

**FACTORS INFLUENCING RESIDENTS' ATTITUDE
TOWARDS TOURISM DEVELOPMENT ON THE
REMOTE ISLAND OF SOCOTRA, YEMEN**

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**DOCTOR OF PHILOSOPHY
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DEVELOPMENT ON THE REMOTE ISLAND OF SOCOTRA, YEMEN**

BY

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Kolej Undang-Undang, Kerajaan dan Pengajian Antarabangsa
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ABSTRAK

Pelancongan telah dianggap sebagai satu strategi untuk menjana faedah ekonomi dan untuk membangunkan masyarakat setempat dari segi ekonomi dan sosial. Walau bagaimanapun, untuk terus kekal, pelancongan memerlukan banyak penglibatan dan sokongan daripada masyarakat setempat. Manakala cabaran yang paling besar kepada kerajaan ialah mendapatkan penyertaan dan penerimaan masyarakat tempatan terhadap pembangunan pelancongan. Cabaran ini jelas kelihatan di negara Yaman yang dilihat sebagai salah sebuah negara Islam yang paling konservatif kerana nilai-nilai dan budaya Islam, dan sifat berpuak-puak yang bertentangan dengan amalan pelancong barat. Kajian ini meneliti pengaruh sikap penduduk terhadap pembangunan pelancongan dalam masyarakat konservatif Pulau Socotra, Yaman dengan; menentukan pengaruh nilai-nilai Islam penduduk setempat terhadap pembangunan pelancongan, menentukan pengaruh ciri-ciri sosio-demografi sikap penduduk ke atas pembangunan pelancongan, menentukan pengaruh kepentingan peribadi daripada pelancongan kepada penduduk setempat terhadap pembangunan pelancongan dan menentukan pengaruh pengetahuan tentang pelancongan kepada sikap penduduk mengenai pembangunan pelancongan. Data dikumpulkan dengan menggunakan kaedah kuantitatif dan kualitatif. Sebanyak 359 jawapan soal selidik yang boleh digunakan telah dikumpul dan dianalisis dengan menggunakan pelbagai teknik statistik. Di samping itu, 20 temu bual dengan ketua dikalangan penduduk tempatan juga dijalankan. Hasil kajian menunjukkan terdapat hubungan negatif antara nilai-nilai Islam masyarakat konservatif Pulau Socotra dengan sikap mereka terhadap pembangunan pelancongan. Hasil kajian juga merumuskan ciri-ciri sosio-demografi, kepentingan peribadi melalui pelancongan dan pengetahuan tentang pelancongan mempunyai hubungan positif dengan sikap masyarakat setempat terhadap pembangunan pelancongan. Kajian ini telah memperluas literatur mengenai sikap penduduk terhadap pelancongan dengan mengenengahkan nilai-nilai Islam Yaman sebagai pembolehubah baharu dalam memahami persepsi dan sikap masyarakat terhadap pelancongan. Di samping itu, ia memberi sumbangan yang penting dalam literatur berkaitan pengurusan dan metodologi, terutamanya yang berkaitan dengan pemahaman sikap penduduk terhadap pelancongan, khususnya dalam masyarakat konservatif seperti masyarakat Yaman. Kajian ini juga mencadangkan beberapa cara bagaimana kerajaan dan pembuat dasar di Yaman boleh memberikan sumbangan bagi memajukan pelancongan. Akhir sekali, kajian ini juga mencadangkan kajian lanjutan termasuklah kajian tentang faktor-faktor lain yang boleh mempengaruhi pendapat dan persepsi penduduk tempatan terhadap pelancongan.

Kata kunci: Nilai-Nilai Islam di Yaman, Pulau Socotra, Sikap Penduduk Terhadap Pelancongan, Yaman

Abstract

Tourism has been considered as a strategy to generate economic benefits and to develop the local community, economically and socially. However, tourism requires a lot of participation and support by the local community to be sustained. Getting participation and acceptance from local community is perhaps the greatest challenge to the national government. This challenge seems apparent in Yemen which is viewed as one of the most conservative Islamic countries, where Islamic values and culture, and the tribal conventions come in contradiction to the Western tourists' practices. This study investigates the influence of residents' attitudes toward tourism development in a conservative community of Socotra Island in Yemen by determining the influence of Islamic values on the residents' attitudes toward tourism development, investigating the influence of socio-demographic characteristics on the residents' attitudes on tourism development, assessing the influence of personal benefits from tourism on the residents' attitudes toward tourism development, and examining the influence of knowledge about tourism on the residents attitudes on tourism development. Data was collected using quantitative and qualitative methods. A total of 359 usable questionnaire responses were collected and analyzed by using a variety of statistical techniques. In addition, 20 interviews with local leaders were conducted. The result shows a negative relationship between the residents' Islamic values and their attitudes toward tourism development in a conservative community of Socotra Island. The findings also indicate that social demographic characteristics, personal benefits from tourism, and knowledge about tourism have positive relationships with residents' attitudes toward tourism development. This study extends the literature on residents' attitudes toward tourism by highlighting Yemeni Islamic values as a new variable in understanding community perceptions and attitudes toward tourism. In addition, it provides important managerial and methodological contributions to the literature, particularly with regards to the understanding of the residents' attitudes toward tourism, specifically in a conservative community such as Yemeni community. Recommendations are given on how government and policy makers in Yemen can make contributions to develop tourism. Finally, the study suggests further studies including investigating other factors that may influence the residents' opinions and perceptions on tourism.

Keywords: Residents' Attitudes Toward Tourism, Socotra Island, Yemen, Yemeni Islamic Values

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List of Abbreviations

Abbreviation	Full List
BTS	Bartlett's Test
EPA	Environment Production Authority
GDP	Gross Domestic Product
GEF	Global Environment Facility
ITI	Index of Tourism Impact
KAT	Knowledge about Tourism
KMO	Kaiser – Mayer- Olkin
MSA	Measure of Sampling Adequacy
NGOs	Non-Governmental Organizations
NSCIV	Not Strong Conservative Islamic Values
PBT	Personal Benefits from Tourism
SCDP	Socotra Conservation Development Program
SCIV	Strong Conservative Islamic Values
SES	Socotra Ecotourism Society
SET	Social Exchange Theory
SNR	Socotra Natural Reserve
TIAS	Tourism Impact and Resident Attitude Scale
UNDP	United Nations Development Program
UNWTO	United Nations World Tourism Organization
WTTC	World Travel and Tourism Council
YIV	Yemeni Islamic Values
YTEA	Yemen Tourism and Exhibitions Authority

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This study aims to investigate the factors that influence of residents' attitude towards tourism development in Socotra Island, Yemen. Hence, the introductory chapter focuses on the background of the study, the problem statement of the study, the research questions, the research objectives, the scope of the study, the significance of the study, key terms definitions definitions, and the thesis outline.

1.1 Background

Tourism has been for a long time recognized as an important form in economic development in developing countries, contributing to foreign exchange earnings, gross domestic product and employment opportunities (de Kadt, 1979). According to January 2014 UNWTO World Tourism Barometer, international tourist arrivals grew by 5% in 2013, reaching a record 1,087 million arrivals. Despite global economic challenges, international tourism results were well above expectations, with an additional 52 million international tourists travelling the world in 2013. For 2014, UNWTO forecasts 4% to 4.5% growth and this is again, above the long term projections (UNWTO, 2014). In 2013, the global Travel & Tourism industry's total contribution to GDP grew by 3.0%, faster than other global sectors such as manufacturing, retail and financial and public services, outperforming overall GDP growth for the third consecutive year (WTTC, 2014).

Tourism was defined by UNWTO in its Understanding Tourism: Basic Glossary as "Tourism a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or

business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. As such, tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves.” (UNWTO, 2013).

According to Látková and Vogt (2012), although tourism has increasingly been regarded as a vehicle of development in developing countries and has taken a dominant role in most countries, however it may threaten the indigenous culture and incur enormous costs on the host community. During the last decades, growing attention has been drawn to the impacts of tourism perceived by local residents of host communities. For example, Andereck and Vogt (2000) claimed that understanding the local residents' perception of tourism impacts could be taken into account as an effective factor to engage them actively in the planning stage of sustainable tourism development in order to achieve sustainable tourism development.

Moreover, according to Vargas-Sanchez, Porras-Bueno and Plaza-Mejia (2011), understanding residents' attitude toward tourism development leads to minimize the negative impacts in addition to maximizing the support for tourism initiatives. Alexander (2002) and Poon (1996) believe that involving local residents is one of the missing ingredients underpinning the success of many tourism destinations and the success of any tourism development projects depends heavily upon the participations of the locals residents.

The attitude of the residents towards tourism is very important in order to create a hospitable and attractive environment (Var *et al.*, 1977). According to Przeclawski (1986), when the reception community makes tourists feel welcome, it is more likely

for them to visit it again and also to recommend it to others. Thus, the balance of perception of the residents for the cost and the benefits of tourism are considered to be an important factor for the visitor's satisfaction and it is of vital importance for the tourist growth (Allen *et al.*, 1988; Andriotis and Vaughan, 2003; Lankford and Howard, 1994).

Yemen is a country that is ecologically famous for its resource varieties that can potentially support its attractiveness as a tourist destination. Moreover, Yemen offers a combination of spectacular natural resources and cultural attractions which make the country potentially attractive as an internationally recognized ecotourism destination (Ceballos & Al-Shami, 2001). Yemen possesses an amazingly natural beauty where there are diversified natural sceneries of wild soaring mountains, green valleys and desert landscapes. Furthermore, Yemen has a long coastline along the Red Sea and the Gulf of Aden in which there are more than 100 amazing islands. Socotra Island is one of the most attractive Islands in Yemen. It is categorized as the biggest natural park in the Middle East.

Moreover, Socotra Island is regarded as an important natural sanctuary and natural reserve that includes a diversity of rare flora and fauna. In addition to that, Socotra Island has unique culture, extensive history and a vast architectural heritage that are characterized by multi-storey mud-brick houses, castles, and ancient walled-towns as well as numerous archaeological sites dating back to the time of the Queen of Sheba, Hemyer Kingdom (Al farid, 2004).

However, given all these resources, Yemen is listed as one of the poorest countries in the Arab world. For example, besides facing the impacts of the global economic recession, Yemen is also suffering from many economic problems such as crucial natural resource depletion, corruption, unemployment, and inflation. Furthermore,

Yemen is getting even poorer because of the unpredictable government policies concerning the national resources, which is complicated by the rising prices of food stuff, and the incapability of absorbing the growing number of the population into the domestic labor market (Boucek, 2009). All these factors illustrate that the Yemeni economy is in deterioration, and therefore, the need arises for the government to revise the current and future economic strategies using all factors including tourism industry to improve the national income (Boucek, 2009).

Due to the potential contribution of tourism towards the economy, some Middle Eastern countries have taken serious steps to promote tourism development in order to increase their national income. One major development in this region in the last two decades is the active participation of the governments in tourism development in the form of developing national plans for the development of tourism resources (Courtney, 1999) and recognizing their positive impacts over enhancing the economy and wellbeing of the people (Ko & Stewart, 2002; Gilbert & Clark, 1997; Perdue & Long, 1991). Middle East countries have taken the responsibility to provide tourists with the necessary physical developments and activities in order to maintain the attractiveness of the destinations (Bahmmam, 2005).

The United Nations World Tourism Organization (UNWTO)'s 2013 Tourism Highlights reported that, the Middle East region has a 5% share in total world arrivals and 4% in receipts. International tourist arrivals in the Middle East are estimated at 52 million in 2012 (54.936 million in 2011). This 5% drop in arrivals is due to continued tensions in some of its destinations, while its largest destination Saudi Arabia also reported a considerable decline of 22% in international tourist arrivals (13.664 million in 2012 compared to 17.498 million in 2011). In international tourism receipts the region's decline was limited to 2% in real terms,

with earnings totaling US\$ 47 billion.

Tourism development within the Middle East, however, varies from one country to another. As defined by the United Nations World Tourism Organization (UNWTO), the Middle East comprises of fourteen different countries; namely Saudi Arabia, Iraq, Jordan, Lebanon, Kuwait, Libya, Palestine, Oman, Bahrain, Qatar, Egypt, United Arab Emirates, Syria and Yemen (UNWTO, 2013). Each of these countries has its own strategies and tourism plans, and some of them have actually succeeded in developing and attracting more tourists like the cases of Dubai, Qatar, Egypt while others are still in need for more creative plans and government's strategies to develop tourism (Sharpley, 2008).

In the case of Yemen, statistics issued by the Yemen's Ministry of Tourism indicates that the country had lost half a million tourists in 2011 while UNWTO (2013) recorded the number of international tourist arrivals to Yemen in 2011 as 0.829 million compared to over 1.025 million arrivals in 2010 (UNWTO, 2013). Although the government of Yemen has taken practical steps to ensure tourists' safety but with the Arab spring uprising in 2011 which started in Tunisia followed by Egypt, Libya and Yemen, the number of tourist arrivals to the Middle East region had decreased greatly from 58.181 million in 2010 to 54.936 million in 2011 and 51.986 million in 2012 (UNWTO, 2013).

Although tourism is always associated with impacts and benefits (Egbali *et al.*, 2010), but positive impacts of tourism have not happened in Yemen because of the safety and security issues faced by tourists when they are in Yemen. Tourist safety as one of the important attributes when choosing a destination to visit (Baloglu, & McCleary, 1999; Chon, 1991; Dimanche, & Lepetic, 1999; Gallarza & Saura, 2002, Tahir *et al.*, 2005). Most researchers are aware of the negative impacts, and they

recognize the need for action to address safety and security issues in the neighborhood (Fennell, 2003).

There is a substantial amount of research refers to the critical role of community participation towards enhancing the positive impacts of tourism (Ene & Baraitaru, 2010; Nault & Stapleton, 2011, Mohd Shariff & Tahir, 2003). It is well documented that understanding the community's perspective and attitudes towards ecotourism can help explain the level of their interaction with the incoming tourists (Gumede, 2009). Several authors have argued for the importance of investigating the factors that affect the participation of the local community on tourism development. Yabuta *et al*, (2008) recommended that more studies should focus on people's attitudes and perceptions towards ecotourism development.

Mai (1997) emphasized the participation of local people at all stages of ecotourism and therefore efforts should be made to enhance local people's participation in the development of ecotourism in their natural surroundings. Further, Perdue *et al*, (1990), and Sheldon and Var (1984) sought a better understanding of hosts' attitudes towards tourism impacts by conducting research to help define and describe residents' attitudes towards the effects of tourism development. Understanding the effects of tourism on a destination and the associated perceptions and attitudes of hosts towards tourism continues to be a crucial issue in the field of tourism research (Cavus & Tanrisevdi, 2003; Gursoy, Chi & Dyer, 2009; Long, 2012).

Understanding residents' attitudes and perceptions towards tourism development can play an essential role in the planning and policy-making which will lead to successful marketing and tourism development in the host community (Zhang *et al*, 2006).

The various models and scales devised to test residents' attitudes and perceptions towards tourism development have been applied to both developed, emerging, and developing countries with different economic, cultural and political environments including those in Europe (Sheldon & Var, 1984; Snaith & Haley, 1999), Australia, New Zealand, and the South Pacific (Fredline & Faulkner, 2000; Mason and Cheyne, 2000; Faulkner & Tideswell, 1997), Africa, North America and Latin America (Liu & Var 1986; Carmichael, 2000; Gursoy, Jurowski, & Uysal, 2002; Wang & Pfister, 2008), and Asia (Kayat, 2002). As these studies indicate, the populations study were that of European and Asian cultures which might have substantial differences in the attitudes and perceptions from Islamic conservative cultures.

The Islamic values of Yemen, which are represented in the Yemeni culture, are very peculiar and can be considered as the most conservative among other Arab countries. The Yemeni society is largely sensitive to religious code and that the traditional and cultural values are inspired by religion and the Yemeni tribal-based system (Al-Nini, 2009). The most obvious features of this culture are the women's subordination to men in all aspects of daily life and the strict adherence to Islamic regulations and values; for example, the segregation between women and men, and the dress code. The Yemeni women are typically subordinate to men in their communities, and women are not permitted to talk to men who are not from the same family. They are not allowed to drive or to hold high administration position (even so, women can become teacher). Some communities in the Yemeni culture are not even supportive of women's education. Some families in Yemen, especially in rural areas, do not send their daughters to school as a way of ensuring compliance with rule of segregation between boys and girls.

Inspired by the Islamic dress code, not all Arab cultures strictly follow this regulation and there are different levels of adherence. Some Arab cultures have some relaxed and open-minded perceptions to the dress code and accept Western dress in all its forms such as in Egyptian, Tunisian, Moroccan, Lebanese and Syrian cultures, while the Gulf area, specially, Saudi Arabia and Yemen are more strict with respect to dress code (Mojalli, 2009). The Yemeni woman's traditional dress usually covers their whole body and faces with robes (*abayah, jilbob, or chador*) and veil (*hijab or chador*).

"The tribal community [in Yemen] has very strong customs that organize the rights and duties of its members and anybody who violates those customs will be punished in accordance to the tribal customs" (Al-Nini, 2009, p.14). According to the norms and culture, the Yemeni tribal system exerts a strong role on the shaping of values and customs of the community. As noted earlier, the cultural values of the Yemeni community are derived from Islamic regulations using *Shia's law* and codes. Their conservativeness has its roots in religion and culture which are dependent on a completely tribal-based system.

This conservative tribal system in Yemen allows some of the tribes to follow the extremist fundamentalist thinking of anything unislamic to them as *haram* and permits them to commit crimes such as kidnapping and killings of tourists. There is some agreement on what constitutes the values of social activities and what constitutes the 'right' and 'wrong' activities of tourists. Whatever the differences between cultural and tribal values and norms, the Yemeni community is expected to accept those established practices in their everyday activities. Owing to the cultural values of the Yemeni community with its strict adherence to the conservative values

of the tribe, tourist activities such as alcohol drinking, gambling and night entertainment and body reveals in public places are considered unacceptable.

Given the particular rigidity of the Yemeni cultural and tribal Islamic values, it might be argued that tourist activities might come in contradiction to the Yemeni community values, and therefore, might have the potential to affect community's perceptions and attitudes towards tourism.

Previous literature has reported several factors influencing residents' attitude towards tourism such as socio-demographic factors, benefits from tourism, knowledge about tourism, community attachment, contact with tourists, economic purpose of tourism, economic dependence on tourism, involvement in decision making and level of tourism development (Cavus & Tanrisevdi, 2003; McGehee & Andereck, 2004; Tomljenovic & Faulkner, 1999; Iroegbu & Chen, 2001; Harrill & Potts, 2003; Mason & Cheyne, 2000; Andereck et al., 2005; Jurowski & Gursoy, 2004; Williams, 1998; Huh & Vogt, 2008).

However, studies on the factors influencing residents' attitude toward tourism within the Arab countries including Yemen are limited compared to other regions of the world. Therefore, this study aims to extend the literature by investigating the residents' attitude towards tourism in the context of a conservative resident host community namely the Island of Socotra which is particularly sensitive because of its unique characteristics, such as the limited space, the small amounts of natural goods and raw material, as well as the limited number of manpower.

Socio-demographic characteristics (such as age, gender, length of residence, and education) are reported to have effects on residents' attitude towards tourism development. For the 'age' characteristics, Tomljenovic and Faulkner (2000) in their study in Turkey found that older residents are more likely to be tolerant than the

younger generation to the presence of international tourists in their country. Nonetheless, those older residents were more interested in issues related to the possible influence of tourism on crime, safety and tranquility levels in the neighborhood than the younger residents (Tomljenovic & Faulkner, 1999). For the gender variable, Mason and Cheyne (2000) found that women's attitude towards tourism development is more negative compared to men. From their perspective, tourism can increase traffic jam, noise, higher levels of disturbance, and crime. For 'length of residence' Lankford and Howard (1994) noted that as the people reside longer at a 'destination' they are more likely to oppose tourism development. For instance, long-term residents of Montana and Virginia showed less favorable attitudes and perceptions towards tourism development than residents who were recent settlers (Harrill, 2004).

Conversely, Liu and Var (1986), in their Hawaii study, suggested that length of residence was among the most critical socio-demographic variables which can explain the perceptual and attitudinal differences. The last demographic factor is education. Andereck *et al.*, (2005) suggested that residents of higher educational background can promote more awareness and feelings of engagement which can be of a great sustainable factor for tourism, encouraging active participation and welcoming activities towards tourists. The effects of demographic characteristics seem to vary from one country to another according to the peculiarities of their situations. Older generations seem to be keen in preserving their cultures and customs.

They feel that tourists' culture can threaten and affect the local culture, and therefore they oppose any proposal for tourism development. Education, on the other hand, is a factor that affects and changes the older generations' perceptions, because

education can highlight the positive sides of tourism development on the country's overall prosperity.

With regards to 'personal benefits', studies have shown that people who personally make use and receives benefits from tourism, recognize its potentials. They are usually more enthusiastic and hold approving attitudes towards its development (Ko & Stewart, 2002; Vargas-Sa'nchez *et al.*, 2009). Moreover, several studies confirmed that people who depend on tourism or interested in making greater gains and personal benefit are more inclined to hold more favorable perceptions and attitudes towards tourism than others (Brunt & Courtney 1999; Haralambopoulos & Pizam 1996; Jurowski *et al.*, 1997; Lankford & Howard 1994; McGehee & Andereck 2004; Teye *et al.*, 2002).

Similarly, Vargas'Sanchez *et al*, (2010) indicated that residents who make use of and receive personal advantages from tourism industry are more inclined to hold positive attitudes towards tourism development.

Finally, 'knowledge about tourism' has been reported to have a positive impact on the residents' attitude towards tourism. Andereck *et al*, (2005) found that residents with higher understanding and personal knowledge on the positive impacts of tourism, are expected to have higher appreciation of the positive effects of tourism than those who do not. Lankford and Howard (1994) and Davis *et al*, (1988) found out that the level of knowledge about tourism development especially their expected revenues on the economy can affect residents' attitudes towards tourism. In other words those who are more acquainted with this knowledge will have positive perception. The more the respondents know about the importance of tourism contributions to the economy, the more they will express agreement to tourism development (Latkova, 2008). Past studies investigated the influence of residents'

attitude towards tourism development by identifying certain independent variables including knowledge about tourism. This variable was used to understand and describe how attitude towards tourism development can vary from one group of residents to another. By understanding the community attitude towards tourism, a better strategic planning can be put in place to develop tourism in Yemen.

Picture 1.1: Map of Yemen



(Source Google 2013)

Picture 1.2: Map of Socotra



(Source Google 2013)

1.2 Problem Statement

Residents' attitude is an important topic in the study of tourism because it is one of the major components that influence tourism development in most parts of the world. Many studies have been conducted to address the factors that affect resident attitudes towards tourism development (e.g. Snaith & Haley, 1999; Fredline & Faulkner, 2000; Mason & Cheyne, 2000; Carmichael, 2000; Gursoy, Jurowski, & Uysal, 2002; Wang & Pfister, 2008).

These studies identified that residents' attitude toward tourism development such as demographic factors, personal benefit from tourism and knowledge about tourism play important role in determining resident attitudes towards tourism development. However, one limitation of previous studies is that they have been carried out in the context of communities with liberal lifestyles such as in Australia, United Kingdom, and the United States. There are few studies that examine the effect of such factors (i.e. demographic factors, personal benefit from tourism and knowledge about tourism) on resident attitudes towards tourism development in within the context of a conservative Islamic society. This limitation in previous studies makes the ability to generalize their results to regions that are different in terms of cultural diversity, religious difference, and conservatism questionable.

In other words, there is theoretical gap in understanding how a community that lives by strict religion and cultural values would perceive the idea of tourism development. Researchers such as Akkawi (2010), Henderson (2003) and Burns & Cooper (1997) have agreed that there is a need to investigate the attitudes of residents in Arab region towards tourism development. Arab region as a whole is known to be bounded by strict religion and cultural values. Yemen, in particular, is among the most conservative nation in the region.

According to UNWTO's (Volume 12, January 2014) World Tourism Barometer, the Middle East and North Africa regions received respectively 51.9 million (4.8%) and 19.6 million (1.8%) of the world's 1,087 million international tourist arrivals in 2013. Many of the countries in these two regions can be considered as Muslim conservative countries. Therefore, studying the Arab residents' attitudes towards tourism will give a broader understanding of how the residents perceived tourism as an avenue for economic development as well as to prevent problems that may arise in the interaction between residents and tourists. Therefore, region's cultural diversity, religious difference, and conservatism call for pragmatic research of tourism development from the viewpoint of residents' attitudes towards foreign tourists.

The Islamic culture and values play crucial role in all aspects of life of the Islamic communities and stand in contradiction with the values of Western tourists. Therefore, they are expected to play important role in the formulation of residents' attitude toward tourism development. According to Henderson (2003) the arrival of the Western tourists into the Muslim or the conservative communities can be more disruptive in comparison with the arrival of the Middle Eastern tourists into the Western countries. He states that such a situation is due to "the religious codes that informs and is manifest in their daily lives and that may be violated by tourists knowingly or accidentally" (Henderson, 2003, p.449).

For example, the arrival of Western tourists into the Middle East countries is traditionally associated with unmarried males and females which is an unacceptable feature in Islamic cultures based on society and gender roles (Wigan, 1986). Moreover, Burns and Cooper (1997) argue that Western tourists may go into several outdoor activities that are unacceptable in Islamic cultures such as bathing in

beaches and recreational resorts with bikini, a behavior that is considered to be an unacceptable from an Islamic perspective as well as to the Arab culture. Alsagher (2009) posited that where there are clashes between conservative traditions and tourists' cultural values, tourism development will be deemed "culturally undesirable". This cultural discrepancy is heightened when there is a clash or a gap between Islamic and European values (Sharpley, 2008; Poirier, 1995) as well as contradiction in beliefs could lead to conflict between tourists and people (Binsumeet, 2011).

Yemen is considered as one of the most conservative, Islamic countries in the Middle East (Alsagher, 2009), that have shown evidences of unforeseeable residents' attitude towards rejecting other foreign cultures. Residents' attitude are related to the Islamic values, culture, and tribal conventions which can be assumed to contradict the position of Western tourists' practices such as alcohol consumption, intimate public behavior, and dress code which are undesirable in the eyes of local residents. For example, in March 2009 a South Korean tourist group was attacked where sixteen were killed and three were reported injured. Moreover, in 2010 two German tourists were kidnapped and killed. A few days later, twenty four tourists were kidnapped, but were finally released unharmed. In some local communities residents usually express their hostility towards tourists visiting their towns by throwing stones at them (Binsumeet, 2011). Such attacks can detriment tourism growth and tourism contribution towards the Gross Domestic Product (Al-omari, 2010).

Such incidences pose a great challenge to the Yemeni government in protecting the tourist and in educating the resident about the importance of the tourism and the benefit it brings into their communities. Binsumeet (2011) asserts that the decline of tourism development in Yemen can be attributed to the negative attitude of the local

people towards foreigners. In contrast, the Yemeni government plans to develop the tourism industry to support the economy.

In short, the Yemeni's Islamic culture and values, which are reinforced by cultural and tribal traditions are widespread in almost every aspect of the Yemeni community, may contradict with the values of tourists. Burns and Cooper (1997) recommended more researches to be conducted on how tourism would influence the conservative countries. Moreover, both authors urged that there is a need for further researches into Muslim views of tourism cultural impacts on their societies in particular.

However, one can argue that it is important to understand the residents' attitudes and perceptions towards tourism in Yemen so that more supportive attitudes can be cultivated. Moreover, addressing this issue in Yemen is important, as Yemen witnessed a sharp decline in the number of tourists 0.829 million in 2012 compared to over 1.023 million arrivals in 2008 (UNWTO, 2011). Therefore, this study intends to investigate four independent variables, namely Yemeni's Islamic values and culture, socio-demographic characteristics, personal benefits, and knowledge about tourism in order to draw inference on factors influencing residents' attitude and perception towards tourism development in Yemen.

1.3 Research Questions

The study aims to evaluate the identified independent variables to draw influence on residents' attitudes and perception towards development tourism in Socotra Island, Yemen. Drawing from the problem statement, this research intends to provide answers to the following questions:

1. To what extent respondent's Islamic values influence their attitude towards tourist's behavior and tourism development?
2. To what extent do the socio-demographic characteristics influence the residents' attitude towards tourism development in Socotra?
3. To what extent do personal benefits influence the residents' attitude towards tourism development in Socotra?
4. To what extent does knowledge influence the residents' attitude towards tourism development in Socotra?

1.4 Objectives of the study

Therefore, this study will pursue the following research objectives:

1. To assess the influence of the residents' Islamic values on their attitude towards tourism development and tourist behavior in Socotra.
2. To investigate the influence of the residents' socio-demographic characteristics on their attitude towards tourism development in Socotra.
3. To examine the influence of the residents' personal benefits on their attitude towards tourism development in Socotra.
4. To identify the influence of the residents' knowledge about tourism on their attitude towards tourism development in Socotra.

1.5 Scope of the Study

The scope of this study is limited to only four variables out of many variables that can influence residents' attitude on the tourism development in Yemen. These variables are Islamic values, socio-demographic characteristics, personal benefits, and knowledge about tourism in Yemen.

While many studies in the Westernized developed countries reveal that socio-demographic characteristics, personal benefits, and knowledge about tourism are among the main determinants of residents' attitude towards tourism development, the researcher would like to investigate on this but in Yemen which is in the Arab region, a developing country with a strong conservative Islamic society. Hence, the study also uses Yemeni Islamic values as one of independent variables.

These variables are treated as independent variables in order to draw inference about the dependent variable, which is the focus of the study. Furthermore, the study covers only the local community of Socotra Natural Reserve in Yemen. The selection of this study context is because Socotra Island is a tourist region and a natural reserve that always attracts a lot of tourists in Yemen.

1.6 Significance of the study

Yemen is at a crossroads. Developing tourism to attract international tourists is one of Yemen government's priorities to sustain and improve Yemen economy. However, the Yemeni government efforts to develop tourism could clash with Yemen's conservative traditions and culture, making tourism "culturally undesirable" in the eyes of some residents. Therefore the significance of this study is that it could, through its empirical findings, shed light on the resident' attitude towards tourism development so that the Yemen government would have more ideas on how to implement tourism development without negatively affecting the religious and cultural sensitivity of the residents involved.

It has been argued that the arrival of Western tourists in Muslim or conservative communities can be more disruptive than the reverse situation "due to the religious codes that inform and are manifest in their daily lives and that may be violated by tourists knowingly or accidentally" (Henderson, 2003, p.449). With the Shari'a

(Islamic Law) and conservative culture being an influence on development and policies in Yemen, (e.g., dress code, alcohol consumption, behaviour in public) a balance between tourism development and tourist influx on one hand and the culture and tradition of local residents on the other hand, can be difficult. Therefore the social, cultural, and environmental impacts caused by tourism (whether beneficial or not) on residents of host countries should be understood and considered to ensure the acceptance, if not the success, of tourism development (Brunt & Courtney, 1999).

A majority of past studies regarding resident attitudes towards tourism development have been carried out in areas with Western and liberal lifestyles (e.g., Australia, United Kingdom, and the United States). Studying attitudes of residents in conservative Islamic cultures, such as Yemen, gives a broader understanding of other cultures and could prevent problems between residents and tourists.

Therefore to address this gap, the proposed study will examine residents' attitudes and perceptions towards tourism development in the Republic of Yemen. In addition, this study extends previous studies by examining the relationship between Yemeni Islamic values and residents' attitude towards tourism development which have never been tested before, with introducing a new measurement for that variable (i.e. Yemeni Islamic values). Given the conservative nature of Yemeni society and the central role of Islamic religion and culture in shaping and formulating community's perception and attitude towards many issues, it is reasonable to expect that this factor could affect the community's perception and attitude towards tourism which, in turn, can affect the level of local community participation.

From a theoretical perspective, this study extends the application of social exchange theory and the culture theory as a relevant conceptual framework for examining and explaining factors affecting the influence of residents' attitude towards tourism

development in Yemen, a developing country which has different cultural, economic, and social norms from those predominant in developed and emerging countries.

In addition, in spite of the fact that the majority of the items used to capture the traditional variables that affect residents' attitude toward tourism development were used by prior research, this study still contributes to the methodology by showing reliability and validity of the scales in different setting and contexts.

Practically, finding of this study is expected to help the government develop strategic future plans to move forward to the next stage in order to have the most successful sustainable tourism industry and at the same time to promote local community participation in tourism, particularly in Socotra Island. The study can contribute an integrated tourism plan that sustains tourism development in Socotra Island and to suggest methods and strategies that will benefit various types of communities by understanding their perspectives. Findings of this study could be generalized and applied in other countries having characteristics similar to that of the present study. For example, features such as conservatives and the strong effect of Islamic values also exist in other Arab countries such as Arab Gulf countries, Jordan, and Sudan and also Pakistan.

This study can also help the planners, local officials and developers in the field of tourism to increase their vision, recognition and awareness of the importance of tourism development as an essential component of the community growth and environmental quality in Yemen and in Socotra Island in particular. This awareness is essential because the environment in the island has been neglected for decades in comparison with the urban places. Moreover, this study aims to highlight the importance of tourism development and its substantial impacts on the quality and

quantity of the Socotra community's livelihood. This study also seeks to help the top management and authorized individuals in the island to take a leadership role in ensuring that future development reflects environmental protection and to legislate rules and administrative regulations that contribute in planning and encouraging the residents to participate in tourism development.

