

PERCEIVED LEVEL OF TOURISM DEVELOPMENT, COMMUNITY
ATTACHMENT, TOURISM IMPACTS AND QUALITY OF LIFE ON SUPPORT
FOR SUSTAINABLE TOURISM DEVELOPMENT

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A thesis submitted in fulfilment of the
requirements for the award of the degree of
Doctor of Philosophy in (Management)

Azman Hashim International Business School
Universiti Teknologi Malaysia

FEBRUARY 2020

DEDICATION

This thesis is dedicated to my respected mother, father, family and wife for their endless prayers, love and for being very supportive and patient during the completion of this journey.

ACKNOWLEDGEMENT

First and foremost, all praise is due to Allah (SWT), the Almighty for bestowing me opportunity, patience, ability and strength to complete this thesis. We pray to Allah (SWT) for guidance and help. Surely, He is over all things Powerful.

Second, I would highly wish to express my sincere appreciation and gratitude to my supervisor **Prof. Dr. Zainab Khalifah** for her expert guidance and immense knowledge of research nature, constant support and encouragement and detailed advice of writing this thesis throughout this journey. My thesis has not been finished without her help.

Third, my deepest thanks go to my wife Fatemeh Soroodi whose motivation gave me courage and hope towards completing my thesis.

Fourth, I would like to thank my mother Sharifeh and my father Mohammad Noor who have patiently supported me throughout my studies. Without their support, I would not be able to finish this stage of my education.

Finally, I wish to appreciate all my friends who prayed for me and helped me in one way or another, in completing this research.

ABSTRACT

Studies showed that sustainability of tourism development largely depends on the acceptability of tourists and tourism-related programs, activities by local communities and their ultimate support towards this industry. Thus, understanding the factors of such support is essential for the tourism policy makers and planners. There are limited studies that applied theories to understand local residents' support for sustainable tourism development. Drawing from current literature, the purpose of this study was to develop a model, having base in the social exchange theory (SET) in combination with the bottom-up spillover theory. The theoretical model discusses the relationships among different constructs including perceived level of tourism development, community attachment, perceived economic, sociocultural and environmental impacts of tourism, material and non-material life domains, overall quality of life, and support for sustainable tourism development. This study conducted a self-administered survey and structural equation modelling (SEM) approach, using a sample of 542 local residents in six different districts of Langkawi Island, Malaysia. The results indicated that community attachment and perceived level of tourism development influence the residents' perceived environmental, sociocultural, and economic impacts of tourism. Perceived economic impacts of tourism significantly influenced material and non-material life domains. Also, there is a positive relationship between perceived sociocultural impacts of tourism and non-material life domain; however, this construct did not have a significant relationship with the material life domain. The results further showed that there is no relationship between perceived environmental impacts of tourism towards material and non-material life domains. Moreover, residents' overall quality of life had a significant influence on support for sustainable tourism development. This study further tested a sequential mediation effect of material, non-material and overall quality of life between perceived environmental, economic and sociocultural impacts of tourism and support for sustainable tourism development. The results indicated that both material and non-material life domains and overall quality of life were partially mediated the relationship between perceived economic impacts and support for sustainable tourism development. Similarly, the paths of material and non-material life and overall quality of life partially mediated the relationship between sociocultural impacts of tourism and support for sustainable tourism development. However, material and non-material life and overall quality of life did not mediate the relationship between perceived environmental impacts and support for sustainable tourism development. From the theoretical perspective, this study contributes to the formation of a new construct (quality of life) which is deemed useful for understanding the way on how residents support sustainable tourism development. The findings of this study can assist local authorities, tourism planners and developers of Langkawi Islands, in particular LADA, in the implementation of sustainable tourism development plans that will be supported by the majority of the local community based on the residents' perceived tourism impacts as the significant determinants of support for sustainable tourism development.

