

**Critical Analysis of Stakeholders' Perceptions of  
Community-based Tourism Impacts in a World  
Heritage Site (WHS)**

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## **Abstract**

This study was conducted at the World Heritage Site (WHS) of Morten village, Melaka, Malaysia from the beginning of September 2016 to the end of January 2017. Its aim was to examine the perceived impacts of community-based tourism (CBT) from the perspectives of different stakeholder groups. The thesis has the following three main objectives: 1) to identify the key stakeholders, and their roles and contributions to CBT; 2) to analyse stakeholder perceptions concerning the economic, environmental and socio-cultural impacts of CBT, and 3) to develop a CBT framework that informs both academic literature and the current practice of tourism professionals working in CBT at World Heritage Sites (WHS).

CBT was introduced as an alternative form of tourism product, to sit alongside ecotourism, with the aim of attracting visitors who demand an authentic cultural experience. As a part of cultural heritage tourism (CHT), CBT, through the 'homestay' programme, is used to meet demand for 'authentic cultural experiences' at the same time delivering economic benefits to the community. CBT relies heavily on community involvement and support from other stakeholders (e.g. governments, business owners, non-governmental organisations (NGOs), and tourists). In short, Morten village is a destination that offers an authentic tourist experience that has been created with the involvement of a range of stakeholders. As such, an understanding of their perceptions of the impacts of CBT is fundamental for the success and sustainability of tourism, as well as to understand the future viability or valorisation of the cultural products (both intangible and tangible).

This study obtained a grounded understanding of the daily realities faced by stakeholders within a WHS through its adoption of an ethnographic approach. This approach involved 'semi-structured interviews', 'participant observation', 'field notes', 'photography' and 'using secondary documentation'. Analysis of the interviews was based on the methods of thematic analysis and content analysis.

Data analysis was undertaken using NVivo 12.0. As alluded to above, a total of five stakeholder groups were chosen for inclusion in the research. These groups comprised government officials, the community, business owners, tourists and representatives from an NGO. The study also included tourism academics for the purpose of providing balance in the findings and to supply a counter justification from an educator's perspective. As a result, a total of thirty-two semi-structured interviews were conducted with individuals comprising fourteen respondents from the community, two government officials, two business owners, two NGO representatives, ten tourists and two academics from the field of tourism.

The findings provide deep insights into the way in which the stakeholders perceived the impacts of CBT from economic, environmental and socio-cultural perspectives. The respondents were found to clearly realise the impacts that CBT had produced in respect of the destination. Concerning the economic impacts, with the exception of the tourists, all of the respondents confirmed the positive role played by CBT in producing economic benefits for the village and local area. However, the community members expressed their dissatisfaction with regard to many economic items and were in strong agreement with the view that tourism leads to 'market competition', 'higher living expenses' and 'increases the income gaps between rich and poor'. Yet all of them hoped that the village would continue to see further development, as opposed to simply sustaining its current level of tourism activities.

The findings also implied that all of the respondents formed a positive perception of the associated environmental impacts but were nevertheless worried about the effects that modernisation was having on the authenticity of the area. With reference to the socio-cultural impact, it can be seen that the members of the community are the group most affected when compared to the other four stakeholder groups. The business owners, government and tourists have only a low awareness of the socio-cultural impacts. Also, owing to the fact that tourists typically stay for only a couple of hours, it is very difficult for them to truly experience the way in which tourism influences the local life, culture and

value systems. While, most of the government officials live in other areas of Melaka and merely work in Bandar Hilir; as such, most of them travel to the village only a few times per year. The interactions of business owners also tend to be limited only to their own business interests. When assessing the NGO representatives and academics, it was found that these groups perceived more in the way of socio-cultural impacts in comparison to the government, business owner and tourist respondents. These groups displayed a great degree of concern as they began to sense changes in the attitudes within the community. It is also interesting to note that no social impacts were recorded in this study. The community members, who frequently have contact with the tourists, made no mention of any social or cultural impacts created by them. Yet the community, tourists, NGO representatives and academics were found to be slightly ambivalent concerning the issues of authenticity values and authentic experience.

Unlike socio-cultural impacts, these groups debated the potential effects of tourism on the authenticity of the intangible products offered by the destination and the importance of balancing the economic purposes against cultural protection. It is suggested that in order for CBT to be sustainable, the concerns of every stakeholder need to be considered, especially with regard to the cultural and authenticity impacts. The stakeholders should be encouraged to not only enjoy participating in sharing the economic benefits of tourism but also to have the opportunity to preserve the culture and heritage. This study proposes a new academic framework for CBT which delivers a holistic account and insight into the real life of a CBT community within a WHS. The study will also provide an exciting opportunity to advance our understanding and knowledge of CBT in the Malaysian context. Specifically, it will shed new light on various attributes of the community and stakeholders in Malaysia that work to reconcile differences within the society. Moreover, this study will make a significant contribution by identifying the potential threats posed by CBT in terms of the cultural and authenticity impacts that may potentially lead to a loss of cultural and heritage products (both tangible and intangible), which may then have a knock-on impact on both the interest and numbers of tourists in the future. Looking to the future, there is a

need to conduct further research in a similar or different context, such as in other WHS destinations, in order to identify any similar or different cultural and authenticity impacts of the tourism activities or products offered by such destinations and based on the perspectives of all stakeholders.

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## List of abbreviations

CBT	Community-based tourism
CHT	Cultural and heritage tourism
DOS	Department of statistic Malaysia
MBMB	Majlis perbandaran bandaraya Melaka
MOT	Ministry of tourism
MOTAC	Ministry of tourism and culture
MTA	Melaka tourism agency
NGO	Non-governmental organisation
PERZIM	Perbadanan muzium Melaka
SMME	Small medium Melaka entrepreneurs
SOPs	Standard operating procedure
SEPU	State Economic Planning Unit
STD	Sustainable tourism development
SCHT	Sustainable cultural heritage tourism
UNESCO	United Nations Educational Scientific and Cultural organisation
UNWTO	United Nations World Tourism Organisation
WHS	World Heritage Site
WTO	World Tourism Organisation

# CHAPTER 1

## INTRODUCTION

Chapter 1 presents the background of the research, including the reason for choosing Morten village as the study area, the objectives of the research, the methodology used and the implications of the findings. It also outlines the structure of the thesis in the form of a brief overview of each chapter.

### 1.0 Introduction

This thesis aims to explore the perceptions of stakeholders concerning the impacts of community-based tourism (CBT) on a protected destination. In particular, the thesis seeks to reveal how a range of different key stakeholders perceive the impacts of CBT on both the destination itself and the community at a World Heritage Site (WHS), in addition to how they perceive the future of CBT for further sustainable tourism development (STD). Like other alternative tourism products (e.g. ecotourism), CBT has been identified as a way of revitalising the economy of a destination, notably at the community level and in rural areas. Besides that, as a part of cultural heritage tourism (CHT), CBT offers a means of protecting and preserving a community's cultural values, which at the same time offer an authentic cultural experience to tourists (Chen and Chen, 2010). In other words, CBT plays a fundamental role in promoting CH in the formation of local identity as a place of memory, tradition, social values and as magnets for economic and creative activities.

However, the current challenge facing CBT in developing countries is the tug-of-war situation that exists between plans to develop tourism for economic

purposes and sustainable tourism plans. Additionally, although much has been said about the implications of urbanisation bringing the economic and development benefits like employment, business opportunities and offers modern lifestyles yet the impacts of urbanisation on heritage sites i.e. CBT is little to be known. In this research, urbanisation is defined as a complex socio-economic process that transforms the built environment, converting formerly rural into urban settlements, while also shifting the spatial distribution of a population from rural to urban areas. It includes changes in people identity and cultural values, lifestyle, and thus alters the demographic and social structure of the communities, as well as threaten the authenticity and increase vulnerabilities of CH products (tangible and intangible). Moreover, it can be difficult to maintain a particular living culture, along with its original features, in the context of a constantly changing society. In fact, putting too much effort into proving the authenticity of a culture can also serve to limit its value as the interests of tourists are also constantly evolving. In short, the emergence of these phenomena constitutes a great challenge to the cultural and heritage destination especially World Heritage Site (WHS) where sustainability ambitions and strategies must operate in accordance with the aims of heritage preservation. This is a point that will be returned to in section 2.6.

This study has been influenced by the Siem Reap Declaration 2015 which recognised the need for research that recognises the implications of tourism development for areas such as the economy, communities and culture, and not just the environment. The complex relationship with tourism as an economic sector, especially in protected destinations, was highlighted specifically with regard to raising awareness of the relationship between the economy, society and the environment and strengthening co-operation between the different stakeholders in tourism. Hence, due to the combination of the growth of CHT, the key role it plays in relation to the development of the tourism industry (United Nations World Tourism Organization (UNWTO, 2015) and the lack of research in the area, this study aims to address gaps in the knowledge.

## 1.1 Research background

In general, the development of any tourism products (e.g. CBT) within a destination frequently generates impacts on the community and other stakeholders. These impacts are classified into economic, environmental and socio-cultural impacts (Allen et al., 1988; Chen and Chen, 2010; Jackson, 2008; Long and Kayat, 2011; Kuvan and Akan, 2005; Goodwin and Santilini, 2008; Tosun, 2002; Ryan and Gu, 2009; Tek and Tazim, 2016). Many of these impacts, including adverse ones, have been identified in previous studies. They can be stated as community development, the creation of job opportunities and increased tax revenue; the encouragement of economic diversity; quality of life improvements for local community, stakeholders, and those who make profit from the tourism activities; contribution to the revitalisation of arts, crafts and local traditional culture; a change in the values of a community; increased costs of land and housing; the creation of seasonal production; inflation, tourism-related opportunity costs, an overdependence on tourism and overcrowding that degrades the natural environment; a threat to local wildlife habitats, and an increase in social problems (Besculides et al., 2002; Mason and Cheyne, 2000; Goodwin and Santilini, 2008; Tek and Tazim, 2016; Haley and Haley, 1997; Siriporn and Youngsoo, 2010; Jaafar et al., 2013; Tosun, 2002; Kayat and Zainuddin, 2016; Kayat, 2014; Ap and Crompton, 1993; Wall and Mathieson, 2006; Ryan and Gu, 2009; Tasci et al., 2013).

However, this study argues that these impacts have tended to be generalised to other tourism destinations without necessarily taking into account the unique characteristics of the destinations in question (Ryan and Gu, 2009; Tasci et al., 2013). McIntyre (1993) and Tasci et al., (2013) indicated that not all stakeholders and tourist destinations will share the same values and goals. Indeed, Yuksel and Yuksel (1999) argued that one of the main issues with tourism concerns the conflict that arises within the community's internal structures and between multiple stakeholders that may influence the performance of tourism at the

destination. Tosun (2000) and Armstrong et al., (2012) suggested that future research should focus on the differences in opinions and concerns that exist between multiple groups of stakeholders since contradictory views should not be neglected.

Hence, the provision of a broad understanding of stakeholders' perceptions of the impacts of CBT at the destination is fundamental to the success and sustainability of CBT (Tosun, 2002; Gursoy et al., 2009; Yoon et al., 2001; Kayat and Zainuddin, 2016). Moreover, the development of CBT without proper planning and integration with local values can result in socio-cultural, environmental and economic damage to both the host and the destination (Lee et al., 2007; Tatoglu et al., 2002). In addition, Goodwin and Santilini (2008) suggested that tourism development contributes to the destruction of and changes in cultural values. When this research was first started in 2016, the academic tourism journals contained only limited coverage of the impacts of CBT (Goodwin and Santilini, 2008; Tassci et al., 2013; Kayat, 2014). As such, CBT and its impacts are relatively under-researched, particularly in terms of a lack of knowledge concerning the responsiveness of destinations to the impacts.

Although a wealth of research has examined the perceptions and attitudes of both residents and other stakeholders, such studies have typically been conducted in a mass tourism destination, and especially in developed countries. Sharifudin et al., (2014) argued that while much of the existing literature tends to focus on ecotourism, there are only limited studies that focus on the impacts of CBT. There remains relatively little in the way of concern for tourism researchers and scholars in developing countries such as Malaysia. Earlier researchers suggested that despite the availability of research on residents and the perceptions of other stakeholders with regard to tourism impacts, it is necessary to conduct research on this topic in other geographical locations, in different settings and over a period of time, in order to not only reinforce the earlier findings but also to identify and explore other impacts that may be perceived by the stakeholders (Andriotis, 2005; Cavus and Tansrisevdi, 2003; Haralambopoulos and

Pizam, 1996; Kuvan and Akan, 2005; Sheldon and Var, 1984; Smith and Krannich, 1998; Yoon et al., 2001; Tosun, 2002). According to Cevat (2001), every study on the impacts of tourism is unique since it has its own characteristics, which also makes it difficult to derive a worldwide validity. This view is supported by Kayat (2014), who writes that specific research is required in order to identify the perceived factors within the community that can provide clearer explanations of what actually happens in the society. This implies the need for the study of CBT impacts as perceived by various stakeholders in each specific region.

While most of the previous studies used quantitative approaches to explore the impacts (Tosun, 2002; Gursoy et al., 2009; Kayat and Zainuddin, 2016; Andriotis, 2005; Cavus and Tansrisevdi, 2003; Haralambopoulos and Pizam, 1996; Kuvan and Akan, 2005; Sheldon and Var, 1984; Smith and Krannich, 1998; Yoon et al., 2001), this study uses an ethnographic approach as a grounded exploration to observe and examine the impacts of CBT in a real-life setting involving various stakeholder groups at a WHS destination, based on three aspects identified from the literature: economic, environmental and socio-cultural impacts. The researcher spent five months living in the field and immersing herself in the real-life setting in order to explore and experience the realities faced by the stakeholders at the WHS. Thus, the exploration yielded in-depth insights that enabled the researcher to identify a fourth area of CBT impacts within both the Malaysian and protected destination contexts. Due to the concern surrounding the growth of CBT, the key role it plays in developing countries (UNWTO, 2015) and the lack of research in this area, this study seeks to address the gap in the literature by exploring stakeholders' perceptions of the impacts of CBT and discover any potential threats that may jeopardise the future of CBT.



## 1.2 Area of study

Morten village is situated within the WHS of Melaka city and is the only surviving cultural village whose inhabitants are solely ethnic Malay. The village was classified as a living museum by the state tourism organisation following its declaration as a WHS in 2008 (Rodzi et al., 2013). Its 16-hectare area currently has a population of approximately 900 people (Ministry of Tourism Melaka, 2017) made up of a host community that uses CBT as a source of income. CBT has been promoted as part of the CHT product since 1996, representing the area's culture and heritage (intangible) and traditional architecture (tangible), and attracting 400 visitors in 2017 (Ministry of Tourism Melaka, 2017). The site is well known for its rich heritage, long history of survival through the colonial period and beautiful cultural village scenes.

The rationale for the selection of Morten village as a case study area is based on the fact that it is among the top four most famous sites in Malaysia and has survived throughout the colonial period. It is a mature WHS destination offering an authentic tourist experience and has become part of a portfolio of CHT products identified by the Melaka Tourism Agency (MTA). Additionally, the development of CBT has created spin-off effects that have successfully attracted investors to set up tourism-related businesses in the surrounding area. Morten village also represents a strong collaboration between various stakeholder groups (e.g. the government, business owners, NGO, community) in respect of managing the CBT since 1996. Therefore, it is important to identify the factors that have contributed to its endurance and the impacts of the development. Despite past research showing that rapid change has already occurred, the linkages that exist between the community and other stakeholder groups regarding the impacts of CBT remain unclear. Hence, the selection of Morten village as a case study is deemed appropriate when taking into account these unique characteristics. This point will be returned to in section 3.15.

### **1.3 Research aims and objectives**

The primary aim of this research is to provide a critical analysis of the impacts of community-based tourism (CBT) based on the perceptions of stakeholders within the World Heritage Site (WHS). It has the following three main objectives: 1) to identify and evaluate the key stakeholders and their roles and contributions to CBT in Morten village; 2) to analyse stakeholder perceptions concerning the economic, environmental and socio-cultural impacts of CBT in Morten village; and 3) to propose a CBT framework that informs both academic literature and the current practice of tourism professionals working in CBT.

## 1.4 Research design

An extensive review of the literature was undertaken in relation to sustainable tourism development STD, the main pillars of tourism impacts and community-based development (CBT) at World Heritage Sites (WHS). This extensive review led to a clearer understanding of the issue of tourism impacts in particular and set the foundations for conducting research in this area. More specifically, the ethnographic approach using an embedded single case study to examine the realities faced by the stakeholders in a real-life setting. This is in line with the aims of the study as it seeks to gain insights into what stakeholders perceive to be the impacts of CBT. The benefit of this approach lies in its ability to obtain specific information such as the values, opinions, behaviours and social contexts of particular populations (Yin, 2012).

Moreover, the use of an ethnographic approach complements the critical theory in that it enables an exploration of the realities that is useful for identifying and characterising the responses given by the respondents in a more flexible and collaborative way, with the latter involving an interpretive and naturalistic investigation of a phenomenon in natural settings (Creswell, 2008; Silverman, 2005). As such, the respondents are free to provide their responses and conduct their lives as normal (Bryman and Bell, 2015). This study employed multiple data collection methods in the form of 'semi-structured interviews', 'participation observation', 'field notes', 'photography' and 'secondary documents. Analysis of the interviews involved thematic and content analysis, through which key themes emerged that informed the research outcomes. Data analysis was undertaken using NVivo 12.0, which is revisited in Chapter 3, section 3.10. Nevertheless, the study acknowledges that the key limitation of the case study is its limited generalisability (Yin, 2014). However, this is a commonly accepted approach within the tourism discipline (Brotherton, 2003) and is particularly true in relation to under-researched, context-specific areas such as that used in this study. Further limitations will be discussed in more depth in Chapter 3. The researcher will report

on the findings from this single case study and provide a propose model that future researchers can take forward to other CBT destinations.

A total of five key stakeholder groups were identified: 'government officials', 'community', 'NGO representatives', 'business owners' and 'tourists. The community of Morten village play the dual roles of residents and business owners. However, to avoid losing any of the richness of the data, the researcher does not intend to separate homestay operators (hosts) from the community group as a specific stakeholder group to be researched. They exist as a unified stakeholder in this study due to the fact that both are subject to CBT impacts, and primary beneficiaries from tourism. Thus, they are primary/active and secondary/passive stakeholder position (Clarkson 1995). Although many previous studies looking at stakeholders, such as those by Andereck and Vogt (2000) and Goeldner and Ritchie (2003), have identified residents, government officials, tourists and business owners as the main stakeholders in tourism, unlike other tourism studies, the perspectives of Malaysian academics are included in this study to add balance to the findings as well as to support the findings obtained from the other stakeholder groups. This point will be returned to in section 3.5.

### **1.5 The significance of the study**

This study is significant based on several aspects. First, it provides an in-depth investigation for a better understanding of the impacts of CBT development based on stakeholders' perceptions. At the same time, it explores the impacts of tourism on the cultural and authenticity values of cultural products (intangible and tangible). As mentioned earlier, this is an under-researched area of study, particularly in the Malaysian context (Jaafar et al., 2013; WTO, 2018). It is thus anticipated that the study will expand the existing body of knowledge in the field, namely that of CBT development and its impacts, especially in the context of a WHS.

Second, the findings of this research will provide a better understanding of the challenges and limitations of how CBT policy has been implemented at the destination through exploring how the stakeholders perceive the impacts of the implementation of CBT. The results of the study will serve as a significant source of knowledge and information that informs both academic literature and the current practice of tourism professionals such as policymakers or CBT providers in Malaysia, thereby helping them to review or adjust any inappropriate planning or implementation of tourism policy. In doing so, tourism policymakers and CBT providers could become more relevant, practical and more adaptable to sustainable development. Furthermore, the findings of this research will help in the sharing of learning and knowledge transfer among other World Heritage Sites in new contexts.

## **1.6 Structure of the thesis**

This chapter serves to introduce the research area and explain the structure of the thesis. Firstly, a brief overview of the research has been given highlighting the paucity of published materials relating to the impacts of CBT. The rationale for the research was given as the fact that CBT is an under-researched area of tourism, combined with the need for research as outlined in the Siem Reap Declaration 2015. The research objectives have been identified with an insight into the research design. This study is significant in terms of its use of an ethnographic research approach to derive insights into the realities involving various stakeholders in a natural setting. Thus, through the research, in-depth and rich findings will provide a better understanding of the perceptions of stakeholders with regard to the impacts of CBT, in addition to providing new knowledge in the under-researched area of CBT. The remainder of this chapter contains an outline of the structure of the thesis. The thesis is structured into the following six chapters as outlined below.

**Chapter 1: Introduction to the study**

This introductory chapter provides general information for readers, including the research background, rationale for the selection of the case study destination, the research objectives and a brief introduction to the research methods, as well as the research significance and an outline of the thesis, with a summary for each chapter.

**Chapter 2: Literature review**

This chapter comprises six sections: a) a definition of tourism; b) sustainable tourism development (STD); c) a review of tourism impacts; d) community-based tourism (CBT) development; e) a study of CBT at World Heritage Sites, and f) a debate on authenticity. The chapter concludes with the exposition of a conceptual framework that is employed to explore the stakeholders' perceptions of the impacts of CBT development within the WHS; Morten village.

**Chapter 3: Research methodology**

This chapter discusses and justifies the choice of the methodology and research paradigm for bringing together the research approach, research strategy and the method of analysis of the study.

**Chapter 4: Findings**

The chapter present the findings of the thematic analysis based on the multiple data collection method. The findings are presented following each stakeholder groups and end with section summary.

**Chapter 5: Discussion**

This chapter will discuss the findings in relation to the research questions of the study. It will then elaborate the findings through a mapping of the conceptual framework.

**Chapter 6: Conclusion, limitations and recommendations for future work**

This final chapter concludes the thesis. It draws together the research findings to propose a model for CBT that can be used by both academics and tourism practitioners to assess the impacts of CBT. The contributions to research are highlighted, the research objectives are reviewed, and suggestions are made for future research.

The following chapter contains a review of the literature for the purpose of building the conceptual foundation of the study, which will then be used to produce a conceptual framework to guide the study.

## CHAPTER 2

### LITERATURE REVIEW

This chapter presents the literature review and synthesises the subject matter pertaining to the research areas being investigated. The literature review comprises six sections: a) a definition of tourism; b) sustainable tourism development (STD); c) a review of tourism impacts; d) community-based tourism (CBT) development; e) a study of CBT at World Heritage Sites, and f) a debate on authenticity. The chapter concludes with the exposition of a conceptual framework that is employed to explore the stakeholders' perceptions of the impacts of CBT development within the WHS of Morten village.

#### 2.0 Tourism

Tourism is generally understood as a significant form of human activity resulting from the interaction between the tourists with a destination. Tourism contributes to local economic growth and changes in the social culture and environment and can also generate a number of consequences for society (Mason, 2008; Williams and Lawton, 2001; WTO, 2010). Much of the tourism literature to date has certainly addressed the variety of positive effects of tourism in terms of direct and indirect employment, increased tax revenue and foreign exchange and greater economic diversity in the host community (Jurowski and Gursoy, 2004; Siriporn and Youngsoo, 2010; Coccossis, 2008; Constatin and Mitrut, 2008; Fletcher, 2008; Gibson et al., 2003).

Tourism is the third largest economic industry in the world (ICOM, 2007), the economic importance of which is due to its ability to generate spin-off effects in other sectors. As such, tourism is able to prompt improvements to local



infrastructure and public services such as accommodation (e.g. hotels, resorts) and transportation services (e.g. airlines, cruise ships and taxicabs) (Coccosis, 2008; Constatin and Mitrut, 2008; Fletcher, 2008; Gibson et.al., 2003; Belisle and Hoy, 1980, Cohen, 2011; Lankford and Howard, 1994). Moreover, tourism can boost the image of both the host community and destination, as well as create opportunities for cultural exchange between tourists and hosts, revitalise arts, crafts and local traditional culture and lead to an increased awareness of the need to protect the environment (Mason, 2008; Besculides et al., 2002; Mason and Cheyne, 2000).

However, the literature on tourism also highlights the adverse impacts of tourism based on the perspectives of different stakeholders. It has been found that tourism can lead to an increase in the tax burden, the cost of land, housing and goods, and local government debt and inflation, which may also occur in conjunction with high opportunity costs, an overdependence on tourism and tourism economic leakage (Ap and Crompton, 1993; Wall and Mathieson, 2006). It can also promote low wages, the seasonality of employment and overcrowding, which has the effect of degrading the natural environment, threatening wildlife habitats and negatively impacting on life in the local community (Mason, 1995; Ryan and Gu, 2009). Other negative aspects associated with tourism have been found to include crowding, noise and pollution in the host community and an increase in social impacts such as drug trafficking, prostitution, begging, crime and gambling.

Occasionally, tourism has been shown to drastically alter the traditional society and culture in which it occurs (Tatoglu et al., 2002; Ap 1992; Lankford and Howard, 1994; Kuvan and Akan, 2005; Jaafar et al., 2013). Tourism may also have a range of socio-cultural impacts, such as on the host residents' values, lifestyles, behaviours and family relationships, although the question of whether this is beneficial depends on the value systems (Ritchie and Inkari, 2006). For example, some may perceive a change in the traditional family structure negatively, while others may welcome a modernisation of family structures in the form of improved

quality of life and social levels. Hence, an insight study is needed in order to investigate the reality and provide an understanding of the specific nuances that lie within a unique destination.

It is certainly true that for many decades' tourism has been regarded as a vital tool for stimulating economic growth. It has the ability to boost the development of less wealthy countries or destinations and help to reduce the gaps between rich and poor nations or areas (Jaafar et al., 2015; Chen and Chen, 2010; Besculides et.al., 2002; Craik, 1995). Consequently, many studies have focused on exploring the economic impacts of tourism from the 1980s up to 2016. They include Liu and Var (1986), who explored the economic impacts of tourism in Hawaii; Archer and Fletcher (1996), who assessed the economic impacts of tourism and Narayan (2004) who investigated the economic impacts of tourism on the economy of Fiji, to name just a few. However, aside from the economic costs and benefits, it should also be noted that tourism has significant socio-cultural and environmental impacts on local destinations. As Archer (1978, p. 13) stated, *'even though such costs cannot always be quantified in money terms, they must be taken into account in the process of decision making'*. Indeed, based on the number of previous studies on the impacts of tourism, it could be concluded that although the effects of tourism appear to be multifaceted, the focus of these impacts is always concentrated on three main areas, namely the economic, political, and socio-cultural and environmental impacts (Ap and Crompton, 1998; Ko and Stewart, 2002; Mason, 2008; Li 2002). As such, all three areas of impact will be analysed in Chapters 4 and 5 of this study from the perspectives of tourists, government, communities, business owners, NGOs and academicians.

## **2.1 Sustainable tourism development (STD)**

The term 'sustainable tourism development' (STD) emerged from the broader idea of sustainable development put forward in the Brundtland Report in the late 1980s (UNWECD, 1987). Hunter and Green (1995) and Baldacchino (2013) stated that STD applies to all forms of tourism, whether in the context of mass tourism or alternative forms of tourism like CBT. Likewise, Butler (2008) defined STD as a balance between the preservation and commercialisation of tourism products at the destination based on the goal of the long-term viability of tourism development. Similarly, Hussain and Kunjumar (2014) and Weaver (2006) subsequently refined the definition of the function of STD as a strategy for development that promotes the use of tourism products in a manner that does not destroy them. Sharpley (2009) explained that STD creates a win-win situation for tourists, communities and the destination alike by protecting and enhancing opportunities for future generations. As such, this study emphasises that STD entails a dynamic process of change that enhances both the current and future potential to meet the needs of humans. STD is thus portrayed as a process of continuous improvement that is applied to all forms of tourism in any destination by different groups of stakeholders (e.g. government, local residents and tourists) (UNWTO, 2016). Their interests must be in line with the primary aims of STD, thus leading to the management of all resources in such a way that the positive economic, social and environmental outcomes derived are able to meet the needs of the community at the same time as maintaining the cultural integrity, essential ecological processes, biological diversity and life support system (WTO, 2010; WTO, 2015; WTO, 2016).

Conversely, the previous studies have largely been unable to determine whether the principles of STD are suitable to be practised in various destination areas, especially in destinations where a range of different stakeholders are involved (Farsari, 2012; Stoddard et al., 2012). Dredge and Jamal (2013) claimed that the principles of STD are too focused on stakeholders and community

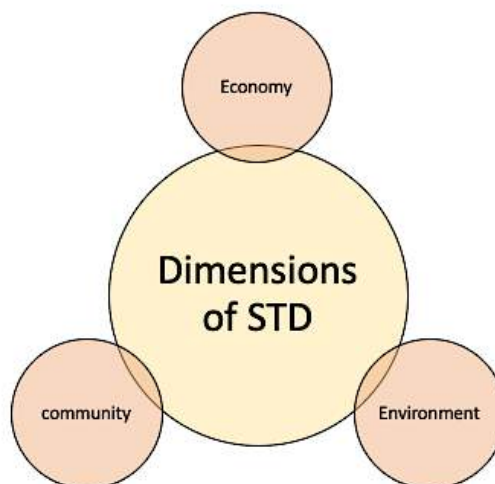
involvement and often ignore the fact that the population is not homogeneous and that other things serve to limit their participation, such as their interests, values and motives. In reality, none of these forms can be relied on as a means of achieving STD due to the multiple barriers that are likely to be present naturally in the community. These include variations of interest, conflict between the stakeholders and the community or differences in the sense of the value of the resources.

In the same way, Mowforth (1998) asserted that STD certification is primarily voluntary, with little in the way of government regulation or oversight of the sector. On the issue of equity, justice was found to be surprisingly under-represented in the literature, especially in the context of CBT, where the community serves as the primary element for its stability (Dredge and Jamal, 2013; Goodwin, 2011; Springett and Redcliff, 2015; Tosun, 2002). Thus, despite the fact that the literature reveals an abundance of definitions, criteria and approaches to STD in the tourism field (UN, 2015; Farsari, 2012; Stoddard et al., 2012), no single, universal formula has been developed that can be applied to any tourism project, especially for CBT, in order to ensure the long-term validity of the products on offer. The scale and scope of the tourism products available and the wide range of stakeholders involved in managing tourism development continue to present a challenge to the achievement of collective common goals for environmental, economic and cultural sustainability. Thus, if it is not possible to persuade all groups of stakeholders that it is in their own direct interest to commit to some principle of sustainability, then the efforts of other stakeholders will have little effect. For example, if the government is not willing to educate and enforce sustainable policies or actions, then few are likely to follow them. Also, if the community is unable to see the benefits that it may derive from sustainable policies, they will choose to subvert or simply ignore them. Therefore, good governance remains problematic at all levels (e.g. both local and global) and will continue to aggravate the challenges at the destination.

### 2.1.1 Dimensions of STD in CBT

In CBT, the role of STD is to steer societal change at the interface between community dimension, as shown in Figure 1. Baker (2006) stated that the social dimension is related to human morals and values, relationships, communities, organisations and institutions. The economic dimension concerns the allocation and distribution of resources that can be depleted, such as intangible products, while the environment dimension refers to the economic effects on the environment, such as the capacity to manage pollution generated by tourism development and activities.

**Figure 1: Dimensions of sustainable development**



Source: Adapted from Baker, 2006

Baker (2006) proposed that the promotion of sustainable development is an ongoing process. As such, achieving one dimension is not the complete task; rather, its characteristics change over time, across different societies and in different social, cultural, economic and historical contexts. It has been conclusively shown that CBT development needs to meet the requirements of the host concerning improvements to community living standards at the same time as satisfying the demands of tourists and safeguarding the resources needed to achieve the objectives of STD (Lucchetti and Font, 2013).

According to the United Nations World Tourism Organization (UNWTO), the overarching goal of STD is socio-cultural, economic and environmental sustainability. Firstly, CBT should promote the socio-cultural authenticity of its host communities, conserve their cultural heritage and traditional values and enhance intercultural understanding. Secondly, CBT should ensure the long-term economic viability of host communities and fairly provide economic benefits to all stakeholders. These include stable employment, income-earning opportunities and poverty alleviation. Finally, CBT should seek to promote the optimal and wise use of environmental resources, maintain essential cultural process and help conserve natural heritage and biodiversity, including natural areas, habitats and wildlife (WTO, 2010; Bramwell and Lane, 2000). The key principles of STD are summarised in Table 1. The next section will discuss the application of stakeholder theory to the identification of stakeholders for this study.

**Table 1: Principles of sustainable tourism development**

<b>Principles of sustainable tourism development</b>
1) Reflect local community values in a living and dynamic way
2) Provide mutual benefits to the host community and tourist
3) Achieve authenticity in representing local history, heritage, culture, lifestyle and natural resources
4) Add value to existing attributes in order to offer a richer tourism experience and help diversify the local economy
5) Achieve distinction from other competing tourism destinations
6) Collaborate with other businesses and stakeholders in order to build local capacity
7) Support the conservation of natural resources and wildlife

Source: Adapted from Sharpley, 2009

## **2.2 Importance of researching community-based tourism impacts**

Early work on the impacts of tourism emerged in the 1960s, with much of its focus on the economic benefits as positive effects of tourism (Pizam, 1978). It was in the 1970s, however, that researchers began to examine the socio-cultural impacts (De Kadt, 1979). Later, in the 1980s, there was an attempt to focus on the environmental impact of tourism (Butler, 2008), while the 1990s saw the development of a more holistic, integrative view that a wider range of impacts (economic, social, cultural and environmental) should all be considered in tandem (Jurowski et al., 1997; Xiao and Smith, 2006). There was thus a change in the focus of studies on the impact of tourism impact, from a consideration of the positive impacts in the 1960s, to more negative aspects in the 1970s, towards a more balanced, systematic view in the 1980s and, finally, to community-level research in the 1990s. In the early 21st century, the majority of tourism impact studies focused on exploring the perceptions and attitudes of local residents (Tosun, 2002; Sheldon and Abenoja, 2001; Sharma and Dyer, 2009; Sirakaya et al., 2002; Kayat, 2014; Jaafar et al., 2015). While a small number of tourism impact studies in the current decade have sought to assess the perspectives of other stakeholders, such as tourists, governments or business operators (Andriotis, 2005; Kayat, 2008; Byrd et al, 2009; Kayat, 2014). Thus, the theme of tourism impact has received considerable attention in the tourism literature, although fewer studies have sought to include the perspectives of all stakeholders, particularly in the field of CBT.

Moreover, research on the impacts of CBT in the local community has the potential to raise awareness of the need for a more community-oriented approach to tourism planning (Keogh, 1990). However, the impact of tourism is difficult to measure since it cannot be classified as a single, homogenous industry but rather is influenced by any number of factors (Fletcher, 1989). Mason (2008, p.40) proposed a number of questions aimed at further exploring these factors, including: 'Where is tourism taking place? What is the scale of tourism? Who are

the tourists? In what types of activities do tourists engage? For how long tourism has been established?'. Wall and Mathieson (2006), meanwhile, noted the types of tourism, community characteristics and the nature of host–guest interactions as the main factors affecting the nature of CBT impacts.

Indeed, as early as 1981, Brougham and Butler (1981, p. 571) acknowledged that *'the nature of tourism impacts is affected by different types of tourists which are based on tourists' desire, expectations and motivations*. With regard to the types of tourism, it is true that different types of tourism create varying impacts on local communities. For example, cultural tourism will have a greater emphasis on the maintenance and promotion of local traditional culture, which in itself can lead to significant cultural impacts. Equally, tourism premised on shopping will focus on the building of facilities and the creation of additional retail opportunities, which is more likely to create local social impacts. Nicholson (1997) found that while mass tourism (especially that associated with luxury hotels and resorts) always yields better returns to external investors, it also creates significant negative impacts on the local community. On the other hand, Shah and Gupta (2000) stated that domestic tourism can help minimise seasonal variations and provide long-term sustainability for investments in tourism.

Butler's (2008) Tourism Area Life Cycle described the relationship between the stages of tourism development (exploration, involvement, development, consolidation, stagnation, decline and rejuvenation) and their impacts. He pointed out that as the tourist destination moves from one stage to the next over time, its environmental, social and economic situation will change. This notion was reinforced by Cochrane's (1997) study of a part of Sulawesi in which he found the area to contain only one hotel, with 56 households providing homestays. Two decades later, however, as a result of development, the area contained many hotels and only six homestays. The effect was identified that tourists tended to choose a homestay only when the hotels were full, which in turn led to a reduction in the opportunities for resident–tourist interaction. Hence, concerns regarding the economic, socio-cultural and environmental impacts of tourism on the



community have led to significant volumes of research being conducted in this area (Ap, 1992; Mason, 2008; Mason and Cheyne, 2000; Ellis and Sheridan, 2015; Canizares et al., 2014). It appears clear that rigorous analysis of tourism impacts is very important for STD. Indeed, one of the key principles of the WTO's conceptualisation of STD is the constant monitoring of tourism impacts (WTO, 2004).

According to Lankford (2001), the WTO acknowledges that a systematic analysis of tourism impacts can provide planners with a database to use in the development of an effective tourism plan aimed at addressing local concerns and issues to help a host community, government, local authorities and decision makers to maximise or minimise the impacts. Wall and Mathieson (2006) also emphasised the importance of tourism impact research. They insisted that as tourism grows rapidly, there is a constant need to be anticipating and managing its impacts, notably since these impacts are likely to change over time as a destination area develops (Butler, 2008). However, this never seems to be a straightforward task due to the range of different values involved. For example, countries that have a stable economy often focus on both protecting the environment and the preservation of their culture and heritage. Countries where poverty is an issue, however, tend to make the economic impact their top priority and ignore the negative impacts on the environment or culture that stem from the development. Hence, this situation could affect the community, especially the host. Thus, it is anticipated that a research should be conducted to review and identify the types of impacts that occurred within the host community. The next section presents the three pillars of tourism impacts as identified in the literature.

### 2.2.1 Economic impacts

There has been significant study of the economic impacts of tourism, with the tendency for these types of impacts to be perceived as the most important benefits of any type of tourism (e.g. mass tourism, CBT, cultural tourism). As Pearce (1989 p. 2) stated, *'studies of the tourism impact on a destination or destinations have been the largest single element of tourism research ... however, much of this is predominantly the work of economists and has concentrated on the effects of income and employment'*. Wall and Mathieson (2006) and Uysal et al., (2012) gave a list of reasons as to why so much emphasis has been placed on the economic impacts of tourism. First, the economic impacts are easier to measure than other impacts; second, there have been large volumes of reliable data collected on the economic aspects of tourism; third, economic benefits command great respect among the business, governmental and local communities; fourth, the economic consequences of tourism are considered to be the most important factors in investing, marketing and management decisions, and fifth, there is a variety of research methods available to measure economic impacts, such as *'multiplier analysis, linear programmes, general equilibrium models, and benefit-cost analysis'* (Wall and Mathieson, 2006, p. 71).

Tourism is generally perceived as yielding positive economic impacts due to its role in boosting the foreign exchange earnings and government revenues of the host nation, reducing unemployment through the creation of new job opportunities, stimulating the supply sectors of tourism, improving the level of economic activity and increasing living standards in local communities (Ivanov and Webster, 2007; Chazapi and Sdrali, 2006; Andereck et al., 2005; Choi and Srikaya, 2006; Del Chiappa, 2012; Gursoy et al., 2009; Nunkoo and Gursoy, 2012; Presenza et al., 2013; Dyer et al., 2003; Cavus and Tansrisevdi, 2003; Uysal et al., 2012; Sdrali et al., 2015). The economic impacts of tourism are therefore important in many developing nations. Mason (2008) cited the Indonesian island of Bali in the 1960s as a good example of how tourism can stimulate significant economic growth and create a large number of jobs. Nicholson (1997) examined how tourism dominates

the economy of Boracay Island, Philippines and has provided income-earning opportunities through accommodation rentals in family-owned units. These types of new income sources have served to improve the locals' living standards. Kala (2008), in a tourism impact study conducted in Jaipur, India, reported that 80.7% of the respondents in that study asserted that tourism leads to direct economic benefits, including the creation of employment, an increase in the income of locals and improved living standards through regional development. Additionally, for many rural communities, tourism development creates the opportunity to broaden people's social values as they have greater contact with the outside world. Evidence of this is provided in Chapters 4 and 5 where, for example, the communities and tourists make reference to a growing awareness of cultural exchange between the two groups. However, despite the wealth of economic impact studies, there remains only limited research with regard to the impacts of CBT.

Although the economic impacts of tourism are generally positive, its negative economic consequences are not always mentioned by local communities (Tosun, 2002). Wall and Mathieson (2006, p. 89) found the negative economic impacts of tourism to include *'the danger of over dependency of tourism; increased inflation and higher land values; an increased propensity to import; the low rate of return on investments, and the creation of other external costs*. Kala (2008), Tosun (2002) and Goodwin and Santilini (2008) are among those who identified problems connected with an overdependence on tourism, while its heavy costs in terms of infrastructure have the potential to negatively impact on a country's balance of payments. Tasci et al. (2013) and Tosun (2002) even argued that the economic benefits of tourism development are not always evenly distributed within the local communities. They asserted that as income tends to filter to business and government, it sets up a pattern whereby the rich become richer and the poor become poorer, thus leading to economic leakage at the destination. Furthermore, tourism has been criticised for creating low-skilled and part-time jobs, both of which have the potential to disrupt the traditional employment structure (Tosun, 2002; Townsend, 1997). For instance, Mason (1995) found

evidence that tourism in Bali was the cause of inflation. There, prior to 1968, land prices had been steady for 20 years, while they subsequently rose by more than 100 per cent in the wake of the development of tourism.

#### **2.2.1.1 Economic reliance on the tourism industry**

Generally, the literature acknowledges that residents who are highly dependent on the tourism industry for employment hold a more positive view of it; in other words, the degree of support among locals for tourism development is to some extent directly related to the degree to which they benefit economically (Easterling, 2005; Jaafar et al., 2015; Brida et al., 2014; Del Chiappa, 2012; Nunkoo and Gursoy, 2012; Pulina et al., 2013; Presenza et al., 2013). However, different responses are given by residents who do not receive any direct economic benefits from tourism and who are often less willing to support further tourism development (Martin et al., 1998; Jaafar et al., 2015). Haralambopoulos and Pizam (1996) investigated a tourism destination on the Greek island of Samos and found that local residents who were economically dependent on tourism had more favourable attitudes towards the tourism industry. Madrigal (1993) also pointed out that residents who are economically dependent on tourism are more likely to recognise the benefits of the industry. On the other hand, Ritchie and Inkari (2006), as well as McDowall and Choi (2010), noted that if a resident perceived the benefits to be unfairly distributed, this might engender less in the way of support for further tourism development. Hence, this study acknowledges the existence of a range of factors that may affect the responses given by the participants in terms of the economic impacts. It is nevertheless worthwhile investigating the extent to which this factor influences the perceptions of respondents in the context of CBT.

### **2.2.2 Environmental and physical development impacts**

While the literature contains much discussion of the economic and socio-cultural impacts of tourism, it also reveals the environmental and physical development impacts (Andereck et al., 2005; Brida et al., 2014; Del Chiappa, 2012; Nunkoo and Gursoy, 2012; Pulina et al., 2013; Presenza et al., 2013). Purdue et al. (1995) identified various positive environmental impacts. They mentioned the potential for tourism development to improve the appearance of a community and lead to improvements in infrastructure and public facilities. Additionally, through interviews with local residents in the south-western US state of Arizona, Andereck et al. (2005) provided evidence of residents feeling that tourism helped to improve the local environment through the preservation of natural and cultural resources. Li et al., (2006) and Hall and Lew (2009) supported the view that tourism provides financial support for conservation, while at the same time holding the view that tourism could potentially lead to the involvement of local residents in protecting the local environment. Mason (2008) stated that the identification of environmental impacts promotes greater awareness of a desire to preserve historic sites which, in turn, stimulates measures to protect an area's tangible cultural products, landscape and the development of infrastructure.