1.7 Key Terms Definitions

Terms are defined based on the use of the given terms in this study. Following are the definitions of key terminologies as used in this study:

Residents' Attitude: Attitudes are intellectual, emotional, and behavioral responses to events, things, and persons which people can learn over time" (Fridgen, 1991, p. 43, cited by Latkova, 2008).

Yemeni Islamic Values: Islamic values are a set of values that a Muslim individual holds, as a consequence of an Islamic teaching (the holy book of Quran and the practices of the noble prophet Mohammad (PBUH) which may influence how he or she perceives the world. With tourism, some activities such as alcohol consumption, wearing Western style casual clothing (which are often designed for comfort and not 'virtue or *aurat* protection') and providing sex-related services are considered normal and tolerated in many countries including in some Islamic countries such as Malaysia. On the other hand, Yemen is a much more conservative country with much more stringent adherence to Islam. Therefore those deeds which are considered to be forbidden (Haram) in Islam may be perceived much differently by Yemeni people, due to their conservatism.

Personal benefits from tourism: degree of benefits a resident would experience as a result of tourism development especially in terms of improving their quality of life such as standard of living, health, safety, employment opportunities and infrastructural support.

Knowledge about tourism: measure of tourism knowledge is an actual measure of an individual's perceived, self-reported level of knowledge.

Demographic features: These refer to demographic features such as age, income, gender, education and length of residence.

1.8 Thesis outline

Chapter One introduces the study by discussing the background of the study, statement of the problem, research questions, research objectives, scope of the study, theoretical framework, formulation of the hypothesis, research model construct, conceptual framework for tourism development, significance of the study, key terms definitions, and thesis outlines.

Chapter Two discusses the literature review of previous studies on tourism development. The chapter discusses tourism in Yemen, tourism in Socotra Natural Reserve (SNR), tourism development and planning, tourism impact on tourism development, residents' attitudes towards tourism development, and factors influencing residents' attitude towards tourism development.

Chapter Three discusses the research paradigm, research design, population and sampling (sampling technique), sampling framework, instrumentation, coding of instrument, data collection, reliability and validity, pilot test, discussion of the pilot findings, designing of final instrument (questionnaire), measurement of variables, and method of data analysis.

Chapter Four discusses the overview of the data collected and response rate, demographic characteristics of the participants, provides a comprehensive analysis of each variable which includes descriptive analysis and reliability checks. Results from factor analysis, correlation analysis, and regressions are provided in this

chapter and the qualitative results including themes and codes are illustrated in the last part of this chapter.

Chapter Five discusses the findings of the study, summary of findings, the theoretical implications, managerial implications and methodological contributions as well as the study limitations. Finally, suggestions for further research are provided at the end of this chapter.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews literature on the variables influencing tourism development from the view point of local residents' attitude. The variables reviewed in this context include the residents' attitude and perceptions towards tourism development. The literature review is based on the following topics: (1) tourism in Yemen, (2) tourism in Socotra Natural Reserve (SNR), (3) residents' attitude towards tourism development, (4) factors influencing residents' attitude towards tourism development, (5) tourism development and planning, (6) theoretical framework, (7) theoretical underpinning, and (8) formulation of hypothesis.

2.1 Tourism in Yemen

Yemen, with a total population of 23.85 million and GDP of USD35.65 billion in 2012 (World Bank, 2014), is regarded as one of the most beautiful, diverse and ancient areas of Arabian Peninsula. It possesses an amazing beauty with diverse sceneries of wild soaring mountains, green valleys, and desert landscape. It also possesses an extensive coastline along the Red Sea and Gulf of Aden covering over 100 islands. Socotra Island, which is one of the most attractive tourist destinations in Yemen, is considered as the biggest natural park in the Middle East. It is an important natural sanctuary and natural reserve which includes a diversity of rare flora and fauna. In addition, there is a unique culture, extensive history, and a vast architectural heritage that is characterized by multi-storey mud brick houses, castles, ancient walled towns as well as numerous archaeological sites which date back to the time of the Queen of Sheba (Al-Farid, 2004).

Yemen is described as an attractive tourist destination with a good reputation, because of its fantastic and dazzling tourism assets. It has natural beauty mixed with ancient treasures of history and civilization. Yemen is believed to have a significant historical and civilization role among the old civilizations of India, China, Mesopotamia and Nile Basin, the Mediterranean East and Europe. Cultural tourism is described as being one of the Yemen's most vital forms of tourism. The country has an outstanding heritage with hundreds of historical and archaeological destinations that spread throughout the country. Architecture is another important element of cultural tourism. Yemen original architectural masterpieces are as antique as its civilization (Assayed, 2005).

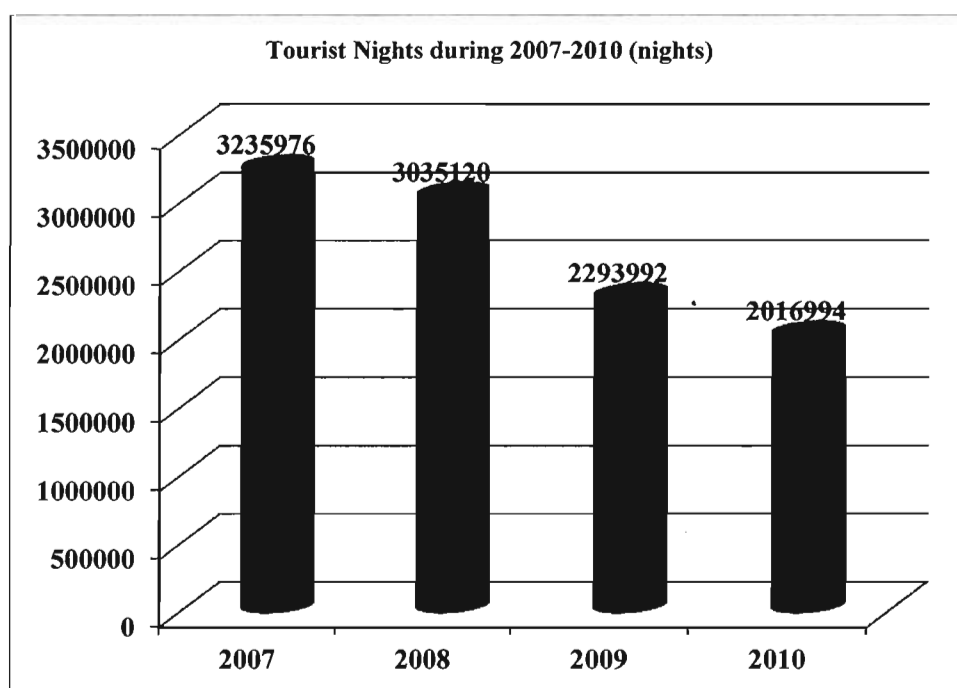
Yemen is a wonderful country which is rich with variety of ecological resources that are of potentially important for tourism. Hence, the situation of the environment plays a crucial role if the tourism industry sustains for future generations. Yemen has a distinguished mixture of notable natural and cultural attractions which render it to be a unique country with a high potentiality to be an international ecotourism destination (Ceballos & Al-Shami, 2001). Ecotourism can become the main foreign revenue earner for Yemen, as it has already been the case of several countries around the world including Costa Rica and Kenya. Yemen is rich in natural wonders and tourist attractions that grab the attention of tourists from across the world. The number of tourists to Yemen was the highest in 2007, with 764,497 arrivals. Table 2.1 shows the arrival of international tourists to Yemen between the years 2008 - 2012 according to Yemen Ministry of Tourism.

Table2.1 Number of Arrivals of Tourist to Yemen in 2008 - 2012

Year	Number of tourists (million)
2008	1.023
2009	1.028
2010	1.0248
2011	0.829
2012	0.769

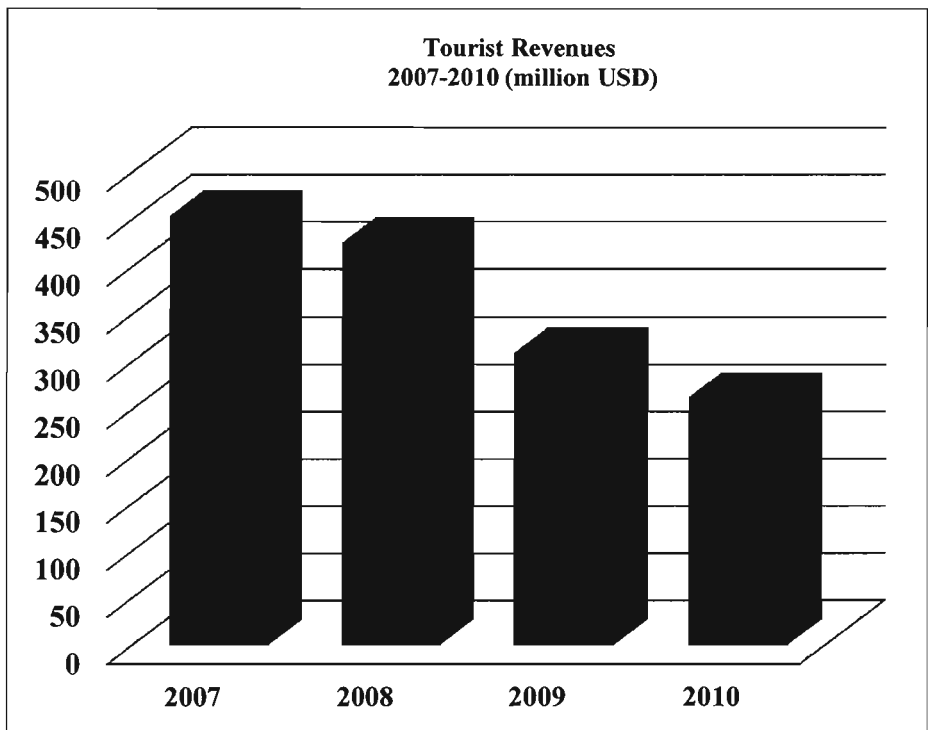
Source: Yemen Ministry of Tourism (2013)

Figure 2.1: The Tourist Nights during 2007-2010



Source: Ministry of Tourism (2011)

Figure 2.2: The Tourist Revenues (Millions USD) in Yemen 2007-2010.



Source: Yemen Ministry of Tourism (2011)

Unfortunately, the number of tourist nights, and tourist revenues for 2007 and 2010 was in declining trend as evident in Figure 2.1, and Figure 2.2. The above figures and tables have indicated that there has been a steady decline in tourism activities in Yemen starting from 2007 to 2010.

Yemen has a lot of tourism potential in terms of monuments, historical cities and a 2,500 kilometer long sandy coastal strip which includes various types of coral reefs. It is therefore an ideal location for eco-tourists. Other tourism features include therapeutic mineral water streams and natural reserves such as the Sharmah Reserve (protected area), a place nominated as a world natural reserve due to the existence of rare types of marine turtles. Plans have been finalized to implement ecotourism projects there as well as in Al-Hajrin and Khaylah tourist villages. The ancient habitation of Shibam has also received recognition as a historical site of great beauty.

Furthermore, many festivals are occasionally celebrated in Yemen such as Al-Nakhail, Al-Baldah and Al-Sidr festivals (Cruz, 2007). The festival of Al-Baldah (upwelling phenomenon) is the most important festival in Yemen. Al-Baldah (water upwelling) in the southern coast of Yemen brings all physical, chemical and biological changes to the sea water in this area. Temperature for instance decreases from 36 °C to 17 °C. These environmental changes offer an appealing attraction to tourists coming to this area during the monsoon time. Among all of Yemen's tourism attractions, the Socotra Island is considered to be a particular unique destination that encourages the government to take serious steps to develop tourism there.

2.1.1 Tourism in Socotra Island

Tourism program began in Socotra Island in 1997 under the Socotra Conservation Development Program (SCDP). It was the first initiative in Yemen attempting to connect the preservation of bio-diversity with the socio-economic development of local community. SCDP developed ecotourism in SNR as an instrument to generate the income by local community and bio-diversity preservation and to raising the awareness of the visitors about the importance of conserving these sites. SCDP has also accomplished great deeds to improve the situations in the Socotra archipelago through international funding with effort to support health, education, awareness, resources and conservation. Along with the United Nations Development Programme (UNDP), Global Environment Facility (GEF) and with the assistance of the Yemeni government facilities, the SCDP formulated a bio-diversity conservation zoning plan, detailing general use zones, terrestrial and marine protected areas, nature sanctuaries, resource use zones and national parks.

Several thousands of people from communities live alongside the natural reserve; many of them are partly or completely dependent on the reserve for their livelihoods.

The use of the reserve, however, has caused serious ecological problems, stemming from excessive hunting, fuel wood collection, livestock grazing and poaching. Poaching is devastating the rare fauna such as the turtles' population because poachers often kill them to get their eggs and sell their meat as well.

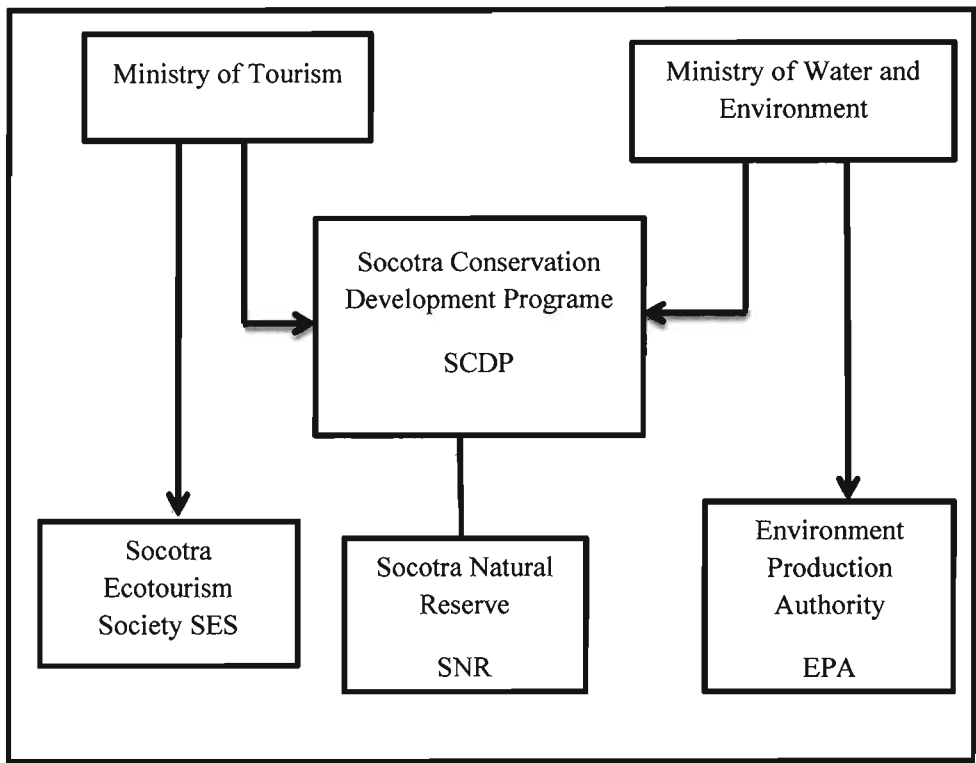
To create more sustainable income sources, an innovative income generating program has been developed. Such program is built on locally available skills and potential tourism products on the tourism of the natural reserve. Among the small businesses that focused around these local skills are sellers of handcrafts, cooking and medicinal herbs, and tourist souvenirs. The tourism services and facilities are also developed such as campsites, visitor centers, hiking trails, lodgings and restaurant.

By 2008, the SCDP project has created full-time jobs that raised USD150, 000 in sales of the tourism income and provides direct and indirect economic interests for over 500 people. It also created enough revenue to cover the running costs of the reserve. The relevant government bodies involved in SNR includes the Ministry of Tourism and Ministry of Water and Environment and Non-Governmental Organizations (NGOs) Socotra SCDP, Socotra Ecotourism Society (SES) and Environment Production Authority (EPA).

SCDP is charged with the responsibility of conserving the bio-diversity of Yemen and development while encouraging a wider public action and support for the security of the natural environment in Yemen. SCDP is responsible for managing SNR, through signing contracts with the Ministry of Water and Environment and Ministry of Tourism as a higher authority for tourism in Yemen. This was followed by the pioneering partnership between SCDP and the SES to activate the enforcement protections laws and regulation and to establish the ecotourism program

in SNR while developing and enhancing the local community. SES supported SCDP in production of specialized marketing programs for SNR who play the role as travel agents and tour operations. Therefore SCDP devised a plan that imposes restrictions on developing certain areas whenever it is considered inappropriate. This was the plan that categorized Socotra to be listed into the UNESCO list of the world ‘Man and the Biosphere’ reserves in 2003. According to the environmental sensitivity of these Islands, close development program was enforced. This was clear in the constant dialogue between SCDP and road contractors to ensure that the process of construct paved roads would not encroach on historical sites and the natural protected areas. The program of SCDP that involves all other stakeholders is illustrated in Figure 2.3.

Figure 2.3: Socotra Responsible Authorities



Alomaisi (2013) stated that the number of international tourists who visit the Socotra Island has decline. The tourists number in the first three months of 2013 did not

exceed 150 tourists, while the number in 2012 was 1400. Thus, he confirms that the number is expected to be decreased. Moreover, Aldubaibi (2013) emphasized that the number of international tourists who visited Socotra Island in 2009 was 4500, and in 2010 the number was 4000 tourists from different nationalities. However, the decline of the tourists' number coming into the Island in 2011 is due to the unstable political situation in the country on one hand and as a result of the Arab spring revolutions that some Arab countries, including Yemen, witnessed on the other.

Table 2.2 Number of Tourist Arrival to Socotra 2009 – 2013

Year	Number of tourists
2009	4500
2010	4000
2011	260
2012	1400
2013 *	150

Note: * January - March

Source: Yemen Ministry of Tourism (2013).

2.2 Residents' Attitude towards Tourism Development

Residents' attitude is perceived from models that studied local residents' attitude towards tourism development. Carmichael (2000) defines attitudes as the "enduring predisposition towards a particular aspect of one's environment and can be reflected in the way one thinks, feels and behaves with respect to that aspect" (p.603). Individual attitudes can be categorized along the following three dimensions: cognitive (beliefs, knowledge, perceptions), affective (likes and dislikes), and behavioral (action taken or expressed) (Carmichael, 2000). The residents of the hosting areas can either establish positive or negative attitudes towards tourism development. These attitudes can be viewed from the above-mentioned attitude dimension.

According to Getz (1994), attitudes are "reinforced by perceptions and beliefs of reality, but are closely related to deeply held values and even to personality" (p. 140).

Andriotis and Vaughan (2003) explain that the crucial dimension of residents' attitudes is "what is perceived does not have to be true" (p.173). It is the perceptions rather than the reality that make the individuals to behave in certain ways. Henceforth, it is the perceptions that make the meaning with an object. It is indicated that "residents might attribute meaning to the impacts of tourism without necessarily having the knowledge or enduring predispositions" (Getz, 1994, p. 248).

If residents feel that the tourism development can threaten their own identity, they are expected to develop attitudes that are "at best ambivalent and at worst actively hostile" (Getz, 1994, p.393). For instance, Hernandez *et al*, (1996) research of the residents in Puerto Rico indicated that there were some mixed attitudes and feelings towards the development of tourism. Residents were interested with potential changes that might occur to their way of life, the threat to their tranquility and the possible increase of crime (Mason & Cheyne, 2000). In similar way, in a study by Haralambopoulos and Pizam (1996) examining the social impacts of tourism as seen by the local residents of Samos (Greece), there were mixed attitudes and perceptions towards tourism. Residents had reported that there were positive impacts of tourism such as job opportunities, income increase and increased tax revenue. Moreover, Mason and Cheyne (2000) indicated that "residents felt local hospitality benefited and the area's image improved as a result of tourism" (p. 393).

Furthermore, recommendations have been proposed by Fredline and Faulkner (2000) that the individual members of the community who make benefits from tourism in the form of investment, ownership, or employment are expected to have more positive attitudes and perceptions towards tourism development as compared to those who do not make direct use of tourism.

Capenerhurst (1994) maintains that the major interest of the community members of the hosting country towards tourism development is motivated if tourism is seen as a threat to the status quo, to the identity of the community and to the local culture. The residents' reaction towards the development of tourism is depended upon the number of people in the hosting community. For instance, smaller communities are likely to have stronger reactions towards tourism development than larger communities because development can be more visible.

However, Mason and Cheyne (2000) noted that it is "at the local level where facilities are seen to be built, where land and other resources are allocated between competing users, and where the wishes of permanent residents need to be accommodated as well as visitors" (p.395). Furthermore, it is noted that "the consequences of tourism have become increasingly complex and contradictory and are manifested in subtle and often unexpected ways" (Mathieson & Wall, 1982, p.4-5).

2.3 Factors Influencing Residents' Attitude

Past researches have investigated the residents' attitudes towards the development of tourism by determined their personal benefits from tourism, knowledge about tourism and their socio-demographic independent variables. A new variable, Yemeni Islamic values is added in the research construct of the model used in this study in order to determine the extent to which this new variable influences the residents' attitude towards tourism development in Socotra Island SNR, Yemen.

2.3.1 Yemeni Islamic values

Many people mistakenly think that tourism and tourist activities are stark violations to the Islamic Law (Shari'a Law) and they are marred with wickedness, sins and transgressions (Shehata, 2010). In Islamic law, tourism can include good and bad

activities. The good tourist activities are those that are allowable or approved by Islamic law; whereas, the bad ones are those tourist activities that are not allowable or disapproved in Islam (Shehata, 2010). If any tourist activity comes in line with and accords with the Islamic regulations, it would turn out to be a type of worship and can help spreading the benefits for the people. For example today, over a million of travelers annually pilgrimage to Saudi Arabia for the hajj (Aziz, 2001). However, if tourism activities did not follow the provisions of Islam, any such activities are considered devilish ones and all of their revenues are haram (Shehata, 2010).

Several researches recount how historically the religion of Islam enjoins particular forms of traveling that retained as essential social and religious functions, although continually adapting to the changing world (Okhovat, 2010). According to the holy Quran, Muslims have to travel for the reason of glorifying the beauty of God's world and to visit their friends and relatives as well (Okhovat, 2010).

"And proclaim unto mankind the pilgrimage. They will come unto thee on foot and on every lean camel; they will come from every deep ravine. That they may witness things that are of benefit to them, and mention the name of Allah on appointed days over the beast of cattle that He hath bestowed upon them. Then eat thereof and feed therewith the poor unfortunate" (Quran. Al-Haj, 27, 28).

That means tourism is considered as an important element for the Islamic creed; it offers the opportunity to speculate of Allah's magnificence in the universe creation. Upon watching the beauties of the natural scenes, tourists can contemplate the magnificence of Allah the almighty. Furthermore, in the holy Quran, Allah says:

"O you men! Surely we have created you of a male and female, and made you tribes and families that you may know each other; surely the most honorable of you with

Allah is the one among you most careful (of his duty); surely Allah is knowing, aware” (Quran. Al-Hujurat, 13).

That means tourism in Islam is considered as one of the best means of communication among communities and cultures, and of spreading peace and Islam. Tourism is also considered as a means of bread-winning, information and experience exchange, and general benefit interchange, which are well-documented and extensively reported in Islamic history and literature (Shehata, 2010). Tourism from Islamic perspective is one of the means of spreading the Islamic knowledge and information exchange, religious speculation and contemplation; as well as promoting and enhancing human’s social, economical and cultural experiences and exchanges (Okhovat, 2010).

On the other hand, however, some tourist activities and behaviors are not acceptable, or even offensive, from the perspective of Islam and conservative Muslims. The most striking and offensive activities as seen by Muslims are “physical displays of affection, wearing scanty clothing, sun bathing naked and drinking alcohol” (Mojalli, 2009, p.13). Few amongst other vices are prostitution, gambling and serving non-halal food (Al-Shami, 2010).

Accordingly, in a society such as Yemen, which is considered as being one of the most conservative societies in the Arab world, if not in the world as a whole, such offensive activities are believed to damage the residents’ Islamic beliefs. Moreover, such activities are culturally and traditionally unwelcomed among their communities as they believe these activities will negatively corrupt their morals in the sense that they have a feeling of fearing that their teenagers imitate such activities that brought to them by tourists.

However, acceptability to such behaviors among Muslim countries can vary because there are some countries that are considered to be more tolerable than others. Binsumeet (2011) notes that what makes this disagreement among Muslim countries is that “the Islamic religion varies in terms of adaptation and practice among Islamic countries” (p.13). In Yemen for example, is described as a society that has a different behavior towards tourism and tourists. Tourism is considered as contrary to the Islamic religion teachings and this is reflected in the debate about the practice and meaning of Islam. Therefore, some Islamic countries may accept tourists and find them friendlier than others; this partly depends on how much the degree of the liberalism in these countries, and losses and the personal gains as well (Din, 1989). The prohibitions of such deeds are clearly mentioned by Allah in the holy Quran where Allah says:

“They ask you about intoxicant and games of chance, say: in both of them there is great sin and means of profit for men, and their sin is greater than their profit, and they ask you as to what they should spend, say: what you can spare, thus does Allah make clear to you the communication, that you may ponder” (Quran. Al-Baqara, 291).

In a community almost governed by conservative Islam and tribal social organization like Yemen, such behaviors are totally not acceptable (Mojalli, 2009). Yemen is generally considered as a conservative country with highly-admired Islamic values; therefore, negative reactions against Westernized tourist activities have been reported there (Al-omari, 2010). For example, some local Yemenis express their hostility towards tourists coming to their towns by throwing stones at them (Binsumeet, 2011).

The community of Yemen considers the Westernized way of tourism as unfavorable to their style of living and their moral values which they might consider as incompatible with the values and teachings of Islam, and consequently, that might indicate that Yemenis' conceptions of the proper and allowable patterns of tourism and tourists' activities are completely different from those of Westernized ones. For example, Ritter (1975) noted that there are different patterns of thinking towards the conception of tourism between Western culture and Middle East culture, and that difference might be partially connected to religion. The negative influence of religion on tourism has also been found. Din (1989) has found that there is an influence of religion on tourism activities and, the overall travels in Islamic countries are relatively low and can affect the international tourism income. Investigating the influence that religious values make on the tourism, Burns and Cooper (1997) recommended more researches to be conducted on how tourism would influence the conservative countries.

Moreover, he urged that there is a need for further researches into Muslim views of tourism cultural impacts on their societies in particular. Wigan (1986) emphasized that influenced by religious values in conservative countries by that saying international tourism income can not amount up to 7% of the national income within these countries. The decline of tourism in Yemen can be explained in terms of the negative cooperation of the local residents and the foreigners (Binsumeet, 2011).

Governments tend to preside over the population in a Muslim country is aspiring to have a large international tourism industry strives to reconcile the dictates of a religion vital to citizens and their daily lives with the expectations of tourists and the tourism industry which sometimes competes and conflicts (Din, 1989). While Islam forbids prostitution, gambling, and the consumption of alcoholic drinks, it does not

make any significant influence on the operations of tourist-related activities which are considered as a Western-inspired and convert to the Islamic concept about tourism in stressing the blessed aim of submission to the ways of the God (Din, 1989; Henderson, 2003). Tourism is blamed for sexual permissiveness, public indulgence in alcohol, gambling, drugs, particularly threatening local young people (Din, 1989, 1997).

These provisions may be consistent with the welfare-oriented philosophy in the main tenets of Islam context (Din, 1989). This delicate balance can be related to the villagers' give-and-take view of the resorts. The resorts offer jobs and they may provide exposure of unacceptable tourist behavior to their children (Din, 1982). Din (1989) recorded that the power of the religion on the tourism industry policies and movements in Muslim countries as a whole, give an idea that outbound and inbound travel is relatively low in volume.

According to Ko and Stewart (2002), there is still a need to search community and residents' satisfaction with tourism development, and the attitudes of residents towards additional tourism development. Henderson (2003) further emphasizes the need to conduct research into the views and attitudes of residents in Muslim countries (e.g., Middle East) towards tourism's socio-cultural impacts on their communities.

Moreover, to Henderson (2003), the arrival of Western tourists in Muslim or conservative communities can be more disruptive than the reverse situation due to the "religious codes that inform and are manifest in their daily lives and that may be violated by tourists knowingly or accidentally" (p.449). Furthermore, others believe that developing tourism to attract international tourists can clash with Yemen's

conservative traditions and culture and making it “culturally undesirable” for residents (Sharpley, 2008).

Apart from being considered as a conservative community, Yemen’s social organization is a tribal-based system. These tribes have very specific rules and customs which dictate that all of its members should follow them. These customs are conservative in nature which can be considered as derived from a combination of the Arab traditions, culture and Islamic values. Mojalli (2009, p. 2) noted that “the tribal community has very strong customs that organize the rights and duties of its members and anybody who violates those customs will be punished in accordance to the tribal customs”.

Therefore, tourism as a Western concept appears to differ from that of the Middle Eastern one, where most of the Muslim people inhabit. Yemen, as perceived among the most conservative communities among the Arab countries, seems to have the most non-tolerant to Westernized conceptions of tourist activities (Mojalli, 2009). As indicated above, Western tourists’ activities are negatively perceived by the Yemeni community, and consequently, local community participation in promoting tourism in Yemen seems a challenging, and therefore, there seems to be a pressing need to understand the community’s perspectives and attitudes towards tourism development.

To the best knowledge of the researcher, the relationship between Yemeni Islamic values and residents’ attitude toward tourism have never been tested before. Therefore, it is interesting to examine this relationship in context of Yemen which represents one of the most conservative Arab societies and specifically in the Socotra Island’s community because it is a very remote and conservative community, and the residents have no sufficient prior experience with tourism.

2.3.2 Personal benefits from tourism

The accumulated evidence demonstrate that those who personally make use and benefit from the development of tourism are those who recognize its beneficial potentials and those who are more enthusiastic and hold approving attitudes towards its development (Ko & Stewart, 2002; Vargas-Sa'nchez *et al.*, 2009). Similarly, Vargas-Sanchez *et al.*, (2010) indicated that residents who make use and receive personal benefits from tourism are more inclined to hold positive attitudes and perceive tourism development more favorably. However, Teye *et al.*, (2002) study investigated the relationship between personal benefits of tourism and residents' attitude and they concluded that the relationship showed negative correlation.

That is the residents who make personal benefits of tourism do hold unfavorable attitudes and perceptions towards the development of tourism. They explain rather weakly that those residents abstain from making any personal relationships with tourists and as a consequence they are expected to have less favorable attitudes towards tourists and their cultures. Several studies have demonstrated that residents who depend on the industry, or are interested in making greater gains and personal benefit are more inclined to hold more favorable perceptions and attitudes towards tourism than others (Brunt & Courtney, 1999; Haralambopoulos & Pizam, 1996; Jurowski *et al.*, 1997; Lankford & Howard, 1994; McGehee & Andereck, 2004; Teye, *et al.*, 2002).

However, King *et al.*, (1993) indicated that people interested in making personal benefits and financial gains from tourism are also more likely than others to report negative impacts. In other words, attitudes of positive benefits are significantly related to personal gains from tourism; however, those participants themselves do not give an explanation of the perceived negative impacts (Pearce, *et al.*, 1996). In

similar way, Andereck *et al*, (2005) argued that residents who perceive more personal gains of tourism in their societies are more likely to perceive higher levels of positive society impacts than those who do not. Nonetheless, Wang and Pfister (2008) found out that perceived personal gains to be closely and positively pertinent to the attitudes of residents towards tourism.

However, the more residents make use of tourism, the more they consider tourism to have positive impacts in all of the three geographical regions of Mid-West counties in the United States (Latkova, 2008). Nevertheless, the more respondents benefit from tourism, the more they agree with positive impacts of tourism in all three counties (Latkova & Vogt, 2012). Chen and Raab (2009) found that becoming aware of the general and personal benefits from tourism development will increase the positive attitudes, particularly, when tourism is seen to benefit the community in general.

Yet, past studies have investigated the attitudes of residents towards the tourism development through recognizing certain personal benefits from tourism independent variables. These variables have been used to understand and describe how attitudes of residents towards tourism development can vary from one residents group to another (see Table 2. 3).

Table 2.3: Personal Benefits from Tourism Factors Resulting in Positive and Negative Impacts

Factor	Positive impact	Researchers	Negative impact	Researchers
Personal benefits from tourism	Residents who obtain personal benefit from tourism perceive tourism as more favourable and have a positive attitude towards tourism development	Lankford & Howard 1994; Haralambopoulos & Pizam 1996; Jurowski <i>et al.</i> , 1997; Brunt & Courtney 1999; Ko & Stewart, 2002; Teye <i>et al.</i> , 2002; McGehee and Andereck	Residents who obtain less personal benefit from tourism have a less favourable perception of the tourists. These authors argued by stating that	King, <i>et al.</i> , 1993; Pearce <i>et al.</i> , 1996; Teye <i>et al.</i> , 2002

Table 2.3 continued	
2004; Andereck <i>et.al.</i> , 2005; Latkova, 2008; Vargas-Sa’nchez <i>et al.</i> , 2009; Vargas-Sa’nchez <i>et al.</i> , 2010	these residents may refrain from forming personal relationships with tourists

2.3.3 Knowledge about tourism

Residents’ knowledge of tourism has been shown by several studies (i.e. Andereck et al., 2005; Davis *et al.*, 1988; Lankford, 1994; Latkova, 2008) to be a predictor of residents’ attitudes.