ABSTRAK

Kajian telah menunjukkan bahawa pembangunan pelancongan yang mampan adalah sangat bergantung kepada penerimaan terhadap pelancong serta program berkaitan pelancongan, aktiviti penduduk tempatan dan sokongan padu mereka terhadap industri ini. Justeru itu, memahami faktor yang mempengaruhi pelancongan yang mampan adalah penting kepada pembuat dasar dan perancang pelancongan. Hanya beberapa kajian telah menggunakan teori untuk memahami sokongan penduduk tempatan terhadap pembangunan pelancongan yang mampan. Merujuk kepada kajian literatur semasa, tujuan kajian ini adalah untuk membangun satu model berpandukan ‘social exchange theory (SET)’ dan digabungkan dengan ‘bottom-up spillover theory’. Model teori ini membincangkan hubungan antara pelbagai konstruk termasuk tahap pemahaman pembangunan pelancongan, ikatan komuniti, pemahaman ekonomi, sosiobudaya dan kesan alam sekitar terhadap pelancongan, domain kehidupan material dan bukan material, kualiti hidup secara keseluruhan, dan sokongan bagi pembangunan pelancongan yang mampan. Kajian ini menjalankan kaji selidik secara sendiri dan menggunakan pendekatan ‘structural equation modelling SEM’, dengan menggunakan 542 sampel terdiri daripada penduduk tempatan di enam buah daerah di Pulau Langkawi, Malaysia. Hasil kajian ini menunjukkan bahawa ikatan komuniti dan tahap pemahaman pembangunan pelancongan mempengaruhi kefahaman penduduk terhadap alam sekitar, sosiobudaya dan kesan ekonomi pelancongan. Pemahaman kesan ekonomi terhadap pelancongan secara signifikan mempengaruhi domain kehidupan material dan bukan material. Terdapat juga hubungan positif di antara pemahaman kesan sosiobudaya pelancongan dan domain kehidupan bukan material; tetapi tidak terhadap domain kehidupan material. Hasil kajian juga mendapati bahawa tiada hubungan signifikan antara pemahaman kesan alam sekitar terhadap pelancongan dan domain kehidupan material dan bukan material. Selain daripada itu, kualiti kehidupan penduduk secara keseluruhan mempunyai pengaruh yang signifikan ke atas sokongan bagi pembangunan pelancongan yang mampan. Kajian ini seterusnya menguji kesan pengantaraan berurutan terhadap pemahaman kesan alam sekitar, ekonomi dan sosiobudaya pelancongan ke atas sokongan bagi pembangunan pelancongan yang mampan menerusi material, bukan material dan kualiti hidup secara keseluruhan. Hasil kajian menunjukkan hubungan di antara kesan ekonomi dan sokongan bagi pembangunan pelancongan yang mampan dimediasi sebahagiannya oleh kehidupan material dan bukan material dan juga kualiti hidup secara keseluruhan. Keadaan yang sama berlaku di antara kesan sosiobudaya terhadap pelancongan dan sokongan bagi pembangunan pelancongan yang mampan. Tetapi, hubungan di antara pemahaman kesan alam sekitar dan sokongan bagi pembangunan pelancongan yang mampan tidak dimediasi oleh kehidupan material dan bukan material dan kualiti hidup secara keseluruhan. Menurut perspektif teori, kajian ini menyumbang kepada pembentukan konstruk yang baru (kualiti hidup) yang disifatkan sebagai berguna bagi memahami cara penduduk menyokong pembangunan pelancongan yang mampan. Hasil kajian ini boleh membantu pihak berkuasa tempatan, perancang pelancongan dan pemaju Pulau Langkawi khususnya LADA, dalam melaksanakan rancangan pembangunan pelancongan mampan yang akan disokong oleh majoriti penduduk tempatan berdasarkan pemahaman impak pelancongan yang dilihat sebagai penentu yang penting dalam meraih sokongan bagi pembangunan pelancongan yang mampan.

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LIST OF ABBREVIATIONS

WTO	-	World Tourism Organization
SET	-	Social Exchange Theory
UNEP	-	United Nations Environment Program
GFC	-	Global Financial Crisis
GDP	-	Gross Domestic Product
UNWTO	-	United Nations World Tourism Organization
LADA	-	Langkawi Development Authority
WCED	-	World Commission on Environment and Development
EFA	-	Exploratory Factor Analysis
SEM	-	Structural Equation Modeling
CMB	-	Common Method Bias
CFA	-	Confirmatory Factor Analysis
SSTD	-	Support for Sustainable Tourism Development
LTD	-	Level of Tourism Development
OQL	-	Overall Quality of Life
QoF	-	Quality of life

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CHAPTER 1

INTRODUCTION

1.1 Background to Study

Tourism has worldwide been identified as a growing industry, which has attracted the attention of local and national governments. Due to its economic capabilities, tourism is considered as a vehicle to address the economic decline in various regions. However, the continuous development of tourism industry generates an increasing number of economic, sociocultural and environmental impacts on the host communities and their daily life. (Haley, Snaith and Miller, 2005; Northcote and Macbeth, 2005; Mihalic et al., 2016).

Mostly, the main emphasis of local authorities and tourism planners and developers is on the positive economic impacts of tourism to justify its further development, however, various negative effects on the environment, the host population and their local culture, traditions and values of their community further occur due to growing demand for tourism activities. The existence of negative tourism impacts can create a substantial and adverse influence on a destination. For instance, if the resources are degraded in the place, there is no reason for the tourists to visit the destination and at the same time the host population's quality of life may be diminished (Cooper 2008; Del Chiappa, 2012). Therefore, community that plans and uses tourism as an alternative factor of strengthening its economic development must develop sustainable tourism approach to meet the needs and demands of its local residents and tourists (Puczko and Ratz, 2000).

As stated by the United Nations World Tourism Organization (UNWTO), developing sustainable tourism is to a large extent dependent upon fulfilling the present tourists' needs and the host areas while preserving and increasing the opportunities for the next generation (Andereck *et al.*, 2005; Choi and Sirakaya,

2005). It needs to have a cautious and efficient management and supervision of all the resources, based on which sociocultural, economic and aesthetic needs be attained, while creating stability in the integrity of culture, ecology, diversity of biology and overall life support systems (Gursoy, Chi, and Dyer, 2010). UNWTO further advises that development of tourism industry cannot be sustainable unless the development is made by considering the local traditional initiatives, values, culture and harmonized with the local environment and community (Choi and Sirakaya, 2005; Huong and Lee, 2017). Accordingly, the planners, leaders and developers should have a view of tourism as a community-based industry which allows residents to have participation in determining and planning tourism development, and having a general goal of enhancing the local residents' quality of life (Latkova and Vogt, 2012). Since the local community is always considered as the pillar of tourism development and this is where tourism comes about, their support for the industry is first and foremost encouraged (Ghimire and Upreti, 2011).

