

**LOCAL PERCEPTIONS TOWARD SOCIAL AND CULTURAL IMPACTS
OF TOURISM IN KAMPUNG BENUK, KUCHING**

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**A Thesis submitted to the Ghazali Shafie Graduate School of Government in
fulfilment of the requirements for the Master of Science (Tourism Management)
Universiti Utara Malaysia**

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ABSTRACT

The impacts of tourism have been discussed extensively by researchers attempting to examine the perceptions of the local residents towards the homestay programme. However, past researchers only focused on the perceptions of the homestay operators. The findings of these studies showed that all the perception of the local residents were not included in the studies. Therefore, a study in Kampung Benuk (KB) Homestay, Kuching was conducted to examine the perceptions of the local residents on social and cultural impacts of tourism based on different degrees of contact between the local residents and the tourists, and to analyse local residents' perceptions that determine their support for additional tourism development or restrictions on tourism development. A qualitative method was employed in this study. A semi-structured interview with twelve local residents who were categorised into 'high contact', 'medium contact', and 'low contact' was conducted in December 2013. A snowball sampling was undertaken and the data were analysed manually. The study revealed that the 'high contact' respondents perceived the homestay programme positively and supported additional tourism development. The 'medium contact' respondents perceived that tourism had more costs than benefits. However, the respondents were positive towards additional tourism development. The 'low contact' respondents seemed to support both the additional tourism development and the restrictions, although they did not participate in the homestay programme. The findings of this study provide strategies for the government and other tourism agencies to overcome issues faced by the local residents and increase the benefits of the homestay programme.

Keywords: Homestay Programme, Residents' Perceptions, Social Impact, Cultural Impact

ABSTRAK

Kajian mengenai impak pelancongan telah banyak dijalankan oleh para penyelidik dengan menilai persepsi penduduk tempatan terhadap program inap desa. Namun demikian, para penyelidik lebih memfokuskan kepada persepsi pengusaha program inap desa. Ini menunjukkan bahawa persepsi ahli masyarakat yang lain tidak diambil kira. Oleh itu, satu kajian di *Homestay* Kampung Benuk (KB), Kuching telah dijalankan untuk menilai persepsi penduduk tempatan terhadap impak sosial dan budaya berdasarkan perbezaan darjah perhubungan penduduk tempatan dengan pelancong serta menganalisis persepsi tersebut untuk menentukan sokongan penduduk tempatan ke arah pembangunan pelancongan tambahan atau sokongan untuk menyekat pembangunan pelancongan. Kaedah kualitatif telah digunakan dalam kajian ini. Temu bual separa berstruktur dengan dua belas penduduk tempatan yang dikategorikan kepada perhubungan tinggi iaitu terdiri daripada pengusaha program inap desa, perhubungan sederhana yang terdiri daripada peniaga kedai runcit, dan perhubungan rendah yang terdiri daripada pesara dan juga suri rumah, telah dijalankan pada bulan Disember 2013. Pensampelan berantai telah dijalankan dan data dianalisis secara manual. Kajian menunjukkan bahawa responden perhubungan tinggi mentafsir program inap desa secara positif, maka mereka menyokong pembangunan pelancongan tambahan. Responden perhubungan sederhana mentafsir bahawa pelancongan melibatkan banyak kos daripada faedah. Walau bagaimanapun, mereka positif terhadap pembangunan pelancongan tambahan. Sebaliknya, responden perhubungan rendah dilihat menyokong kedua-duanya iaitu pembangunan pelancongan tambahan dan juga sekatan pembangunan pelancongan, walaupun responden tidak terlibat dalam program inap desa. Berdasarkan dapatan kajian, kerajaan dan agensi pelancongan yang lain dapat merancang strategi bagi mengatasi isu-isu yang dihadapi penduduk tempatan selain memberi manfaat daripada program inap desa.

Kata Kunci: Program Inap Desa, Persepsi Penduduk Tempatan, Impak Sosial, Impak Budaya

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LIST OF ABBREVIATIONS

KB	-	Kampung Benuk
HC	-	High Contact
MC	-	Medium Contact
LC	-	Low Contact
MOTAC	-	Ministry of Tourism and Culture, Malaysia
MOT	-	Ministry of Tourism, Sarawak

Chapter 1: Introduction

1.1 Background of the Study

Many studies have found that the quality of life of locals at a tourist destination has always been associated with impacts of tourism. Hsu (2006) stated that the quality of life of locals can be measured through understanding the impacts of tourism. In addition, Zhang (2008) stated that the development of tourism has led to the changes in quality of life among the locals. Not only that, the development of tourism has also instilled pride among the locals when interacting with tourists to share their culture and knowledge (Brida, Osti, & Faccioli, 2011; Long, 2012; Sharma & Dyer, 2009). The exchange processes between locals and tourists give chance to the locals to get to know the tourists' cultures (Brida *et al.*, 2011) while helping to improve their economic well-being by becoming the provider in the tourism destination (Ap, 1992). Therefore, the study of the impacts of tourism become more apparent and can be regarded as important since it relates to the quality of life of the resident.

A review of the literature of past studies on tourism impacts and perceptions revealed a number of tourism impacts perceived by the resident. The impacts of tourism were both positive and negative. For example, tourism upgraded lifestyles (Alhasanat, 2008), enhanced infrastructure and service (Alhasanat, 2008; Sharma & Dyer, 2009), increased pride in national culture (Alhasanat, 2008; Long, 2012), and increased the variety of cultural activities (Long, 2012). A number of past studies also found several negative impacts of tourism such as increased crime (Alhasanat, 2008; Brunt & Courtney, 1999; Kariel & Kariel, 1982), increased cost of living (Alhasanat, 2008), and led to a cultural change (Long, 2012). Although there were

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