Davis *et al.* (1988) used knowledge of tourism as a predictor for perceptions of tourism impacts. Davis *et al.* conducted a survey of 415 Florida residents to create segment groups of the residents based on their attitudes toward tourism. Five segment groups were discovered: haters, lovers, cautious romantics, in-betweeners, and love’em for a reason. Davis *et al.* (1988) used five questions to assess general knowledge about the tourism industry. The five questions cover “tourist-generated revenues, taxes, employment, total advertising expenditures by the state and the existence of tourism-related associations that are concerned about important issues to Floridians” (Davis *et al.*, 1988, p. 3).

The analysis of residents’ attitudes toward tourism suggested a strong positive relationship between knowledge of tourism’s economic impacts and positive attitude toward the tourism industry. As a result, Davis *et al.* (1988) concluded that “the more residents know about the tourism industry, the less negative they seem towards it” (p. 7). An implication of these finding is that the public should be educated about the positive impacts of tourism on them and their community (Davis *et al.*, 1988). In this study the variable is referred to as knowledge of tourism. However, it is important to

note that knowledge was measured primarily on knowledge of economic impacts of tourism, and not environmental or socio-cultural.

Lankford *et al.* (1994) developed the Tourism Impact Attitude Scale (TIAS) to establish a standardized measurement of resident attitudes toward tourism development. The TIAS consisted of several independent variables (i.e. length of residence, economic dependency on tourism, distance of tourism center from the respondent's home, resident involvement, birth place, level of knowledge, level of contact with tourists, demographic characteristics, perceived impacts on local outdoor recreation opportunities, rate of community growth) that had been previously shown to influence residents' attitudes toward tourism development.

Lankford *et al.*'s (1994) study took place in the Pacific Northwest, in particular the Columbia River Gorge regions of Washington and Oregon. Knowledge was measured by a question asking the resident what their level of tourism knowledge was, which is a measure of indirect tourism knowledge. From the results of the study, Lankford *et al.* (1994) determined that "Educational programs, public meetings, and workshops can be undertaken at the local level to help residents understand the tourism industry and its impacts" (p.135).

Andereck *et al.* (2005) conducted a statewide survey for Arizona that showed a relationship between perceived knowledge and attitudes toward tourism. In particular, Andereck *et al.* (2005) concluded that people who were more knowledgeable and those with more contact with tourists show a significant relationship with positive perceptions of the impacts from tourism on community life, image, and economy, although, this relationship was not supported in regards to community environment, services, or problems.

The results showed that the respondents had an awareness that the tourism industry can create positive and negative impacts to different parts of the community, however respondents with higher levels of tourism knowledge were more aware of the positive economic impacts, and other impacts to community life, and image (Andereck, *et al.*, 2005). These findings were consistent with the previous findings of Davis *et al.* (1988), and Lankford *et al.* (1994) (as cited in Andereck, *et al.*, and 2005).

Latkova (2008) applied level of knowledge along with involvement in decision making (power), community attachment, and economic role of tourism to the model developed by Perdue *et al.* (1990). This study focused on several rural communities in Michigan that were at different stages of tourism development. Latkova measured both indirect and direct tourism knowledge. Direct knowledge was measured by asking what contribution tourism and recreation had on the county's economy. Indirect knowledge was measured by asking the respondents about their level of tourism knowledge.

Latkova (2008) gained a better understanding of resident knowledge by combining direct knowledge with indirect knowledge; however, direct knowledge was still only measuring knowledge of the economic benefits. There could be a difference between residents with high levels of knowledge of tourism's economic impacts than residents with high levels of knowledge of tourism's overall impacts. Latkova (2008) determined that knowledge was significant in examining perceived positive and negative impacts of tourism.

Andereck *et al.* (2005), found that residents, who hold higher levels of perception of personal knowledge on tourism, are expected to have a higher understanding of the positive impacts of tourism than residents who do not. Lankford and Howard (1994)

and Davis *et al*, (1988) found out that such an understanding of the importance of tourism development in relation to their expected revenues on economy can affect the attitudes towards tourism. In other words, those who are more acquainted with this knowledge are being more positive. For example, Latkova (2008) found that the more the knowledge respondents have about the tourism sustainability to Saginaw County’s local economy, the more they expressed agreement to tourism positive impacts.

Similarly, Latkova and Vogt (2012) argued that the more residents who hold higher levels of knowledge of tourism contribution to Saginaw County’s local economy, the more they agree with tourism’s positive impacts. However, past studies have investigated the attitudes of residents towards tourism development by identifying certain knowledge about tourism independent variables. This variable was used to understand and describe how attitudes towards tourism development can vary from one group of residents to another (see Table 2.4).

Table 2.4: Knowledge about Tourism Factors Resulting in Positive and Negative Impacts

Factor	Positive impact	Researchers
Knowledge about tourism	Residents who perceive higher levels of personal knowledge about tourism perceive higher levels of positive impacts	Davis <i>et al.</i> , 1988; Lankford and Howard, 1994; Andereck <i>et al.</i> , 2005; Latkova, 2008

2.3.4 Socio-demographic Factors

Past research has investigated the residents’ attitude towards the development of tourism by identifying the socio-demographic independent variables. Variables such as age, income, gender and length of residence have been manipulated to understand and explain how attitudes towards tourism development can vary from one country to another (Table 2.5).

Table 2.5: Socio-Demographic Factors resulting in Positive and Negative Impacts

Factor	Positive impact	Researchers	Negative impact	Researchers
Age	Younger residents more favourable toward development	Haralambopoulos and Pizam, 1996; Ritchie, 1988; Tomljenovic & Faulkner's 1999	Middle aged residents concerned about infrastructure	Bastias <i>et al.</i> , 1993
			Older residents less tolerable of tourism and more concerned about community impact	Tomljenovic, & Faulkner's 1999; Brougham & Butler, 1998; Cavus & Tanrisevdi (2002); McGehee & Andereck's, 2004
Education	More educated resident are more involved and supportive	Ayres & Potter, 1989; Korca, 1998; Andereck <i>et. al.</i> , 2005	More educated residents resent tourism	Ahmed, 1986
			Higher education leads to higher awareness	Bastias <i>et al.</i> , 1993
Gender	More opportunities for women workers in tourism industry	Tooman, 1997; Urry, 1991	Women to be more opposed to tourism development than men, due to increases in traffic, noise, and crime	Mason & Cheyne, 2000; Harrill, 2004; Harrill & Potts, 2003
	Urban male residents holding a college education were more likely to support the development of tourism than female residents	Iroegbu & Chen, 2001; McGehee & Andereck, 2004		
Income	The higher income more positive attitude toward tourism	Haralambopoulos and pizam, 1996		

Table 2.5 continued				
Length of resident	Newer residents more favourable	Stynes Stewart,1993; Ayres & Potter, 1989; McCool and Martin, 1994; Snaith & Haley, 1999	Residence has no effect on tourism attitudes	Allen <i>et al.</i> , 1993; Clements <i>et al.</i> , 1993
	Longer term residents become more attached, more involved	Haralambopoulos and Pizam, 1996; Brougham & Butler, 1981	Long term residents are less favourable	Haralambopoulos and Pizam 1996; Lankford & Howard, 1994; Harrill, 2004; Brougham & Butler 1981; McCool & Martin 1994 & Williams <i>et al.</i> , 1995; Mason & Cheyne, 2000

2.3.4.1 Age

Perdue et al, (1990) argues that there is a very little difference in residents' attitude that can be explained by these variables. However, McGehee and Andereck (2004) explain that the individuals' age can determine how they formulate their perceptions and attitudes towards tourism. For instance, McGehee and Andereck (2004) study describes that older residents are less likely to conform to "statements concerning the negative impacts of tourism" (p.136).

Tomljenovic and Faulkner (1999) found out that older residents are more likely to be more tolerant than the younger generation to the presence of international tourists in their countries. Nonetheless, those older residents were more interested in issues related to the possible influence of tourism on crime, safety and tranquility levels in

the neighborhood than younger ones (Tomljenovic & Faulkner, 1999). Unlike Tomljenovic and Faulkner (1999) study, Cavus and Tanrisevdi (2002) found out that older Turkish residents have more negative attitudes and perceptions towards tourism development than younger generation. Residents' attitude towards tourism and the age of those residents might be seen as dependent on the values and culture of the residents. Tomljenovic and Faulkner (1999) argue that because of older residents are brought up with values that are different from the modernized way of living; they are more expected to oppose tourism development that is due to the possible social changes that may arise with these developments. However, Husbands (1989) found out that there was a significant relationship between age and education variables in his study on Zambia.

Age has been examined as a variable in residents' attitude towards tourism development and it is recommended to have more attention in tourism studies. Tomljenovic and Faulkner's (1999) study on Australia's Gold Coast found out that older and younger residents alike were more favorably inclined towards the development of tourism. They have also found out that there was a tolerance towards international tourists and lesser concerns towards the possible negative environmental impacts. In a study by Kusadasi, Turkey, Cavus and Tanrisevdi (2002), they found out that there was a significance relationship between age and length of residence from one side and attitudes towards tourism development from the other. However, Tomljenovic and Faulkner (1999) they found out that older resident had more negative attitudes and perceptions towards the tourism development. Nunkoo and Ramkissoon (2010) found that middle-aged residents are conscious that tourism has destroyed the natural environment, while old-aged

residents are more positive about the statement that tourism has led to an improvement in language skills.

2.3.4.2. Gender

The issue of gender plays a paramount role in tourism development. It is often said that men develop positive attitudes towards tourism development. Mason and Cheyne (2000) for example posited that women were more likely to have negative attitudes towards tourism development than men. According to Mason and Cheyne (2000) study, women are strongly believe that tourism is often associated with the increase of traffic jam, noise, higher levels of disturbance, and crime. Similarly, it is believed that females are more likely to oppose tourism development because of the traditional wage and the occupational difference. Meanwhile, Iroegbu and Chen (2001) and McGehee and Andereck (2004) found out that men, who hold a university education and their yearly income is more than USD25,000, were more likely to support tourism development than women who are of the same age and receiving the same yearly income. Several studies have found out that masculinity often influence positive attitudes and perceptions towards tourism development, given the fact that females are more expected to oppose tourism development than males (Mason & Cheyne, 2000; Harrill & Potts, 2003).

2.3.4.3 Length of Residence

Lankford and Howard (1994) note that the longer time people stay in a destination, the more they are likely to oppose tourism development. For instance, long-term residents of Montana and Virginia are noticed to have less favorable attitudes and perceptions than those residents who are recently settled towards tourism development (Harrill, 2004). Conversely, Liu and Var (1986) suggested that length of residence was among the most critical socio-demographic variables which can

explain the perceptual and attitudinal differences in their Hawaii study. Nonetheless, there are some other research that characterize the newly arrived residents as those who are less inclined towards tourism development because the new residents might consider tourism jeopardizes the peacefulness and tranquility they sought when first deciding to live in that particular area (Faulkner & Tideswell, 1997; Brougham & Butler, 1981).

McCool and Martin (1994) found out that long-term residents hold a more favorable view of tourism benefits and are more concerned over the distribution of its costs in comparison to short-term residents. In a study of Hawaiian residents, Liu and Var (1986) found that there was no significant difference in the attitudes and perceptions in relation to the length of residence and ethnicity. Consistent with Liu and Var's (1986) findings, Allen *et al*, 's (1993) study of ten rural Colorado communities had found no significant impact of the length of residence on attitudinal views towards tourism development. However, Girard and William (1993) found out that long-term and short-term second homeowners in Wisconsin have valued and appreciated the accessibility of goods and services from increased tourism development, but long-term residents were reluctant to see an increased tourism development. In similar ways, McCool and Martin (1994) and Williams *et al*, (1995) in studies of Montana and Virginia respectively found out that long-term residents were less enthusiastic towards tourism development than short-term residents. In examining of the historic city of York, England, Snaith and Haley's (1999) noted that the shorter the length of residence, the more positive residents' attitude towards tourism were held, despite the fact that short-term and long-term residents had both admitted the gains and benefits on tourism. Mason and Cheyne (2000) also found that those members who

had lived in a society for longer periods of time were less enthusiastic towards tourism development.

2.3.4.4 Education

Andereck *et al.* (2005), suggested that residents of higher education background can promote knowledge and feelings of engagement which in turn can back up support for the tourism to the extent that can extend into active participation and welcoming activities towards tourists. However, Husbands (1989) found that age and education were crucial factors in his Zambian study. Studying gambling community of Deadwood, South Dakota, Caneday and Zeiger (1991) found out that the more education gained by entrepreneurs not employed in tourism, the less recognition they had of tourism impacts. Latkova and Vogt (2012) found that the residents with higher levels of education in E-County agreed more with positive impacts. However, Nunkooa and Ramkissoon (2010), conducted a study on Port Louis, Mauritius Island they noticed that the level of education was not found to be an antecedent of attitudes toward tourism in their study.

2.4 Tourism Development and Planning: an overview

Costa (2001) argued that tourism planning plays an important role in promoting any destination's success in terms of arranging and organizing future tourism objectives and goals. Although the tourism expansion in 1950s and 1970s had emphasized economic perspectives, there was a systematic overlook of the social matters. That is, tourism planners and businessmen were concerned with making short-term profit and financial gains without much emphasis being given to the social impacts of tourism. The disregard of social impacts as a result of short-term plans of tourism activities is "brought about by a number of unplanned tourist developments" (Costa, 2001, p.430). Researchers argued that if tourism is to be successful, one needs to adopt an

integrated approach that includes not only the financial gains but also the social aspects on tourism.

Such an integrated approach can incorporate cultural, physical and economical aspects within a particular destination (Gunn, 2002). Inskeep (1991) posited that the integrated approach towards tourism is a plan for developing tourism that takes into consideration the applicability of the tourism plan and the available facilities of the country. In other words, successful implementation of tourism planning needs an equal and simultaneous development of country's services. This means that if a country's infrastructure (public utilities, airports, communication, transportation and telecommunication) are not well-developed to meet the needs of the coming tourists visiting the country, any tourism plans will not succeed. The integrated approach towards tourism considers tourism planning as a holistic system in terms of demand and supply within the environmental factors, socio-economic factors and institutional elements (Inskeep, 1991). That is to say, successful tourism should pay attention to the physical, cultural, and social properties of a destination in holistic and balanced terms in order to help improve tourism activity within a particular area. Moreover, Inskeep (1991) explained that the implementation of tourism plans has to take into consideration the changing lifestyle and new technologies and any unpredictable circumstances. On the other hand, Sharpley (2008) maintained that promoting tourism development needs a continual management and monitoring for ensuring tourism development within economic and social dimensions. For instance, tourism in Dubai has surpassed the global rates despite its "imperfect supply of conventional natural and cultural attractions" (Henderson, 2006, p.97). Sharpley (2008) postulated further that the discrepancy exists for two reasons: (1) the huge financial resources

for the state and (2) the state's ability to manage and monitor the tourism development.

In Yemen, the authorized agency for tourism development is Yemen Tourism and Exhibitions Authority (YTEA). The YTEA does not work independently of other government sectors; however, it works in parallel to other government associations and ministries in order to promote tourism development in the country. According to Henderson (2006), governments have a vital role to exert in promoting and maintaining development. That is to say, governments are actively involved in promoting and developing tourism because tourism is considered as a business sector and is expected to yield financial gains. Consequently, Sharpley (2008) stated that government is the most important responsible party to propose the tourism plans and organizes developing tourism programs. Moreover, it maintains that government intervention to play a vital role for tourism development in terms of social, political and economical aspects. Moreover, Sharpley (2008) argued that apart from the active supervision of tourism development, governments are encouraged to incorporate entrepreneurship and sustain the role of adopting proper strategies and policies that can help in promoting and managing tourism. Brunt and Courtney (1999) stressed that government's involvement in tourism planning can help the development of positive impacts and eliminating negative impacts for residents, that is, if residents and the community get positive gains from tourism industry, they are more likely to participate and be a part of decision making process. Nonetheless, Sharpley (2008) emphasized that integrated approaches towards tourism have limited implementation applicability in less developed countries because less developed countries do lack proper tourism planning such as economic and diverse resources and they usually follow simple and short-term development agendas.

However, the countries of the Arab World do not lack natural resources and economic diversity. The Arabian Peninsula, specifically Yemen, have many natural and economic resources to back up and support any tourism development program. On the other hand, despite the availability of natural resources and economic diversity, the lack of experience and expertise in least developed countries requires simple tourism planning programs. Harrill (2004) confirmed that such tourism planning programs have to understand the public attitudes, beliefs and perceptions towards tourism development. He maintained that the local residents in a tourist location can find themselves displaced, and as a result, they might have accumulated negative perceptions and attitudes towards tourism which in turn might affect successful tourism planning in negative terms. Consequently, tourism planners and planning departments have to “understand the importance of resident attitudes in tourism development processes” (Harrill, 2004, p.252).

Godfrey and Clarke (2003) noted that tourism can provide the community with diversified and valuable opportunities for development. The development of tourism, however, does have a down-side which is attributable to the costs connected to it. As a consequence, tourism planning for a particular destination has to find “a balance between these costs and benefits in the best interest of tourism and the community. Tourism should not form the core element of a local economy, but is better suited to play a supplementary role to help diversify economic activity” (p. 5). For instance, the tourism industry in the Arabian Peninsula can be thought of an alternative to or as an additional source of foreign exchange to the petrol and gas industries. Because the latter are not renewable resources, Arab countries are considering tourism industry to increase, diversify and ensure secure future economic growth. As previously noted,

the petrol crisis in the 1990s had motivated the oil-producing Arab countries to reconsider and re-evaluate their economic policies (Henderson, 2006).

Yemen intends to be a tourist destination with high quality tourism characteristics; in other words, Yemen aims to establish itself as a destination for travelers and their families within high standard facilities and services that can meet tourists' needs (YTEA, 2008). The target tourists are from countries like other Arab Gulf countries, North America, UK, and Asia. In order to maintain a high standard destination for tourists and travelers as spelled out by the Yemen State, there should be continuity and flexibility that can deal and anticipate with several unpredictable issues such as financial crisis and any political unrest. This means that the tourism plans have to consider long-term achievement goals and objectives to avoid any unexpected problems during the tourism development (Henderson, 2006). Tourism plans should be feasible and realistic, and implemented to achieve a balance between economic, cultural and environmental properties of the destination.

However, despite the careful attention that might be given to the implementation of the integration approach of tourism, some negative impacts might still arise. These impacts whether negative or positive can affect the attitudes of local residents towards tourism development. Therefore, it is recommended that an integrated approach that can incorporate all dimensions of tourism development within a particular community and interest be developed, limited to short-term development agendas. In other words, tourism planners and government developers have to consider the socio-cultural, economic, and environmental factors in parallel to other factors to see how tourism development affects community attitudes. Community attitudes towards tourism development can range from positive to negative

depending on social and cultural backgrounds and the specificity of certain community.

2.4.1 Sustainable Tourism Development in Islands

Islands are special places with a natural attraction for tourists and a special challenge to sustainability. Therefore, the concept of sustainable development is very essential to tourism because it treats the over-use of resource bases, raises awareness for environmental management, and focuses on the need for change in all areas where tourism planning is concerned (Butler & Boyd, 2000). There are many researchers who have studied tourism in an island context. Some studies focus to specific islands; such as Malta (Briguglio & Briguglio, 2002), Seychelles (Shah, 2002), French Polynesia (Salvat & Pailhe, 2002), Boracay Island (Trousdale, 1999), Canary Islands (Gil, 2003), Hawaiian Islands (Sheldon *et al.*, 2005) and other studies that relate to islands tourism in general, for instance conceptual manner (McElroy, 2002, Croes, 2005).

All islands should address issues of economic effect, environmental consequence and those other issues relate to social, cultural and political fabric of the islands all of which are affected by the density of tourism on the island. However, the mystique associated with islands is dependent on a blend of different lifestyles, indigenous cultures, unique land formations, flora and fauna, and ocean and coastal resources. To keep that mystique alive and thriving, islands must implement sustainable tourism policies in all areas including environmental, economic and socio-cultural.

2.4.1.1 Economic Issues

A challenge to the economic health of an island is the often limited economic resource base. Islands may have few resources or viable industries other than tourism to provide revenue and employment for the local population. Moreover, tourism can

be an economic motivation for small island development. Croes (2005) suggests that tourism as a tool for small islands to enlarge their economies and overcome the disadvantages of smallness. However, Mohd Nor (2009) emphasizes that “it is a well-known challenge to incorporate the sustainability concept into economic policies as economic objectives play an important role in policy formulations and they are usually the main priorities of many stakeholders and policy makers” (p.29).

Seasonality in island tourism is another challenge to the economic sustainability of the island and the well-being of the island community (Nadal *et al.*, 2004). Escalating land prices represent another economic concern in islands forcing local residents out of the housing market (Sheldon, 2005). This promotes out migration, leading to a possible dissolution of the culture, and second home ownership by foreigners. These trends if unmitigated can generate a serious chain of problems for the island economy (Sheldon, 2005). Fluctuations in visitor arrivals must be understood and mitigated through product and market diversification so that employment stabilizes and tourism infrastructures and superstructures are well utilized.

2.4.1.2 Environmental Issues

Environmental issues of sustainability on islands are multi-faceted, since islands have diverse land formations, coastal areas, and wildlife species (Sheldon, 2005). However, tourism often contributes to the environmental degradation (e.g. pollution, erosion) in small islands which are host to fragile eco-systems rich in bio-diversity (Sheldon *et al.*, 2005). The industry’s reliance on the physical environment means that the loss of any of these resources is against its own survival and security (Kasim, 2006). In addition, the isolation of the island environment created the bio-diversity,

and by opening to tourism, some of that sheltered bio-diversity is endangered. In addition thus, there is a need for protecting the environment and take actions.

Given the challenges to the island's ecosystems, environmental management is crucial for island sustainability. The small size of land causes land usage issues, and the trade-off of land for tourism versus agriculture and other industries, or preservation and conservation needs to be addressed. The environmental resources are a main visitor attraction and tourist interfaces with those resources need to be planned and cared for (Sheldon, 2005).

Tourism can actually assist as an anti-poaching mechanism and an engine for conservation management when residents realize the economic value of the wildlife as in the Seychelles (Shah, 2002). Policies to keep the land and ocean unpolluted are also necessary such as waste management and recycling programs are essential, particularly on small islands. Environmental management includes recovery from natural disasters to which islands are so vulnerable (Meheux & Parker, 2004). Funds for conservation and disaster management are needed and can be gained through taxation, visitor fees or other mechanisms (Shah, 2002).

2.4.1.3 Socio-Cultural Issues

Islands face complex socio-cultural issues, particularly those with indigenous populations. Tourism on islands, particularly small ones, brings hosts and guests into closer contact than on mainland destinations, creating a more vulnerable situation for social disruption. Crime, commoditization of culture, and loss of traditional lifestyles, moral standards and family life impact islands more than mainland destinations (Sheldon, 2005). Studies of resident sentiment and response to tourism in the islands of Malta and Hawaii (Sheldon *et al.*, 2005) showed the importance of socio-cultural aspect.

Community integration is key to successful and sustainable tourism development (Mitchell & Reid, 2001), meaning that all islanders affected by tourism must be involved in the planning process. Stakeholders on islands are not only in closer proximity but also have long histories of conflict making it even more important to involve them in the decision-making process (Sheldon *et al.*, 2005).

The community sometimes does not understand what sustainability does mean, they are not aware that their inattentive utilization of resources will have an impact on their environment. Residents also need to be educated and learn about the impact of tourism in their community through the sharing of statistics and facts. The education for residents is a critical part of island sustainability to give them a chance to be aware and to participate in developing sustainability.

Mowfort and Munt (2003) argued that the significance of awareness can be implemented through education and community participation. Education for tourists is also important. They need to learn about the unique cultural and environmental features of the island and the appropriate behaviors (Sheldon, 2005). This study will focus on culture and values element for residents in Socotra Island.

2.4.2 Tourism Impact

Ap and Crompton (1998) has developed an index of tourism impact known as Index of Tourism Impact (ITI). The index measured the physical, ecological, social and/or cultural environments relating to residents' attitude towards tourism development. According to Ap and Crompton (1998), ITI is intended to facilitate a monitoring process that will assist communities in sustaining tourism in such a way that visitors and residents will perceive the benefits of tourism in the community. The instrument has been useful in determining socio-demographic features in tourist attraction centers. Most of the places in which the instrument is being used are often differed in

terms of physical setting, nature of tourism development, and the type of visitors the community attracted. ITI most often allows for effective measurement of all aspects of residents' attitude towards tourism development (Ap & Crompton, 1998).

Going from the foregoing, this study is premised on Ap and Crompton (1998) for tourism development in Yemen. One of the independent variables, i.e. socio-demographic characteristics is anchored on the concept on one hand, while Doxey's Irridex Model (1975) is equally used on the other.

Doxey's Irridex model or Irritation Index (1975) is considered as one of the first models of residents' attitude towards tourists and tourism. The model suggests that residents' attitude can vary over time; that is, residents' attitude become more negative as tourism develops and the influx of tourists is increased. The model consists of four stages that are intended to explain the responses of the hosting community to the tourism development, moving through stages of euphoria to apathy, annoyance (irritation) and then antagonism (Bramwell, 2003).

The model identifies that negative impacts of the development of tourism might entail irritation as a final end. Doxey further notes that "residents' irritation is determined by the degree of incomparability between residents and tourists" (Zhang *et al.*, 2006, p.185). According to Keyser (2002), Doxey's Irritation Index refers to the four presumed stages and their characteristics (see Figure 2.5). Furthermore, the way the hosting population members react to tourism and tourists can vary from country to country according to the extent of tourism development.

Figure 2.4: Doxey's Index of Irritation

Stage	Resident Attitudes		Characteristics
Stage One	Euphoria	❖ ❖	Small number of tourists Host community welcomes tourism
Stage Two	Apathy	❖ ❖	Tourist numbers increase Relationship between tourists and residents becomes formalized
Stage Three	Irritation	❖ ❖ ❖	Tourist numbers grow significantly Increased competition for resources Residents become concerned about tourism
Stage Four	Antagonism	❖	Open hostility from residents

Source: Keyser (2002)

In the Irridex model, Doxey (1975) developed a beneficial and practical framework for analyzing the attitudes of the community towards tourists; the irrindex driver from irritation index reflects the degree of the escalated irritation of the residents as an effect of tourists' number increases.

This model presents a useful simplification of the difficult relationship and investigates the attitude and perceptions that lead to a development between the tourists and the hosting communities. The exact abilities of the hosting communities to accommodate or tolerate tourism and the attitude that is shaped accordingly are differ from one community to another, the degree of tolerance depends on a number of factors such as the number of tourists and what type they are, length of visit, cultural distance of the hosting community (Doxey, 1975). Doxey's Irridex model provides an important understanding concerning the acceptable attitudes of township residents may look like as if the hosting community is involved into the developmental process in the light of the above mentioned variables. Tourism management in the form of community involvement and consultative decision

making needs to be offered as tourism development solution that should the residents exhibit any of characteristics in stage 2-4 (See Figure 2.4).

Due to the social and cultural differences between the Western and Middle Eastern, especially in the case of Socotra Island indigenous local residents who are believed to hold strong conservative views that may contradict the Western views and activities tourists make, therefore, the Doxey model seems to fit a reasonable framework to decide upon which stage Yemen's community attitude can be classified into. Thus, this study adopts Doxey's model to determine the stage of the local residents' attitude towards tourism development.

2.4.3 Indices of Tourism Impact

The goal of this section is to offer a general background of the positive and negative impacts of tourism on the economic, socio-cultural, and environmental aspects. The development of tourism may promote the economy of the country through several positive economic impacts on one hand or it may involve negative influences on the other. Brunt and Courtney (1999) noted that the rapid expansion of tourism development in the 20th century had brought about a considerable change in the "structure of society and the expansion of international tourism has increased the contact among different societies and cultures" (p .495). The change brought about by the development of tourism leave some questions on the tourism development in terms of the potential of negative impacts on cultural, social and environmental effects within particular destination. Moreover, Ko and Stewart (2002) note that the positive economic impacts that are brought by the development of tourism should be compared to the other possible negative effects such as social disruption.

2.4.3.1 Economic Impacts

The potential positive aspects of the development of tourism are signified in the increased number of job opportunities, higher standards of living, more technology-based infrastructure and overall economic growth. For example, Faulkner and Tideswell’s (1997) study of the Australian Gold Coast, noticed that the development of tourism had increased the economic growth and job opportunities for the local residents. Moreover, Liu and Var (1986) found out that the local Hawaiian residents had a strong agreement that tourism development can positively contribute to the overall economic growth especially in terms of the increase in job opportunities and the overall government investment. Similarly, Sheldon and Var (1984) noted that the local residents living in the North Wales reported that tourism can bring more investment and can contribute to the country’s economy, improve facilities and services and the increase of employment. Describing the positive economic impacts (as shown in Table 2.6), Easterling (2004) stated that the tourism can economically impact the community and increases the “contributions to standard of living, increased employment, improvement of development, and infrastructure spending” (p.54). The development of tourism can also promote public services, transportation infrastructure, and increases tax revenues (Ap & Crompton, 1998).

Table 2.6: Positive Economic Impacts of Tourism Development

Economic Impacts	Findings	Researcher
Employment Opportunities	Tourism results in increased employment	Keogh, 1990; Prentice, 1993; Mansperger, 1995; Carmichael <i>et al.</i> , 1996; Schroeder, 1996; Faulkner & Tideswell, 1997; Ap & Crompton, 1998; Lawson <i>et al.</i> , 1998; Tomljenovic & Faulkner, 1999; Hsu, 2000; Weaver & Lawton, 2001; Gursoy <i>et al.</i> , 2002; Easterling, 2004; Akama & Kieti, 2007; Dyer <i>et al.</i> , 2007; Gu & Ryan, 2008; Tsundoda & Mendlinger, 2009

Table 2.6 continued		
Standard of living	Tourism has significantly increased standard of living of the community	Pizam, 1978; Laflamme, 1979; Belisle & Hoy, 1980; Liu & Var, 1986; Long <i>et al.</i> , 1990; Akis <i>et al.</i> , 1996; Hsu, 2000; Gursoy <i>et al.</i> , 2002; Easterling, 2004; Eraqi, 2007; Tsundoda & Mendlinger, 2009; Wang & Tong 2009
Support for infrastructure	Tourism enhances investment, development and infrastructure spending	Fritz, 1982; Sharpley, 1994; Akis <i>et al.</i> , 1996; Ap & Crompton, 1998; Hsu, 2000; Easterling, 2004; Galdini, 2005; Kwan & McCartney, 2005; Dyer <i>et al.</i> , 2007
Economic growth	Tourism is perceived to increase economic growth,; a dominant factor in the economic	Greenwood 1972; Cook, 1982; Sheldon & Var, 1984; Ahmed, 1986; Brayley <i>et al.</i> , 1990; Perdue <i>et al.</i> , 1990; Hsu, 2000; Gursoy <i>et al.</i> , 2002; Gursoy & Rutherford, 2004; Andereck <i>et al.</i> 2005

Table 2.7: Negative Economic Impacts of Tourism Development

Negative Impacts	Findings	Researcher
Increased cost of living	Tourism results in increased costs of living for host community	Greenwood 1972; Liu & Var, 1986; Perdue <i>et al.</i> , 1990; Prentice, 1993; Stynes & Stewart, 1993; Carmichael <i>et al.</i> , 1996; Faulkner & Tideswell, 1997; Lawson <i>et al.</i> , 1998; Kwan & McCartney, 2005; Ntloko & Swart, 2008
Increased prices	Residents perceived that tourism results in increased prices (e.g., food, services, goods, land, etc.)	Pizam, 1978; Hudman, 1978; Belisle & Hoy, 1980; Var <i>et al.</i> , 1985; Ahmed, 1986; Liu <i>et al.</i> , 1987; Perdue <i>et al.</i> , 1987; Husbands, 1989; Long <i>et al.</i> , 1990; Lovel & Feuerstein, 1992; Ross, 1992; Schroeder, 1992; Akis <i>et al.</i> , 1996; Lawson <i>et al.</i> , 1998; Stonich, 1998
Benefits not distributed	Residents believe that economic benefits accrue to a minority of the host community	Belisle & Hoy, 1980; Brougham & Butler, 1981; Prentice, 1993; Freitag, 1994; Getz, 1994; Johnson <i>et al.</i> , 1994; Stonich, 1998; Lindberg <i>et al.</i> , 2001; Tosun, 2002

Table 2.7 continued		
Employment is seasonal, Temporary	Employment is seasonal, and typically for low wages and long hours	Jordan, 1980; Lovel & Feuerstein, 1992; McCool & Martin 1994; Sharpley, 1994; Tooman, 1997; Stonich, 1998; Tosun, 2002
Increased economic instability	Residents believe that tourism is responsible for fluctuations in economic and price	Liu & Var, 1986; Perdue <i>et al.</i> , 1990; Kwan & McCartney, 2005

Although the development of tourism can bring positive economic benefits, negative economic impacts can also be found as well. The development of tourism can have the possibility to cause local residents to over-rely on tourism and to commercialize relationships between local residents and tourists (Table 2.7). Wall and Mathieson (2006) noted that the economic crisis in Asia had caused drastic economic impacts on the tourist companies which were specialized in providing tourist services for the Japanese travelers going to Canada. Moreover, Ap and Crompton (1998) noted that there are other negative impacts of the development of tourism such as the increase of land and houses’ prices, higher taxes, and higher inflation rate. Wall and Mathieson (2006) described the propensity of import as negative because of the possibility of leakage as occurring from a destination. This case is very likely to occur in the developing countries because they are “frequently unable to supply the quantity and quality of goods and services required to meet the demands created by tourists” (Wall & Mathieson, 2006, p. 103).