However, 30 years after the first study of tourism impacts, adverse impacts have emerged in the form of traffic problems and overcrowding due to continued increases in the numbers of tourists (Andereck et al., 2005; Brida et al., 2014; Del Chiappa, 2012; Nunkoo and Gursoy, 2012; Pulina et al., 2013; Presenza et al., 2013). Similarly, Jaafar et al. (2015), in their study at Mount Kinabalu, identified the potential adverse environmental impacts of uncontrolled development (e.g. waste management, plant destruction and deforestation). Ven (2015) noted that constantly evolving tourism trends and competitive markets pose a threat to the environment, especially to the cultural and historical landscape, since stakeholders tend to feature and promote it as an essential ingredient in the 'hospitality atmosphere' of any destination. Hence, it is essential to identify potential environmental impacts since the lack of a proper development plan may

potentially lead to the destruction of an area's heritage and authenticity values, especially at a WHS. The continued growth in the number of tourists, combined with constantly evolving trends in tourism interests, implies the need to carefully plan and manage development in relation to environmental impacts (Presenza et al., 2013; Gursoy et al., 2010; Sdrail et al., 2015).

### **2.2.3 Socio-cultural impacts**

An early study by Pizam and Milman (1986, p. 11) identified the following six major categories of socio-cultural impacts: *'impacts on population structure, transformation of forms and types of occupations, transformation of values, influence on traditional lifestyle, modification of consumption patterns and benefits to tourists*. Thus, perception of the socio-cultural impacts of CBT refers to the way in which tourism is seen to contribute to changes in value systems, individuals' attitudes and behaviour, moral conduct, family relations and collective lifestyles. Kala (2008), Fan et al. (2009) and Allen and Brennan (2004) contend that these perceived impacts on the host community or destination may be classified into two categories. While the first of these relates to the characteristics of the destination, including the perceived social impacts of the host-guest encounter (such as crime, prostitution and other demonstrable effects, e.g. changes in the values, attitudes or behaviour of the host that can result from observing tourists), the second category concerns social impacts on infrastructure development and their perceived impacts on local resources (e.g. local language, cultural effects and lifestyle change). The research conducted to date indicates that these change factors can impact on traditional family values, cultural commercialisation or an increase in crime (Kala, 2008; Fan et al., 2009; Allen and Brennan, 2004).

Kala (2008), Fan et al. (2009) and Allen and Brennan (2004) explained that it is not easy to measure the nature of social impacts owing to their continually changing nature over time. Thus, they highlighted the need to monitor impacts as opposed to relying on single assessments at a given time. It is common when

assessing the socio-cultural aspects of tourism to investigate the attitudes of residents to the industry and the effects that tourism has had on their daily lives (Lawson et al., 1998; Ap and Crompton, 1998; Kala, 2008; Ratz, 2002; Fan et al., 2009). Indeed, socio-cultural impact is a complex concept and one which is difficult to assess in the short term and over limited periods of time. Yet despite the many studies looking at the socio-cultural impacts of tourism in various destinations, there continues to exist a large gap in this area of research, especially of studies undertaken using an ethnographic approach. In response to this gap, for this research, the researcher spent five months in the research area with the aim of personally experiencing the way in which tourism influences both the destination and the community. It should also be noted that this was the second such visit, with the first having been made approximately 24 months prior to this study. Hence, the main purpose of analysing the socio-cultural impacts of tourism as perceived by stakeholders is to provide a better understanding of its effects and provide future researchers with a rich source of data for managing the impacts, thereby leading to STD. The next section discusses the development of CBT.

### **2.3 Community-based tourism**

Studies over the past decades has provided various definitions of community-based tourism (CBT) as shown in the table 2. These definitions have indicated common key themes. First, CBT focuses on local control of tourism development at the destination. This has been seen in the case study of Yunnan, China (Gao, 2016). In her comprehensive investigation into top-Down and bottom-Up Processes for Rural Development in Yunnan, the author has concluded that the local community has ownership over the activities taking place and resources used in tourism such as cultural and traditional activities. This suggest that community has control over the cultural products and was able to decide which can be shared and what not. Second, the community should be involved in the planning and management processes. This is evident in the case of some developing countries like Malaysia and Thailand where the community is involved in tourism development processes from planning, initiating, implementing, managing over tourism activities (Long and Kayat, 2011; Jaafar et al., 2015; Kayat and Zainuddin, 2016; Boonratan, 2010; Guzman et al., 2011). Similarly, with point one, the community has the local control over the activities and development at their destination. Third, benefits should be fairly distributed within the community. This means the benefits is accrues to local residents and not to outsiders which typically results in tourism being better accepted by them and their actively supporting conservation of local resources. This is certainly true in the case of Southern African region where CBT was used for poverty alleviation by empowering woman's through their involvement in entrepreneurship which bringing the economic and environmental benefits shared with other members of the area (Manyara and Jones, 2007; Stronza and Gordillo, 2008; Telfer and Shapley, 2007). At the same time empowered the community over the resources. For example, revenues and employment, upgraded infrastructures.

Lastly, interaction between the hosts and guests are encouraged. Hatton (1999) added that besides creating economic opportunity, CBT is also used to



increase community and tourist awareness and respect towards local culture, heritage and old values through cultural exchange and host-guest relationships. This is exemplified in the case study of Botswana, Africa. In impressive study of CBT in Southeast Arica, Saarinen and Haretsebe (2008) was able to show that the social and cultural impacts are depended on the basic characteristics of hosts, guests and the nature of their encounters. Saarinen and Haretsebe’s analysis implied that the first encounter between hosts and guest in tourism is based on the ways community, cultures and destination are framed and represented to (potential) tourists which may lead to actual ‘on-site’ contacts between hosts and guest. Table 2 shows a compilation of the definitions and concepts related to the CBT.

**Table 2: Collection of the definitions and concepts of community-based tourism (CBT)**

No.	Sources	Definitions or concepts
1.	Pearce, 1992 cited in Blackstock, 2005, p. 39	CBT delivers local control of development, consensus-based decision making and are equitable flow of benefits to all affected by the industry.
2.	Inskeep, 1994, p. 8	Community-based tourism focuses on community involvement in the planning and development process, and developing the types of tourism, which generate benefits to local communities.
4.	Hatton, 1999, p. 3	Community-based tourism is socially sustainable. This means the tourism activities are developed and operated, for the most part, by local community members, and certainly with their consent and support.
5.	Suansri, 2003, p. 14	CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.
6.	Häusler and Strasdas, 2003	CBT emphasizes visitor-host interaction that has meaningful participation by both and generates economic and conservation benefits for local communities and environment.
7.	Pongponrat and Pongquan, 2007, p. 28	The CBT was developed as a form of tourism aimed at empowering local communities to be self-reliant, use a group process for local decision making, supporting people’s human rights and capabilities, and helping people to raise income

		and improve their standard of living on their own terms.
8.	Goodwin and Santilini (2008)	Community-based tourism (CBT) as a unique cultural product which offer life experience and improved livelihood of the community.
9.	Mowforth and Munt, 2009, p. 99	CBT seeks to increase people's involvement and ownership of tourism at the destination end. CBT should initiate from and control stay with the local community, but sometimes arising from operator initiative.

Source: Pearce, 1992 cited in Blackstock, 2005, p. 39; Inskoop, 1994, p. 8; Hatton, 1999, p. 3; Suansri, 2003, p. 14; Häusler and Strasdas, 2003; Pongponrat and Pongquan, 2007, p. 28; Goodwin and Santilini (2008) and Mowforth and Munt, 2009, p. 99

However, the abovementioned definitions in table 2 are in need of revision since it failed to give sufficient consideration of community function as cultural revitalisation agents and ignores the possibility that the community is exposed to the development processes such as modernisation, migration and urbanisation. Therefore, in this thesis, the definition of CBT has been broadened to include the role of community in revitalising cultural and heritage for future generations. As such, CBT is considered to be a harmonious approach that is focused not only on the economic condition and welfare of the community at the destination but also on wider environmental and cultural conservation efforts to create sustainable tourism industry. The section that follows critically examine the development of CBT.

## 2.4 Community-based Tourism development

The concept of Community-based Tourism (CBT) can be found in the work of Murphy (1985), where aspects concerning tourism and developing local communities are analysed, and in a further study by the same author in 2004 (Murphy and Murphy, 2004). Along with these two studies, there are several other research papers analysing the relationship between tourism and local communities (such as Richards and Hall, 2000). What is striking about these studies is that it clearly links the role of community and tourism. It is agreed that

the community should be included in the tourism planning and management decision-making process, owed to three main reason; 1) it consider them to be a part of the tourist product, 2) local community adapt to changes easily, and 3) it helps to open their minds. This implies that the success of CBT is depended on continuous involvement of the community in its development process from initiating, managing, implementing, evaluating to benefit sharing which contributes to the sustainability of tourism industry.

CBT has become greater since the discussion on sustainable tourism (ST) intensified in the 1990s. This is due to the significant negative consequences of excessive and unplanned tourism development. In this sense, the focus on community involvement has been considered as one of the ways to control the pace of development, and mitigate socio- cultural, environmental and economic impacts (Murphy, 1985; Richards and Hall, 2000). To facilitate this, CBT require an active involvement of different stakeholders like governments, non-government organisations (NGOs), private institutions and the community. According to Kibicho (2008) and Haywood (1988), in order to achieve success in CBT, a process of including all stakeholders is important to encourage active participation through entrepreneurial ventures and rejuvenating relationship between community, tourism destination and other stakeholder groups (Moscardo, 2008; Dyer et al., 2003; Pangponrat, 2011; Idziak et al., 2015). Consequently, a successful and sustainable development of cultural heritage tourism (CHT) can be achieve.

However, researchers deliberate that community and stakeholder's involvement in tourism development may vary from locality to locality and region to region. For instance, Kayat (2002), Mbaiwa (2007), Wang et al., (2010), Pongponrat (2011), Dogra and Gupta (2012), and Khani (2012) reveal that host communities of developing countries such as India, China, Malaysia, Botswana, Thailand, and Iran, seldom participated in tourism-related decision-making. They opine that not every form of CBT could produce standard expected benefits to locals since it can take many forms ranging from manipulative participation to citizen power (Tosun, 2000; Breugel 2013). Moreover, even if the community have

control over their development, researchers such as Jamal and Getz (1995), Shen et al., (2009), and Kayat, (2016), implies that local control is usually in the hands of those in position of power (i.e. government) which limit the community involvement. Tosun (2000), indicated that tourism authorities (i.e. government) generally consider community involvement in development planning as an unnecessary and costly process in terms of time, efforts, financial resources and abilities required to coordinate the entire procedure in the case study of Shiraz in Iran. Additionally, Pearce (1992), Hall (2006), Jamal and Getz (1995), and Goodwin and Santilini (2008), argues that the interests, values and goals of one community will not necessarily coincide with those of other stakeholder, nor is it likely that the interests of the community will be the same for all within the community. For example, Razzaq et al., (2012) identify the reluctance of stakeholders (NGOs, private organisation) to get involved in CBT are due to power-sharing, centralisation of authorities, elite domination, unawareness, insufficient economic resources, poor professional attitude and limited capability of the local community to participate in CBT at Tekek Village, Malaysia. It can be apparent from the literature that these limitations are closely interconnected to each other and consequently it is relevant to comprehend the structures and mechanism through which they inhibit community from active participation in CBT.

Nonetheless, more recently, there has been a gradual shift in focus on bottom-up approaches to tourism development planning (Razzaq et al., 2012; Breugel, 2013; Goa, 2016). The community, who are impacted by the development, are increasingly interested in getting involved in the planning and decision-making processes. Often times, the community are themselves a critical part of the attraction and this is certainly true in destinations where ethnic minorities reside such as Morten village, Melaka. However, a recent argument has been raised on the impacts of tourism development on the destination and community involvement resulted from changes in community values, and development factors such as modernisation, urbanisation and migration (this point will be return in Section 2.6.4). As such, findings from the research provide valuable insights for any community at different destination to improve its

operations and increase likelihood of success. Further, the findings of the study sheds new insights based on the real-life context of CBT within World Heritage Site. Specifically, this study added new knowledge concerning the potential challenges, and impacts that can potentially limits the success of CBT and jeopardise the sustainability of tourism industry as a whole. The section below critically assesses the benefits of CBT.

## **2.5 Benefits and cost of community-based tourism**

Community-based tourism (CBT) can generate either positive (benefits) or negative (costs) impacts to the community and their surrounding areas, depending on how the activities is developed and managed. From the bigger picture, the over-riding purpose of all tourism development, whether international or domestic, is the potential for economic, environmental and socio-cultural development at the destination. The existing research recognises the benefits of CBT in providing economic, environmental and social-culture benefits not only to those who participate in the programme but also to its members (Manyara and Jones, 2007; Duffy, 2002; Suansri, 2003; Asker et al., 2010; Häusler and Strasdas, 2003; Tasci et al., 2013; Jaafar et al., 2015). However, measuring the benefits of CBT simply in terms of gross output and employment figures hides a number of broader economic, environmental and socio- cultural cost for CBT at the destination. Hence, this research is sought to identify the similarities and differences of the cost and benefits through stakeholder's perceptions of the impacts of tourism on CBT programme at the destination. The next sections (2.5.1 to 2.5.3) summarise the benefits and costs of CBT from economic, environmental and socio-cultural dimensions. Every element of benefits and costs identified and organised here are based on the literature review and generally accepted by many tourism researchers.

### **2.5.1 The economic and political benefits and costs**

The development of CBT in Malaysia is primarily driven by the objective to empowered the community at the local level by enhancing their involvement and community power in tourism development processes in the destination (Harwood, 2010; Häusler and Strasdas, 2003; Johnson, 2010; Guzmán et al., 2011; Lucchetti and Font, 2013; Razzaq et al., 2012; Saarinen, 2010; Salazar, 2012; Scheyvens, 2003; Vanagas and Jagminas, 2011). This means, the community have enough rights in resource management and power to prevent unnecessary development in their areas. In other way, this help to protect the community rights and cultural values. This is evident in a case study of CBT in Southeast Thailand. In his study, Kontogeorgopoulos (2005) conclude that community have the power to decide and control the pace and direction of development through autonomy, sovereignty, and local participation.

As such, the community has the power and ability to decide or choose what to be offer and what not as a part of tourism products. However, tourism development can also create tension/conflict between groups within the community or among the stakeholders due to indifferences of interest and goals (Belsky, 1999; Murphy and Murphy, 2004; Simpson, 2008; Tosun, 2000). For instance, Blackstock (2005) in her study of CBT in North Queensland, established that CBT is influenced by, and must be aware of, existing structural inequalities, globally and locally. In this sense, the community is subjected to external pressures, issues of governance and structure, conflicting stakeholders' agendas, and internal power struggles can be created, and the growth of artificial hierarchies and elites may occur due to the rapid development of the industry (Blackstock, 2005; Taylor, 2001; Swarbrooke, 1999; Kibicho, 2008; Pongponrat and Pongquan, 2007). In her study, Blackstock (2005) suggest the needs to applying the insights from the community to help CBT proponents in their quest for a socially just tourism industry. Hence, this study provides an exciting opportunity to advance our knowledge of tourism development impacts through CBT which perceived by the stakeholders in the real-life context.

At the same time, CBT is also used to fulfil the community economic objectives (Simpson, 2008; Ashley and Roe, 2002; Ashley, 2000). As pointed out by Nguru's small scale study of homestay programme in Pahang, Malaysia. Nguru (2010) concluded that CBT help to revitalise local economics by giving the community various direct and indirect economic benefits such as employment opportunities and improve level of income through homestay programme and entrepreneurship. Similarly, Tasci et al., (2013) found that almost the entire community of Tamaki village in New Zealand had received social and economic benefits (i.e. direct employment in the tourism industry, entrepreneurship, and improvement in their social wellbeing and natural environment. On the other hand, Cooper et. al., (2008) and Logar (2010), argues that the direct and indirect economic benefits to the community could act as double-edged sword, which means that the development might potentially harm or create damage to local economics (Rattanasuwongchai (2001; Banerjee, 2010). This evident in a case study of CBT in Southeast Thailand. Kontogeorgopoulos (2005) found that tourism development has leads to increases in the price of the property, land, and good and services. Additionally, Manyara and Jones (2007) have drawn attention to several problems with tourism development, including projects being captured by the elites, struggle over ownership of tourism resources, and increase of labour in-migration. Manyara and Jones's comprehensive study provides a valuable insight into this study as it informs the author on possible impacts of economic that can possibly be found in the stakeholders' perceptions. Table 3 summarise the economic benefits and costs of CBT.

**Table 3: Summary of the economic benefits and costs of CBT**

<b>Economic and political benefits</b>	<b>Economic costs</b>
New jobs may be created in tourism related business, such as accommodation, catering, retailing, transport and entertainment.	Increases the demand for, and cost of, public services, such as refuse collection, medical services and the police.
Existing employment opportunities in services, such as transport and hospitality, and in more traditional rural industries and crafts are safeguarded.	Incurs developmental costs, including attractions, facilities and general infrastructural improvements.

The local economy becomes diversified, providing a broader and more stable economic base for the local community	May create jobs which are part-time or seasonal. Furthermore, local people may neither wish, nor possess the relevant skills, to respond to employment opportunities offered by tourism with the result that many tourism- related businesses are run by 'outsiders' (labour in-migration), and this will distort local employment structure.
Opportunities for entrepreneurs' activities may emerge, thereby guarding against recession and protecting income levels	Frequently leads to increases in price of land, property, good and services. In particular, holiday-home ownership in the areas, often means that the local people are no longer able to afford the cost of housing. Further, increasing price for goods and services may create greater impact (i.e. inflation)
Existing businesses and services are supported.	May result the communities becoming over-dependent on a single industry; the success of which beyond the control of the communities. For example, bad weather or competition from other areas may reduce the number of tourists, undermining the longer-term economic viability of tourism
New businesses may be attracted to the area, further diversifying and strengthening the local economy.	Seasonal patterns of demand

Source: Researcher, 2019

Table 3 shows that it is important for the community to realise that in order to gain benefits from CBT programme, they must also be willing to contribute to the costs of maintaining CBT activities such as cultural activities. There are some cases whereby local communities have seemed very eager to join the CBT programme (i.e. homestays) when they hear about all the potential benefits generated from the programme. However, the communities become less keen to fully participate in CBT programme as they become reluctant to share the costs and contribute financially to cover the CBT expenses (i.e. maintenance costs of the public and tourism facilities) (Dunn, 2007; Banerjee, 2010). Every so often, these benefits (as listed in Table 3), turned into expenditure for the community (e.g. the introduction of new types of businesses in the areas). Nonetheless, if these types



of activities are well managed by local committee, they could bring prosperity and contribute towards the strengthening of local economic performance. On the other hand, however, if new economic developments are allowed without proper monitoring and control systems, local community could soon lose control over their own resources and other tourism-related activities (i.e. cultural activities) in their area and the costs may then out-weigh the benefits they could gain from sustainable CBT.

### **2.5.2 The environmental benefits and costs**

The communities are usually depending on their surrounding resources such as homestays, cultural products, foods services and small businesses as sources of income (Hamzah and Hampton, 2012; Manyara and Jones, 2007). Depending on how CBT development is planned and managed, the programme could potentially provide local communities with alternative income, which will reduce their exploitation of cultural resources and at the same time educate the communities about conserving their surrounding environment for tourism purposes (Stone and Stone, 2011). The success of CBT depends upon an attractive environment and infrastructure. Therefore, it requires a careful development planning to protect the authenticity and values of the destination as well as cultural products produce by the community.

However, cultural environment is particularly fragile and susceptible to the development of tourism as well as urbanisation. Bernardo (2011) question whether CBT may be able to provide sufficient financial assistance to promote resource conservation in the long-term. Some negative impacts and costs generated by tourism activities on the environment have long-term implications (air and water pollution, soil erosion, and so on), which goes beyond local capabilities to repair, even with huge financial aid. Based on Hamzah and Hampton (2012) research on tourism in rural and islands in Malaysia, the authors suggests that large numbers of tourists may cause overexploitation of natural resources

and impose negative impacts on the environment, such as increased vehicle travel to the areas, which can cause environmental degradation. Table 4 summarises the environmental benefits and costs of CBT programme by compiling the findings from previous studies of tourism impacts Sebele (2010); Mayara and Jones (2007); Cooper *et. al.* (2008); Sharpley and Sharpley (1997). Furthermore, below table is use as a reference while determining the similarities and contradiction in the findings of this study.

**Table 4: Summary of the environmental benefits and costs**

<b>Environmental benefits</b>	<b>Environmental costs</b>
Provides both the financial resources and the stimulus for the conservation, protection and improvement of the cultural environment	Cause damage to both the cultural and manmade environment. Activities such as homestays and communal facilities may suffer from intensive visitor use.
Supports the conservation and improvement of the historic sites and architectural character, including traditional houses.	Increases the level of pollution which leads to ecological disruption of the local fragile environment. This may be physical pollution, such as litter and rubbish, air pollution from excessive amount of traffic, noise pollution, or visual pollution resulting from, for example, developments which are inappropriate or intrude upon the cultural setting (new construction sprawl possibly grafted onto existing settlements).
Leads to environmental improvements in village infrastructure such as solid waste, sewage and disposal system, and general improvements to buildings and surrounding areas	
Promotes an environmental awareness among members of the host communities. By observing the interest showed by tourists in appreciating cultural beauty, might increase the level of cultural awareness among host communities - to protect and conserve their environment for tourism benefits.	

Source: Sebele (2010); Mayara and Jones (2007); Cooper *et. al.* (2008); Sharpley and Sharpley (1997)

### 2.5.3 The socio-cultural benefits and costs

CBT can be a major stimulus for reinforcing, revitalising and preserving traditional ways of life. Many cases, for example Nguru's study (2010) of the CBT development in Pahang, Malaysia, indicate the CBT programmes are usually functioning as double-edged sword, i.e. to serve as tools to conserve local cultural identity for future generations, and to serve as tourist attractions. Earlier, Mathieson and Wall (1982) and Rodzi et al., (2013) stated that whenever tourism becomes an important component of a local economy, there is an increased interest in native arts, crafts and traditions resulted from demand of the tourists (Kayat, 2008; Rodzi et al., 2013; Harwood, 2010; Häusler and Strasdas, 2003; Goodwin and Santilini, 2008; Lucchetti and Font, 2013; Razzaq et al., 2012; Saarinen, 2010; Salazar, 2012; Scheyvens, 2003; Vanagas and Jagminas, 2011; Weaver and Lawton, 2004). For example, a case study of CBT in Crikvenica, Croatia. Logar (2010) pointed out that awareness among local people about their own culture and customs, crafts and cultural identities has increased by taking part in cultural activities. Furthermore, establishment of CBT programme also creates opportunities for various groups (e.g. women, elderly and young people) within the community to participate, especially in cultural performance as musicians and dancers, and owners of local crafts and souvenir shops (Stone and Stone, 2011; Dyer *et. al.*, 2003). As such, the community become more aware of their own historical and cultural continuity, which then instil in them a desire to protect their cultural landmarks and values. To some extent, the growing interest in cultural heritage through CBT may serve to reinforce future researchers' sense of cultural identity and rediscovery.

However, if the efforts to protect and conserve the socio-cultural components of CBT are not well planned and managed, they might create a cost and negative impacts towards host communities in the future. According to Razzaq et al., (2012) tourism can act as a catalyst in the process of acculturation with traditional, and cultural communities in which is vulnerable to outside influence. Moreover, a poor development planned of CBT programme, on the

other hand, can mean that local communities could be invaded by foreign tourists with different socio-cultural values, disrupting local and/or traditional culture (Graci and Dodds, 2010; Blackstock, 2005; Rattanasuwongchai, 2001). In a quantitative study, Fagence (2003) identified the influences on families including changes in roles and responsibilities within the family unit (Shah and Gupta, 2000). Furthermore, socio-cultural impacts not only can be seen from attitude changes and acceptability by locals of, modern or foreign values, but also from the physical changes (see section 3.12.2). Traditional houses and traditional architectural design of buildings replaced by modern and contemporary building are examples of urbanisation impacts (Kayat and Mohd Nor, 2006). These issues indicated a need to understand various perceptions concerning the impacts that exist among the community and other stakeholders in CBT. Hence, this research will explore, for the first time, the impacts of tourism development through CBT involving all stakeholder group in the Malaysian and WHS context. Table 5 summaries the socio-cultural benefits and costs of CBT identified from the literature review. Additionally, this table will be used as a guideline in this study to identify similarities and differences in the findings.

**Table 5: Summary of socio-cultural benefits and costs of CBT**

<b>Socio-cultural benefits</b>	<b>Socio-cultural costs</b>
The maintenance and support of local services, such as public transport and health care	Increases in crime and other antisocial behaviour.
New facilities and attractions, such as cultural or entertainment facilities or recreational centres	Congestion and crowding which impinges on the day to day life and privacy of local residents.
Increased social contact and opportunities for cultural exchange.	Destruction of indigenous culture. The introduction of new ideas, styles and behavioural modes which challenge traditional culture and values.
Greater awareness and the revitalisation of local customs, crafts and cultural identities	Reinforcement of perceptions of women's employment as a low paid, part-time extension of the domestic role.
Instillation of a sense of local pride, self-esteem and identity through collective community activity	

Source: Stone and Stone (2011); Nguru (2010); Sebele (2010); Logar (2010); Rattanasuwongchai (2001); Sharpley and Sharpley (1997).

In conclusion, there can be both costs and benefits resulting from the CBT programme. However, the determination of either the element of costs of the programme can be outweighed by the benefits, or vice versa, should require for a more intensive observation such as the intensity of tourism developed, as well as the characteristics of the host communities, status of tourism infrastructures, financial and marketing, and other related factors. A continuous study concerning the effects of the costs and benefits are needed since CBT is still in a state of development. The interest of various stakeholders in socio-cultural issues associated with tourism development keeps growing. This is evident through, for example, the increasing number of academic publications in CBT extends across disciplines and has been explored from a community development perspective (Blackstock, 2005), environmental conservation perspectives (Kiss, 2004), perspectives of urban and rural development planning (Healey, 2006; Innes and Booher, 2000), as well as geographical perspectives (Craig et al., 2002) which encourages collaboration and looks at adopting best practices of community development, environmental conservation and economic sustainability. However, there is no empirical studies has explored these in the context of CBT in a World Heritage Site (WHS). Thus, it is hoped that this study will help to determine the next action in dealing with the challenges by proposing a new CBT framework as well as form the basis of dialogue for the future of the tourism industry specifically concerning the future of cultural heritage and CBT. What follows is a review of the issue and challenges in CBT.

## **2.6 Issues and challenges in community-based tourism**

The concept of CBT which discussed throughout the chapter described that the sustainable development is perhaps the most challenging concept formulated to be integrated with CBT programme. The ambiguity of sustainable development and CBT concepts created complexities and huge challenges for CBT stakeholders to fulfil the current generation and future generation needs while maximising

positive impacts and mitigating negative impacts of three explicit dimensions of economic, socio-culture and environmental. This section reviews some common issues and challenges in CBT programmes using information from the literature review. These issues and challenges should be explained and discussed since they might affect or influence the outcomes of the study as well as the sustainable CBT planning, development and management processes. The next sections (2.6.1 to 2.6.4) discusses the issues and challenges from economic, environmental and socio-cultural as well as the urbanisation factors dimensions.

### **2.6.1 The economic factor**

One of the main issues in CBT programme is the provision of high-quality accommodation (Stone and Stone, 2011; Logar, 2010). A useful example can be found in the case study of CBT in Croatia (Logar, 2010). In the case study of Croatia, Logar's concluded that, financial constraints faced by the homestay operators have affected the provision of what should be good accommodation facilities turned out to be low-quality accommodation. Low- quality services provided by the homestay operators at the end will attract guests with lower purchasing power, which then affect all tourism related businesses.

Secondly, there may be the issue of illegal private accommodation within CBT programme at the same areas (Berita Harian Online, 2011; Logar, 2010). This issue occurs especially in CBT projects that have been carried out jointly between local communities with private organisations (Berita Harian Online, 2011; Njoh, 2002). During initial stages, the initiative to form joint ventures was purposely taken to enable members of the community to share the costs of the programme and with constant number of tourists' arrival, all tourism-related activities in the area are assumed to gain benefits from it. In the end, however, provision of tourism accommodation facilities is monopolised by certain parties (especially by people who are pioneers of these projects), and this can create dissatisfaction among members within the community (Stone and Stone, 2011; Njoh, 2002). This

dissatisfaction can then result in the emergence of another group of local people who converted their home as unregistered accommodation for tourists (Berita Harian Online, 2011). This phenomenon occurred in many tourism sites in the East Coast Region of Malaysia (Berita Harian Online, 2011), and in Crikvenica, Croatia, where these "unregistered landlords" rented out accommodation without paying the appropriate contribution to the locals and their action has put greater pressure on public infrastructure and tourism resources owned by the community as a whole (Logar, 2010).

The next issue is related with seasonality of income and employment (Graci and Dodds, 2010; Logar, 2010). When tourism locations are entirely dependent on tourism activities, the issue of seasonality is inevitable. For example, in tropical countries like Malaysia, seasonality of income and employment is caused by the annual monsoon season from November to March (Northeast monsoon) and May until September, (Southwest monsoon). During these periods of time, islands and certain beaches are closed for any tourism activities for safety reasons (Nguru, 2010). As a result, those who are lucky, may find another short-term job in another sector such as construction; working in farms, or using the closed period to upgrade facilities (construct new or improve their accommodation facilities, etc.) (Nguru, 2010). Those who are not however, may spend the closed period not doing any job, due to difficulties to get short-term jobs and so on. Another disadvantage of seasonality is it could also encourage "peaking" with the arrival of large numbers of tourists during a short period which will potentially affect tourism resources (Nguru, 2010) such as contributing to the low annual accommodation occupancy.

There is also the issue of lack of adequately trained work force to manage tourism activities (Stone and Stone, 2011; Logar, 2010). Difficulty in developing skilled work force is mainly due to the outmigration of youth groups (this issue will be return in Section 2.6.4.2). This movement is as a result of limited or declining job prospects in cultural activities - pushing them to migrate to get better jobs in other sectors outside their hometown (Ngah et al., 2010). This gap in a work force

created by previous outmigration has been filled either by foreign workers, or by locals, who generally have lower skill levels. Other than lack of interest among locals to participate in CBT, seasonal pattern of tourism in those areas (Logar, 2010; Kayat and Mohd Nor, 2006) has made the locals; especially the young people feel that the economic benefits of CBT do not offer attractive future prospects for them.

### **2.6.2 The environmental factors**

The development of CBT, with large numbers of tourist arrivals during tourist season, has increased the demand for transport and increase traffic on the roads, hence placed a great pressure for the use of public amenities and accommodation facilities in the area until it has created serious impacts on the environment and natural resources in the local context (Graci and Dodds, 2010; Logar, 2010). Among the primary effects are landscape degradation, loss of destination character, parking space, greater pressure for parking space, demanded for transportation management system, etc. (Logar, 2010). This situation is worse in the WHS areas, which are not controlled by certain planning guideline, such as maximum height control for built. Without proper control and monitoring of modernisation in local physical environment, it could lead to the destruction of traditional character of settlements and its architecture in the future. The second issue is related with the potential increase of environmental loads (Nguru, 2010; Logar, 2010). For instance, Logar (2010) explained, using the example of sustainable tourism activities in Crikvenica, Croatia, that during the summer season, the population of Crikvenica areas increased by three to four times. Such dramatic increments in number of people will create tension between users and various elements of tourism resources. These have also increased the environmental impacts, such as higher water consumption, wastewater outflow, solid waste quantities and beach saturation (Logar, 2010). This phenomenon indicates the potential of temporary change in population structure due to seasonal tourists.



### **2.6.3 The social-cultural factor**

There is much evidence which appears to support the hope that CBT bring balance and protection for local socio-cultural values for tourism attractions, in cultural destination such as Tamoki Maori village in New Zealand, and Namsangol Hanok Village in Korea. Nevertheless, some outcomes show otherwise. Logar (2010) study, for example, indicated that due to lack of local interest in CBT programmes, foreign workers have been brought to support the tourism in Crikvenica, Croatia. However, these foreign workers actually came into the community with their own's-cultural values and lifestyle, which, at certain point, can create tension with local and traditional socio-cultural values. This is because, introduction and influences of foreign culture and values may not be suitable for local practices and if these are not under control, it could change the local socio-cultural structure in the long term (Logar, 2010; Nguru, 2010; Cooper et al., 2008; Graci and Dodds, 2010). The same phenomena could possibly be experienced elsewhere, including in Malaysia, even though the level of impact might be varied based on the type, intensity of tourism developed as well as the characteristics of the host communities and their stakeholders. While this is the case, this study will help to fill the gap in the literature by exploring the impacts based on stakeholders' perceptions.

### **2.6.4 The urbanisation factors**

At present, although much has been said about the implications of urbanisation bringing the economic benefits like generates employment, investment and business opportunities, and offers modern lifestyles. Yet, few researches have been conducted to explore the urbanisation impacts to local communities as well as the destination (Ismail and Baum, 2006; Hafiz et al., 2010). Furthermore, the change generated by urbanisation is multifaceted which makes tourism i.e. CBT vulnerable to the change of tourist preferences concerning facilities such as transportation and accommodation. Also, as mentioned in the

earlier section 2.5.3 and 2.6.1, urbanisation pose a threat to the sustainability of CBT as well as the culture and heritage through (1) modernisation and (2) migration. Lucchetti and Font, (2013) and Razzaq et al., (2012), asserted that there is a possibility for traditional ceremonies or cultural traditions to die out due to urbanisation and modernisation, thus require urgent attention to protect the future of cultural heritage. Hence, it is essential for this study to be conducted in order to fill in the gap in the literature by identifying the urbanisation impacts from stakeholders (i.e. community, governments, NGOs, local entrepreneurs and tourists) perspectives in the context of CBT which at the same time is a WHS. This section starts with the discussion of the modernisation factors.

#### **2.6.4.1 Modernisation**

In the context of modernisation, the change involves the introduction of new build and infill development with the intention to give 'new look' and to boost the identity and status of the destination. The changes resulted from modernisation constitute threat to the destination particularly WHS such as Melaka (Van and Haraguchi, 2010; Bandarin and Van, 2012) putting risks not only to the destination character, traditional architecture and cultural values but also the authenticity of the products. For instance, in the case of grand Baroque buildings in Vienna, Austria. Bandarin and Van (2012) found that the modern building which typically homogenous and monotonous has conceals the rich assets of the old structure like grand Baroque buildings thus eliminating the sense of identity and authenticity of the place. As such, the development creates a new identity to the site but unfortunately loses the significant character and, social and cultural essence of the old historic site (Bandarin et al., 2011; Bandarin and Van, 2012; ICOMOS, 2005; Turner et al., 2011). Besides threaten the authenticity, and destination character, modernisation also had potential to change individual perception especially the community which potentially affect their involvement in CBT. In Malaysia, for example, an extensive development of tourism activities has brought various forms of physical developments (e.g. upgrading public facilities

and local transport system, telecommunications facilities and so on) and other benefits to the communities. However, due to changes introduced by modernisation many people have decided to abandon their local traditions adapted into new environment (Logar, 2010; Nguru, 2010; Cooper et al., 2008; Ismail and Baum, 2006; Hafiz et al., 2010; Samat et al., 2014) in order to be adapted into the new face of modern society. To conclude, it is apparent that the transformation brought by urbanisation has become the biggest challenge to the sustainability of cultural heritage and CBT future.

#### *2.6.4.2 Youth Migration*

In general, migration is positive for individual well-being. Migration to the cities or from abroad contributes to urban growth has become a symbol of the world's growing interdependence. Numerous empirical research evident that the economic benefits i.e. employment opportunities, and higher income as the main pull factors of the youth migration (Patnaik et al., 2015; Aworemi et al, 2011; Amrevurayire and Ojeh, 2016; Glaeser and Henderson, 2017; Hoffman et al., 2019; Boereback, 2012; Bandarin and Van, 2015; Amin, 2018). Likewise, technological advancement in transportation and modern lifestyle also encouraged youth migration to a bigger city (Mohamed and Badarulzaman, 2001; Shamsudin and Sulaiman, 2002; Ismail, 2012; Bandarin and Van, 2015; Amin, 2018). To elaborate, the youth are vulnerable to the effects of modernisation and continue to migrate until they achieve what they are expected to get in their life. This phenomenon highlights the complex and interrelated environmental, socio-economic, and demographic factors (Bandarin and Van, 2015; Kainth, 2009; Patnaik et al., 2015; Crow, 2010).

However, a serious consequence observed is the youth migration between different areas and mostly directed towards larger cities (UNESCO 2011, 2016; DOS, 2018). Melaka, for example, is classified as a cultural tourism state is currently facing a shifting in the population due to the rising numbers of youth

migrated to major urban centres (DOS, 2019) such as Kuala Lumpur, Johor Bharu and Penang leaving behind the old generation to live in the area like Morten village. This phenomenon poses a threat to the population structure and human resource capability especially at the CBT destination which require youth involvement in cultural activities. Amrevurayire and Ojeh, (2016) argues that the migration has increase the average age of the population in the urban areas while lowering the average age in the origin. As a result, leaving behind the old generation which leads to reduce the number of participation and involvement in CBT activities and conservation efforts. Hence, threatening the future of CBT as cultural revitalisation agent and at the same time disturbing its day-to day operations.

## **2.7 World Heritage Sites (WHS)**

Melaka is a multi-ethnic and multicultural state as a result of its history of interrelations with various countries of the world dating back more than 500 years. The various colonial powers that successively ruled Melaka between 1511 until 1957 left a legacy of significant and deep-rooted impacts in Melaka's cultural make-up, with the intermingling and interrelationships of the various races and ethnic groups during that period building the region's multi-ethnic and unique multicultural heritage. These are hybrid communities and cultures, a unique blend of the cultures of both foreign traders and locals such as the Peranakans (Baba-Nyonya) or Straits-born Chinese who speak a mix of Malay and Hokkien, Chetti (Chitti) or Indian Peranakans and Portuguese Eurasians or Kristang (Cristao). Figure 2 illustrates the position of Melaka on a map of Malaysia.

**Figure 2: Melaka on a map of Malaysia**



Source: Google, 2018

Its mixture of Asian and European influences has endowed Melaka with a multicultural tangible and intangible heritage. Due to its unique multicultural living heritage built up through its trading routes and other outstanding universal values, on 7 July 2008, Melaka City, together with George Town in Penang, was listed as a United Nations Educational, Scientific and Cultural Organisation (UNESCO) World Heritage Site. As part of its recognition as a WHS, Melaka City is required to preserve and maintain its unique historical and cultural tangible and intangible heritage. As such, it is forbidden to demolish or significantly modify the appearance of any of its historic buildings. Also, as part of these requirements, Melaka is required to increase awareness of its status as a WHS, especially among its population, build a sense of custodianship and secure support by promoting its significance.

Today, its WHS status has elevated Melaka to the level of the global tourism market, especially in respect of its CHT, which has increased tourists' curiosity about different cultures and led to increasing numbers of tourists visiting the site. For example, Lee (2010), in a study on the satisfaction of tourists with the cultural heritage site in Melaka, showed that the WHS met tourists' expectations

and provided satisfaction. Similarly, Chin et al., (2010) analysed the determinants of international tourist arrivals in China and demonstrated that a WHS provides the ability to attract greater numbers of tourists than other tourism spots. Hence, the WHS title can contribute significantly to the state's economy and to the community area, such as through increasing job numbers and improving the quality of life (Cros, 2007). However, neither of these studies included CBT, thus implying that only limited studies have been conducted in the field. This research will therefore further extend the knowledge of CBT through its recent findings on the impacts of CBT at a WHS destination.

### **2.7.1 Challenges in maintaining cultural and heritage products**

Melaka Historical City, together with George Town, Penang, was awarded the status of UNESCO WHS in 2008. One of the requirements for retaining such a listing is a high degree of community participation in its continued conservation efforts following STD principles (refer to Table 1 pg 29). In terms of the community, as the guardians or owners of cultural identity in a cultural and heritage setting, it is certainly not easy for the government to gain the confidence of local people in order for them to explain the importance of preserving cultural resources, especially intangible products. Although the government has at its disposal the National heritage act 2005 and other legislation as a means of compelling the preservation of colonial heritage, the support of the local community is nevertheless essential to ensure the sustainability of heritage conservation.

In contrast, CBT creates the opportunity to encourage a sense of pride among local people through cultural exchange (Graham, 2002). For example, language, food, dance and religious celebrations and festivals represent the various cultural aspects of the Malay community. All of these intangible products are passed down from one generation to another. However, as a developing country and with growing demand for commercial space, there is increasing pressure for heritage to make way for modern urbanisation that affects not only

physical heritage assets but may also produce socio-cultural impacts for the local people. For example, individual 's behaviour and attitudes might be altered in respect of their own local culture and traditions, such as the younger generation coming to view traditional culture as an outdated practice. Hence, this study seeks to respond to this challenge by investigating the impacts through stakeholder perceptions.

### **2.7.2 Community-based tourism at World heritage sites**

Researchers in Malaysia are more inclined to explore CBT in the context of service quality, community participation (Razzaq et al., 2012; Kandampully et al., 2001; Kayat and Zainuddin, 2016), physical infrastructure (Bookman and Bookman, 2007; Kasim, 2011; Henderson, 2003) and social issues (Liu and Wall, 2006; Durbarry, 2004). However, in spite of the attractiveness of CBT, academic studies in this area, particularly those on the impacts of CBT, remain limited compared to studies of ecotourism (Getz and Jamal, 1995; Kayat, 2014; Tangit et al., 2014; Afthanorhan et al., 2017; Nair and Thomas, 2015; Hussain and Kunjumar, 2014). Hence, this study aims to explore the impacts of CBT that have not been reviewed since its development, in the context of the WHS. In fact, Morten village is the only cultural destination located within the WHS in Malaysia. Therefore, the selection of Morten village as the study site is deemed appropriate in terms of answering the research questions and fulfilling the research aims (see section 1.1).

Moreover, tourism policymakers often focus on stimulating tourism by meeting the conditions needed for tourism growth, which often produce economic, environmental and socio-cultural impacts (Coccosis and Mexa, 2017). Therefore, given the vital role played by CBT in encouraging community development, one should not be surprised by the similarity between the potential impacts of CBT and those of mass tourism, such as job creation, population growth and infrastructure improvement, although it may also have its own unique

features (Vijayanand, 2012; Coccossis et al., 2017). Indeed, Wang et al., (2010) in his study found that the determinant character of a historic area cannot assert itself if its values are not preserved. This notion was further elaborated by Ismail (2014), who concluded that there is a mutual reinforcement between tangible and intangible elements that produces the high authenticity values of such products. In other words, tangible products (e.g. houses) must be supported by an intangible value (e.g. historical), while intangible cultural elements must rely on the tangible for them to be visualised. The next section will discuss the issue of authenticity.

## **2.8 In search of authenticity**

The study of authenticity in the field of tourism has attracted extensive attention over the past few decades. Authenticity is relevant not only to the motivations of tourists (Chhabra, 2010) but also has a significant impact on tourists' experience of the perceived image and sense of place of a destination (Kolar and Zabkar, 2010; Ramkissoon, 2015; Ram et al., 2016). Authenticity is also closely related to the daily life of local residents and their survival and development. It is an important academic topic that is closely related to the evolution and development of a tourism destination (Cole, 2007; Chhabra, 2010). The Greek word 'authentikos', meaning 'made by oneself' and 'original' was originally used in the context of describing the art exhibits held by a museum (Trilling, 1972). MacCannell (1973) expanded the concept of authenticity in the study of tourism experience by incorporating 'the authenticity of the stage' (i.e. staged authenticity). Authenticity has since become one of the core concepts of the theoretical interpretation of tourism attraction and has prompted heated discussions and analyses (Taylor, 2001; Xie, 2011; Chhabra, 2012).

