya Koperasi Malaysia (Malaysia Cooperative Societies Commission)
SME	-	Small and Medium Enterprises
SOC	-	Social Category Variable

SPSS   -   Statistical Package for the Social Sciences

TIES   -   The International Ecotourism Society

TREC   -   Tungog Rainforest Eco Camp

TRF   -   Thailand Research Fund

UN   -   United Nations

UNCTAD   -   United Nations Conference on Trade and

                       Development

UNEP   -   United Nations Environment Program

UNWTO   -   United Nations World Tourism Organization

WTTC   -   World Travel and Tourism Council

WWF   -   World Wide Fund for Nature

LIST OF APPENDICES

CHAPTER 1

INTRODUCTION

1.1 Introduction

Tourism means the temprorary movement of people to other places outside of their resident teritory to do some specific activities, which meet their needs (Bhatia, 2002). Tourism has become the world's largest and fastest growing industry and has been a vital part of economic development policies in developing countries for over half a century (Torres and Momsen, 2004). Arrival of tourists to tourist destinations is a very important component of the tourism industry since it generates income, which then boosts a country's economic growth. Based on UNWTO statistics, the tourism sector has experienced a growth rate of 5 percent in 2013; this includes international tourist arrivals (overnight visitors) of 1087 million tourists amounting to a total income of US$1159 billion worldwide with Asia and the Pacific recording the strongest growth that of a 6 percent increase in arrivals (UNWTO, 2014).

The first fifty years of the twentieth century saw tourism emerge as a major industry worldwide. The emergence of middle class Europe in line with technological, social and political movements pushed the tourism industry sharply forward resulting in a vast number of people travelling out of their customary places to other destinations for both leisure and business purposes. Over the second half of the twentieth century, the demand for tourism experienced a sharp growth all over the world, particularly in advanced countries, due to the rapid growth of their technological, social and economic sectors. This, alongside a rise in their GDP, forms what is now known as modern mass tourism (Bhatia, 2002).

However, the growth of mass tourism has led to the problem of environmental, social, and cultural degradation besides causing unequal distribution of financial benefits, all of which have been well publicized by various researchers (Bugincourt, 1977; Harrison, 1979; Hong, 1985; Krippendorf, 2010; Lea, 2006). Recent works suggest that the growth and development of the middle class are comprehensively associated with the growth of consumer capitalism with an emphasis on lifestyle (Crompton, 2008). The applicability of these ideas in regard to the changes in tourism has been slowly recognized due to the growing emergence of small group tourism activities and new alternatives in comparison to mass tourism. Therefore, the development of alternative forms of tourism is claimed to be a response to these problems since the main foundation of these alternative models of tourism is centered on the concept of sustainability. The new forms of tourism are truly contested ideas and tourism literature is peppered with claim and counter-claim, with mainly academics and interest groups advocating and defending particular terms and definitions. Protagonists consider the new forms of tourism as 'sustainable', 'no-impact', 'responsible', 'green', and 'environmentally friendly' forms of tourism (Mowforth and Munt, 2008).

Tourism advocates believe that the most noteworthy activity has been the definitional battle between the seemingly endless list of new forms of tourism in defining them as the most ethical way to take a holiday. Some of the front runners of alternative tourism models, which are seeking to define themselves in relation to development and sustainability include: 'Ecotourism', which has been defined by First World proponents as a means of conserving valuable Third World destination environments. It is considered by Third World protagonists as an elite form of western defined pleasure. The next form of alternative tourism is 'Sustainable Tourism', which mainly focuses on environmental issues relabelled from ecotourism and does not endeavour to reduce poverty. However, development of sustainable tourism may well result in poverty reduction. 'Fair Trade and Ethical Tourism' emphasizes on making social, cultural and economic profits for local communities in their regions by establishing solid First World/Third World consultation structures while minimizing leakages. Pro-Poor Tourism (PPT) puts the poor at its focus point and seeks to capture the emerging development consensus on poverty reduction by providing net profits for them. Community-Based Tourism (CBT) is all about

increasing people's participation and ownership in tourism at their regions while Community Benefit Tourism Initiatives (CBTIs) as yet another form of new alternative tourism model seeks to transfer benefits to a community regardless of location, instigation, size, level of wealth, and their involvement (Ashley *et al.*, 2000; Cleverdon and Kalisch, 2000; Mann, 2014; Simpson, 2008). All in all, this discussion has established that there are various types of new tourism models but this study will mainly focus on two of them i.e. Community-Based Tourism (CBT), and Community Benefit Tourism Initiatives (CBTIs).

Community-Based Tourism (CBT) has emerged in recent years due to increasing attention from community involvement in tourism ventures that aim to develop the community's area and the industry itself, as well as conserve resources. It is no wonder then that recent research efforts have increasingly been focusing on this issue. New findings suggest that approaches to community-based tourism, especially in rural areas, should consider the importance of public participation in tourism and bring the grass-root members of the community on board so they are involved in the decision making process in their region, particularly because tourism has triggered rapid growth and evolution of CBT around the world: especially in developing countries (Murphy, 2013; Scheyvens, 1999; Tosun, 2005).

CBT takes the initiative in empowering local communities, enabling them to take control of their land and resources, whilst also obtaining skills that they can use to develop themselves. The importance of involving communities in tourism development has been also highlighted since it plays a vital role in empowering communities besides reducing the negative impacts of mass tourism (Mearns, 2003; Timothy *et al.*, 2002). Moreover, other researchers believe that the chief profits of Community-Based Tourism (CBT) have a direct economic impact on families, socioeconomic improvements, and sustainable diversification of lifestyles (Manyara and Jones, 2007; Rastegar, 2009).

On the other hand, the major challenges associated with CBT have been identified through interviews and focus group discussions at Khama Rhino Sanctuary Trust, Central District, Botswana. These include the loss of benefits from the land,

lack of tangible benefits and employment creation, lack of community involvement and participation, poor management, marketing and entrepreneurial skills, no sense of ownership of the project among the community members and the heavy reliance on foreign donors (Sebele, 2010). It is argued that the key restrictions, which local communities have to encounter while implementing CBT projects within their region include: lack of infrastructure and enough capacity, lack of financial resources, types of cultural limitations and potential conflicts between the different public organizations (López-Guzmán *et al.*, 2011). Moreover, in terms of community partnerships in CBT projects, it has been highlighted that balancing different interests would slow down the decision-making process and, in fact, without 'passionate drivers', this balance will be hard to sustain (Cotter and Australia, 1999).

Furthermore, this way of tourism becomes unsustainable when the local community is the one to pay for the cost of tourism development i.e. degradation of environmental resources, commercialization of landscape and congestion. Also, the the local community do not benefit fully from the main economic benefits. Therefore, some researchers have come up with a Community Benefit Tourism Initiative (CBTI) model to achieve a truly sustainable form of tourism development via partnership of multiple stakeholders. Community Benefit Tourism Initiative (CBTI) relies on transfer of benefits to a community regardless of location, instigation, size, level of wealth, involvement, and their ownership or control. Therefore, in this model, Stakeholders in a partnership aim at ensuring the delivery of benefits to the community whilst achieving sustainable tourism development (Batta and Pathak, 2009).