2.4.3.2 Socio-cultural Impacts

The development of tourism can also influence the cultural, social and environmental aspects within a destination. Socio-cultural impacts are assessed in the “ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organization” (Pizam & Milman, 1984, p. 11).

The social and cultural aspects of a destination can be influenced by the use of increase in tourism activity. Among the positive impacts of tourism on social and cultural benefits, Ap and Crompton (1998) and Easterling (2004) noted that tourism can increase mutual understanding of cultures, tighten the cultural identity of the host country, and increase the pride of the community.

Moreover, the development of tourism can increase and enhance the cultural exchange between local residents and tourists. For instance, the majority of Hawaiian residents were agreed that the development of tourism had enhanced “cultural exchange giving [residents] better understanding of the world” (Liu & Var, 1986, p. 201). Easterling (2004) noted that tourism can have positive impacts on the host country; it can preserve and revitalize the cultural identity and traditional activities and practices, and increase foreign exchange to protect historical places.

Just like negative impacts of tourism development on developed countries, tourism development in developing countries has also led to negative socio-cultural change (see Table 2.8).

The nature and extent of the impacts of tourism can vary from one country to another relying on the social and cultural structures of the country (Dogan, 1989). Brunt and Courtney (1999) explained that the extent of tourism influence on social and cultural impacts is dependent upon the number and type of tourists, the degree of tourism

development in the destination, and on many aspects of the hosting community such as size, strength, resiliency, and traditions. Researchers indicate that social impacts are those which have a direct and immediate influence on the tourists and local communities in terms of the quality of life (Brunt & Courtney, 1999). However, those impacts are vulnerable to change as a result of the country's overall development such as industrial structural changes and the degree of the hosting population exposure to tourism developed facilities. The development of tourism can influence the customs and habits of local residents and individuals in terms of social activities, daily routine, and beliefs and values (Dogan, 1989).

Table 2.8: Negative Socio-cultural Impacts of Tourism Development

Negative Socio-cultural Impacts	Findings	Researchers
Loss of native language	Resident reported that as a result of influx of tourists languages, their native language has been lost	Cybrisky, 1970; White, 1974 Coppock, 1977
Increased prostitution	Resident believe that Tourism result in increased prostitution	Belisle & Hoy, 1980; Liu & Var, 1986; Liu <i>et al.</i> , 1987
Tourism destroys community relationships/ character	Tourism erodes social fabric of communities and exacerbates class division. Tourism increases inter-generational conflict and destroys friendly relationships	Faulkenberry, 2000 Krippendorf, 1987; Allen <i>et al.</i> , 1988; Brayley <i>et al.</i> , 1990; Delamere & Hinch, 1994
Resident attitudes worsen over time	Resident negative attitude may become hostile behaviour. Conflict between hosts and guests is inevitable	Bryden, 1973; Doxey, 1975 Husbands, 1986; Dogan, 1989
Tourism intensifies labor burdens	Burden of accommodating tourists intensifies	Brayley <i>et al.</i> , 1990; Freitag, 1994

Table2.8 continued residents' stress and exploits workers		
Tourism leads to a loss of authenticity	Tourism creates inauthentic behaviours on the part of the host community	Brougham & Butler, 1981; Boynton, 1986

According to Haralambopoulos and Pizam (1996), tourism can have an influence on the transformation of the social system among society members by shifting “the socio-economic status of some individuals” (p. 505). As a result of tourism some local residents, for instance, can have better social and economic status than others if their lands get higher prices than they were before.

Cultural impacts on tourism are those cultural elements that are brought by tourists and can have long-term effects on the hosting culture, beliefs and traditions. Research indicates that tourism can have bad effects on the culture of a country (Henderson, 2006).

Nonetheless, tourism is also thought to contribute to the ‘renaissance’ of traditional art forms in host societies (Henderson, 2006). Most of the Arabian countries (i.e. Kingdom of Saudi Arabia, Qatar, Kuwait, Oman and Yemen) have conservative views as derived from Islam. A large number of Western tourists coming to these countries can pose a serious problem to the preservation of the conservative culture and traditions of these countries.

Tosun (2002) indicated that tourism activities of Westerners or those coming from developed countries can have serious negative socio-cultural impacts on the members of the developing countries or the hosting communities in terms of affecting their traditions, materialization and social conflicts on some cases. Westerners’ ways of living and their cultural and moral values can be transferred into

the hosting communities they visit, and these hosting communities can imitate traits and values, and in turn, can affect the traditional Islamic and Arabic values (Henderson, 2006). They further documented that the local residents of the hosting community might have the belief that tourism development can have negative effects on the community such as the crime increase, sexual harassment, and the increase of recreational drugs.

Mason and Cheyne (2000) note that the local residents might have some concerns for their perceived beliefs of the possibility of losing the control over their environment as a result of tourism development. Dogan (1989) suggests that tourism can result in declining the traditions, social conflict, environmental degradation and increase crime rate. For instance, in a study of the influence of tourism on the Amish people of Pennsylvania, the development of tourism had resulted in changes in the quilting designs that were used to be produced by the Amish. The Amish people produced non-traditional (Westernized) quilts that are designed specifically to meet the Western designs for the Western tourists, and these new designs are completely different from the traditional (Besculides *et al.*, 2002). It seemed that the Amish population had been seeking financial benefits in producing these new designs of quilts that did not reflect their traditions of culture.

2.4.3.3 Environmental Impacts

The development of tourism too has positive and negative influences over the physical environment (Table 2.9). Tourism development can be of great use for the physical environment because it helps in “the creation of wildlife parks and preservation of historic buildings” (Mathieson & Wall, 1982; p.130). According to Wall and Mathieson (2006), the development of tourism is responsible for the introduction for planning controls that were motivated to preserve the quality of the

environment. Nonetheless, tourism development might cause problems to the environment through the “trampling of vegetation [and] the pollution of resort beaches” (Mathieson & Wall, 1982, p.130). Moreover, high numbers of tourist visitations to the hosting countries can negatively affect the local residents. Some of these effects are traffic congestion, overcrowding, and water pollution. These can occur especially when the hosting country has not well infrastructure to receive the influx of tourists.

Table 2.9: Negative Environmental Impacts of Tourism Development

Negative Environmental Impacts	Negative outcomes	Researchers
Increased pollution	Residents believed that tourism results in increased pollution(various studies focus on air, water and noise)	Pizam, 1978; Rothman, 1978; Tyrell & Spaulding, 1984; Gunn, 1988; Caneday & Zeiger, 1991; Lovel & Feuerstein, 1992; Akis <i>et al.</i> , 1996; Lawson <i>et al.</i> , 1998; Kreage, 2001; Andereck <i>et al.</i> , 2005; Akarapong, 2006; Mingsarn, 2007
Natural beauty and tranquillity	Residents perceived that tourism destroys natural beauty and tranquillity. Deforestation directly attributable to tourism	Brayley <i>et al.</i> , 1990; Akis <i>et al.</i> , 1996; Faulkner & Tideswell, 1997; Ap & Crompton, 1998 Cater, 1987
Over-crowding	Residents reported overcrowding is a direct result of tourism (various studies focus on different aspects of overcrowding)	Pizam, 1978; Rothman, 1978; Thomason <i>et al.</i> , 1979; Brougham & Butler, 1981; Var <i>et al.</i> , 1985; Liu & Var, 1986; Akis <i>et al.</i> , 1996; Ap & Crompton, 1998; Andereck <i>et al.</i> , 2005; Fredline <i>et al.</i> , 2006
Traffic and parking congestion	Residents report frustration with traffic congestion and lack of parking	Pizam, 1978; Rothman, 1978; Brougham & Butler, 1981; Var <i>et al.</i> , 1985; Liu & Var, 1986; Liu <i>et al.</i> , 1987; Perdue <i>et al.</i> , 1990; Caneday & Zeiger, 1991; McCool & Martin, 1994; Akis <i>et al.</i> , 1996; Ap & Crompton, 1998; Andereck <i>et al.</i> , 2005; Fredline, Deery & Jago, 2006
Over-Harvesting	Residents perceived conflict over local	Cooke, 1982

Table 2.9 continued fish/game resources	
Residents perceived depletion of wildlife	Gunn, 1988; Kendall & Var, 1984

Upon investigating the perceptions and attitudes of Hawaiian local residents concerning the influence of tourism development on the environment, Liu and Var (1986) found out that the local residents of Hawaii were suspicious regarding the benefits of tourism to the environment. Local residents had the belief that preserving the environment is more important than the economic benefits resulted from tourism income (Liu & Var, 1986). In similar vein, Turkish and Cypriot residents in Cyprus were conscious that tourism can lead to unfavorable congested parks and beaches which in turn can increase traffic congestion and transportation problems (Akis *et al.*, 1996).

2.5 Theoretical Framework

There are various models of residents’ attitude towards tourism development. In view of this, attitude is defined by McDougall and Munro (1987) as an “enduring predisposition towards a particular aspect of one’s environment” (p. 87) and can be reflected in the way one thinks, feels and behaves with respect to that aspect (Carmichael, 2000).

The scholar went further to classify attitudes of individuals along three dimensions. These dimensions are: cognitive, affective, and behavioral. Under cognitive dimension, there are beliefs, knowledge and perceptions, while affective dimension treats the ‘likes and dislikes’ of individual attitudes. The last dimension of individual attitude is behavioral, and it treated behavior such as action taken or expressed by residents. As asserted by Carmichael (2000) residents of host tourist attraction centre

can base their attitudes towards tourism development on any of the stated attitude dimensions.

In support with McDougall and Munro's (1987) definition, Getz (2000) posited that attitudes are "reinforced by perceptions and beliefs of reality, but are closely related to deeply held values and even to personality" (p. 140). Andriotis and Vaughan (2003) opined that the important aspect of residents' attitude is that what is perceived does not have to be truth.

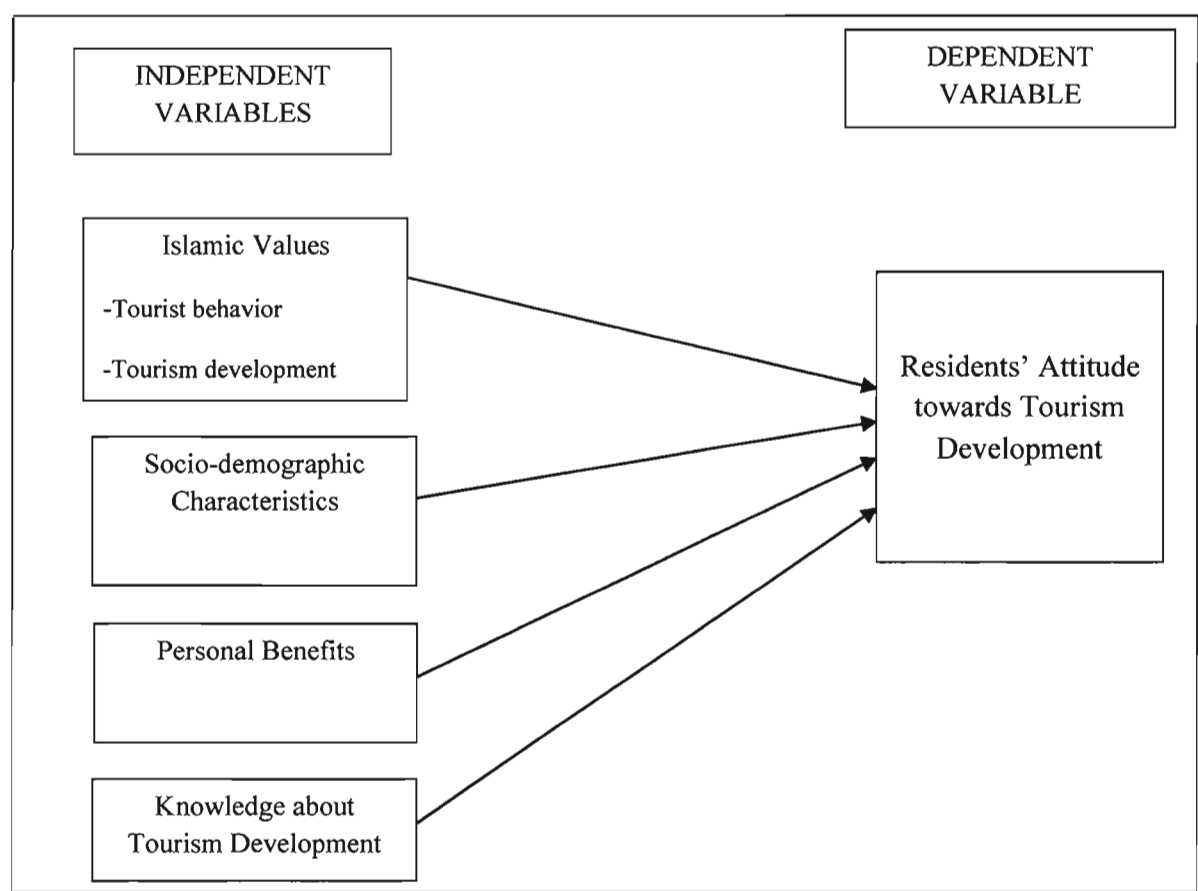
Thus, it is perception rather than reality that encourage individuals to behave or act in a way. When residents feel that tourism development threatens their identity, then they may develop attitudes that can bring hostility to the tourists. Capenerhurst (1994) argued that the concern of resident attitude towards tourism development arises when tourism is recognized as being a danger to the community's identity, status quo or to local culture. Scholars have been advocating series of models and theories to investigate residents' attitude towards tourism development. Few amongst these theories are; a typology of host-community interactions extensively discussed by Singh et al, (2003), and Williams & Lawalson (2001), Doxey's Irridex model or Irritation Index model. This model is extensively discussed by Doxey (1975).

Other researchers that corroborated the position of Doxey, using Irritation Index model included Keyser (2002), Bramwell (2003), Cavus and Tanrisevdi (2003), and Zhang *et al*, (2006), extrinsic dimension versus intrinsic dimension is closely studied by Faulkner and Tideswell (1997), Fredline and Faulkner (2000). Other models used by researchers are social exchange theory, and this theory is investigated by researchers such as Ap (1992), Getz (1994), Fredline and Faulkner (2000), McGehee and Andereck (2004) and tourism impact and resident attitude scales. Researchers continuously used this model to study resident attitude towards tourism development,

and few among these researchers are Lankford and Howard (1994), Perdue *et al*, (1995), Ap and Crompton (1998).

The theoretical framework of this study is premised on resident attitude towards tourism Scale. The scale is often designed to evaluate the community’s attitude towards tourism development. Resident attitude towards tourism Scale applies standardized scaling methods for measuring host community attitude tourism. The scale, most often tests the influence of independent variables on residents’ attitudes towards tourism development.

Figure 2.5 Research Model



The research model in this study is underpinned by the factors based on the independent variables, which explains how the Islamic values, personal benefit from tourism, knowledge about tourism and social demographic factors affect residents’

attitude toward tourism development. Based on the objectives of the study, a research model is constructed to elicit how the identified independent variables are used to determine the significant contribution of these variables on residents' attitude towards tourism development in Socotra (SNR).

2.6 Theoretical Underpinning

2.6.1 Social Exchange Theory

In recent years, extensive researches have been carried out on residents' attitude and perceptions of the hosting communities. The Social Exchange Theory (SET) is introduced and has become one of the most accepted theories to understand these perceptions and attitudes. Four figures were largely responsible for the advancement of this SET: Homans (1958, 1961, & 1974); Thibaut & Kelly (1959); and Blau (1964). The theory also offers a conceptual framework for describing the relationship between individual benefits and perceptions of economic development (Andriotis, 2005). The theory advocates that members of the host community will be involved in exchange when the resulting benefits are substantial. For example, the exchange expects to yield esteemed rewards when the perceived cost does not go beyond the perceived benefits (Jurowski & Gursoy, 2004). When it applies to attitudes and perceptions, the SET lays down that residents seek what they consider as comparable benefits for proper development projects, collaboration, hospitality, and toleration of any possibly economic development problems that might be entailed.

SET is considered as a sociological theory to explain and understands the exchangeable resources of the individual and group members in any interactive situation (Ap, 1992). It offers a ground for identifying populations' needs and requirements to involve in interactional processes in which they are seeking the psychological, social or the material value. Stated differently, individual members

can decide to indulge in an exchange when they perceive the costs and the benefits of this exchange. Henceforth, attitudes and awareness of this exchange may vary among individual members. Individual members who consider a positive reward or benefit will assess the exchange differently from those who perceive it otherwise (Andereck *et al.*, 2005).

Research studies conducted on the reactions of residents' attitude towards tourism development using SET have investigated the relationship between the benefits of the perception and rewards, support, impact and cost for tourism (Gursoy *et al.*, 2002, Lindberg & Johnson, 1997, Jurowski *et al.*, 1997). Variables that affect residents' perceptions on tourism can be considered as economical, socio-cultural and environmental impacts (Gursoy *et al.*, 2002). Favorable impacts are referred to as benefits whereas the unfavorable impacts are referred to as costs. Theoretically, when individual members make rational judgments, they are going to support tourism development when benefits outnumber costs. Studies indicated that residents, who believe that costs cannot outnumber the benefits, are more likely to support the exchange and the development efforts.

A number of theoretical models which are based on (SET) have proposed several clarifications for the difference in residents' attitude towards tourism (Ap, 1992). The Jurowski's (1994) model described that perception towards tourism is affected by residents' opinions on economic, environmental and social impacts, for example, tax revenue and traffic congestions. These perceptions can be affected by the economic benefits, the degree of the use of the recreation resources, and the human kind role and attitude in preserving the natural environment. The latter impact does not only influence the perceptions of the residents, but can influence the way they support them. Gursoy *et al.* (2002) had modified Jurowski's (1994) model through separating

the factors in the economic, social, environmental impacts that construct the benefits and costs to test the effects of the beliefs on support. Moreover, the new model adds two more constructs: the residents' perceptions and impact of the local economy and of the position concern the community.

A number of variables can influence the manner the residents assess the rewards in comparison to costs. The anticipations of economic gains are considered to have the biggest positive effects. Surely, there seems to be a close relationship between the positive assessment of social and cultural impacts from one side, and tourism support from the other (Lankford & Howard, 1994). The residents' concern that the tourism development can damage the environment is likely to oppose tourism, whereas those who consider tourism as a motivation to protect the natural environment are likely positively support the tourism development and activities (Hillery *et al.*, 2001).

Emotions and knowledge about expected impacts of increased of tourism activities can also influence residents' assessment of tourism. Residents who have a long-time relationship and emotional ties with the community are expected to have farsightedness in assessing the impact than those with limited ties with the community.

Residents who are employed in the recreational resources management of a destination might be concerned about overcrowding, and that might mean that they have greater concerns for infrastructure developments. Accordingly, the recreation base users do have a different understanding rather than the nonusers (Jurowski, 1994). Residents who have much knowledge about tourism benefits and are interested in the economic benefits that tourism brings to their local economy will resort to several set of standards to assess tourism impacts than others (Lankford, 1994).

Moreover, research has shown that assessment of costs and benefits can vary with socio-demographic features (Williams & Lawson, 2001), political issues and demographical positions in the community (Mansfeld, 1992), the degree of interaction with tourists (Lankford, 1994), environmental perceptions (Gursoy *et al.*, 2002), and kinds and forms of tourism (Murphy, 1981).

For further account from a tourism point of view, SET also stipulates the attitude and support of individuals towards tourism and its development will be affected by the assessment and outcomes of this development on the community. Exchange should occur to develop a tourism-based activity in any community. Residents have to develop and enhance it by serving the needs of the tourists (Andereck *et al.*, 2005). Some residents may benefit whereas some others may be negatively affected. As implied above, these attitudes of the exchange can vary among individuals and therefore might have different impacts (Andereck *et al.*, 2005).

In any case, the dominant theoretical ground for various researches is the SET. As explained by Ap (1992), SET is considered as a common “sociological theory concerns with understanding the exchange of resources between individuals and groups in an interaction situation” (p.668). Residents are often involved in a process of interaction in which they search for material, social, or psychological values.

Attitudes and beliefs of the exchange can be different. Individuals who have positive feelings towards the benefits of tourism will perceive the exchange in a different way from those who perceive it in negative terms (Gursoy, Jurowski & Uysal, 2002). SET argues that residents assess the exchange according to the resulting costs and benefits of the exchange. An individual that judges the benefits from an exchange is expected to consider it in positive terms whereas the one that considers the costs is expected to consider it in negative terms. Therefore, individuals who appreciate the tourism

benefits are expected to consider it in positive terms, whereas those who perceive the costs are expected to consider it in negative terms. In the tourism field, there have been inconsistent findings for SET. Several studies supported the SET whereas some other findings were not that conclusive (Ap, 1992; Gursoy *et al.*, 2002; Jurowski *et al.*, 1997; Lindberg & Johnson 1997; McGehee & Andereck, 2004).

There have been many researches that study the benefits and gains from tourism, and its relationship to perceptions and attitudes (Jurowski *et al.*, 1997; Lankford & Howard, 1994; Liu & Var, 1986; McGehee & Andereck, 2004; Perdue *et al.*, 1990). Supporting of the SET, most of these researches demonstrated that individuals who think tourism is an important industry or who economically make better gains and benefits are having a more positive attitude than others (Brunt & Courtney, 1999; Haralambopoulos & Pizam, 1996; Jurowski *et al.*, 1997; Lankford & Howard, 1994; McGehee & Andereck, 2004; Teye *et al.*, 2002). Many researchers have perceived employment and job opportunities as a criterion to measure dependency. For example, Haralambopoulos and Pizam (1996) classified residents into two categories: directly dependent of tourism and independent on tourism.

The former are found to consider the industry of tourism is more positively because it can offer employment and job opportunities, increase the personal incomes, tax revenues, and quality of living. It is noteworthy to mention that there are some supporting evidence that residents who benefit from tourism development are also conscious that tourism can entail some negative effects (King *et al.*, 1991; McGehee & Andereck, 2004). A closely related association is documented by Lindberg and Johnson (1997). They found that the attitudes of individuals who pay more attention to economic development in general are more positive. Moreover, if they feel that tourism should have a greater role to play in their community's economy, they will

perceive high levels of positive effects than others. Similarly residents who increase their income and get more personal benefits as a result of tourism development will perceive high levels of its positive impact, than who do not get these benefits.

The level at which residents participate with the tourism industry and tourists has demonstrated some association to attitudes and perceptions. The variables such as the distance of respondents' home from the center where tourism is (Sheldon & Var, 1984), involvement in making a decision, level of knowledge level about tourism, and connection level with tourists (Brougham & Butler, 1981; Lankford & Howard, 1994) have been investigated as predictor variables.

Conclusively, residents who are more involved with tourism business are positively inclined towards it and are likely to express positive attitudes and perceptions. This is in line with the SET especially when residents have real positive experiences with tourists. Moreover, it is expected that knowledgeable residents about tourism can pinpoint the benefits and the costs that accrue to the community. Therefore, residents with high personal knowledge on the benefits of tourism brings perceive tourism more positively than those who do not.

In addition, residents with higher understanding of the importance of experience with tourists find tourism more positively than others. Community attachment is examined as well. It is usually distinguished as the length of time living of where residents born and grown (Davis, Allen & Cosenza, 1988; Jurowski *et al.*, 1997; Lankford & Howard, 1994; McCool & Martin, 1994; McGehee & Andereck, 2004; Sheldon & Var, 1984). Researchers found a supporting proof that attachment is negatively connected to attitude towards tourism (Lankford & Howard, 1994). However, this connection is not decisive because other researchers found the opposite, and there are no consistent results (Davis *et al.*, 1988; Gursoy *et al.*, 2002; McCool and Martin,

1994; McGehee and Andereck, 2004). From the theoretical perspective, the assumption is that long-time resident is almost expected to receive both positive and negative outcomes. Residents who lived for a longer period in a community perceive lesser level of positive effects than residents with shorter period, and those residents who lived in the community since they were children perceive less positive effects than those who did not.

In short, numerous studies have found no significant relationships when examining the connection between demographic variables and attitudes (Johnson *et al.*, 1994; King *et al.*, 1991; Lankford, 1994; Liu & Var, 1986; McCool & Martin, 1994; McGehee & Andereck, 2004; Perdue *et al.*, 1990; Teye *et al.*, 2002; Tosun, 2002). Therefore, the demographic characteristics that seem constant across research studies demonstrate that business holders are more likely to have positive attitude towards tourism than non-business groups (Lankford, 1994).

2.6.2 Culture theory

Culture, is defined as the totality of a society's distinctive, beliefs, ideas, knowledge and values. It displays the manners human understand their environments. Culture theory is considered as a branch of anthropology, semiotics, and other social sciences such as political economy. It demands to define heuristic perceptions of culture and focus on how a certain phenomenon is related to issues of ideology, nationalities, ethnicities, social classes, and gender.

The theory of culture pays simultaneous attention and even these needs and allows focusing on the whole and the parts as well, the context and content of values and value systems and strategic correlations between variables key, countries, groups of countries, and human being and the natural environment that provide the conceptual ideas and practical advantages and allows intelligent choices to cope with future

decisions (Hofstede, 1980; Schumpeter, 1912; William, 1922). This allows us, for example, to better cope with the complexity and high emphasis on the system, not the parts of the system and ensures that the economy is in the right context and the right direction. For this reason, in particular, they may be more limited and enriched culture in which they find themselves (Hofstede, 1980). Therefore, they do not function as autonomous entities. In addition, focusing on a set of congenital and values of society, the theory of culture can be minimized ethnocentric bias that results of its cultural condition.

Yemenis perceptions towards tourism depend on demographic variables, Islamic values, benefits from tourism and the degree of knowledge towards tourism. The significantly positive associations of these variables with the Yemenis perception towards tourism support the culture theory which suggests that the emergence of a certain phenomenon in the society is a result of several determinants related to beliefs, ethnicities, social class, demographics, and values held by members of the society.

2.7 Formulation of the Hypothesis

According to Salihu (2011) hypothesis is a tentative statement in a research study that tries to measure independent variables against the dependent variables for the purpose to arrive at the findings of the study. Based on the objective of this study, and the theoretical framework, four hypotheses are formulated.

2.7.1 Yemeni Islamic values

Henderson (2003) proposed that religious values negatively influence tourism activities. Consequently, the overall travels in conservative Islamic countries of the Middle East are continuously low and negatively affect the international tourism income. This lead the researcher to speculate that Yemeni's Islamic values can be

regarded as one of the determinant of residents' attitude towards tourism development because as stipulated by Capenerhurst (1994), when tourism is seen as a danger to the status quo, community's identity or local culture, concern and negative attitude of people towards tourism development may arise. In the case of Yemen, the possible conflict between conservative values and tourism development may be a determinant of residents' attitude towards tourism development. For instance, some tourists' activities and behaviors are not acceptable and, in terms of Islamic teachings, are even offensive (Mojalli, 2009). In addition, prostitution, gambling and serving non-halal food are considered as being other features that are related to tourist activities (Al-Shami, 2010).

The tolerance of such behaviors by tourists among Muslim countries varies. There are countries that are more tolerant than others on such permissive behaviors and values. Accordingly, Ritter (1975) proposed that there are different patterns of attitudes towards the conception of tourism between Western culture and Middle East culture, and that the difference might be moderately related to religion. In the case of Yemen, Mojalli (2009) posited that Middle Eastern tribal-based system has extremely firm and rigid rules that necessitate all members to adhere to such tribal beliefs. These rules and customs originated from a combination of the traditional Arab culture and Islamic values respectively. This invariably negates the culture and religious values of inbound tourists. Mojalli (2009) stated that "the tribal community has very strong customs that organize the rights and duties of its members and anybody who violates those customs will be punished in accordance to the tribal customs" (p. 84).

There has been documentation that Yemeni community considers the Western values as unfavorable to their own style of living and to their moral values. Tourism is considered as opposing to the Islamic religion and this can be shown through the argumentation over the practice and meaning of Islam (Mojalli, 2009). Thus, tourism as a Westernized concept seems different from that of Middle Eastern one where most Muslim people live, particularly in conservatives Islamic countries. On the other hand, Binsumeet (2011) emphasized that lack of consensus about Islam even among Islamic countries has led to different behaviors toward tourism and tourists. This gives an indication that without research, it is difficult to understand more about resident attitudes towards tourism.

For example Henderson (2003), recommended more research to be conducted on the influences of residents' attitude on tourism development in the conservative countries with a need to conduct more researches about Muslim views concerning the cultural effects about tourism in their societies. Ko and Stewart (2002) postulated the need to conduct research on community and residents satisfaction with tourism developments on one hand, and the residents' attitudes towards additional tourism development on the other.

Hence, it is essential to investigate the relation between Yemeni Islamic values and residents' attitude towards tourism development in Yemen, which represents one of the most conservative Arab communities. Based on the assumption of social exchange theory and the arguments of the previous studies, a testable hypothesis in respect of Yemeni Islamic value and residents' attitude is developed as:

H₁: There exists a negative relationship between the residents' Islamic values on their attitude towards tourism development in Socotra.

H1 (a): There exists a negative relationship between the residents' Islamic values on their attitude towards tourism development in Socotra.

H1 (b): There exists a negative relationship between the residents' Islamic values on their attitude towards tourist behavior in Socotra.

2.7. 2 Socio- demographic factors

Demographic characteristics appear consistent across different studies which indicate that socio-demographic variables (age, gender, length of residence, and education) have more positive attitudes towards tourism development (Lankford, 1994). Therefore, it is interesting to investigate the relationship between socio-demographic factors and residents' attitude towards tourism development in the Yemeni context which substantially differs in its social, economic and environmental condition of the countries in which this relationship was tested. This may help to improve our knowledge of the impact of this factor on residents' attitude towards tourism development.

Theoretically, Tomljenovic and Faulkner (1999) argued that older residents are more tolerant to the presence of the foreign tourists rather than younger residents. However, Husbands (1989) in his study in Zambia found that age and education were important variables. Cavus and Tanrisevdi's (2002) study about Kusadasi in Turkey also found a significant association between age and size of residents' attitude towards tourism development.

However, unlike Tomljenovic and Faulkner's (1999) study, Cavus and Tanrisevdi (2002) have discovered that older residents have more negative perception. Nevertheless, Tomljenovic and Faulkner (1999) and Husbands (1989) provide empirical support of the positive relationship between age and residents' attitude towards tourism development. Thus, it is interesting to re-examine the relationship

between age and residents' attitude towards tourism development in the Yemeni context which significantly differs in its economic, social, cultural, and environmental conditions from the countries in which this relationship was tested. This may help to improve our understanding of the impact of this factor on residents' attitude towards tourism development.

It is the sum total of features of socio-demographic characteristics that this study covers to formulate H_2 , which is as following:

H₂: Resident' socio-demographic characteristics have positive influence on their attitude towards tourism development in Socotra.

H₂ (a): Residents' age has positive influence on their attitude towards tourism development in Socotra.

H₂ (b): Resident' gender has positive influence on their attitude towards tourism development in Socotra.

H₂ (c): Resident' occupation has positive influence on their attitude towards tourism development in Socotra.

H₂ (d): Residents' monthly income has positive influence on their attitude towards tourism development in Socotra.

H₂ (e): Residents' education has positive influence on their attitude towards tourism development in Socotra.

H₂ (f): Residents' length of residency has positive influence on their attitude towards tourism development in Socotra.

2.7.3 Personal benefits from tourism

In support of the social exchange theory, a lot of studies found that dependent residents in the industry, or perceived a high level of economic status or personal advantage usually have a more positive perception of the effect of tourism than

others (Brunt & Courtney, 1999; Haralambopoulos & Pizam, 1996; Jurowski *et al.*, 1997; Lankford & Howard, 1994; McGehee & Andereck, 2004; Teye *et al.*, 2002). Moreover, Lindberg and Johnson (1997) reported a significant relationship between personal benefits from tourism and residents' attitude toward tourism where he found that residents who are generally aware of the importance of economic development have a more positive attitude towards tourism.

Some studies claimed that personal benefits from tourism development are optimistically related to residents' attitude (Perdue *et al.*, 1990; Ko & Stewart, 2002; McGehee & Andereck, 2004; Vargas-Sa'nchez *et al.*, 2009; Vargas-Sa'nchez *et al.*, 2010). It has been confirmed in these researches that residents who personally get advantage from tourism development of tourism strongly recognize the favorable impacts of tourism and are less likely to recognize unfavorable effects. Studies mentioned so far provide an empirical support of the positive relationship between personal benefits from tourism and residents' attitude toward tourism development.

Thus, it is interesting to re-examine the relationship of personal benefits from tourism and residents' attitude towards tourism development in the Yemeni context which differs significantly in its economic, social, cultural and environmental conditions from the countries in which this relationship was tested. This may help improve our understanding about the impact of this factor on residents' attitudes towards tourism development.

Therefore, according to the above argument, **H₃** which is as following:

H₃: Residents' personal benefits have positive influence on their attitude towards tourism development in Socotra

2.7.4 Knowledge about tourism

According to the social exchange theory, the level of knowledge about tourism is a predictor variable (Brougham & Butler, 1981; Lankford & Howard, 1994). Residents who possess a higher level of personal knowledge about tourism perceive a higher level of positive effects than those who do not (Andereck *et al.*, 2005). Lankford and Howard (1994) and Davis *et al.* (1988) found a positive relationship between knowledge about tourism development and the expected revenues on economy in the sense that such a knowledge may affect the residents' attitude towards tourism. In other words, those who are more acquainted with such knowledge are more positive towards tourism development. The more residents are knowledgeable about the tourism development, the more they expressed agreement towards tourism positive impacts (Davis *et al.*, 1988; Lankford & Howard, 1994; Latkova, 2008).