The concept of authenticity in tourism studies was thus shaped by the work of MacCannell (1973, 1976), who was the first to make the connection between the formal concept of authenticity and the experience derived by tourists. It was



thus suggested that tourists seek authentic experiences that they are no longer able to find as part of their everyday lives. MacCannell (1976) proposed that, while for Western tourists, the primary motivation for travel lies in the quest for authenticity, it is also noted that it may be difficult to distinguish between true authenticity and 'staged' authenticity, which is defined as taking place where a situation has been contrived in order to seem authentic (MacCannell, 1976). Chhabra (2012) and Xie (2011) argued that destinations vary in terms of the degree to which they are staged and suggested that tourists today seek 'backstage' (i.e. genuine, non-contrived) experiences as they demand true authenticity.

Kolar and Zabkar (2010), Ram et al. (2016) and Zhou et al., (2018) explained that 'backstage' refers to a situation where the real life of the community is on display and authentic culture is maintained. 'Front stage', in contrast, is where commercial and modified performances and displays are offered to a mass of tourists, and it is this area that tourists are nowadays trying to avoid in their search for authenticity (Kolar and Zabkar, 2010; Ram et al., 2016; Zhou et al., 2018). For instance, in cultural villages, locals 'perform' (stage) cultural performances for tourists prior to returning to the 'backstage' when they return to their real homes at the end of the day and pursue their normal cultural activities (Ramkissoon, 2015). The link between authenticity in CHT and CBT is a topic of active debate that has a direct bearing on the manner in which residents perceive CBT. Hence, as a part of CHT, CBT offers both 'front stage' and 'backstage' experiences through the homestay programme. This type of programme provides tourists with a closer look at the daily life of the host and community in their natural setting. However, the community also maintains the right to select which cultural values it wishes to share with the tourists. In other words, the selection of values is at once carefully constructed, structured and well planned. As such, the enjoyment of a situation will be mediated by the tourists' preferences for an authentic experience.

In recent years, growing concern has been expressed with regard to the commodification of culture for the exchange of economic values (Brown, 2000;

Larsen and Urry, 2011; Cohen and Cohen, 2012; Ram et al., 2016). Tourism, in particular, has been identified as a major force in the commodification of culture. There is no doubt that the presence of tourists can often lead to the creation of cultural manifestations that are designed purely for consumption by tourists (Tomaselli and Wang, 2001; Ram et al., 2016). For instance, CBT was developed for economic purposes to accommodate the demands of cultural tourists visiting Melaka. This is evident in one of the development objectives of CBT (see section 2.4), where CBT is used to promote cultural experience.

In these circumstances, CBT functions to transform culture as a process into a cultural product. This is supported by the key argument that when tourists are seeking authenticity, they are in fact seeking the realisation of a myth that they hold regarding a particular culture or society such as Malay culture (MacCannell, 1976; Boniface, 1995; Burns and Holden, 1995; Ram et al., 2016). To this end, some aspects of cultural products are in fact sold in the form of myths with the goal of satisfying the expectations of cultural tourists. Cohen and Cohen (2012) pointed out that despite their search for genuine authenticity, what tourists actually find is staged authenticity. Tourists demand instant culture in a short time and limited space; as a result, based on those fixed parameters, their search for authentic experiences of another culture encourages the locals of that culture to either provide such authentic experiences or otherwise to stage them to appear as realistic as possible (Robinson, 1999; Tomaselli and Wang, 2001; Cohen and Cohen, 2012; Ram et al., 2016).

Hence, there is the danger of culture becoming commercialised and trivialised for the benefit of tourists as in-house entertainment (Cohen, 2011; Tomaselli and Wang, 2001; Ram et al., 2016). For instance, traditional dances like Zapin, or Malaysian dance, are often arranged and presented in a shortened form, with the dancers paid to go through the motions for the benefit of groups of tourists. Brown (2000), Ram et al. (2016) and Zhou et al., (2018) argued that staged authenticity may impact on the values of the cultural products and leading to a reduction in quality in order to satisfy tourist demand. Over time, such staged

authenticity may present the very real danger of sight being lost of the original significance of the cultural practices, the basis of which will ultimately shift within the host culture, thus resulting in a failure to maintain the culture for future generations (Brown, 2000; Ram et al., 2016; Zhou et al., 2018).

### **2.8.1 Tourist gaze**

The study of authenticity is normally associated with the 'tourist gaze' through the concept of front stage and backstage mentioned earlier in section 2.6. Urry (1990) introduced the tourist gaze as a set of expectations that tourists place on local populations and destinations as part of their quest to have an 'authentic' experience. In response to tourist expectations and often in line with cultural and racial stereotypes, local populations resort to reflecting this 'gaze' of the tourists' expectations in order to benefit financially (Stronza and Gordillo, 2008). The result is that people become implicated in an ongoing competition for the attention of tourists. This process encompasses a number of elements, including carefully chosen images related to places to see and narratives that speak about the uniqueness of the people's history, culture and heritage. For instance, Malaysian tourism promotions portray Malaysia as a pluralistic society that comprises diverse ethnic groups. Such gazes help to create anticipation in travellers about what they will encounter during their trip and fuel their desire to experience these particular imagined situations.

Likewise, the tourist gaze expresses the dynamic construction of the tourist experience in such a way as to illuminate any elements which may have implications for the experience. A variety of performative practices through which tourist experiences are embodied and a network of professionals and institutions providing services to ensure that particular tourist experiences can be generated (Urry, 1990; Larsen and Urry, 2011). However, scholars argue that the tourist gaze is reciprocal and not a one-way street due to the fact that it is countered or

returned by the host community (Taylor, 2001; Turner et al., 2005; Perkins and Thorns, 2001; Chan, 2006; Ram et al., 2016; Allen and Brennan, (2004).

Studies show that as soon as travellers reach a tourist destination, it is not only the local people who are on display and can be analysed; indeed, the tourists also constitute a part of the visual reality and are exposed to local gazes (Bianchi, 2001; Chan, 2006; Taylor, 2001; Perkins and Thorns, 2001; Chan, 2006; Ram et al., 2016; Allen and Brennan, (2004). Such studies further argue that the host's gaze is more complex since it is based on a two-sided picture in which both the tourist and host gazes exist jointly, thus affecting and feeding one another and producing what has been termed 'the mutual gaze' (Maoz, 2006; Larsen and Urry, 2011). The effect is that we have both the gaze of the gazer and the gaze of the gazed. In short, this study argues that in a world where affluent tourists are able to seek out experiences and gaze upon sights in places that are just becoming open to them, little mention is given to how this trend is affecting the host cultures. Hence, in this study, both the tourist and community gaze perspectives will be explored in order to identify the impacts of tourism on the authenticity of both tangible and intangible cultural products.

## **2.9 Stakeholders in CBT**

The concept of 'stakeholder' was pioneered by Freeman (1984, p. 46), who identified a stakeholder as '*any group or individual who can affect or is affected by the achievement of the organisation's objectives*'. Carroll (1993) expanded the definition based on Freeman's concept, stating that stakeholders are those groups or individuals with whom the organisation interacts that can affect or be affected by any actions. Later, in 2002, Yoon (2002) and Tosun (2002) further refined the definition as a particular group who have interests in the planning, process(es), development, delivery and outcomes of tourism development or businesses. They also indicated that although it is not essential for all stakeholders to participate

equally in the decision-making process, all of their respective interests should nevertheless be identified and understood. Hence, this study defines stakeholders as groups of individuals who can affect or be affected within a particular market or community, and who have a common interest in tourism businesses. Common examples of tourism stakeholders are government, private entrepreneurs, NGOs, communities and tourists.

Although stakeholder theory was first used in management studies, the concept later developed to become a recurring theme in tourism research (Kayat, 2008; Byrd and Gustke, 2004; Byrd, 2007; Kruja and Hasaj, 2010). Many articles in tourism research have analysed and used stakeholder theory in the context of tourism and recreation. For instance, Byrd et al. (2009) used stakeholder theory to determine whether there were any differences in the perceptions of the impact of tourism impact on a rural community in eastern North Carolina among four different stakeholder groups, namely residents, entrepreneurs, government officials and tourists. Holden (2010) identified four key stakeholder groups in his study exploring perceptions of STD in the Annapurna Conservation Area in Nepal, namely trekkers, lodge owners, guides and the principal management agency. Stakeholder theory has also come to be seen as an important concept in STD, particularly as it relates to perceptions of tourism impact (Kayat, 2008; Byrd and Gustke, 2004; Byrd, 2007). Hence, stakeholder theory is used in this study as a means of understanding the impacts of tourism as a nuanced picture of realities that requires a balance to be struck between the needs of the industry and the community. This means that each stakeholder group, regardless of the relative power they hold, must participate in determining the future direction of development in order to reduce conflict in the longer term and contribute to a desirable society.

With reference to stakeholder groups in CBT, Bramwell and Sharman (1999) identified those groups most likely to affect a tourism product as including the following: those with community interests; those with environmental concerns; government officials; those with recreational interests; those with

economic interests; those with developmental concerns; and other individual local residents. Briefly, scholars have discerned four key groups: tourists, residents, business owners and government officials (Goeldner and Ritchie, 2003; Byrd, 2007; Andereck and Vogt, 2000). Similarly, in this study, five stakeholder groups have been recognised; government officials, tourists, the community, business owners and NGO representatives. However, unlike other tourism studies, the external perspectives of academics are also taken into account in this study to support the findings in the wider tourism field.

### **2.9.1 Stakeholders' perceptions**

Perceptions of the various impacts of tourism have been extensively researched since the 1970s. Most studies have concentrated on the ways in which the various stakeholders have responded to tourism impacts. For example, Liu and Bao (2005), under a Chinese view of ecotourism, assessed a range of relationships between local government and tourism operators, local government and residents, tourism operators and residents, tourism operators and visitors, and visitors and residents. Kamarudin et al., (2013) critiqued Malaysian tourism planning as lacking stakeholder involvement, resulting in significant conflicts between stakeholders. Begum (2014) indicated that the government, business owners and the local community all play a major role in satisfying tourists in the context of shaping the development of sustainable tourism in Melaka. Yin (2014) investigated three clusters of stakeholders in the city of Johor Bahru, including government, industry and civil society organisations. She found that the views of these stakeholders continually changed in response to tourists' interests and trends, which resulted in disharmony of stakeholder development.

More currently, Ali et al., (2017) investigated the perceptions and attitudes of stakeholders with regard to tourism development in a mature Malaysian beach resort destination, finding that community participation in decision-making can help to alleviate conflicts within the community (e.g. concerning interests). It thus

appears clear that the research into stakeholders reviewed above has contributed to tourism studies, although there remains a lack of studies exploring the perceptions of multiple stakeholders (e.g. government, business owners, tourists, the community and NGOs), thus leaving a gap in the knowledge, particularly in the context of CBT and protected destinations.

Simultaneously, studies comparing the opinions of various stakeholders are also scarce. For example, Andriotis (2005) highlighted the need to include the perceptions of all stakeholders in his study of community in Greece. The author reported different perceptions involving business owners and residents concerning the economic effects while also raising their concerns about the environmental and social impacts. Byrd et al., (2009) compared three groups of stakeholders – government, residents, business owners – with the authors concluding the residents to have the more favourable attitude to tourism development. Brida et al., (2011) and Presenza et al., (2013) also emphasised the need for research on the perceptions of various stakeholders as a foundation for tourism planning. In addition, Canizares et al. (2014) discovered virtually no differences between business owners and residents, although the tourists in their study did have a more favourable opinion than the residents. However, none of these studies included all of the stakeholder groups in one context for the purpose of examining the impacts of tourism. In short, the differences in perceptions concerning tourism impacts can result in conflict between stakeholder groups. Therefore, in order to reduce conflict, it is necessary to identify and understand the various perceptions of all stakeholders in order to achieve STD.

Furthermore, stakeholders' perceptions of the impacts of tourism have gained significant attention from tourism researchers due to their significance for the success and sustainability of tourism development (Sdrali et al., 2015; Chen and Raab, 2012; Deccio and Baloglu, 2002; Gursoy et al., 2010; Brida et al., 2011). Ellis and Sheridan (2015) concurred that there is a lack of a holistic view and systematic research aimed at building a better understanding of tourism impacts from the perspectives of stakeholders, wherein some of the studies only

considered the perspective of the residents, which is contradictory to the dimensions of STD. In this context, Ven (2015) stipulated that the participation of stakeholders is necessary as they form an essential element of the 'hospitality atmosphere' of any tourist destination. Hence, it implies the need to conduct a study that involves stakeholders in one context, in a protected area such as a WHS, owing to the inseparability of the production of the products and the intangible cultural heritage.

The existing literature reveals the role played by stakeholders in ongoing tourism activities, especially for destinations involving intangible and tangible cultural products (Murphy, 1985; Sdrali et al., 2015). Hall and Page (2006) highlighted how the perceptions of all stakeholders are essential to understand and identify the level of impacts at the host area (Liu and Li, 2018; Gu and Wong, 2006; Gu and Ryan, 2010; Ap, 1992; Mason, 2008; Mason and Cheyne, 2000; Liu and Li, 2018; Ellis and Sheridan; 2015; Brida et al., 2011; Ali et al., 2017). For instance, Harril (2004) conducted a review of tourism planning according to government perceptions of tourism development, while Monterrubio (2008) included the residents' perceptions from a methodological point of view. Both of these studies agreed that the community is the group most affected by tourism development in their area in comparison to other stakeholders and that what local people believed about tourism development is related to its impacts (Monterrubio, 2008; Harril, 2004; Sdrali et al., 2015; Ellis and Sheridan; 2015; Brida et al., 2011; Andereck et al., 2005). Conversely, McGahey (2012) argued that all stakeholder groups must be included in any study concerning perceptions or attitudes to tourism development instead of focusing on only one group (e.g. the community). The author advocated that incorporating the views of stakeholders could add knowledge and insights as well as reduce potential conflicts in respect of achieving STD (Getz and Jamal, 1995; Goodwin and Santilini, 2008; Tosun, 2002; Kayat and Zainudin, 2016; Ali et al., 2017).

The perceptions of the impacts will be different depending on the types of stakeholders in question. Therefore, a clear understanding of stakeholders'



perceptions is a necessary precursor to the planning and management of sustainable tourism. Tosun (2000) explained how most CBT developments were planned without paying attention to the stakeholders' expectations, which indirectly induced conflicts among the groups. He further suggested that the government should seek to understand other stakeholders' perceptions of and attitudes to the potential impacts of CBT in an effort to ensure success. Studies by Andereck and Vogt (2000), Sheldon and Abenoja (2001) and Byrd et al. (2008) supported how a clear understanding of stakeholders' perceptions and interests is a necessary precursor to good management of the activities and development at the destination. Moreover, without the support of stakeholders, it is nigh on impossible to develop tourism sustainably (Andereck and Vogt, 2000; Gursoy et al., 2002; Andriotis, 2005; Kayat, 2014).

In this regard, several authors (Timur and Getz, 2008; Andereck and Vogt, 2000; Andriotis, 2005; Byrd et al., 2009; Dabphet et al., 2012; Ellis and Sheridan, 2015; Khorshed et al., 2014) have suggested that although the impacts of tourism have been extensively studied, additional research on the subject, and particularly on CBT, should be conducted in other geographical areas such as protected locations, so as to further the development of knowledge in this field. They also pointed out the need to consider the views of various stakeholders as, without their support, it is virtually impossible to manage tourism sustainably since each stakeholder group has a different role and shared responsibilities within tourism development. This indicates that stakeholders are essential for the development, successful operation and long-term sustainability of tourism in order to minimise the potential adverse impacts of tourism and maximise its benefits. Therefore, the foundation of this study was built on the existing body of knowledge with the aim of exploring the different stakeholder perceptions of the impacts of CBT among the five stakeholder groups of tourists, community, government officials, NGO representatives and business owners.

## 2.10 Conceptual foundations

A review of the relevant literature was conducted, with the findings presented in the previous sections. This provided the basis for an initial conceptual framework. Brotherton (2003, p. 78) suggested that the conceptual framework is *'the structure that seeks to identify and present, in a logical format, the key factors relating to the phenomena under investigation'*. The purpose of the conceptual framework is to provide a loose identification of concepts that are relevant to the study and a means of illustrating the relationships between the concepts. The extensive literature review helped with both the emergence of the research questions and the linking of the concepts (e.g. STD, tourism impacts and CBT development) within the conceptual framework. However, the conceptual framework does not provide a definitive model for the collection or evaluation of relevant data. The very nature of inductive research means it is difficult to capture the evolution and fluidity of the relationships between the key concepts, although it is hoped that the conceptual framework will go some way to achieving this.

### 2.10.1 Conceptual framework

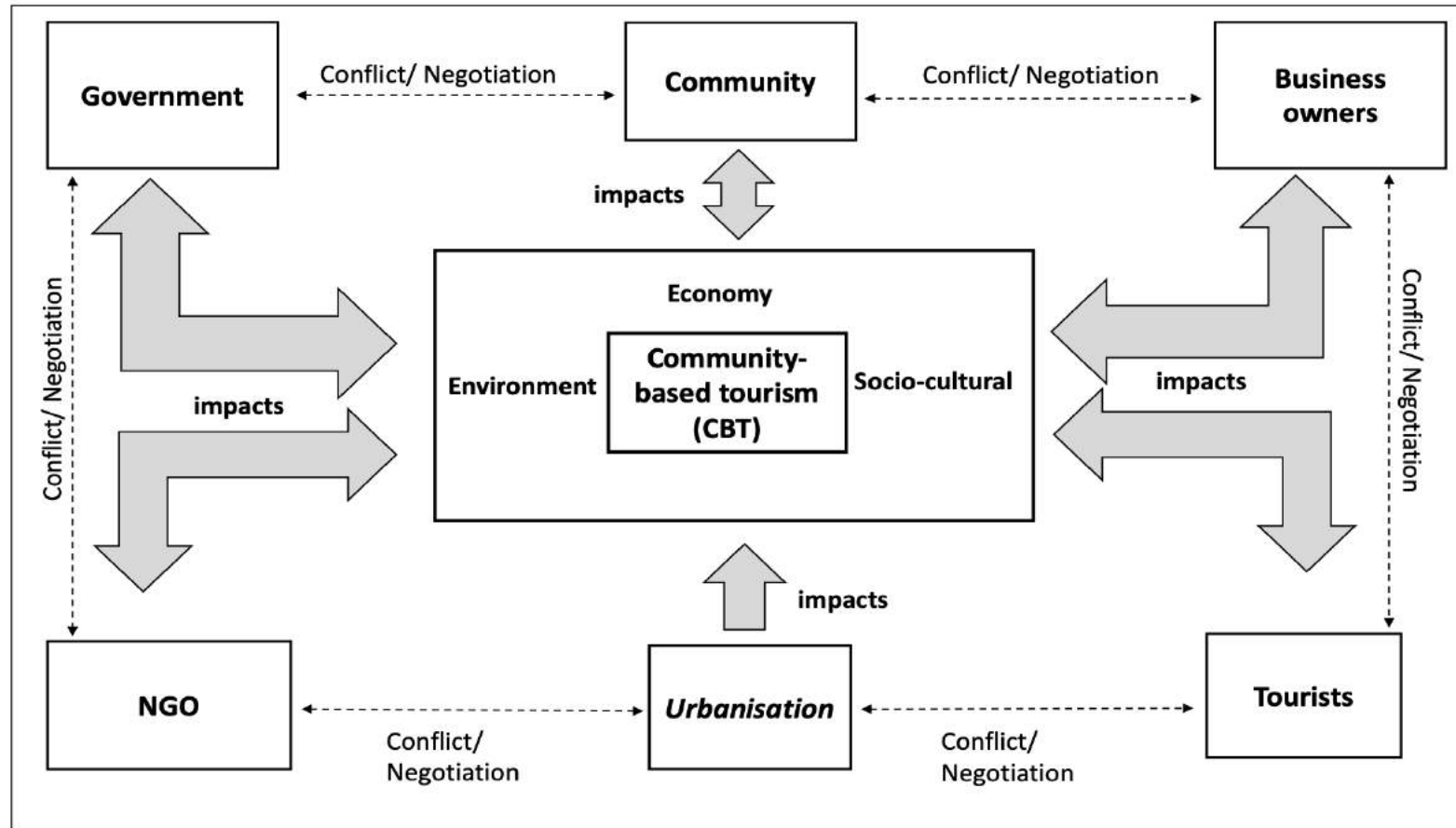
The conceptual foundations mentioned in section 2.7 are framed into the conceptual framework to inform the research design and guide this study in achieving its aim. The conceptual framework in Figure 3 captures the key concepts of CBT. The literature review has revealed that there are different types of stakeholders involved in CBT (e.g. government and the community). Anderreck and Vogt (2000) stated without stakeholder support, it is nearly impossible to develop tourism in a sustainable manner. However, conflicts and tensions among stakeholders can easily occur as the different interests bear varying costs and benefits of development; and thus each stakeholder group should be given consideration without one being given priority over others, but all being equal (Sautter and Leisen, 1999; Markwick, 2000; Goodwin and Santilini, 2008; Kayat, 2014). At the same time, the perceived impacts have been classified under the three headings of economic, environmental and socio-cultural, as identified in the literature.

Hence, this study adapted a model proposed by Hardy (2005) that examines the role and nature of different stakeholders to develop CBT framework that informs both academic literature and current practice of tourism professionals. This model is an attempt to overcome some of issues and difficulties mentioned earlier. This model is a system that represent collaboration among stakeholders which is necessary as future conditions may be different, more extreme and rapidly changing than previously experienced, requiring very different approaches to the assessment of CBT impacts. Figure 3 (pg 76) is adapted from Hardy (2005) proposed model. This model is bases on Hunter's observation that *"in reality, trade-off decisions taken on a day to day basis will almost certainly produce priorities which emerge to skew the destination area-based tourism/environment system in favour of certain aspects"* (Hunter, 1997: 859). Based on grounded theories research in the Daintree area of Australia, Hardy proposes 14 propositions with reference to community-based developments, and these are:

- a) As scale increases, stakeholder overlaps decrease;
- b) Sustainable tourism requires recognition of stakeholders;
- c) Stakeholder groups are heterogeneous;
- d) Stakeholders' perceptions of tourism are characterised by similarities and differences;
- e) Conflict and disempowerment indicate non-sustainability;
- f) A sustainable tourism system exists where conflict is minimised by understanding stakeholder perceptions and involving them in decision making;
- g) Context and boundaries influence perceptions;
- h) Interaction allows similarities and difference opinions to be managed;
- i) Feedback is an inherent component of sustainability;
- j) Stakeholders must determine whether sustainable tourism involves - trade-offs or balances;
- k) Sustainable tourism occurs when outputs are predominantly similar;
- l) Prioritisation and labelling of stakeholders must be recognised;
- m) The strength of stakeholder analysis lies with its longitudinal application;
- n) External actions produce internal reactions.

The reason for this adaptation is due to the fact that the Morten village displayed an effective networking between the multiple stakeholders. As such Morten village is more likely to be able to embrace this model to CBT development as there is greater cohesion between the stakeholders. Hence, the identification of these conceptual foundations from the literature will help in understanding the impacts that may lead to the success or failure of CBT to achieve sustainability. However, the literature review implies that only limited empirical studies have explored these impacts in the context of CBT and protected destinations. Thus, the study addressed this gap in the literature by providing a critical analysis of CBT impacts based on stakeholder perceptions within a WHS. Figure 3 (below) provides a conceptual overview of the main literature context in CBT. It is not intended to denote a causal relationship but merely to identify the current state of the literature to inform the research design. It is anticipated that an outcome of this research will be the development of a conceptual framework specific to CBT (cross-ref RQ 3).

Figure 3: The conceptual framework



Source: Researcher, 2018

The details explanation for this framework (based on Figure 3) are as follow;

1. The four-corner rectangle boxes stand for six different stakeholders; government; community; tourists; business owners; NGO, including the urbanisation as a part of recognised impacts that has potential effects on cultural and heritage destination.
2. A dotted line stands for the relationships between different stakeholders' groups; they have conflicts with each other but also need to negotiate. For example the government compulsorily the cleanliness of the landscapes to protect the image and attractiveness of the village or used the community private area to build tourism facilities (potential conflicts between government and residents where the community has less power to object the request); there is an unequal income distribution between the hosts (potential tensions between the hosts); and there is no supports from the government for the business owners from heritage fee paid by tourists to the local government (potential tension between the business owners and the government).
3. The four-corner rectangle boxes stand in the middle to represent identified impacts of CBT i.e. economic, environmental and socio-cultural impacts, (sections 2.2.1; 2.2.2, and 2.2.3).
4. The big arrow stands for the perceived impacts provided by the stakeholder groups. It applied that all stakeholder groups are subject to the impacts. The differences and similarities of the perceptions are being highlighted at this point to ensure the sustainability can be achieved.

## **2.11 Chapter summary**

In summary, CBT is based largely on cultural products. As such, culture can be considered as a resource that needs to be protected in order to ensure its sustainability. Should there be any loss or commodification of culture, the CBT destination (e.g. Morten village) may no longer be considered to be authentic. It is also noted that authenticity is a complex balance between tradition and modernity (Engeset and Elvekrok, 2015) that is also crucial to CBT. A loss of authenticity points not only to a destination losing its appeal to tourists but also to impacts on the social fabric of the ethnic minority at the destination. Therefore, an extensive literature review was conducted, as presented in the previous sections, and this provides the basis for the initial conceptual framework as outlined in section 2.10. Hence, this chapter stands as the conceptual foundations of this study for enhancing the researcher's understanding of STD, the three pillars of tourism impacts, CBT and the WHS destination. These inputs from the literature will be discussed and compared with the findings from the current study in later chapters. The methodological aspect of this study will be discussed in detail in the next chapter.

## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter examines issues associated with research methodology and research design. It commences by reiterating the research aims, followed by discussion on the research paradigm which this thesis is grounded in. Later, the overview of the research design used in this thesis will be presented. This entails a triangulation of data collection methods, namely in-depth semi-structured interviews, participant observation, photographs, fieldwork notes and secondary documents. The next section introduces the development of the research aims and objectives, research process and the conceptual foundation of the research.

#### 3.0 Preliminary thinking

Reading the UNWTO reports and associated literature, the researcher-built awareness and knowledge of the current state of tourism impacts. Various types of tourism impacts – economic, environmental and socio-cultural – were identified within the reports as being likely to have an adverse effect on local people. Like other alternative tourism products (e.g. ecotourism), CBT has been identified as a means of revitalising the economy of a destination, especially in rural and community areas. Besides that, as a part of CHT, CBT also provides a way of protecting cultural identity in which an authentic cultural experience is offered to visitors (Chen and Chen, 2010). The success of CBT is therefore based on the economic achievement and development of an area (Andriotis, 2005; Yoon et al., 2001; Jaafar et al., 2015). Today, however, this is insufficient to maintain sustainability. The current challenge facing CBT in developing countries is the tug-of-war situation that exists between plans to develop tourism for economic purposes and plans for sustainable tourism. Thus, an understanding of stakeholders' perceptions of the impacts of CBT on the development of tourism at



the destination is fundamental for the success and sustainability of CBT (Tosun, 2002; Gursoy et al., 2009; Yoon et al., 2001; Kayat and Zainuddin, 2016).

At the time of the initial searches of the literature, the researcher also made contact with representatives of tourism authorities and an NGO in Malaysia. Informal discussions with the representatives enabled the researcher to consider the research design and identify a suitable case study destination. It became apparent early on that although the study of a large number of destinations would yield a large volume of data, it would not produce an adequate understanding of the complex situations that those destinations were facing. Thus, as opposed to conducting a broad study, it was determined that a more selective and in-depth study would provide greater insight into the complex issues that the chosen destination was having to address. Whilst this restricts the generalisability of the findings, it does provide a richer picture of what is happening at a specific destination, which is an area that was overlooked in the academic literature. This study further argues that every destination is different and possesses its own unique characteristics (e.g. cultural values, identity, location, attitudes), which is especially the case for protected destinations. Hence, there is a window of opportunity to explore how the impacts of tourism could be perceived differently in the context of CBT within the protected destination. As such, the research evolved.

### **3.1 Research aim**

To reiterate, this research seeks to undertake a critical analysis of the impacts of CBT based on stakeholder perceptions within a WHS. More specifically, the research objectives are as follows:

- i. To identify and evaluate key stakeholders, their roles and contributions to CBT in Morten village.
- ii. To analyse stakeholder perceptions concerning the economic, environmental and socio-cultural impacts embedded in CBT in Morten village.
- iii. To develop a CBT framework that informs both academic literature and the current practice of tourism professionals working within CBT in World Heritage Sites.

To fulfil the research aim, an extensive review of the literature was undertaken around the areas of STD, the pillars of tourism impacts and CBT (see Chapter 2). This review enabled the researcher to develop a clear understanding and set the foundations for conducting research in this area. The critical theory paradigm was used as the critical stance towards knowledge: that is, the reality is created by the people, and humans constantly change (Veal, 2011). More specifically, the ethnographic approach using an embedded single case study was adopted to examine the realities faced by the stakeholders in a real-life setting. This is in line with the aims of the study, the focus of which is on gaining insights into the perceptions of stakeholders concerning the impacts of CBT. The selection of Morten village as a case study is deemed appropriate since it is an under-researched area located within a WHS. The research has led to the development

of an in-depth picture of stakeholder groups that although relatively few in number are nevertheless influential within the WHS destination used as a case study and where the face-to-face interviews and observational fieldwork took place. The emphasis here was on examining the meanings that the stakeholders gave to their observations (Bredo and Feinberg, 1982; Rabinow and Sullivan, 1979), which is a central part of the ethnographic approach.

### **3.2 Research paradigms: The importance of identifying a paradigm**

Each research project is supported by the researcher's philosophical assumptions. Wearing et al., (2005) argued that tourism studies should continue to be critiqued and evaluated by a range of alternative philosophies. Thus, to conduct an effective tourism research project requires a need to address the theoretical paradigms that may be used in the research. As Smith and Brickness (1993) stated, it is not possible to conduct good quality research if there is no understanding of the ontology and epistemology of any current research project. However, unlike other research fields, in tourism few authors specifically identify their research paradigm, or provide reasons as to why the paradigms adopted have been selected. For example, Jones (1998) pointed out that fundamental issues of paradigms and the philosophy of social sciences are rarely mentioned or discussed in tourism and hospitality research.

Guba and Lincoln (2005) stated a paradigm could be considered as "a group of basic beliefs that is concerned with 'ultimate' or 'first principles', which used to describe a person's understanding of the world" (p.107). Weaver and Olson (2006, p.459) pointed out that paradigms are "patterns of beliefs and practices that regulate inquiry within a discipline by providing lenses, frames and processes through investigation". More recently, Johnson and Christensen (2010) acknowledged that: "a research paradigm is a perspective about research held by a community of researchers that is based on a set of shared assumptions, concepts, values and practices" (p.31). For this study a 'paradigm' is a pattern of

beliefs, attitudes and worldviews which affect the way people know reality, acquire knowledge and interact with the world. Filstead (1979, p.34) identified four objectives of paradigms:

1. A guide to a discipline for indicating what are the problems confronting the discipline;
2. As developmental explanatory scheme that places problems in a specific framework that permits attempts to solve them;
3. Establish criteria for appropriate “tools” (i.e., methodologies, forms of data collection) to solve disciplinary problems, and
4. Provide a framework in which these phenomena can be identified as existing in the first place.

There are numbers of competing paradigms in the social science research field. Each paradigm has its own set of concepts and can provide flexible guidelines to connect methods and shape any inquiry (Phillimore and Goodson, 2004). However, no single one can solve all the research questions involved in any one project (Bailey, 1994). As Guba and Lincoln (2005) acknowledged, there should not be a question as to which paradigm is superior per se, but rather which paradigm is more suitable for achieving a specific research objective. As a result, the selection of an appropriate paradigm is a fundamental prerequisite for a researcher to successfully complete a research. According to Creswell (2009), there are four main factors that will play a role in influencing the choice of paradigm, including the problem, the research, the methodology and the desired outcome.

However, scholars have established criteria to differentiate between paradigms (Guba 1990; Guba and Lincoln, 2005). Such authors mapped out the fundamental characteristics of paradigms, each paradigm being defined by three questions: ontological (what is the nature of reality, what can be known about reality?), epistemological (what is the nature of relationship between the knower and the known?) and methodology (how can the researcher find out knowledge?).

To these three criteria may be added a fourth, the axiomatic or ethical. Among them, ontology, epistemology and methodology are complementary as the first two inform the latter (methodology) (Pernecky and Jamal, 2010). These characteristics therefore provide an effective framework for researchers to perceive tourism and tourism research (Delanty, 1997). Guba (1990) also stated that researchers should always reflect on their philosophy by examining their ontological, epistemological and methodological choices, and choose those research methods to be consistent with their assumptions and research problems. Indeed, as Pansiri (2009) and Crotty (1998) describe, any choice of methodological approach to tourism studies is associated with the epistemological and ontological, and will reflect not only the nature and exigencies of the research work, but also the role of researcher and his or her view of the social world.

In this research, two paradigms were selected as the researcher's fundamental philosophical worldview. They were critical theory and interpretive. Critical theory is used to surface multiple perspectives as to recognise they may be different not just across but also within the same stakeholder groups. To elaborate, the critical theory was used to examine the relationship between those in power (such as the government) and those without power (such as community) in regard to tourism planning and development, and thereby to assess to what degree congruency exists between the groups. For example, in this study semi-structured interviews were used to obtain in depth information on how each of the stakeholder groups perceived the impact.

Meanwhile, the interpretive paradigm is used to making sense and reconstructing multiple realities in the data through inform consensus. In this case, the key points listed in table 6 are derived from the literature reviews. These key points informed the researcher during the construction of the interview questions. By doing this, researcher have an ample room to explore the realities and interpret the data independently without pre-determined theme.

Hence, this study shed a new insight and expose the reality of CBT impacts based on the perception of multiple stakeholders' group and thereby help to

improve experience and services as well as able foresee the future of the village as a cultural destination. The following Table 6 summaries the features of these two research paradigms, and each is evaluated individually and how they fit this research. The next section will discuss the use of critical theory paradigm which this thesis grounded in, followed by the discussion on interpretive paradigms.

**Table 6: Characteristics of Research Paradigms used in this study**

<b>Research paradigms</b>	<b>Ontology</b>	<b>Epistemology</b>	<b>Methodology</b>	<b>Area to explore</b>
Critical theory	Critical realism: truth shaped by social processes	Subjectivism: values influence inquiry	Interactive process that seeks to challenge commonly held notions	Tourism impacts on host community and the destination  Relationship between stakeholders relate to tourism planning
Interpretive (Common in 1970s/80 and again growing is use)	Relativism: Knowledge is socially constructed	Subjectivism: Knowledge created and coproduced	Process of reconstructing multiple realities through inform consensus	Host-guest interaction  Tourists experience Stakeholders perceptions

Sources: Creswell and Clark, 2011, Guba (1990), Denzin and Lincoln (2005) and Jennings (2001)

### **3.3 Critical theory paradigm**

Critical social theory is a study of social institutions. It believes that the reality is created not by nature but by the people, because humans have great potential for creativity and adjustment (Gillis and Jackson, 2002; Sarantakos, 1993). According to Layder (1994), the aim of critical theory is diagnosing the problems of modern society and identifying the nature of the social changes (i.e.

urbanisation and modernisation) necessary to produce a just and harmonious society. Critical theories perceive science from a standpoint that is between positivism and interpretive social science; thus, they propose that the critical paradigm adopts a position between subjectivism and objectivism (Sarantakos, 1998, 1993). Furthermore, with regard to the ontological, a critical theory paradigm proposes that reality is regarded as apprehensible, but that it is shaped by social, political, cultural, gender and economic factors that over time are considered 'real' (Guba and Lincoln, 2005). In other words, the perception of what is reality is usually influence by social, political, cultural and economic factors which creates variations of response of what is the reality. For example, in this study the participants way of thinking or reactions can be influence or shape by cultural, economic and social factors resulted a variation in responses to the same question. However, awareness and acknowledgement of these factors and differences will be at the forefront of the researcher's mind while conducting the research, analysing the data and writing up the interpretations. The interpretive paradigm will be presented in the following section.

### **3.4 Interpretive paradigm**

The interpretive paradigm is concerned with the cultural and historical contexts of the social life world. It guides the study to a deeper understanding of social phenomena in which the community are involved. It assumes "a relativist ontology (there are multiple realities), a subjectivist epistemology (knower and subject create understanding), and a naturalistic set of methodological procedures" (Denzin and Lincoln 2005, pp.13-14; Crotty, 1998). For instance, this study is based on the everyday reality of participants living in a cultural village who are directly involve in CBT programme. Plus, participant observation was used to observe the participants in day-to-day operations. Thus, the selection of interpretive paradigm is deemed appropriate in the effort of providing a holistic and insight into real life CBT programme at WHS destination. Brand, (2008) and

Monti and Tingen, (1999) emphasises that it is important to investigate human experience through researcher involvement in the research process. As such, in this study, an ethnographic case study approach was employed as the main research approach allowing the researcher to become an insider and personally experience the reality. The ethnographic-case study approach is explained in the following section.

### **3.5 The ethnographic approach to research**

Given that it was considered important to become at least a temporary 'insider,' there is a need to both justify this decision and indicate the nature of the ethnographic approach. The word 'ethnography,' meaning to write about people or cultures, is derived from the Greek words 'ethnos' (people) and 'graphei' (to write) (Marvasti, 2004). Generally, ethnography is defined as study aimed at achieving an in-depth understanding of culture, including norms, values, beliefs and concepts, from the perspective of the members of a certain culture (Spradley, 1979, 1980). Various authors have also provided similar definitions of ethnography. These include Fetterman (2010), who stated that the goal of ethnography is to seek a complete 'picture' of a particular group of people, which requires ethnographers to bring history, politics, religion and other aspects of daily life into the picture. Schensual et al., (1999) suggested that ethnography is a scientific approach to discovering and investigating social and cultural patterns in communities through the generation of important information about culturally patterned beliefs and behaviours. Ethnographic research can be linked with critical theory and interpretivist approach. Miller, Strang and Miller (2010) noted that ethnography is interpretive because the reality does not just present itself to be objectively recorded by researchers but has to be reconstructed by the ethnographer using insights gained during fieldwork.



The researcher found that the ethnographic approach complements the philosophical stance of this study. Meaning, the reality comprises the identification of linked factors such as economic, socio-cultural and environmental which may influence the interests, impacts or needs of stakeholder groups and the collection of data in order to open or improve the provision of tourism opportunities, experiences and services will be exposed. Given this, the researcher agreed that ethnography is particularly suitable for use in complex situations where investigation is taking place within a specific cultural setting, such as in this research. Lecompte and Schensul (1999) asserted that ethnographic methods provide the ability to tell the cultural story of a group equally from the perspectives of the group and the researcher. As such, the researcher was able to spend a significant amount of time in the real setting to gain a much deeper and richer understanding of the social culture and behaviour than might otherwise be the case. In fact, the researcher spent five months living in the field and becoming involved in the activities of the community. The fact that the researcher is Malaysian and shared similar cultural values, ethnics and language with the community served as an advantage in becoming immersed as an insider.

By having this advantage, the researcher has gained easy entry to the setting and formed a connection with the community. Likewise, the rapport between researcher and the community has developed a trust in which the community is able to convey their thoughts and perceptions openly and honestly. The methods employed in this doctoral thesis range from participative observation, field notes, semi-structured interviews, photographic, and secondary documents. It encourages community/government officials/tourism to tell the researcher about their perceptions of tourism impacts, both positive and negative. In addition, an in-depth semi-structured interview enables researcher to further explore the community attitudes towards the impacts of tourism development and shape their evaluation of tourism at the village. Aligned with critical theory and interpretivist approach, the outcomes of this study are varied and often unpredictable (Wurdinger, 2005). Thus, researcher play a critical role in assessing her own learning. In this sense, the lived reality of the host does not just present

itself to be objectively recorded, but it is also reconstructed by the researcher using insights during fieldwork.

### **3.6 Embedded single case study**

This research used an embedded single case study design as a strategy for approaching the data, which complemented the ethnographic approach. It is an embedded single case study design as it involves multiple sub-units of analysis and uses a combination of research methods (Holloway and Wheeler, 1996; Creswell, 2008; Robson, 2002; Yin, 2012). A single case study was selected due to the fact that the research context is under-researched and Morten village is a unique case. In this study, Morten village had the geographical advantage of being situated within a WHS and was also recognised as a cultural village by the government of Malaysia. Moreover, there is more than ten years' history of implementing CBT through homestays. Thus, there is a need to explore its impacts from the perspectives of the relevant stakeholders. Also, given that this is a single case study, the research conducted was detailed and intensive (Platt, 1988; Stake, 2000; Bryman, 2007; Yin, 2014). Thus, a case study design is appropriate for the ethnographic approach due to the strengths of the case in question. Flexibility is one of the main advantages of the case study (Robson, 2002; Hancock and Algozzine, 2011; Yin, 2014). This study involved multiple stakeholder groups as a means of accessing the widest extent of information possible concerning the impacts of CBT (Holloway and Wheeler, 1996; Creswell, 2009; Robson, 2002; Yin, 2014). In addition, external perspectives (e.g. from academics) are taken into account, thus helping to balance the findings.

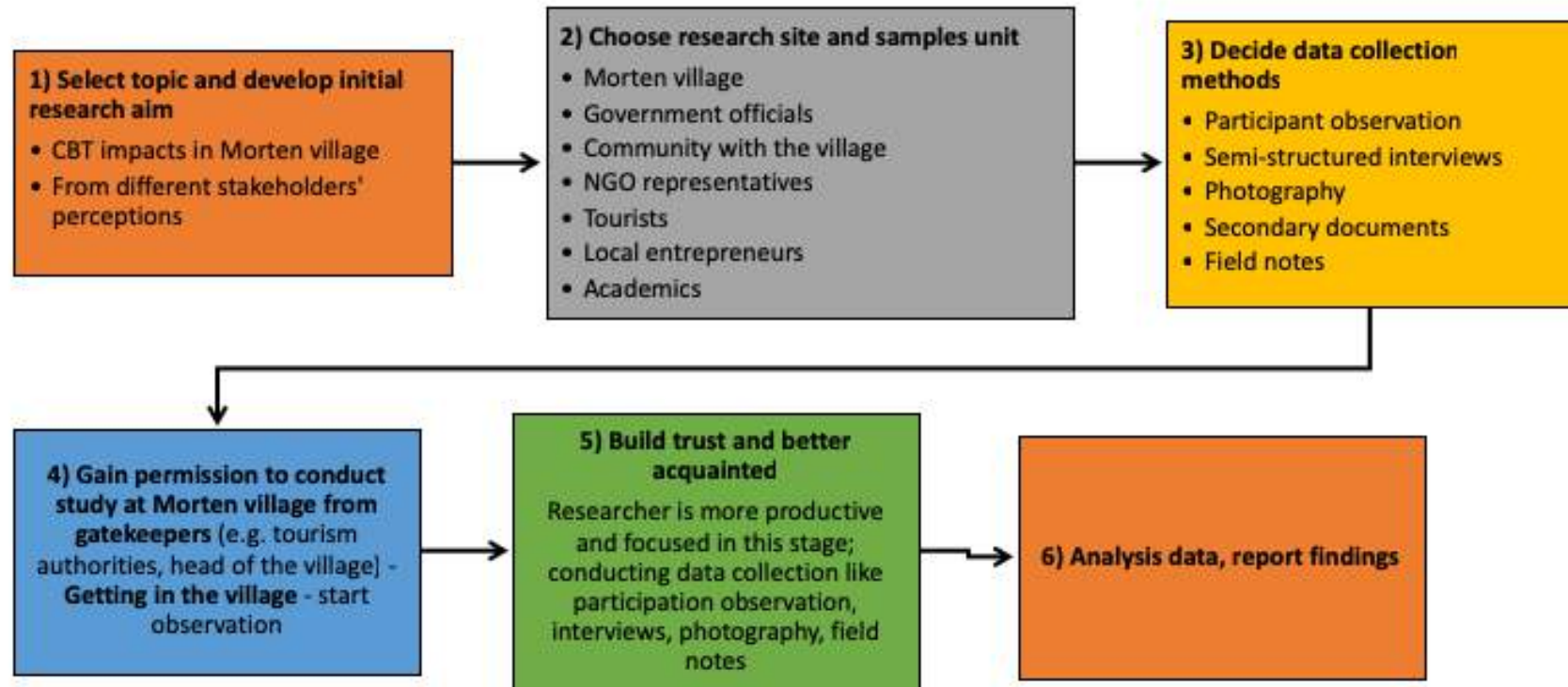
Hence, the use of an embedded single case study design in this study helps to provide a critical analysis of the development of CBT within the WHS based on the perceptions of multiple stakeholders, with the findings illustrating how the CBT programme at Morten village has been supported by these multiple stakeholders and their impact on the socio-cultural life of the community.