Researchers in the field of tourism suggested that the development of sustainable tourism is difficult without the support of the local community and it is a critical factor for a constant community development (Andereck and Vogt, 2000; Gursoy and Rutherford, 2004; Nicholas, Thapa, and Ko, 2009). Studies further revealed that such a support is influenced by positive/negative factors of tourism, forming the residents' views towards tourism industry in the host destination. Thus, understanding the factors which influence the local residents' support can help to promote sustainable tourism because communities can evaluate these elements to predict the level of support by their residents (Lee, 2013). In order to achieve a sustainable and healthy development of tourism, a considerable number of researchers suggested that hosts' perceptions of tourism economic, sociocultural and environmental impacts as the effective factors towards residents' support for the industry must recurrently be observed, as it is through this process that local authorities and planners can recognize the residents' support for tourism and formulate the appropriate policies to improve the benefits and reduce the tourism-related costs (Allen et al., 1988; Liu and Var, 1986; Ap, 1992; Andriotis and Vaughan, 2003).

Tourism industry has several advantages and potentials including new opportunities of business, giving the properties a higher value, improving the facilities and infrastructures, increase in recreation opportunities, greater variety of cultural activities, it generates job opportunities, income, and employment (Andereck et al., 2005; McDowall and Choi, 2010; Nunkoo and Ramkissoon, 2012). On the other hand, tourism industry creates negative effects on the cultural identity, regional character, and local traditions, increased cost of living, disturbances and interruptions in the life of local community, producing noise, pollution and litter, traffic, effect on prices of commodities and facilities (Sirakaya, Teye, and Sonmez, 2002; Haley, Snaith and Miller, 2005; Andriotis, 2004; Byrd et al., 2009). Hence, the industry in spite of having its positive contributions can create many disadvantages to the societies, ecosystems, local community and their quality of life which will influence their support for tourism development (Ap and Crompton, 1998; Haley, Snaith, and Miller, 2005; Northcote and Macbeth, 2005; Nunkoo and So, 2016). Therefore, in order to increase the residents' support for tourism development, its disadvantages should be minimized, and the local populace should have a satisfactory viewpoint about it. As the previous research revealed; residents' support for tourism development is positively influenced by the perceived positive impacts of tourism and negatively affected by their perceived negative impacts of tourism (Ap, 1992; Wang, Pfister, and Morais, 2006; Yu, Chancellor, and Cole, 2009; Hanafiah, Jamaluddin, Zulkifly, 2013; Nunkoo and So, 2016).

In this regard, over the last three decades, a number of theories have been applied by the researchers for evaluating the residents' perceptions of tourism impacts and their support for tourism development. However, it is Social Exchange Theory (SET) which has attracted the consideration of a growing number of scholars for this investigation (Ap, 1990; Jurowski, Uysal, and Williams, 1997; Perdue, Long, and Allen, 1990; Andriotis and Vaughan, 2003; Nunkoo and Ramkissoon, 2011b; Adongo, Choe and Han, 2017). SET is important because it is associated with "understanding the exchange of resources between individual and groups in an interaction of situation" where "actors supply one another with valued resources" (Homans, 1961). Social exchange theory (SET) determines the tangible and intangible exchange of resources which tourists and host residents may receive and give in the tourism environment. Therefore, the opening point for social exchange is

concerned with the need to interchange for benefits received to continue receiving them. If residents receive more benefits than the costs of tourism, they enter in an exchange with tourists. Those who find the exchange as advantageous for their welfare are more inclined to support tourism and have positive responses towards tourists. But, those people who view the exchange as problematic will oppose tourism development (Jurowski, Uysal, and Williams, 1997).

The three major factors of the exchange process in terms of costs and benefits of tourism are recognized as: economic, environmental and socio-cultural aspects (Andriotis and Vaughan, 2003; Song, Pratt and Wang, 2017). From the economic perspective, SET advises that people, who may gain economic advantages of tourism, support the development of tourism industry in their society (Madrigal, 1995; Martin, 1995; Suntikul et al., 2016; Gier, Christie and Amolo, 2017). Some other scholars suggested that people pay much attention to the impacts related to the environmental perspective. Lastly, people consider tourism as a strategic tool of helping them learn more about their local values and culture and preservation of their traditions (Liu and Var, 1986; Besculides, Lee, and McCormick, 2002; Tsai et al., 2016). The way that people perceive economic, sociocultural and environmental features of exchange, marks the manner in which they show their feedback and support towards developing tourism industry.