Thus, it is interesting to re-examine the relationship between knowledge on tourism and residents' attitude towards tourism development in Yemen's context which differs significantly in its economic, social, cultural and environmental conditions from the other countries in which this relationship was tested. This may help to improve our understanding of the impact of this factor on residents' attitude towards the development of tourism. Therefore, based on the conceptual and the literature empirical discussion from the literature reviewed, **H₄** is formulated as:

H₄: Residents' knowledge have positive influence on their attitude toward tourism development in Socotra.

2.8 Summary

This chapter explains the major procedures the literature review of previous studies on residents' attitude toward tourism development. It describes in detail the processes involved in conducting the study in terms of tourism in Yemen, tourism in Socotra Island, sustainable development in islands, tourism development and planning, tourism impact on tourism development, residents' attitudes towards tourism development, and factors influencing residents' attitudes towards tourism development

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses the research methodology of the study. The research methodology is premised on the procedure for the quantitative and qualitative analysis. The chapter therefore discusses the research paradigm, research design, population and sampling, sampling framework, instrumentation, coding of instrument, data collection, reliability and validity, pilot test, discussion of the pilot findings, design of final instrument, measurement of variables, and method of data analysis.

3.1 Research Paradigm

The research paradigm is the philosophy on which a research study is based. The Webster's New World Dictionary (2003) defined a paradigm as a perspective or frame of reference a researcher intends to use to view the research problem. Thus, it may consist of concepts or assumptions. Kuhn (1962) asserted that researchers always work within the reigning paradigm, accumulating findings within the perspective for which paradigm's limit is reached. Few amongst the researchers (Friedrichs, 1970; Ritzer, 1975; Ritzer, 1990) discussed extensively on substantive and positivism research paradigm especially in social sciences. The research paradigm of this study is anchored on positivism. Positivism is a theory in research methodology that is developed by empiricist thinkers in which every rational justifiable assertion can be scientifically verified or is capable of logical or mathematical proof (Salihu, 2011). The positivist approach puts into practice a view of science that has its origins in a school of thought within the philosophy of science known as "logical positivism" or "logical empiricism". A major tenet of logical

positivism is its “thesis of the unity of science” (Kolakowski, 1968; Hempel, 1969), which maintains that the methods of natural science constitute the only legitimate methods for use in social science. Positivism has been recognized and advocated as the “natural-science model” of the social science research, which is being widely used in social science and organizational research (Schutz, 1973; Burrell & Morgan, 1979; Behling, 1980; Daft, 1983).

For the purpose of this study, the research used both quantitative and qualitative research methods. This is because tourism focuses on phenomena that occur in a real world setting and because tourism as a field has many complex dimensions. The mixed method hopes to shed light into the phenomenon in more comprehensive terms. The use of multiple methods in this study is necessary because of the intrinsic limitations or biases resulting from using any given method alone. Using a variety of methods have the potential to increase the validity of findings and improve the understanding of the subject matter.

According to Clark et al, (1998), the use of several methods revealed “facets of the phenomenon that would not be yielded by the use of [single] methods” (p. 39).

Quantitative approach in this research utilized Perdue et al, (1990), McGehee and Andereck (2004), Mohd Shariff (2005), Eraqi (2007), Wang and Pfister (2008), while qualitative approach adapts Kayat’s (2002) structured interviews to investigate residents’ attitude towards tourism developments among the local community of Socotra Island in Yemen. This research employed two methodologies. Quantitative research design and qualitative research design.

This study is based on positivism research paradigm, and ten hypotheses are developed based on positivism. These hypotheses have been verified using empirical analysis on one hand, and qualitative analysis on the other.

3.2 Research Design

The main purpose of survey design was “to seek to describe trends in large population of individuals...to identify trends in attitude, opinions, and behaviors of a large group of people” (Creswell, 2008, p. 61). The research design, through the use of qualitative and quantitative design, aims at investigating residents’ attitude towards tourism development in Socotra Island and the reasons underlying these attitude and perception.

According to Creswell (2008), qualitative designs “are systematic, qualitative procedures that researchers use to generate a general explanation that explains a process, action, or interaction among people” (p. 61). Also, Given (2008) proposed that qualitative designs are ‘typically used to explore new phenomena and to capture individuals’ thoughts, feelings, or interpretations of meaning and process” (p. 26). Consequently, both designs, quantitative and qualitative seem to suit the nature of understanding the residents’ attitude towards tourism development in Socotra Island. The quantitative research design of this study was exploratory, and mostly descriptive in nature. All information concerning residents’ attitude were explored to arrive at a logical conclusion in respect of the findings of the study.

The study also investigated how Islamic values, socio-demographic, personal benefit and knowledge about tourism influence residents’ attitude towards tourism development. Questionnaire was designed to obtain primary data from respondents so that descriptive analysis could be performed to arrive at the inference of the study.

For the qualitative design, structured interviews were conducted in order to elicit salient information on residents' attitude towards tourism development in SNR.

It has been argued that the combination of qualitative and quantitative research design would be able to overcome the weakness of single design approach (Collis and Hussey, 2003; Creswell, 1994; Deshpande, 1983). Hence this research adopted the combined research methods to have the benefit of the two approaches. However, of the two research approaches, this research uses the 'dominant- less dominant' design, where the study is based on a priority or weight given on an approach over the other (Creswell, 1994, 2003).

In this research, the quantitative approach is set as the main (dominant) technique, while a small component of the study drawn from the qualitative approach, i.e. the semi-structure interviews. In this case, qualitative and quantitative methods are used accordingly so that the former may help in the development of the latter.

There are three approaches in developing attitudinal scales in the study of tourism development. The first approach is by selecting an existing scale, and testing it within a given environment or other destination in order to determine factors influencing the attitude of natives/locals on tourists. The second approach is by modifying an existing scale or probably introducing set of items to the scale. A set of new items is intended to determine factors influencing the attitude of locals on visiting tourists. The third approach is by totally developing a new attitudinal scale for the study. Scholars that worked on attitudinal scale development include Churchill (1979), Antil and Bennet (1979), DeVellis (1991) and Ap and Crompton (1998).

To date, there are two standardized attitudinal scale, and these scales followed the designed attitudinal scale developed by Churchill (1979) and DeVellis (1991). The scales are premised on Western tourism context, meaning that tourism development based on Western culture and attitude. Thus they may be unsuitable to be applied to the context of the Middle East culture and attitude towards tourism. Therefore, there is a need to develop another attitudinal scale to understanding the attitude and culture of the people in the Middle East. This research gap needs urgent attention in order to develop tourism in the Middle East in general, and in Yemen in particular to become successful.

3.3 Population and Sample of the Study

According to Yemen's Ministry of Tourism Official Statistics the total population of Socotra Island in 2009 was 44,000. Twelve thousand and eighty one (12,081) people lived in four main villages on the island; namely Hudibo (35% or 4,216 people), Qalansia (28% or 3,373), Drekbo (20% or 2,409) and Srahin (17% or 2,083). See Table 3.1.

The selection of sample size was based on the review of research methodology literature. According to Kline (1998), the sample size must be at least 200 units to consider being large. Further, Roscoe (1975) highlighted that the most appropriate number in most research should be larger than 300 and less than 500. Finally, Veal (2006) mentioned that when the populations are 10,000 the sample size should be 370 units, and for 15.000 populations the sample size should be 375 units. For the purpose of this study, and to choose a safe number of sample size, 400 residents were used as the sample for this study, because the population is not widely dispersed, homogeneous and not significantly different in terms of sub groups size.

The sampling also took into consideration the reality that only those willing and able to participate can be taken as respondents for this study.

So, 400 questionnaires were distributed proportionately based on the number of residents in those four villages. Specifically, 140 questionnaires were distributed in Hudibo, 110 questionnaires in Qalansia, 80 questionnaires in Drekbo and 70 questionnaires in Srahin Village. Base on the population of each village the numbers were obtained. The researcher distributed questionnaire as shown in the table 3.1.

Table 3.1 Distribution Questionnaire Process

Name of village	Population	Percentage	Sample size
Hudibo	4216	35%	140
Qalansia	3373	28%	110
Drekbo	2409	20%	80
Srahin	2083	17%	70
Total	12,081	100%	400

For the qualitative method, using purposive sampling the number of subjects involved in this study were 20 respondents. According to Creswell (2008), purposive sampling refers to the activity in which the “researchers intentionally select individuals and sites to learn or understand the central phenomenon” (p. 214). The 20 respondents were selected from different ages (ranging from 20 – 60 years old) and educational backgrounds from the same cultural and language environment. The selection of the respondents in terms of the educational background was based on three categorical dimensions: (1) less than high school, (2) high school graduates, (3) university graduates and above. The reason after choosing the respondents from different educational background is motivated by the desire to find out whether the educational background has the potentiality to affect the residents’ attitude towards tourism.

3.4 Instrumentation

To examine residents' attitude towards tourism development in Yemen, the researcher used both quantitative and qualitative methods. To investigate residents' attitude toward tourism development the study used the instrument that developed by Eraqi (2007) and Shariff (2005). To test the personal benefit from tourism, the current study used the instrument that developed by previous researchers (I, g. Ahmed, 2010; McGehee & Andereck, 2004; Perdue *et. al.*, 1990; Wang and Pfister 2008). Regarding to the instrument of knowledge about tourism the study employed the measurement that developed by McGehee & Andereck, (2004). Based on literature the researcher developed the instrument that used to measure Yemeni Islamic values.

Tourism Impact Attitude Scale (TIAS) is often used in several communities to test for validation, and the results indicated that several domains appeared from the scale (Schneider *et al.*, 1997). The scale reflected the diversity of culture in the communities, which eventually determine the residents' attitude towards tourism development. The differences indicated that there exist different perceptions and attitude towards tourism development. Since TIAS is not a universally applicable scale, there is a need to develop instrument that suits the local context. For this study the process of instrument development is explained and justified below.

3.4.1 Questionnaire Development

Two basic elements guided the development of the questionnaire: (1) the literature review that reports the different values of Western and Middle Eastern communities, and (2) the religious regulations of do's and don'ts that are imposed in Yemen. Specifically, the development of the questionnaire was based on the measurement of whether the residents would agree to non-Muslim tourists' activities such as wearing

scanty clothes, sun-bathing half naked, alcohol consumption, practicing prostitution, gambling, and consuming non-Halal food.

To measure residents' attitude towards tourism development, the quantitative instrument is designed based on the work of Mohd Shariff (2005) and Eraqi (2007) who conducted their studies in Malaysia and Egypt respectively which share with Yemen in several characteristics, particularly Egypt. Socio-demographic items are adopted from Akkawi (2010)'s study that has been conducted in Qatar which share with Yemen in many social and cultural characteristics.

The quantitative instrument of personal benefits from tourism s designed based on the work of Perdue *et al.*, (1990), McGehee and Andereck's (2004) and Wang and Pfister (2008). Knowledge about tourism items were adopted from McGehee and Andereck (2004). These previous studies have been conducted in Western countries and recommended to investigate items of personal benefits from tourism and knowledge about tourism in different countries such as conservative countries. Therefore, this study try to examine these items in Yemen as considered one of most conservative countries in Middle East.

The questionnaire was divided into five sections to suit the nature of the current study. The first section investigated the residents' attitude towards tourism development, with five-point Likert scale, these are 1) strongly disagree, 2) disagree, 3) neutral, 4) agree and 5) strongly agree. (See Appendix 1, section 1). This instrument involved 17 items which adapted from previous studies (Eraqi, 2007; Shariff, 2005).

The second section of the questionnaire measured the relationship between Yemeni Islamic values and residents' attitude towards tourism development. Yemeni Islamic values comprised of 6 items, which the researcher developed based on other

researchers' recommendations to investigate the residents' attitude towards tourism (Ko & Stewart, 2002; Henderson, 2003; Sharpley, 2008; Akkawi, 2010). Interviewing the local residents equally helped in highlighting some new ideas and perspectives of the residents towards Yemeni Islamic values. These items took the form of five-point Likert scale in the questionnaire: 1) strongly disagree, 2) disagree, 3) neutral, 4) agree and 5) strongly agree. The first three items do not have dimensions whereas the fourth item contains 6 dimensions. The fifth item contains 6 dimensions and sixth item contains four dimensions (see Appendix 1, Section 2).

The third section measured the demographic factors and residents' attitude towards tourism development. The fourth part of the questionnaire measured the relationship between personal benefits from tourism and residents' attitude towards tourism development. This part of the questionnaire was adopted from Perdue *et al*, (1990), McGehee and Andereck (2004) and Wang and Pfister (2008), with five- points Likert scale, thus 1) strongly disagree, 2) disagree, 3) neutral, 4) agree and 5) strongly agree.

The items of this part were four with one of the items includes eight dimensions (see Appendix 1, Section 3). This instrument involved 18 items which adopted from previous studies (McGehee and Andereck, 2004; Wang and Pfister, 2008; Perdue *et al*, 1990).

The fifth part of the questionnaire measured the relationship between knowledge on tourism and residents' attitude towards tourism development. This part comprised of eight items that adapted from McGehee and Andereck (2004) taking the form of five-points Likert scale. The instrument was five-point Likert scale where respondents are required to answer one of five alternatives: 1) have no knowledge, 2) have very little knowledge, 3) have little knowledge, 4) have moderately knowledge,

5) have knowledge. This instrument involved 8 items which adapted from previous studies (McGehee and Andereck (2004). (See appendix 1, section 4).

3.4.2 Interview protocol

For qualitative part of this research, the researcher used semi-structured interview for sourcing information from local community of Socotra Island. In order to achieve the objectives of the study, the researcher used structured interview in which respondents are required to provide answers about residents’ attitude towards tourism development. The major objective of structured interview was to discover the ‘several factors in the situation that might be central to the broad problem area... [it] could result in identification of several critical factors in the situation’ (Sekaran, 2003, p. 228). The objective of the interview questions for the local community (see table 3.2) was to understand the residents’ attitude towards tourism development in Socotra Island. Responses from the interview provided detailed information about issues affecting the Socotra Island local community’s attitude and perceptions towards tourism development in Socotra Island.

Table 3.2 Questions of Interview

1.	How long have you lived in Socotra Island?
2.	How does tourism in Socotra personally affect your way of live?
3.	What do you like best about tourism in Socotra Island?
4.	What do you like least about tourism in Socotra Island?
5.	When (what year) did you first realize that you are living in a tourist area? What made you realize this?
6.	From your own experiences and observations, what are the changes brought by tourism to your live?
7.	From your own experiences and observations, what are the changes brought by tourism to your community?
8.	How do you feel about these changes? (a) Do you consider these changes as benefits to you/your community? (b) Do you consider these changes as costs to you/ your community?
9.	What kind of opportunities do tourism offer to the residents?
10.	How do you think you can benefit from tourism?
11.	Are you aware of the benefits and costs of social, cultural, economic and environmental impact of tourism?

Table 3.2 continued	
12.	Do you support tourism in your area from the point of view of your religion and tradition?
13.	Are you in favor of tourism in Yemen based on your religious beliefs and tradition?
14.	In terms of your religion and tradition, do you have any comments about it?
15.	How do you like Socotra Island to be in future?

3.5 Coding of Instrument

The variables in this research study were coded for the purpose of data analysis. These variables were residents' attitude towards tourism development; Islamic values in Yemen, socio-demographic characteristics, personal benefits, and knowledge about tourism in Yemen (see Appendix 1). This is done in order to give room for the researcher to use Statistical Package for Social Sciences (SPSS). As a result of this, Residents' attitude was coded as "RA", Islamic values in Yemen is coded "IV", socio-demographic characteristics was coded as "SDC", personal benefits is coded as "PB", and knowledge about tourism in Yemen is coded as "KWD".

There are four independent variables in this study. The first independent variable is the socio-demographic characteristics, and has six (6) items. Islamic value is another independent variable and it has nineteen (19) items. The third independent variable is the personal benefits, and this variable has eleven (11) items in the questionnaire. And the fourth variable is the knowledge about tourism in Yemen, which is an independent variable that has eight (8) items in the survey. Lastly, there were six (6) items that are treated as demographic information, and these items were coded according to the initials of the information.

3.6. Data Collection

This study intends to investigate the relationship between respondents' demographic factors, Yemeni Islamic values, personal benefits from tourism and knowledge about tourism and residents' attitude towards tourism development in SNR, Yemen. To examine residents' attitude towards tourism development in SNR, the researcher used a mixed method approach of using both quantitative and qualitative methods for this study.

The primary data for this study was collected through a well-designed questionnaire for the respondents about tourism development in SNR in Yemen (see appendix 1). In order to gather the data, the following steps were taken; firstly the questionnaire was translated into Arabic language to make the items easily understood and more acceptable to the participants, secondly, the questionnaire was pre-tested on 30 residents to see whether there is any need for amendments before the questionnaire is finalized. Thirdly, the finalized questionnaire was administered on 400 respondents to elicit information about residents' attitude towards tourism development. The survey was conducted by the researcher and ten assistants. This was done to achieve a high level of responses. Information elicited from respondents in this context was treated using quantitative analysis. The qualitative approach included the researcher's personal interview of 20 residents' on their attitude towards tourism development in Socotra Island. Dawson (2007) confirms that the sampling of an interview should represent the whole number of the population. However, Baker (2011) suggests that the sample might extend to reach a number of around 20.

3.7 Overview of the Data Collected and Response Rate

For this study, the data collection was conducted from 20th Jun till 15th August 2012 on the residents and the staff in the tourism sector of Socotra Island in four villages by using a survey method. In general, each village was categorized according to the number of population, specific geographic area and socioeconomic status. For example, in Hudibi, the capital city of Socotra Island, there were 140 respondents that was because most of them work in different governmental positions and they have permanent income and most importantly they have appropriate level of educations.

An official letter from Universiti Utara Malaysia for the data collection was attached with the survey instrument. The official letter was certified and translated into Arabic language at the Yemeni Embassy in Kuala Lumpur addressing the tourism local authorities in Socotra Island to offer whatever facilities the researcher needs to conduct this study, and to assure respondents about data confidentiality.

This study utilized the stratified sampling method through which the researcher tried to include as many groups as possible, then using a simple random sampling, sample from each subgroup of the population. One justification for using this method is that the population reflects an imbalance on a characteristic of a sample. The sampling groups that have been identified are academics, administrators and students of high school, college and university, individuals working at tourism sector, hotels, restaurants, agriculture, and fishing. Other justifications are;

- A stratified sample can provide greater precision of the same size.
- Because it provides greater precision, a stratified sample often requires a smaller sample, which saves money.

- A stratified sample can guard against an "unrepresentative" sample (e.g., an all-male sample from a mixed-gender population).
- We can ensure that we obtain sufficient sample points to support a separate analysis of any subgroup (Sekaran, 2003).

In addition, due to the cultural and conservative nature of the residents living in Socotra Island, women are not allowed to communicate with men other than their relatives. Moreover, although there are only a few of the governmental offices in Socotra Island and as a conservative community, women are not allowed to work at these offices. However, in education field, women are strictly allowed. Therefore, women included in this study are 100% school female teachers who have received an official letter from the Tourism Development Bureau in Socotra Island followed by another official letter issued by the Ministry of Education to the schools to participate. The letters were certainly useful to coerce school managers to cooperate in distributing out and collecting the questionnaire surveys from the female teachers. The questionnaire was distributed among the respondents with the help of several of my colleagues, who were adequately trained about purpose and importance of the study as well as how they should approach potential respondents. Questionnaire distribution took place, in several places such as schools, universities, governmental offices, tourism department in Socotra Island, houses and cafes. However, illiterate individuals were excluded. A total of four hundred questionnaires were distributed with the help of ten assistants, 356 responses were received, giving the study a response rate of 79%.

All personal interviews with the residents were conducted by the researcher at different places such as hotels and restaurants, parks, cafes, academic institutions, schools, farmers and department of tourism in Socotra Island. The researcher

reached the respondents through an official letter from the tourism local authorities in Socotra Island to conduct the interview. The interview was conducted at the respondents' places. The interview was conducted among the tourism department employees (e.g. five employees from tourism department and fifteen from other sectors) in Socotra Island. They were carried out over a period of one month. This allowed the researcher to observe the nature and the degree of acceptance of the residents towards tourism development. All personal interviews were recorded to give surely conformability of data. The recorded interviews were conducted into Arabic language. Finally, for the analysis purpose the interviews were transcribed into English language. According to Creswell (2005) transcription refers to the "process of converting audiotape recordings or field notes into text data" (p.233).

3.8 Reliability and Validity

This section presents the reliability and validity of the qualitative and quantitative research methods for this study. According to Neuman (2007), reliability refers to the consistency to which any research method is carried out. Validity, on the other hand, refers to "how well an idea about reality 'fits' with actual reality" (p.115). The reliability of the scale means that conducting the scale at different time with the same conditions will lead to similar results (Ryan, 2000). Hence, for example, reliability is connected to if the four variables will yield the same results each time it is conducted to repeatedly measure the same attitude. If the scale is not reliable, it cannot be valid, because nothing can be properly measured anything at all, let alone measuring the right thing. Babbie (1995) describes reliability as a necessary action where the same results will be reached when a similar research and or a technique is repeated.

In this study, the researcher conducted a pilot study to test the questionnaire items within the Yemeni context (Socotra local community) to ensure the reliability of the questionnaire and the understanding of respondents to the questionnaire items. The alpha coefficient (Cronbach's alpha) obtained show that the questionnaire was reliable and valid to obtain data about residents' attitude towards tourism development in Socotra Island.

Similarly, factor analysis was employed in this study in order to reduce the number of variables that cannot measure the variables under analysis. According to Allen *et al*, (1993), factor analysis is a technique that is used to reduce the number of variables which under analysis though combining a set of variables that appear to be measuring the similar construct. Similarly, Asubonteng *et al*, (1996) states that the factor analysis is a major tool that provides a means to determine questions that are measuring dimension number one or number two. Therefore, this study utilized factor analysis to remove questions that cannot measure the dimensions that the study intends to evaluate.

3.9 Pilot Test

The questionnaires were administered on 30 respondents in four villages in the Socotra Island to ensure good coverage of the whole target population. The pilot test gives feedback in the form of written comments to the researcher related to the instrument. However, this will help in modifying the instrument and to make it more comprehensible and understandable, which, in return, will allow the target sample completing the questionnaire appropriately.

3.10 Discussion of the Pilot Results

The results of the pilot test were analyzed using statistical treatments that determine the reliability and validity of the instrument. The population of the pilot study was thirty (30), denoted as “N”. The demographic data of the study were number of years stayed in Socotra Island, educational background of respondents, job sector, and annual remuneration of respondents, age and gender of respondents in Socotra Island. There was no missing value in the study.

The first item under demographical data was length of residency in SNR. The length of residency was categorized into four groups, namely less than 1 year, 1 to 5 years, 6 to 10 years, and 10 years and above. The second item under demographic data is the educational background while the third item in the demographic data was the sector where residents are working. The fourth item under demographic data was the annual remuneration of the respondents under consideration. The fifth item was the age of respondents and the age was eventually categorized into six groups. Lastly, the sixth item under consideration was gender. This is shown in Table 3.3

Table: 3.3: The Participants Profile According to the Demographic Factor (n= 30)

Demographic variable	Description	Frequency	(%)
Length of Residency (years)	Less than 1	0	0.0
	Between 1 to 5	7	23.3
	Between 5 to 10	18	60.6
	More than 10	5	16.7
Education Level	Secondary School	7	23.3
	College	12	40.4
	University	11	36.7

Table 3.3 continued

Occupation	Tourism	7	23.3
	Hotel and Restaurant	9	30.0
	Agricultural and Fishing	9	30.0
	Individuals	5	16.7
Income Level	YR 20,000	13	43.3
	YR 20,000 – YR 49,999	10	33.3
	YR 50,000	7	23.4
Age	18 - 19	7	23.3
	20 - 29	6	20.0
	30 - 39	6	20.0
	40 - 49	5	16.7
	50 - 59	4	13.3
	60 and above	2	6.7
Gender	Male	21	70.0
	Female	9	30.0

3.10.1 Test for Reliability of the Pilot Study

Thirty (30) questionnaires were used for pilot study in this context, and the reliability of the elicited information was tested. The listwise deletion of the variables is given in Table 3.4.

Table 3.4: Listwise Deletion of Variables among Respondents

		N	%
Cases	Valid	30	100.0
	Excluded (a)	-	-
	Total	30	100.0

According to DeVellis (2003), internal consistency is the homogeneity of the items within a scale, and is typically equated with Cronbachs Coefficient Alpha. Nunnally (1978) recommended a minimum level of 0.7.

In this study, there were different values of Cronbach's Coefficient, which are above the recommended minimum level. These values for the variables are given in Table3.5:

Table 3.5: Construct Reliability for Pilot Study

Variables	No. of Items	Average Cronbach's Alpha
Residents' Attitude	17	.731
Yemeni's Islamic Value	32	.709
Socio-demographic Characteristics	19	.714
Personal Benefits	11	.762
Knowledge about Tourism	8	.707

From the above table, the values obtained as Cronbach's Coefficient Alpha was above the recommended level. Therefore, it shows that the instrument is reliable, and can be used for the study in SNR.

3.10.2 Test for Validity of the Pilot Study

According to Babbie (1995), if a scale is not reliable, it cannot be valid, because it cannot properly measure anything at all, let alone measuring the right thing. The validity of the variables carried out for the five variables in the study. The validity for these variables was tested one by one. The construct validity is performed using Kaiser – Mayer- Olkin (KMO) and Bartlett's test. According to KMO and Bartlett's test, each variable is said to be valid, because the value obtained is more than 0.6. Hence, the KMO and Bartlett's test for the variables of the pilot study is given in Table 3.6, 3.7, 3.8, and 3.9 below as: (see appendix 1 sections 1, 2, 3 and 4).

Table 3.6: KMO and Bartlett's Test for Residents' Attitude

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.660
Bartlett's Sphericity Approx. Chi-Square	6834.728
Df	156
Sig.	.000

Table 3.7: KMO and Bartlett's Test for Yemeni Islamic Values

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.609
Bartlett's sphericity Approx. Chi-Square	4964.835
Df	173
Sig.	.000

Table 3.8: KMO and Bartlett's Test for Personal Benefits from
Tourism

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.806
Bartlett's Sphericity Approx. Chi-Square	6528.728
Df	171
Sig.	.000

Table 3.9: KMO and Bartlett's Test for Knowledge about Tourism

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.606
Bartlett Sphericity Approx. Chi-Square	6734.746
's Df	163
Sig.	.000

From the tables above, the results show that the variables of the study are suitable for the investigation of residents' attitude towards tourism development in Socotra Island, Yemen.

3.11 Design of Final Instrument

As a result of the factor analysis conducted by the researcher, several items were not loaded in the instrument because they have loading less than 0.5. As mentioned in the literature only factors which loading 0.5 or more meaningful and can be used to reflect the construct (see Hair et al., 2006). Final questionnaire was designed upon completing the reliability and validity tests for the study.

Table 3.10: Deleted items Based on the Results of Factor Analysis

1)	Local residents have suffered from living in tourism destination areas.
2)	Tourism has resulted in traffic congestion, noise, and pollution in tourist destination areas
3)	Construction of hotels and tourist facilities has destroyed the natural environment and agricultural land in tourist attraction areas.
4)	Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks, museums, and other outdoor places in the Socotrian community.
5)	Tourism brought amount of income going to local businesses.

The final survey instrument contains sixty-one (61) items, (17) items residents attitude, six (6) items to measure socio-demographic characteristics, nineteen (19) items to measure Yemeni Islamic values, eleven (11) items to measure personal benefits, and eight (8) items to measure residents knowledge about tourism.

3.12 Measurement of Variables

In this study, the four independent variables were translated into hypotheses. The formulated hypotheses used the information elicited from respondents to measure the significant contribution of residents’ attitude towards tourism development in Socotra Island in order to determine whether the formulated hypotheses can be accepted or not accepted at the end of the study. For the quantitative analysis of the data, the four independent variables (Yemen Islamic value, socio-demographic characteristics, personal benefits, and knowledge about tourism development in Socotra Island) were measured against the dependent variable (residents’ attitude in Socotra Island) in order to arrive at the results of the study.

The researcher determined the average means for the variables in the study, and the results used to determine the correlation coefficients and multiple regression in order to further confirm the findings of the four variables under consideration.

The qualitative analysis of the data focused on the semi-structured interview of the stakeholders on tourism development in Socotra Island. The interviews were

transcribed and triangulated in order to compare the findings with the findings of the quantitative analysis.

3.13 Method of Data Analysis

Previous studies have used different methodological approaches to measure residents' attitude towards tourism development. Statistical techniques such as structural equation modelling (Ko & Stewart, 2002), multiple regression modelling (McGehee & Andereck, 2004; Teye, *et al.*, 2002), t-tests and ANOVA (Haralambopoulos & Pizam, 1996; Tosun, 2002), cluster analysis (Andriotis & Vaughan, 2003), and factor analysis (Ap & Crompton, 1998) have been used by various authors to study the attitude and perceptions of residents towards tourism development.

For the purpose of this study, univariate and multivariate statistical techniques were used to analyze the data collection. Univariate statistics such as descriptive analyses were used to describe the sample's mean and standard deviation. Multivariate statistical techniques, such as factor analysis and independent t-test were also utilized. Factor analysis was used to explore the correlations between scale items to better group items into meaningful components. This study examined the correlation between independent variables and dependent variables and also looked for any possible multicollinearity among the independent variables.

3.14 Summary

This chapter explains the major procedures the research design and methodology. It describes in detail the processes involved in conducting the study in terms of research paradigm, research design, sampling, data collection, pilot study, data analysis, and validity and reliability.

CHAPTER FOUR

RESULTS AND FINDINGS

4.0 Introduction

This chapter contains three sections. The first section illustrates the demographic characteristics of the participants. The second section provides a comprehensive analysis of each variable which includes descriptive analysis and reliability checks. Results from factor analysis, correlation analysis, and regressions are provided in this chapter. The qualitative results including themes and codes are illustrated in the last part of this chapter. The quantitative and qualitative results are illustrated based on the research questions that guide this study.

This study contained four Research Questions as follows:

1. a). To what extent respondent's Islamic values influence their attitude towards tourist's behavior?
b). To what extent respondent's Islamic values influence their attitude towards tourism development?
2. To what extent do the socio-demographic characteristics influence the residents' attitude towards tourism development in Socotra?
3. To what extent do personal benefits influence the residents' attitude towards tourism development in Socotra?
4. To what extent does knowledge influence the residents' attitude towards tourism development in Socotra?

4.1 Demographic Characteristics of the Respondents

Table 4.1 below display the general profiles of the sample of the present study. Majority of the respondents (77.2%) were male, while female respondents accounted for 22.8%. Highly educated participants who were university graduates accounted for 34% of the sample, while those who were moderately and less educated accounted for 38.2% and 27.9% respectively. Thirty-nine respondents (10.9%) belonged to the high-income group of the sample, while the majority of them belonged to the medium (21.7%) and low-income (67.4%). The residents indicated that they work in fishing (20.1%), restaurants (18.4%), hotels (18.1%), agriculture (15.3%), education (15%), and tourism (13.1%) sector. Majority of the participants 62.9% belonged to the 18-29 age-group, while the remaining 31.1% belonged to the 30 and above age groups. In relation to length of residency, 45.4% of the participants indicated that they had stayed in Socotra Island for more than 10 years, 30.4% showed medium length of residence (6-10 years), and 24.2% indicated short length of less than 5 years.

Table: 4.1: The Participants Profile According to the Demographic Factors (n= 359)

Demographic variable	Description	Frequency	(%)
Gender	Male	277	77.2
	Female	82	22.8
Age	18 - 19	124	34.5
	20 – 29	102	28.4
	30 – 39	33	9.2
	30 – 49	65	18.1
	50 – 59	12	3.3
	60 and above	23	6.4
Length of residency	1 year- 5 years	87	24.4
	5 years – 10 years	109	30.4
	Above 10 years	163	45.2

Table 4.1 continued

Education level	Less than high school	100	27.9
	High school graduate	137	38.2
	College graduate	89	24.8
	University graduate	33	9.2
Occupation	Agriculture	55	15.3
	Fishing	72	20.1
	Hotels	65	18.1
	Restaurants	66	18.4
	Tourism	47	13.1
	Education	54	15.0
Income-Level (YR)	Less than 20, 000	242	67.4
	20, 001- 49,999	78	21.7
	50,000-79,999	39	10.9

4.2 Normality of Residuals

Normality is referred to the shape where data is distributed of an individual variable, and its correspondence to the normal distribution. Normality can be examined by checking the histograms of data and looking at the values of kurtosis and skewness. The data is considered to be normally distributed if it is well shaped, and values of kurtosis and skewness are close to zero (Hair *et al.*, 2006). In this study, it is reasonable to assume normality in the variables since the sample size of the study is large enough (i.e. greater than 100) (Hair *et al.*, 2006).

4.3 Goodness of Data

This study pays an adequate attention to validity and reliability. According to Zikmund (2000), reliability is defined as the degree of consistency between variables, whereas validity refers to the degree of measurement in which the instrument tends to measure. Thus, this study considers two types of validity which are content and construct validity.