However, it should be considered that local communities' opinions on tourism development within their areas vary significantly based on certain variables such as community's perception of benefits, and their expectations (Jamal and Getz, 1995). Also, in line with their perceptions and expectations, people possess specific values, which are the beliefs upon which they act by preferences; the impacts of these values can make people consider the surrounding environment and things positively or negatively (Rokeach, 1973). Therefore, the goal of this thesis is to address this issue as a gap in the development literature and also in practice by

conducting a comprehensive study that investigates the appropriateness and the success level of the two rural tourism development models, CBT and CBTIs, based on the local community's perspective.

1.2   The Statement of Research

The tourism industry is a major source of income for many countries particularly in the developing ones. It is also amongst the most rapidly growing economic sectors in the world. Nowadays, tourism influences the lives of poor, rural people across the world in such a way that it can often be considered as a tool for development (Harrison and Campus, 2004; Neto, 1990). For example, in rural regions, the industrialization of agriculture has prompted the decrease of farm income, which, in turn, threatens the survival of rural farming families resulting in poverty and other problems such as rural depopulation in the rural farming areas. Amidst all this, rural tourism has emerged as a movement that could really help rural people in these farming areas to diversify their economy and use it as a tool for alleviating poverty and its other associated problems (Chanchani, 2006).

The problems caused by modern mass tourism have paved the way for emerging new forms of tourism alternatives such as Ecotourism and Pro-Poor Tourism (PPT). In a similar vein, tourism researchers such as Murphy, Scheyvens, and Tosun concluded that local community participation increases their level of control, ownership or influence in a tourism venture resulting in the derivation of livelihood and other benefits from the tourism venture to that community (Murphy, 2013; Scheyvens, 1999; Tosun, 2005). This growing emphasis on local community involvement in their region's tourism venture is the basis for another new tourism model called Community-Based Tourism (CBT). CBT has brought many benefits to local communities including increases in household income, improvements in consumption, and improvements in social investment related to basic infrastructure, such as schools, roads and health posts while CBT is not without its own problems, lack of community participation and the need for high initial investment in a tourism

venture has deprived the local communities of tourism benefits following a CBT venture.

However, Batta and Pathak (2009) have a different view on local community's practical involvement in tourism, stating that it is instead one of the central, critical issues of the tourism industry. They argue that there are no clearly defined work specifications in tourism. Other related debates around this issue include unclear definitions of typologies of participation, development and planning paradigms, role of stakeholders and tourism initiative ownership. Their review of tourism literature and host communities helped them to conclude that the local community's participation in tourism ventures is not the central issue for some researchers since it may not always be possible to ensure community ownership of a tourism initiative. In certain cases, it may even end up creating internal conflicts. Therefore, they conclude that what is considered more relevant, is a sort of partnership where there is a role for all tourism stakeholders, such as private operators (SMEs and bigger hotels), governments, and NGOs, in managing tourism in various forms. Thus, managing and addressing the need of communities in all situations. Following this, tourism scholars and organizations introduced a new tourism model in which the local communities could receive economic benefits from tourism regardless of their participation in it. Hence, the Community Benefit Tourism Initiatives (CBTIs) was proposed as the more appropriate type of tourism model (Simpson, 2008).

Again, it is important to note that the opinions of local communities on tourism development within their areas vary significantly based on certain variables such as community's perception of benefits, and their expectations (Jamal and Getz, 1995). Also, in line with their perceptions and expectations, people possess certain values, which are the beliefs upon which they act by preferences; the impacts of these values can make people consider the surrounding environment and things in a positive or negative way (Rokeach, 1973). In conclusion, the local community's perception of benefits alongside their expectations and values dominate their choice of appropriate tourism development models in their region. As cited earlier, the growth of new tourism models in rural areas has been the focus point of recent

research. In light of these studies, this study aims to investigate the appropriateness and the success level of tourism models developed in rural areas from the local community's point of view by doing a comparative study of CBT and CBTI in 2 villages of Lower Kinabatangan region.

1.3 Research Questions

In this research, the researcher attempts to investigate five questions;

  i.   What are the fundamental characteristics of CBT and CBTI?
 ii.   Which tourism model do local rural people prefer as the appropriate tourism model in their region? And why?
iii.   Which tourism model do local operators prefer as the appropriate tourism model in their region? And why?
 iv.   What is opinion of the two local communities about the successfulness of CBT and CBTI models in their area?
  v.   What is the state of tourism stakeholders' partnership and cooperation in the region's tourism activities?

1.4 Research Objectives

Based on the research problem and research questions mentioned above, the researcher derives the following objectives:

  i.   To identify the dominant shared indicators of community-oriented tourism development models in the context of the research.
 ii.   To investigate the appropriate tourism model from local communities' viewpoint as well as the reasons behind their choice.
iii.   To explore the appropriate tourism model from local operators' perspective as well as their reasons for it.

iv. To assess the success level of the region's two community-oriented tourism development models based on local communities' viewpoint.

v. To investigate the status of stakeholders' partnership in the context of community-oriented tourism development models in rural areas.

1.5 Research Framework

The researcher developed a flowchart for this research to outline the procedure of this research study and to indicate how the study is going to be done. As it can be seen in this flowchart (

Figure 1.1), the study starts with the purpose of research followed by a review of related literature including 'the tourism development models in rural areas' and 'the tourism stakeholders'. This constitutes the second step, which ends in the extraction of shared indicators of community-oriented tourism development models in order to achieve the research goals. The next step is the resaerch methodology, which is a 'mixed method research' that includes two different types of questionnaires and face-to-face interviews. Analytic Network Process method (ANP) in combination with Interpretive Structural Modeling technique (ISM) form the core part of the research method i.e. to investigate the tourism stakeholders' choices of the proper tourism model. It should be noted that a Super Decision Software has been applied to obtain the research outcome of stakeholders' choices in regard to the appropriate tourism model. The research framework is shown in

