

**INDIVIDUAL AND COLLECTIVE PERCEPTIONS OF
TOURISM DEVELOPMENT: A CASE STUDY OF
RESIDENTS IN HAT YAI CITY MUNICIPALITY**

PRANOM KARNCHANAN

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INDIVIDUAL AND COLLECTIVE PERCEPTIONS OF TOURISM
DEVELOPMENT: A CASE STUDY OF RESIDENTS IN
HAT YAI CITY MUNICIPALITY

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by
Pranom Karnchanan

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ABSTRAK

Kebanyakan kajian terdahulu berkenaan persepsi penduduk setempat yang bermastautin menggunakan Teori Pertukaran Sosial (*Social Exchange Theory*) (SET) untuk menerangkan hubungan antara impak yang diterima kesan daripada pelancongan dan persepsi penduduk setempat. Namun begitu, belum terdapat sebarang kajian yang mengasingkan impak pelancongan kepada impak terhadap individu dan impak terhadap penduduk setempat secara kolektif. Kajian ini meneliti persepsi penduduk setempat terhadap pembangunan pelancongan di kawasan perbandaran kota Hat Yai dengan memberi tumpuan terhadap kesan individu dan kesan kolektif yang diterima daripada pelancongan dan sifat-sifat penduduk setempat. Data kajian dikutip daripada 359 orang penduduk setempat di bandar Hat Yai dengan menggunakan instrumen kajian yang dibina berdasarkan kajian-kajian terdahulu serta kerangka kajian. Hasil analisis data memaparkan bahawa, seperti yang disarankan oleh SET, penduduk setempat yang mendapat manfaat daripada bidang pelancongan sama ada secara individu atau secara kolektif memberikan persepsi yang lebih positif terhadap pembangunan pelancongan berbanding mereka yang tidak mendapat manfaat (*dis-benefit*) daripada pelancongan. Lebih penting lagi, kesan individu hasil daripada aktiviti pelancongan ini termasuklah peluang pekerjaan yang ada (positif/manfaat) serta peningkatan kos kehidupan (negatif/*dis-benefit*). Manfaat secara kolektif pula terdiri daripada pelbagai bentuk bidang kerja yang terhasil daripada kegiatan pelancongan (positif/manfaat) dan kesesakan lalu lintas (negatif/*dis-benefit*). Kajian ini turut mendapati bahawa para penduduk setempat agak gusar tentang kesan pelancongan terhadap mereka sebagai individu dan bukannya sebagai kelompok masyarakat secara kolektif. Selain itu, dapatan daripada kajian terdahulu yang menunjukkan bahawa persepsi penduduk setempat terhadap pembangunan pelancongan lebih banyak dipengaruhi oleh persepsi mereka terhadap manfaat ekonomi (yang diterima pada peringkat individu atau secara kolektif) turut disokong oleh kajian ini. Akhir sekali, sifat-sifat penduduk setempat juga mempengaruhi persepsi mereka terhadap pembangunan pelancongan. Kajian ini mendapati bahawa persepsi penduduk setempat di bandar Hat Yai terhadap manfaat pelancongan di kawasan mereka berbeza mengikut jantina, agama dan status pekerjaan mereka. Kekerapan hubungan mereka dengan pelancong pula didapati mempengaruhi sejauh mana mereka menyokong pembangunan pelancongan di kawasan perbandaran kota Hat Yai. Maklumat baru tentang kesan barangkali impak individu dan impak kolektif terhadap persepsi penduduk setempat boleh ditambah dalam kerangka kajian yang menggunakan teori pertukaran sosial semasa menjelaskan persepsi penduduk setempat terhadap pelancongan. Penyertaan cara pelancongan memberi kesan terhadap penduduk setempat dalam bentuk impak individu dan kolektif boleh membantu meningkatkan pengetahuan dan kefahaman tentang persepsi penduduk setempat terhadap pembangunan pelancongan.

Kata kunci: Pembangunan pelancongan, Impak Individu, Impak Kolektif, Persepsi Penduduk Setempat, Teori Pertukaran Sosial

ABSTRACT

Many earlier studies on resident perceptions used Social Exchange Theory (SET) to explain the relationship between the impacts that they receive from tourism and their perceptions, but none has attempted to separate the impacts into individual and collective impacts. This study examines resident perceptions of tourism development in Hat Yai City Municipality by focusing into individual and collective impacts that they receive from tourism and their characteristics. Data was collected from 359 Hat Yai City Municipality residents using a survey instrument constructed based on the literature and guided by the research framework. The results of data analysis reveal that, as suggested by SET, residents who benefit from tourism (individually or collectively) indicated more positive perceptions of its development than those who dis-benefit from it. More importantly, individual impact from tourism activities is found to be the jobs it provides (positive/benefit) and the increases in the cost of living (negative/dis-benefit), while the most important collective benefits are the diverse jobs created by tourism (positive/benefit) and traffic congestion (negative/dis-benefit). The study also found that they are a little more concerned about how they, as individuals rather than as a collective group of community, are affected by tourism. In addition, earlier finding that perceptions of residents toward tourism development are largely influenced by their perceptions of economic benefit (received at individual or collectively level) is substantiated by the finding of the present study. Finally, the characteristics of residents influence their perceptions of tourism development as it was found that perceptions of Hat Yai City Municipality residents toward benefits of tourism in their area differ according to gender, religion, and job status, while their frequency of contact with tourists influence their perceptions toward how much they are in favour of tourism development in Hat Yai City Municipality. The new information about the probable effect of individual and collective impacts on residents' perception can be added to the framework which uses social exchange theory in explaining their perceptions toward tourism. This inclusion of the way tourism affects residents in forms of individual and collective impacts may help increase the knowledge and understanding about residents' perception toward tourism development.

Keywords: Tourism development, Individual impact, Collective impact, Resident perception, Social exchange theory

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Tourism as an industry involves the production and consumption of goods and services that has something to do with hosting and satisfying domestic and international tourists with the aim of receiving economic benefit from money spent by the tourists. It has become an important development agenda in many countries as governments hope for it to contribute to the countries' economic growth and welfare of the people through jobs and income. In Taiwan, Kim, Chen and Jang (2006) found that tourism development creates employment opportunities to the residents. The same outcomes from tourism were recorded in Mexico (Brida, Carrera & Risso, 2008) and Korea (Oh, 2005). In addition, tourism contributes to community development and improves their standard of livings and capacities to improve their lives. Communities are inhabitants at the locations that have tourism products and resources such as beautiful nature, local culture, local tradition and local life. The tourists visit the communities for enjoyment, experience and interaction with the local people, and this interaction may affect the hosts' culture and values. Examples of the affect are the adoption of western culture (Mbaiwa, 2004) and increasing materialism (Kasser, 2002; King, LeBlanc & Lowe, 2000). Simultaneously, increasing number of tourists produce the economic and social benefits that are sought by these communities. Thus, tourism brings with it costs as well as benefits. Several writers have expressed reservations about the nature and size of the benefits attributable to tourism and have become increasingly skeptical about the

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