As it can be extracted from the above discussion, it is local people's life which is positively or negatively affected by the tourism impacts in the host destination (Meng, Li, and Uysal, 2010; Suntikul, 2016). However, less attention has been paid by the researchers about the relationship between quality of life and support for tourism development. The tourism industry not only brings economic benefits, creates job opportunities and contributes to the local economy, but also it has the potential of contributing to the improvement of the quality of life of the local community (Andriotis and Vaughan, 2003; Andereck et al., 2005; Nunkoo and Ramkissoon, 2010). However, tourism can also be responsible for negative impacts on the quality of life, by bringing traffic congestion, increasing crime and pollution, and creating inflation that results in a higher cost of living (Suntikul, 2016). Therefore, taking into view the postulation of social exchange theory; the more the

residents perceive positive economic, sociocultural and environmental impacts of tourism on their quality of life, the more they support tourism development in their community; however, increase in the negative impacts which degrade the quality of life in the destination, results in an adverse residents' stance toward support for tourism development.

The current study investigates and focuses on the local residents' support for sustainable tourism development in Langkawi Island. Today one of the major economic activities of the island is tourism industry. Langkawi has experienced a significant change, evolving from a serene tropical island settled by fishermen and farmers into a tourist destination (Irwana Omar, Othman, and Mohamed, 2014). When the state of local economy was officially driven toward tourism industry in the mid-1980s, the locals joined the tourism trend by leaving their fishing and farming tools. At that time, tourism was perceived as opportunities to tackle the economic problems and hardship (Kayat, 2002). Today, the island has undergone the substantial development and changes from the social and economic perspectives, government policies, as well as the physical sites. Moreover, the island has received a considerable number of local and international tourists and visitors from different market segments over time, which has had substantial impacts on the island's tourism sector (Irwana Omar, Othman, and Mohamed, 2014).

To increase demand of both domestic and international tourists, various programs have been undertaken to improve the image of Langkawi since 1991. This includes organizing internationally recognized events such as Langkawi International Maritime and Aerospace Exhibition (LIMA) on a bi-annual basis, Le Tour de Langkawi, Langkawi Ironman Triathlon, International Paintball and the Langkawi International Regatta. Moreover, Langkawi Island was also declared by the UNESCO as the first Geopark in South East Asia in 2007. The recognition of this Geopark at a global level has been attracting more tourists and nature enthusiasts. Due to these international events, the number of both domestic and international tourists' arrival to Langkawi has been increasing significantly (Salleh et al. 2014). The increase in tourist arrivals has encouraged a consistent increase in demand within the tourism service industry. The government, private sectors and local

communities have experienced a considerable amount of economic development as a result of the booming tourism industry in Langkawi Island (Salleh et al. 2014). The developments that are taking place on the Island have brought direct and indirect socio-economic and environmental changes to the local communities of the Island. The changes act as a catalyst for rapid tourism growth on the Island (Salleh et al. 2014). Thus, an examination of the impacts of these changes on the local community and their support for tourism is deemed important for sustaining the development of this industry. After the background of the topic has been briefly discussed, the following section will present the research problem to be reflected in the current study.

1.2 Statement of the Problem

Community support is an important factor that significantly influences the sustainability of tourism development (Ap, 1990). Studies acknowledged that any tourism project is endangered if the local residents in a destination show disapproval through a negative standpoint toward tourists and visitors (Snaith and Haley, 1999; Gursoy et al. 2002). The opposition by the local community can deter the development. The conflict and clash between the tourism industry and the local community will result in the obstructive effects and downturns; the industry in terms of its further development and tourist arrivals, and the community in terms of economic activities (Gursoy and Rutherford, 2004; Ghimire and Upreti, 2011). It is also noted that in the frequency of interaction between the local residents and tourists, the locals' willingness to serve as the host community is fundamental to the success of development (Ko and Stewart, 2002).

Moreover, concerns about tourism development arise due to the fact that tourism is a resource-intensive industry, which involves human activities, resulting in the significant impacts on the local communities (Wan and Li, 2013). As a result, through the last three decades, the stance of sustainable tourism approach has remarkably advanced, emphasizing on the equilibrium of the triple bottom, i.e., environmental, sociocultural and economic factors (Tosun, 2006; Torres-Delgado

and Palomeque, 2014; Liu, Horng, and Chou, 2015; Long, Vogelaar, and Hale, 2014; Styliadis, 2017; Rasoolimanesh and Jaafar, 2017). In order to develop the plans and programs associated with tourism industry in various destinations, research has concentrated on appraising the local residents' support, taking into account the sociocultural, environmental and economic aspects of tourist areas (Hunter, 2002; Schianetz and Kavanagh, 2008; Mihalic *et al.*, 2016).