Additionally, it offers insight into the conflicts, threats or challenges that exist in the area. As such, these elaborations justify 'why' a single case study was chosen as the research design for this study.

### **3.7 Research process**

The research took the form of an ethnographic case study that was developed and interpreted using interpretive paradigm. The research was designed to enable a snapshot of the current situation while also providing in-depth insight into understanding the impacts of CBT as perceived by the stakeholders. The research process comprises six steps with regard to the design of an effective field study for the research (see Figure 4 pg 91). Some of these steps were taken from previous ethnographic studies such as Ary et al., (2010), Richard and Morse (2007), Kolb (2008) and Brewer (2000). This series of steps could form the basis for conducting a longitudinal study in the future, although in this instance such an undertaking would have been prohibitive from an economic stance. Initially, a pilot study was undertaken to test the methodology, gain experience of data collection methods and ensure that suitable data would be gathered. However, due to the time constraints and limited budget involved, there was no fieldwork test conducted. Nonetheless, interview questions were tested, with the researcher conducting informal interviews with representatives from tourism authorities and an NGO. Figure 4 (pg 91) presents the main phases of how the researcher conducted the research at Morten village.

Figure 4: Flow of the research process



Source: Researcher, 2016

### **3.8 Samples unit**

Whether research is qualitative or quantitative, sampling is required to select the representative population, even if the study involves a small population (Burns, 2000; Angrosino, 2008; Hammersley, 2006; Ritchie and Spencer, 2002; Punch, 2005). In this research, non-probability sampling was employed in selecting the sample units. However, there was also a degree of snowball sampling through contacts made during the fieldwork. In non-probability sampling, units are deliberately selected with the aim of reflecting particular features of, or groups within, the sample population (Robson, 2002; Yin, 2014). While the sample is not intended to be statistically representative and the chances of selection for each element are unknown, the characteristics of the population are used as the basis of selection (Ritchie and Spencer, 2002). Therefore, it is well suited to small sample sizes and an in-depth case study. In this research, purposive sampling was used for the selection of the key stakeholders involved in the homestay programme in Morten village.

The sample units were chosen with a 'purpose', that is to represent particular features or characteristics, from their roles and involvement in planning and managing, including the day-to-day running of the homestay programme, to enabling a detailed exploration and understanding of the central themes of the study (Ritchie and Inkari, 2006; Oliver and Jupp, 2006; Myers, 2009). Also, the sample was broken into two units to include groups, which directly and indirectly related to the development of CBT in Morten village. The first sample unit contained the key stakeholders, such as the officers at all levels of government agencies (federal and state), business owners, NGO representatives, tourists and the community. In this research, the researcher does not intend to separate the homestay operators (hosts) from the community group as a specific stakeholder to be researched due to the fact that the hosts are more likely belong to the community group.

The second sample unit comprised those individuals who were indirectly related to the development of CBT, such as the residents and academics. The rationale for including the perspectives of academics in this study is to provide external views concerning the impacts and to support the perceptions of the other stakeholders. It is also intended to draw upon a cross-section of expertise within the subject area. However, this study does not intend to consider the academics as one stakeholder group as their views in relation to the impacts are taken in a more general manner. Hence, only five stakeholder groups are identified as key stakeholders. The purpose of including the second sample unit is to include the perspectives of individuals that have no interest in the CBT in order to understand the impact that CBT has on them and also to value their views on the future of CBT. Thus, this study addresses not only the stakeholders' perceptions but also encompasses the views of respondents who have no economic reliance on tourism. Besides, the variation in responses between participants such as the individuals who run homestays, the policymakers and the promoters will provide different viewpoints in terms of what they perceive to be the impacts of CBT and enable the identification of any conflicts or threats that may hinder it from becoming a sustainable form of tourism development. Thus, a total of 32 stakeholders were interviewed, with profiles of the sample size, type of participants, participants' unique identity and the data collection methods categorised as shown in Appendix A.

### **3.8.1 Selection criteria of the respondents**

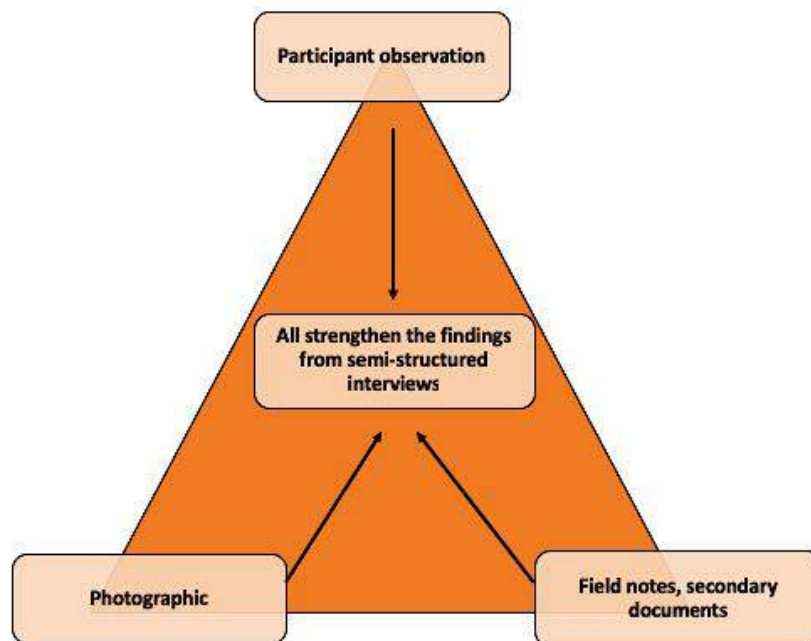
The researcher elicited the participation of key stakeholders involved in tourism development and implementation, accommodation, goods and services in the area. These included officers from government agencies, business owners, NGO representatives, the community and tourists who are directly and indirectly engaged in tourism and CBT work in particular. Thus, the selection of respondents for this research was carried out based on the following criteria: 1) practitioners with extensive experience working in the tourism industry in Malaysia, and 2) practitioners who are currently or have recently been directly involved in CBT in the study area.

Based on the above selection criteria, this research used a directory of federal government staff to identify those government agencies, local authorities and potential officers directly involved in tourism and homestay programmes in the study area. A tourist guide whom the researcher met during the first observation task in the area suggested potential respondents from the NGO, while a directory of academics' profiles developed by the Ministry of Higher Education Malaysia, along with information from the Tourism Malaysia office were used to identify and select academics as potential respondents. The task of determining the potential respondents was performed in the UK during the period from the beginning of October 2015 to the end of June 2016. The fieldwork took place from September 2016 until the end of January 2017. Despite various issues related to delayed respondents' responses, the fieldwork was completed within the planned time frame.

### 3.9 Triangulation

The main research method used in this study is that of semi-structured interviews with key representatives of each stakeholder group within the destination. Different methods (e.g. participant observation and photography) were used to corroborate the findings and serve as a form of methodological triangulation (Mason, 1995). Smith (2008) and Miles and Huberman (1994) acknowledged that the use of multiple methods of data collection helps to overcome the inherent weaknesses that are present in all research methods. Hence, the use of multiple methods in this study reduces the problems associated with a reliance on one method of data collection. The supplementary methods used in this study were participant observation, photography, field notes and secondary documents such as tourism reports, conservation and preservation plans, tourist evaluation and feedback forms, newsletters and the minutes of meetings held at the destination. Figure 5 illustrates the triangulation process used in this study.

**Figure 5: Triangulation of data methods utilised**



Source: Researcher, 2016



### **3.10 Generalisation issues in qualitative study**

It is acknowledged that criticism has been levelled by quantitative social researchers at the use of qualitative study with a case study strategy owing to its lack of 'generalisability' (Higginbottom, 2004; Ritchie and Spencer, 2002). However, the concept of generalisation is related to three linked but separate concepts (Lewis and Ritchie, 2003). The first is representational generalisation that refers to the question of how far the findings of such a study can be generalised to the specific population from which the study sample was drawn (Lewis and Ritchie, 2003; Yin, 2014). Some authors such as Lincoln and Guba (1985), Tosun (2002) and Kayat (2012) prefer the terms 'transferability' or 'external validity' of findings in relation to the issue of generalisation. Second is the concept of inferential generalisation that raises the question of whether the findings from the particular study can be generalised, or inferred, to other settings or contexts beyond the sample. The third concept relates to theoretical generalisation, which raises questions about whether it is possible to take the theoretical propositions, principles or statements from the findings and bring them to bear in a more general application. As such the findings of this study are transferred and validate the potential impacts to other destination which experience or encounter similar effect of tourism. The study acknowledges the limitation of qualitative study due to generalisation issue. However, it is argued that the findings of this study may highlight and contribute to the knowledge concerning the impacts which can be use in other area of tourism such as ecotourism.

Furthermore, there is general criticism based on the fact that qualitative research involves relatively small samples which are not selected to be statistically representative (Miles and Huberman, 1994, Angrosino, 2008; Yin, 2014), while the use of a non-standardised interviewing process could expose the study to risk bias in its findings (Holloway and Wheeler, 1996; Hamel et al., 1993). However, the basis for representational generalisation in qualitative or case study research is very different from quantitative research. Moreover, qualitative study cannot be

generalised on a statistical basis (statistical generalisation) (Marshall and Rossman, 1995; Hamel et al., 1993; Lewis and Ritchie, 2003). Instead, it involves 'analytical generalisation' (Yin, 2014) or the inferring of a 'map' of the range of views, perceptions, experiences, outcomes or other phenomena under study, and the factors and circumstances that shape and influence them, for a research population (Merriam, 1988; Brotherton, 2003; Lewis and Ritchie, 2003; Denzin and Lincoln, 2005; Yin, 2014). This is because, although individual variations in views or experiences would undoubtedly be found within the parent population, generalisation takes place at the level of categories, concepts and explanation. Indeed, this is what constitutes the 'credibility' of the findings in qualitative research (Lincoln, 1985; Yin, 2014). Through its embedded single case study design, the context of the study can be explored in more detail and in greater depth. Also, the conclusions arising from this study can be applied to a wider area of CBT at different destination than those derived from quantitative research since the findings are based on more in-depth coverage and provide a more vibrant and comprehensive understanding of the impacts of CBT (Yin, 2014). Consequently, this type of analytical conclusion expands the 'external generalisation' or strengthens the 'external validity' of the research findings to other settings or contexts beyond the sample.

Thus, the term external validity in this study context equates to the term 'transferability' or 'generalisability' (Hamel et al., 1993; Yin, 2014) of research findings in qualitative research or case study. However, the research could have been improved with a greater number of case studies and if it had been conducted over a longer period of time, although this was not possible for economic and practical reasons. On balance, the study has provided a valuable learning experience and generated an in-depth insight into the issue of CBT impacts within a WHS. The following Chapter 4 will present the data to answer the research aim.

### **3.11 Research ethics**

Approval was sought from the Nottingham Trent University Ethics Committee prior to the fieldwork being conducted, and the project was granted this approval (May 2016). The key ethical issue concerned the confidentiality of the information. In order to safeguard their identity, the participants in this study were given the opportunity of remaining anonymous. In so doing, the participants were assigned aliases during the initial explanation of the research so that anyone reading the research would be unable to link the aliases to their holders. Surprisingly, however, all of the respondents were happy to be named in the research. The researcher considers that this is due to the research being given the credibility and support of the respective tourism authorities, in addition to the growing recognition of the impacts of tourism.

Whilst the names and pictures of the respondents will be made available to the examiners, the respondents will remain anonymous to subsequent readers based on lengthier and more complex ethical considerations. The findings of the research do not refer to the respondents by name; rather, all of the respondents were anonymously coded during the transcription of the interview recordings for the purpose of maintaining confidentiality. Moreover, participation in the research was voluntary. In other words, the respondents were allowed to withdraw from the interviews at any time with no obligation to provide a reason, even after the sessions had been conducted. This option was explained both before and after the interview sessions, to ensure the preservation of the respondents' right of withdrawal (Yin, 2014). Prior to the interviews being conducted, the respondents were asked to sign an informed consent form (Appendix B), which also included consent for the audio recording. The next section will discuss researcher positionality, and subjectivity in the research.

### **3.11.1 Researcher positionality and subjectivity**

The researcher in this study took position as the individual with Malaysian identity and carries the role of university student from the UK. Having shared a similar cultural background, and language with the participants have positioned the researcher in the role of an insider, i.e. as a Malaysian citizen. Nevertheless, the identity as a PhD student from the UK, and not originated Melaka had pushed the researcher to positioned herself as an outsider when approaching the study setting to gain more insights from the participants. For example, the researcher has an easy entrée - the head start of knowing about the topic and understand nuanced of the participants based on researcher cultural experience, however, having difficulties to approach the participants. Moving from the position of an outsider to the position of an insider in the course of the study, the researcher found that the participants are more willing to share their experiences and thoughts whom they perceive as sympathetic to their situation. It also increased both the participants' and researcher's level of comfort and assisted in developing a rapport such as a moment they heard the researcher accent, one could hear the sigh of relief and feel the relaxing atmosphere.

From the subjectivity perspectives, the researcher was be able to understand and represent their experiences and struggles better than a foreign researcher would as well as their desire to help the researcher to achieve her goal. Consequently, the worldview and background of the researcher affect how she constructs the world, uses language, poses questions, and chooses the lens for filtering the information gathered from participants and making meaning of it, and thus shape the findings and conclusions of the study. For example, the researcher was familiar with the language and aware of potential sensitivities, thus knew what to ask and how to ask it as well as understood the responses in a nuanced and multileveled way. In other words, the researcher was better equipped with insights and the ability to understand implied content and was more sensitised to certain dimensions of the data. This meant that the technicalities of the research process were no longer artificially detached from the political, cultural, ethical and

social background, but included the motives, feelings and experiences of the researcher.

### 3.12 Data collection

Ethnography does not stipulate any specific method of data collection, instead being a style of research that includes multiple data collection methods, such as participant observation, in-depth interviews or tape and video recording (Brewer, 2000; Burns, 2000). Therefore, this study utilised multiple data collection methods in order to obtain deep insights and protect the richness of the data (see Table 7). Each of these methods is now discussed.

**Table 7: Combination of research methods used in this study**

Data collection methods	Total sources	Type of sources
Semi-structured interviews and informal interviews	32	32 transcribed interview transcripts
Documented evidence	20	Morten village CBT reports, Malaysia and state annual tourism performance report, conservation and preservation plans, tourist evaluation and feedback forms, newsletters and Morten village minutes of meetings.
Photographic evidence	450 pictures	Pictures of the infrastructure, cultural activities, cultural evidence, participant daily activities
Field notes	8,000 words	Notes on participant observations, researcher reflections
Participant observation		Research notes

Source: Researcher, 2016

### 3.12.1 Participant observation

In this study, the researcher undertook participative observation. The term 'participant observation' is always considered to be a qualitative approach with its roots in traditional ethnographic research (Mack et al., 2005; Spardely, 1980). Schensul et al., (1999, p.91) even stated that '*participant observation represents the starting point in ethnographic research*'. According to Van Manen (2006) and Bernard (2006), participant observation is not only a softer method in comparison to an almost obsessive focus on the empirical, but it is also a humanistic and scientific method. It entails gathering data by means of getting close to the informants, establishing a direct and supportive relationship, participating in the daily life of the particular community setting, such as through watching, observation and talking informally to informants to explore their basic beliefs, expectations, behaviours and activities (Brewer, 2000; Gobo, 2008). As such, Spradley (1980, p.54) stated that '*each participant observer comes to a social situation with two purposes, first, to engage in activities appropriate to the situation, second, to observe the activities, people and physical aspects of the situations*'.

The researcher stayed in Morten village for a period of five months (Sept 2016–Jan 2017) when conducting the fieldwork. For the majority of this time, the researcher lived with a host in Morten village, which is a small, structured and traditional populated area where the feeling was one of going back to the past. It was not busy, with only a few tourists wandering around, some of whom were staying in the homestays. Moreover, the community lifestyle and culture were not much different from that of the researcher. The researcher is a local Malaysian who shared a similar language and cultural background to that of the respondents. Thus, the researcher was quickly able to adapt to the situation. However, during the stay, the researcher made a few overnight trips to a guesthouse and hostel located next to Morten village, which proved to be an immense contrast to staying at the homestay. The room set-ups at the guesthouse and hostel were in line with the standard hotel requirement and included basic facilities such as a toilet,

mineral water, towel and free toiletries. However, the set-up at the homestay was cosier and had been set based on that of the family house, with no standard bedsheet compared to the guesthouse or hostel. The researcher felt more at home during the time staying with the host, in addition to having more opportunities to connect with other residents. As a result, the researcher was able to establish connections through them and gain access to other stakeholders such as the NGO representatives. During the research period, the researcher was involved in participant observation every day. Although a large body of study already exists on the socio-cultural impact at various destinations, a large gap still remains in this field of research, especially with regard to a lack of study in the context of CBT destinations. In response to this gap, for this research, the researcher spent five months living in the research area with the aim of personally experiencing the ways in which tourism influences the social and cultural aspects of a local destination's society. It should also be noted that, as a local, the researcher already had some insightful experience of the destination prior to the study.

The observation was usually conducted from the early morning (9 am local time) until late in the evening (6 pm local time). However, these times were not fixed. At times the researcher was accompanied on tours (by representatives from the committee and NGO), such as on a 'cultural heritage walks' to see and learn about the various historical events of the village. The researcher found this to be a useful way of illustrating some of the discussion points, although during this time the researcher was also aware that she may be taken to observe only what the committee and NGO representatives wanted her to see. The researcher was also able to connect with the key person(s) involved in the activities. However, at other times the researcher travelled alone, enabling a full exploration of the subject and also helping to maintain objectivity in the research. The researcher would not have been able to gain such rich data if the field trips not been undertaken as they permitted a fuller understanding of the current context within the destination. Figure 6 (pg103) illustrates a sample of the observation notes used by the researcher to support the interview findings.

**Figure 6: Sample of participation observation field notes used in this research**

Date : 9<sup>th</sup> December 2016  
Location : Villa Sentosa  
Start time : 4 pm - 9:30 pm  
Descriptions :  
Today is the 8<sup>th</sup> anniversary of the UNESCO World Heritage City celebration. In conjunction with the 100-year anniversary of the establishment of Morten village, the state government decided to hold an event in the village. This was an important day for the federal and state tourism agencies. From the morning onwards, the village was very busy compared to a week before. Since Morten village covers a small area, only related vehicles were allowed to enter the village for today's event. The preparation was conducted traditionally and was well planned; people used bamboo to build a tent (1), they even had 'rewang<sup>1</sup>'. What made it more interesting was when the committee requested that everyone, including the tourists, wear traditional clothes such as 'sarong pelikat<sup>2</sup>' or 'sarong batik<sup>3</sup>' to symbolise the old living style. The committees prepared 'sarong batik and sarong pelikat', and 'baju Kedah<sup>4</sup>' as gifts for the tourists who joined in with the event. I really felt as though I had revisited my memories from the 80s when attending the 'kenduri besar<sup>5</sup>'.

Photograph:



Source: Researcher, 2016

<sup>1</sup> **Rewang** is a Malay term that refers to activities in which many people join in with the cooking of dishes for an event.

<sup>2</sup> **Sarong pelikat** is a long piece of fabric that is often worn wrapped around the waist. The fabric is often in woven plaid or a check pattern.

<sup>3</sup> **Sarong batik** is a long piece of fabric, often wrapped around the waist and normally worn by women. It frequently depicts plants.

<sup>4</sup> **Baju kedah** is a traditional costume similar to a blouse. The fabric is often worn together with sarong batik.

<sup>5</sup> **Kenduri besar** refers to an event held to celebrate a big occasion, such as a wedding reception.



### 3.12.2 Photographic evidence

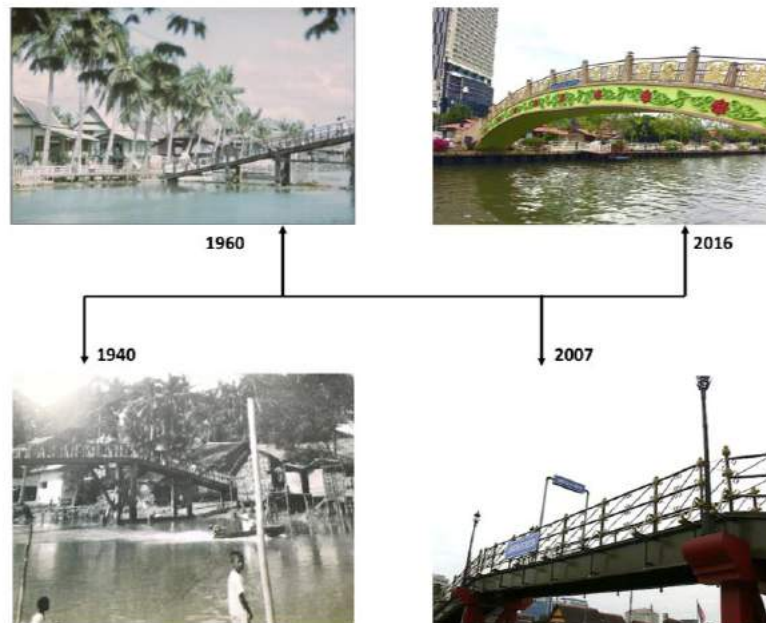
In this study, photographs are used for the purpose of illustrating a finding that the researcher has deemed significant. The approach to the photography used in this research can be broadly summarised as follows: 1) images will be recognised as primary data that provide insights into the local culture, tourism development and activities; and 2) images play a secondary role as evidence supporting the existing text/findings as determined by the researcher.

Additionally, photographic evidence is of great value to this study due to its ability to enable a rapid and clear comparison of the changes that have occurred in Morten village at the different life stages of the research (e.g. at the exploration, involvement and development stages). For example, by using and comparing photographs, it was easy to obtain information on the local culture, environment and the daily life of the residents or behaviour of tourists, with the images then being reviewed to assist in the coding and analysing of the data and providing additional evidence to support the findings (Jupp, 2006; Fisher, 2004; Flick, 2014; Gold, 2004). Furthermore, the photos taken during the research period can be compared with those taken at earlier stages of the village's evolution as held by the tourism authorities and in the museum collection. These then combine to form a record of change in the village due to tourism. Hence, the photographs proved valuable in supplementing the research findings. They would also be useful for future research to compare and observe further changes that might have occurred.

A total of 450 photographs were taken in this research. However, not all of these were actually used in the study, with only relevant pictures capable of providing support being considered. The researcher used her camera to record many valuable features for her research, including such things as the activities of tourists, special events, the daily life of residents and development. Additionally, the researcher accessed a total of 40 old photos from residents, the museum and government officials. These were taken 15 to 20 years prior to the current

research and proved very useful in enabling the author to compare the changes that had taken place during that period. The following three photos are used to illustrate some of the changes to have taken place in Morten village as a result of tourism development. The first photo depicts Morten village bridge at a time long before the start of any tourism development (1940); the second photo shows the appearance of the new Morten bridge, which was subsequently rebuilt in 1994; the third photo shows Morten bridge as it appeared 2007, and the last photo, from 2016, shows the most recent appearance of Morten bridge after it was once again rebuilt in the middle of 2012 as part of an effort to secure WHS accreditation and also to further improve the tourist experience.

**Figure 7: Transformation of Morten bridge in four periods**

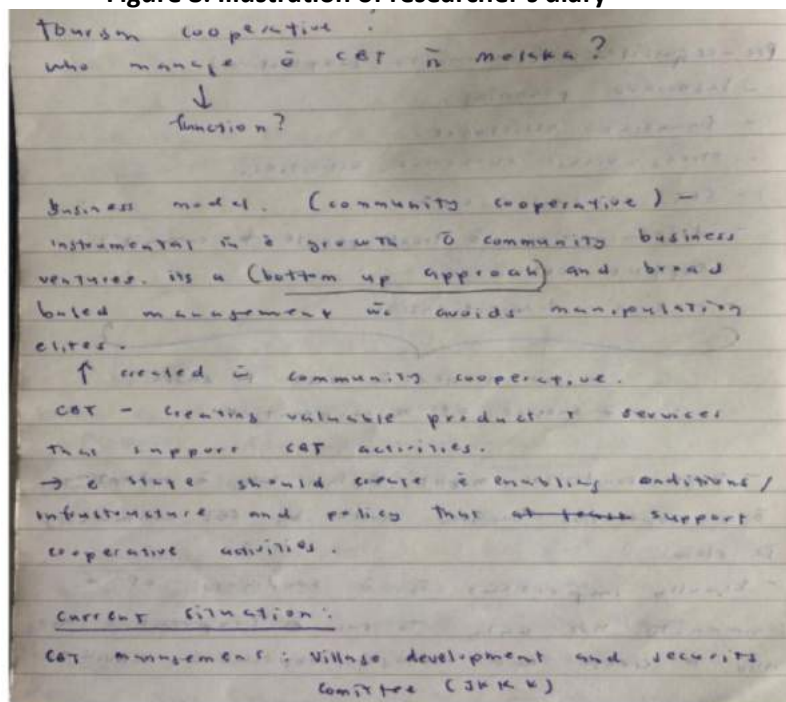


Source: Majlis Perbandaran Bandaraya Melaka (MBMB), 2016

### 3.12.3 Field notes

The researcher kept notes during the fieldwork, some of which were taken directly after the interviews, while others were written up later in the day. Also, the researcher kept detailed field notes for the purpose of recording her observations and capturing emerging thinking. Brent et al. (2005) recommended that researchers keep field notes to avoid presenting the reader with a seamless web of ideas which conceals the development of thinking with all its setbacks and dead ends. In other words, keeping these records ensured that the researcher retained an open mind and critical stance with regard to the research and helped in the development of a more 'reflexive stance' in the discussion of the research findings (Huberman and Miles, 1994; Silverman, 2005). Figure 8 is an extract from the researcher's field notes, written after an interview session.

Figure 8: Illustration of researcher's diary



Source: Researcher, 2016

#### **3.12.4 Secondary documents**

As noted above, traditional ethnographers usually prefer to use participant observation, in-depth interviews and photography as research methods. However, the researcher in this study also has an interest in the gathering of rich information by analysing documents. Brewer (2000), Tenenbaum and Driscoll (2005) and Lindlof and Taylor (2010) stated that ethnography relies on several specific data collection techniques, including observation, in-depth interview and documentary analysis. According to Brewer (2000), documents are the data that we can read and relates to some aspect of the occasions such as official reports, private letters, diaries. Documents can also reveal information that cannot be explored through in-depth interview or observation. For example, the researcher was able to quickly understand the background of the research destination by reading credible official statistics or historical records, thereby providing rich data for this research. Furthermore, the researcher found that documents can help in developing a deeper understanding and in the discovery of insights relevant to the research problem.

As such, in this research, the researcher obtained public documents from the tourism authorities, CBT documents from the headman, the homestay's guest book, historical documents from the local library and provincial archives, tourist feedback forms, and various print and visual media from Morten village promotional material and brochures. In this respect, the links and relationships formed from previous research were all useful, and some of this material was already held by the researcher. It should be noted that these documents are on public record.

But what role do such documents play in this research? There are certain specific functions that can be identified. First, the researcher could frame specific questions to put to the respondents during the semi-structured interviews (Bowen, 2009). Based on previous research experience in Melaka, the researcher found that she could obtain more information based on existing documents from

government officials, which meant that the interviews were more effective as a result of being well prepared. Second, the documents could be seen as a very effective way to examine and verify the findings collected from other research methods, which added to the trustworthiness of the research (Bowen, 2009). For instance, the submission of tourist feedback forms to the committees could provide further evidence of tourists' experience, in addition to that obtained from the semi-structured interviews. In short, each research method analysed plays an indispensable part in ethnographic research.

### **3.12.5 Semi-structured interviews**

From the above review, it could be said that participant observation plays a vital role in ethnographic research. However, the interview itself is also considered an important technique of data collection based on the fact that the respondents can provide explanations for what the researcher sees and experiences (Fetterman, 2010). Thus, this study used in-depth interviews to supplement the observations in order to explore stakeholders' perceptions of the impacts of tourism at Morten village. According to Hess-Biber and Leavy (2010), there are three kinds of interview, based on the research questions and goals of the study. They are the 'highly structured interview, semi-structured interview, or low-structured interview'.

In the case of Morten village, the highly structured interview lacked flexibility because it requires the researcher to ask the same questions of all respondents, which included the various tourists and residents from the village. Unstructured interviews, meanwhile, posed the problem of generating vast amounts of data that were at times unrelated to the research topic. As a result, semi-structured interviews were adopted for this research. Semi-structured interviewing has been used as part of either a structured or unstructured interview because it combines the flexibility of the open-ended interview with the agenda of the structured interview (Burns, 2000), along with the objective of clarifying the

main context in the study. The reasons for using this method in the Morten village study were as follows: 1) there is little existing information to describe the local population as there have been only a very small number of studies conducted of Morten village; 2) the interview questions need to be changed from respondent to respondent to reflect their diverse roles, which would affect their perceptions of the CBT impacts (Proctor and Vu, 2005; Flick, 2014).

The interview sessions were conducted with respondents to gain an understanding of the meanings and importance attached to the impacts of CBT. Also, all of the respondents were reminded that there were no right or wrong answers to the interview questions, in addition to being reminded how much their differences and unique answers were valued (Yin, 2012; Creswell, 2009). Cheuk et al., (2010) mentioned that this method provides a way of collecting data by asking people to talk about their everyday lives or experiences while allowing people's views and feelings to emerge. At the same time, the interviewer retains a degree of control over the issues being discussed (Robson, 2002; Leonard, 2003; Fisher, 2004; Creswell, 2009), mainly through their ability to frame the questions. Hence, in this study, the interviews were the joint product of what the interviewees and interviewers talked about together and how they talked with each other. The record of an interview that researchers make and then use in their work of analysis and interpretation is therefore a representation of that talk.

#### *3.12.5.1 Interview structure*

A set of semi-structured questionnaires was devised in advance to collect information and guide the conversation (Lincoln and Guba, 1985; Yin, 2012; Mack et al., 2005; Forrester, 2010) (see Appendix C). During the interview sessions, the respondents provided their consent for the use of an audio voice-recorder to record the detail of the conversations (see Appendix B). Using these recordings, it was then possible to compile transcripts of the interviews (see Appendix D). Additionally, two spoken

languages were used in the interview, namely Malay and English, reflecting the limited English-speaking ability of the respondents. As such, there were options provided that were designed to smooth the process and create a comfortable situation prior to the start of the interview session. To increase the validity of the data, the original language was used in the process of compiling the interview transcripts (see section 3.11).

The interview structure was designed to provide a flexible medium, reflecting the fact that all of the informants had a different perspective to give. As such, it needed to be flexible enough to capture their particular aspects of the issues, yet it was also required to yield data that were comparable in nature to enable effective analysis. The initial structure of the interviews was too cumbersome, which became evident during the pilot testing with the representatives from the tourism authorities and NGO; as a result, a more succinct structure was developed. The use of semi-structured interviews proved to be a flexible instrument with which to capture relevant data. The questions asked during the interviews flowed from the literature review as outlined in chapter 2. This led to the development of a key line of enquiry; however, the interview questions continued to evolve depending on the answers given by the respondents.

The interview schedule gave the interviewer plenty of options and prompts with which to ensure that the interviewees disclosed rich data. As Yin (2012), Mack et al., (2005), and Forrester (2010) noted, asking questions is an art, and, like most art forms, it is improved through practice and persistence. The researcher supported this, recognising that the process of interviewing became easier during the research process and finding the pilot study to provide invaluable experience in terms of gaining confidence in the art of interviewing. During this stage of the research, data were collected from interviews with a total of 32 respondents. Table 8 summarises these interviews and the locations in which they were conducted during the fieldwork stage.

**Table 8: Summary of interviews conducted**

<b>Respondents</b>	<b>Date</b>	<b>No. of interviews</b>	<b>Location</b>
<b>Government agencies</b>	Oct 2016	5	private office hotel lobby
<b>Community and NGO</b>	Nov 2016	11	homestay coffee shops
<b>Tourists</b>	Dec 2016	11	Morten village
<b>Academicians and residents</b>	Jan 2017	5	private office coffee shops
	<b>Total</b>	<b>32</b>	

Source: Researcher fieldwork, 2016

### 3.12.5.2 *Locations and timing of the interviews*

The majority of the interviews took place at the respondents' place of work, generally in their private office or homestays but also on occasion in a public area such as coffee shop or hotel lobby (see Table 7). The fact that most of the interviews were conducted in the environments that the respondents were discussing provided an ideal opportunity to validate the information in the discussion through participant observation and the collection of secondary documents and photographic evidence. Mack et al., (2005) and Forrester (2010) acknowledged the advantage that interviewing participants in their own setting enables them to be more relaxed. The length of the interviews varied greatly depending on the interest and knowledge of the respondents but also linked to the number of relevant initiatives they were involved in. The duration of the interviews varied from approximately 45 minutes to one and a half hours. At times, there were interruptions to the interviews, especially with respect to those interviewees holding senior positions who were required to take phone calls or speak to staff. Whenever this occurred, upon resuming the interview, the researcher simply reminded the interviewee of what they had been saying at the time of the interruption.



### **3.13 Strategy in managing translation**

As part of analysing the data, the researcher first needed to preserve the implicit and contextual semantics of the interviews. In this study, 18 out of a total of 32 interviews were conducted in the Malay language, as was the preference of the respondents. Thus, to ensure the validity of the data, the researcher adopted a translation procedure outlined by Squires (2009) to validate the translations. This process was adopted to ensure the trustworthiness of the translated data and to address the challenge of explaining the original meaning as narrated by the respondents (Squires, 2009; Chen and Boore, 2010).

The first step of the process involved transcribing the conversations into transcripts using the same language, which was used to protect the meanings of the interviews. The transcripts were then translated into the English language by the researcher. Subsequently, two independent bilingual reviewers with a good command of both Malay and English were appointed to validate the translation process. Furthermore, the transcripts were randomly selected for back-translation in order to address grammar discrepancies and ensure that they retained the appropriate cultural or symbolic meanings (Squires, 2009; Chen and Boore, 2010). Next, grammatical errors in the English translation were adjusted as far as possible while retaining the meanings from the reviews. However, some cultural terms were retained in their original form to protect their contextual meanings (Squires, 2009) (see Figure 6, p. 68). The corrected versions were then checked against the original Malay versions to verify the accuracy of the stated meaning.

### 3.14 Analysing semi-structured interview data

Braun and Clarke (2006) highlighted thematic analysis as one useful way of analysing types of qualitative data such as semi-structured interviews. Scholars including Daly et al., (1997) and Tuckett (2005) have also pointed out the importance of thematic analysis. They agree that thematic analysis should be considered as a foundational method for qualitative analysis and used to search for important themes. Braun and Clark (2006) concluded that the technique of thematic analysis is flexible, assists new qualitative researchers in accessing results and is suited to working within the participatory research paradigm. Thus, in this research, thematic analysis was employed to analyse the data. In addition, the NVivo software package was used to help manage the data. All of the recorded interviews were transcribed and transformed into individual transcripts, while the observation and field notes remained in their original form of written fieldwork notes. Braun and Clark (2006) identified six important phases of thematic analysis, as shown in Table 9.

**Table 9: Stages of thematic analysis**

Stages of analysis	Data analysis process
1	Familiarisation
2	Generating initial codes
3	Searching for themes
4	Reviewing themes
5	Defining and naming themes
6	Writing the report

Source: Adapted from Braun and Clark, 2006

Descriptions of how the researcher used the procedure are presented as follows:

### ***Familiarisation with the data***

The preliminary process of the data analysis was conducted manually. A lengthy process of transcription began as soon after the fieldwork as possible. It was considered necessary to remind the researcher of any critical issues that were not captured at the time, while they remained fresh in the researcher's mind. Accordingly, the researcher read and re-read the data collected from the semi-structured interviews and participation field notes, looked at the photographic evidence, listened to conversations, read the collected documents and added comments or key words during the reading of those materials.

### ***Generating initial codes***

In this phase, the researcher coded important features of the data as had been noted in the first phase, including employment opportunities, increased prices, cultural and authenticity, development, and quality of life. The researcher also used word frequency as a way of visualising the reoccurring codes (see Figure 9). However, in this research, the goal of the word frequency was not to count specific terms but rather to 'fracture' the data and rearrange them into categories that would facilitate comparison between or against other things in the same category, which aided in the development of themes (Strauss, 1987; Braun and Clark, 2006).

**Figure 9: Sample of word frequency**



Source: Researcher, 2016

Moreover, colour coding was used to visualise the concept before, the data were assigned to categories representing the themes. Although some may regard the colour coding technique as being time-consuming (Welsh, 2002; Saldana, 2009), this study believed that colour coding made it simple to see the connections and relationships between the codes and also enabled the researcher to split up or combine categories during the analysis process by changing or tracking the colour (see Appendix E). Besides, this visual coding approach suited the researcher as someone who is visually minded.

The researcher used a computer-assisted software package (NVivo) to handle the systematic analysis of the data. With the transcribed interviews available in NVivo, the researcher used the colours from the colour range in the software to highlight the codes. Furthermore, the software proved to require less time and was more capable when it came to the organisation and movement of codes compared to working manually. Besides, the need at this stage was to set the codes firmly in context and gain a feel for the material as a whole.

### ***Searching for themes***

In this phase, the researcher began the process of sorting the codes into potential themes, such as economic, environmental and socio-cultural impacts. The researcher utilised the thematic framework to identify emerging findings, based on the selected codes, that had been given meanings based on the respondents' subjectivity. The NVivo package was used to systematically organise the codes into category folders for a more natural process of identifying the emerging themes. At the same time, while reviewing the material, the researcher made notes of the responses to the questions she had posed and jotted down the recurring themes and issues that emerged as relevant to the respondents.

### ***Reviewing themes***

In this phase, the researcher checked whether the themes were related to the codes and provided a summary of the mapping of the main themes and sub-themes. At this stage, the researcher used headings to create the mapping, which facilitated easy reading across the whole data set. In this research, the researcher used thematic mapping to visualise the pattern. The researcher employed this technique as a guide to provide explanations and interpretations of the research findings. Moreover, the use of the same colour coding was deemed appropriate to differentiate the themes and to visualise the connections across the themes.

### ***Defining and naming themes***

At this stage, all of the data had been sifted and charted into themes. The researcher then began to pull together the critical characteristics of the data and understand the data set as a whole.

Ritchie and Spencer (2002) and Braun and Clark (2006) acknowledged that this part of the analytical process is the most difficult to describe and it depends on the researcher's explanations and interpretations. After carefully reviewing the thematic map many times, the researcher was able to generate clear definitions and names for each theme. The themes reflected the information gathered via the multiple data collection methods – participant observation, photographic evidence, field notes, secondary data and interview data from 32 respondents. The research comprises four main themes from the research findings that were identified by the researcher as being applicable in the case of Morten village. These are: 1) economic impacts; 2) environmental impacts; 3) socio-cultural impacts, and 4) cultural and authenticity impacts. Chapter 4 presents detailed explanations and interpretations of the themes following the stakeholder groups.

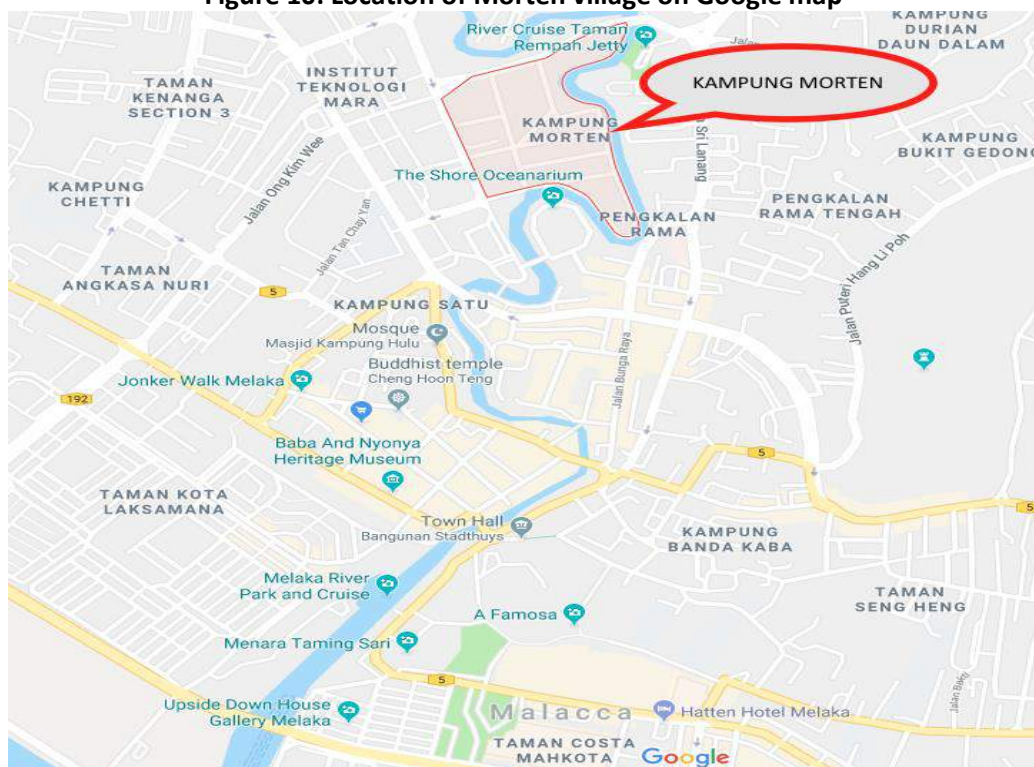
### ***Writing the report***

The final stage in the analysis process was to verify the data collected and question whether the themes that had been identified did actually provide an understanding of the impacts of CBT as perceived by the different stakeholders within the WHS. The researcher returned to the conceptual framework to validate the findings and with much discussion and reflection was able to make amendments to the conceptual framework. This led to new ideas about how the current information from the stakeholders in the destination, could influence the future of CBT and its sustainability. This will be examined in detail in Chapter 6.

### 3.15 Study site: Morten village

Morten village (Figure 10) is a traditional Malay riverine village located within a WHS in the state of Melaka (see section 2.4). It is located one kilometre to the north of the historic centre of Melaka city, 92 miles (148 kilometres) by road or train from the nation's capital, Kuala Lumpur, and 128 miles (205 kilometres) from Singapore. It is convenient for tourists as they are able to access the village by car and public transportation such as trishaw, or otherwise by walking along the Melaka river from the central zone (Bandar Hilir), which takes about 15 minutes.

Figure 10: Location of Morten village on Google map



Source: Google map, 2017

Prior to its UNESCO inscription, the village had already been declared a traditional cultural and heritage village by the Melaka State Government in 1988. This recognition was gazetted under the Preservation and Conservation *of Cultural Heritage* Enactment 1988. With its old-world charm, Morten village is the only surviving traditional Malay village in the

city of Melaka. This is because it has been able to retain its Malay identity ever since its founding in 1920, despite having undergone various programmes of modernisation and development. This can be seen through the architecture of its homes, interior decorations, landscape and cultural practices. The conferring of heritage status to Melaka in 2008 served to make the settlement a core heritage zone and also ensured it became a well-known tourist destination. As such, Morten village serves as a crucial example to highlight the issues pertinent to tourism and the local community (see section 2.4).