4.3.1 Validity

Content and construct validity have been achieved by firstly consulting the professors in two well-known universities in Yemen, that is Hadramout University and Sana'a University and secondly, performing the factor analysis. The following section explains in details the ways of ensuring the validity.

4.3.1.1 Content Validity

Content validity affirms that a certain factor includes a representative and appropriate items to address the concept. The main function of content validity is to measure how well the elements, items, and dimensions are formulated. Sekaran (2003) points out that content validity is achieved if there is a census among the evaluators of the research instrument that the instrument contains items which cover all the aspects of the factor being assessed. Further, Sekaran (2003) illustrates that content validity can be evidenced in the following steps:

- a. The judgment of those who construct the instrument or other experts familiar with the topic area.
- b. Detailed definition or conceptualization and operationalization of the behavioral domain or universe of interest.
- c. Indicate way – high internal consistency reliability.

The researcher followed precisely the aforementioned steps to achieve such validity. The questionnaire of this study has been checked by two experts in the field of tourism who work at Yemen's Ministry of Tourism with experience in tourism not less than 17 years. A number of modifications on the questionnaire have been made after getting the comments from those experts. A number of items have been modified to suit the topic of this study.

4.3.1.2 Construct Validity

In order to establish the construct validity, factor analysis was used in this study. Factor analysis is a generic name to a class of multivariate statistical methods whose primary purpose is to define the underling structure data matrix (Sekaran, 2003). In line with that, the researcher used the Kaiser Meyer Olkin (KMO) measure of sampling adequacy (MSA). The KMO/MSA is a measure to quantify the degree of inter-correlation among the variables and the appropriateness of factor analysis. This measure can be interpreted with the following guidelines: MSA values in the 0.90s are marvelous; 0.80s are meritorious; 0.70s are middling; 0.60s are mediocre; 0.50s are miserable; and below 0.50s are unacceptable and should be excluded (Sekaran, 2003). Also, test of sphericity value should be significant (that is the significant value should be 0.05 or smaller) (Hair *et al.*, 2006). The following table displays the KMO measure for data appropriateness.

Table 4.2: KMO Measure for Data Appropriateness

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's	SphericityApprox. Chi-Square	19589.326
	Df	703.000
	Sig.	.000

The results as shown in Table 4.2 approve the establishment of construct validity of the questionnaire. The KMO measure of sampling adequacy was .875, and the factors of the questionnaire explain 78.8% of the variance. These results indicate the appropriateness of the study data.

4.3.2 Reliability

As mentioned earlier, reliability is defined as the degree of consistency between variables. The measurement is considered reliable if it yields the same results when the same technique applied repeatedly on the same respondents over a different period of time. The reliability of the scale can be measured by Cronbach's alpha which range from 0 to 1. According to Zikmund (2000), the value of 0.7 is the acceptable alpha value for research in general.

4.3.3 Factor Analysis

Factor analysis was first developed by Karl Pearson, Charles Spearman, and others in the early 20th century (Johnson & Wichern, 2007). Zikmund (2003) describes factor analysis as a kind of data reduction approach employed to discriminate the fundamental dimensions from the original variables. In other words, its main objective is to sum-up a large number of variables into a smaller number of factors.

The procedures of factor analysis in this study include several stages. It begins with determining the factor loading in order to obtain the initial factors. In this phase, the following requirements should be fulfilled: Factor loading should be 0.5 or more, there is no cross loading between the variables and each component should have more than one variable. In order to extract the number of factors or dimensions, three major principles are used namely; latent root criterion, scree plot and percentage of variance explained. Secondly, varimax rotation was used to guarantee that all the correlated variables are presented in the same factor. Finally, new factors are labeled based on their components to give meaning to the factor.

4.4 Analysis of Residents' Attitude towards Tourism Development

The present section tends to explore the respondents' perceived residents' attitude toward tourism. The analysis procedures include: mean, standard deviation, and factor analysis. The participants rated the items on a five point Likert scale with 1) strongly disagree, 2) disagree, 3) neutral, 4) agree and 5) strongly agree.

Table 4.3 demonstrates the statistics of residents' attitude toward tourism development, respectively, in residents' attitude, the highest-rated satisfaction elements are close to agree, "culture exchange" (M=3.64, SD=0.811), "increase infrastructural" (M= 3.55, SD= 0.806), "inflation level increase" (M=3.50, SD= 0.773), "local skills and positive attitude towards creative and innovative work" (M=3.50, SD=0.787) "culture and attitude of local people" (M=3.49, SD=0.762), "increase in businesses and economic benefits" (M=3.49, SD=0.801) negative "impact on cultural identity" (M=3.55, SD=0.803), negatively "affected the Socotrian way of live" (M=3.47, SD=0.783), "suffered from unpleasant activities in tourist attraction areas" (M=3.44, SD= 0.823), "increased the opportunities of peace between local residents and tourists" (M=3.64, SD=0.910), "people show positive attitudes towards the creative and innovative work" (M=3.57, SD=0.751), "investment in the state's physical infrastructure" (M=3.42, SD=0.794), "environment and inherited cultural resources" (M=3.37, SD=0.780), "the crime rate amongst locals and tourists keep increasing", (M=3.62, SD=0.895), "rate of shopping activities and facilities is increasing" (M=3.64, SD=0.777), "accelerated level of urbanization" (M=3.67, SD=0.794) are considered most satisfied. Number restaurants are thought to have increase and improved with tourism (M=3.78, SD=0.906).

Table 4.3: Descriptive Statistics of the Residents' Attitude towards Tourism

Residents' Attitude Toward Tourism	Mean	Std. Deviation
There is increase in businesses and economic benefits in Socotra as a result of tourism development.	3.49	0.801
Tourism brings local skills and positive attitudes towards creative and innovative work	3.50	0.787
The culture and attitudes of local people in Socotra are more receptive and positive to tourists because of tourism development.	3.49	0.762
Tourism development leads to increase in infrastructural development such as amusement parks and other recreational areas for local residents.	3.55	0.806
Tourism development brings about cultural exchange between locals and tourists.	3.64	0.811
The inflation level increases in Socotra as a result of tourism development.	50	0.773
Tourism development brings negative impacts on the cultural identity of the locals.	3.55	0.803
Tourism has negatively affected the Socotrian way of life and increased the inflation level.	3.47	0.783
Local residents have suffered from unpleasant activities in tourist attraction areas.	3.44	0.823
Tourism has increased the opportunities of peace between local residents and tourists.	3.64	0.910
The Socotrian people show positive attitudes towards the creative and innovative work as a result of tourism development.	3.57	0.751
Tourism development brings about investment in the state's physical infrastructure such as highways, railways, harbours, etc.	3.42	0.794
Environment and inherited cultural resources in Socotra are being destroyed as a result of tourism development.	3.37	0.780
The crime rate amongst locals and tourists keep increasing as a result of tourism development in Socotra.	3.62	0.895
Rate of shopping activities and facilities is increasing on daily basis in Socotra as a result of tourism development.	3.64	0.777
Tourism development brings an accelerated level of urbanization (city-type development) to the city of Socotra.	3.67	0.794
Tourism development leads to increase in number of restaurants.	3.78	0.906
Scale mean = 3.52	Alpha = 0.906	

The table above illustrates the descriptive statistics of the 17 items that evaluate the residents' attitude towards tourism development. Based on the results above, the participants revealed moderate attitude towards tourism development in Socotra Island. The following tables show the factor analysis of the residents' attitude towards tourism development in Socotra Island.

Table 4.4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.868
Bartlett's Test of Sphericity Approx. Chi-Square	4934.728
Df	136
Sig.	.000

The table above shows the KMO measurement for the residents' attitude towards tourism development which showed a value of 0.868. This reflects a meritorious adequacy according to Kaiser’s scale and appropriate for factor analysis to be conducted. The large BTS of 4934.728 and a very low significance level ($P > 0.001$) provided further confidence to conduct factor analysis. Overall, the results from the KMO measure and BTS clearly reflect that the 17 items that measure residents' attitude values met the criteria for subsequent factor analysis. The following table shows the results of components extraction for the residents' attitude values using latent root criterion. Two factors were extracted which explained about 65 % of the variance. The figure below represents the eigenvalues for each factor. The scree plot also provides support for the extraction results.

Table 4.5: Results of Component Extraction for Residents’ Attitude toward Tourism

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.103	41.785	41.785	7.103	41.785	41.785	6.229	36.639	36.639
2	3.942	23.188	64.973	3.942	23.188	64.973	4.817	28.334	64.973
3	.859	5.047	70.020						
4	.702	4.128	74.148						
5	.620	3.646	77.793						
6	.546	3.214	81.007						
7	.522	3.072	84.079						
8	.482	2.837	86.916						
9	.427	2.513	89.429						
10	.401	2.361	91.790						
11	.396	2.328	94.119						
12	.332	1.955	96.074						
13	.200	1.174	97.248						
14	.185	1.080	98.337						
15	.145	.853	99.191						
16	.080	.473	99.664						
17	.057	.336	100.000						

Extraction Method: Principal Component Analysis.

Figure 4.1: Scree Plot for Residents’ Attitude toward Tourism

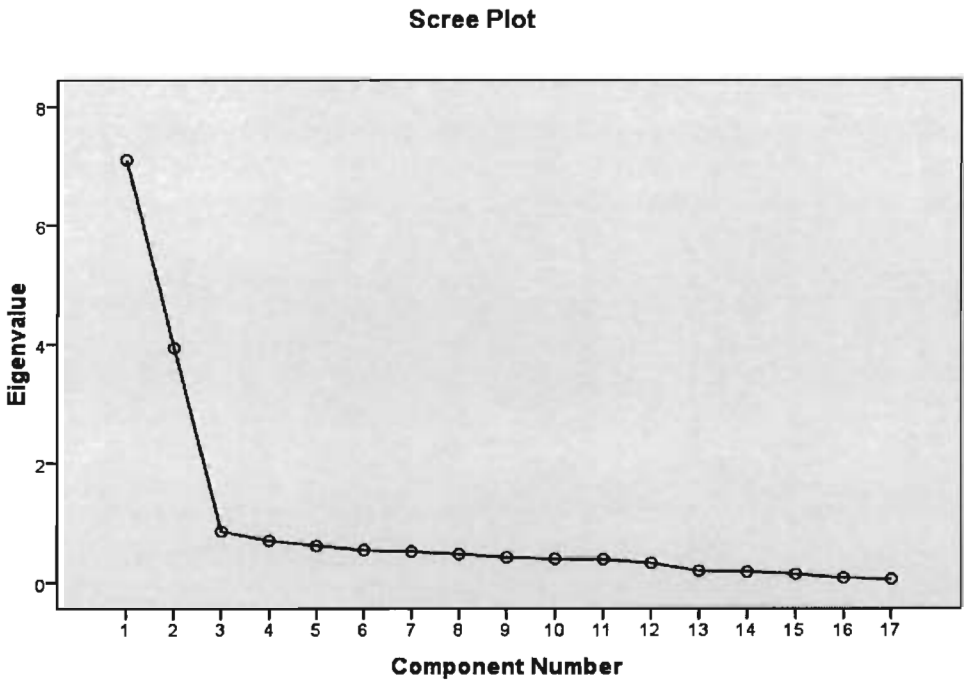


Table 4.6: Loading of Final Two Factors Using Varimax Rotation

	Component	
	1	2
q21	.671	.087
q22	.836	.186
q23	.906	.117
q24	.886	.034
q25	.729	.058
q26	.793	.009
q27	.900	.062
q28	.825	.241
q29	.854	.180
q210	.043	.815
q211	.165	.797
q212	.128	.774
q213	.064	.727
q214	.082	.790
q215	.100	.769
q216	.157	.822
q217	.040	.585

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

The table above shows the final factor structure which was composed of two factors. The table also shows that the 17 factors have been extracted into two factors. In order to provide meanings to each factor, these factors were labeled based on the meanings of the variables in each factor. Factor one had nine variables related to residents' attitude towards tourism development. Therefore, this factor was labeled as "Residents' attitude toward tourism". Factor Two had eight variables related to the impacts of tourism; this factor was labeled as "impacts of tourism development".

4.5 Results of the Research Question Number One

This section intends to provide answers to the first research question:

RQ1a: *To what extent respondent’s Islamic values influence their attitude towards tourist’s behavior?*

RQ1b: *To what extent respondent’s Islamic values influence their attitude towards tourism development?*

Table 4.7: KMO and BTS for Yemeni Islamic Values

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's	Sphericity Approx. Chi-Square	9399.620
	Df	171.000
	Sig.	.000

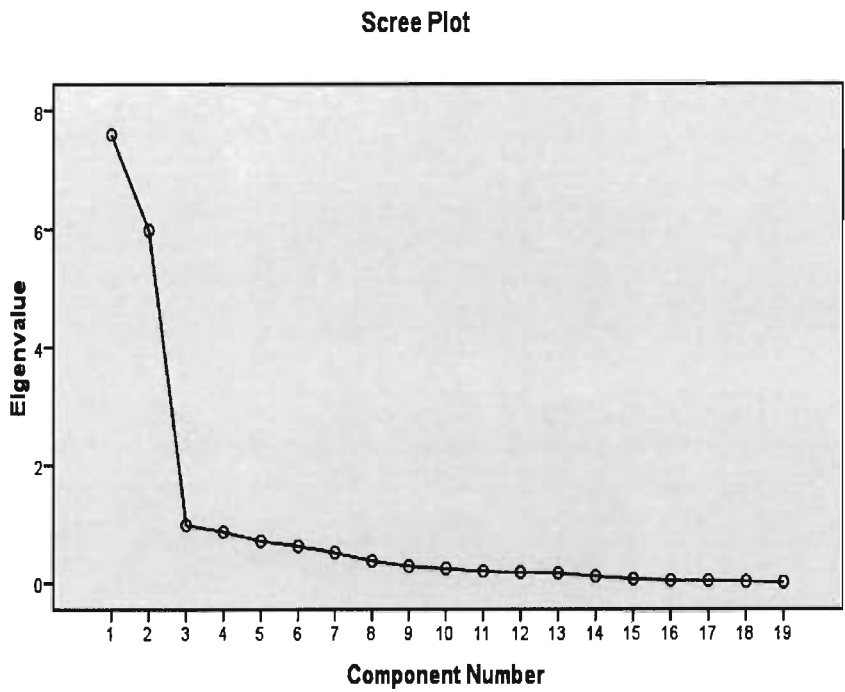
Table 4.7 shows the KMO measurement for Yemeni Islamic values which showed a value of 0.795. This reflects a meritorious adequacy according to Kaiser’s scale and appropriate for factor analysis to be conducted. The large BTS of 9399.620 and a very low significance level ($P > 0.001$) provided further confidence to conduct factor analysis. Overall, the results from the KMO measure and BTS clearly reflect that the 16 Yemeni Islamic values met the criteria for subsequent factor analysis. The following table shows the results of components extraction for Yemeni Islamic values using latent root criterion. Two factors were extracted which explained about 71 percent of the variance. Figure 4.2 below represents the eigenvalues for each factor. The scree plot also provides support for the extraction results.

Table 4.8: Results of Component Extraction for Yemeni Islamic Values

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.589	39.941	39.941	7.589	39.941	39.941	7.182	37.801	37.801
2	5.986	31.504	71.445	5.986	31.504	71.445	6.392	33.644	71.445
3	.986	5.190	76.635						
4	.869	4.571	81.206						
5	.712	3.748	84.954						
6	.627	3.298	88.252						
7	.515	2.711	90.963						
8	.373	1.963	92.926						
9	.283	1.491	94.417						
10	.243	1.279	95.696						
11	.197	1.035	96.730						
12	.180	.949	97.679						
13	.164	.861	98.540						
14	.111	.583	99.123						
15	.062	.324	99.447						
16	.040	.211	99.658						
17	.036	.190	99.849						
18	.020	.105	99.954						
19	.009	.046	100.000						

Extraction Method: Principal Component Analysis.

Figure 4.2: Scree Plot for Yemeni Islamic Values



The next step is to determine the number of factors extracted based on factor loading using varimax rotation criterion to reduce the variables in each factor and make them more meaningful.

Table 4.9: Loading of Final Two Factors Using Varimax Rotation

	Component	
	1	2
q34c	.936	
q34b	.928	
q34f	.906	
q34e	.900	
q34d	.892	
q34a	.843	
q32	.814	
q33	.803	
q31	.769	
q36a	.610	
q35b		.894
q35a		.889
q35d		.876
q35f		.875
q36c		.871
q35c		.861
q35e		.799
q36d		.742
q36b		.725

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Table 4.9 shows the final factor structure which was composed of two factors. The table also shows that the 19 factors were retained and no factors have been extracted. In order to provide meanings to each factor, these factors were labeled based on the meanings of the variables in each factor. Factor one had 10 variables related to Yemeni Islamic values. Therefore, this factor was labeled as "Yemeni Islamic Values". Factor two had nine variables related to Negative actions of foreign tourists; this factor was labeled as "Tourists negative actions."

Certain statistical procedures were employed to achieve the previously mentioned objective. These procedures include: descriptive statistic factor analysis, correlation analysis, and regression analysis. The table below displays the descriptive statistics of the participants' answers regarding the effect of Islamic values on the tourism development in Socotra.

The 359 respondents were split in two groups: i) those with “strong conservative Islamic values” (SCIV) and ii) those with “not strong conservative Islamic values” (NSCIV). The respondents were divided into these two groups based on their response on Question 1 in Section 3 of the questionnaire which stated “As a Yemeni Muslim, I consider tourism an acceptable industry”. Those “with strong conservative Islamic values” do not consider tourism as acceptable industry. This is based on the studies done of Akkawi (2010) in Qatar and Iraqi (2007) in Egypt. The respondents' responses were as follows:

Table 4.10: Residents' Perception toward Tourism as an Acceptable Industry

Statement	SCIV	NSCIV
As a Yemeni Muslim I consider tourism an acceptable industry	287*	70**

Note: * The number of respondents who answered 1= strong disagree and 2= disagree
** The number of respondents who answered 4= agree and 5= strong agree.
There are 2 respondents who answered 3= neutral.

The Table 4.11 and Table 4.12, illustrates the descriptive statistics of the 10 items that evaluate residents' perspectives regarding the tourist behavior while Table 4.13 and Table 4.14 of 6 items that evaluate residents' perspectives on tourism development in Socotra.

Table 4.11: Result for Respondents' "with SCIV" Versus "with NSCIV" Views towards Tourist Behavior

Measurement statement (tourist behavior)		T	df	Sig. (2- tailed)	Mean Difference	SE Difference	95% Confidence Interval of the Difference	
								Lower Upper
a)	Physical displays affection in public place	2.62	355	0.794	0.2300	0.8790	-0.14988	0.19587
b)	Wearing scanty clothing	0.26	355	0.980	0.00418	0.16379	-0.31793	0.32629
c)	Sun bathing half naked	0.196	355	0.845	0.3206	0.16355	-0.28959	0.35370
d)	Drinking alcohol	0.867	355	0.386	0.34948	0.40298	-0.44305	1.14200
e)	Practicing prostitution	-3.887	355	0.001***	-0.71254	0.18330	-	-0.35205
f)	Gambling	-4.100	355	0.001***	-0.74460	0.18161	-	-0.38743
g)	Wear Islamic Hejab	0.501	355	0.617	0.4146	0.8280	-0.12137	0.20430
h)	Appreciate Holy places	1.055	355	0.292	0.9233	0.8754	-0.07983	0.26449
i)	Consume Halal food	0.524	355	0.600	0.4599	0.8772	-0.12652	0.21850
j)	Take into their consideration the ethical behavior	0.514	355	0.605	0.4342	0.8663	-0.12462	0.21380

Note: *** $p < 0.001$

Table 4.12: Result from Independent Sample T-test for Respondents' "with SCIV" Versus "with NSCIV" Views towards Tourist Behavior

Measurement statement (tourist behavior)		N	Mean	Std. Deviation	Std. Error Mean
a) Physical displays of affection in public place	SCIV	287	4.3659	0.68087	0.4019
	NSCIV	70	4.3429	0.56172	0.6714
b) Wearing scanty clothing	SCIV	287	3.8328	1.22613	0.7238
	NSCIV	70	3.8286	1.23911	0.14810
c) Sun bathing half naked	SCIV	287	3.8606	1.22392	0.7225
	NSCIV	70	3.8286	1.23911	0.14810
d) Drinking alcohol	SCIV	287	3.5923	3.30993	0.19538
	NSCIV	70	3.2429	1.26761	0.15151
e) Practicing prostitution	SCIV	287	2.2160	1.33616	0.7887
	NSCIV	70	2.9286	1.52583	0.18237
f) Gambling	SCIV	287	2.2125	1.31961	0.7789
	NSCIV	70	2.9571	1.52692	0.18250
g) Wear Islamic Hejab	SCIV	287	1.4843	0.61360	0.3622
	NSCIV	70	1.4429	0.65132	0.7785
h) Appreciate Holy places	SCIV	287	1.4495	0.62862	0.3711
	NSCIV	70	1.3571	0.76207	0.9108
i) Consume Halal food	SCIV	287	1.4460	0.62833	0.3709
	NSCIV	70	1.4000	0.76896	0.9191
j) Take into their consideration the ethical behavior	SCIV	287	1.4645	0.64342	0.3633
	NSCIV	70	1.3681	0.76324	0.9161

Note: SCIV denotes "strong conservative Islamic values"

NSCIV denotes "not strong conservative Islamic values"

^aThe respondents were asked to rate their views on the tourist behavior using a 5-point Likert Scale from 1 = "strongly disagree" to 5 = "strongly agree".

Table 4.13: Result for Respondents’ “with SCIV” Versus “with NSCIV” Views
towards Tourism Development

Measurement statement (tourism development)	T	df	Sig. (2- tailed)	Mean Difference	SE Difference	95% Confidence Interval of the Difference	
						Lower	Upper
1) Tourism has led more to vandalism in our Islamic values	5.131	355	0.000***	1.08328	0.21113	0.66805	1.49850
2) Tourism has changed our Islamic values	2.699	355	0.007**	0.32125	0.11904	0.8715	0.55536
3) Tourism has changed the Socotrian Islamic values and culture to be more positive	-2.822	355	0.005**	-.60035	0.21275	-1.01876	-.18194
4) As a Socotrian Muslim, I accept the tourists from other religions	-3.350	355	0.001**	-.62822	0.18753	-.99703	-.25942
5) As a Socotrian Muslim, I have hostility towards tourists from other religions	1.250	355	0.212	0.15052	0.12045	-.08635	0.38740
6) Tourism leads to mingling among males and females	-1.195	355	0.233	-.37840	0.31652	-1.00089	0.24410

Note: *** $p < 0.001$, ** $p < 0.01$

Table 4.14: Result from Independent Sample T-test for Respondents’ “with SCIV” Versus “with NSCIV” Views towards Tourism Development

Measurement statement		N	Mean	Std. Deviation	Std. Error Mean
1) Tourism has led more to vandalism in our Islamic values	SCIV	287	3.3833	1.61271	0.9520
	NSCIV	70	2.3000	1.45811	0.17428
2) Tourism has changed our Islamic values	SCIV	287	2.0070	0.91221	0.5385
	NSCIV	70	1.6857	0.80834	0.9662
3) Tourism has changed the Socotrian Islamic values and culture to be more positive	SCIV	287	2.7282	1.57205	0.9280
	NSCIV	70	3.3286	1.69159	0.20218
4) As a Muslim Socotrian, I accept the tourists from other religions	SCIV	287	2.4146	1.48142	0.8745
	NSCIV	70	3.0429	1.04168	0.12450
5) As a Muslim Socotrian, I have hostility towards tourists from other religions	SCIV	287	1.5505	0.97704	0.5767
	NSCIV	70	1.4000	0.49344	0.5898
6) Tourism leads to mingling among males and females	SCIV	287	2.2787	2.58675	0.15269
	NSCIV	70	2.6571	1.12785	0.13480

Note: SCIV denotes “strong conservative Islamic values”

NSCIV denotes “not strong conservative Islamic values”

^aThe respondents were asked to rate their views on the tourist behavior using a 5-point Likert Scale from 1 = “strongly disagree” to 5 = “strongly agree”.

RQ1a: *To what extent respondent’s Islamic values influence their attitude towards tourist’s behavior?* Of the 10 measurement statements on tourists behavior (Table 4.11 and Table 4.12), the first 6 statements (statements 1 – 6) were negative behaviors while the remaining 4 (statement 7 – 10) were positive behaviors. The study found that both groups of respondents (with SCIV and with NSCIV) agreed that the tourists’ behavior were negative (to the first 6 statements) and both groups too disagreed that the tourists’ behavior were positive (to the remaining 4 statements)

(refer to Table 4.11). For example the first measurement statement “physical display of affection in public places” the mean score (and standard deviation) for both groups of residents were 4.3659 (SD = 0.68087) for SCIV and 4.3429 (SD. = 0.56172) for NSCIV. This means that both groups of residents strongly agreed that the tourists display physical affection in public places. For item 7 “wearing Islamic Hejab” the mean score (and standard deviation) for both groups of residents were 1.4843 (SD = 0.61360) for SCIV and 1.4429 (SD = 0.65132) for NSCIV. This means that both groups of residents strongly disagreed that the tourists were wearing Islamic Hejab while in Socotra Island.

The independent sample t-test were used to examine if there are any different in perception between the two groups Of the 10 tourist behavior statements only two statements, that is “practicing prostitution” and “gambling” that both groups differ ($p < 0.001$) (refer to Table 4.12). Respondents with SCIV disagreed more with the measurement statement of “practicing prostitution” ($M = 2.2160$, $SD = 1.33616$) than with NSCIV ($M = 2.9286$, $SD = 1.52583$) respondents while for “gambling” the SCIV disagreed more with mean 2.2125 (1.31961) versus mean 2.9571 (1.52692) for the NSCIV. The researcher concludes that since Yemen is an Islamic conservative country prostitution and gambling are not practiced openly on Socotra Island and their responses were towards neutral.

In terms of the respondents’ perception on tourist behavior, both groups of respondents (287 respondents with SCIV and 70 respondents with NSCIV) agree that the tourists were behaving in the way not acceptable to Islamic religion (physically display of affection in public places, wearing scanty clothing, sun bathing half naked and drinking alcohol). Both groups of respondents disagree with the statement about the tourists behavior that the tourists were “wearing Islamic hijab”, “appreciate holy

places”, “consuming halal food” and “take into their consideration the ethical behavior”.

Hence, regardless of the respondents’ Islamic values, both groups disagree with the tourists’ non-Islamic behavior and agree to the statements that the tourist were not following the Islamic culture and behaving negatively even when they are in an Islamic country.

RQ1b: *To what extent respondent’s Islamic values influence their attitude towards tourism development?* There are 6 measurement statements on tourism development (Table 4.13 and Table 4.14). Of the 6 statements, both groups (SCIV and NSCIV) do not differ in two of the statements (refer to Table 4.14), namely “as a Socotrian Muslim, I have hostility towards tourist from other religion” ($M = 1.5505$, $SD = 0.97704$ and $M = 1.4000$ and $SD = 0.49344$ respectively) and “tourism leads to mingling among males and females” ($M = 2.2787$, $SD = 2.58675$ and $M = 2.6571$ and $SD = 1.12785$ respectively) (refer to Table 4.13).

From the independent sample t-test result (refer to Table 4.14) which showed the different in perception between the two groups (SCIV and NSCIV). Of the 6 tourism development statements, both groups differ in their perception on four of the statements; that is “tourism has lead more to vandalism in our Islamic values” ($p < 0.001$), “tourism has changed our Islamic values” ($p < 0.01$), “tourism has changed the Socotrian Islamic values and culture to be more positive” ($p < 0.01$) and “as a Socotrian Muslim I accept the tourists from other religions” ($p < 0.01$).

For example, respondents with SCIV agreed more with the measurement statement of “tourism has lead more to vandalism in our Islamic values” ($M = 3.3833$, $SD = 1.61271$) than with NSCIV ($M = 2.3000$, $SD = 1.45811$) respondents while for “as a Socotrian Muslim, I accept tourists from other religion” the SCIV disagreed more

with mean of 2.4146 (SD = 1.48142) versus mean of 3.0429 (SD = 1.04168) for the NSCIV.

The researcher concludes that the 287 respondents with SVIC perceived tourism development will bring more harm to their country as in the first three statements in Table 4.13, that is “tourism has lead more to vandalism in our Islamic values”, “tourism has changed our Islamic values” and “tourism has changed the Socotrian Islamic values and culture to be more positive”. The three statements here means that tourism development (i) brings more vandalism to Islamic value, (ii) due to their strong conservative Islamic value, tourism will not able to change their Islamic value (iii) due to their strong conservative Islamic value, tourism did not change their Islamic values and culture to be more positive. In terms of the respondents’ perception on tourism development, both groups of respondents (SCIV and NSCIV) strong agree that they were not hostile towards the tourists from other religion. Hence, the researcher concludes the religion Islam teaches its follows to safeguard for man's peace and harmony but both groups of respondents agree that tourism may bring negative influence to Socotra Island.

4.6. Results for the Research Question Two

This section explores the effect of socio-demographic characteristics on residents’ attitude towards tourism development. The results obtained in this section attempt to give answers to the second research question: *To what extent do socio-demographic characteristics influence the residents’ attitude towards tourism development in Socotra?* For this purpose, the researcher used several statistical methods to present the results of data analysis. The statistical methods include:

- a) Descriptive statistics: this method was used in order to show some statistical procedures such as the mean frequency, standard deviation, ranges, number of valid cases of one variable and percentage.
- b) T-test: this method was used in order for the researcher to determine the significant differences between the mean frequency of the residents' attitude towards tourism development and gender.
- c) An analysis of variance (ANOVA): this method was employed to determine the significant variations of the residents' attitude towards tourism development in Socotra and length of residency, level of education, occupation, monthly income, and age.

4.6.1 Variation of the Residents' Attitude towards Tourism in Relation to Length of Residency

Tables 4.15 and Table 4.16 below display the effect of length of residency on the residents' attitude towards tourism development in Socotra. An analysis of variance method was used to determine such relationship. The descriptive statistical analysis, as shown in Table 4.15, reveals that the mean score and standard deviation of length of residency of respondents who stay from 1-5 years is (M= 3.42, SD= .559), 6-10 years is (M= 3.51, SD= .556) and above 10 years is (M= 3.59, SD= .570).

Table 4.15: Descriptive Statistics to the Residents Attitudes toward Tourism Development in Relation to Length of Residency

	N	Mean	Std. Deviation	Std. Error
1-5years	87	3.42	.559	.060
6-10years	109	3.51	.556	.053
above 10years	163	3.59	.570	.045
Total	359	3.52	.566	.030

Table 4.16: ANOVA test of the Residents Attitudes toward Tourism Development in Relation to Length of Residency

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.652	2	.826	2.604	.075
Within Groups	112.919	356	.317		
Total	114.571	358			

The results of ANOVA test revealed no significant relationship between the residents' attitude towards tourism development in relation to length of residency ($F= 2.604$, $p > .005$). The residents who stayed for 1-5 years in Socotra Island revealed more positive attitude towards tourism development compared to other residents. In other words, the factor 'length of residency' does not affect the residents' attitude towards Tourism development.

4.6.2 Variation of the Residents' Attitude towards Tourism in Relation to Level of Education

This section explores the effect of level of education variable on the residents' attitude towards tourism development in Socotra (see Tables 4.17 and Table 4.18) below. Based on the descriptive statistical analysis as illustrated in Table 4.17, the mean score and standard deviation of each indicator shows that from level of education. Respondents who less than high school ($M= 3.49$, $SD= .495$), high school graduate ($M= 3.53$, $SD= .621$), college graduate ($M= 3.52$, $SD= .562$) and university graduate ($M= 3.61$, $SD=.550$).

Table 4.17: Descriptive Statistics of the Residents Attitudes toward Tourism Development in Relation to Level of Education

	N	Mean	Std. Deviation	Std. Error
less than high school	100	3.49	.495	.049
high school graduate	137	3.53	.621	.053
college graduate	89	3.52	.562	.060
university graduate	33	3.61	.550	.096
Total	359	3.52	.566	.030

Table 4.18: ANOVA test of the Residents Attitudes toward Tourism Development in Relation to Level of Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.369	3	.123	.383	.766
Within Groups	114.202	355	.322		
Total	114.571	358			

The tables above showed that level of education does not affect the residents' attitude towards tourism development in Socotra ($F = .383$, $p > .005$). Residents with less academic qualifications (less than high school graduate) revealed more positive attitude towards tourism development than other groups of residents.

4.6.3 Variation of the Residents' Attitude towards Tourism in relation to Occupation

This section is devoted to show the effect of the occupation variable on the residents' attitude towards tourism development in Socotra (see Tables 4.19 and Table 4.20). Based on the descriptive statistical analysis as illustrated in Table 4.19, the mean score and standard deviation of each indicator shows that from "Occupation", respondents who work in agriculture is ($M = 3.50$, $SD = .515$), fishing ($M = 3.46$, $SD = .574$), hotels ($M = 3.49$, $SD = .518$), restaurants ($M = 3.42$, $SD = .603$), tourism ($M = 3.54$, $SD = .539$) and education ($M = 3.67$, $SD = .619$).