Yet, within tourism literature, limited studies provided a detailed investigation of the residents' support for sustainable tourism development and there is a little empirical study concerning sustainable tourism development approach from the residents' perspective (Lee, 2013; Styliadis and Terzidou, 2014; Choi and Sirakaya, 2005; Hunt and Stronza, 2014). The majority of previous studies investigating on the residents' support, focused on different ultimate dependent variables and constructs in their model of study including support for tourism, perceived future of tourism, mass tourism, alternative tourism, additional tourism, and the relationship between residents' perceptions and each of the aforesaid variable was different, depending on various factors such as the place characteristics, respondents' demography, status of employment in the tourism-related jobs (McGehee and Andereck, 2004; Gursoy, Chi, and Dyer, 2010; Nunkoo and Ramkissoon, 2011a; Nunkoo and Ramkissoon, 2011b; Styliadis and Terzidou, 2014; Nunkoo and Gursoy, 2017). Accordingly, the residents' support for sustainable tourism development may be influenced by various factors which need to be examined and to realize which factors significantly contribute to such a support. Thus, utilizing social exchange theory as its conceptual base, this study further discusses the relationship among some of the important factors including community attachment, perceived level of tourism development, tourism impacts, and quality of life on the residents' support for sustainable tourism development.

Community attachment is described as people's strong positive feeling toward community (Brehm, Eisenhauer and Krannich, 2004). A broader sense of belonging to a society is greatly associated with the assessments of tourism advantageous impacts. Community attachment has been shown to be an important construct for explaining residents' perceptions of the tourism economic, sociocultural

and environmental impacts which will in turn influence their support for tourism development (McCool and Martin, 1994; Adongo, Choe and Han, 2017).

However, there are some controversial results from previous studies (Gursoy and Rutherford, 2004; Jurowski et al., 1997; and Um and Crompton, 1987); some studies found that community attachment is positively related with the perceptions of impacts (Gursoy and Rutherford, 2004; Jurowski et al., 1997), while some others found the negative relationship (Haralambopoulos and Pizam, 1996; Snaith and Haley, 1999). A reasonable explanation for the unclear role community attachment has, may be the various methods employed to evaluate this construct. Some researchers applied length of residence (Bestard and Nadal, 2007; Haralambopoulos and Pizam, 1996), others used the birth place (McGehee and Andereck, 2004; Teye et al., 2002), some examined residents' social bonds with the place or a combination of length of residence and social bonds with the place (McCool and Martin, 1994; Gursoy et al., 2002; Gursoy and Rutherford, 2004). Therefore, the way community attachment is measured could potentially affect the magnitude and direction of its relationship with the perception of tourism impacts.

The other important factor to be examined in this research is the level of tourism development perceived by the host community which influences their perceptions of tourism impacts, and their support for developing tourism industry (Murphy, 1985; Sirakaya, Teye, and Sonmez, 2002; Ko and Stewart, 2002). Residents' perceptions of tourism impacts and support for tourism may vary by the level or stage of tourism development (Butler, 1980). The Irridex model by Doxey (1975) suggests that residents pass through a sequence of stages as the impacts of tourism in their area become more evident. Accordingly, the initial euphoria is followed by apathy, irritation or even antagonism. Butler (1980) proposed a tourist area life cycle (TALC) model that consists of five stages: discovery, involvement (few tourists visit an area and local people happily seize economic opportunities provided by tourism), development (more tourists arrive and thus more facilities are established), consolidation (tourist numbers continue to increase, facilities are fully utilized, and resentment is seen in people who do not benefit from tourism), and stagnation (the area becomes less appealing, host residents become bored with the

presence of tourists, and tourists look for new areas), at which point the area either declines or rejuvenates.

Commonly, it is suggested that the level of tourism development directly affects residents' perceptions of tourism impacts (Allen et al., 1988; Johnson, Snepenger, and Akis, 1994). However, the previous studies only examined how residents' perceived tourism impacts vary by several proposed levels/plans/scenarios of tourism development (Allen et al., 1993; Johnson, Snepenger, and Akis, 1994), limited research considered residents' own evaluation of level of tourism development in relation to their perceptions of tourism impacts, despite the fact that residents have a better understanding about the characteristics of their place as well as the problems and challenges it encounters. Therefore, this study examines how this relationship affects residents' perceptions of tourism impacts as suggested by several researchers (Ko and Stewart, 2002; Gursoy, Chi, and Dyer, 2010; Lopez-Guzman, Sanchez-Canizares, and Pavon, 2011; Latkova and Vogt, 2012).

The perceptions of tourism impacts (environmental, economic, and sociocultural) as the other important factors have been found to be the most influential factors of residents' support for tourism development in the literature. This is because tourism creates both costs and benefits in terms of environmental, economic and sociocultural aspects; different environmental advantages such as recreational facilities, a cleaner community appearance, preservation of historical buildings, conservation of wild life habitats and natural biodiversity of marines and coastal areas. The costs include environmental degradation, overusing natural environment and local resources, and distortion of environmental landscape (Jurowski and Gursoy, 2004; Andriotis, 2008; Choi and Murray, 2010). Economic impacts of tourism positively increase employment opportunities, revenue generation, and shopping opportunities in a community, while economic costs cause increase in prices of commodities and local facilities and services, inflation in the value of land, and increased cost of living in the community (Terzidou, Styliadis, and Szivas, 2008; Latkova and Vogt, 2012). Tourism further creates socio-cultural benefits comprising of a series of features, taking from promoting and preserving the cultural heritage, arts, and handicrafts to the revitalization of local traditions and

ceremonies. However, negative sociocultural impacts in the host community include crime in the host region, gambling, drug addiction, loss of cultural identity, and alcoholism in a touristic community (Nunkoo and Gursoy, 2012; Andereck *et al.*, 2005; Stylidis and Terzidou, 2014). These positive and negative environmental, economic and sociocultural impacts of tourism development perceived by the residents lead to their opposition or support for tourism development in a destination (Adongo, Choe and Han, 2017; Strzelecka, Boley and Strzelecka, 2017).