Figure 1.1.
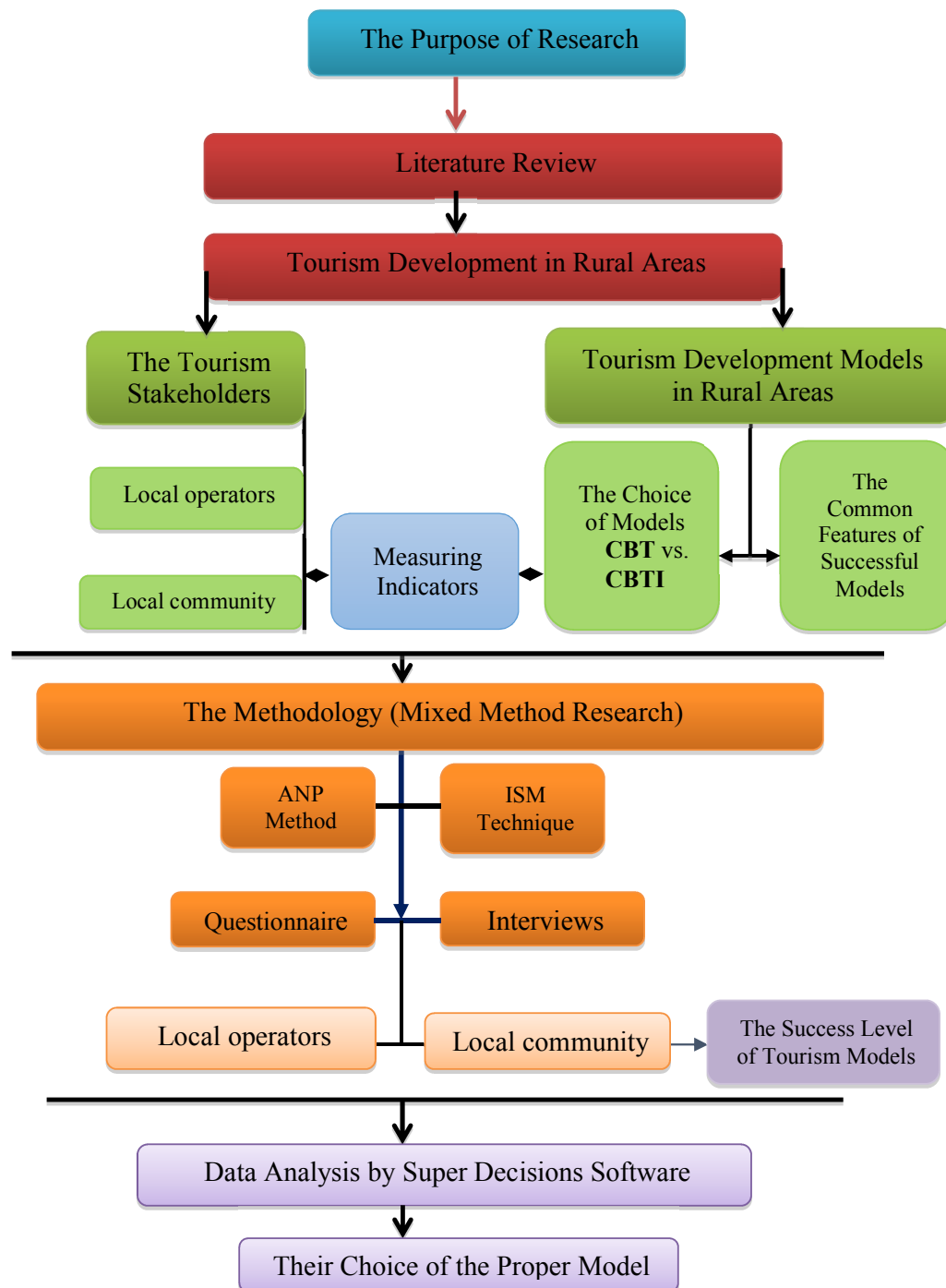
Figure 1.1 The Research Flow

1.6   Thesis Outline

This thesis is divided into five chapters including appendices. The first chapter is the introductory chapter, which delivers an overall view of the study's background, the research problem, the research questions, the research objectives, and a brief outline of the thesis structure. The second chapter provides a comprehensive literature review regarding research key terminologies particularly on the evolution of tourism development models such as ecotourism, Pro-Poor Tourism (PPT), Community-Based Tourism (CBT), and Community Benefit Tourism Initiatives (CBTIs). This is to identify the shared factors of these community-oriented tourism development models besides reviewing other issues such as partnership and the state of resilience within community-oriented tourism ventures.

The third chapter explains the philosophical and methodological choices that were made in this body of work. It also contains the discussion and justification as to why the mixed method, through case study research design, was selected for the current study. Additionally, this chapter focuses on the combination of data collection methods during fieldwork such as the design of different quantitative questionnaires alongside in-depth interviews. All other data collection and data analysis techniques and concepts are also introduced. Finally, the second part of this chapter is dedicated to a comprehensive overview of the case study's background.

Chapter Four reveals the empirical findings and research results for all the respondent groups within this thesis' two case studies. Analysis of these empirical findings and results data are also presented. The last chapter is the concluding chapter that covers the results discussion and summarizes the research findings of both case studies. In addition to this, research implications on theory and practice alongside the suggestions for further research are also presented at the end of this chapter. This thesis encompasses three appendices consisting of all the designed research questionnaires with their total results and other related data.

1.7   Chapter Summary

The first chapter as the introductory chapter of this thesis starts with a brief explanation on the formation of mass tourism in the twentieth century as a result of global economic regime changes particularly in the First World countries. The emergence of new forms of alternative tourism has been justified as a consequence of numerous problems caused by the spread of mass tourism all around the world especially in the Third World countries and within rural areas. Some issues such as environmental conservation and local community benefits through tourism were brought up after the emergence of new alternative tourism models since they were based on the ethics and the concept of sustainability. The significant emphasis on the issue of local community benefits through their participation in their region's tourism ventures have resulted in the emergence of a form of alternative tourism called Community-Based Tourism (CBT) where the local community controls and manages the tourism venture on its own.

However, some researchers (Batta and Pathak, 2009; Simpson, 2008) believe that the direct participation of local communities in tourism ventures within their area may not necessarily ensure ownership and benefit in the initiative but instead this direct involvement in management and control of the tourism venture could result in internal conflicts and jealousy amongst locals. Therefore, a newer form of the community-oriented tourism development model called Community Benefit Tourism Initiatives (CBTIs) was proposed, where the local communities could receive tourism benefits without their direct involvement and participation in decision-making and management of the tourism venture.

Nowadays, some researchers (Allen *et al.*, 1988; Ap and Crompton, 1993; Belisle and Hoy, 1980; Doxey, 1975; Maddox, 1985; Murphy, 2013) believe that the views of the host community should be taken into account if the tourism industry aims to be sustainable in the long term. As such, the main aim of this thesis is to investigate the appropriateness and the success level of community-oriented tourism development models from the local community's point of view through a comparative study of CBT and CBTIs. This is done by developing a hybrid ISM-

ANP decision making model. This model could assist tourism authorities to better channel their efforts so as to obtain the optimal outcome from the tourism venture that they will implement among local communities in the rural areas.

REFERENCES

Adams, W. J., and Saaty, R. (2003). Super Decisions Software Guide. *Super Decisions, 9.*

Adger, W. N. (2000). Social and Ecological Resilience: Are They Related? *Progress in Human Geography, 24*(3), 347-364.

Aitchison, C. (2001). Theorizing Other Discourses of Tourism, Gender and Culture Can the Subaltern Speak (in tourism)? *Tourist Studies, 1*(2), 133-147.

Akama, J. S. (1996). Western Environmental Values and Nature-based Tourism in Kenya. *Tourism Management, 17*(8), 567-574.

Akdere, M. (2003). The Action Research Paradigm: an Alternative Approach in Negotiation. *Systemic Practice and Action Research, 16*(5), 339-354.

Akis, S., Peristianis, N., and Warner, J. (1996). Residents' Attitudes to Tourism Development: The Case of Cyprus. *Tourism Management, 17*(7), 481-494.

Alavi, M., and Carlson, P. (1992). A Review of MIS Research and Disciplinary Development. *Journal of Management Information Systems*, 45-62.

Allen, L. R., Long, P. T., Perdue, R. R., and Kieselbach, S. (1988). The Impact of Tourism Development on Residents' Perceptions of Community Life. *Journal of Travel Research, 27*(1), 16-21.

Andereck, K. L. (1995). Environmental Consequences of Tourism: A Review of Recent Research. *General Technical Report-Intermountain Research Station, USDA Forest Service*(INT-323), 77-81.

Andriotis, K., and Vaughan, R. D. (2003). Urban Residents' Attitudes Toward Tourism Development: The Case of Crete. *Journal of Travel Research, 42*(2), 172-185.