Morten village was named in memory of J. F. Morten, the Land Commissioner who had played a significant role in helping the residents to collect and secure sufficient money to purchase an approximately 16-hectare piece of land that had been identified as their future settlement. Morten village was also once known as Kampung Baru (New Village) as its initial inhabitants were settlers from four different villages (Jawa village, Jawa Pantai village, Johol village and Solok Darat Serambai village). However, the name Kampung Baru was dropped after the land was gazetted, with Morten village being retained as the name to this day (Kayan, 2015; starproperty.my, 2013). The village contains a private museum that relies on visitor contributions for its upkeep. It is located within a traditional house, Villa Sentosa, built in 1921 and owned by the village first headman, Othman Muhammad Noh. The living museum provides insight into how nine generations of the owner's descendants lived in the house and kept its traditions. Among the artefacts in the private museum are antique furniture, ceramics and ancient weapons. There is also a special wedding room complete with a dais that was used by Othman's descendants.

Based on a population census carried out by the state government, the village has a total of 900 recorded residents (DOS, 2017), the majority of whom are third generation with an average age of 70–80 years. The main economic activities of the villagers are the homestay programme and local businesses such as a restaurant, local snack stalls or selling everyday goods, which they carry out in addition to receiving their pension allowances. The village has retained its customs and traditions and features charming 100-year-old traditional homes on wooden stilts. Also, the tranquil village atmosphere along the Melaka River provides tourists with the opportunity to learn about the culture and memories of the past. Indeed, it is these values that serve to distinguish this village from others in Melaka. Although its surrounding



environment now resembles a concrete jungle i.e. lots of high-rise modern buildings, Morten village has successfully maintained its identity as a heritage village. Furthermore, it has been ten years since the first implementation of CBT in Morten village. It began in 2008 when the Ministry of Tourism and Culture Malaysia established the homestay programme there. Since then, a CBT programme has been officially introduced and implemented in the Morten village area through 'Kampung Morten incentives. Thus, its selection as a case study is deemed appropriate as it represents an under-researched area and has a unique identity as a cultural village located within a WHS.

### **3.16 Chapter summary**

To conclude, a strength of this research is its synergy between the ethnography approach and the case-based research strategy, with excellent access to suitable tourism destination case studies. In addition to this, the research design has helped to ensure the provision of rich data through the triangulation of a number of different but supporting research methods. While the research could have been improved with a greater number of case studies and a longer period of time over which to conduct it, this was not possible for economic and practical reasons. On balance the study has provided a valuable learning experience and has generated an in-depth insight into the issue of CBT impacts.

## CHAPTER 4

### FINDINGS OF THE STUDY

This chapter reports the primary data collected during the fieldwork to provide an in-depth understanding of the realities of the impacts of CBT faced by the stakeholders. This study adopted an ethnographic approach to the data collection that involved 'semi-structured interviews', 'participant observation', 'field notes', 'photography' and 'secondary documentation'. Analysis of the interviews was based on thematic analysis and content analysis, using NVivo 12.0 (see Chapter 4, Section 3.8). The verbatim data are presented in italics, in a different colour for direct quotes, along with field and observation notes. Further, photographic evidence is used to support the findings, with word frequency maps also used to visualise the findings, as explained in Section 3.12. Each respondent was accorded a unique identity to protect their anonymity and in order to differentiate their responses when direct quotes are used (see Appendix A). The respondents also consented to the use of the names of key persons, along with that of photographic evidence containing their faces. Hence, this research complies with the ethical requirement set by the university (see Section 3.9).

The chapter is divided into six sections, one for each stakeholder group, commencing with the community, then the government, followed by the business owners, the non-governmental organisation (NGO) representatives, the tourists and, finally, the academics. The sections have a common structure; firstly, each one provides an overview of the background of each stakeholder group, followed by an exploration of the themes, the stakeholders' perceptions of the economic, environmental and socio-cultural impacts and, finally, the potential cultural and authenticity impacts perceived by the respondents.

#### 4.0 Stakeholders 1: The community

The essence of the community is informed through its long history of survival during the country's colonial period, its Malay culture, cultural landscapes and the Malaccan lifestyle. The first mention of Morten village is recorded to have taken place in 1920. Based on a recent statistical report (DOS, 2017), the village has a population of approximately 900, made up of ethnic Malays from the Bugis, Jawa and Arab sub-ethnic groups, the majority of whom are third-generation descendants. Members of the community are also descendants of the original inhabitants of Melaka, that is of the Malays who were formerly the masters of the sea in this part of the world. The residents generally speak both the local Malaccan dialect and the Malay language.

##### 4.0.1 Community cohesion

Similar to other Malay traditional societies, the community of Morten village prefers community intimacy over privacy. It is a tight-knit community with close social relationships, and most of the residents were born and raised in the community. The residents' strong cultural attachment has fostered a strong community spirit, close network and a multifaceted scenario that extends beyond any personal benefits. This was evident in a comment made by one respondent: *"I will help the community all along. I will gain some income from it, and at the same time helping the community, so that the community will prosper. I want us to develop further to gain more income"* (CR6). The community's close interrelationships encourage them to work together to support larger goals, such as giving their time to participate in activities and fundraising for community welfare or tourism programmes. Even those residents who are less involved in tourism are willing to accept a measure of personal sacrifice for the purpose of achieving longer-term community tourism goals: *"When visitors come, and they need to go places, or the committee need us to show them places, I will help them."*

*After that, I return to work as usual” (CR2). Solidarity among the community has eased communication which, in turn, has facilitated tourism-related activities such as educational workshops or meetings to identify aims, plan activities, consider risks and build support for the programme. The community’s natural tendency to gossip about everything means that new information is spread rapidly across the 100 households (JKKK, 2017) in the area, with little need for much in the way of follow-up or additional communication. As respondent CR1 commented, “the invitation is made to the Head of the village, and through the Head of the village, the information spread to other villagers. Because this area is not that big, the Head of the village normally goes to each house to tell them the information.” This comment demonstrates how successful communication is possible due to the area’s small size and the close relationships that exist among the residents.*

#### **4.0.2 Community organisation**

Since historical times, every Malay village has been led by a ‘penghulu’ or ‘tok penghulu’<sup>6</sup> (village chief), who has control over the residents in his village. The researcher found that the village chief in Morten village is also referred to as ‘tok penghulu’. Based on the Malaysian democratic system, a ‘tok penghulu’ and Jawatankuasa Kemajuan dan Keselamatan Kampung (JKKK) are chosen by the state government to represent the area. In Morten village, the ‘tok penghulu’ has the power to make decisions related to the welfare and safety of those residents living in the area. Moreover, the role of ‘tok penghulu’ is shared with JKKK; for example, to monitor, manage, plan, control and make changes both in and around their village area. Besides the ‘penghulu’ and JKKK, the researcher identified a number of key individuals to whom residents would go for advice on matters such as traditions, customs or religious issues. In this research, the researcher had the opportunity to interview these key individuals, who also happened to be the

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<sup>6</sup> ‘Tok penghulu’ is a Malay word referring to the head of a village and is routinely used in typical Malay society.

homestay operators. Among the key respondents are CR1, who serves as the 'penghulu' of Morten village (Figure 11; CR3, a descendant of Datuk Othman who opened the village in 1920 (Photo 1); CR2, the chairman of the Morten village homestay committee, and CR4, who is the oldest resident and the oldest homestay operator in the area (Photo 3).

**Figure 11: Photo 1, Photo 2 and Photo 3: Key individuals in Morten village**



Source: Researcher, 2016

#### **4.0.3 Demographic profile of the community residents**

A total of 14 respondents (residents) represented the community stakeholder group. Most of the respondents are aged 40–80 years old, and a balance of men and women attended the interviews. The average size of the family unit stated was three to four people, including the children (grandchildren). The interview findings showed that the respondents have resided in the same village for an extended period, which reflects the age of the people interviewed. The primary professional status indicated by the respondents was 'retiree', while the stated average annual net income per family was in the range MYR 12,000–MYR 24,000 (GBP 2,224–GBP 4,449 per annum). The local economy is based mainly on homestays and small businesses, with most employees paid on a monthly basis.

The majority of the respondents (11 out of 14) are involved in CBT as homestay operators. The study found the reason for this to be that they are able

to earn an extra income alongside sharing knowledge about the local culture with tourists. Three respondents were found to have had no involvement in tourism either at the present time or at any time during the previous five years. These respondents implied that this was not because they had no interest in tourism, but rather due to their own inability to commit for personal reasons (e.g. health issues), plus they were satisfied with their existing income. However, they had still been engaged in shaping the development of the village over the years (e.g. participating in village meetings, tourism activities). Therefore, it is essential that their opinions are recorded by this research since their needs might differ from those who are actively participating in the programme. This information is crucial in order to identify the extent to which these non-participants tolerate and live with tourism development since its impacts permeate the whole community. Furthermore, it is interesting to note that the respondents stated, “... *my children are not interested ... the income is not stable, and they prefer high-income jobs*”. Hence, even though tourism is the primary source of income for the state of Melaka, it is not the main income for the community in Morten village since most of the young residents are not involved in the tourism industry but have instead migrated to different states to work in different industries.

#### **4.1 Community perceptions of CBT development impacts**

The respondents in this stakeholder group expressed their opinions on the impact of CBT development and the changes that have occurred over the past ten years. Figure 12 provides a summary of the terms that were frequently mentioned: employment opportunities, landscape development, environment, infrastructure, facilities, benefits, income, transportation, business, support and education. These words reflect the respondents’ perceptions of the impacts of CBT development and have been categorised into themes to assist the explanations.

Figure 12: The terms most frequently mentioned by the respondents, captured from the data



Source: Researcher, 2017

#### 4.1.1 Increased employment and earning opportunities

The community agreed that the development of tourism through CBT had brought employment and income-earning opportunities to the community in Morten village. Economic development and income opportunities were the terms mentioned most frequently by the respondents. Moreover, the respondents indicated that they were happy with the economic opportunities offered to them. During the fieldwork, the researcher observed active economic activities at the destination (e.g. the selling and buying of goods) – see the observation field notes in Figure 13.

**Figure 13: Observation field notes**

Date	: 20 <sup>th</sup> September 2016
Location	: Morten village
Start time	: 7 am - 1:30 am
Descriptions	:
The daily activities at Morten village starts as early as 7am. The small stalls starts to open their business selling breakfast. At 10 am, the restaurant open their operation to sell lunch. By this hour, the village starts to get busy as tourists visiting the place. The economic activities in the area are busy, however, the activities starts to slow down after 3pm. At this hour, only small stalls selling snacks are open for tea time. The area begun to get busy after 7: 30pm as people starts buying for dinner. The restaurants are pack with visitors up until midnight. The operation closing down at 1am.	

Source: Researcher, 2016

According to the Morten village homestay revenue report (2016–2017), each host earned a monthly average of MYR 1,200–MYR 2,800 (GBP 230–GBP 530) during the peak season, while their monthly income could also be as low as MYR 800 (GBP 150) during the low season. The average monthly income for the community is MYR 1500–MYR 2500 (GBP 300–GBP 500). As such, the additional earnings derived from their participation in CBT can add an extra 10% to the average incomes in the area.

Although the amount of supplementary income earned from tourism may be relatively small, the respondents perceived tourism as a tool of economic development and thus as something with the potential to provide a better quality of life. The respondents expressed their gratitude for the fact that tourism development had helped to improve the quality of life and living standards compared to before the development. This sentiment was evident in a comment from a homestay operator respondent (CR7), who remarked that the development of tourism through the homestay programme had helped to improve his social well-being: *“... yes, I used to work as a construction worker, but that job was tiring, so I gave it up to run this homestay full-time. My income is not high, but I have more time to spend with my family.”* This comment demonstrates



how the community living standard/quality of life has been improved as a result of tourism development.

#### **4.1.2 Increase entrepreneurial ability and capacity to manage small businesses**

A majority of the respondents perceived CBT development as increasing community entrepreneurial ability and the capacity to manage small businesses and services. For example, the homestay operator (CR5), in his interview, revealed how the homestay programme had inspired him to provide additional services for tourists, such as laundry and transportation, as an extra income stream. The researcher found that tourism had stimulated an entrepreneurial spirit among the residents, who had looked for ways to supplement their income by, for example, opening local snack stalls, small restaurants and a shop selling wooden crafts, alongside working as homestay operators. For instance, one respondent (CR1) described how the area used to be a quiet place where the residents usually worked as daily and monthly paid workers: *“After this village became famous, I saw many of the residents open up their own business such as selling local snacks, restaurant, groceries store.”* This account provides evidence of the changes in the socio-economic landscape at the destination.

Following this observation, the researcher found that the respondents were actively engaged in small businesses. There are two widely known eateries in the area, ‘Kak Som Nasi Lemak Sri Morten’ and ‘Sabariah Asam Pedas Kampung Morten’. The researcher visited the latter one evening (see Figure 14) and had to wait ten minutes to be seated. The majority of the respondents stated that the restaurant is famous for its traditional dish of ‘asam pedas’ and has become a favoured spot for both locals and international tourists to have supper. The researcher met the owner, although she politely declined a request to be interviewed due to the busy night; however, she did allow the researcher to take her picture.

**Figure 14: The owner of Sabariah 'Asam pedas' standing beside her restaurant banner**



Source: Researcher, 2016

The researcher was also able to witness one of the respondents (CR2) carrying out her regular activity of selling local snacks (Figure 15) and met with international tourists who stopped at the stall to try them (Figure 15). According to the respondent, 'Pisang goreng' is a local snack that is famous among not only tourists but also locals. She achieves daily sales of up to MYR 300 (GBP 60) during the high season and MYR 200 (GBP 40) on normal days.

**Figure 15: The respondent prepares the local snack known as 'pisang goreng' (left), with a tourist giving it the thumbs-up (right)**



Source: Researcher, 2016

On a separate occasion, the researcher had the chance to interview the owner of the famous 'Nasi Lemak Sri Morten' restaurant (see Figure 16), who was

also one of the homestay operators (CR6). He commented that he earned an average profit from the business of around MYR 350 (GBP 63) per day (on a normal day), while this could rise to MYR 500 (GBP 95) during high season. Although these businesses opened prior to the development of tourism in the area, the great skill shown by the community in dealing with customers and visitors has helped them to develop communication and marketing skills. Hence, it can be said that the skills of the community have developed as a result of tourism.

**Figure 16: The owner of the restaurant in front of his premises and displaying his famous 'Nasi Lemak'**



Source: Researcher, 2016

#### **4.1.3 Price inflation**

While CBT brings the potential to improve the local economy, it has also led to a certain level of dissatisfaction among the homestay operators. The respondents were vocal about increases in the price of goods and services: *"The most negative side of tourism is an increase in price for goods. Every day I go to the market, I have to buy things with tourism price"* (CR3). As this quote reflects, such price rises are likely to be due to the arrival of tourists and the values of foreign exchange. However, some respondents (6) have different opinions on this matter. A comment such as *"Melaka is a big city, even without tourism, the prices can be high, blame the economy"* displays a different opinion concerning price inflation. As the next quote shows, however, there was a tendency to believe that

the respondents' increased earnings during peak season would allow them to afford the higher prices of goods and services (see Table 6). *"I agree the price of goods and services in Melaka is higher during high season, but you see Melaka is a tourism city. Even during low season, the price can be high, so for me, high season is the time to make money to cover our expenses during low season"* (CR3). This demonstrates a situation where the residents need to adapt to the inconveniences caused by tourism development. Table 10 illustrates the differences in the respondents' views concerning the increased prices of goods and services. It is found that the differences are due to the fact that those respondents who benefit from tourism activities and tourist arrivals (e.g. restaurant owners and homestay operators) have more purchasing power due to their increased earnings compared to those who are not involved in the activities.

**Table 10: Sample responses relating to price inflation**

Sample responses	Respondents
<i>"I agree that the prices of goods and services in Melaka are high during peak season, but you see Melaka is a tourism city. Even during low season, the price can be high, so for me, peak season is the time to make money to cover our expenses during low season."</i>	A restaurant owner and homestay operator
<i>"The most negative side of tourism is an increase in prices for goods and services, resulting in an increase in the cost of living. Every day I go to market, I have to buy things with tourism price."</i>	Resident

Source: Researcher, 2016

#### 4.1.4 Unstable incomes

One respondent also perceived that seasonal tourism was responsible for the unstable incomes that were normally earned in the low season: *"In November and January, there are many tourists in Melaka and who visit this village, but from March to October, it is a rainy season in Melaka, not so many tourists come. We have less income during this time, so it affects us a bit"* (CR7). This was supported

by another respondent (CR3), who remarked *“we have to reduce the number of staff during the low season, to cut costs. Our business during low season is not stable, sometimes good and sometimes bad. We depend heavily on locals during the low season”*. These quotes demonstrate the effects of seasonal tourism. The researcher observed both situations during the fieldwork period: firstly, slow business in the area during the low season (September – early November); however, the situation began to change once the holiday season was under way, from November to January (high season), at which time business activity was both livelier and busier. For example, at a busy time during high season the researcher had to queue for five to ten minutes to get a seat at a restaurant; however, services also need to be fast and efficient in order to accommodate the demand from both local and international tourists.

#### **4.1.5 Inequalities of income distribution**

In Morten village, there are 11 homestays providing a total of 50 rooms for one or two guests at a time. The average length of stay is one to two nights. Periods of high or maximum occupancy (i.e. all 50 rooms fully occupied) occur during the high season, which is the time of school holidays. The low season sees lower levels of occupancy, with an average total occupancy of between 10 and 20 rooms. It is thus apparent that there are not enough tourists to maintain all homestay operators in the area, not even on a part-time basis. For instance, the homestay operator respondents (5) indicated that, when there are only limited guests, their distribution is typically based on the ‘tok penghulu’ judgement of ‘comfort and quality level’ and ‘gracious attitudes exhibited’ by the operators. However, this situation exposes a conflict within the power structure of the traditionally conservative society, wherein nepotism certainly plays an influential role in relation to determining who gets what. As a result, significant disparities exist in the earnings of the homestay operators as a result of the rotation system that has been implemented, and there were some complaints concerning the distribution of homestay profits. For example, each guest is charged between MYR

50 and MYR 100 (GBP 9 to GBP 18) per person, together with an admin fee of MYR 15 (GBP 3); however, the actual amount charged varies according to the available homestay. This has led to a situation where the hosts are unsatisfied with the distribution, as was evident from one respondent (CR9) in the following statement: *“The distribution is unfair; the amount received depends on the rotation system and favouritism. Let’s say if the available homestay at that time has air conditioning; they receive more, MYR 100 (GBP 18), compared to those who only have a fan, MYR 50 (GBP 9). So the differences are half of the amount. It is profitable for the tourists as they can save money but not for us.”* Such inconsistencies are confirmed in the three annual financial reports (2012–2013, 2014–2015 and 2016–2017) provided by the respondent.

However, the ‘tok penghulu’, who is also a homestay operator, refuted the existence of any ‘inequalities issues’ and described the other respondents as ungrateful and greedy. According to him, the rotation system has been in place for ten years and is a central feature of any homestay programme in Malaysia to ensure a systematic distribution of guests. He further explained that the system works based on rotation, the availability of the house and the total capacity of the homestays to suit the number of guests. One of the committee reports (2016–2017) confirmed that the distribution of guests is based on homestay capacity and the hosts’ availability. Nevertheless, it is worth mentioning the issue as six respondents all raised the same point. However, due to the evidence contained within the committee reports and the CBT operational rules and management standard operating procedures (SOPs), this issue will not be discussed further since the overall number of respondents who commented was low.

#### **4.1.6 The issues of illegal homestays and the increase in guesthouses and budget hostels in the surrounding area**

A number of respondents (11) also highlighted how the issues of illegal homestays and the increased number of budget hostels and guesthouses in the surrounding area had affected the incomes of homestay operators. Illegal homestays were defined as unauthorised commercial houses that had been turned into homestays and that had no safety insurance. According to the respondents, the issue had been raised with the state government (e.g. MOTAC and the local council); however, no action or solution had thus far been proposed to resolve it. For instance, one respondent (CR1) commented: *“due to an increase in tourism development, many individuals have taken advantage, to earn extra income, especially in Melaka. Not only they misuse the concept of homestay, does not contribute anything to the community.”* Another respondent (CR11) shared the same thoughts, i.e. that illegal homestays affected their income: *“We are disappointed with the increasing number of the illegal homestays, the price competition is killing us.”* This serves as evidence that the rise in illegal homestays is promoting inequality of income distributions. The respondents also added that the misuse of the title ‘homestay’ by illegal operators not only leads to confusion among tourists concerning the ‘Malaysian homestay concept’ but that it also creates safety and privacy issues. An online news report in the Star entitled “homestay horror for five”, dated 3 August 2014, reported on the unethical act of an unregistered (illegal) homestay operator who had used a hidden CCTV camera to film women in the shower. The reputations of the registered (legal) homestay operators and their businesses were affected by this report; hence, the respondents agreed on the need for the government to be strict with enforcement and regulations as a means of both preventing and resolving the unregistered (illegal) homestays issue due to the threat it could pose to their reputation for quality and the tourist experience in the future.

Additionally, the homestays in Morten village are affected by the increasing number of budget hostels and guesthouses in the surrounding area.

Despite providing a measure of healthy competition, the respondents (11) nevertheless felt affected by their existence. A majority of the respondents (14) blamed the government, suggesting that it should have exerted more control over the number of business investors (locals and foreign) in order to avoid the dominance of capitalism and to protect the locals. Respondent (CR8) pointed out that, *“not only in the surrounding of Morten village, but in many places, I can see tourism income primarily benefiting only those who have more capital or power, and those people are normally from outside”*. Another respondent (CR4) agreed with this point: *“those budget hostels, guesthouses and this big hotel behind us belong to outsiders. They bought the land from the government and built high-rise buildings which later shadowed our village.”* These comments reflect the ability of those in power and those who hold the capital resources to push for development. The researcher perceived that if this were allowed to continue in the future, it may lead to the homestay operators losing their presence in the market and being forced to seek other sources of income.

#### **4.1.7 Improved landscape and physical infrastructure**

The results indicated that all of the respondents had observed remarkable improvements in the infrastructure and facilities in Morten village over the last ten years, including to roads, public clinics, schools, parks, communication, transportation, and access to good and services. As the demand for services grows in line with increased tourist numbers, so additional local services must be provided. This positive effect provides benefits to the residents in the area. Moreover, all of those respondents (14) who had lived in Morten village for more than 30 years perceived a remarkable improvement in its appearance. For instance, one of the respondents (CR11) expressed his positive sentiment as follows: *“... there are a lot of changes that have taken place in this village... before, this place was a slum area, dirty and smelly. When the tide is at peak especially during the rainy season, this village is disconnected from the mainland because we cannot cross over the bridge. covered with mud and garbage/debris after the flood*



*recedes.*” This illustrates the remarkable improvement to the appearance of Morten village compared to the conditions in the 1990s.

Other respondents shared the same experience when asked about changes in the landscape and infrastructure. The respondents also expressed great satisfaction with the improvements to the area’s social infrastructure generated by tourism. They further expressed their satisfaction by agreeing that there was no need for any further physical development in the near future. However, on the researcher’s second visit to the area, it was noted that a new landmark had been installed close to Villa Sentosa. The local council had added signage reading ‘I@kg.Morten’ as part of a promotional plan. The catchy phrase was designed to attract more tourists on social media platforms such as Instagram, Twitter and Facebook (see Figure 17).

**Figure 17: A catchy phrase as a new landmark at Morten village**



Source: Researcher, 2016

Furthermore, the evidence contained within the images acquired from Perbadanan Muzium Melaka (PERZIM) reveals the conditions in the area prior to its development. This serves to confirm the views of the respondents that the area has undergone massive development in terms of its infrastructure and facilities,

along with landscape improvement, over the past ten years. From a state of not having a proper road and walkways, the area has been upgraded to function as a tourist destination, which has also led to improvements in the social well-being of its residents (see Figure 18).

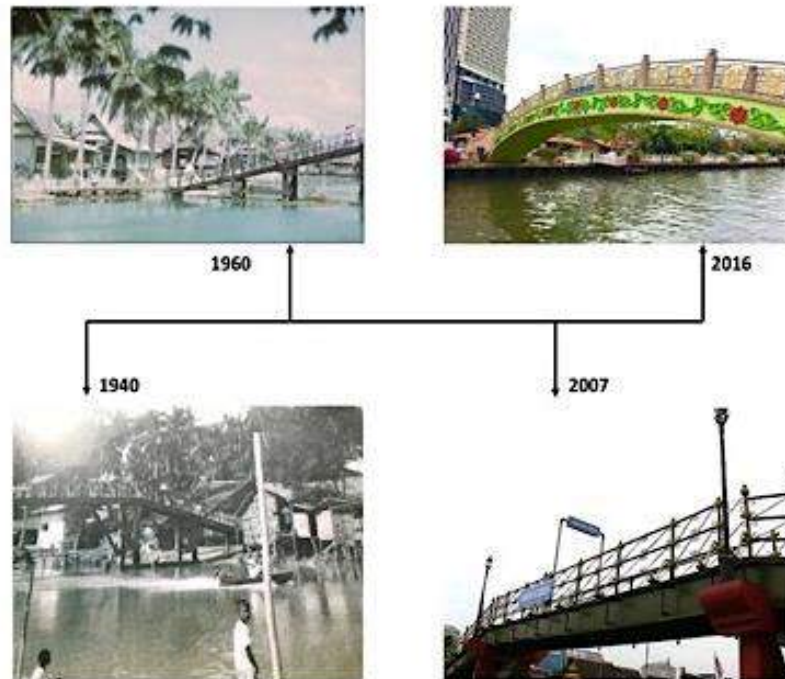
**Figure 18: Improvements evident along the river at Morten village**



Source: PERZIM, 2016; Researcher, 2016

Morten bridge is a further piece of physical infrastructure to have undergone significant improvement (see Figure 19). Based on the researcher's observation and confirmed by the respondents, Morten bridge is one of the area's most famous landmarks, aside from Villa Sentosa. The bridge was among the earliest pieces of infrastructure in Morten village and was built using mangrove wood in the 1920s to connect the village with the mainland. It has since undergone a series of transformations for the comfort of residents and tourists, evolving from a wooden bridge to one with a more modern design, as well as to beautify the landscape (Figure 19). Through the observation, the researcher found that the bridge remains practical as the main entrance to the village and that it remains in use by most tourists and residents as the route to cross over to the mainland.

**Figure 19: Transformation of Morten bridge from 1940 to 2016**



Source: Majlis Perbandaran Bandaraya Melaka (MBMB), 2016

#### **4.1.8 Access to goods and services**

According to the respondents, the improved infrastructure has improved their access to goods and services. Previously, they faced difficulties obtaining goods and services when the river was high as the only access to the mainland was via the bridge. For instance, one respondent commented that the village would lose its connection with the mainland whenever the area was flooded during the rainy season. Now that the area has been improved, however, there are no longer issues with flooding and residents enjoy improved access to goods and services, for the benefit of the community. From the researcher's observation, the village is accessible by either car or bicycle, via the road that connects it to the mainland. However, due to the restricted space, only light vehicles such as motorcycles, cars, rickshaws or bicycles are able to use this entrance. Tourists using this entrance are greeted with a gate displaying 'Selamat Datang Ke Kampung Morten', meaning 'welcome to Morten village', along with a wooden sign in Arabic that states 'Kampung Morten, Melaka', as indicated in Figure 20.

Figure 20: The entrance to Morten village as seen by those entering the village via road



Source: Researcher, 2016

In short, the residents displayed a great connection to the area and felt that tourism had been of significant benefit in helping to enhance its social infrastructure and public facilities which had, in turn, improved the social well-being of residents and led to the provision of appropriate facilities to support business and tourism activities. However, a majority of the respondents also expressed their concern regarding the way in which further development of the surrounding area might affect the appearance of the village. Although this could be considered advantageous in terms of attracting more tourists to the area, the residents felt that the village atmosphere was changing over time. For instance, respondent (CR1) expressed his thoughts as follows: *“We miss the ‘kampung’ environment that we had over the last 40 years, being the only fishermen village in the city. Back then, our village was surrounded by nature – trees and the river. Now all of the natural features have disappeared due to urbanisation. The ‘ugly*

*big giant' (the skyscraper) across the river has made our lives uneasy and inconvenient. It has spoilt the scenery of our 'kampung' which was pleasant before urbanisation came.*" Nevertheless, Morten village continues to retain its traditional Malay village charm, even though development such as high-rise buildings are creeping in around it (see Figure 21).

**Figure 21: High-rise buildings (in the background) and the Melaka tourist monorail (left) are eroding the village identity**



Source: Researcher, 2016

#### **4.1.9 Image enhancement**

From the researcher's observation, Morten village has an excellent image as a cultural village within the WHS. The series of improvements to its infrastructure, landscape and facilities has helped to boost the image of the area. A majority of the respondents (14) perceived a growth in the area's cultural image following its development as a tourist attraction. This was evident in the following comment from one respondent: *"Tourism has helped to promote Morten village to the world as a cultural destination"* (CR11). Moreover, the respondents in this group believed that the village's unique identity, which reflects its inherent

traditional character, acts as a pull factor for the destination. For instance, respondent (CR9) commented, *“not only because it is located within the World Heritage Site ... its image as the only cultural village ... retained its traditional character ... still intact while surrounded by high-rise buildings helped to promote the area”*, thus demonstrating knowledge concerning the environmental and physical impacts of development on the area. The development of the area as a cultural village also served to strengthen the residents’ attachment to it. The researcher found the respondents to be appreciative and protective of the culture and traditional character of the area. However, they do seem to have a problem retaining its traditional image, such as with the maintenance of the traditional wooden houses, due to financial constraints and the migration of the area’s youth to other cities. This issue will be discussed further in Section 5.3.

#### **4.1.10 Strengthened cultural pride**

Regardless of the level of CBT development in their area, the researcher witnessed how the lifestyles of the respondents, as well as that of the residents, had modernised over time. The respondents supported this observation and agreed that tourism had changed their way of life, more specifically for some people, notably the youth (e.g. cultural norms and values, dress, food and behaviour). The respondents acknowledged the situation and considered it to constitute an improvement in their quality of life. However, they disagreed that tourism had led to any loss of the local traditions. Despite the significant tourism development that has taken place, the respondents confirmed that the culture and traditions of the residents had not been affected in any way. Following the observation, it was noted that the residents displayed their strong belief in following their traditions, as evidenced by their strict adherence to them during wedding ceremonies between men and women. For example, the researcher witnessed and participated in a wedding ceremony that took place over the course of three days. All of the associated ceremonies – solemnisation, ‘malam berinai’, bride’s reception, followed by the groom’s reception – were organised according

to traditional Malay customs. Figure 22 shows brides and grooms wearing traditional Malaccan attire during 'malam berinai'.

**Figure 22: Brides and grooms wearing a traditional Malaccan traditional costume called 'Songket' during 'malam berinai'**



Source: Researcher, 2016

The respondents also agreed that tourism could contribute to the preservation of intangible cultural products. This could be seen through the host's initiatives in organising cultural activities for their guests. Notably, traditions such as making 'tapai' (rice wine) and 'asam pedas' (a traditional Malaccan dish) and 'kenduri kahwin' (a traditional wedding) continue to be widely practised and valued by the community. The respondents' cultural pride is displayed through cultural activities: *"I want them to experience and learn about our livelihood, traditions and culture"* (CR4). During the fieldwork, the researcher also witnessed positive reactions from tourists who enjoyed participating in a cultural activity laid on by their host (see Figure 23).

**Figure 23: Tourists wearing traditional sarung and sitting cross-legged for tea**



Source: Researcher, 2016

On another occasion, the researcher experienced the warm hospitality extended by one of the respondents (CR5). The researcher was offered a scrumptious home-cooked meal. A traditional Malay meal comprises six dishes that are served on a dulang, or round metal tray. We indulged in dishes such as Asam Pedas Ikan Tenggiri (fish in spicy and sour gravy), Ayam Goreng Kunyit (fried chicken marinated in turmeric) and Goreng Kacang Panjang (fried long beans), all washed down with a cold rose syrup drink. Of course, it is customary to eat as the locals do, mixing the dishes with your fingers to deepen the individual flavours and sitting cross-legged on the floor (see Figure 24). However, these activities are also staged to satisfy tourists' interest. In other words, they tend to be planned and organised in a systematic manner that has been decided upon prior to the tourists' arrival. For example, the researcher attended a village meeting to discuss the details of the activities; as such, these activities are planned and are not spontaneous acts undertaken by the hosts. Hence, there is only a low degree of authenticity on these occasions owing to the fact that they have been staged to meet the needs and demands of tourists.



**Figure 24: A traditional Malay meal comprising six dishes, served on a dulang (flat metal tray), where all courses are presented at the same time.**



Source: Researcher, 2016

At the same time, the respondents perceived tourism as being able to bring people together. For example, respondent (CR3) said that *“the cultural activities such as wedding ceremonies bring everyone together and [promote] reminiscing of old memories”*, thus demonstrating the ability of culture to bring harmony to the community. These activities have become part of the cultural events shared with tourists; however, they are also minimal and remain based on the hosts’ initiative and planning by the committee prior to the tourists’ arrival. In other words, the cultural activities depend on the committee and can vary by host. According to the respondents, cultural activities are organised to order based on whatever requests are received from travel agencies or trips run by private companies. For example, one of the traditional dances most commonly performed for tourists is the ‘Zapin and inang.’ This is a traditional dance performed by members of the local council or students from the local university. The fact that it belongs to Johorian and Negeri Sembilanese might explain the respondents’ perception that tourism development in the area has not led to any loss of local traditions. This was evident in the following comment from a respondent (CR3): *“Most of them who perform the cultural activities such as ‘zapin and cak lempong’ are not initiated by members of the community. They only perform for tourists to*

*get money.*” This demonstrates that these events are staged; they are planned, designed to be performed to order by tourists and have only a minimal relation to the elements upon which they are based.

#### **4.1.11 Host–tourist relationships**

CBT development has successfully changed the residents’ perceptions regarding the presence of tourists compared to the early stage of CBT development. This was evident through the researcher’s observation, where the presence of tourists appeared to have no effect on the residents’ daily activities. According to the respondents, the residents used to be shy and tended to perceive themselves as disadvantaged, with low standards of living and education. For example, respondent (CR2) believed her lack of knowledge and personal capabilities would hold her back from participating in tourism: *“If I was going to do it myself (managing and planning), I don’t think I could, because I do not have the know-how to make it work (low knowledge, experience). If I could, I would like to participate in the programme. I am interested in getting to know the guests from other countries. But I don’t know a foreign language.”* The respondents acknowledged that there were issues in terms of a lack of knowledge and skills; however, this did not impact on the host–guest relationship. A majority of the respondents believed that the hosts’ attitudes, combined with the tourists’ behaviour, played a significant role in the host–guest relationships in comparison to the knowledge or skills.

The researcher witnessed a situation where a respondent displayed friendly gestures despite not being able to communicate fluently in a foreign language such as English. Moreover, the researcher observed how the process of cultural exchange between the host (respondents) and the guests was not affected by either the respondents’ or the residents’ inability to communicate in a foreign language. Also, they were comfortable with the presence of tourists among them and this, in turn, enlivened their own lives. For example, respondent

(CR10) stated, *“we become more open to seeing them roaming in the village.”* This demonstrates that tourists have been accepted in the area. Furthermore, with more than ten years’ experience in the homestay business, the respondents were evidently confident in interacting with the tourists.

#### **4.1.12 Diverse cultural exchange**

It is interesting to note the respondents’ realisation that tourism brought the ability to easily connect the people from outside who came from different social levels and cultures. The researcher observed the ‘demonstration effects’<sup>7</sup> displayed by the respondents, such as in their lifestyle, dress and attitudes. The respondents had ceased wearing ‘sarong batik’, replacing these instead with caftans or sweatpants. Further, the respondents claimed that their views had been broadened and they had become accustomed to new things that they had not seen or known about previously. Respondent (CR2)’s comment – *“I like those excellent cameras, although I have money to buy so whenever they come to have local snacks, I will ask them about it.. those tourists are very kind to let me hold and explain how it works”* – demonstrates the exchange of knowledge between tourists and residents. Another respondent, a homestay host, expressed his interest and excitement at meeting new people: *“I like to communicate with them. I like to tell the story of this village and my family history. It is great for me to get to know so many tourists in my old age.”* Also, the respondents related how the constant interaction with tourists had led to the residents beginning to acquire excellent communication skills, old and young included, despite this remaining somewhat limited with respect to foreign languages. Based on the researcher’s observation, the older residents preferred to talk a lot and were highly confident in doing so. However, some of the residents were still shy when explaining things. The researcher also observed how hosts would at times become quite close to the

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<sup>7</sup> Demonstration effects are effects on the behaviour or attitude of individuals caused by observing the actions of others.

tourists and occasionally establish friendships with them.

#### **4.1.13 Changes in the traditional patterns of community life**

The observation findings also suggest that tourism has gradually changed the way in which local residents live in the village. Some of the residents had altered their living habits with a view to protecting the tourism environment. For example, gas is now used for cooking food instead of burning wood; waste bags are now placed into the bins provided, and meat is now purchased from the market whereas residents would previously have reared animals. As one respondent said, *“our traditional lives have been greatly changed. Our life was changed to fit the visitors. For example, in order to develop tourism, we, residents, are not allowed to raise chickens which is very different from with our past country lifestyle”* (CR6). Another change in the quality of living was associated with heritage and conservation policies. The residents stated it was normal in the area for families with enough savings to build a new house with new facilities. One respondent stated: *“Now, we have more money, we want to live in a good house with high standard. You know it is really wet in our old wooden house, and lots of mosses. (It is) not good for our health, especially for elderly people”* (CR7). The researcher observed most of the houses in the area has been renovated in a modern design (see Section 4.2.14).

On the one hand, with increasing annual incomes, the respondents claimed that local residents are keen to enhance their living conditions. On the other hand, since it is a tourism resource, residents also have to protect and preserve the ancient heritage and architecture. Indeed, the respondents agreed that this situation led to conflict, wherein the government has no right to determine what is done with the houses as they are private properties. The respondents thus suggested the need for revision and improvements to the existing heritage and conservation policies in order to protect the tangible products.

#### 4.1.14 Lack of capital resources to maintain the cultural assets

In spite of improvements to the quality of life, there had also been increases in the cost of living and property values, which made it hard for the residents to maintain the traditional features of their houses. One of the respondents (CR8) explained that *“although the standard of living has increased, we need to spend more on property and the cost of living.”* This points to the high cost of maintaining the traditional features of the houses. Most of the respondents (7) working as full-time homestay operators relied heavily on the profits they earned from their homestay business and found it quite difficult to cover the costs of living and maintenance, especially during the low season compared to those who held other capital resources such as a business. Another respondent (CR5) who owned a restaurant agreed that the homestay operators were those most affected during the low season. He added that his profits fell by around 10 percent during the low season compared to the high season and he still found it hard to meet the high cost of living and maintenance.

Furthermore, the respondents expressed that no proactive action was taken by the government with respect to providing financial support. (CR3) spoke about the lack of government support and capital resources: *“... the government has undertaken conservation measures since 2000 to preserve the traditional Malay houses. Initially, many of the houses were repaired, and the government helped to installed new roofs. The city council granted the budget for restoration projects. But it was centrally controlled. We had no say in it. And after sixteen years have passed, why now are there no more proactive actions taken by the government to support us to maintain the heritage village?”* Aside from that, the respondents also commented on the low quality of the materials used by the government, which resulted in them bearing the costs of repair. (CR6) revealed the low quality of work carried out by the contractors: *“the materials that they used were of low quality. Some of the timber planks were recycled. They just fitted them for the sake of the repairs. Even for the floors, the planks they used were not planned and not smooth. I’ve had to cover them up with mats.”*

Moreover, the old houses in the area did not have sufficient capacity to provide accommodation for the growing number of tourists, so they were being demolished to make room for new, larger homes with appropriate capacity and supply of tourist facilities. One respondent (CR5) stated, *“we need to accommodate the tourists, and the old house couldn’t provide enough capacity to provide accommodation”*, thus expressing the reasons for the increase in housing renovations in the area. Currently, as mentioned in Section 4.1.5, the level of capacity is low (50 rooms), which has given rise to an issue concerning unequal distribution. For example, there are six homestays with only three rooms, and the other other five homestays have been renovated into modern, two-level houses capable of accommodating up to 12 guests in one house (two guests per room). This further supports the reasons given by the respondents for renovating the houses. According to the Perbadanan Muzium Melaka (PERZIM) report (2016–2017), the number of traditional wooden houses fell to 50 from a total of 80 in the 2014–2015 report. Besides that, the researcher also found another reason for the community to renovate the house into modern design. This is due the rising costs of undertaking the high level of maintenance that the wooden houses need significantly impacted on the respondents’ efforts to maintain the traditional features of their houses. The researcher observed that most of the traditional wooden houses in the area had been demolished and replaced with bricks-and-mortar homes that had low maintenance costs (see Figure 25). The result was that the tourists did not receive an authentic and cultural experience but merely experienced living with the locals.

**Figure 25: House that has been renovated into a low-maintenance home**



Source: Researcher, 2016

#### **4.1.15 Migration of youth**

The respondents had also begun to realise that the local population structure had changed significantly in only a small period of time. Some specific examples from the researcher's field notes are given in Figure 26.

**Figure 26: Field observation notes**

Date	: 25 <sup>th</sup> November
Location	: Mak awe snacks stall
Time	: 5pm – 6:30pm
Descriptions	:
Only old people mingle while having local snacks at the stalls. Discussing about politics, socials, and gossiping. Young people is not visible except children playing around after schools. It was quiet in the village.	

Source: Researcher, 2016

Most of the respondents mentioned that fewer residents lived in the village nowadays, and the village had become too quiet. This relates mainly to younger people as they now tend to work elsewhere, leaving behind the older people and children. The researcher learnt that this scenario is replicated in many Malay villages, with younger people choosing to work elsewhere while the grandparents are left to take care of the family. Respondent (CR3) spoke of this: *“My village was lonely; we can only see the young people at a few times in each year because many of them work outside and reside permanently in the big cities.”* The majority of the respondents stated that this ‘missing’ generation would only tend to return to the village during major festivals, such as the National Holiday or Muslim festivals.

Moreover, the respondents hoped that the young people would stay in the village and look after them. For example, one respondent said, *“I hope they (his children) can come back home, and continue the homestay business; however, they prefer to live and work in the big cities.”* However, many young people preferred to settle down in other big cities such as Kuala Lumpur, Penang, Johor Bharu or elsewhere in Malaysia. The researcher also found that the population structure had changed as a result of many outsiders moving in. These people had taken work in tourism agencies, companies, hotels, the state government or were students at the local university. For instance, one respondent stated: *“It looks like this village is changed to be one of the outsiders. You see, we residents go outside, while the outsider worker and tourists come to our place, instead of us”* (CR 9). This highlights the process of population change under way as more and more outsiders move in. The responses imply that if a local population structure is to be sustained, then the first thing to consider is how to attract and retain residents.



## 4.2 Section summary

In summary, the current section identified the community perceptions of CBT impacts. From the analysis results, the community group had perceived the economic and socio-cultural impacts more strongly compared to physical and environmental impacts. The findings also highlighted potential threat to the continuation and stability of the current CBT programme. All of the respondents expressed a need for the state government to control the cost of tourism and development in the surrounding area: *“I think the government should provide proper rules and solutions to limit the development interest in the surrounding area. I don’t want to lose the charm of this village to the high-rise buildings surrounding the area”* (CR 5). The residents suggested that a proper plan is needed as a means of avoiding excessive development that could affect the appearance of the village and its homestay businesses.