Quality of life and its life domains are the last factors which are examined in this study, recognized by the bottom-up spillover theory, suggesting that overall quality of life is the sum of different life domains such as material well-being, health and safety well-being, emotional well-being, leisure time, community well-being, and family cohesion (Nawijn and Mitas, 2012; Kim, Uysal, and Sirgy, 2013; Guo, Kim, and Chen, 2014). Two major life domains under which different life domains and sub-domains spill over to the overall QoL are material and non-material life domains (Woo, Kim, and Uysal, 2015; Lv, Xie, Li, 2019). Studies found the material life as the most important domain to which people pay a great attention, and they highly value and devote much energy, time and effort to possess it (Abrams, 1973; Woo, Kim, and Uysal, 2015). It is the most fundamental factor of life satisfaction, as it is about people's financial life, economic situation and it strongly affects their standard of living (Woo, Kim, and Uysal, 2015). Thus, overall QoL is largely a composite satisfaction with the material life domain (Sirgy *et al.*, 1998). The other important life domain which has also been paid attention in tourism support research recently, is non-material life domain (Lv, Xie, and Li, 2019). Like their material life domain, people pay much attention to their non-material life domain. This domain is intangible and includes various facets such as aesthetic values, community pride, emotional life, spiritual well-being, way of life, health and safety life, and recreations, which are evaluated based on the intangible tools (Sirgy, 2002; Puczko and Smith, 2011). These non-material life domains are important and people find as their needs in their life. Therefore, the two important life domains about which people greatly care and affect their overall quality of life are material and non-material life domains that are included among the factors in this study. Tourism development utilizes a large amount of resources and when a place turns into a destination for tourists and visitors, it is residents' QoL which is directly or indirectly

affected. Tourism impacts influence the residents' satisfaction with their well-being in different life domains and consequently affect their overall QoL satisfaction (Kim, Uysal and Sirgy, 2013). Positive tourism impacts positively change the lives of residents and vice versa (Gursoy, Jurowski, and Uysal, 2002; Andereck and Jurowski, 2006; Chancellor, Yu, and Cole, 2009; Nunkoo and Ramkissoon, 2010; Yu, Chancellor, and Cole, 2011; Yu, Cole, and Chancellor, 2018). Hence, the quality of life being affected by tourism impacts can be a crucial factor for predicting the residents' support for sustainable tourism development. The more residents are satisfied with their quality of life being positively affected by tourism impacts, the more they support sustainable tourism development in their community.

However, the majority of previous studies have addressed the quality of life (QoL) construct as the primary and ultimate outcome variable by examining how perceived tourism impacts influence the residents' satisfaction with life domains and their overall quality of life. A number of studies recommended that an affiliation exists between residents' quality of life and support for tourism, but there is a limited empirically tested result (Andereck *et al.*, 2007; Croes, 2012; Uysal, Perdue, and Sirgy, 2012; Zhang, Cole, and Chancellor, 2013; Woo, Kim, and Uysal, 2015; Uysal *et al.*, 2015; Suntikul *et al.*, 2016). This limitation is even more critical when it goes to the relationship between residents' satisfaction with QoL and their support for sustainable tourism development (SSTD) which has not yet been investigated according to the literature review. Therefore, the current study addresses this relationship among the residents in the context of island. As studies indicated, a pivotal task for the sustainability of tourism development of the islands is to evaluate and monitor the perceptions of locals concerning tourism impacts and their support for this industry in their community, stating that many islanders are unsatisfied with the level of tourism development on their island, and find tourists as a threat to their local lifestyle. Accordingly, specific segments of local community are reluctant to make interactions with the visitors (Moyle, Croy, and Weiler, 2010).

In this respect, Langkawi Island is not an exception; in spite of the economic benefits of tourism development, local residents of Langkawi Island should cope with rising costs of living and properties. Although, some locals may gain benefits by

selling their land to the private companies, some people may be concerned regarding this issue as several dealings in the ownership of land have reduced the local equity in property ownership (Marzuki, 2008). Furthermore, despite some of the tourism benefits on the people's life, the cost of tourism development on the Langkawi islands is substantial. Rapid development of tourism industry has also affected sociocultural values of islanders and it has also harmed the island's environment (Irwana Omar, Othman, and Mohamed, 2014).

Although few studies have been conducted on the residents' perceptions of Langkawi Island regarding tourism effects on the community and the residents' support for tourism, consistent with the literature reviewed, it is evident that there is a lack of research on predicting the Langkawi local residents' support for sustainable tourism development (Kayat, 2002; Mohd Shariff and Tahir, 2003; Marzuki, 2008; Marzuki, 2011).