Ap, J. (1992). Residents' Perceptions on Tourism Impacts. *Annals of Tourism Research, 19*(4), 665-690.

Ap, J., and Crompton, J. L. (1993). Residents' Strategies for Responding to Tourism Impacts. *Journal of Travel Research, 32*(1), 47-50.

Aref, F., Redzuan, M. r., Gill, S. S., and Aref, A. (2010). Community Capacity Building in Tourism Development in Local Communities. *Journal of Sustainable Development, 3*(1), p81.

Arnstein, S. R. (1969). A Ladder of Citizen Participation. *Journal of the American Institute of Planners, 35*(4), 216-224.

Ashley, C., Boyd, C., and Goodwin, H. (2000). Pro-Poor Tourism: Putting Poverty at the Heart of the Tourism Agenda.

Ashley, C., and Roe, D. (1998). Enhancing Community involvement in Wildlife Tourism: Issues And Challenges. *IIED Wildlife and Development Series No, 11*.

Asker, S. (2010). *Effective Community Based Tourism: A Best Practice Manual*: CRC for Sustainable Tourism.

Ateljevic, I., Harris, C., Wilson, E., and Leo Collins, F. (2005). Getting 'Entangled': Reflexivity and the 'Critical Turn' in Tourism Studies. *Tourism Recreation Research, 30*(2), 9-21.

Azman, A. (2001). *Ecotourism Development in National Parks in Brunei: An Analysis of the Benefits and Disbenefits on Iban and Dusun Communities.*

Bagadion, B. U., and Korten, F. F. (1991). Developing Irrigators' Organizations: A Learning Process Approach. *Putting People First: Sociological Variables in Rural Development, 2*, 73-112.

Batta, R. N., and Pathak, R. D. (2009). Tourism Development: A Case Study of a Major Tourist Destination in Northern Indian State of Himachal Pradesh.

Belisle, F. J., and Hoy, D. R. (1980). The Perceived Impact of Tourism by Residents: A Case Study in Santa Marta, Colombia. *Annals of Tourism Research, 7*(1), 83-101.

Belsky, J. M. (1999). Misrepresenting Communities: The Politics of Community-Based Rural Ecotourism in Gales Point Manatee, Belize1. *Rural Sociology, 64*(4), 641-666.

Bhatia, A. K. (2002). *Tourism Development: Principles and Practices*: Sterling Publishers Pvt. Ltd.

Biernacki, P., and Waldorf, D. (1981). Snowball Sampling: Problems and Techniques of Chain Referral Sampling. *Sociological Methods & Research, 10*(2), 141-163.

Blackstock, K. (2005). A Critical Look at Community Based Tourism. *Community Development Journal, 40*(1), 39-49.

Boo, E. (1990). *Ecotourism: The Potentials and Pitfalls: Country Case Studies*: WWF.

Bramwell, B., and Lane, B. (2000). Collaboration and Partnerships in Tourism Planning. *Tourism Collaboration and Partnerships: Politics, Practice and Sustainability*, 1-19.

Bramwell, B., and Sharman, A. (1999). Collaboration in Local Tourism Policymaking. *Annals of Tourism Research, 26*(2), 392-415.

Brandon, K. (1996). Ecotourism and Conservation: A Review of Key Issues.

Bridger, J. C., and Alter, T. R. (2006). Place, Community Development, and Social Capital. *Community Development, 37*(1), 5-18.

Briefing, P. (1995). Ecotourism: Paradise Gained, or Paradise Lost?'. *Panos, London (Media Briefing No. 14)*.

Brougham, J., and Butler, R. W. (1981). A Segmentation Analysis of Resident Attitudes to the Social Impact of Tourism. *Annals of Tourism Research, 8*(4), 569-590.

Browne, K. (2005). Snowball Sampling: Using Social Networks to Research Non-Heterosexual Women. *International Journal of Social Research Methodology, 8*(1), 47-60.

Brunt, P., and Courtney, P. (1999). Host Perceptions of Sociocultural Impacts. *Annals of Tourism Research, 26*(3), 493-515.

Bryman, A. (1992). Quantitative and Qualitative Research: Further Reflections on Their Integration. *Mixing Methods: Qualitative and Quantitative Research*, 57-78.

Bryman, A. (2012). *Social Research Methods*: Oxford University Press.

Bugincourt, J. (1977). Tourism With No Return. *The Bridge, 2*(4), 19-20.

Butler, R., and Hinch, T. (2012). *Tourism and Indigenous Peoples*: Routledge.

Butler, R. W. (1999). Sustainable Tourism: A State-of-the-Art Review. *Tourism Geographies, 1*(1), 7-25.

Campbell, L. M. (1999). Ecotourism in Rural Developing Communities. *Annals of Tourism Research, 26*(3), 534-553.

Campbell, L. M. (2002). Conservation Narratives and the" Received Wisdom" of Ecotourism: Case Studies from Costa Rica. *International Journal of Sustainable Development, 5*(3), 300-325.

Carlsen, J., and Taylor, A. (2003). Mega-Events and Urban Renewal: The Case of the Manchester 2002 Commonwealth Games. *Event Management, 8*(1), 15-22.

Cavaye, A. L. (1996). Case Study Research: A Multi-Faceted Research Approach for IS. *Information Systems Journal, 6*(3), 227-242.

Ceballos-Lascurain, H. (1996). *Tourism, Ecotourism, and Protected Areas: The State of Nature-Based Tourism around the World and Guidelines for Its Development*: IUCN.

Cernea, M. M. (1985). *Putting People First: Sociological Variables in Rural Development: Reprint*: Oxford University Press.

Chanchani, A. (2006). From Rural Tourism to Sustainable Rural Tourism History to Current Debates. *EQUATIONS,(June 2006)*, 1-7.

Chuang, S. T. (2011). Residents' Attitudes Toward Rural Tourism in Taiwan: A Comparative Viewpoint. *International Journal of Tourism Research*.

Cleverdon, R., and Kalisch, A. (2000). Fair Trade in Tourism. *International Journal of Tourism Research, 2*(3), 171-187.

Cohen, L., Manion, L., and Morrison, K. (2000). Research Methods in Education [5 th edn] London: Routledge Falmer. *Teaching in Higher Education, 41*.

Cotter, B., and Australia, E. (1999). *Our Community Our Future: A Guide to Local Agenda 21*: Environment Australia.

Creswell, J. (2009). In *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (pp. 15).

Crompton, R. (2008). *Class and Stratification*: Polity.

Dabphet, S. (2014). The Key Stakeholders in the Implementation of Sustainable Tourism Development in Two Rural Towns of Thailand.

Dann, G., Phillips, J., Faulkner, B., Moscardo, G., and Laws, E. (2001). Qualitative Tourism Research in the Late Twentieth Century and Beyond. *Tourism in the Twenty-First Century: Reflections On Experience*, 247-265.

Darke, P., Shanks, G., and Broadbent, M. (1998). Successfully completing case study research: Combining Rigour, Relevance and Pragmatism. *Information systems journal, 8*(4), 273-289.

Denzin, N. K., and Lincoln, Y. S. (2000). The Discipline and Practice of Qualitative Research. *Handbook of Qualitative Research, 2*, 1-28.

Dernoi, L. A. (1991). About Rural and Farm Tourism. *Tourism Recreation Research, 16*(1), 3-6.