Table 4.19: Descriptive Statistics of the Residents Attitudes toward Tourism Development in Relation to Occupation

	N	Mean	Std. Deviation	Std. Error
agriculture	55	3.50	.515	.069
fishing	72	3.46	.574	.068
hotels	65	3.59	.518	.064
restaurants	66	3.42	.603	.074
tourism	47	3.54	.539	.079
education	54	3.67	.619	.084
Total	359	3.52	.566	.030

Table 4.20 ANOVA Test of the Residents Attitudes toward Tourism Development in Relation to Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.398	3	1.165	3.213	.043
Within Groups	112.173	355	.298		
Total	114.571	358			

The results showed significant relationship between the occupation variable and residents' attitude towards tourism development in Socotra ($F= 3.213$, $p > .05$). Residents who work in restaurants showed more positive attitude towards tourism development compared to the other groups. Residents who work in the education field also have positive attitude towards tourism development in Socotra. Thus, the occupation factor does affect the attitude towards tourism development in Socotra.

4.6.4 Variation of the Residents' Attitude towards Tourism in relation to Monthly Income

As mentioned earlier, the present section aims to explore the effect of monthly income among local residents on their attitude towards tourism development in Socotra (see Tables 4.21 and Table 4.22). Based on the descriptive statistical analysis as illustrated in Table 4.21, the mean score and standard deviation of each indicator shows that from "Monthly Income", respondents with less than yr.20, 000 ($M=3.47$, $SD= .552$), yr. 20,001-yr. 49,999 ($M= 3.68$, $SD= .628$) and yr. 50,000-yr. 79,999 ($M= 3.53$, $SD= .469$).

Table 4.21: Descriptive Statistics of the Residents Attitudes toward Tourism Development in Relation to Monthly Income

	N	Mean	Std. Deviation	Std. Error	Maximum
less than yr.20,000	242	3.47	.552	.035	5
yr.20,001- yr,49,999	78	3.68	.628	.071	5
yr,50,000-yr,79,999	39	3.53	.469	.075	5
Total	359	3.52	.566	.030	5

Table 4.22: ANOVA Test of the Residents Attitudes toward Tourism Development in Relation to Monthly Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.556	2	1.278	4.061	.018
Within Groups	112.016	356	.315		
Total	114.571	358			

As appeared in the tables above, residents with lower monthly income showed more positive attitude towards tourism development compared to other groups with higher monthly income. However, the monthly income variable does influence the residents' attitude towards tourism development in Socotra ($F= 4.061$, $p<.005$).

4.6.5 Variation of the Residents' Attitude towards Tourism in Relation to Age

This section determines the effect of the age variable on the residents' attitude towards tourism development in Socotra (see Tables 4.23 and Table 4.24). Based on the descriptive statistical analysis as illustrated in Table 4.23, the mean score and standard deviation of each indicator shows that from "Age", respondents age between 18-19 is ($M= 3.43$, $SD= .516$), 20-29 ($M= 3.62$, $SD= .617$), 30-39 ($M= 3.72$, $SD= .641$), 40-49 ($M= 3.47$, $SD= .510$), 50-59 ($M= 3.62$, $SD= .608$) and 60 above ($M= 3.45$, $SD= .515$).

Table 4.23: Descriptive Statistics of the Residents Attitudes toward Tourism Development in Relation to Age

	N	Mean	Std. Deviation	Std. Error
18-19	124	3.43	.516	.046
20-29	102	3.62	.617	.061
30-39	33	3.72	.641	.112
40-49	65	3.47	.510	.063
50-59	12	3.65	.608	.176
60 or above	23	3.45	.515	.107
Total	359	3.52	.566	.030

Table 4.24: ANOVA test of the Residents Attitudes toward Tourism Development in Relation to Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.732	5	.746	2.377	.039
Within Groups	110.839	353	.314		
Total	114.571	358			

The results of ANOVA shown in the tables above revealed significant effect of age variable on the residents' attitude towards tourism development in Socotra ($F=2.377$, $p<.005$). Young residents showed more positive attitudes, whereas residents aged between 30-39 were the most negative group in their attitudes.

4.6.6 Variation of the Residents' Attitude towards Tourism in Relation to Gender

This section focuses on the effect of the gender variable on residents' attitude towards tourism development in Socotra. Unlike the previous sections, T-test analysis was employed to indicate the effectiveness of such factor on tourism development (see Table 4.25). Based on the descriptive statistical analysis as illustrated in Table 4.25, the mean score and standard deviation of each indicator shows that from gender. Male recorded ($M= 3.53$, $SD= .564$) and female ($M= 3.51$, $SD= .574$).

Table 4.25: T-test Analysis of Tourism Development Attitudes by Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean	F	Sig (2 tailed)
section1	Male	277	3.53	.564	.034	.227	.634
	Female	82	3.51	.574	.063		

As shown in the table above, female residents showed more negative attitude towards tourism development (M= 1.90) compared to male residents (M= 3.51). However, the results also revealed that the gender factor does not affect residents' attitude towards tourism development in Socotra ($p>.001$).

4.7 Results for Research Question Three

This section provides answers to the third research question: *To what extent do personal benefits influence the residents' attitude towards tourism development in Socotra?* The scale for answering this section ranges from 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. The researcher used the same statistical procedures to answer the first research question which include: descriptive statistics, factor analysis, correlation analysis, and regression analysis.

It has been widely recognized that personal benefits from tourism effects in a host community, such as community services, special events and programs, historic homes, contributions to the economy, downtown revitalization, recreation opportunities, shopping and dining choices and arts and cultural features. Most studies of resident perceptions of tourism development include questions concerning personal benefits from tourism factor. Based on the descriptive statistical analysis as illustrated in Table 4.26, the mean score of each indicator shows that from an personal benefits, overall, residents agree that they and the benefits from tourism. Respondents disagree that 'personally benefit from more tourism development in my community' (M= 2.73, SD= 1.47), "personal benefits from tourism are greater than the costs" (M=2.92, SD=1.29), "community services" (M= 2.91, SD= 1.29) and "Special events and programs" (M= 2.77, SD= 1.46). Overall, residents mostly agree that "historic homes" (M= 3.19, SD= 1.50), "contributions to the economy" (M= 3.03, SD= 1.53), "downtown revitalization' (M= 3.4, SD= 1.47), "recreation

opportunities” (M= 3.7, SD= 1.52), “shopping and dining choices” (M= 3.00, SD=1.52), “arts and cultural features” (M= 3.12, SD= 1.37) and “benefit significantly from tourism in my community” (M= 3.12, SD= 1.37).

Table 4.26: Descriptive Statistics of the Influence of Personal Benefits on Tourism Development

	Personal benefits from tourism	Mean	Std. Deviation
(1)	I would personally benefit from more tourism development in my community	2.73	1.47
(2)	Overall, the personal benefits from tourism are greater than the costs	2.92	1.29
(3)	Tourism development brings me the following personal benefits:		
(a)	Community services	2.91	1.29
(b)	Special events and programs	2.77	1.46
(c)	Historic homes	3.19	1.50
(d)	Contributions to the economy	3.03	1.53
(e)	Downtown revitalization	3.04	1.47
(f)	Recreation opportunities	3.07	1.52
(g)	Shopping and dining choices	3.00	1.52
(h)	Arts and cultural features	3.12	1.37
(4)	I benefit significantly from tourism in my community	3.12	1.37
	Scale Mean: 2.99	Alpha: .976	

The table above illustrates the descriptive statistics of the 11 questions that evaluate residents’ perspectives regarding the impact of personal benefits on the tourism development in Socotra. Based on the results above, personal benefits were found to have influence on Yemen’s tourism development. Generally, the participants revealed that they get some “personal benefits from the tourism development in their community” (M= 2.73). The most frequent benefit as reported by the residents related to “arts and cultural features” (M= 3.12), while the least personal benefit related to “special events and programs” (M= 2.77). The following table shows the

factor analysis results in respect of personal benefits impact on tourism development in Socotra.

Table 4.27: KMO and BTS for Personal Benefits of Tourism Development

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.951
Bartlett's Test of	SphericityApprox. Chi-Square	6170.840
	Df	55.000
	Sig.	.000

Table 4.27 shows the KMO measurement for personal benefits of tourism development which showed a value of 0.951. This reflects a 'marvelous' adequacy according to Kaiser's scale and was appropriate for factor analysis to be conducted. The large BTS of 6170.840 and a very low significance level ($P > 0.001$) provided further confidence to conduct factor analysis. Overall, the results from the KMO measure and BTS clearly reflect that the 11 personal benefits of tourism development met the criteria for subsequent factor analysis. The following table shows the results of components extraction for personal benefits of tourism development using latent root criterion. No factors were extracted and the items of personal benefits of tourism development explained about 81 percent of the variance.

Table 4.28: Results of Component Extraction for Personal Benefits of Tourism Development

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.888	80.799	80.799	8.888	80.799	80.799
2	.886	8.057	88.855			
3	.296	2.690	91.545			
4	.243	2.210	93.755			
5	.175	1.595	95.350			
6	.130	1.182	96.532			
7	.117	1.065	97.598			

Table 4.28 continued

8	.085	.775	98.372
9	.074	.673	99.046
10	.056	.509	99.554
11	.049	.446	100.000

Extraction Method: Principal Component Analysis.

The next step is to determine the number of factors extracted based on factor loading using varimax rotation criterion to reduce the variables in each factor and make them more meaningful.

Table 4.29: Loading of Final Factor Using Varimax Rotation

	Component
	1
q41	.926
q42	.916
q43a	.914
q43b	.935
q43c	.954
q43d	.950
q43e	.940
q43f	.947
q43g	.804
q43h	.791
q44	.785

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

The next table shows the correlational analysis between the personal benefits from tourism development and residents' attitudes toward tourism development.

Table 4.30: Correlations between Personal Benefits of Tourism and the Residents' Attitudes toward Tourism Development

		Q2	QU41
Q2	Pearson Correlation	1	.142**
	Sig. (2-tailed)		.007
	N	359	359
QU41	Pearson Correlation	.142**	1
	Sig. (2-tailed)	.007	
	N	359	359

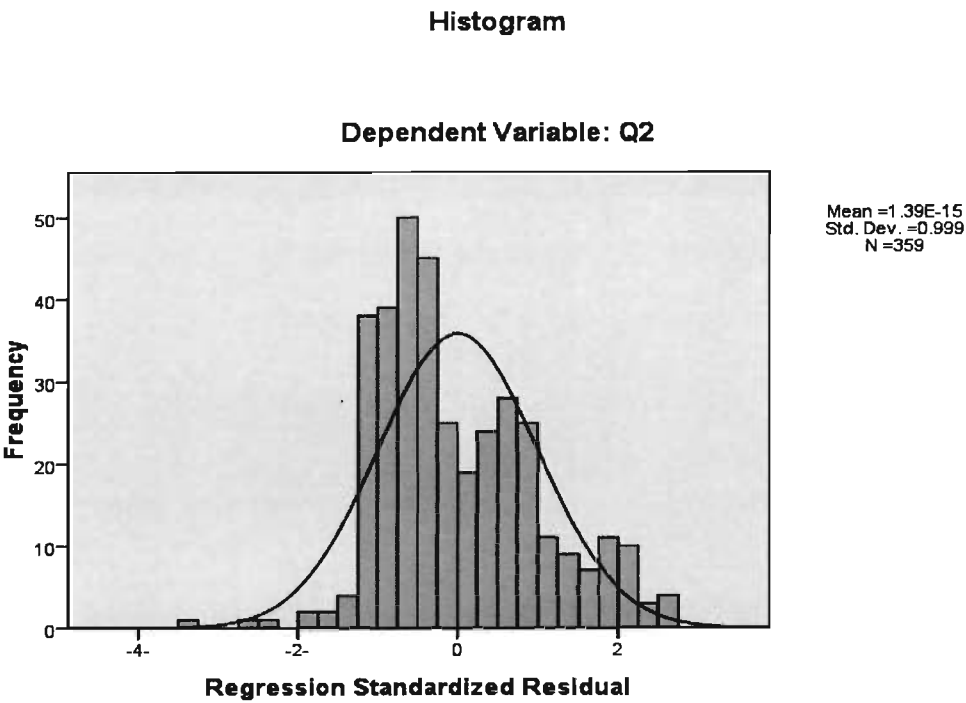
** . Correlation is significant at the 0.01 level (2-tailed).

The regression analysis in the table 3.31 shows which of the variables included in the model contributed to the prediction of the dependent variable. The variable "Personal benefits from tourism development" was found to be significant toward the residents' attitude towards tourism development ($p>01$).

Table 4.31: Regression Analysis of the Relationship Between Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.338	.075		44.592	.000
QU41	.062	.023	.142	2.718	.007

a. Dependent Variable: Q2



4.8 Results for Research Question Four

This section discusses findings for the fourth research question: *To what extent does knowledge influence the residents' attitude towards tourism development in Socotra?* The scale of answering this section ranges from 1= have no knowledge, 2= have very little knowledge, 3= have little knowledge, 4= have moderately knowledge, and 5= have knowledge. The researcher used the same statistical procedures to answer the first research question which include: descriptive statistics, factor analysis, correlation analysis, and regression analysis. Three indicators were used to measure residents' levels of knowledge about tourism (see Table 4.32). Overall, the results report that residents have modest level of knowledge about impact of tourism development. They have knowledge about "positive social benefits of tourism" (M=3.57, SD=1.10), "positive cultural benefits of tourism" (M=3.55, SD=1.12), "positive economic benefits of tourism" (M=3.52, SD=1.13), "positive environmental benefits of tourism" (M=3.52, SD=1.14), additionally, they have knowledge about negative impact of tourism development, residents' agree with moderately knowledge about negative "social impacts of tourism" (M=3.50, SD=1.26), negative "cultural impacts of tourism" (M=3.43, SD=1.27), negative economic impacts of tourism (M=3.43, SD=1.25) and negative "environmental impacts of tourism" (M=3.37, SD=1.27).

Table 4.32: Descriptive Statistics of the Influence of Knowledge on Tourism

Development			
	Do you have knowledge about ...	Mean	Std. Deviation
(1)	The positive social benefits of tourism.	3.57	1.10
(2)	The positive cultural benefits of tourism.	3.55	1.12
(3)	The positive economic benefits of tourism.	3.52	1.13
(4)	The positive environmental benefits of tourism.	3.52	1.14
(5)	The negative social impacts of tourism.	3.50	1.26
(6)	The negative cultural impacts of tourism.	3.43	1.27
(7)	The negative economic impacts of tourism.	3.43	1.25
(8)	The negative environmental impacts of tourism.	3.37	1.27
Scale Mean: 3.49		Alpha: .941	

The table above illustrated the descriptive statistics of the 8 questions that evaluate residents' perspectives and knowledge regarding the development attached to tourism in Socotra. Based on the results above, knowledge does influence the tourism development. Generally, the participants revealed that they know very little about the tourism development in Socotra ($M = 3.49$). However, they revealed that they know most about the "social benefit impact of tourism" ($M = 3.57$), but least about the "environmental impact of tourism development" in Socotra ($M = 3.37$). The following table shows the factor analysis results in respect of knowledge impact on tourism development in Socotra.

Table 4.33: KMO and BTS for Knowledge About Tourism

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.764
Bartlett's Test of Sphericity	Approx. Chi-Square	3247.439
	Df	28.000
	Sig.	.000

Table 4.33 shows the KMO measurement for knowledge about tourism development which showed a value of 0.764. This reflects a ‘middling’ adequacy according to Kaiser’s scale and was therefore appropriate for factor analysis to be conducted. The large BTS of 3247.439 and a very low significance level ($P > 0.001$) provided further confidence to conduct factor analysis. Overall, the results from the KMO measure and BTS clearly reflect that the eight items of tourism development knowledge met the criteria for subsequent factor analysis. The following table shows the results of components extraction for knowledge about tourism development using latent root criterion. No factors were extracted and the items of knowledge about tourism development explained about 71 percent of the variance.

Table 4.34: Results of Component Extraction for Knowledge About Tourism Development

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.691	71.137	71.137	5.691	71.137	71.137
2	.752	9.396	80.534			
3	.658	8.224	88.757			
4	.405	5.058	93.815			
5	.256	3.205	97.021			
6	.134	1.673	98.693			
7	.059	.735	99.428			
8	.046	.572	100.000			

Extraction Method: Principal Component Analysis.

The next step is to determine the number of factors extracted based on factor loading using varimax rotation criterion to reduce the variables in each factor and make them more meaningful. This can be done by loading factor analysis of this factor to achieve this purpose. The factor analysis is shown in the table below.

Table 4.35: Loading of Final Factor Using Varimax Rotation

	Component
	1
q51	.793
q52	.840
q53	.870
q54	.865
q55	.797
q56	.839
q57	.882
q58	.857

a. 1 components extracted.

The next table shows the correlational analysis between the knowledge about tourism development and residents' attitude towards tourism development.

Table 4.36: Correlations between Knowledge about Tourism and the Residents' Attitudes towards Tourism Development

		Q2	QU5
Q2	Pearson Correlation	1	.117*
	Sig. (2-tailed)		.026
	N	359	359
QU5	Pearson Correlation	.117*	1
	Sig. (2-tailed)	.026	
	N	359	359

*Correlation is significant at the 0.05 level (2-tailed).

The table above displays the Pearson coefficients of correlation which were used to identify the correlation between the independent variable "knowledge about tourism" and the dependent variable "Residents' attitude towards tourism development". As shown above, there was a significant correlation between the residents' attitude towards tourism development in relation to knowledge about tourism ($r = .117$). The

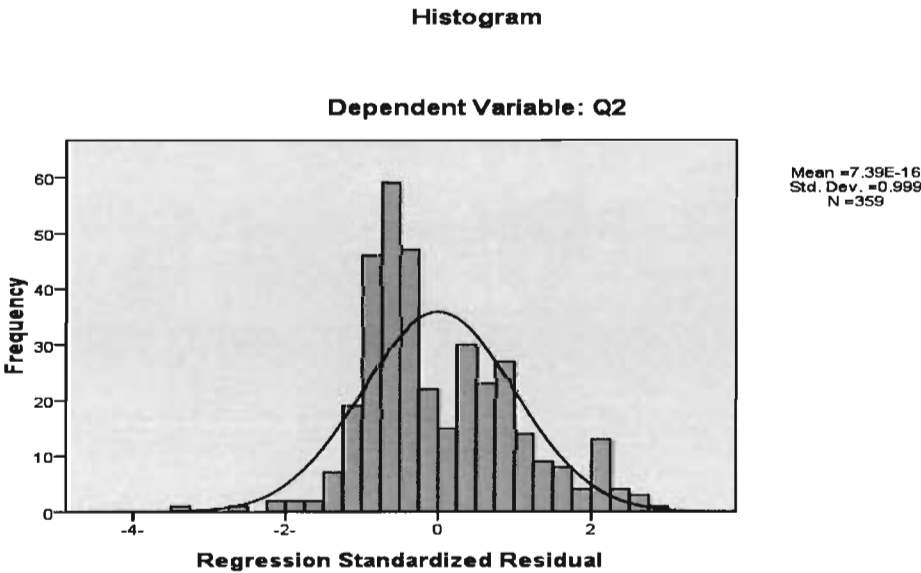
following table shows the results of regression analysis of the relationship between variables.

The regression analysis in the table 4.37 shows which of the variables included in the model contributed to the prediction of the dependent variable. The variable "Knowledge about tourism" was found to be significant towards the residents' attitude towards tourism development ($p>01$).

Table 4.37: Regression Analysis of the Relationship Between Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.295	.107	30.802	.000
	QU5	.066	.029	.117	.228

a. Dependent Variable: Q2



4.9 Hypothesis Testing

This section of the chapter presents the results of hypotheses testing. The factors, constructs, and indicators involved in hypotheses testing are shown in Table 4.38. There are 11 constructs with a total of 44 indicators in the analytical framework. The analytical framework (see figure 2.5) is comprised of four factors which are resident characteristics, Yemeni Islamic values, personal benefits from tourism and knowledge about tourism. The linkages among these factors represent four proposed hypotheses. For testing hypotheses 1 (H1), a series of t-test is used to determine if differences exist among residents' Islamic values towards residents attitude toward tourism. Hypothesis 2 (H2), a series of ANOVA is used to test the hypothesis. The remaining hypotheses H3 and H4 were tested using the regression analysis.

Table 4.38: List of Factors, Constructs and Indicators in Hypotheses Testing

Factors	Construct	indicators
Resident characteristics	Socio-demographics	Gender Age Education Monthly income Occupation Length of residency
Yemeni Islamic values	Yemeni Islamic values (YIV)	(YIV1) I consider tourism an acceptable industry. (YIV2) Muslim tourists practice the principles Islamic
	Tourist behavior (H1a)	(YIV3) Non-Muslim tourists don't offense the principles of Islamic religion (YIV4) Physical displays affection in public place (YIV5) Wearing scanty clothing (YIV6) Sun bathing half naked

Table 4.38 continued

Tourism development (H1b)			(YIV7) Drinking alcohol		
			(YIV8) Practicing prostitution		
			(YIV9) Gambling		
			(YIV10) Wear Islamic Hejab		
			(YIV11) Appreciate Holy places		
			(YIV12) Consume Halal food		
			(YIV13) Take into their consideration the ethical		
			(YIV14) Tourism has led more vandalism in our Islamic values		
			(YIV15) Tourism has changed our Islamic values		
			(YIV16) Tourism has changed the Socotrian Islamic values and culture to be more positive		
			(YIV17) As a Muslim Socotrian I accept the tourists from other religions		
			(YIV18) As a Muslim Socotrian I have hostility towards tourists from other religions		
			(YIV19) Tourism leads to mingling among males and females		
Personal tourism	benefit from	personal tourism (PBT)	benefit from	(PBT1)	personally benefit from more tourism development in my community.
				(PBT2)	personal benefits from tourism are greater than the costs
				(PBT3)	Community services

Table 4.38 continued			
			(PBT4) Special events and programs
			(PBT5) Historic homes
			(PBT6) Contributions to the economy
			(PBT7) Downtown revitalization
			(PBT8) Recreation opportunities
			(PBT9) Recreation opportunities
			(PBT10) Shopping and dining choices
			(PBT11) Arts and cultural features
			(PBT12) benefit significantly from tourism in my community
Knowledge about tourism	about knowledge tourism (KAT)	about	(KAT1) positive social benefits of tourism
			(KAT2) positive cultural benefits of tourism
			(KAT3) positive economic benefits of tourism
			(KAT4) positive environmental benefits of tourism
			(KAT5) negative social impacts of tourism
			(KAT6) negative cultural impacts of tourism
			(KAT7) negative economic impacts of tourism
			(KAT8) negative environmental impacts of tourism

4.9.1 Testing of Hypotheses 1

H1a there is a negative relationship between Islamic values and residents’ attitude towards tourist behavior in Socotra.

H1b there is a negative relationship between Islamic values and residents’ attitude towards tourism development in Socotra.

A t-test used to investigate to what extent residents’ Islamic values influence their attitude towards tourist behavior and tourism development.

Based on the results in Table 4.11, 4.12,4.13, 4.14. The study found that the residents irrespective of their Islamic values they both agree that tourism may bring negative influence to Socotra. As such, the result supported H1.

4.9.2 Testing of Hypothesis 2

A series of ANOVA is performed to examine hypothesis 2. In hypothesis2, the study aims to examine any significant difference in socio- demographic factors and residents’ attitude toward tourism development. To this end, a composite score of each construct including (gender, age, income, education, occupation and length of residency) is calculated respectively, and act as the independent variable for analyses (see the Table 4.39).

Table 4.39: Results of Hypothesis 2

Independent variable	Mean	Std. Deviation
Gender		
Male	3.53	.564
Female	3.51	.574
Age		
18-19	3.43	.516
20-29	3.62	.617
30-39	3.72	.641
40-49	3.47	.510
50-59	3.65	.608
60 and above	3.45	.515
Monthly Income		

Table 4.39 continued

Less than yr.20, 000	3.47	.552
yr.20, 001- yr, 49,999	3.68	.628
yr,50,000-yr,79,999	3.53	.469
Occupation		
Agriculture	3.50	.515
Fishing	3.46	.574
Hotels	3.59	.518
Restaurants	3.42	.603
Tourism	3.54	.539
Education	3.54	.619
Education Level		
Less than high school	3.49	.495
High school graduate	3.53	.621
College graduate	3.52	.562
University graduate	3.61	.550
Length of Residency		
1-5years	3.42	.559
6-10years	3.51	.556
Above 10years	3.59	.570

Table 4.40 presents the results of ANOVA, revealing that males and females have different perceptions on negative attitude toward tourism where females tend to have a stronger view of the negative attitude (mean of male=3.51, mean of female=3.53, $p= 0.738$, $t= 0.335$). Respondents in different age groups have significant differences in their perceptions to tourism development ($p= 0.954$, $t= -0.058$). Respondents in the age groups of 20-49 and 50-59 are significantly different to the group over 60 on perceptions toward tourism. This implies that the older generation is inclined to perceive more negative in tourism than the younger group. Education is associated with negative attitude toward tourism. Residents in the education group of less than high school and high school tend to perceive higher negative attitude toward tourism than college and graduate school groups. Respondents within different income groups have significant differences in perceptions on tourism development. Respondents in high income groups (over YR 50,000 annual salary) perceive better economic benefits than the low income groups (less than YR 50,000 annual salary). Residents in the annual income group of less than YR 20,000 perceive higher

negative economic consequences than the other groups, except the group of YR 20,000-49,999. Residents in the occupation group of hotels, restaurants, tourism and education tend to perceive higher positive attitude toward tourism than other occupation group (e.i. agriculture and fishing). Residents who live in Socotra above 10 years report perceive better attitude toward tourism ($p=0.005$, $t=2.581$).

Table 4.40: Results of ANOVA

Independent variable		
Gender	t-value	0.335
	P-value	0.738
Age	t-value	-0.058
	P-value	0.954
Monthly Income	t-value	1.438
	P-value	0.151
Occupation	t-value	1.370
	P-value	0.171
Education Level	t-value	-0.777
	P-value	0.438
Length of Residency	t-value	2.851
	P-value	0.005***

Note: Asterisk indicates significance at the 0.05 level

Hypothesis2 following previous studies, used socio-demographics (gender, age, education, income, occupation and length of residency) to explain the variation of resident attitudes toward tourism (Belisle & Hoy, 1980; Haralambopoulos & Pizam, 1996; Harrill & Potts, 2003; Mansfeld, 1992; Milman & Pizam, 1988; Sheldon & Var, 1984; Tyrrell & Spaulding, 1984; Williams & Lawson, 2001; Akkawi, 2010). It is postulated that resident characteristics influence residents' perceptions of tourism development (see Table 4.40). Whereas gender factor influences negative on residents' attitude, age factor influences positive on residents' attitude, monthly income factor influences positive on residents' attitude, occupation factor influences positive on residents' attitude and education factor influences negative on residents' attitude, hypotheses (H2a, H2b, H2c, H2d, H2e and H2f) were found to be supported. This implies that socio-demographics factors don't have a consistent pattern in

relation to resident perceptions of tourism development. This contradictory finding may be due to the limited numbers of residents reporting they or household members are working in the tourism industry (n=47, 12%), or they may have common attitudes toward tourism development regardless of their dependency on tourism. Thus, these findings partially supported H2.

4.9.3 Hypotheses 3

In Hypotheses 3 it is postulated that residents’ perceived benefit from tourism in a particular dimension and affect their attitude toward tourism development. The results found that perceived benefits have significant positive direct affect on residents’ attitude toward tourism development. And negative benefit consequences affect their support for tourism in the opposite direction. In other words, residents who perceive benefits from tourism are supportive of tourism, while residents who perceive cost from tourism are less supportive. In general, these results converge with those of previous studies (Dyer, *et al.*, 2007; Gursoy& Rutherford, 2004; Jurowski, *et al.*, 1997; King, *et al.*, 1993; Ko& Stewart, 2002; McGehee & Andereck, 2004; Perdue, *et al.*, 1990; Vargas-Sánchez, *et al.*, 2009; Yoon, *et al.*, 2001). The findings demonstrate that there is significant relationship between benefits from tourism and residents’ attitude toward tourism. The findings can be explained by residents may have more concern about tourism’s benefits in terms of resident support for tourism development. Thus, these findings supported H3.

Table 4.41: Results of Hypothesis 3				
	R ² : .020			
	F: 7.38			
	B	Beta	t	Sig.
(Constant)	3.33		44.592	.000
Personal Benefits	.062	.142	2.718	.007

4.9.4 Hypotheses 4

In hypotheses 4 there exists a positive relationship between knowledge and residents’ attitude towards tourism development. As illustrated in Table 4.42, the independent variable “knowledge about tourism” has an increase of .014 in the dependent variable the “the residents’ attitude towards tourism development”. The direction of this relationship is positive. An examination of the t-values (t =2.228, p<0.01) indicates that knowledge about tourism do contribute to the residents’ attitude towards tourism development. This also suggests that knowledge about tourism is significant to the residents’ attitude towards tourism development (p<.01). In general, these results converge with those of previous studies (Davis *et al.*, 1988; Lankford & Howard, 1994; Andereck *et. al.*, 2005; Latkova, 2008). Thus, these findings supported H4.

Table 4.42: Results of Hypothesis 4				
	R^2 : .014 F: 4.66			
	B	Beta	t	Sig.
(Constant)	3.29		30.802	.000
Knowledge	.066	.117	2.228	.026

4.10 Summary of Hypotheses Testing Results

The Table 4.43: Reveals the results of hypotheses testing, Yemeni Islamic values, socio-demographic factors, personal benefits from tourism and knowledge about tourism.

Table 4.43: Results of Hypotheses Testing (H1 until H4)

Hypotheses	Results
H1a there exists a negative relationship between the residents’ Islamic values on their attitude toward tourist behavior.	Supported
H1b there exists a negative relationship between the residents’ Islamic values on their attitude toward tourism development.	Supported
H2 Residents socio-demographic factors have positive influence on their attitude toward tourism development	Partially supported
H2a Residents’ gender have positive influence on their attitude toward tourism development.	Rejected

Table 4.43 continued

H2b Residents' age have positive influence on their attitude toward tourism development.	Rejected
H2c Residents' monthly income have positive influence on their attitude toward tourism development.	Supported
H2d Residents' occupation have positive influence on their attitude toward tourism development.	Supported
H2e Residents' education have positive influence on their attitude toward tourism development.	Rejected
H2f Residents' length of residency have positive influence on their attitude toward tourism development.	Supported
H3 Residents' personal benefits from tourism have positive influence on their attitude toward tourism development.	Supported
H4 Residents' knowledge about tourism have positive influence on their attitude toward tourism development.	Supported

4.11 Qualitative Results

The main purpose of conducting semi-structured interviews in this study is to provide additional information on the factors affecting the residents' attitude towards tourism development in Socotra. This would provide more insights and gives a better understanding to the factors affecting the residents' attitude towards tourism development in Socotra. In addition, using interviews could be beneficial to explore the past, understand the present, and predict the future (Merriam, 1998). It provides an understanding of interpersonal, social, and cultural aspects of the subjects being studied (Merriam, 1998). The qualitative results begin by providing the demographic characteristics of the informants participated in the interview sessions (see Tables 4.44- 4.50).

4.11.1 Demographic Characteristics of the Informants

Table 4.44 below illustrate the general characteristics of the informants participated in the interview sessions. The majority of the residents who agreed to be interviewed were male 15 participants (75%), while female residents accounted for 5 participants (25%) of the informants. Highly educated informants accounted for 6 participants (30%) of the sample, while those who were moderately educated or less educated accounted for 8 participants (40%) and 6 participants (30%) successively. Only three

informants belonged to the high-income group accounting for 3 participants (15%) of the sample, while the majority of the participants belonged to the medium or low-income groups accounting for 5 participants (25%) and 12 participants (60%) respectively. The residents indicated that they work in the fishing industry (6 participants, accounting for 30%), restaurants (3 participants, accounting for 15%), hotels (3 participants, accounting for 15%), agriculture (4 participants, 20%), education (2 participants, 10%) and tourism (2 participants, 10%). The majority of the informants (13 participants, accounting for 65%) belonged to the 18-29 age-group, while the other 7 participants (35%) belonged to the 30 plus age group. With regard to length of residency, 10 (50%) of the participants indicated that they stayed in Socotra more than 10 years, 6 participants (30%) showed medium length of residence (6-10 years), and 4 participants (20%) indicated short length of residence (1-5 years).

Table 4.44: The Informants Profile According to the Socio-demographic

Characteristics			
Demographic variable	Description	Frequency	(%)
Length of Residency	less than 1 year	0	0
	1- less than 5 years	10	50.0
	5- less than 10 years	6	30.0
	10 years and above	4	20.0
Education level	Less than high school	6	30.0
	High school graduate	3	15.0
	College graduate	5	25.0
	University graduate	6	30.0
Occupation	Agriculture	4	20.0
	Fishing	6	30.0
	Hotels	3	15.0
	Restaurants	3	15.0
	Tourism	2	10.0
	Education	2	10.0
Income-Level	< YR 20,000	12	60.0
	YR 20,000- YR 49,999	5	25.0
	YR 50,000- YR79,999	3	15.0

Table 4.44 continued

Age	18-19	7	35.0
	20-29	6	30.0
	30-39	2	10.0
	50-59	2	10.0
	60 and above	1	5.0
Gender	Male	15	75.0
	Female	5	25.0

4.11.2 Qualitative Results of Residents’ Attitude towards Tourism Development

This section provides in-depth understanding of the impact of tourism on residents’ attitude towards tourism development in Socotra. From the data analysis, four main themes emerged as dominant namely: (1) economic impacts, (2) environmental impacts, (3) cultural impacts, (4) social impacts, (5) religious barriers, and (6) community benefits. These themes are discussed in the tables below 4.45-4.50.