Therefore, to this end, the current research investigates the role of perceived level of tourism development (LTD) and community attachment as the exogenous constructs to predict the tourism impacts perceived by the local residents. In addition, aiming to build on a theoretical model having base in the SET, this study uses the construct quality of life and its life domains (material and non-material life domains) as the sequential mediators between perceived economic, sociocultural and environmental impacts of tourism and the residents' SSTD.

1.3 Research Questions

Based on the social exchange theory and bottom-up spillover theory and the related variables, this investigation attempts to respond to the below questions:

- (a) Does community attachment affect the perceived tourism impacts (economic, environmental and sociocultural aspects)?
- (b) Does the perceived level of tourism development affect the perceived tourism impacts (economic, environmental and sociocultural aspects)?
- (c) Do perceived environmental, socio-cultural, and economic impacts of tourism affect the residents' non-material life domain?
- (d) Do perceived environmental, socio-cultural, and economic impacts of tourism affect the residents' material life domain?
- (e) Does non-material life domain affect the residents' overall quality of life (OQL)?
- (f) Does material life domain affect the residents' overall QoL?
- (g) Does overall QoL affect the residents' support for sustainable tourism development (SSTD)?
- (h) Does the sequence of material, non-material life domains and overall QoL mediate the relationship between perceived environmental, socio-cultural, and economic impacts of tourism and SSTD?

1.4 Research Objectives

The objectives of this study are as follows:

- (a) To identify the effect of attachment to community on the perceived economic, environmental and sociocultural tourism impacts.

- (b) To identify the effect of perceived level of tourism development on the perceived economic, environmental and sociocultural tourism impacts.
- (c) To investigate the effect of perceived environmental, socio-cultural, and economic impacts of tourism on the residents' non-material life domain.
- (d) To investigate the effect of perceived environmental, socio-cultural, and economic impacts of tourism on the residents' material life domain.
- (e) To identify the effect of non-material life domain on the residents' overall quality of life (OQL).
- (f) To identify the effect of material life domain on the residents' overall QoL.
- (g) To identify the effect of overall QoL on the residents' support for sustainable tourism development (SSTD).
- (h) To investigate the mediating impact of the sequence of material, non-material life domains and overall QoL on the relationship between the perceived environmental, socio-cultural, and economic impacts of tourism and SSTD.

1.5 Significance of the Study

Investigating local community's perceptions of tourism impacts and their support for tourism development is considered to be as one of the most important requirements for today's world of tourism destinations (Lopez-Guzman, Sanchez-Canizares, and Pavon, 2011; Nunkoo and So, 2016). Learning about local community's perceptions and their support for tourism is very essential for decision making as well as survival of tourism industry. Thus, this study investigates the residents' support for STD in Langkawi islands.

This research creates several contributions to the present body of tourism knowledge. From the theoretical viewpoint, this study develops a theoretical framework to strengthen the social exchange theory by introducing QoL factor which is identified by the bottom-up spillover theory and further extends this model on evaluating residents' support for STD, which is a newly emerged approach of

tourism development. Most of the previous studies applied quality of life as an ultimate outcome and dependent construct; however, the current study extends the previous studies by examining this construct as an antecedent of residents' support for sustainable tourism development using different life domains and sub-domains. Moreover, using the non-material life domain which is a non-economic domain of life identified by the bottom-up spillover theory in the SET-based residents' support model, this study addresses one of the limitations related to the SET which is criticized that people merely exchange resources based on the economic gains without considering the other factors.

Moreover, the previous studies focused simply on support for tourism development or some other forms of tourism, such as mass tourism, alternative tourism, however, the current study investigates the residents' perception towards support for sustainable tourism development which has less been paid attention, specifically in the islands' context in the developing countries. Secondly, unlike the other studies such as the one conducted by Lee (2013), which used perceived cost and benefit as the mediators towards support for sustainable tourism development, this research integrates the tourism impacts by dividing into the three main formations of potential tourism impacts (economic, sociocultural, and environmental) on support for sustainable tourism development. This will improve the predictive power of the model, and it enables further understanding of how each type of impact is formed.

Additionally, this research generates contributions to the body of tourism literature through investigating the perceived level of tourism development in an integrated approach with tourism potential impacts (economic, sociocultural, and environmental) and as an exogenous predictor of these impacts towards quality of life as the endogenous construct and support for sustainable tourism development as the ultimate dependent construct.

The influence of community attachment on each of the residents' perceived tourism economic, sociocultural and environmental impacts is an interesting significance of this study as the direction and the effect on each one is different.

More importantly, the direction between community attachment and perceived environmental impacts has rarely been tested with inconclusive results. This can be considered as the other significant contribution of this study.

