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

SHARON ESTHER ANAK DONNY SITA (810041)

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


Kata Kunci: Program Inap Desa, Persepsi Penduduk Tempatan, Impak Sosial, Impak Budaya
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<td>Kampung Benuk</td>
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<tr>
<td>HC</td>
<td>High Contact</td>
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<tr>
<td>MC</td>
<td>Medium Contact</td>
</tr>
<tr>
<td>LC</td>
<td>Low Contact</td>
</tr>
<tr>
<td>MOTAC</td>
<td>Ministry of Tourism and Culture, Malaysia</td>
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<tr>
<td>MOT</td>
<td>Ministry of Tourism, Sarawak</td>
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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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References