Diedrich, A., and García-Buades, E. (2009). Local Perceptions of Tourism as Indicators of Destination Decline. *Tourism Management, 30*(4), 512-521.

Din, K. H. (1996). Tourism Development: Still in Search of a More Equitable Mode of Local Involvement. *Progress in Tourism and Hospitality Research, 2*(3-4), 273-281.

Dowling, R. K. (1993). Tourism Planning, People and the Environment in Western Australia. *Journal of Travel Research, 31*(4), 52-58.

Doxey, G. V. (1975). *A Causation Theory of Visitor-Resident Irritants: Methodology and Research Inferences.* Paper presented at The Impact Of Tourism Sixth Annual Conference Proc of the Travel Research Association.

Drumm, A., and Moore, A. (2005). Ecotourism Development - A Manual for Conservation Planners and Managers. Volume I-An Introduction to Ecotourism Planning.

Dwyer, L., and Edwards, D. (2000). Nature-Based Tourism on the Edge Of Urban Development. *Journal of Sustainable Tourism, 8*(4), 267-287.

Eagly, A., and Chaiken, S. (1992). The Psychology of Attittides: San Diego: Harcourt Brace Janovich.

Edward, K., and Shanta, D. (2014). Tourism as a Shared Income Earner: Towards a Viable Community Based Tourism Initiatives (CBTIs).

Ernest, P., and Education, E. U. S. o. (1994). *An Introduction to Research Methodology and Paradigms: Educational Research, Its Philosophy and Purpose*: University of Exeter, School of Education.

Fagence, M. (2003). Tourism and Local Society and Culture. *Tourism in Destination Communities*, 55-78.

Fennell, D. A. (2007). *Ecotourism*: Routledge.

Fennell, D. A., and Dowling, R. K. (2003). *Ecotourism Policy and Planning*: CABI.

Fleischer, A., and Felsenstein, D. (2000). Support for Rural Tourism: Does It Make a Difference? *Annals of Tourism Research, 27*(4), 1007-1024.

Flick, U. (2014). *An Introduction to Qualitative Research*: Sage.

Flora and Fauna along the Kinabatangan River. (2014). from http://www.sukau.my/about_flora.cfm

Flores, M., and Rello, F. (2003). Social Capital and Poverty: Lessons from Case Studies in Mexico and Central America. *Culture & Agriculture, 25*(1), 1-10.

Frank, O., and Snijders, T. (1994). Estimating the Size of Hidden Populations Using Snowball Sampling. *Journal of Official Statistics-Stockholm-, 10*, 53-53.

Fredline, E., and Faulkner, B. (2000). Host Community Reactions: A Cluster Analysis. *Annals of Tourism Research, 27*(3), 763-784.

Freeman, R. E. (2010). *Strategic Management: A Stakeholder Approach*: Cambridge University Press.

Galliers, R. D. (1992). Choosing Appropriate Information Systems Research Approaches: A Revised Taxonomy.

Getz, D., and Page, S. (1997). Conclusions and Implications for Rural Business Development. *S. Page & D. Getz, The Business of Rural Tourism. London: International Thomson*.

Gillespie, S. (2004). Scaling Up Community-Driven Development: A Synthesis of Experience. *Washington, DC: World Bank Social Development Paper, 69*.

Gillham, B. (2000). *Case Study Research Methods*: Bloomsbury Publishing.

Gomantong Caves. (2014a).

Gomantong Caves. (2014b). from http://www.footprinttravelguides.com/asia/malaysia/sabah/east-coast/gomantong-caves/

Goulding, C. (1998). Grounded Theory: The Missing Methodology On the Interpretivist Agenda. *Qualitative Market Research: An International Journal, 1*(1), 50-57.

Grant, E. (2001). Social Capital and Community Strategies: Neighbourhood Development in Guatemala City. *Development and Change, 32*(5), 975-997.

Greenwood, D. J., and Levin, M. (1998). *Introduction to Action Research: Social Research for Social Change*: Sage.

Guba, E. G., and Lincoln, Y. S. (1994). Competing Paradigms in Qualitative Research. *Handbook of Qualitative Research, 2*, 163-194.

Gursoy, D., Jurowski, C., and Uysal, M. (2002). Resident Attitudes: A Structural Modeling Approach. *Annals of Tourism Research, 29*(1), 79-105.

Halfacree, K. H. (1995). Talking about Rurality: Social Representations of The Rural as Expressed by Residents of Six English Parishes. *Journal of Rural Studies, 11*(1), 1-20.

Hall, C. M. (2008). *Tourism Planning: Policies, Processes and Relationships*: Pearson Education.

Hamzah, A., and Khalifah, Z. (2009). *Handbook on Community Based Tourism:" how to Develop and Sustain CBT"*: APEC Secretariat.

Hanna, K. S., Dale, A., and Ling, C. (2009). Social Capital and Quality of Place: Reflections on Growth and Change in a Small Town. *Local Environment, 14*(1), 31-44.

Hansen, U., Bode, M., and Moosmayer, D. (2004). Stakeholder Theory Between General and Contextual Approaches–A German View. *Zeitschrift Für Wirtschafts-Und Unternehmensethik, 5*(3), 312-318.

Haralambopoulos, N., and Pizam, A. (1996). Perceived Impacts of Tourism: The Case of Samos. *Annals of Tourism Research, 23*(3), 503-526.

Harrill, R. (2004). Residents' Attitudes Toward Tourism Development: A Literature Review with Implications for Tourism Planning. *Journal of Planning Literature, 18*(3), 251-266.

Harrison, D. (2008). Pro-Poor Tourism: A Critique. *Third World Quarterly, 29*(5), 851-868.

Harrison, D., and Campus, N. (2004). Working with the Tourism Industry: A Case Study from Fiji. *Social Responsibility, 1*(1-2).

Harrison, D., and Schipani, S. (2007). Lao Tourism and Poverty Alleviation: Community-Based Tourism and the Private Sector. *Current Issues in Tourism, 10*(2-3), 194-230.

Harrison, P. (1979). Inside the Third World: The Anatomy of Poverty.

Hatton, M. J. (1999). *Community-Based Tourism in the Asia-Pacific* (Vol. 99): School of Media Studies.

Häusler, N., and Strasdas, W. (2003). Training Manual for Community-Based Tourism. *Zschortau: InWent*.

Henning, E., Van Rensburg, W., and Smit, B. (2004). *Finding Your Way in Qualitative Research*: Van Schaik Publishers.

Hernandez, S. A., Cohen, J., and Garcia, H. L. (1996). Residents' Attitudes Towards an Instant Resort Enclave. *Annals of Tourism Research, 23*(4), 755-779.

Hillery, M., Nancarrow, B., Griffin, G., and Syme, G. (2001). Tourist Perception of Environmental Impact. *Annals of Tourism Research, 28*(4), 853-867.

Hoïjer, B. (2011). Social Representations Theory. A New Theory for Media Research. *Nordicom Review: Nordic Research on Media & Communication, 32*(2), 3-16.

Holden, A. (2005). Achieving a Sustainable Relationship between Common Pool Resources and Tourism: The Role of Environmental Ethics. *Journal of Sustainable Tourism, 13*(4), 339-352.

Holling, C. S. (1973). Resilience and Stability of Ecological Systems. *Annual Review of Ecology and Systematics*, 1-23.