Furthermore, from the practical perspective, this study will provide helpful guidelines for the tourism policy makers and developers, specifically the Langkawi Development Authority and tourism planners of Langkawi Island. The proposed model can be used to evaluate which tourism impacts affect residents' satisfaction with their quality of life and how tourism impacts and QoL influence the residents' SSTD. For instance, the degree of residents' perception of tourism economic impacts in relation to the satisfaction with their quality of life might be different from the environmental and sociocultural impacts of tourism on the QoL. This will enable the tourism policy makers to understand what development programs to consider for alleviating the local residents' concerns about the environmental and sociocultural impacts of tourism on their life, and what initiatives should be made in order to improve more positive economic impacts of tourism on the residents' quality of life which will affect their SSTD. For example, a community-based tourism educational center in each district of Langkawi can be established to particularly train the local community members, considering the findings of this study as the guideline. Langkawi tourism leaders and policy makers can make more efforts toward encouraging positive sociocultural effects such as creating more recreation and entertainment opportunities that can also be used by locals, improving public services and publicizing the positive effects of tourism.

On the whole, this investigation constructs a suitable framework regarding residents' SSTD in the context of island (in particular Langkawi Island in Malaysia), increasing the current knowledge and understanding of the way residents perceive potential impacts of tourism development, QoL satisfaction using material and non-material life domains with different sub-domains and their ultimate support for sustainable tourism development, which is an important approach for developing the tourist destination successfully.

1.6 Operational Definitions

The following section presents the explanations of the operational terms and terminologies:

Community attachment: Conceptually, community attachment is the residents' sense of belonging to their community, the extent and pattern of social participation, integration, and sentiment toward community (McCool and Martin, 1994). In this study, it is operationalized based on the local residents' satisfaction with their living in the community, feeling at home in the community, knowing about their community and how they would feel if they move away from their community (Gursoy and Rutherford, 2004; McCool and Martin, 1994; Chen and Chen, 2010).

Perceived Level of tourism development: The tourism development models proposed by scholars such as Doxey (1975), and Butler (1980) describe the residents' responses to the development of tourism industry in their community, stating that the host residents' perception is positive during the initial phases of tourism development in which the number of tourists is lower, but reaches a level of acceptable change beyond which the number of tourists increases, thus more developments in the destination is required to be done, leading to the negative changes (Tosun, 2002; Meng et al., 2010). In this study, perceived level of tourism development is operationally defined as the residents' perception towards additional tourism development based on the available potentials of tourism in their community, and residents' agreement on attracting more tourists in their community.

Perception is defined as 'the organization and interpretation of incoming sensory information to form inner representations of the external world' (Gross, 2005, p.243). The three categories of impacts (economic, sociocultural and environmental) perceived by the residents are operationalized as below:

Perceived economic impacts of tourism: In this research, it is related to the way local residents perceive tourism influences (positively-negatively) on various

economic areas in Langkawi Island (e.g. business opportunities, local products, local community income, and revenue for the local government).

Perceived sociocultural impacts of tourism: The way people perceive tourism influences (positively-negatively) on several sociocultural factors in Langkawi Island (e.g. cultural identity, variety of local cultural activities, historical buildings, cultural exchange between residents and tourists).

Perceived environmental impacts of tourism: It is about the way that local residents perceive tourism influences (positively-negatively) on different features of environment in Langkawi Island (e.g. natural environment and biodiversity, island landscape, beaches and other outdoor places, and local infrastructure, parks and recreational areas).

Quality of life (QoL): QoL means an individual's well-being, his/her satisfaction or dissatisfaction, or being happy or unhappy with life (Dolnicar, Lazarevski, and Yanamandram, 2013). According to the bottom-up spillover theory, overall QoL is fundamentally identified with various assortments of well-being domains. In this study, the overall QoL is specified by three life domains, including material life domain, way of life and recreation amenities life domains. And these three life domains are further categorized as material life domain which is related to the peoples' financial life, and non-material life domain which is considered as non-financial life including recreation amenities and way of life. Generally, it assumes when a particular domain of life is affected, it spills over to the superior or major domains (Uysal, Perdue, and Sirgy, 2012).

Support for sustainable tourism development: Conceptually, sustainable tourism development (WTO/UNEP, 2002) is defined as fulfilling the needs of present tourists and taking all the necessary actions in protection of the host regions and improving opportunities for the future. It is considered as a leading factor in managing all the resources to meet economic, social and aesthetic needs and on the other side maintaining cultural integrity, indispensable ecological processes,

biological diversity, and life support systems (Gourdon and Cernat, 2007). In this study, support for sustainable tourism development is operationalized as residents' support for tourism-related plans to sustain local values and traditions, promotion of environmental education, environmental standards, cooperation with tourism planning initiatives to develop and promote the local products and local economy in the place they reside.

1.7 Organization of Chapters

This study consists of five chapters. Chapter one which is the introduction part, describes the background of the study, problem statement, research questions and objectives, as well as the operational definitions. Chapter two provides information about Langkawi tourism, an in-depth review of literature regarding tourism impacts, explanation of sustainable tourism development, importance of local community' participation and SSTD theories explaining residents' perceptions towards tourism development, the previous modeling attempts made by the other researchers, and also the development of the current research model. Chapter three presents the methodology to conduct this study, which comprises of sampling procedures, instrument development, data collection and procedures, and the test of reliability and validity of the study. Chapter four will provide the results of data analysis, test of the research hypotheses, and also the discussions accordingly. Finally, chapter five will present the conclusion of the study, limitations and will also make suggestions for the futures studies. It will further explain the contributions of study in terms of practical and theoretical aspects.

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