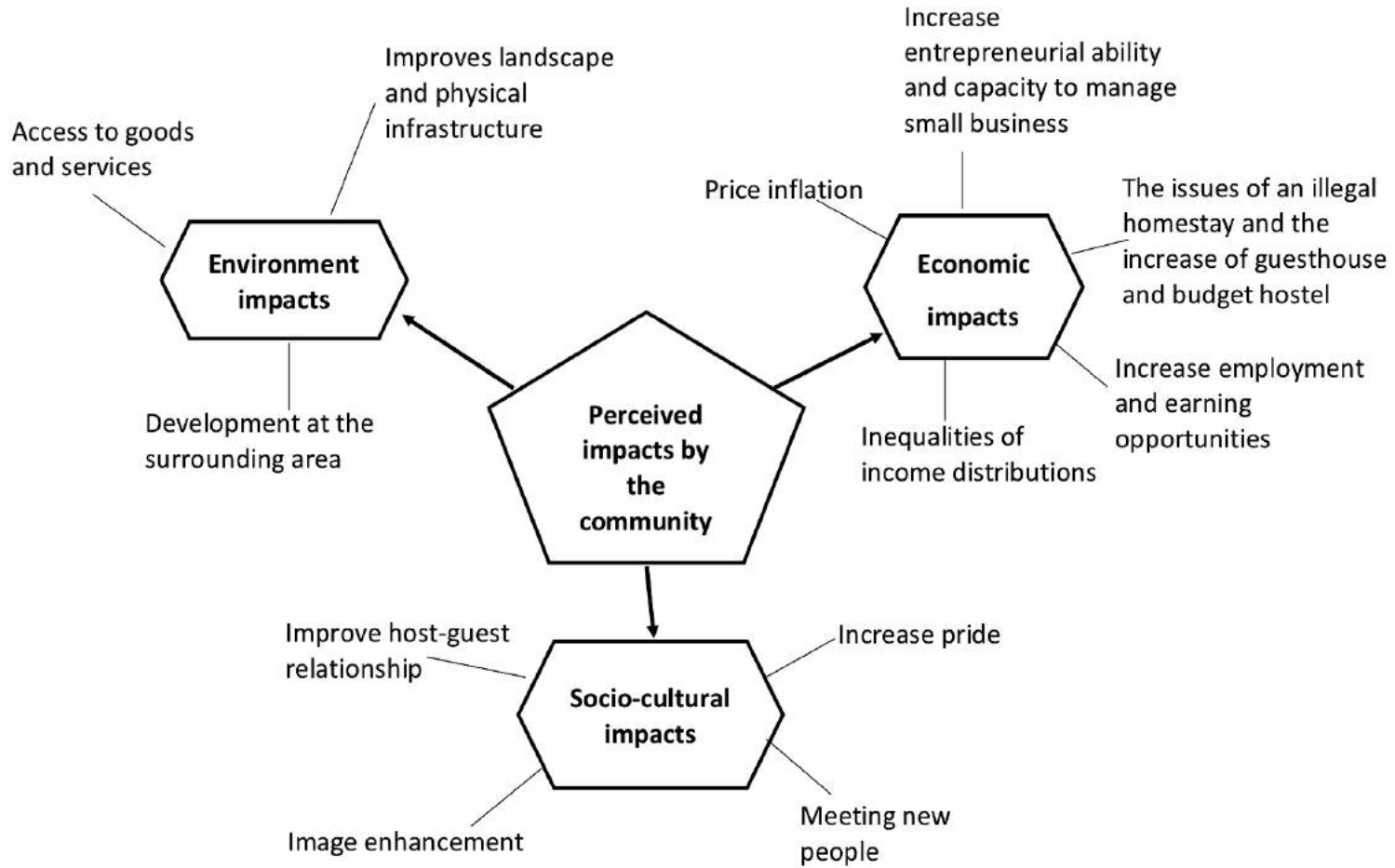
During the observation, the respondents displayed a strong connection to the area and expressed their wish to maintain its traditional character in the future. The respondents added that the government should be proactive in providing support, such as advice or financial support, to promote residents’ interest in preserving the traditional character (tangible products, e.g. houses). Also, the respondents responded positively concerning the socio-cultural impacts. The respondents displayed their control over tourism impacts and refuted that tourism had negatively affected their lives. Furthermore, the respondents believed that tourism had helped to strengthen their cultural pride and increase intercultural appreciation. Most of the respondents were willing to share their culture and tradition with the tourists and disagreed that tourism diminishes local culture. Instead, it was seen as helping to stimulate culture and tradition in their community. Additionally, all of the respondents denied that tourism activities were damaging to the moral standard of the community or had led to an increase in anti-social issues (e.g. crime, traffic congestion). Furthermore, the rising number of tourists arriving in the area was affected by its cultural resources in the form of

its combination of traditional character, sense of relaxation and safety. Majority of the respondents perceived impacts such as price inflation, the absence of enforcement surrounding illegal homestays and the lack of resource sustainability in respect of local knowledge to be significant challenges for the viability of the area as a tourist attraction. Despite the attractiveness offered by tourism, the community group also perceived the reverse impact of it. Most of the respondents perceived these impacts as a significant challenge for the future of the village as tourist attraction. This is due to the fact that there was no financial support provided by the government to help the community in sustain and remain active in CBT. Also, the rapid change in price for goods and services continue to be the group concerned to financially manage the traditional houses and their homestay service.

Moreover, the respondents frequently mentioned their uncertainty with regard to the future of the tourism programme in the area. For instance, one respondent (CR 1) expressed his doubt: *“... time is moving fast ... people become more modern, the youngsters are not interested in what we are doing ... development increased our quality of life, but at the same time it could harm our culture ... .”* Hence, the absence of the young generation to continue the legacy, as well as the homestay business, has become the main challenge facing the survival of the programme and could also pose a threat to the sustainability of the local culture and heritage. Besides, like many programmes initiated by the government or the community, the respondents believe that the monitoring of progress is vital to ensure sustainability. Residents and authorities, as well as other stakeholders, should work together to ensure the management plan is implemented. The respondents also proposed that an economic regeneration scheme is included in the conservation management plan to support the local economy, which would serve as a catalyst for future improvement to the village and enhance the residents' quality of life. In short, the respondents perceived the area to have already been fully developed with respect to updated infrastructure. Thus, no further development of physical infrastructure is needed. Figure 27 summarises the impacts perceived by the community respondents. In this study,

diagrams are used only as visual representations of the findings for each section, with the graphics (e.g. a spider web) not intended to provide any meaning. The next section will examine the government perceptions of tourism impacts.

**Figure 27: Impacts perceived by the community**



Source: Researcher, 2017

### **4.3 Stakeholders 2: The government**

Malaysia is a democratic electoral monarchy and the only federation in South East Asia. Its system of government is neatly modelled on the Westminster parliamentary system as a legacy of the country's British colonial rule. The head of the country is Yang di Pertuan Agong (often referred to as the King) and it is led by a prime minister (as the head of the federal government). The role of the King has been a significant part since the change in the constitution in 1994. Legislative power in Malaysia is split between the federal and state governments. The structure of the state government in all 13 states is similar to the system of the federal government, except for minor native judiciary powers in Sabah and Sarawak.

Unlike the federal government, the state government is ruled by either a Minister (Menteri Besar) or Chief Minister (Ketua Menteri), depending on whether their Head of Government is a Sultan or Yang di-Pertua Negeri. According to Article 73–79 of the Federal Constitution, the state legislature is empowered to legislate on matters such as land matters, public works, local government, agriculture and forestry, Islamic law and public holidays, while the state executive, in turn, has administrative power over all issues that the state legislature may legislate under the constitution (Federal Constitution, Article 80). However, federalism in Malaysia is robust, with the federal government having far greater power than the respective state governments, which is reflected in the budgets allocated to the states.

#### **4.3.1 Demographic profile of respondents**

Government officials are the sample for the second stakeholder group, which represents both state and federal agencies. The average age of the respondents in this group is 35–45 years old, with a length of working experience of 12–16 years, which it was hoped would ensure they contributed useful insights to this research. The professional status indicated by the respondents is ‘high level’<sup>8</sup> officers. The respondents are responsible for administration and managerial aspects such as policies, funding, planning, implementing and monitoring the growth of the destination as a tourist attraction. However, officers from Majlis Bandaraya Melaka (MBMB) were excluded from this study due to their busy schedule. Hence, only three respondents from the Ministry of Culture and Tourism Malaysia (MOTAC), Melaka state tourism agency (MTA) and Perbadanan Muzium Melaka (PERZIM) were included as samples for this stakeholder group.

#### **4.3.2 Organisation of tourism agencies in Melaka**

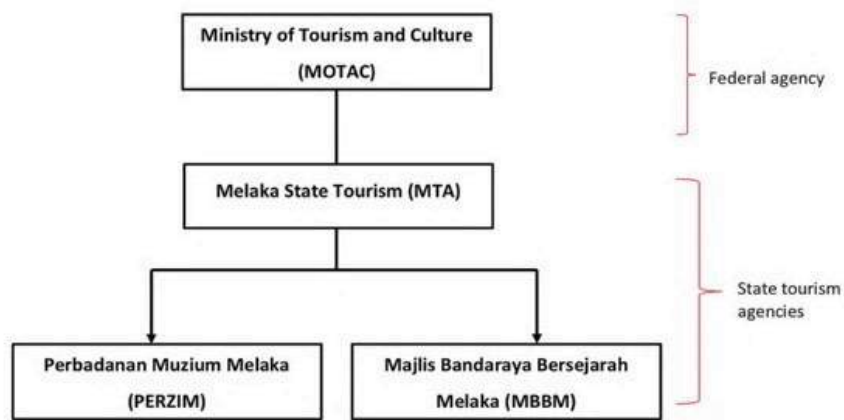
From Figure 28 (pg158), it could be contended that tourism in Malaysia operates in a multifaceted environment. The tourism system essentially has a centralised organisation. At the federal level, the main public organisation responsible for tourism is MOTAC, which has the power to plan, formulate, implement, regulate and monitor the development of tourism, as well as its policies and strategies. Subsequently, policies are handed to the implementing arms at the state level for their interpretation and execution. At the state level, state agencies (e.g. the MTA) are responsible and these have the important task of interpreting and implementing national policies and strategies, in addition to carrying out tourism programmes and projects. A state tourism agency was formed in each of the 13 states in Malaysia charged with pursuing all economic activities, including tourism, at the state level. Furthermore, the states, in

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<sup>8</sup> The respondents’ actual job titles cannot be disclosed for confidentiality reasons.

collaboration with Tourism Malaysia, are responsible for marketing their tourism products, although all states are promoted equally by the federal organisation. The only difference concerns the rate at which tourism development has grown in each state. In this study, both federal and state agencies, such as MOTAC and MTA, as well as local agencies, such as PERZIM, are involved in the development of tourism. The following section discusses the roles of these agencies.

**Figure 28: Tourism agencies at the federal and state level**



Source: Researcher, 2018

#### **4.3.2.1 Federal tourism agency**

The Ministry of Tourism and Culture Malaysia (MOTAC) is a federal agency headed by a minister, chief executive officer and senior officer known as a guiding officer or general secretary (in the Ministry), who holds the tourism portfolio. MOTAC is responsible for planning and implementing tourism policies and tourism development programme. Furthermore, MOTAC is also in charge of an agency, *Tourism Malaysia*, the sole focus of which is on the promotion of tourism products both locally and internationally. The respondents were highly adept at explaining the role of the agency in enhancing synergies and cooperation between the federal and state tourism agencies: *“Our main role as a federal agency is to supervise the agencies that are involved in the industry such as state tourism*

*agencies and Tourism Malaysia (international promotion). We are also responsible for monitoring the development of the industry; licensing for hotels and travel agents, homestays; tourism performance” (GR1).* In this case study, MOTAC collaborated with the state government to develop the area as a tourist destination. Respondent (GR1) explained: *“We provide a fund to finance the programme. We have been working together with the state government since day one.”* The respondent further added that the homestay programme is an additional attraction to the area, developed through collaboration with MOTAC and the state government, as well as other local agencies (e.g. PERZIM and MTA). According to the respondents, the homestay programme is a development project to help improve the community’s socio-economic and social well-being, especially in the rural area: *“The homestay programme is our idea to help the community; increase income and also to encourage the preservation of local culture” (GR1).* Tourism was then emphasised as a vital economic activity, with full support from the government in terms of funding, planning, coordination, regulation and enforcement.

#### **4.3.2.2 State and local tourism agencies**

In Melaka, the Melaka State Tourism agency (MTA) is responsible for implementation of tourism policy set by MOTAC under a state economic planning unit (SEPU). In the case of Morten village, MTA worked with various state departments (e.g. MBBM and PERZIM) to develop the area as a tourist attraction. These departments are responsible for the provision of financial funds, the development and improvement of social infrastructures such as roads, bridges, amenities and landscapes as part of tourism development, and preservation and conservation activity. The role of MTA is evident in a comment from one of the respondents (GR2): *“The state tourism is in charge of monitoring the development of Morten village as one of the tourist attractions in Melaka. We also provide support such as financial support. Each of these agencies play a different role; MOTAC and state tourism - fund and promotion; PERZIM - fund/conservation and*



*preservation; MBBM - development of infrastructure, facilities and landscape.”*

Moreover, MTA collaborates with other local agencies and MOTAC in the design of training modules and ‘soft infrastructure’ for those involved in tourism programme, such as the homestay operators, caterers and tourist guides. Moreover, the respondent explained that the local city council (MBBM) is responsible for monitoring and maintaining infrastructure and facilities, as well as the landscapes of the area, including cleanliness, while the state government, through MTA, is responsible for providing financial support and the development plan.

#### **4.4 Government officers’ perceptions of CBT impacts**

The majority of the respondents were of the opinion that tourism development is aimed not merely at increasing the income of the country or state, but that it is also a strategy for area development. The respondents were more likely to affirm the positive effects of tourism development than its negative impacts: *“Tourism brings both positive and negative impacts to locals, but the positive aspects are more than the negative ones”* (GR2). The respondents agreed that the development of tourism at Morten village had achieved its objective in terms of altering the socio-economic landscape and development of the area. This was reflected in the frequency of words used by the respondents to express their views concerning the impacts of tourism (see Figure 29).

**Figure 29: Word cloud displaying the words commonly mentioned by the government representatives**



Source: Researcher, 2017

As such, a word cloud is used to summarised and display the words commonly mentioned by respondents. However, it is only used to provide an overview of the content of the findings and is not intended to indicate any precise word counts. The words have been categorised into a more prominent theme to provide meanings and explanations for the respondents' perceptions of the impacts of tourism development.

#### **4.4.1 Employment opportunities**

The respondents in this stakeholder group believe that tourism has played a significant role in economic diversification, which has in turn helped to revitalise the local economy. The development of CBT has generated desired socio-economic benefits in terms of employment opportunities, local economic growth, increased entrepreneurial activities and the distribution of tourism revenues within the community. According to the respondents, the selection of Morten village as a tourist attraction and host for the homestay programme has contributed to the increased number of visitors to Melaka. At the same time, it

has created numerous employment and business opportunities related to the needs of tourists (e.g. accommodation, transportation and services). Based on the researcher's observation, these advantages influenced the respondents' perception that tourism can create new jobs and generate new economic activity. For instance, respondent (GR1) explained that employment opportunities can be created both directly and indirectly: *"Those who work at travel agencies, employment at the hotels, museums, monuments, transportations are those who are directly related. while restaurant suppliers or construction company who help to build and maintain tourists' facilities are those who are indirectly related to tourism."* The respondents also agreed that the homestay programme benefited only the residents but also created employment opportunities for others in the surrounding area. This was evident in a statement from one of the respondents in which they expressed the expected benefits of tourism: *"Once the area becomes a tourist attraction, it will help in creating employment opportunities for all people in the area"* (GR1).

#### **4.4.2 Encourage entrepreneurial activities**

In this study, the researcher found that the majority of the respondents agreed that tourism would help to boost residents' economic status through small businesses. In other words, it encouraged entrepreneurial activities within the community. Moreover, the respondents stated that the spill-over effects of tourism were much appreciated as they provided opportunities for more people to participate not only as homestay operators but also in running restaurants, snack stalls or grocery stores due to the low cost of investment. Based on the researcher's observation, small and medium-sized businesses were the dominant form of trader activity in Morten village, with their business activities dependent on both locals and tourists. For instance, a comment by one respondent (GR3) – *"small business such as a restaurant or small stalls are among the popular business activities in the area"* – refers to the increase of entrepreneurial activities among the residents.

Furthermore, the respondents expressed that tourism created spin-off effects and they were aware that everyone, including those who did not know about tourism, could benefit from the distribution of tourism revenues: *“When there is tourism, there is employment. When there is employment, there is income resulting in income to increase and improve quality of life”* (GR3). Also, the increase in the numbers of tourists arriving at the village contributed not only to the incomes earned by the homestay operators or other businesses but also to those of the villagers. For example, one resident, who loved to make traditional miniature houses (see Figure 30) from different states in Malaysia and has sold over 300 pieces to both local and foreign collectors, had come to the village and published his work on social media platforms, namely Facebook (see Figure 31).

**Figure 30: The resident, a self-thought craftsman who has a passion for making traditional mini village houses, with his gallery of miniatures**



Source: Researcher, 2016

**Figure 31: One of the resident's intricately crafted miniature traditional houses**



Source: Researcher, 2016

The respondents also added that the handicraft industry and residents' skills had been put to use following the implementation of the tourism programme in the village. Prior to the programme, with only a limited market, they had no opportunity to sell their products. However, they are now able to sell them to tourists who either stay in or visit the village. Thus, the respondents believed the development of CBT in the area had indirectly benefited the whole community.

#### **4.4.3 Changing traditional job structure**

One of the most distinctive economic impacts created by tourism relates to changes to the local traditional job structure. In this case, most of the residents in the village were dependent on agricultural activities such as fishing, farming and crafts prior to CBT development. Various older residents supplemented the income they derived from these activities by preparing food for the area's daily markets. This practice remained in place until the end of 1990, at which time Morten village was opened to outside visitors as a tourist attraction. In 2000, the village headman was the first resident to open a living museum and host visitors in the village. Later, with guidance from the headman, many other families also became involved in tourism businesses. At present, as mentioned previously, a

total of 11 families are involved in homestay businesses and are very dependent on the income these generate. According to the respondents, tourism has also helped female residents to become independent. Before the development of tourism, most women stayed at home, taking care of the family. They typically did the housework and were engaged in farming while the men undertook heavy labour to earn money. The women were also more likely to have a passive and lower status with regard to family decision-making. However, after tourism development, women's life opportunities essentially changed when compared with previous times: *"With the growing economic role of the women, their family status also duly increased, and were able to earn sufficient money to support themselves"* (GR2). The researcher's observation confirmed the views expressed by the respondents, as more women are involved in business activities in the area.

#### **4.4.4 The transformation of the area**

Generally, the views expressed by the respondents aligned with the idea that tourism development encouraged local economic growth not only for the destination but also the surrounding area. The transformation of the surrounding area stands as proof of tourism development, as evident in Figure 32.

**Figure 32: The changing landscape in the area surrounding Morten village from 2006 to 2016**



Source: MTA archive, 2016

Respondent (GR2) stated, *“we received lots of investors proposal to build commercial buildings near the area which is a good sign of economic growth”*. The researcher’s observation confirmed that the surrounding area had undergone a series of transformations. However, the village landscape remained largely the same and had not been affected by the transformation. The area transformation started in 2006, with the zone, previously known as a quiet area, having undergone landscape beautification and improvements to its amenities, such as wooden pathways connecting it to the city centre. In 2012, the state government accepted a proposal from private investors to build commercial buildings in the area. The landscape is thus changing rapidly into one dominated by areas of high-rise buildings. The researcher observed a few high-rise buildings in the area known as the Shore. The Shore is a four-star hotel and residences containing accommodation, shopping galleries and leisure activities such as the Shore aquarium and sky tower, all in one place. The respondents believed that the

development of such attractions provides not only an essential link allowing them to improve the tourist experience of the destination but also to increase the revenues they earn from the industry.

In fact, Morten village also benefited from the existence of the attractions. One respondent stated, *“the village can be seen from the sky tower, and tourists might wonder about it. Some more the village is situated near to the hotel's area”* (GR2). However, another respondent (GR3) had a different perception: *“The state government is greedy ... their action can jeopardise the authentic image of the village.”* Furthermore, respondent (GR1) seconded the view that the state government should work to retain the tranquillity of the area in order to create an authentic atmosphere and experience: *“They have been blinded by the investors and focused on finding a way to generate more money for the state.”* These statements demonstrate the respondents' dissatisfaction concerning the presence of commercial buildings within the protected zone. However, respondent (GR2) was more sympathetic with regard to the state government's decision to develop the surrounding area: *“Tourist entertainment plays an important role in enriching tourists' travel experience and promoting the area.”* Based on the researcher's observation, one high-rise building overshadows the area (see Figure 33 pg.168) and this has an indirect effect on the authentic atmosphere of the destination.



**Figure 33: Villa Sentosa, the oldest traditional house in Kampung Morten, appears dwarfed when juxtaposed against the high-rise building in the background**



Source: Researcher, 2016

#### **4.4.5 Physical infrastructure development in the area**

All of the respondents believed that tourism development had improved the beautiful landscape of the village with regard to its infrastructure and public amenities. For instance, respondent (GR1) mentioned how tourism assists in the creation of other facilities: *“It is always a straightforward calculation; once we develop tourism, other development will follow.”* According to the respondents, in 2004, the area received appropriate development with regard to infrastructure and public amenities (e.g. a school, health centre, community centre and a tarred road). However, in December 2006, the village experienced severe flooding due to heavy rainfall: *“It was the worst flooding history in Melaka ... the most affected by this incident are the residents at Morten village ... we needed to force them to leave their homes.”* (see Figure 34 pg 167)

**Figure 34: Aerial view of the flooded Morten village**



Source: MBMB archive, 2006

After the incident, respondent (GR2) stated that the state government, together with MBBM, had worked to upgrade and improve the drainage system around the village. For example, concrete walls were immediately installed, and the river channel was deepened to avoid a repeat occurrence. She added that no further incidences of flooding had been recorded since the completion of the flood defence project. The action taken by the state government and its agencies thus contributed to the well-being and safety of both the residents and tourists. The researcher observed that proper walkways and grills had been installed along the river in a bid to prevent casualties (see Figure 35 pg 170). Following the observation, the researcher found that the area had indeed received appropriate development (e.g. a school, road and community centre), which improved the village image and the residents' quality of life.

**Figure 35: Proper grills and walkways have been installed to ensure the comfort and safety of both residents and tourists**



Source: Researcher, 2016

Furthermore, the respondents agreed that Morten village was accorded special privilege due to its historical value and the fact that it is located within a WHS. This was evident in the following statement from respondent (GR2): *“There is no other village in Melaka where the state government pays for their electricity.”* Another respondent added, *“we even fixed their house which is not supposed to be under government responsibility. However, in the name of conservation and preservation, we still do it, and no other village has received this privilege”* (GR3). These statements refer to action taken by the state government and MBBM to install spotlights on the roof of each house in the village. Respondent (GR2) explained that the spotlights help to enhance the scenery of the village at night. The spotlights create a tranquil atmosphere for visitors at night: *“The village gives two different experience to its visitors. You will feel like every day is ‘Hari Raya’”* (see Figure 36 pg 171). The researcher observed that the village becomes livelier at night-time. Indeed, the spotlights highlight the beauty of the traditional houses and add dramatic scenery to the area (see Figure 37 pg 171).

**Figure 36: Spotlights highlight the beauty of the traditional house**



Source: Researcher, 2016

**Figure 37: The village's beautiful night-time scenery as captured from Morten bridge**



Source: Researcher, 2016

#### 4.4.6 Investment

Consequently, the improved facilities have also attracted investment from outside. For example, during the fieldwork, the researcher learnt of another development project that had been carried out in the area. While not within the scope of CBT, it was however part of a community development plan under a government agency, namely the 'Reinventing Kampung Morten' programme initiated by the Ministry of Rural and Regional Development through the Majlis Amanah Mara (MARA). This programme will also provide more opportunities for residents to start their own small businesses. A total of 18 wooden kiosks were installed around the village that were free to use (see Figure 38), in a bid to encourage the community to develop their business skills. This provides evidence that tourism is working to successfully attract external investment.

**Figure 38: Abandoned wooden kiosks**



Source: Researcher, 2016

However, the researcher found that the kiosks were no longer in operation as the villagers had lost interest in using them. Respondent (GR3) commented, *“there are no initiatives by the villagers to attract buyers, and everyone is selling*

*the same products. Also, there are no standard operating hours.”* He further elaborated that the attitude of the villagers had been one of short-lived excitement. The researcher observed the situation and found that the wooden kiosks were no longer in operation. One respondent (GR3) commented, *“there is still some stuff left unsold inside the kiosks. The residents stopped selling because the profit was not equal to their efforts and no one was buying their goods.”* The researcher discovered that the age and limited financial resources of the residents also contributed to the closure of the kiosks. However, the government refuted this and claimed that the residents were ungrateful as the reason for them ending their selling.

#### **4.4.7 Improved quality of life of the host and enhanced tourist experience**

The respondents in this stakeholder group believed that strict regulations and the requirement to join the homestay programme had helped to improve the quality of life, especially that of the homestay operators and residents. According to the standard operating procedure (SOP) of CBT (MOTAC, 1996), prior to becoming part of the programme, a village is required to have a maximum of 15 homestays and a committee to manage the programme. This was evident when a respondent stated, *“the programme needs peace and harmony in the family, the local community and the village leadership ... as such homestay programme can be regard as an informal institution”* (GR1). The head of the homestays is responsible for ensuring the programme is managed in line with the stated SOPs. As such, the programme helps to promote leadership skills and cooperation within the community. This point will be returned to in Section 4.4.9

Moreover, the CBT programme in Malaysia has strict regulations that a host must comply with before they are awarded a licence, in order to ensure that the quality experience and safety of the guests is protected. This was evident in a comment from respondent (GR1) regarding the process of participating in the programme. They explained that a licence is only issued if the host demonstrates

they can meet the criteria: *“We need to ensure that the host follows the guidelines to avoid a bad experience.”* This had the effect of encouraging the community to work specifically for tourists. Attitudes within the community moved towards maintaining the area’s safety and cleanliness, which improved both the residents’ quality of life and the tourist experience. This was confirmed to apply in practice as, based on the researcher’s experience, the village was calm and safe. For example, there are no gates around the houses and tourists are free to walk around the village at night without worrying about their safety. According to the JKKK (2014–2017) security reports, there has been no occurrence of any anti-social (e.g. prostitution, gambling, drinking) or criminal activities. An interesting point to note is that this might reflect the low numbers of younger people in the area.

#### **4.4.8 Cultural exchange**

The respondents perceived that the development of tourism had contributed not only in terms of additional income and improvements to infrastructure but also in the context of cultural benefits. They agreed that tourism had helped raised residents’ awareness and knowledge of other people’s cultures. Moreover, the respondents believed that tourism, especially the homestay programme, had changed the community’s perception of their heritage and culture as they now realised the importance of preserving their heritage and sharing it with the global community. Besides, the respondents commented that the development of tourism in the area had provided opportunities for the community to interact with and learn about the visitors’ cultures. For instance, one respondent (GR3) stated, *“the residents are more open and learning about others’ culture. They are also willing to share their knowledge.”* According to the respondents, the residents now have an understanding of a range of cultures and the international community, such as Japanese and Koreans, Europeans, and those from the Middle East and other parts of the world.

Furthermore, the respondents believed that CBT had contributed to the creation of an awareness and appreciation of the need to preserve the area's traditional character. This featured in the following response: *"The tourists' interest is our culture and heritage ... we preserve these products to retain tourists' interest and at the same time protecting it. Indirectly, tourism created awareness ... for the people to protect it"* (GR1). The respondents also perceived that tourism activities had inevitably created a platform for the villagers to promote the local culture, which contributed to greater awareness and the practice of local customs and crafts. One of the respondents expressed his view: *"previously the craft activities in this village were dying ... now, through CBT, these activities have started to shine when tourists show their interest and appreciate the values of the native products"* (GR3). The respondents also agreed that the homestay programme had helped to increase the amount of social contact between the community and tourists through cultural exchange.

Besides that, the respondents in this group suggested that the younger generation should be involved, especially in CBT, in order to sustain the programme. Returning to the interview transcripts, there was one quote that supported this view, as follows: *"As you can see there is not enough involvement of the young people in any tourism activities in the village. The older generation should include the young groups and train them as a replacement to ensure there is a continuation of the programme. So far, we didn't see this in any of the activities."* The respondent here is suggesting that it is important to expose the younger generation to any tourism programme and involve them to ensure the sustainability of cultural products as well as the success of the industry.



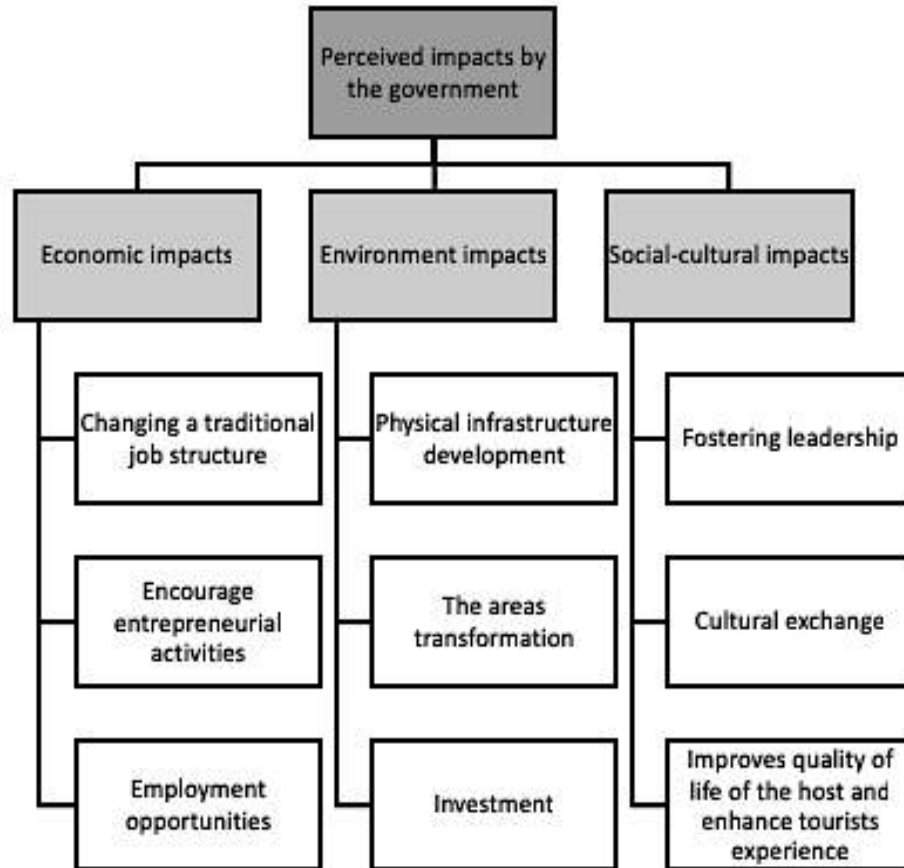
#### **4.4.9 Fostering leadership**

The respondents also perceived the homestay programme to have played an instrumental, if indirect, role in fostering leadership and unity within the community. They perceived that such keen community support was evident in the active role played by village institutions such as the village development and security committee (JKKK) and the Morten village homestay committee. The homestay programme had the effect of exposing the community to organisational leadership and management. The respondents added that the committee has become engaged in tourism and gained substantial experience in liaising with government officials and tourism businesses (e.g. travel agencies). Moreover, the respondents perceived that further leadership experience, combined with their greater organisational capacity, would increase the confidence of the community to proactively engage with outsiders.

#### **4.5 Section summary**

In conclusion, the findings as illustrated in Figure 39 imply that the government respondents had stronger perceptions of the economic and environmental impacts compared to the socio-cultural impacts. Again, as noted in Section 4.2, the selection of the diagram used to convey the summary of the findings does not indicate any meaning; it was simply used to provide ease of reference for the findings.

Figure 39: Impacts perceived by the government respondents



Source: Researcher, 2017

It was found that the respondents were more likely to affirm positive effects, as shown in the following quotes: *“I think the positive impacts should be more than negative impacts”* (GR2). *“Tourism brings both positive and negative impacts on locals, but the positive aspects are more than the negative ones”* (GR1). And, *“yes, lots of benefits that tourism brought to the local area, especially over those ten years, while the negative impact was not significant at present”* (GR3). We can thus see that the respondents were confident in the ability of tourism to benefit the residents and generate revenues for the state.

Government officials were essentially asked one question at the start of the interview: whether tourism is a leading industry in the local area, and what is its current stage of development. All of the respondents agreed that tourism played a leading role in the area, which was due to the fact that most of the officials in this group believed that, except for agriculture, tourism was the only

industry with potential in Morten village. However, the respondents agreed a proper conservation management and development plan should be developed in order to avoid the place becoming over commercialised and losing its values as a traditional village. Such respondents did not consider the current level of tourism development to be sustainable and thought that it would create serious negative impacts. As one respondent explained, *“the government have sold much land to a private company to develop a hotel and holiday cottages, which is not good for sustainable tourism. We can’t use the residents’ resources and our natural environment to simply get short-term benefits”* (GR3). Furthermore, the respondent conceded that the high cost of managing the assets poses a challenge, particularly in the case of the houses.

At the same time, the respondents felt that the coordination of all stakeholders in the society had a vital role to play in improving the tourism services and support in order to satisfy the needs and demands of both the community and tourists. The respondents perceived that stronger collaboration among the stakeholders would support and encourage the sustainability of the industry. Additionally, the respondents thought that new activities needed to be developed in the area, especially in cultural activities, due to its limited resources. Owing to the lack of many younger people in the area to assume responsibility for the activities, the respondents were concerned about the sustainability of the programme. Hence, they agreed that the village faces an issue with regard to the sustainability of its resources. To overcome this issue, the respondents suggested using education as a medium to change attitudes and raise the knowledge of culture and heritage. The next section will assess the business owners’ perceptions of the tourism impacts.

#### **4.6 Stakeholders 3: Business owners**

This stakeholder group comprises hotel and guesthouse owners, with both of these business types being located slightly outside the area. While there are around five hotels and four guesthouses registered in the area, only two respondents agreed to be interviewed. The samples for this group were selected due to the wider roles they play in the industry. Hence, they were able to provide insight to understand the impacts of tourism impacts. The respondents are in the age range 40–80 years and although not involved in tourism planning, both had more than 20 years' experience in the industry and played active roles in tourism business associations. Both of the respondents are key individuals within the association of Small Medium Melaka Entrepreneurs (SMME), namely the director and the general secretary, thereby ensuring they were able to contribute useful insights to this study.

#### **4.7 Business owners' perceptions of CBT impacts**

The business owners interviewed cited the socio-economic impacts as being the most significant impacts of tourism development as they encouraged investment and entrepreneurial activities in the area. The respondents also perceived tourism to be an income generator that benefited the local businesses through tourist expenditure. The respondents' thoughts are reflected in the word cloud presented in Figure 40 (pg180) which used to provide an overview of the respondents' perceptions concerning the impacts of tourism development.

Figure 40: Word cloud summary of the perceptions of local business owners



Source: Researcher, 2017

#### 4.7.1 Increased local economic growth

The researcher found that the respondents predominantly linked the economic impacts to spending by tourists. For example, expenditure is generated whenever tourists visit attractive places in the area, thus contributing to economic growth. One respondent (BO1) stated, *“we are benefited from every RM that they spend, not only concerning money but also investment and infrastructure.”* The respondents also commented the increased number of tourists and significant opportunities for tourism businesses could in turn lead to increased investment. For instance, respondent (BO2) said, *“tourism development has a strong pull factor for business investment and an enabling infrastructure in the area”*. The respondent also added that Melaka is an attractive tourist attraction which would be an enticing prospect for any business tourism investment: *“Melaka is recognised as an all-inclusive tourism destination; for its attractions, special interest museums, culinary and cultural events, infrastructure, transportation.”* This serves to demonstrate that it offers a complete package as a tourism destination. However, it is interesting to note that CBT and the homestays do not feature as part of the state’s promotional packages. Instead, promotion is focused on CHT as a whole. The researcher found only limited promotional material

mentioning CBT; for example, the promotion pamphlet collected during the fieldwork. The respondents indicated a lack of knowledge when asked what they knew about CBT, which was in contrast to the responses they gave to a question about homestays. This implies that the respondents were concerned only with those impacts in the market that affected them; hence, their responses on the impact of CBT were limited.

#### **4.7.2 Spin-off effects resulting from tourism**

The respondents perceived the interdependence that exists between tourism and broader social factors such as cultural, political and economic to be important. They explained the potential for tourism development to provide spin-off effects to other businesses such as retail businesses, events companies and local transportation providers. For example, some businesses (e.g. restaurants) develop specific products (e.g. food or drinks) to cater to the needs of tourists: *“I think retail has to be part of opportunities generated by tourism because shopping is a pastime for tourists”* (BO1). Moreover, the respondents mentioned that these businesses also increased the buying options for locals (e.g. shopping and entertainment). In other words, tourism development worked to both attract tourists and help sustain local businesses. The following comment illustrates a spin-off effect on the life of the locals: *“If there are no tourists, we would not have wonderful restaurants or even modern facilities”* (BO1).

Furthermore, the respondents affirmed that the additional income earned from tourism helps to create other services and enable the existence of a diverse range of local businesses (e.g. restaurants, theatre and other cultural events). For example, respondent (BO2) commented: *“tourism is a lever for broader ramifications; helps conferences, leisure activities, learning about the community, sense of place, trails, investment, an enhancement to investments, improves quality of life and culture”*. He further explained that businesses that were dependent on tourists for their income, such as restaurants and shops, would not

survive without them: *"It impacts the rest of us by having those things here in the area, and we do not have to go someplace else."* Thus, the respondents believed in the power of tourism to influence economic growth and generate broader spin-off effects for society.

#### **4.7.3 Increase in the price of goods and services**

While the respondents spoke of the economic impacts of tourism and stated that its negative impacts remain bearable, they also had some negative perceptions of tourism due to the increased price of goods and services in the market. According to respondent (BO1), in relation to the increased cost of supplies impacting on the business operations and daily expenses of the locals, *"tourism drives up the price"*. However, the researcher also identified contradictory views from the respondents with respect to this issue. For instance, respondent (BO2) commented, *"some residents do suffer because restaurants are overpriced. They cannot go to restaurants. Very expensive. That is something people come from outside to go to."* This indicates that despite tourism being good for businesses, it is not necessarily good for the locals. However, a different respondent (BO1) argued that the increase in prices had also led to increased options for the locals. He questioned the validity of complaints that the prices in restaurants were too high: *"I think that people who cannot afford what we have here now could not afford what was here 10 years ago... It's a complaint that I am not sure is valid."* Besides, the respondent added, the locals have access to different prices that vary based on the location, thus indicating that there are always options with regard to where purchases are made: *"I think there is such a perception because some people cannot afford to go to and so this is horrible...I mean we have a choice. I can go to a market and buy fish at five different prices...it depends on how economically minded you are."*

Nonetheless, the respondents shared the same thoughts about the increase in building costs and rents due to 'outsiders' (e.g. investors) buying

properties in the area. For example, respondent (BO1) commented, *“the property cost is increasing dramatically compared to ten years ago... I sold off my third hotel because I couldn’t afford to pay the rent.”* Respondent (BO2) seconded this sentiment, stating that the increase in property value or rent was killing local businesses with only small amounts of capital: *“The government should protect the small fish from being eaten by the bigger fish.”* The respondents proposed that the government should set a limit on ‘outsider’ investors as a means of creating opportunities for locals to compete and survive in the industry. From the analysis, it can be concluded that the business owners are more focus on profit gaining and concerned on tourism impacts to their daily operations. The perceptions given by the stakeholder groups are more cynical and self-centred which does not concern with what happened to the community or the area. Hence, this study acknowledges that information given by participants were limited.

#### **4.7.4 Limited capabilities in running a business**

Following the observation, the researcher identified various limitations in relation to how the respondents managed their businesses. They typically displayed a lack of knowledge of the types of tourists visiting both Morten village and Melaka. The researcher noted misunderstandings of the profile of the tourists, which meant they were not tapping into the niche segment, i.e. cultural tourists, thus potentially impacting on the tourist experience. There were also certain misconceptions with regard to the respondents’ views of those employed in tourism. Specifically, they tended to consider those employed in tourism as being low-skilled workers who are replaceable. For instance, in a comment, respondent (BO1) revealed his perception that no skills were needed to work in the tourism sector: *“Anyone can work in the hotels or at the tourist attractions.”* Moreover, the researcher observed the ways in which the respondents dealt with their clients. The researcher witnessed occasions where employees were rude to tourists, which has the potential to negatively impact their experience. Also, the respondents showed little desire to invest in the skills of their human resources. It



is noteworthy that the respondents in this group mentioned that investing resources in training their employees did not contribute to their profits. They believed the responsibility for improving or investing in training schemes lay with the government. The respondents also added that they received no funding from the government to allow them to make such an investment.

#### **4.7.5 Improved infrastructure**

In general, the respondents perceived that tourism had helped to improve the infrastructure and amenities in the area. They were of the view that the government had done a great job in developing and improving the infrastructure and facilities needed to accommodate tourists. Moreover, the respondents all agreed that the basic tourist facilities in the area had been upgraded, renovated and were well maintained. For example, the signage system had been updated and the number of signs increased, with more categories, while the colours and patterns had also been redesigned to match the cultural and historical atmosphere of the Heritage City. Signs had also been repositioned to facilitate tours by visiting tourists (see Figures 12 and 13).

Furthermore, the respondents applauded the government's efforts in providing facilities that benefited both the community and tourists alike. For example, in order to provide rest areas for tourists walking along the Melaka River to Morten village, over 100 chairs have been installed along the public path and in other suitable places. Also, according to the respondents, wooden benches have been placed around the historical centre, all of which add to the number of rest areas and which mean visitors will no longer be compelled to sit either on the ground, by a tree or on railings, as was common in the past. There have also been upgrades to the transportation facilities and road. The respondents added that there were no issues concerning transportation since all of the attractions are within walking distance of each other. However, tourists are still required to use public transport when moving from one area to another.

Despite the revenues that tourism generates for the destination, the respondents also felt that the area should be maintained as it is. For instance, one respondent remarked, *“we have enough facilities to accommodate the tourists, I don’t think we need more than what we have now”*. This indicates the perception of an acceptable balance between tourism development and the lives of local people. The respondent added that they care about the way in which the area is developing. Despite the recognition of the importance of the tourism industry for the local economy, they do not wish to see Morten village become completely dominated by tourism. The respondents were wary of the potential for significant infrastructure development for tourists to negatively affect the locals’ way of life.

#### **4.7.6 Social impacts**

The respondents mentioned that they found the social impacts of tourism to be less critical than the economic impacts. Respondent (BO2) voiced his opinion: *“Socially, I don’t think it affects us much. It’s not a place people come for a week.”* Based on the records kept by the respondents, tourists will typically spend only two to three days in Melaka. This reflects the area’s small size and the fact that it can easily be covered in one day. Through exploration of the area, the researcher confirmed that it only took one day to explore the whole area. The respondents also perceived that the tourists’ culture did not affect their values. This was evident in the following respondent statement: *“They are here for either a day or two, so I don’t have much interaction with them”* (BO1). The respondents believed that interactions with tourists either did not take place or were otherwise limited to activities, with one comment pointing to the limited activities between the respondents and tourists: *“The only interaction I have is giving directions. I don’t mingle.”*

Moreover, the respondents confirmed that there was no relationship between tourism and anti-social issues such as crime. For instance, one respondent commented, *“No. No. No. I don’t think we draw the kind of crowd*

*which increases the crime rate. I think a lot of the activities you can do here appeal to a sophisticated audience”* (BO2). However, the respondents were of the opinion that the local population could benefit from interactions with tourists. For instance, respondent (BO1) expressed a benefit of social interaction: *“I would mostly say interactions with the tourists will expose us to different ideas.”* The respondent added that interaction with tourists brought new perspectives to the locals concerning culture and language. However, the level of interaction with foreign tourists was less than it might have been owing to a lack of confidence on the part of locals when meeting new people.