Holling, C. S. (1986). The Resilience of Terrestrial Ecosystems: Local Surprise and Global Change. *Sustainable Development of the Biosphere*, 292-317.

Holling, C. S. (1996). Engineering Resilience versus Ecological Resilience. *Engineering within Ecological Constraints*, 31-44.

Hong, E. (1985). *See the Third World while It Lasts. The Social and Environmental Impact of Tourism with Special Reference to Malaysia*: Consumers' Association of Penang.

IFAD. (2009). Community-Driven Development Decision Tools for Rural Development Programmes.

Ife, J., and Tesoriero, F. (2002a). Community Development. *Community-Based Alternatives in an Age of Globalisation. Frenchs Forest NSW: Pearson Education Australia*.

Ife, J., and Tesoriero, F. (2002b). Community Development: Community-Based Alternatives in an Age of Globalization. *New South Wales: Pearson Education Australia*.

Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*: Van Nostrand Reinhold.

Jamal, T., and Stronza, A. (2009). Collaboration Theory and Tourism Practice in Protected Areas: Stakeholders, Structuring and Sustainability. *Journal of Sustainable Tourism, 17*(2), 169-189.

Jamal, T. B., and Getz, D. (1995). Collaboration Theory and Community Tourism Planning. *Annals of Tourism Research, 22*(1), 186-204.

Jamal, T. B., and Getz, D. (1996). Does Strategic Planning Pay? Lessons for Destinations from Corporate Planning Experience. *Progress in Tourism and Hospitality Research, 2*(1), 59-78.

James, M. N. u. (2014). Community Based Tourism Initiatives and Sustainable Tourism Development: A Case of Mwaluganje Elephant Sanctuary in Kwale County, Kenya.

Jamieson, W., Goodwin, H., and Edmunds, C. (2004). Contribution of Tourism to Poverty Alleviation Pro-Poor Tourism and the Challenge of Measuring Impacts.

Jensen, J. L., and Rodgers, R. (2001). Cumulating the Intellectual Gold of Case Study Research. *Public Administration Review, 61*(2), 235-246.

Jepson, P. (2005). Governance and Accountability of Environmental NGOs. *Environmental Science & Policy, 8*(5), 515-524.

Jones, S. (2005). Community-Based Ecotourism: The Significance of Social Capital. *Annals of Tourism Research, 32*(2), 303-324.

Joppe, M. (1996). Sustainable Community Tourism Development Revisited. *Tourism Management, 17*(7), 475-479.

Jurowski, C., Uysal, M., and Williams, D. R. (1997). A Theoretical Analysis of Host Community Resident Reactions to Tourism. *Journal of Travel Research, 36*(2), 3-11.

Kalantaridis, C., and Bika, Z. (2006). Local Embeddedness and Rural Entrepreneurship: Case-Study Evidence from Cumbria, England. *Environment and Planning A, 38*(8), 1561.

Kalisch, A. (2001). *Tourism as Fair Trade: NGO Perspectives*: Tourism Concern London.

Kaplan, B., and Maxwell, J. A. (2005). Qualitative Research Methods for Evaluating Computer Information Systems. In *Evaluating the Organizational Impact of Healthcare Information Systems* (pp. 30-55): Springer.

Keane, J., Lemma, A., Kennan, J., and Perez, F. J. (2012). *Rural Community-Based Tourism in Central America*.

Khwaja, A. (2006). Can Good Projects Succeed in Bad Communities. *Harvard University, Kennedy School of Government Working Papers.*

Ko, D.-W., and Stewart, W. P. (2002). A Structural Equation Model of Residents' Attitudes for Tourism Development. *Tourism Management, 23*(5), 521-530.

Kontogeorgopoulos, N. (2005). Community-Based Ecotourism in Phuket and Ao Phangnga, Thailand: Partial Victories and Bittersweet Remedies. *Journal of Sustainable Tourism, 13*(1), 4-23.

Kontogeorgopoulos, N., Churyen, A., and Duangsaeng, V. (2014). Success Factors in Community-Based Tourism in Thailand: The Role of Luck, External Support, and Local Leadership. *Tourism Planning & Development, 11*(1), 106-124.

Krippendorf, J. (1999). *The Holiday Makers: Understanding the Impact of Leisure and Tourism*: Routledge.

Krippendorf, J. (2010). *Holiday Makers*: Taylor & Francis.

Krishna, A. (2002). Active Social Capital: Tracing the Roots of Democracy and Development: New York: Columbia University Press.

Lankford, S. V., and Howard, D. R. (1994). Developing a Tourism Impact Attitude Scale. *Annals of Tourism Research, 21*(1), 121-139.

Látková, P., and Vogt, C. A. (2012). Residents' Attitudes Toward Existing and Future Tourism Development in Rural Communities. *Journal of Travel Research, 51*(1), 50-67.

Lea, J. (2006). *Tourism and Development in the Third World*: Routledge.

Lee, Y.-C., Chao, Y. H., and Lin, S.-B. (2010). Structural Approach to Design User Interface. *Computers in Industry, 61*(7), 613-623.

Leedy, P. D., and Ormrod, J. E. (2005). Practical Research. *Planning and Design, 8*.

Lepineux, F. (2005). Stakeholder Theory, Society and Social Cohesion. *Corporate Governance, 5*(2), 99-110.

Lepp, A. (2007). Residents' Attitudes towards Tourism in Bigodi Village, Uganda. *Tourism Management, 28*(3), 876-885.

Li, W. (2006). Community Decision Making Participation in Development. *Annals of Tourism Research, 33*(1), 132-143.

Li, Y. (2004). Exploring Community Tourism in China: The Case of Nanshan Cultural Tourism Zone. *Journal of Sustainable Tourism, 12*(3), 175-193.

Lindberg, K., and Johnson, R. L. (1997). Modeling Resident Attitudes toward Tourism. *Annals of Tourism Research, 24*(2), 402-424.

Liu, J. C., and Var, T. (1986). Resident Attitudes toward Tourism Impacts in Hawaii. *Annals of Tourism Research, 13*(2), 193-214.

López-Guzmán, T., Sánchez-Cañizares, S., and Pavón, V. (2011). Community-Based Tourism in Developing Countries: a Case Study. *Tourismos: An International Multidisciplinary Journal of Tourism, 6*(1), 69-84.

Lordkipanidze, M., Brezet, H., and Backman, M. (2005). The Entrepreneurship Factor in Sustainable Tourism Development. *Journal of Cleaner Production, 13*(8), 787-798.

Macbeth, J., Burns, G., Chandler, L., Revitt, M., and Veitch, S. (2002). Community as Tourism Object: Associated Disciplinary Understandings.

Mack, L. (2010). The Philosophical Underpinnings of Educational Research. *Polyglossia, 19*, 5-11.

Macleod, D. V. (2004). *Tourism, Globalisation, and Cultural Change: An Island Community Perspective* (Vol. 2): Channel View Publications.

Maddox, R. N. (1985). Measuring Satisfiaction with Tourism. *Journal of Travel Research, 23*(3), 2-5.

Mann, M. (2014). *The Community Tourism Guide: Exciting Holidays for Responsible Travellers*: Routledge.

Mansuri, G., and Rao, V. (2004). Community-Based and-Driven Development: A Critical Review. *The World Bank Research Observer, 19*(1), 1-39.