4.11.3 Qualitative Results of the Economic Impacts of Tourism Development

This section explains the qualitative results of the economic impacts of tourism development in Socotra.

Table 4.45: Qualitative Results of the Economic Impacts of Tourism Development in Socotra

Economic Impact	Occurrences	Percentage
Improve the Personal Income (IPI)	9	45%
Increase in Prices (IP)	14	70%
Recruit Foreign Employees (RFE)	4	20%
Increase of Investments (INI)	11	55%
More Job Opportunities (MJO)	10	50%

As illustrated in Table 4.45, the majority of the informants- 14 out of 20; 70% indicated that tourism leads to increase in the cost and prices which constitutes a negative economic impact of tourism development:

...There are so many indications of the tourism disadvantages in Socotra Island. The most of these is the notable increase in prices of transportation, merchandises and rent of hotels house specifically in the tourist seasons....

(Participant 1, Teacher)

More than a half of the informants- 11 out of 20; 55% pointed out that tourism leads to more investments in the island:

...More investments will offer more job opportunities for the residents such as many hotels, restaurants and recreations opened and the general services are expanded....

(Participant 6, restaurant owner)

Half of the informants- 10 out of 20; showed that more job opportunities would be available as a result of the investment increasing:

... Tourism offers more job opportunities which, in turn, decrease the unemployment such as tour guides, tour drivers, marine tour guides and antique sellers. Further, enhancing the infrastructure...

(Participant 8, tourist guide)

Some of the residents- nine out of 20 or 45% reported that the development of tourism has a positive economic impact in the form of an increase in personal income:

...I work at a hotel from which I increase my income and develop my talents especially in the tourism season when the citizens receive tips from the tourists for the services they offer in addition to organizing workshops and seminars aiming in educating the residents on the importance of tourism...

(Participant 11, hotel receptionist)

Only four out of the 20 residents i.e. 20% indicated that tourism development encourages the recruitment of foreign employees. This action is considered as a negative economic impact for the local resident:

... Recruiting employees at tourists places from outside the island which in return is rejected by the local residents ...

(Participant 4, farmer)

4.11.4 Qualitative Results of the Environmental Impacts of Tourism Development

The current section intends to summarize the qualitative results of the environmental impacts of tourism development in Socotra (see Table 4.46).

Table 4.46: Qualitative Results of the Environmental Impacts of Tourism Development in Socotra

Environmental Impact	Occurrences	Percentage
Overcrowding in Public Areas (OPA)	15	75%
Traffic Congestion (TC)	14	70%
Increase of Pollution (INP)	8	40%

As displayed in the table above, most of the informants- 15 out of 20 or 75% indicated that tourism development could lead to overcrowding in public areas as a negative environmental impact of tourism development. The following is an evidence of the aforementioned statement:

... Overcrowding in the public places and roads all these consequences are considered as costs rather than benefits In addition, tourism plays a major role in the destruction of the environment and to care about construction more tourist projects such as hotels rather than to care about cultivation...

(Participant 16, farmer)

The second most frequent environmental impact of tourism development mentioned by the informant is traffic congestion. Fourteen out of 20 residents or 70% indicated that tourism development would lead to traffic congestion in the Island:

...The area witnesses traffic congestion increasingly particularly in tourism seasons where most of the tourists come from the nearby countries who prefer to travel using their own cars in addition to increase car exhaust, carbon dioxide, and noise...

(Participant 12, fisher)

Less than a half of the informants- eight out of 20 or 40% pointed out that the development in tourism field could lead in increase of pollution throughout the Island:

... Environmentally, tourism contributes in the increase of pollution, ecological destruction as a result of the overcrowding in the public places in addition to tourist industries dispose their garbage in the suburbs. In addition, tourists, in some cases, litter the public parks...

(Participant 7, hotel worker)

4.11.5 Qualitative Results on the Cultural Impacts of Tourism Development

This section demonstrates the qualitative results of the cultural impacts of tourism development.

Table 4.47: Qualitative Results of the Cultural Impacts of Tourism Development in Socotra

Cultural Impact	Occurrences	Percentage
Exchange Culture with other People (ECP)	13	65%
Exchange Experiences with other People (EEP)	2	10%
Damaging Local Cultural Values (DLCV)	16	80%
Imitating Western Culture (IWC)	4	20%

As shown in the table above, most of the informants- 16 out of 20 or 80% indicated that tourism development could lead to damaging local cultural values and immortality:

...Tourism negatively contributes in damaging the local residents' conservative cultures through bringing new ideas which contradict with the Yemeni cultural principles...

(Participant 1, teacher)

More than a half of the interviewees- 13 out of 20 or 65% said that the development of tourism may lead to exchange culture with foreign people:

...I can exchange the cultures of other peoples and their customs and traditions exposing to different culture leads to a wide understanding among...

(Participant 4, hotel owner)

Few local residents- four out of 20 or 20% pointed out that local resident will imitate the Western culture as a result of the tourism development in the Island:

Tourism brings in new customs, traditions and habits from different cultures that are considered different from our conservative culture. In the way that young people start to imitate the Western cultures which are described as open and contradict our Islamic values...

(Participant 9, agricultural engineer)

Very few informants- two out of 20 or 10% showed positive cultural impact of tourism development which is exchange experiences with foreign tourists as follows:

...Exchange of experiences with tourists and their impressions towards the residents and community's culture make it easier for communication with other cultures...

(Participant 20, waiter)

4.11.6 Qualitative Results on the Social Impacts of Tourism Development

This section demonstrates the qualitative results of the social impacts of tourism development as obtained by the 20 interviewees from Socotra Island (see Table 4.48).

Table 4.48: Qualitative Results of the Social Impacts of Tourism Development in Socotra

Social Impact	Occurrences	Percentage
Make Relationships with Tourists (MRT)	15	75%
Learn Foreign Language (LFL)	7	35%
Increase of Crime Rate (ICR)	12	60%
Family Disintegration (FD)	3	15%

As appeared in the table above, the majority of the informants- 15 out of 20 or 75% said that the most positive social impact of tourism development is making relationships with tourists:

...I can make a good relationship with tourists and I can get benefit from them by learning their language especially English Language it helps in enhancing the understanding of the other cultures which, in turn, promotes friendly relationships...

(Participant 15, tourist guide)

More than a half of the interviewees- 12 out of 20 or 60% said the tourism development may lead to increase of crime rate in the Island which is considered as a negative social impact of tourism development:

... Tourism brought undesirable behaviors into our conservative community such as the spread of crime, alcohol drinking, adultery and family disintegration...

(Participant 19, waiter)

Some of the local residents- seven out of 20; 35% showed a positive social impact of tourism development which is learning a foreign language while communicating with foreign tourists:

...and learning some other languages specifically English as a result of accompanying tourists which, consequently, enhances the social relationships ...

(Participant 13, restaurant worker)

Very few of the informants- three out of 20 or 15% reported that tourism development could lead to family disintegration as a result of imitating Western culture:

...As for the social costs, tourism contributes in community disintegration such as family visits and reunions due to the conquer of new customs, habits and traditions that are different than those in our conservative culture...

(Participant 14, teacher)

4.11.7 Qualitative Results of the Religious Barriers of Tourism

Development

This section shows the qualitative results of the religious barriers of tourism development.

Table 4.49: Qualitative Results of the Religious Barriers of Tourism Development in Socotra

Religious Barrier	Occurrences	Percentage
Prostitution (PRO)	11	55%
Drinking Alcohol (DA)	13	65%
Gambling (GAM)	12	60%
Wear Scanty Clothes (WSC)	13	65%

As displayed in the table above, most of the interviewees- 13 out of 20 or 65% reported that the tourism development would be attached to drinking alcohol and

wear scanty clothes which are considered as new and immoral habits to a conservative society such as the Yemeni society:

...The unaccepted behaviors that contradict our conservative Muslim cultures tourists do such as drinking in public, gambling, adultery, bare clothes and kissing in public places...

(Participant 5, fisherman)

...and wearing a half-naked clothes which opposes our conservative traditional way in dressing in addition to noncompliance with our conservative Islamic attire and habits to maintain and respect our religion as Muslims...

(Participant 6, restaurant worker)

The second most frequent religious barrier to tourism development as mentioned by the respondent was gambling performed by foreign tourists. Twelve out of 20 or 60% mentioned gambling as a religious barrier to tourism development:

...Increase of gambling in public places and not to exercise any of their unaccepted habits these habits are not acceptable by us as a conservative Muslim society, which leads to lack of acceptance of these tourists...

(Participant 11, farmer)

Among the religious barriers to tourism development mentioned by the interviewees, prostitution was mentioned by 11 respondents (55%). The evidence of this statement is as follows:

...The most of these unaccepted behaviors are prostitution that are considered new to our conservative society, which lead to a lack of acceptance of tourists...

(Participant 18, teacher)

4.11.8 Qualitative Results of the Community Benefits of Tourism

Development

This section demonstrates the qualitative results of the community benefits of tourism development.

Table 4.50: Qualitative Results of the Community Benefits of Tourism Development in Socotra

Community Benefit	Occurrences	Percentage
Improve in Infrastructure (IMI)	18	90%
Spread of Telecommunications (ST)	12	60%
Spread of Electricity (SE)	7	35%
Create More Facilities (CMF)	17	85%

As revealed in the table above, the majority of the informants- 18 out of 20 or 90% indicated that tourism development can lead to improvement in the community infrastructure:

...Tourism contributes in developing the infrastructure and environment which lead to more opportunities in investment and expansion in construction such as parks, hotels and furnished apartments ...

(Participant 3, agricultural engineer)

A considerable number of the interviewees- 17 out of 20 or 85% showed that tourism development could lead to the development of more facilities:

...There are positive changes where tourism offers more job opportunities offered and facilities services developed, particularly building up of the airport in the island, which lead to an easy navigation from the island to the other regions within the country...

(Participant 8, waiter)

More than half of the respondents- 12 out of 20 or 60% indicated the tourism development in Socotra Island helped improve many public services:

...Tourism helps in improving the general services in the island such as health care, transportations, telecommunication...

(Participant 11, hotel owner)

Some of the respondents pointed out that the increase and spread of tourism development in the Island also contributed to greater availability of electricity for the people:

...That facilitates the residents' living such as electricity, water and telecommunications...

(Participant 19, hotel worker)

4.12 Summary of the Results

The main objective of this study was to examine the residents' attitude towards tourism development in Socotra. The first research question was to determine the extent of influence Yemeni Islamic values on residents' attitude towards tourism development in Socotra. The factor analysis extracted two factors (i.e. Yemeni Islamic Values and Negative Actions by Foreign Tourists). However, the correlation analysis showed that there was insignificant correlation between the residents' attitude towards tourism development in relation to Yemeni Islamic values and length of residency. This finding was strengthening when t -test analysis of this factor revealed negative relationship between the Yemeni Islamic values and residents' attitude towards tourism development.

The second research question was to determine the extent of influence socio-demographic characteristics on residents' attitude towards tourism development in Socotra. The results of ANOVA showed that tourism development is influenced by only two socio-demographic characteristics i.e. monthly income, occupation and age ($p < 0.01$).

The third research question was to determine the extent of personal benefits influence on residents' attitude towards tourism development in Socotra. The factor analysis showed no new factors extracted from this factor. The correlation analysis showed that there was a significant correlation between the residents' attitude towards tourism development in relation to personal benefits from tourism. The regression analysis of this factor revealed that the relationship between personal benefits from tourism and residents' attitude towards tourism is significant ($p > 0.01$).

The fourth research question was to determine the extent of knowledge influence on residents' attitude towards tourism development in Socotra. The factor analysis showed that no new factors were extracted from this factor. The correlation analysis showed that there was a significant correlation between the residents' attitude towards tourism development in relation to knowledge about tourism. The regression analysis of this factor revealed that the relationship between knowledge about tourism and residents' attitude towards tourism is significant ($p > 0.01$).

CHAPTER FIVE

DISCUSSIONS AND CONCLUSIONS

5.0 Introduction

The main purpose of this study is to identify the attitude of Socotrian residents towards tourism development at Socotra Island. It was motivated by the fact that Yemeni society is largely sensitive to religious code and the traditional and cultural values that are inspired by religion and the Yemeni tribal-based system (Al-Nini, 2009). The most obvious features of this culture are the subordination of men in all aspects of daily life and the strict adherence to Islamic regulations and values such as the segregation between women and men, and the dress code. This chapter provides a brief review of the participants of this study, and overviews the research framework. Then, the chapter discusses the findings of the study, followed by a discussion of the theoretical and managerial implications as well as the study limitations. Finally, suggestions for further research are provided at the end of this chapter.

5.1 Discussion on the Findings

This study investigated the factors that influence residents' attitude towards tourism development in Socotra Island, Yemen. Results showed that survey respondents agreed that tourism has brought negative changes to a conservative society such as the Yemeni society. Considering socio-demographics variables, this research found length of residency and monthly income influence positively on residents' attitude towards tourism, while education, occupation, gender and age were found to have negative influence on residents' attitude towards tourism. Additionally, the results illustrated that personal benefits from tourism and knowledge about tourism influenced positively on residents' attitude towards tourism.

Table 5.1 Presents Summary of Hypotheses and Results

Hypotheses	Results
H1: Yemeni Islamic values and culture influence negatively on residents' attitude toward tourism.	Supported
H2: Residents' socio-demographics characteristics influence positively on residents' attitude towards tourism.	Partially supported
H3: personal benefits from tourism influence positively on residents' attitude towards tourism.	Supported
H4: knowledge about tourism influence positively on residents attitude towards tourism	Supported

The findings above discuss residents' attitude toward tourism development and results of hypotheses testing. The next section addresses the research questions and hypotheses that were have been tested.

5.1.1 Research Question 1: To What Extent Respondent's Islamic Values Influence Their Attitude towards Tourist Behavior and Tourism Development in Socotra?

The First Research Question addresses the influence of Yemeni Islamic values on the residents' attitude towards tourism development. These relationships were examined through H1a and H1b. From the results, it is evident that though the quantitative analyses, negative relationship between Yemeni Islamic values on the respondents' attitudes towards tourism development in Socotra, while the qualitative analysis revealed that local residents of Socotra do recognized that tourism development brought negative changes to a conservative Islamic society such as that of Yemen. That is due to the fact that the level of the education of the islanders is described as moderate. This is due to the tendency among the residents not to let their children to continue schooling after reaching a certain age. Majority of the residents force their sons to stop schooling so that they can help their families getting extra income. Meanwhile, some residents, especially the youth, would travel abroad

to the nearby Arab countries to seek a living. More importantly, living among the conservative Islamic community, most Socotrian residents allow their daughters to go to school only until primary school level or 12 years old, because they think it is shameful for an adult girl to leave their houses and join schools where they can be taught by male teachers or mingle with their male classmates. Such attitude towards education contributed in the low educational level among the residents.

In terms of the respondents' perception on tourist behavior, the respondents were firstly grouped into 2 groups, that is those with "strong conservative Islamic values" (SCIV) and those with "not strong conservative Islamic values" (NSCIV). Both groups of respondents (SCIV and NSCIV) agreed that the tourists were behaving in an unacceptable way to Islamic religion values ("physically display of affection in public places", "wearing scanty clothing", "sun bathing half naked" and "drinking alcohol").

Both groups of respondents disagreed with the statement about the tourists' behavior that the tourists were "wearing Islamic hijab", "appreciate holy places", "consuming halal food" and "take into their consideration the ethical behavior". Meanwhile, for tourists' behavior measurement statement of "practicing prostitution" and "gambling", respondents in both groups gave opposing opinion due to these two behaviors are not openly seen in Socotra.

Hence, regardless of the respondents' Islamic values, they both disagreed with the tourists' non-Islamic behavior and agreed to the statements that the tourists were not following the Islamic values even though they are in Yemen which is known as a strong conservative Islamic country.

In terms of the respondents' perception on tourism development, both groups of respondents strongly agreed that they were not hostile towards the tourists from other religions. The results stated that both groups strongly differ in the statement "tourism has led more vandalism in our Islamic values" and differ with the statements "tourism has changed our Islamic values", "tourism has changed the Socotrian Islamic values and culture to be more positive" and "as a Muslim Socotrian I accept the tourists from other religions" about the tourism development. These findings are consistent with some of the previous studies which reported residence's uneasiness to some of the offensive actions performed by foreign tourists such as "physical displays of affection", "wearing scanty clothing", and "sun bathing naked and drinking alcohol" (Mojalli, 2009), and "prostitution", "gambling", and "serving non-halal food" (Al-Shami, 2010; Binsumeet, 2011). Therefore, it can be concluded that while there is no statistical evidence that the Yemeni Islamic values can deter tourism development in Yemen, the locals were aware of the negative impacts of tourism developments which contradict with the Islamic values. This means that tourism development in Yemen must be done with care because the society in Yemen is considered as one of the most conservative Islamic societies in the Arab world (Al-Shami, 2010). Any offensive actions by foreign tourists are unwelcomed in the Yemeni society and are believed to be capable of damaging the residents' Islamic beliefs (Mojalli, 2009) and create hostility toward the tourists.

5.1.2 Research Question 2: To What Extent Do Socio-demographic Characteristics Influence Residents' Attitude towards Tourism Development in Socotra?

The Second Research Question addresses the influence of socio-demographic characteristics on residents' attitude towards tourism development. These relationships are examined through H2a, H2b, H2c, H2d, H2e, and H2f. In general, findings of this research partially support this research question.

In relation to the influence of socio-demographic variables on residents' attitude, quantitative analyses revealed varied results. For example, the results revealed that the length of residency has no effect on the residents' attitude towards tourism development. These findings are in accord with the results in Brougham and Butler 1981; McCool and Martin (1994); Williams *et al.*, (1995); Mason and Cheyne, (2000). In other words, the residents of Socotra are familiar with the impacts of tourism development (either negative or positive) regardless of their length of residency.

On the other hand, the results showed that the residents' attitude towards tourism development have a significant relationship with their monthly income. This result is consistent with the findings by Haralambopoulos (1996). These findings imply that local people of Socotra with various monthly income showed positive attitude towards tourism development. Similar to Haralambopoulos (1996) findings, the mean scores of the residents' attitude showed that lower income residents reported more positive attitudes than other groups.

Level of education was found to have no significant relationship in terms of the residents' attitude towards Socotra's tourism development. This finding is unique because it is inconsistent with the results from previous studies (Ayres & Potter,

1989; Korca, 1998; Andereck *et al.*, 2005). Bastias *et al.*, (1993) for example found that as the level of education increases, the level of awareness towards tourism increases as well. Andereck *et al.*, (2005) also suggest that residents with higher education background can promote knowledge and positive feelings of engagement which in turn can back up support for tourism to the extent that it they become active participants in tourist welcoming activities. However, in this study, the respondents with various educational levels showed only a moderate attitude towards tourism development in Socotra. It was hard for them to accept the changes that were associated with tourism development especially the negative ones. That is because this study was conducted in a completely different environment. Andereck's (2005) study was conducted among the European community of Flogaria in Northern Italy, where the residents were described as being more open society and tolerant to tourism development due to their high educational level. However, unlike Andereck's (2005) study and because of the moderate educational level of the Socotrian, their attitude towards tourism development showed insignificant correlation with their level of education.

With regard to the variable "Occupation", the findings revealed that the residents' attitude towards tourism development is significantly related to the residents' occupation. People who work in the tourism related sector showed more positive attitude towards tourism development than those residents who work in other sectors. These findings are consistent with the results of previous studies (Ayres & Potter, 1989; Korca, 1998; Andereck *et al.*, 2005) who found that people who work in the educational institutions are more positive to the changes associated with tourism development. Additionally, people who work in the tourism sector are more aware of the impacts of tourism development; they might be the most beneficial

group from the changes associated with tourism development as it might increase their income level.

In terms of the variable “Age”, the findings showed that the residents' attitude varied significantly according to the residents' age. In other words, younger residents are more favorable toward the development of tourism. These results corroborate the findings by Haralambopoulos, (1996); Ritchie (1998) and Tomljenovic and Faulkners 1999). McGehee and Anderecks (2004) attribute such result to the fact that older residents are less likely to conform to “statements concerning the negative impacts of tourism” (p.136). Also, Tomljenovic and Faulkner (1999) indicate that older residents are less favorable towards the tourism development because of their interest to the negative impacts brought with the development of tourism such as crime, lack of safety and tranquility levels in the neighborhood. Similarly, Cavus and Tanrisevdi (2002) found that older residents’ perceptions towards tourism development were more negative because they consider foreign tourists as a threat to their own values and culture.

With respect to “Gender”, the results revealed that the residents' attitude is not significantly related to the gender variable. The findings suggest that women hold more negative impacts of tourism development than men. These results, in fact, supports the results of other studies such as by Mason & Cheyne (2000); Iroegbu & Chen (2001); Harrill & Potts (2003); Harrill, (2004) and McGehee & Andereck (2004).

Harrill (2004) found women to hold more negative attitudes towards tourism development than men because of their perceptions of increased traffic and crime. Tooman (1997) suggested that men hold more positive attitude towards tourism development because of the more employment opportunities for male residents find

in local services compared to female residents. Men residents are more likely to generate job opportunities than women residents as a result of the tourism changes in their place (Tooman, 1997).

5.1.3 Research Question 3: To What Extent Do Personal Benefits from Tourism Influence on Residents' Attitude towards Tourism Development in Socotra?

The Third Research Question addresses the influence of personal benefits from tourism on residents' attitude toward tourism development. This relationship is examined by H3.

The respondents indicated that some personal benefits from the tourism development in their community such as community services, special events and programs, historic homes, contributions to the economy, downtown revitalization, arts and cultural features, shopping and dining choices, and recreation opportunities. These results are consistent with the results of previous studies (McGehee & Andereck 2004; Andereck *et al.*, 2005; Latkova, 2008; Vargas-Sanchez *et al.*, 2009; Vargas-Sanchez *et al.*, 2010).

Vargas-Sanchez *et al.* (2009) indicates that residents who personally make use and benefit from the development of tourism are those who recognize its beneficial potentials and those who are more enthusiastic and hold approving attitudes towards its development. In a similar vein, Vargas-Sanchez *et al.* (2010) indicated that residents who make use and receive personal benefits from tourism are more inclined to having positive attitudes and perceive tourism development more favorably. It is apparent that the local residents of Socotra have reported personal benefits from the tourism development. Therefore, they may in the long run show

more positive attitudes and perceive tourism development in Socotra in more favorable way.

This study's finding that personal benefits have a strong relationship with support for tourism development, is consistent with that of the study by Perdue *et al.*, (1990) who suggest personal benefits from tourism are relevant to understanding perceptions of the positive impacts. The balance of residents' perceptions of the benefits and costs of tourism has become a major factor for the success of tourism industry (Lankford & Howard, 1994).

5.1.4 Research Question 4: To What Extent Does Knowledge about Tourism Influence Residents' Attitude towards Tourism Development in Socotra?

The Fourth Research Question addresses the influence of knowledge about tourism on residents' attitude towards tourism development. This relationship is examined by H4.

The respondents of this study revealed that they know very little about the tourism development in Yemen. However, they do know about most of the negative impacts associated with tourism activities especially the environmental impacts. On the other hand, they indicated that they had less knowledge about the economic impact of tourism development in Yemen. Various scholars (Davis *et al.*, 1988; Lankford & Howard, 1994; Andereck *et. al.*, 2005; Latkova, 2008) have posited that residents, who hold higher levels of personal knowledge on tourism, are expected to have higher levels of positive impacts of tourism than those who do not.

In addition, Lankford and Howard (1994) and Davis *et al.* (1988) pointed out that level of knowledge of tourism development would affect the attitudes towards tourism. In other words, residents who are more acquainted with the tourism development have positive attitudes towards tourism. The reason for this lack of knowledge on tourism development by the residents in Socotra might be related to

the lack of tourism awareness programs conducted by the Yemeni government. These programs could enhance the residents' knowledge about the importance and effects of tourism development. The residents would indicate more positive attitude towards tourism development as a result of this knowledge enhancement.

5.2 Summary of Results

In general, the results of the study showed that there is a significant relationship between the independent variables and dependent variable. The results indicated that being Yemenis, they perceived that there exist a negative relationship between residents' attitude towards tourism development and their Islamic values. For example, the analysis has uncovered four actions which are strongly perceived to be contradicting with the Yemeni society's culture and Islamic values. These actions include "prostitution", "drinking alcohol", "wear scanty clothes" and "gambling". The results are also showed that the study result did not indicate significant differences of most of socio-demographic characteristics. However, there was significant relationship between residents' attitude towards tourism development and personal benefits from tourism. In terms of personal benefits, the interview results were consistent with the quantitative results. The informants mentioned some of the community benefits that might arise as a result of the tourism development. These benefits include "improve in infrastructure", "spread of telecommunications", "spread of electricity" and "create more facilities". The study showed there was significant relationship between residents' attitude towards tourism development and knowledge about tourism. In addition, the interview results provide a considerable validation of the questionnaire statements. The informants mentioned some of the environmental impacts that are associated to the tourism development (i.e. overcrowding in public areas, traffic congestion and increase of pollution). They also

indicated some of the cultural impacts (i.e. exchange culture with other people, exchange experience with other people, damaging local cultural values, and imitating the Western culture). The social impacts which the informants mentioned include developing relationship with foreign tourists; “learning foreign language”, “increasing problems such as crime rate” and “family disintegration”.

5.3 Managerial Contribution

The research model provides conceptual understanding to service practitioners, spatially tourism managers, about the process of tourism development. In other words, the model which examines numerous constructs simultaneously may increase managers understanding of residents’ attitude and their future intentions. In addition, by understanding the relationships among the construct in the research model, tourism managers would be better equipped to prepare their products, services and marketing efforts as well as to maximize the utilization of their resources.

As the Socotra tourist destination is usually visited by Western visitors who have different culture and values from the local community in Socotra, the research suggests that managers should also be vigilant to the difference in perceptions of the local community and tourists. In this case, the local community and tourist differ distinctly, in terms of their perception of culture and values. This result suggests that it is feasible for tourism managers to formulate relevant strategies for local community to encourage their involvement in tourism development in Socotra.

To assure successful tourism development, planners and policymakers must understand the issues that arise due to attitude of local community toward tourism development.

5.4 Theoretical Contributions

From the theoretical standpoint, the results gained from this study were consistent with the previous literature which supported these theories. However, it differs in one point, that is, the theory that level of education can have significant relationship toward residents' attitudes (see Ayres and Potter, 1989; Bastias *et al.*, 1993; Korca, 1998; Andereck *et al.*, 2005). In the case of Socotra, the participants from various educational levels show only moderate attitude towards tourism development because it was hard for them to accept the changes associated with tourism development especially the negative ones. This shows that in certain cultures, tradition and local values precede modern education in shaping one's perception and attitude. This finding challenges the theory that level of education can have a significant impact on one's perception. Rather, it proposes that in conservative cultures, education level is overruled by local cultures and values in relation to residents' perceptions.

Overall, the empirical evidence from this study contributes to the body of knowledge in the fields of residents' attitude toward tourism development and measurements techniques in an Islamic country. This study was undertaken with various underpinning theories. Therefore, this study could contribute to each of these theories by means of supporting and extending the theories.

The testing of the First Hypotheses which was about the relationship between Yemeni Islamic values and residents' attitude towards tourism development in Socotra, provided empirical evidence to support residents attitude toward tourism social exchange theory (Andereck, 2004) as well as culture theory (Hofstede, 1980). The results supported both theories which claimed that religion and culture negatively influences tourism activities and, both religion and culture create the

attitude of the local residents toward tourism. This was consistent with some of the previous studies which reported some of the offensive actions performed by foreign tourists such as "physical displays of affection", "wearing scanty clothing" and "sun bathing half naked and drinking alcohol" (Mojalli, 2009), and "prostitution", "gambling" and "serving non-halal food" (Al- Shami, 2010; Binsumeet, 2011). Overtly, local residents of Socotra indicated the impacts of tourism developments contradict Islamic values. Furthermore, this study confirmed previous findings on the important role of Islamic values and culture on their perception and attitude towards tourism (Mojalli, 2009; Al- Shami, 2010; Binsumeet, 2011).

The testing of the Second Hypothesis which addressed the relationship between the socio-demographic characteristics and residents' attitude towards tourism development in Yemen confirms the social exchange theory that demographic characteristics (age, gender, length of residence, and education) influence the residents' attitude toward tourism. The findings of this study prove such relationship between the demographic characteristics and residents' attitude toward tourism influence the respondent's perception.

The testing of the Third Hypothesis which was about the relationship between personal benefit from tourism and residents' attitude towards tourism development again confirm the social exchange theory that personal benefit from tourism influence residents' attitude towards tourism. The findings of this study confirmed the positive relationship between the personal benefit from tourism and residents' attitude towards tourism and its influence on the respondent's perception.

The testing of the Fourth Hypotheses provides confirmation for social exchange theory that residents with high levels of personal knowledge about tourism perceive

higher levels of positive impacts than those who do not; and, residents with high levels of contact with tourists perceive high levels of positive impacts of tourism.

Akkawi (2010), Henderson (2003) and Ko and Stewart (2002) stressed that studies that link the influence of residents attitude towards tourism is needed across different fields. This study contributes to the body of literature by responding to the need for empirical research on residents' attitude toward tourism and to validate the previous studies findings on residents' attitude towards tourism development within the context of a remote and conservative society in Socotra, Yemen.

5.5 Methodological Contributions

In addition to the theoretical and managerial contributions, this study also contributes in terms of methodology. Firstly, this study extends previous studies by examining the relationship between Yemeni Islamic values and residents' attitude towards tourism. Secondly, the researcher contributed by introducing a new measurement for independent variable (i.e. Yemeni Islamic values). Thirdly, the factor analyses had identified new attributes with regards to Yemeni Islamic values, namely 'tourists negative actions'. This is particularly beneficial for future studies on residents' attitude towards tourism in the conservative countries like Yemen. It contributes methodologically by getting a new measurement for the dependent variable (residents' attitude towards tourism), the new factor was labeled as "impacts of tourism development". Fourthly, although most of the items used to measure factors that influence residents' attitude towards tourism development were adapted from previous studies, this study still contributes to the methodology by showing reliability and validity of the scales in other jurisdictions, such as Yemen which are excluded in previous studies.

5.6 Limitations of the Study

One limitation of the study was the area chosen to be studied. This research is concentrated only on the residents of Socotra Island. There is a possibility that if the research is carried out to include residents of other provinces in Yemen, the findings might be different. The results might also change if this study includes tourism planners and marketers, business people and stakeholders in the tourism community as well. By doing so, we might have various levels of perceptions and attitude towards tourism development impacts. By including residents from other provinces and sectors, a more comprehensive image of such relationship could be realized. It also leads to a better understanding of the residents' attitude towards tourism development.

The determinants chosen as independent variables can be considered as one of the limitations of this study. Other variables may also have influence as determinants. For example, the distance from tourist area, has been emphasized by past studies as having significant relationship with perceived impacts of tourism development. However, since the research design for this study does not assume specific tourist destinations, hence such a variable is not adapted for analysis.

Another limitation of this study is that residents' knowledge about tourism was measured in terms of their self-evaluation. Under one hand, it may make sense as previous studies claimed that, residents who perceive themselves as having more tourism-related knowledge may be more confident to join tourism planning. However, the self-evaluation may not be an accurate way to measure how much tourism-related knowledge a resident really possess. A scale with exact standards would be better to achieve such measurement.

5.7 Recommendations for Future Research

Local residents' views are critical for analyzing tourism development, in that the greatest impacts of the tourism industry are experienced and judged by 359 local residents in Socotra. However, future research works should also investigate the perceptions of tourism organization managers and local authorities to identify the real concerns and conflicts pertaining to tourism development in Socotra. Such information would lead to a better understanding of the tourism structure in Socotra and help the relevant authorities formulate effective tourism development plans and policies.

This research investigated the factors and variables that explained local residents' attitude and perceptions and evaluation of tourism impacts and their support for tourism development. In order to further understand why and how the Socotrian residents react to tourism development in a particular manner (that is, why and how residents perceive a specific impact as positive or negative), it is necessary to analyze additional data using other research methods such as focus group method in order to collect more insightful and comprehensive information.

The research instrument and theoretical framework developed and tested in this study can be extended and tested in other geographical areas to identify and examine other variables and factors that may influence the residents' aforementioned opinions and points of views. Such information will be useful in providing more comparative results and conclusions on this topic.

5.8 Conclusion

This study investigated the attitudes and perceptions toward tourism development among the local residents of Socotra Island in Yemen. The findings of this study provided some illustrations of the residents' attitude towards tourism development which include four factors: Yemeni Islamic values, socio-demographic characteristics, knowledge about tourism, and personal benefits. The results of this study showed that the residents indicated negative and positive impacts of tourism development. The findings of this study also revealed that there was a significant relationship between the attitudes of tourism development and certain socio-demographic characteristics, specifically occupation, and gender.

This study provided some important implications in the field of tourism in Yemen. The results of this study could be beneficial to the tourism decision-makers, planners, and marketers which allows them to produce a more detailed and effective tourism policy for Yemen. This research can be considered as a starting point for future research works concerning the attitude towards tourism development in Yemen. In conclusion, it is useful to reflect on McGehee and Andereck's (2004) views that "a great deal of progress has been made in the study of residents' attitude towards tourism, but a great deal is left to be done. No matter what future direction resident attitude research takes, the most important goal must be to assure that the varied voices of the community are heard" (p.139).

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