#### **4.7.7 Diverse cultural exchange**

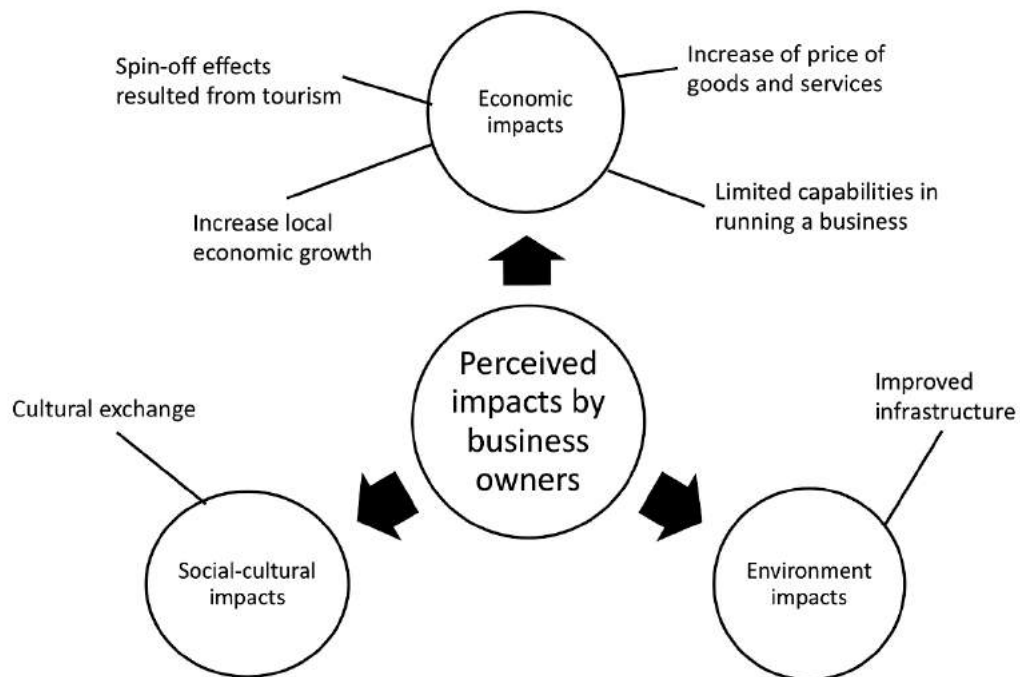
The respondents perceived tourism development to have had an impact on cultural diversity. For example, business owners can benefit from the different tastes and diverse cultures that tourists bring: *“We find that the more different kinds of people that come..., the more we want to cater to their tastes.”* This sentiment points to the fact that different types of people with varying tastes can bring business opportunities. According to the respondents, indirect cultural exchange is facilitated between locals and tourists, which benefits both sides. This process of cultural exchange is displayed in the following comment: *“The tourists will want something different, so we learn from each other, we learn what they like and vice versa.”*

#### **4.8 Section summary**

Figure 41 summarises the impacts perceived by the respondents in this stakeholder group. Again, as mentioned in Section 4.2, the diagram is used for

illustration purposes only. It points to the respondents in this stakeholder group having stronger perceptions of the economic impacts compared to the socio-cultural and environmental impacts. Further, the respondents shared the view of tourism as a generator of revenue that brings with it the potential for them to increase their business prospects. All of the respondents were in favour of further tourism development in the area owing to its economic benefits. They believed that tourism can bring increased wealth, and hence benefit residents, the government and private companies alike, at the same time as improving job opportunities.

**Figure 41: Impacts perceived by business owners**



Source: Researcher, 2017

Moreover, the respondents were unanimous in their perception of the ability of the economic contribution made by tourism (e.g. employment creation, economic diversification) to create additional spin-off effects, thus collectively justifying the role of tourism as a vehicle of economic development. Also, tourism has the potential to promote business diversification (e.g. catering and accommodation) and facilitate commercialisation of the handicraft's businesses in

the area. For instance, respondent (BO2) commented that the *“tourism sector is significant for jobs, economic base, tax assessment and retaining wealth within the community”*, thus demonstrating the benefits of tourism development. The next section will look at the perceptions of tourism impacts held by the representatives of the non-governmental organisation.

#### **4.9 Stakeholders 4: Non-governmental organisation**

The sample in this stakeholder group consisted of volunteer tour guides. The researcher met with the respondents during the fieldwork and had the chance to interview them. However, only two of the respondents agreed to be interviewed. The respondents work as volunteer tour guides for cultural and heritage walks in the village. The respondents were also a member of the NGO namely Friends of Melaka Museums (FOMM). The respondents were in the age range 40–50 years and had more than 20 years’ experience in the industry. Their roles entail the creation of a platform for locals to participate in, promote and protect the area’s culture and heritage (tangible and intangible products), as well as strengthening relationships between the community and museums through leisure activities such as the cultural and heritage walk. The respondents had vast experience of dealing with tourists and the community, which was deemed valuable in terms of providing insights into tourism and preservation activities in the area.

Moreover, the respondents felt a strong responsibility to the ethnic people and genuinely believed in putting back into the community: *“The people are the source of local knowledge and without them, the old Melaka will vanish”* (NGO1). The respondents also believed that tourism benefited the area, with the following comment demonstrating the impact of its development on Morten village: *“Morten village used to be called the ‘Sleepy Hollow’ when nothing would happen in the area, but her past is now benefiting the village and Malaccans in particular.*

*Her history and relics are now precious heritage for future generations. Surely, Morten village has arisen from her deep slumber.*"Hence the selection of the samples are deemed appropriate to understand and answering the question of what is the reality?"

**4.10 Perception of CBT impacts by the NGO representatives**

The respondents in this stakeholder group agreed that CBT had generated significant impacts on the area. Moreover, they readily identified these impacts, in the words used to describe the impacts such as ‘jobs’, ‘incomes’, ‘continuation’, ‘preservation’ and ‘protection’ reflecting their thoughts concerning the impacts (see Figure 42).

**Figure 42: Word cloud summary of the NGO representatives**



Source: Researcher, 2017

#### **4.10.1 Opportunities to increase incomes**

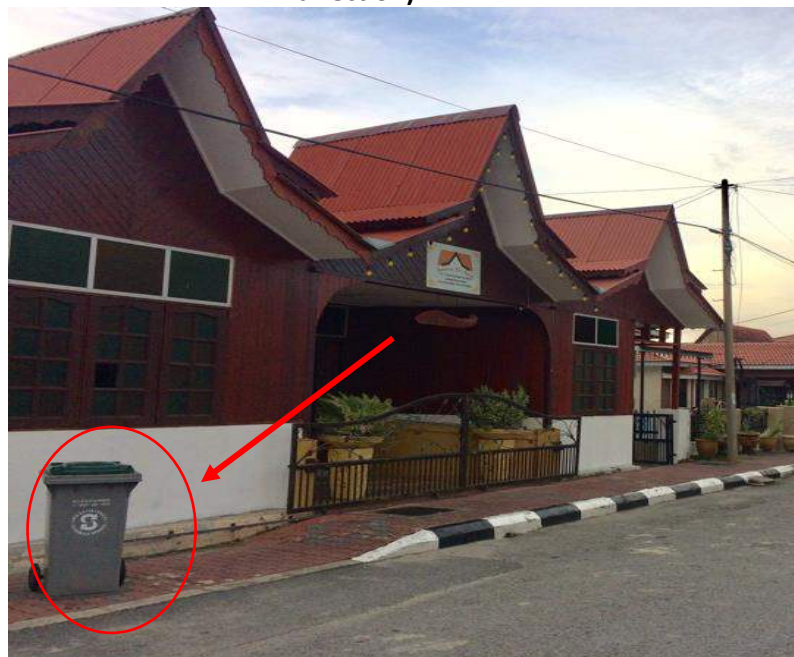
According to the respondents, because of tourism, people, regardless of whether they are old or young, male or female, can now find a suitable job related to tourism in the surrounding area, such as being a cleaner, tour guide, small shop owner or ticket officer. The respondents felt that tourism had created opportunities for the residents to diversify their incomes, with one respondent adding that some of the residents now had two incomes as a result of tourism development. The researcher was able to observe that some of the homestay operators also had a restaurant, while some of them offered transportation service to their guests, thus confirming the respondents' perceptions that tourism has generated extra income-earning opportunities.

#### **4.10.2 The village has become clean and equipped**

The respondents affirmed that the village environment was now better and that they were happy with the public amenities and tourism facilities that had been installed for both tourists and the community. For example, respondent (NGO1) described how the village used to be prior to the development: *"This area used to be a dirty and smelly village ... residents threw rubbish in the river, they didn't even have a proper septic tank ... everything went in the river ... through tourism, this village has had a new look."* According to the respondents, the government has done a great job of protecting the area and developing the infrastructure to meet the needs of both residents and tourists. This was evident in the following comment: *"the government did an excellent job in protecting the environment and developing the facilities and infrastructure in the area. The strict regulations imposed by the government on cleanliness increased the residents' awareness"* (NGO2). The respondents also mentioned that there was now greater awareness of environmental protection. One of the respondents (NGO2) stated, *"there is no more garbage being thrown into the river. The village and the river are now clean. The residents are now very concerned about protecting the area."* The

researcher confirmed the responses through observation and noted the clean environment and physical appearance of the village, with rubbish bins provided by the government as displayed in photograph taken by the researcher during the fieldwork (see Figure 43).

**Figure 43: Proper rubbish 'bins' are used to protect the environment (follow arrow direction)**



Source: Researcher, 2016

#### **4.10.3 Improves quality of life**

The respondents confirmed there had been significant improvements to the residents' quality of life following the development because the government had helped in developing a better living environment for them. For instance, a comment by one respondent (NGO2) illustrates how the environment had improved the residents' lives: *"Tourism here brings significant economic benefits to residents. They have a pleasant life compared to before, now everyone owns a car, has a proper home with complete facilities such as electricity, clean water and a proper septic tank. The children also have proper education facilities."* The respondents added that tourism development, with the government's effort, had



helped in constructing a new environment for the village without changing its character. However, despite them being accorded the status of heritage buildings, there has been some deterioration to the traditional Malaccan houses in Morten. According to the respondents, this deterioration is due to the rapid pace of urbanisation and a lack of maintenance undertaken by the owners. Figure 44 typifies how traditional houses in the area are beginning to show signs of deterioration owing to insufficient maintenance.

**Figure 44: A traditional house in Morten village showing signs of deterioration**



Source: Researcher, 2016

The researcher confirmed the responses given by the respondents through observation, noting that certain houses are in a bad state of repair as the owners do not feel the need to take proper care of them. The respondents added to this the high costs of maintaining the wooden houses. Moreover, owing to the increasing pace of urbanisation over time, the respondents said that residents increasingly favour more modern houses with low maintenance costs, which has resulted in the area now containing fewer of the old, traditional houses. Figure 45 shows one of the low-maintenance modern houses in the village. Moreover, the

respondent (NGO1) explained how the Malaccan houses in Morten village had not been granted the status of heritage buildings as they were categorised as individual properties. Thus, the government has no power over what happens to the houses, thus resulting in the loss of tangible products.

**Figure 45: A house that has been renovated into a low-maintenance home**



Source: Researcher, 2016

#### **4.10.4 Change in residents' attitudes**

With regard to the impacts, the respondents believed that tourism had accelerated the development of infrastructure and, to some degree, that of urbanisation. As mentioned previously, both the city and Morten village had experienced some improvement in facilities, as illustrated by the respondents' examples of basic facilities in the area: *"... tourism helped build basic infrastructure and facilities such as a tarred road, new bridge, streets lights"* (NGO2). Moreover, another respondent added, *"... tourism has brought lots of benefits to the area, especially the nearby area"* (NGO1), thus indicating that more outside businesses, such as tourism attractions and private accommodation, have come in to invest and improve the facilities of the surrounding area. When the respondents were asked to describe any possible negative impacts, they mentioned only how they

thought tourism development had led to some residents becoming too commercially minded. Respondent (NGO2) outlined a sense that the residents had become more money-driven: *“I find they have become more profit-orientated than before; they are not easily satisfied. They always complain the government does not care about them.”* Furthermore, the respondent felt that the residents should be more appreciative, with their comment illustrating the residents’ attitude (e.g. lacking initiative): *“You can see that so many improved facilities have been developed for them. They should be satisfied with the current status and need to be more creative instead of depending on government help.”* The respondent also added that the government had given the residents more than they needed. However, there was a feeling that they had become greedy and too dependent on the government help.

#### **4.10.5 Improves residents’ acceptance and communication skills**

The respondents mentioned how the influx of tourists to the area had made its residents more open and created opportunities for them to meet different people from all over the world. According to one of the respondents (NGO1), the situation is different now compared to ten years ago, with them proceeding to describe how the residents have become more friendly with tourists and willing to share their homes: *“The residents were quite sceptical towards the tourists, but now they have changed.”* Moreover, the respondent added that there had been a significant improvement in the residents’ communication skills and that their horizons had been broadly widened. For example, respondent (NGO2) spoke of the increased interaction between residents and tourists, stating: *“We can see the residents are more participative and want to interact with the tourists. Previously they did not want to interact at all.”* However, the respondents indicated there was still room for improvement, especially when it came to communication due to language differences: *“Some of them (residents) have begun to learn basic English, but it’s still limited.”* This points to how the residents

have been making progress to become better hosts while still maintaining the Malaccan dialect.

#### **4.10.6 Protecting the local culture and the area's traditional character**

The respondents also stated that tourism development had helped to protect and preserve the area from large-scale modern development. Moreover, they claimed that tourism had helped to create a good reputation for the area. For instance, one respondent spoke about the many famous people that had visited the village, including the King, government leaders, famous artists, well-known entrepreneurs, writers and geographers, along with college and university students. Furthermore, the village has frequently been selected to host cultural exchange programmes for students from Korea and Japan, as well as students from local colleges and universities, due to its traditional character and culture. Additionally, the respondents pointed out that tourism offered the ability to maintain and promote the local culture, customs and traditional character of the area to outside visitors. According to the respondents, tourism has helped to revitalise and preserve the traditional culture and heritage, thus displaying their perception of its ability to act as an agent for cultural revitalisation: *"... I think tourism keeps the local traditional culture, such as reviving traditional native crafts."*

#### **4.10.7 Strict policy to protect the traditional character**

The respondents suggested that a strict policy should be applied in order to minimise changes to the houses and protect the traditional character of the area. For instance, respondent (NGO2) inferred the need to protect the traditional character of the houses, stating *"the village is nothing without the traditional character of the houses."* The respondents commented that the existing policy of heritage buildings needs to be revoked and include private properties of special

cultural significance. For example, the respondent suggested *“the government could allocate special incentives”* to encourage participation in the preservation programme. Also, the respondents added that the traditional character of the village served as the primary pull factor that had helped the area to develop as a tourist attraction. Thus, any loss of its character could impact on tourism and potentially affect the incomes of those residents who rely on it.

#### **4.10.8 Quality experience instead of volume tourism**

The respondents feel there is a need to move away from high-volume tourism and offer tourists more in the way of a quality experience. The respondents argued that tourists are increasingly looking for cultural experiences; however, due to a lack of tourism knowledge, residents are failing to recognise this tourist segment, which is resulting in a low quality of cultural experience. One of the respondents stated, *“the tourists who come to Morten village are those who want to experience live activities which involve culture and residents’ daily lifestyle. I don’t think they get it all there.”* Moreover, the respondents added that the cultural activities on offer are often tailored or event-based; in other words, performances are ready-made to meet requests from tourism agencies or companies and are sometimes not even related to Malaccan culture. For instance, respondent (NGO2) highlighted, *“there is no originality in the cultural activities such as dance performances. It does not reflect the originality of the Malaccans.”* The researcher witnessed a cultural dance performance known as Zapin being presented as a cultural activity. However, this dance originally hails not from Malacca but from Johor (see Figure 46).

**Figure 46: Dancers performing the Johorian cultural dance known as 'Zapin'**



Source: Researcher, 2016

Hence, there is the potential for conflict to be created in respect of the originality and quality of the cultural activities offered to tourists. Furthermore, the respondents suggested that the government should better understand the consequences that using this type of performance to attract tourists might have in terms of the unintentional creation of pseudo effects. This could act to stifle the preservation and development of the local culture.

#### **4.10.9 Resource sustainability**

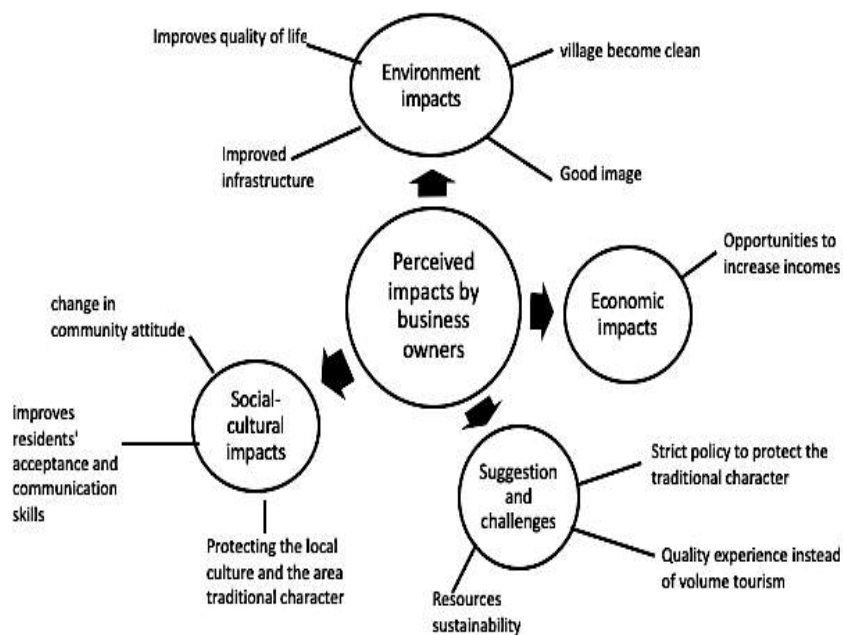
The respondents also mentioned how the lack of young people involved in tourism activities presented a challenge to the sustainability of tourism in the area. During the fieldwork, the researcher observed the small number of young people participating in a tourism event (UNESCO celebration). In fact, the committee had received help from the local council to ensure the event was a success. Respondent (NGO2) commented on how there were only a small number of young people in the area, with the people who were there comprising the older

generation, who often had limitations such as health conditions. Thus, the respondents suggested it was essential to include more young people in tourism activities if they were to be sustainable. Furthermore, the government should use education as a key to change the mindsets and attitudes of young people. The respondents added that the younger generation constitutes an essential resource that will continue the legacy and ensure that the locals' knowledge is sustained for future generations.

#### 4.11 Section summary

Figure 47 indicates that the respondents in this stakeholder group perceived more in the way of environmental and socio-cultural than economic impacts of tourism. These findings were expected as the NGO in question is more concerned with preventing the area from becoming over commercialised. Hence, the representatives' priority would be the protection of the area.

**Figure 47: Impacts perceived by the NGO**



Source: Researcher, 2017

Generally, the respondents perceived the economic impacts similarly to those of the previously discussed stakeholder groups (e.g. business owners, community). These respondents, however, had greater perceptions of the following environmental and socio-cultural impacts: improves residents' acceptance and communication skills; improves quality of life; the village is now clean and well equipped as a result of attention by the government, and the benefit derived from the development of CBT. At the same time, the respondents highlighted changing attitudes within the community, which they expressed as becoming more 'money orientated.' As a result, members of the community are motivated by economic benefits as opposed to protecting the traditional values of being a Malay, in the form of protecting customs and traditions. However, the respondents did agree that the development of CBT has created a good image of the destination and helped to promote it globally.

However, despite the village being fully protected by the heritage law, the respondents still thought the government needed to take precautionary measures to prevent the area from becoming over commercialised. The respondents suggested that strict regulation is needed to protect the traditional features of houses and ensure that the area continues to be sustained as a tourist attraction. Likewise, the respondents added that the government should look at offering more quality cultural or tourism activities rather than focusing only on tourist volumes. Also, the respondents highlighted how the issue of resource sustainability in the area might affect the sustainability of tourism in the future. These key points are discussed in the next chapter. The next section will assess the tourists' perceptions of the impacts of tourism, along with their opinions regarding the potential threat to cultural tourism in the future.



#### 4.12 Stakeholders 5: The tourists

The sample for this stakeholder group consisted of ten respondents, with an equal balance of male and female tourists. Majority of the local tourists are coming from relatively large cities like Johor (1) and Selangor (2). Additionally, the sample also contained seven international visitors, from Germany (2 respondents), France (2 respondents), Singapore (1), Portugal (1) and the United States (1 respondent). Of these visitors, only six had stayed overnight in the village, five of whom stayed for one night, and one visitor stayed for two nights. The average age of the respondents was in the range 22–30 years and they were all independent tourists comprising budget tourists and day-trippers from outside Melaka. None of the respondents had visited the area before. Hence, the information gathered was insightful as it was based on the perceptions and experience of tourists who were visiting the area for the first time. Figure 48 pictures of the respondents after the interview. Again, as noted in Section 3.9, the respondents consented to the use of the picture for the purpose of the research only, and no names are mentioned in this section.

**Figure 48: Picture of the group of tourists in front of the Morten village fountain**



Source: Researcher, 2016

#### 4.12.1 Tourists' motivation

In order to explore why visitors, choose Morten village for their trip, the respondents were asked about their motives for visiting. Conversations with the respondents confirmed the findings illustrated in Table 11.

**Table 11: Respondents' reasons for visiting**

Reason for visit	TR1	TR2	TR3	TR4	TR5	TR6	TR7	TR8	TR9	TR10
I am generally interested in the history and heritage	/	/	/	/		/				/
I had heard about the beauty of the village and wanted to see it					/					
This place was recommended to me by friends							/	/		
This is one of the 'must-see' places in Melaka									/	

Source: Researcher, 2017

The results show that *'I am generally interested in the history and heritage'* was the reason most frequently cited by respondents for visiting the area compared to other reasons such as *'I had heard about the beauty of the village and wanted to see it'* and *'this place was recommended to me by friends'*. For instance, one respondent (TR4) commented: *"I am attracted to the unique culture of the Malays"*, thus displaying that respondent's personal interest and desire to learn about Malaysian culture. According to the respondents, their primary interests concern Malay traditions and wanting to experience the lifestyle of the locals. One respondent (TR1) shared her motivation for travelling: *"My grandfather always talks about culture and how it can influence our way of life. I am interested in learning and experiencing it."* Moreover, the respondents indicated that they were attracted to visit the village due to its historical value,

while its traditional atmosphere made the area stand out: *“Morten village is a great example of Malays’ cultural settlement”* (TR8).

Furthermore, from the respondents’ comments, the researcher identified three sources of information: 1) promotion on the Tourism Malaysia website, tourism carnivals; 2) social media platforms such as Facebook, with suggestions made to them by their friends and family, and 3) words of recommendation. Also, the respondents felt that Morten village offered a great example of a Malay community, which was normally associated with warm hospitality and the powerful set of values possessed by the residents. Moreover, the respondents unanimously agreed that the development of tourism enabled them to discover and experience other local cultures at the same time as taking their own culture to the residents in the destination. For instance, one respondent (TR9) demonstrated cultural exchange with the comment, *“travelling is a way of learning something new about others, and vice versa”*. Furthermore, the respondents believed there was so much to learn from people of different nationalities and religions.

Besides the push factors mentioned above, the respondents also identified four specific pull factors: ‘easy access’, ‘not crowded’, ‘short trip time’ and ‘cheap’. Some of the visitors cited cheap prices as a major reason for their visit when choosing this destination. ‘Short trip time’ also appeared many times among the motivations for visiting. These visitors normally have only a limited time and prefer to take a one-day tour. In addition, the sense that Morten village is ‘not crowded’ was found to be a key reason for visitors choosing it for a visit. The visitors hoped to find a quiet place where they could enjoy an escape from the noisy environment and heavy work pressures of the city. Again, it is possible to illustrate this situation with various quotes, this time from two young visitors: *“I chose Morten village for a visit because it is a short trip, free and I want to satisfy my curiosity about Malay culture”* (TR5). Another respondent supported this view: *“because Morten village is quite easy to get to. Also, it is a short trip, I can return in one day...”* (TR6). All of

these comments point to the wide-ranging reasons among tourists for visiting Morten village.

#### 4.12.2 Tourists' experiences

The respondents were asked to share their experiences. Respondent (TR7), for example, shared her excitement, thus demonstrating that their visit provoked a positive reaction: *"It is an extraordinary place to be! It is not easy to list what we like the most. We enjoyed it so much!"*. However, some of the respondents made the important point that they felt the locals could have interacted more with the tourists. This was evident in a comment by respondent (TR5) indicating that the residents seem to want to get away from the tourists: *"Sometimes, the residents would just smile and walk away."* Other respondents made a similar point: *"There is no conversation between residents and us except with the host."* Nevertheless, all of the respondents agreed that this had no impact on their experience. Moreover, the researcher identified a lack of confidence on the part of the residents when it came to communicate in a foreign language (e.g. English), which limited them from engaging in greater levels of interaction with the tourists. However, the locals' lack of proficiency in communicating in a foreign language was not something that bothered the respondents. They did not consider the language barrier to present any problem as they wanted to learn about the locals' language and how they communicate. Further, the respondents perceived the locals' inability to communicate in a foreign language as being authentic. In short, the respondents concluded that their experiences had been good, and they enjoyed the warmth and hospitality offered by the locals, despite the lack of interaction and language barrier.

#### 4.12.3 Tourist gaze

To summarise, the researcher was able to elicit, based on the motivations stated by the respondents, that visitors to Morten village have types of four gaze or perspective: 1) the purposeful cultural tourist – learning about others' culture or heritage is a major reason for visiting the village and this type of cultural tourist has deep cultural experience; 2) the sightseeing cultural tourist – learning about others' culture or heritage is a major reason for visiting, but this type of tourist seeks a shallow, sightseeing-orientated experience; 3) the casual cultural tourist – cultural tourism plays only a limited role in the decision to visit, and this type of cultural tourist engages with a destination in a shallow manner, and 4) the serendipitous cultural tourist – cultural tourism plays little or no role in the decision to visit a destination, although this type of tourist has deep experience of visiting cultural attractions.

#### 4.13 CBT impacts from the perspectives of tourists

The word frequency statistics reaffirm this finding, where words such as 'lack', 'limited', 'culture' and 'interaction' were frequently mentioned by the respondents. The respondents perceived that tourism helped to improve residents' quality of life and promote the development of infrastructure and facilities in the area. Moreover, the respondents agreed that the necessary infrastructure and amenities in the area were well planned and maintained for the comfort of tourists. The respondents also showed great interest in the preservation efforts undertaken by the government and community to maintain the traditional character. However, the respondents also highlighted a potential threat, such as the absence of young people to continue the family business, i.e. homestays, which might have an adverse effect on the sustainability of tourism in the area. One of the respondents (TR4) emphasised, *"it is quite a small area, but we rarely saw the young people"*, thus demonstrating the absence of the younger

generations in the area. This response represents the images respondents have about Morten village when they visit for the first time.

#### **4.13.1 Clean area with proper infrastructure**

In general, all of the respondents expressed their satisfaction with the facilities. One respondent (TR8) stated, *“the area was clean, well maintained and up to date.”* According to the respondents, the area is well maintained, and the residents are very particular about cleanliness. The researcher often observed that no rubbish would be left on the ground after a group of visitors had left. Proper rubbish bins have been installed to help keep the area clean. Moreover, the respondents commented that the facilities were up to date. They also perceived that the development of tourism had helped to improve the local facilities, which in turn improved the residents’ quality of life. They added that the tourism industry had the potential to generate both significant revenues and benefits for the destination.

#### **4.13.2 Host and guests’ relationship**

The respondents’ perceptions of the host–guest relationship was indicated by the frequent use of phrases such as ‘improve residents’ communication skills. The researcher observed that the residents were good at communicating with strangers, unlike those who had never experienced meeting people from other societies or cultures. Regardless of their age, gender or job, everyone enjoyed communicating with visitors. There is no doubt that the local residents have established good interaction habits through their daily contact with tourists. One respondent mentioned, *“I am quite surprised those elderly ladies who sell native products such as rattan basket, they never feel timid even though they couldn’t speak in English fluently...”* (TR10). Further, the respondents stated that language differences did not impact on their experience as the use of their native language

is what made the local people unique and special in their eyes. For instance, one respondent (TR6) commented, *“even though sometimes we need to use sign language to communicate. I felt welcome and comfortable to be around them.”* This indicates that language differences did not affect the tourists’ experiences in terms of them feeling comfortable when staying with the locals.

Despite the limited interaction between the respondents and residents due to language differences, the former was still able to appreciate the warmth of the host (see Section 4.15.2). The respondent added that there was no need for residents to change the way they talked or to use the same language as the tourists. This was evident in a comment by respondent (TR5) which highlights the values that make the area attractive and different from other places: *“The use of different languages and dialects makes the people and the area unique and special. This is what we want to learn and see.”* Therefore, the respondents consider that the government should act to protect these values (e.g. culture, customs, history) for the long-term sustainability of the area’s tangible and intangible cultural products and to ensure that cultural tourism remains relevant in the future (see Chapter 2, Section 2.6).

#### **4.13.3 Image of Morten village: Quiet and non-commercialised**

The respondents had a variety of images of Morten village and its people. The majority of the respondents viewed it as a traditional community where most of the residents were retired and involved in tourism. Common descriptions of the village among the respondents included adjectives such as ‘beautiful’, ‘small’, ‘quiet’ and ‘relaxing’, which reflected some of the key motivations for either visiting or staying there. For instance, one respondent (TR2) stated, *“the people here are amiable. It is a very tidy community with not too much exploitation.”* Another respondent (TR3), who was an international tourist, viewed Morten village as a ‘living museum’. Further, the respondent added the village had a charm that made you relaxed and he enjoyed living with the locals. The respondents

appeared to regard the village as being an absolutely beautiful and calm area, with the reasons including that it is not crowded: *“It is an ideal place to come if you want to get away from a lot of people, but not too far away from everything”*; *“I like Morten village, it is quiet and simple and not too touristy”* and *“I think it is just the beauty of it, it is not crowded, not many people, it is so unspoiled.”* Moreover, the respondents mentioned the presence of a strong community spirit that they did not feel existed anywhere else and which they considered to be the best quality of Morten village: *“In a place where commercial forces are obviously in action you usually find they are stepping over each other and hurt each other as badly as they can, but they don’t do that here”* (TR3).

#### **4.13.4 Changes in tourism products**

The transcripts revealed that the majority of respondents considered the local Malay culture and heritage to have been preserved as a result of tourism. According to the respondents, without tourism, there would be few opportunities to encourage the government to repair and preserve the traditional treasures. Additionally, the respondents pointed out that tourism had helped contribute to reconstruction work on old buildings such as the residents’ wooden houses. However, the respondents also highlighted a number of issues in relation to the authentic experience. They reported that some houses had been rebuilt in the style of a new modern house, as previously mentioned in Section 4.13.3. The respondents perceived this situation as a threat to the authenticity values of the products. Hence, the respondents sensed changes in the cultural products at the village. The findings also showed that many of the respondents who were interviewed had a sense of ‘commercial Malay culture’. It appeared that majority of the respondents failed to sense ‘real’ Malay culture in Morten village. They complained that they saw no locals practising Malay customs, no one had properly introduced Malay traditions to the visitors, and the locals themselves lacked any deep understanding of the culture, all of which combined to create a less authentic experience. Besides that, no cultural activities, such as performances involving the



locals' actual traditions, were offered. Further, the respondents emphasised that the cultural activities that were offered (e.g. Zapin and Inang) were similar to those that they could find elsewhere (e.g. in Johor and Kuala Lumpur). Furthermore, the respondents identified that 'the residents become commercial because of tourism development'. It was interesting to find that many respondents felt the residents did not live as simply as they had previously imagined. From the respondents' perceptions, the fact some residents are driven by money belies their 'pure' image. For example, the residents charge different prices to different visitors; indeed, some residents lie when they state that the bananas the visitors are eating had been picked as opposed to being purchased from town, yet the falsehood enabled them to charge a much higher price. A field note recorded by the author on the afternoon of 9/12/2016 recounts this issue (see Figure 49).

**Figure 49: Observation field notes on the event of 9 December**

Date	: 9 <sup>th</sup> December 2019
Location	: Restaurant asam pedas
Time	: 12:30pm
Descriptions	:
<p>Today is UNESCO celebration festival. Morten village is selected in conjunction with the 90<sup>th</sup> establishment of the village. I have been told the visitor number will be great in this day. Thus, I prepare for interview the respondents. Everything goes well, until 12 o'clock, there appears much noise near resident restaurant. I went there as quickly as possible, and find a few visitors argue with the owner. I have been told that the owner want to charge MYR 1 (GBP 50p) for each visitor who wants to use the public toilet. Of course, visitors refuse this requirement, they think it is a 'public toilet', it should be free; while restaurant owner think the public toilet is in her establishment, thus she thinks about charging a price.</p>	

Source: Researcher, 2016

This relates to one specific type of occurrence in Morten village, which tended to be seen on occasion, especially during peak holiday periods. Therefore, it can be postulated that some of the residents' commercially minded behaviour might contribute to the visitors' low sense of satisfaction during their trip. Hence, the researcher suggests that both residents and the committee need a unified

management plan in order to overcome the 'commercial problem' and make the cultural activities on offer in Morten village more authentic. Otherwise, visitors' satisfaction may be adversely affected by the impressions outlined above.

#### **4.14 Section summary**

Up to this point, the findings reported in this section have explored three main aspects. Firstly, most visitors come to Morten village motivated by its scenery, deep history and cultural elements. Currently, the village's scenic and heritage values play a greater role. The respondents' profiles are based on their interests and reason for selecting Morten village as a place to visit. The various responses given by the respondents were grouped according to their motives for visiting, what they wanted to see and find, and also their expectation. As a result, four types of 'gaze' have been identified in this study: 'purposeful cultural tourist' and 2) the 'sightseeing cultural tourist' 'casual cultural tourist' and 'serendipitous cultural tourist'. The respondents, via their evaluations of the cultural products and activities, showed great concern with regard to the cultural and authenticity impacts. Economic impacts were not mentioned in such great detail by the tourists, thus reflecting their reduced direct knowledge of this type of impact. This is perhaps because the respondents were able to access the area through direct observation.

Also, it was clear from sentences in the transcripts such as 'know new things', 'keep traditional and heritage resources', 'keep ancient building', 'make friends with visitors', 'improve residents' communication skill' that the respondents considered these elements to be impacts. Overall, in terms of their sentiments regarding its future, the respondents suggested that Morten village should 'stay as it is'. Moreover, they added that development in the area should be minimised and not become too commercialised. Indeed, the comment "*keep commercialism to a minimum*" demonstrates the respondents' concern about the

area's future. They said, *"I would not like to see it changed"* or *"I don't want it changed. I want it the way it is. If you change it too much, it is not going to be the place that we are going for."* Another respondent (TO7) shared the same thought: *"leave this place as it is. Any improvements that you put in would spoil the charm, and that would commercialise it. It is beautiful as it is"*, and this reflected the respondents' fear over the future of Morten village.

Furthermore, the locals should be proud to speak in their own dialects and share the richness of the Malay language. Despite the existence of communication problems owing to the language barrier, the respondents did not perceive this to be a factor that would affect their experience and perceptions. Instead, the respondents wanted to see more involvement from the residents in tourism activities (e.g. cultural activities). For instance, one respondent (TR10) commented, *"it would be great to recruit more locals to participate"*, thus suggesting that more locals should seek to participate in displaying their culture, such as the customs in their daily life. The respondent added that it is important to have continuation as a means of preventing the culture from becoming lost in time and so that it would remain authentic. Likewise, the respondents felt that young people should be included in the development of tourism as a way of ensuring the sustainability of the culture and that they should be motivated by the vibrant Malay culture. Overall, the respondents displayed an ability to arrive at conclusions based on their experiences, general knowledge and observation, which provided the basis of what they perceived to be the impacts of tourism. The next section will examine the perceptions of the final stakeholder group (i.e. the academics) with regard to the impacts of tourism, along with their opinions on the current tourism development and suggestions for further development.

#### **4.15 Stakeholders 6: Academics**

The sample for this stakeholder group comprises two individuals. Both are senior lecturers at local universities who are academic experts in tourism management with more than ten years' experience. The decision to include this sample was taken to provide insight from the perspectives of educators. The respondents' views were based on their general perceptions of the impacts of tourism development in the state of Melaka, as well as in Malaysia, in the context of CBT.

#### **4.16 The academics' perceptions of tourism development impacts**

The issue of the impacts of CBT development was examined through questions such as 'what kinds of economic, environmental and socio-cultural impact do you think tourism brings to the local community?'. The interview transcripts revealed that the respondents affirmed the positive effects. The respondents made frequent mention of the economic benefits, and included 'attracts investors', 'government generates ticket and tax revenue', 'increases revenue for residents', 'creates job opportunities' and 'develops related industry', while only two negative effects were reported, 'traffic, noise and air pollution', and 'authenticity issue'. The interview transcripts thus revealed a focus on the economic impacts, with the respondents believing that the residents of Morten village are the 'lucky ones' who are able to directly earn a incomes from tourism development.

#### **4.16.1 Increases employment opportunities**

In general, the respondents affirmed that tourism had become an important economic sector in Malaysia, specifically to the state of Melaka. For example, respondent (AC1) stated *“tourism is an important sector that contributes to the country’s GDP after manufacturing and agriculture”*, thus citing tourism as a contributor to the country’s GDP. Besides that, tourism also contributes to community development through the creation of jobs in tourism and the services industry. For instance, respondent (AC2) shared her thought: *“tourism is a powerful economic development tool, which creates jobs, provides new business opportunities and strengthens local economies.”* The respondents stated that tourism had created considerable employment opportunities in Melaka as well as in Malaysia. Jobs had multiplied in many occupations, especially in the areas of accommodation, transportation, restaurants, tour-guiding, souvenir sales and homestays. Statistics from the Melaka Department of Statistics in 2017 confirmed the respondents’ statement, with a record of there having been around 9,000 tourism and services sector-related jobs offered to local people. Thus, the respondents agreed that tourism represents a significant contributor to economic growth and increases local people’s level of income.

#### **4.16.2 Creates business opportunities and investment**

According to the respondents, tourism has created business opportunities for locals and also investors from different states and countries. For example, respondent (AC2) spoke of how the development of tourism in Melaka had successfully attracted foreign investors from countries such as the United Arab Emirates and China to invest in the tourism sector. In turn, these investments have created more employment and business opportunities for the locals. However, the respondents also pointed out that this situation might lead to an increase in competition in the market that may ultimately affect small business performance.

#### **4.16.3 Increased of price for goods and services**

While tourism revenues contributed to an increase in household incomes and a reduction in poverty rates, the respondents also argued that residents are also experiencing significant increases in the cost of living as a result of increased tourism. For example, it costs more to hire a trishaw in Melaka than in Penang. The researcher observed that trishaw drivers prefer international tourists over locals since the former are willing to pay more. However, an increase in costs was expected. The respondents explained that, as tourist numbers have grown, demand for almost all commodities has increased accordingly, thus driving up the prices of many products. Since tourists are willing to pay more for the same good or service than locals, prices are driven up even further.

Moreover, the respondents stated that tourists perceive specific prices as 'reasonable' as there is no equivalent product or service where they come from. While others sense that they may be paying more than locals, they tend not to mind paying more to people who earn less than they do. Gradually, the higher price becomes the 'standard' that everyone pays, even residents. Although there is a complaint about the increase in the cost of living, the researcher found that the locals have adapted to the situation.

#### **4.16.4 Improve physical appearance**

When respondents were asked to describe how tourism affects the environment and physical appearance of the village, they illustrated tourism as a magnet that attracts other development into the area, such as infrastructure and facilities. The respondents added that infrastructure and facilities development is a benefit that an area can expect to receive once it becomes a tourist attraction. According to the respondents, the state government has a responsibility to act in relation to the rise in tourist numbers. A typical governmental response would be to install new roads, pavements, streetlights and drainage infrastructure to

accommodate the arrival of tourists. However, new infrastructure does not always suit the historic character of the town. For example, new granite pavements were installed in the old quarter of Jonker Street in 2006. Previously, each house had a small brick patio that was consistent with the materials used to build the houses. The researcher observed how the new pavements were not in keeping with the place and had compromised the appearance of the earlier streets (see Figure 50).

**Figure 50: Modern concept of granite pathways replacing the old pavements**



Source: Researcher, 2016

Furthermore, the respondents added that the rapid rise in tourist numbers had prompted a surge in the construction of restaurants and hotels, particularly along the Melaka River. Besides that, the respondents argued that buildings were no longer being constructed in the traditional style, making the traditional building styles obsolete. For instance, one respondent (AC1) demonstrated the impact of the modern building on the image of traditional houses in Morten village with the

comment: *“Look at the hotel near Morten village ... it is damaging the village image as a cultural village”* (see Figure 51).

**Figure 51: The clash of a modern building (rear) and traditional-style house**



Source: Researcher, 2016

#### **4.16.5 Traffic, noise and air pollution**

The respondents were asked to give their opinions concerning the social impacts resulting from tourism development in Melaka. They responded that the levels of traffic, noise and air pollution had increased in line with the numbers of tourists. According to the respondents, the tranquil small-town atmosphere of Bandar Hilir is being lost as large tour buses and other vehicles jam the narrow streets and create noise and air pollution, especially during the peak season. For instance, respondent (AC2) stated: *“It is an expected negative effect of tourism which can be found elsewhere. However, what’s more important is how to control it.”* The respondent added that adverse impacts such as vehicles jamming the streets might affect the number of tourist arrivals if no action is taken to resolve the issues.



#### 4.16.6 Authenticity issue

The respondents were asked about the level of authenticity offered by cultural activities in Melaka. In general, they affirmed that the level of authenticity is still high and genuine. However, because of the high demand from tourists for cultural activities, many of the traditional forms of performance such as 'zapin' have simply become entertainment for tourists and are therefore losing their original meaning and purpose. According to the respondents, most of the original forms of Malaccan cultural performance, such as 'Dondang Sayang', have been replaced with other cultural performances such as 'Zapin' due to a lack of expertise to perform them. It is also argued that the 'Zapin' dance did not originate in Melaka, thus raising a question mark over the authenticity and quality of the performance. The respondents added that tourists demanded cultural events at the same time as wanting experiences that are meaningful to the residents. Therefore, presenting cultural practices as entertainment risks creating a perception of artificiality among tourists, who may then lose interest and go elsewhere.

Moreover, the respondents highlighted how the conversion of old houses in the buffer zone into commercial spaces (e.g. shops and restaurants) affects the authenticity of the buildings and reduces their values. The respondents argued that even though tourism has been successful in generating tourist revenue, it has come at the price of degrading the integrity of the heritage assets. For example, in Bandar Hilir, Melaka, the historic owners have leased their houses for commercial purposes and move to other areas to live. The researcher confirmed the respondents' arguments through observation and found that many of the houses declared as cultural assets have been converted for commercial purposes, such as accommodation, museums, restaurants and souvenir shops, which has resulted in a loss of their originality as historic buildings. Figure 52 illustrates small stalls selling souvenirs near a historic building, which it is feared could be detrimental to it.

**Figure 52: A row of stalls damaging the image of historic Stadthuys buildings**



Source: Researcher, 2016

Furthermore, the researcher found that a number of people continue to live in the building, although most of the available space (usually three-quarters of their house) is reserved for a 'living museum', for which tourists pay an entrance fee of MYR 15 (GBP5). Although the exteriors and structure of such buildings have been well conserved, the functions of the buildings and the living environments have been radically changed. While state government officials and business owners view these changes positively, the respondents have begun to notice a loss of authenticity values of the heritage buildings. Figure 53 indicates the entrance fee notice before entering the museum.