Manyara, G., and Jones, E. (2007). Community-Based Tourism Enterprises Development in Kenya: An Exploration of Their Potential as Avenues of Poverty Reduction. *Journal of Sustainable Tourism, 15*(6), 628-644.

Marková, I. (2003). *Dialogicality and Social Representations: The Dynamics of Mind*: Cambridge University Press.

Mason, P., and Cheyne, J. (2000). Residents' Attitudes to Proposed Tourism Development. *Annals of Tourism Research, 27*(2), 391-411.

McCool, S. F., and Martin, S. R. (1994). Community Attachment and Attitudes toward Tourism Development. *Journal of Travel Research, 32*(3), 29-34.

McGehee, N. G., and Andereck, K. L. (2004). Factors Predicting Rural Residents' Support of Tourism. *Journal of Travel Research, 43*(2), 131-140.

McGrew, A. G. (1992). Conceptualizing Global Politics. *Global Politics: Globalization and the Nation-State*, 1-28.

McIntosh, R. W., Goeldner, C. R., and Ritchie, J. B. (1995). *Tourism: Principles, Practices, Philosophies*: John Wiley and Sons.

McIntyre, G. (1993). *Sustainable Tourism Development: Guide for Local Planners*: World Tourism Organization (WTO).

Mearns, K. (2003). Community-Based Tourism: The Key to Empowering the Sankuyo Community in Botswana. *Africa Insight, 33*(1/2), 29-32.

Mehmetoglu, M. (2004). Quantitative or Qualitative? A Content Analysis of Nordic Research in Tourism and Hospitality. *Scandinavian Journal of Hospitality and Tourism, 4*(3), 176-190.

Mikhailov, L., and Singh, M. G. (2003). Fuzzy Analytic Network Process and Its Application to the Development of Decision Support Systems. *Systems, Man, and Cybernetics, Part C: Applications and Reviews, IEEE Transactions on, 33*(1), 33-41.

Miles, M. B., and Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*: Sage.

Moscovici, S. (1988). Notes Towards a Description of Social Representations. *European Journal of Social Psychology, 18*(3), 211-250.

Moscovici, S., and Duveen, G. (2000). *Social Representations: Explorations in Social Psychology* (Vol. 41): Polity Press Cambridge.

Mowforth, M., and Munt, I. (2008). *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World*: Routledge.

Mumford, E., Hirschheim, R., Fitzgerald, G., and Wood-Harper, A. (1985). *Research Methods in Information Systems*: North-Holland Publishing Co.

Murphy, C. A. (2003). *Community Tourism in Kunene: A Review of Five Case Studies for the WILD Project*: Directorate of Environmental Affairs, Ministry of Environment and Tourism.

Murphy, P. E. (1988). Community Driven Tourism Planning. *Tourism Management, 9*(2), 96-104.

Murphy, P. E. (2013). *Tourism: A Community Approach* (Vol. 4): Routledge.

Murphy, P. E., and Murphy, A. E. (2004a). *Strategic Management for Tourism Communities: Bridging the Gaps*: Channel View Publications.

Murphy, P. E., and Murphy, A. E. (2004b). *Strategic Management for Tourism Communities: Bridging the Gaps*: Channel View Publications.

Narayan, K. (1993). How Native Is a "Native" Anthropologist? *American Anthropologist, 95*(3), 671-686.

Neto, F. (1990). Sustainable Tourism, Environmental Protection and Natural Resource Management: Paradise on Earth? *Growth, 1999*, 2000.

Notzke, C. (1999). Indigenous Tourism Development in the Arctic. *Annals of Tourism Research, 26*(1), 55-76.

Olsen, B. (1997). Environmentally Sustainable Development and Tourism: Lessons from Negril, Jamaica. *Human Organization, 56*(3), 285-293.

Østergard-Dahl, T., Moore, D., Ramirez, V., Wenner, M. D., and Bonde, A. (2003). *Community-Driven Rural Development: What Have We Learned?* : Inter-American Development Banko.

Overview of Kinabatangan River. (2014). from http://www.sukau.my/about.cfm

Paul, S. (1987). *Community Participation in Development Projects*: World Bank Washington, DC.

Pearce, P. L., Moscardo, G., and Ross, G. F. (1996). *Tourism Community Relationships*: Pergamon Oxford.

Perdue, R. R., Long, P. T., and Allen, L. (1987). Rural Resident Tourism Perceptions and Attitudes. *Annals of Tourism Research, 14*(3), 420-429.

Pernecky, T., and Jamal, T. (2010). (Hermeneutic) Phenomenology in Tourism Studies. *Annals of Tourism Research, 37*(4), 1055-1075.

Platteau, J. P. (2004). Monitoring Elite Capture in Community-Driven Development. *Development and Change, 35*(2), 223-246.

Poon, A. (1994). The 'New Tourism' Revolution. *Tourism Management, 15*(2), 91-92.

Powell, R. R. (1997). *Basic Research Methods for Librarians*: Greenwood Publishing Group.

Pretty, J. (1995). The Many Interpretations of Participation. *Focus, 16*(4), 5.

Pretty, J. (2003). Social Capital and the Collective Management of Resources. *Science, 302*(5652), 1912-1914.

Punch, K. F. (2005). *Introduction to Social Research: Quantitative and Qualitative Approaches*: Sage.

Punch, K. F. (2013). *Introduction to Social Research: Quantitative and Qualitative Approaches*: Sage.

Putnam, R. D. (1995). Bowling Alone: America's Declining Social Capital. *Jouenal of Democeacy, 6*, 68.

Raj, T., Shankar, R., and Suhaib, M. (2008). An ISM Approach for Modelling the Enablers of Flexible Manufacturing System: The Case for India. *International Journal of Production Research, 46*(24), 6883-6912.

Ranjit Singh, D. (1981). 'The Development of Native Administration in Sabah 1877-1946. *Commemorative History of Sabah 1881-1981.*

Rastegar, H. (2009). Tourism Development and Residents' Attitude: A Case Study of Yazd, Iran.

Ratnayake, I., and Kasim, A. (2010). Community Tourism Development in Sri Lanka: A Critique. *Journal of Tourism, Hospitality and Culinary Arts, 2*(2).

Reeves, T. C., and Hedberg, J. G. (2003). *Interactive Learning Systems Evaluation*: Educational Technology.

Richards, G., and Hall, D. (2000). The Community: A Sustainable Concept in Tourism Development. *Tourism and Sustainable Community Development, 7*, 1-13.

Rid, W., Ezeuduji, I. O., and Pröbstl-Haider, U. (2014). Segmentation by Motivation for Rural Tourism Activities in the Gambia. *Tourism Management, 40*, 102-116.

Rokeach, M. (1973). *The Nature of Human Values*: Free Press.

Ross, G. F. (1994). *The Psychology of Tourism*: Hospitality Press Pty Ltd.

Ross, S., and Wall, G. (1999). Evaluating Ecotourism: The Case of North Sulawesi, Indonesia. *Tourism Management, 20*(6), 673-682.

Ryan, C. (2002). Equity, Management, Power Sharing and Sustainability—Issues of the 'New Tourism'. *Tourism Management, 23*(1), 17-26.

Saaty, T. L. (2001). *The Analytic Network Process: Decision Making with Dependence and Feedback*: RWS Publications.

Saaty, T. L. (2005). *Theory and Applications of the Analytic Network Process: Decision Making With Benefits, Opportunities, Costs, and Risks*: RWS Publications.

Sage, A. (1977). Interpretive Structural Modeling: Methodology for Large-Scale Systems, 91–164: McGraw-Hill, New York.

Scheyvens, R. (1999). Ecotourism and the Empowerment of Local Communities. *Tourism Management, 20*(2), 245-249.

Scheyvens, R. (2002a). Backpacker Tourism and Third World Development. *Annals of Tourism Research, 29*(1), 144-164.

Scheyvens, R. (2002b). *Tourism for Development: Empowering Communities*:
    Pearson Education.

Schilcher, D. (2007). Growth versus Equity: The Continuum of Pro-Poor Tourism
    and Neoliberal Governance. *Current Issues in Tourism, 10*(2-3), 166-193.

Schwandt, T. A. (2001). *Dictionary of Qualitative Inquiry*: Sage.

Sebele, L. S. (2006). *The Social Impacts of Community-Based Tourism: A Case
    Study Of Khama Rhino Sanctuary Trust in the Central District of Botswana.*

Sebele, L. S. (2010). Community-Based Tourism Ventures, Benefits and Challenges:
    Khama Rhino Sanctuary Trust, Central District, Botswana. *Tourism
    Management, 31*(1), 136-146.

Shah, K., Gupta, V., Boyd, C., and Concern, T. (2000). *Tourism, The Poor and
    Other Stakeholders: Experience in Asia*: Overseas Development Institute
    London.

Sharpley, R. (2000). Tourism and Sustainable Development: Exploring the
    Theoretical Divide. *Journal of Sustainable Tourism, 8*(1), 1-19.

Sharpley, R. (2002). Rural Tourism and the Challenge of Tourism Diversification:
    The Case of Cyprus. *Tourism Management, 23*(3), 233-244.

Simmons, D. G. (1994). Community Participation in Tourism Planning. *Tourism
    Management, 15*(2), 98-108.

Simpson, M. C. (2008). Community Benefit Tourism Initiatives—A Conceptual
    Oxymoron? *Tourism Management, 29*(1), 1-18.

Sirakaya, E., Teye, V., and Sönmez, S. (2002). Understanding Residents' Support for
    Tourism Development in the Central Region of Ghana. *Journal of Travel
    Research, 41*(1), 57-67.

Slife, B. D. (1995). *What's Behind the Research?: Discovering Hidden Assumptions
    in the Behavioral Sciences*: Sage.

Slinger, V. (2000). Ecotourism in the Last Indigenous Caribbean Community. *Annals
    of Tourism Research, 27*(2), 520-523.

Stake, R. E. (1995). *The Art of Case Study Research*: Sage.

Suansri, P. (2003). *Community Based Tourism Handbook*: Responsible Ecological
    Social Tour-REST.

Swarbrooke, J. (1999). *Sustainable Tourism Management*: CABI.

Tang, S. (1998). Localization of Tourism Destination and Community Tourism
    Research. *Geography Research, 17*(2), 145-149.

Taylor, P. (1995). Measuring Changes in the Relative Competitiveness of Package Tour Destinations. *Tourism Economics, 1*(2), 169-182.

Tellis, W. (1997). Application of a Case Study Methodology. *The Qualitative Report, 3*(3), 1-17.

Timothy, D. J., Sharpley, R., and Telfer, D. (2002). Tourism and community Development Issues. *Tourism and Development: Concepts and Issues*, 149-164.

Tomas, L.-G., Osvaldo, B., and Jose, M. C. (2011). Community-Based Tourism and Local Socio-Economic Development: a Case Study in Cape Verde. *African Journal of Business Management, 5*(5), 1608-1617.

Torres, R., and Momsen, J. H. (2004). Challenges and Potential for Linking Tourism and Agriculture to Achieve Pro-Poor Tourism Objectives. *Progress in Development Studies, 4*(4), 294-318.

Tosun, C. (2000). Limits to Community Participation in the Tourism Development Process in Developing Countries. *Tourism Management, 21*(6), 613-633.

Tosun, C. (2005). Stages in the Emergence of a Participatory Tourism Development Approach in the Developing World. *Geoforum, 36*(3), 333-352.

Tosun, C., and Jenkins, C. L. (1998). The Evolution of Tourism Planning in Third-World Countries: A Critique. *Progress in Tourism and Hospitality Research, 4*(2), 101-114.

Tribe, J. (2006). The Truth about Tourism. *Annals of Tourism Research, 33*(2), 360-381.

Tribe, J., and Airey, D. (2007). *Developments in Tourism Research*: Elsevier Science.

UNWTO. (2014). UNWTO Tourism Highlights.

Uphoff, N. (1985). Fitting Projects to People. *Putting People First: Sociological Variables in Rural Development*, 359-395.

Vermaak, J. (2009). Reassessing the Concept of 'Social Capital': Considering Resources for Satisfying the Needs of Rural Communities. *Development Southern Africa, 26*(3), 399-412.

Vogt, W. P., and Johnson, R. B. (2011). *Dictionary of Statistics & Methodology: A Nontechnical Guide for the Social Sciences*: Sage.

Wall, G., and Mathieson, A. (2006). *Tourism: Changes, Impacts, and Opportunities*: Pearson Education.

Walle, A. H. (1997). Quantitative versus Qualitative Tourism Research. *Annals of Tourism Research, 24*(3), 524-536.

Walsham, G. (1995). The Emergence of Interpretivism in IS Research. *Information Systems Research, 6*(4), 376-394.

Wearing, S., and McDonald, M. (2002). The Development of Community-Based Tourism: Re-Thinking the Relationship between Tour Operators and Development Agents as Intermediaries in Rural and Isolated Area Communities. *Journal of Sustainable Tourism, 10*(3), 191-206.

Weaver, D. (1998). *Ecotourism in the Less Developed World*: CAB International.

Weaver, D. B. (2001). *The Encyclopedia of Ecotourism*: CABI.

Wen-li, L., Humphreys, P., Chan, L. Y., and Kumaraswamy, M. (2003). Predicting Purchasing Performance: The Role of Supplier Development Programs. *Journal of Materials Processing Technology, 138*(1), 243-249.

Wesche, R. (1996). Developed Country Environmentalism and Indigenous Community Controlled Ecotourism in the Ecuadorian Amazon. *Geographische Zeitschrift*, 157-168.

Williams, J., and Lawson, R. (2001). Community Issues and Resident Opinions of Tourism. *Annals of Tourism Research, 28*(2), 269-290.

Wood, M. E. (2002). Ecotourism: Principles, Practices and Polices for Sustainability.

Woodley, A. (1993). Tourism and Sustainable Development: The Community Perspective. *Tourism and Sustainable Development: Monitoring, Planning, Managing*, 135-147.

Yaman, A. R., and Mohd, A. (2004). Community-Based Ecotourism: A New Proposition for Sustainable Development and Environmental Conservation in Malaysia. *Journal of Applied Sciences, 4*(4), 583-589.

Yin, R. K. (1994). Discovering the Future of the Case Study Method in Evaluation Research. *Evaluation Practice, 15*(3), 283-290.

Zou, T., Huang, S. S., and Ding, P. (2012). Toward a Community-Driven Development Model of Rural Tourism: the Chinese Experience. *International Journal of Tourism Research*.