**Figure 53: Entrance to a commercial baba and nyonya museum**



Source: Researcher, 2016

The respondents also mentioned that the traditional food has tended to lose authenticity in terms of its taste and the way in which it is prepared and cooked. For example, the respondents kept comparing the ‘asam pedas Melaka<sup>9</sup>’ dish with ‘asam pedas Johor’. While these traditional dishes share a similar name, they should nevertheless taste different. The researcher tried both dishes and discovered that the respondents’ claim was true. Hence, this provides evident on the existing of commodification of culture concerning the traditional values of the products.

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<sup>9</sup> ‘Asam Pedas’ is a traditional Malaccan sour and spicy fish stew which is famous among the locals.

#### **4.17 Summary of the chapter**

The perceptions of all of the stakeholders with regard to the impacts of CBT have now been fully described in this chapter. Generally, the findings conclude that CBT is perceived as an economic tool that has generated economic benefits and spin-off effects, as well as improving the infrastructure and public facilities in the area. A majority of the stakeholders perceived that CBT has been successful in creating job and business opportunities, increasing household incomes and has served to boost entrepreneurial capabilities. At the same time, however, a range of adverse impacts were also identified, including competition among labourers, market competition and high living expenses. These themes will be returned to in Chapter 5, Section 5.0.

In this study, all of the respondents have been found to be in favour of further tourism development in the area due to its economic benefits. These findings provide some support for the previous studies reviewed in Chapter 2 which found that tourism leads to direct economic benefits for the community through employment opportunities, increases to locals' income and improved local living standards. Indeed, in this study, the economic benefits continued to be the first thing stakeholders looked for. Additionally, the tourists group had an intuitive sense of the means by which the community becomes involved in businesses, by, for example, selling native products, opening restaurants and providing transportation services. They believed in the ability of tourism to generate significant income for the community and provide many work opportunities to enable the residents to have a better life. Indeed, as described in the earlier Section 4.1, the community has taken advantage of its location and launched businesses that are related to tourism alongside others that are not so reliant on tourism to make money.

Besides creating job opportunities, the stakeholders pointed out that CBT has helped the community to sell their native products easily. Further, the

business owners perceived tourism to be a revenue generator capable of enhancing their business prospects. Thus, the economic impacts were the dominant type of impacts identified among the stakeholder groups. However, the stakeholders also suggested the need for a proper conservation management and development plan to avoid the village and surrounding area from becoming over commercialised and excessively developed. Given the potential of CBT and tourism to attract new investment to the area, the respondents felt the need to balance the interests of the different stakeholder groups in order to avoid conflict and a loss of the authenticity values of the destination.

With reference to one objective of the study, the respondents were asked to describe the environmental impacts of CBT on the village and surrounding area. Most of the respondents, especially those in the community group, agreed with the view that their living environment was now much better than it had been in the years before CBT and tourism development. In this regard, CBT improving basic facilities was the theme most frequently mentioned by all of the stakeholder groups and it would appear that a majority of the respondents had a clear appreciation that, as a result of tourism, their lives had become much more convenient and more comfortable. By summarising all of the findings (transcripts, author's observation, photographic evidence and development reports), we can reach the general conclusion that during the period 2008–2016, the government built many facilities for the area, including a new road and new parking for visitors, installed streetlights, repaired the ancient Morten village bridge, built underground cabling for communications and the internet, and built hotels and public facilities. Overall, the stakeholders were in consensus that CBT has brought spin-off effects to both this and the surrounding area, prompting investors to open hotels, guesthouses, motels and other attractions near the village. The transcripts of the interviews revealed four dominant themes in the data, namely 'the village becomes clean', 'image enhancement, increases environmental and preservation awareness of culture and heritage', 'improves quality of life' and 'hazard of modernisation and development processes'. These themes will be further explored in the subsequent Chapter 5, Section 5.1.

The findings revealed that the majority of the respondents pointed out that CBT has played a significant role in preserving and promoting local traditional culture. CBT has therefore worked to disseminate cultural understanding and customs among tourists arriving from other places. The respondents viewed CBT as a way of protecting the cultural identity that offers an authentic cultural experience to tourists and features the community as the source of knowledge. It is expected to promote the offering of authentic experiences to tourists through the homestay programme and cultural activities. At the same time, the respondents perceived that CBT contributes to the creation of cultural benefits, cultural exchange and the host–guest relationship, in addition to raising socio-cultural awareness. However, the respondents also noticed changes in community attitudes and traditional life, which may constitute evidence of the adverse effect of CBT on the community. It should also be noted however that this impact was quite difficult for tourists to assess during the course of their short visit. As a result, some of the tourists struggled to provide answers in relation to the socio-cultural impacts. These themes will be discussed in the following Chapter 5, Section 5.2.

The ‘migration of the youth’ emerged as a constant issue in this study. This indicates that the respondents were becoming aware of the changes to the population structure that have occurred over a short period of time. Youth have moved away from the area due to the availability of better-paid jobs in the bigger cities arising from rapid economic development, meaning they leave behind the elderly and children in the village. This absence of youth has become the main challenges for the survival of both the homestay programme and CBT and could also pose a challenge to the sustainability of the culture and heritage. The situation raises concerns over the issue of the sustainability of resources in the area and the impact this may have on tourism sustainability in the future. This point will be returned to later in Chapter 5, Section 5.3.

Additionally, a new theme emerged from the data. This study identified changes in the authenticity values of the cultural products and activities in the area prompted by the tourists’ gaze. The tourist group provided a range of

responses with regard to their reasons for visiting, what they wanted to see and find, and also their expectations. From this, four types of gazes have been identified in this study: 'purposeful cultural tourist' and 2) the 'sightseeing cultural tourist', 'casual cultural tourist' and 'serendipitous cultural tourist'. The respondents displayed great concern over the cultural and authenticity impact through their evaluation of cultural products and activities. This is perhaps because the respondents were able to assess the area through their own direct observations.

Hence, this study defined the authenticity values impact as an impact of CBT on the authenticity of the tangible and intangible cultural heritage products. This impact is differed from socio-cultural impacts as it focused on the effects of commercialisation and commodification of culture on the authenticity of cultural and heritage products (tangible and intangible) at the destination. This type of situation can arise when the stakeholders (e.g. government, community, business owners) are focusing more on the number of tourist arrivals, attempts to maximise the length of their stay and ensuring they are satisfied. As a result, cultural expression may lose its meaning when the presentation of attractions tends to emphasise market requirements and preferences. Consequently, the presentation of cultural and heritage products becomes more an opportunity for financial exchange than a means of social expression. With this in mind, it is crucial for the government (i.e. both federal and state) to anticipate and acknowledge the potential threat that may arise as a result of such development. This theme will be discussed in greater detail in the subsequent Chapter 5, Section 5.4.

## CHAPTER 5

### DISCUSSION

This chapter follows on from the within-case findings chapter. Content and thematic analysis are developed to provide an examination of the stakeholders' perceptions of the impact of CBT in a protected destination. The evidence presented in Chapter 4, along with the findings from the tourism impacts literature in Chapter 2, are used to inform the analysis. The chapter is influenced by critical theory, to seek for the realities which provides new insight and facilitates the emergence of different themes within the analysis. It commences with an assessment of the stakeholders' perceptions of the impacts of tourism from the environmental, economic and socio-cultural perspectives. The emergence of new findings related to cultural and authenticity impacts is presented in later sections of this chapter.

#### **5.0 Economic impact assessment**

As indicated in the following Table 7, the five main stakeholder groups, plus the academics, have significantly different perceptions of the economic impacts. Generally, the stakeholders in this study agreed with the statements that tourism 'increases job and business opportunities,' 'increases entrepreneurial capabilities,' 'increases family revenue' and 'improves quality of life,' thereby affirming the role of CBT in benefiting the village economically. Yet at the same time, they also recognised the adverse economic impacts. After analysing the findings, the following themes emerged as central to understanding the perceptions held by the different stakeholders with regard to the economic impacts: 1) creates job and business opportunities; 2) extends entrepreneurial



capabilities; 3) competition between the foreign and locals concerning jobs; 4) market competition, and 5) high living costs/price inflation. However, the tourists group perceived fewer economic impacts than the other stakeholder groups, which likely reflects the tourists having less direct knowledge of these types of impacts and due to their short stays. All of the data were examined, and judgements were formed based on the strength shown for each impact, which could be strong, medium or weak. The judgements were made based on the frequency of the impacts identified in the data (similarities and differences). A simple classification was conducted, with yellow shading denoting strong evidence, green some evidence and blue little evidence, with a blank/white cell indicating that no evidence was collected. The results are summarised in Table 12. The next section presents the analysis and discussion within each of the emerging themes.

**Table 12: Comparison of economic impacts**

Impacts	CR	GV	BO	NGO	TR	AC
Job opportunities	Yellow	Yellow	Yellow	Yellow	White	Yellow
Increase family incomes	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Easy to sell local products	Green	Yellow	Yellow	Yellow	White	Yellow
Changing job structure	Yellow	White	White	White	White	White
Attract investors	Green	Yellow	Yellow	White	White	Yellow
Increase competition	Yellow	Blue	Yellow	White	White	White
Unfair income distribution	Yellow	Blue	White	White	White	Green
High living expenses - price increase	Yellow	White	Yellow	Green	White	Green
Labourers competition	Blue	White	Yellow	Green	White	Green
External investor	Blue	White	Yellow	Green	White	Green

Source: Researcher, 2017

**Table 13: Key indicators**

Key Index	
<b>CR</b> – Community residents	<b>Yellow</b> – strong evidence
<b>GV</b> – Government representatives	<b>Green</b> – some evidence
<b>BO</b> – Business owners	<b>Blue</b> – little evidence
<b>NGO</b> – Non-governmental organisation	<b>White</b> – no evidence
<b>TR</b> – Tourist representatives	
<b>AC</b> – Academics	

Source: Researcher, 2016

### **5.0.1 Jobs and business opportunities – increase family income**

In this study, CBT development is considered to be an income generator that has brought change to the socio-economic landscape of Morten village. The most distinctive economic impact created by tourism development is that it has altered the local traditional job structure. Prior to the development of tourism, most of the residents in the village were reliant mainly on fishing, agriculture, the sale of local products (e.g. rattan baskets) or working as unskilled labourers (see Section 4.2.3). This was the case until the end of 1999, when Villa Sentosa was first opened to outside visitors as a tourist attraction. The village headman was the first resident in the village to open his house to the public and begin hosting visitors; later, with guidance from the headman, many other families started to become involved in tourism businesses. At present, as mentioned previously (see 4.2.3), 11 families are now involved in tourism and have become very dependent on the income it generates (see Section 3.6).

Tourism has created job and business opportunities for the community. As presented in Chapter 4, Section 4.1.1, this is especially true for the community, whereby everyone is able to participate in tourism as either a homestay operator or by offering extended services (e.g. laundry, transportation) with minimal capital outlay required. As such, all of the stakeholder groups agreed that tourism has helped to create job opportunities, increase incomes and improve quality of life. Similar to Ying and Zhou's (2007) finding in the context of a rural destination in China, the means by which they earn a living continues to be a primary concern for residents. The analysis provides evidence that the community members were more concerned with the economic benefits of tourism development than the other stakeholder groups, thus implying that the stakeholders, particularly the community, are satisfied with the tourism development and the impacts it has created on the destination. In this vein, the community remains enthusiastic about tourism and wants to see more tourists as they believe that greater development brings the potential for them to earn higher incomes and profits, thus confirming the significant relationship between economic benefits and the community's

attitude to tourism; as such, a community that is highly dependent on tourism for employment is more likely to support tourism development (Lankford, 1994; Easterling, 2004). In short, the current results confirm that tourism has certainly had an economic impact on the local area and has generated more in the way of benefits than costs. To an extent, this has been caused by the community having greater opportunities to directly reap the economic benefits of tourism development. As Easterling (2005) and Lankford (1994) noted, residents who are highly dependent on the tourism industry tend to hold more positive attitudes towards it and thus view tourism in a positive light. The next section examines the ability of tourism to encourage entrepreneurial capabilities among the stakeholders, especially the community.

### **5.0.2 Entrepreneurial capabilities**

On a positive note, this study provides evidence that CBT has boosted the entrepreneurial capabilities of the stakeholders at the destination, especially for the community. It can be seen that CBT has helped to create extended business opportunities (e.g. laundry service, catering, transportation, translator, private guides) which are offered as an alternative service to both tourists and the community. It has also encouraged the use of local knowledge and skills. This shows that even though the primary motive of tourism is to improve local incomes, it can also help indirectly in the form of the preservation and conservation of tangible and intangible products, including the development of physical facilities. This point will be returned to in Section 5.1.3. As such, this study affirms that CBT has induced entrepreneurial activities that have led to an increase in households' incomes and improved their living standards. Indeed, as described in Chapter 4, Section 4.1.2, the destination provides evidence of the demonstration effects of CBT, wherein the community's standard of living has improved, as displayed through their possessions that were largely not attainable previously, such as cars, motorcycles and electrical items. Therefore, this study has established the ability of tourism to extend the entrepreneurial capabilities in the

protected destination, thereby also confirming the findings of previous studies (Sirakaya et al., 2002; Tosun, 2002; Kayat and Zainuddin, 2016) that have examined the impacts of mass tourism on the attitudes and behaviour of residents. This serves to indicate that other economics-related studies may contain similar perceptions pertaining to the impacts.

### **5.0.3 Competition between the foreign and locals concerning jobs**

Although the stakeholders have a range of different perceptions, this study attests to the fact that while tourism development is beneficial to the community economically, it can also induce adverse effects, regardless of how small these may appear. The study implies that such adverse economic impacts have the potential to threaten the sustainability of CBT. A majority of the stakeholder groups (i.e. the community, business owners, NGO, academicians) failed to concur with the notion that tourism created many jobs for the community. The study identified three reasons for this phenomenon. First, the study has shown that most of the available jobs are located within the central area, which is the main area of the WHS. Due to the physical geography of the destination and the limited development opportunities in the identified zone, there is leakage to the central area of the WHS. Second, the available jobs have tended to require a limited set of specific skills, such as the ability to communicate in dual languages to meet the needs of international tourists. Also, the results have highlighted the tendency for tourism development to create only low-skilled jobs for local people, while the more highly skilled jobs are always given to outsiders. These phenomena are similar to the case of Fenghuang Ancient County, China, in a study by Feng (2008), who observed that the higher-paid jobs always went to outsiders. Third, the competition that exists in the labour market between locals and foreign workers. The findings provide evidence that the presence of workers from other countries or other states reduces the locals' chances of being employed. Higher-paid jobs are usually given to outsiders with the skills to meet the needs of international tourists. Again, the locals required specific skills in order to compete with outsiders

for those higher-paid jobs. Thus, this study suggests that the government could look to provide skills programmes and workshops to strengthen the skills of local people and enable them to better compete with outsiders for work.

Thus, it is likely to become increasingly difficult to find a job. The current finding contradicts the results of Tsundoda and Mendlinger (2009), who found that it took the existence of only limited tourism products and business opportunities to generate the perception of tourism as a significant creator of jobs. Following the awarding of its status, Morten village can be considered to be heavily dependent on tourism. However, the findings show that not all of its residents are involved in tourism. The majority of its youth prefer to earn their fortune in other, bigger cities, leaving behind only middle-aged or older residents. This is an issue that will be returned to in Section 5.1.5; however the finding complements a previous study conducted in a Chinese rural tourist destination by Ryan et al. (2011, p. 757), who found that *“many young people have left rural zones for work in the cities, leaving the villages to be communities of older people and young children looked after by grandparents”*. It would appear that this situation leads to an unbalanced structure where work in tourism is regarded as a satisfactory job but not an aspirational one, which over time may become a threat to the homestay programme and CBT.

#### **5.0.4 Market competition**

Another essential point discovered by this study concerns an imbalance of competition in the local market. While market competition contributes to growth in the local economy, it is also capable of killing small businesses such as homestays. The results revealed that the stakeholders were aware of the high level of competition among larger accommodation businesses (e.g. hotels, motels, hostels, guesthouse) over recent years. However, it is also essential to consider the increase in tourist numbers in recent years, the increased number of external investors, and the number of locals who have also opened accommodation and

restaurants. Of the five stakeholder groups, only two (i.e. business owners and the community) voiced strong concerns with respect to market competition. This reflects that it is they who are forced to compete with other accommodation businesses in the area. There is no doubt that competition in the accommodation and restaurant sector is high for both the destination itself and the area surrounding Morten village. The study identified the presence of keen competition between different restaurants and accommodation, with the direct means of competing being to enter into an arrangement with tour guides or travel agencies for them to deliver tourists to their restaurants or accommodation. This suggests that the best way to earn money is to build good relationships with other stakeholders, although it is likely that those with more capital, appropriate skills and political relationships will have better business opportunities and a better chance of surviving in the industry compared to those with no such connections.

The higher competition resulting from the arrival of individuals and businesses with more substantial external capital thereby reduces the possibility of local participation in the market. The government respondents, however, had a different opinion concerning the market competition, with their view being that everyone has an equal opportunity to compete in the industry without any limitation (e.g. skills, capital resources). According to the government representatives, financial support for CBT or tourism activities is allocated by the federal government. The allocations are later managed by MTA and distributed according to the tourism project, with an amount going to CBT. There is a case for asserting that the community could certainly compete more with other business owners if they sought to creatively utilise their skills and capital instead of relying solely on government initiatives and support. The allocations that are made, however, are normally limited and subject to government evaluation. While the business owners denied having never received any financial support from the government, it is usual for them to compete with others in order to obtain the support. Hence, the government has full control over the distribution of such support.

Other stakeholder groups (e.g. NGO, the academics) seconded the view that the community had become passive and relied heavily on the government due to the overabundance of government support. This replicates situation found elsewhere in Malaysia. Marzuki et al., (2012) and Kayat and Zainuddin, (2016) conducted research to assess the impacts of mass tourism at Pulau Langkawi, Kedah and found that the community had become pampered and inactive as a result of excessive government involvement. As Robinson (1999) stated, such a state of high dependency can generate internal conflicts if the government provides too much in the way of support. This study provides evidence of the significant impact of such government support and involvement on the behaviour and attitudes of the community and which has sparked disagreement among the stakeholders. Hence, these findings offer a more detailed account of the overabundance of government support that may lead to a passive community with only a limited ability to develop businesses. Further, it might also affect the attitudes of the community to be comfortable only in one area.

#### **5.0.5 High living expenses: price inflation**

At the same time, the stakeholders (e.g. community, business owners) expressed their concern about the rising costs of living stemming from increases in the prices of goods and services. While allowing for the fact that Malaysia has seen surging price inflation over recent years, tourism development still plays a secondary role in terms of increasing living expenses. The word frequency statistics showed the frequently mentioned phrases to be 'too expensive', 'can't afford' and 'spend more than make'. The study identified two reasons for this situation: 1) Morten village is a small-scale community area with only two grocery stores, three small restaurants and three local snack stalls – thus, there is low supply, and 2) tourist demand. These outlets, especially the restaurants, base their prices on what tourists can pay, which leads to situations such as 'same product with a different price'. For example, the price of souvenirs in Morten village is high compared to in the central zone of Melaka city due to the high demand and low

supply. This type of situation does not benefit the community as it gives visitors an incentive to buy souvenirs elsewhere, where they are cheaper. It would however benefit both tourists and those businesses in the central area.

Both tourists and government perceived this to be a positive situation, especially for tourists, who were strong in their belief that their visit would surely work to boost the economy, for both the local government and the village, as they tended to enjoy their stay and, of course, spend money in the local economy. The results also revealed, however, that some of the stakeholders with tourism-related jobs (e.g. business owners) did not perceive price inflation to be a burden, especially for a big business such as a restaurant in the central area. They believed that their increased profits would allow them to afford the higher prices of goods. Similarly, the findings confirmed the critique set out by Jaafar et al. (2015) and Kayat (2002) that those who are involved directly in tourism (e.g. business owners) commonly perceive price increases positively due to the positive relationship between prices and incomes. In this study, however, the findings showed a negative relationship between incomes and price, particularly for those in the community on a fixed monthly income (e.g. pensioners). They also blamed tourism for increases in the prices of goods and services (i.e. transportation, grocery items), which had the effect of raising the cost of living and limiting the available buying options. Again, this situation replicates the study by Gu and Ryan (2010) in Hungcon ancient village, Anhui, China, which found that food prices increased because of tourism.



## 5.1 Environmental impacts assessment

This section explores the stakeholders' perceptions that emerged from the research data with regard to the environmental and physical impacts of tourism development in Morten village. The exploration aims to provide useful insight and a full account as the researcher is a Malaysian and is familiar with the local development. As such, Morten village is considered to be a fully developed tourist attraction equipped with tourism and public facilities. The environmental and physical development in the area is an indicative of the efforts made by the destination to participate in tourism industry. Morten village is presented as a modern yet culturally attached residential area that has undergone a series of improvements to accommodate its status as a tourist destination, along with providing better living conditions for the community. This study learnt that the original focus of the government was to develop the village as a normal community residential area. However, this changed after Melaka city applied for it to be recognised as a World Heritage Site by UNESCO. The strict nomination regulations then compelled the government to develop the village, which is geographically located within the nominated area. This explains the series of environmental and physical improvements in the village that were presented in Chapter 4 (Sections 4.4.4 and 4.4.5), with these in turn serving as evidence of an improved tourist experience, which aligns with Butler's (2008) indicators of the development stage.

The findings also concur with those of previous tourism research looking at areas that have seen environmental and physical improvements once they became established as tourist destinations (Ryan et al., 2011). This study has learnt that the stakeholders are very proud of the cultural and historical environment and are keen for the area to remain a tourist destination, despite the fact that it seems to have limited capacity to respond to modernisation and the development process. According to the community, one-off funding was provided by the government in 2008 but with no additional financial support in the period since

then. Hence, it has fallen to the community to bear the high costs of maintenance, leading to most members of the community opting for a more cost-efficient option, which has in turn resulted in the loss of a measure of the area's authenticity. This issue will be returned to in Section 5.1.5.

One of the objectives of this study has been to explore whether stakeholders differ in their perceptions of the impacts of tourism development. In previous tourism impact studies, such as that by Puczko and Ratz (2000), statistically significant differences were found between the perceptions of visitors and local residents with regard to environmental impacts. Byrd et al. (2009) investigated the attitudes and perceptions of three stakeholder groups concerning the impacts of tourism in rural places, and also found that the views of the residents in their study differed in many respects from those of the government officials. However, this study did find similarities in the stakeholders' perceptions of tourism development impacts when examined in relation to a protected tourist destination. As such, this study extended the existing knowledge of CBT and protected areas in the Malaysian context. A comparison of the results identified from the thematic and content analyses revealed a high level of similarities among the stakeholders' perceptions concerning the environmental and physical impacts. Both forms of analyses reaffirmed that all stakeholder groups perceived the environment in Morten village as being 'good'. There are primarily two reasons for this, namely 1) the attraction is cleaned every day by cleaners, and 2) there has been a change in the attitude of the residents, who now act upon their environmental awareness. These reasons also illustrate the commitment of the government to environmental protection, especially for a protected area such as Morten village.

In fact, it can clearly be seen that the government officials are more likely to focus on the environmental impacts as it is the government's responsibility to both protect and provide a better environment and physical facilities for the benefit of the community. For example, the government officers mentioned things such as 'become clean' and 'improve environmental awareness'. Indeed, this is

also reflected in the data, where 'image', 'appearance', 'protection' and 'culture' were the words mentioned most frequently by the respondents. By checking the original text, it was seen that these stakeholders' environmental awareness had led them to become more involved in environmental protection. This explained their concern that development activities might disrupt the cultural environment in the area. In actual fact, however, it is the community who would be more aware of any changes in the area than the other stakeholder groups. The results also corroborate the thoughts put forward by the stakeholders that no further development is needed in the area to protect the cultural environment. As such, this study learnt that the stakeholders were aware of and realised the benefits and costs that tourism had brought to the destination. As such, this study has established a template for others involving a protected destination, where the development of the area needs to be well planned. It is noted that the development of CBT without any proper planning and integration with local values can result in environmental damage and thereby further erode the authenticity values of the destination (Lee et al., 2007; Tatoglu et al., 2002). Hence, this study suggests that any future related studies seek to investigate the impacts of these values in terms of the tourist experience and other WHS or protected destinations.

Next, Table 14 was developed by examining each of the impacts from the findings. This enabled the researcher to offer an assessment of the degree of environmental awareness (respondents' attitudes, knowledge and behaviour) that was observed or evidenced in the destination. All of the data for each of the impacts were examined and a judgement was made regarding the strength of environmental awareness exhibited, with this being graded either strong, medium or weak for each one. Here too a simple classification was made, with yellow denoting strong evidence, green some evidence and blue only a little evidence, while a blank cell indicates that no evidence was collected. Also, the table is not intended to be a quantitative evaluation; instead, it draws on the data gathered during the fieldwork in order to provide what the researcher accepts as being a subjectively derived interpretation and assessment. The results are summarised in Table 14.

**Table 14: Comparison of environmental impacts based on stakeholders' perceptions**

Impacts	CR	GV	BO	NGO	TS	AC	Themes
Proper landscape and physical infrastructure Clean area	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	<i>Improve physical appearance and facilities</i>
Image enhancement	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	
Increased investment	Green	Yellow	Yellow	White	White	Yellow	
Protection of the area as a cultural village	Yellow	Yellow	Blue	Yellow	White	Yellow	<i>Increase environmental awareness and preserve tangible and intangible cultural products</i>
Better living conditions	Yellow	Yellow	Green	Green	White	Yellow	<i>Improve quality of life</i>
Access to goods and services	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	
Traffic, noise and air pollution	White	White	White	Green	White	Green	

Source: Researcher, 2018

On a very simplistic level, Table 14 displays the similarities between the different stakeholders' perceptions concerning the environmental and physical impacts. Comparing these views, we can clearly see such similarities regardless of the stakeholders' roles in tourism. While the literature often refers to the issues of traffic congestion, noise pollution and overcrowding, in this study, there is no evidence of these issues and they were not mentioned by a majority of the respondents. The researcher's observation during both the high and low seasons also found no evidence of negative impacts in the area. This study identified three reasons to support the findings: 1) they were given by a generation who currently live in the village; 2) they were derived from a small area, and 3) they were derived from a culturally orientated and harmonious neighbourhood. As such, no anti-social issues were perceived, and a majority of the stakeholders failed to mention any potential negative impacts.

However, compared to the other stakeholder groups, the academics and NGO representatives did voice loudly the adverse effects of tourism such as traffic congestion, noise and air pollution. However, it is argued that these perceptions were more general in nature as the respondents were more likely to have been

considering the wider geographical scale of tourism and not referring specifically to Morten village; nevertheless, they are worth mentioning in this study. This study believes it is important to take note of any environmental effects that persist in a tourist destination, even though a consideration of this is beyond the scope of this study. Furthermore, the findings provide evidence of the existence of environmental impacts resulting from tourism development in the central area, which is the main area within the WHS.

The findings were analysed using thematic analysis, which resulted in the emergence of the following central themes aimed at ensuring a better understanding of the differences and similarities in the perceptions of the stakeholders with regard to the environmental and physical impacts: (1) improvements to the physical appearance of the area as a cultural village demonstrates the effort by the destination to participate in tourism development; (2) increased environmental awareness exhibits the ability of CBT to protect the tangible and intangible cultural products and cultural atmosphere at the destination; (3) improve quality of life (see Table 9). The next section contains analysis and discussion for each of the emerging themes. It commences with image enhancement and the development of physical facilities that improve the appearance and physical facilities at the destination, before proceeding to increased environmental awareness and, finally, examining the ability of tourism to improve the quality of life of those in the community.

### **5.1.1 Image enhancement and development of physical facilities**

When the respondents were asked to describe how tourism affects the area, most of the stakeholders, especially the community group, commented that tourism had generated various different forms of tourism and new public facilities (e.g. roads, bridges, walking paths and access to local transportation) and that their living environment was cleaner than before. The results from the thematic analyses indicated that tourism had generated spin-off effects with respect to improvements to the environment and the development of physical facilities which enriched the image of the village as a cultural destination. The majority of the stakeholder groups (i.e. the community, government, NGO, academicians and business owners) agreed that tourism had brought physical and environmental improvements at the same time as preserving the cultural atmosphere of the destination. It can be seen that the community was the group most affected compared to the other five stakeholder groups. This is due to the fact that prior to the development of tourism, Morten village was seen as a slum and outdated area, with debris from the Melaka River polluting the village and leading it to be regarded as unattractive and dirty. However, there were improvements to both the environment and physical facilities at the destination following the launch of tourism development.

Indeed, from the observation and photographic evidence presented in Chapter 4, the researcher compared the facilities that were present in 2002 with those from 2016, noting that new pathways and a bridge had been built, the roadside was open to residents and new street lighting had also been installed. This is proof of the contributions and efforts made by the government in providing a better living environment and creating an attractive tourist destination. It also potentially confirms the findings from the previous literature indicating that tourism contributes to better recreational and general facilities, alongside image enhancement (Williams and Lawson, 2001; Huttasin, 2008; Kuvan and Akan, 2005; Lee et al., 2007; Jaafar et al., 2015). The popularity of the destination as a cultural village is now successfully attracting tourists and especially culturalists who come

looking to experience the cultural environment. This current finding lends further support to the anecdotal evidence supplied by Ryan et al., (2011) in their study of Kaiping Diaolou, China, where residents were aware of the impact of tourism in terms of helping them to create a better, cleaner living environment. Thus, the study believes that tourism has helped the residents to create a more comfortable living environment, which is considered to be a critical benefit of tourism for the area.

Furthermore, tourism development has helped to improve the community's access to goods and services which stimulated income opportunities and investment by providing facilities that are appropriate to support both business and tourism activities. The increased number of residents involved in small businesses, such as those selling snacks and local souvenirs, serves as evidence of the effects of the improved facilities and infrastructure in the area. Further, as described in Chapter 2, Bao and Sun (2007), in their study on the Chinese community in the context of a protected area, stated that the development of tourism in Mt Qiyun had improved access to goods and services as well as improved the infrastructure, which had in turn prompted increased investment and generated local economic growth.

However, this study identified differences in the opinions of stakeholders on the topic of investment. The stakeholders were asked their thoughts about government policies aimed at encouraging external companies to invest in facilities in the local area, and whether they supported such policies. As a democratic country, the government in Malaysia holds the decision-making power to control all activities and development in the industry, which includes opening the destination to outside investors. The government viewed the situation as an opportunity to increase economic stability. Four of the stakeholder groups (government, business owners, community and academics) supported the idea of external companies in the hope that they would attract more tourists, improve local facilities and generate growth in the local economy. However, the representatives from the NGO were against the idea as they believed that a

protected area such as Morten village would end up in the control of outside investors and become a money-making enterprise. Yet despite the government having the power to make decisions, it is not powerful enough to guarantee that the area will always remain free of capitalist dominance.

Moreover, the NGO representatives insisted that investors building big hotels could threaten the existing guesthouses and restaurants and erode the authenticity of the destination. Hence, this study contains evidence that the stakeholders are in consensus that the environment and the development of physical facilities are essential features of hospitality and community well-being. At the same time, the study suggests that the stakeholders need to consider the potential impacts of having external investors in the destination as this may dilute the CBT product offering of collective cultural memory and authentic cultural experience.

### **5.1.2 Clean atmosphere**

When asked to comment on the perceived environmental impacts of changes on the area, the stakeholder groups, especially the community, always mentioned first how the village had become much cleaner. From the word frequency statistics, it was found that the words mentioned most frequently by the respondents were 'clean', 'good', 'tourists' and 'comfortable'. The original text revealed that the community and tourist groups considered the environment in the village to be good. The community displayed awareness of the need to maintain the cleanliness of the village if it is to remain attractive to tourists in the future. From observation in the field, signage has been installed stating that it is prohibited to dispose of waste in the river, and the area has been provided with recycling and waste bins. This illustrates the commitment to environmental protection on the part of the government, especially for a protected area such as Morten village.



Moreover, the photographic evidence supports the continued efforts of the government to provide sufficient public facilities that have benefited both tourists and the residents of Morten village (see Chapter 4, Section 4.1.7). The main reason for this was that, in order to support tourism development, the government and tourism authority had to do something to protect and improve the village environment. For example, the local city council has employed a cleaning company to ensure a clean, healthy, orderly and comfortable living environment for the residents of Morten village. This finding thus further supports the anecdotal evidence provided by Ryan et al., (2011), in their study of Kaiping Diaolou, China, that residents were aware that tourism helped them to create a better, cleaner living environment. Indeed, one of the sentiments most frequently expressed by the respondents when describing the current state of Morten village was: *"... the environment here has become cleaner than before. Now every house has a rubbish bin outside, every day, a cleaner will dispose of the rubbish ... additionally, the tourism authority requires families to be responsible for keeping their front door clean and tidy"* (CR1). The residents have now moved away from their previous bad habit of literally throwing rubbish into the river.

This shows that the community are aware of the importance of protecting their local environment and appreciate the improvements that have already been put in place by the government. Thus, it is clear from the statements that tourism has helped the residents to enjoy a more comfortable living environment, and this is considered to be an important benefit of tourism for the area. As such, the community of Morten village were satisfied with their environment and its physical appearance, which provides a more comfortable and elegant living environment than in the past. This suggests that both historically and currently, the government of Melaka is committed to providing better living conditions and standards of environmental protection in the area.

### 5.1.3 Increased environmental awareness and preservation of tangible and intangible cultural products

The use of a constructionist methodology proved helpful in developing an understanding of the relative importance accorded to the environmental impacts by the various stakeholder groups. In this case study, the stakeholder groups, particularly the community, were keen to emphasise the importance of the cultural environment to their culture. The community exhibits a great deal of care and attachment to the village, which was articulated by (CR2): *“Morten village is a cultural and clean village where everybody has a strong cohesion between one another, we are an example for Malaccan residents who are strongly attached to the area. We are an example to the world because people like to see our culture as well as our village.”* This statement conveys the great value of the area to the community. It also conveys significant empathy for the environment and any development that is carried out to the area. The study learnt that the community welcomed the government’s efforts to develop the area as a tourist destination, from which they also benefited. However, the community also indicated its concern with regard to any changes that could potentially harm the village environment.

Moreover, the study revealed that tourism development through CBT had played a significant role in preserving and promoting both the tangible (e.g. the architecture of the houses, antiques, old Malay clothes) and intangible products (e.g. Malay customs, dialect, local delicacies) at the destination. This suggests that environmental protection in the area has helped to preserve the tangible and intangible cultural products. This point regarding the protection of cultural products will be returned to in Section 5.2 of this chapter. In this study, the stakeholder groups displayed a great environmental and cultural awareness of the area as a protected destination within a WHS. In fact, the members of the community displayed a great attachment and pride in having remained in the area for generations. This comment, while requiring further substantiation, potentially confirm previous studies like those of McDowall and Choi (2010), and Ap and

Crompton (1998), both of which found that tourism could lead to a greater sense of pride in a community. Every year, the government, together with business owners, organises a growing number of festivals aimed at attracting visitors to the area and promoting the Malaccan culture in a heritage site. The photographic evidence in Chapter 3, Section 3.10.1 displays the cultural activities held for the UNESCO inscription anniversary 2016.

The way in which tourism transfers local culture to a wider outside world can be illustrated through the history of a local man, Ibrahim, who lives in Morten village. He has been a protector of Villa Sentosa for around ten years. Every day, he cleans the antiques and entertains the tourists with no demand for any payment. He previously worked as a vet in Kuala Lumpur and maintained the house using his income from that job. One day, his efforts were noted by tourists, who then promoted him online. With the help of the media attention that subsequently ensued, Villa Sentosa became famous and won a '2015 Top 10 Outstanding Trip Advisor' award in Melaka city. Currently, many tourists come to Morten village for the special purpose of seeing this 'Villa Sentosa'.

These findings suggest that after Morten village was opened to tourists as a tourist destination, the local culture gradually evolved into a commercial product. Such an evolution is evidenced by Kala's (2008) finding that tourism will perceive traditional culture as a product and seek to sell it to tourists, thereby leading to its eventual commercialisation. Because of its cultural appearance and the environment in which it takes place, many tourists will visit a destination solely to look at and experience the local hospitality. However, the growth of the tourism industry in Melaka has had direct repercussions on the spread of modern design in the area surrounding Morten village. These direct consequences are displayed through the new building styles which are hurting the landscape and eroding the authenticity of the area as a cultural village (see Section 4.1.7). Indeed, the enhanced development of other tourism facilities (e.g. accommodation) in the surrounding area is needed to provide support; however, it also has the potential to harm the cultural appearance of the destination, and this needs to be

considered. This finding is comparable to the anecdotal finding from a study by Kreag (2001). In his study of Jakarta, it was found that many new building styles in tourist destinations failed to 'fit' the style of the community to which they were added, which led to damage being inflicted on the unique character of those communities. In this study, modernisation begins to display its impacts through the buildings modern design such as hotels, and shop lots, as well as changing in the community attitudes and lifestyle. Resulted a commodification of culture where the community members are no longer practise their authentic traditions as part of their daily activities due to modernisation. The emergence of these phenomena constitutes a great challenge for the Morten village where sustainability ambitions and strategies must operate in accordance with the aims of heritage preservation. For example, as presented in Chapter 4, the Morten village has been shadowed by modern environment and architecture which affected the character and authenticity of the area. Returning to the original transcripts, the respondents, particularly those from the NGO, cared about the potential for new buildings to damage the cultural landscape and thus reduce the quality of the tourists' travel experience and lead to a decline in tourist numbers. As Deng et al., (2003) stated, environmental degradation can influence the quality of the visitor experience. However, these authors failed to point out the potential effects of physical development on the destination, particularly in a protected area involving culture and heritage. This issue will be returned to in Section 5.1.5.

As such, this study provides evidence of the need for strict legal environmental protection to protect the authenticity of the area and also the destination. If its authentic experience or feel ceases to be available, there may be an impact on the numbers of tourists arriving and it will not entice tourists to return, thus resulting in unsustainability. Hence, this study believes that physical development should be planned appropriately, especially for the WHS, in order to protect the authenticity of the area. This study has argued that protected destinations such as Morten village should not be regarded in the same way as a typical tourist destination. Also, the study suggests that the government should put more effort into the preservation and conservation of cultural sites, as

opposed to commercialising them solely for the purpose of economic gain. It is in the interests of the area itself that it is protected from any excessive commercialisation that may potentially harm its sustainability and authenticity for future generations.

#### **5.1.4 Improve quality of life**

A majority of those in the stakeholder groups interviewed (e.g. the community and the business owners) were in agreement that CBT development had helped to improve their quality of life. Two factors can be cited as leading to this perception. First, the government has undertaken to improve a number of facilities in recent years with the aim of making the community's life more convenient. For example, every family can now access the internet, while it is now easier to visit the village at night due to its proper street lighting and the more suitable pathways that connect the area to the central city. Second, the stakeholders, especially the community, pointed out that tourism has increased their family incomes and that this has led directly to better living conditions currently than in previous years. These comments confirmed the finding by Jaafar et al. (2015) and Jashveer et al. (2011) that tourism leads to direct economic benefits for local areas by increasing employment and family income and improving living conditions. In particular, the respondents were happy to compare their living standards with those of residents in other areas. One specific quote follows (CR2): *"It is very good for us to live in Morten village, everyone can find a job or start a business, while the residents in other areas have to work outside (their village). We are lucky. Families in this area have become quite rich, we begin to travel, begin to buy houses in the other part of Melaka, buy a car, also we are able to send our children to good schools and universities."* Indeed, during the researcher's period of observation, it was noted that many families had cars, motorcycles and air conditioning, thus indicating that the residents live a comfortable life, with no sign of poverty in the area.

Certainly, the good living standards in Morten village were well known in other villages nearby and even in other parts of Melaka. In fact, other stakeholders (e.g. the government, NGO, business owners and academics) agreed that Morten village was lucky due to its location within a WHS. The academics stated that Morten village could almost be described as the richest village in Melaka as a result of the help and subsidies it receives from the state government. Nevertheless, it is tourism that has created this 'magic' and which enables the residents in the village to enjoy the benefits. Tourism in Melaka has played a significant role in the development of Morten village and also for the country as an international tourism destination. This finding matches the results of Pham (2015) and McDowall and Choi (2010) from Ha Long Bay, Vietnam and Thailand, where it was concluded that tourism development had improved residents' quality of life through employment and business opportunities as well as improved facilities.

#### **5.1.5 Hazards of modernisation and the development processes**

Generally, modernisation and development processes present a challenge to heritage conservation (see Section 4.4.4). Many forms of cultural heritage are threatened by these processes and are in danger of disappearing. The rapid pace of the modernisation and development processes taking place in Melaka state, particularly in the areas outside the village, have somewhat impacted on the integrity of the area. With the proximity of Morten village to the central zone of the WHS, the area has previously been gazetted and, as such, should be protected from the encroaching development. The village has directly or indirectly contributed to UNESCO's recognition of Melaka as a WHS and has also played its role in attracting tourists and visitors to the state. However, the surrounding high-rise buildings that tower above and overlook Morten village, the land reclamation activity taking place barely 200 metres from the area, and the construction of both a 22-storey building, and a hotel have resulted in the area slowly losing its appeal (see Section 4.4.4). Development in the area surrounding the village has impacted its status and integrity as a cultural heritage village. Despite having been granted

the status of cultural village by Melaka state, development activities have resulted in the community feeling threatened and vulnerable.

## **5.2 Socio-cultural impacts assessment**

It can be quite complicated to investigate social impacts as it involves a process of identifying how tourism influences the daily routines, social lives, value systems, individual behaviours, community relationships and ways of life, among others, of local people. The researcher spent five months at the destination to personally observe and experience the local way of life, employing a range of methods to gather the data (see Chapter 3, Section 3.10). With reference to the socio-cultural impacts, the study believes that the progress in tourism has accelerated the development of rural infrastructure and that Morten village has experienced some level of urbanisation. As mentioned previously in Chapter 4 (Sections 4.1.7; 4.4.5; 4.10.2; 4.13.1; 4.13), Morten village has experienced a massive improvement in respect of its public facilities, including a new road, streetlights and a new bridge. The stakeholders frequently mentioned that as visitors arrive every day, this close-knit society has become more open. The residents are thus able to see different people from all over the world and have learnt many new things in the context of different fields. Thus, this section will explore more about the stakeholders' perception concerning the socio-cultural impacts at the destination.

Again, the same procedure is used as in previous sections to assess the perceptions of all stakeholder groups with reference to socio-cultural impacts, and these are explored in Table 10. All of the data for each impact were examined and a judgement was made regarding the strength of the impacts exhibited, with the gradings of strong, medium or weak. Again, colour coding is used for simple classification, with yellow denoting the presence of strong evidence, green some

evidence, blue only a little evidence, through to blank cells that denote no evidence was collected (refer to the key index in Table 15).

**Table 15: Comparison of socio-cultural impacts based on stakeholders' perceptions**

Impacts	CR	GV	BO	NGO	TS	AC	Themes
Cultural pride							<i>Cultural benefits</i>
Meeting new people							
Changes in residents' values							<i>Socio-cultural awareness</i>
Changes in residents' traditional life patterns							
Host-tourists' relationship							<i>Host-tourists' relationship</i>
Learning new skills							
Locals become more open							
Migration of the youth							
Social issues							

Source: Researcher, 2018

By checking the original text, it was found that the impacts illustrated in Table 15 relate to three main themes in the perspective of socio-cultural impacts. For example, 'cultural pride', 'meeting new people', 'locals become more open' and 'issue of authenticity' should belong to the theme 'cultural protection and authenticity issues', thus providing evidence that tourism helps to protect and valorise the culture. Additionally, 'changes in residents' values' and 'changes in residents' traditional life patterns' supports the theme of 'socio-cultural awareness'. Each of these is described respectively in the following sections.



### 5.2.1 Socio-cultural awareness

On a very simplistic level, Table 14 indicates the differences in stakeholders' perceptions concerning the socio-cultural impacts. When assessing the impacts, the community, NGO representatives and academicians displayed strong perceptions compared to the other stakeholder groups (e.g. the government, business owners, tourists). This indicates that these stakeholder groups have a high level of awareness concerning the socio-cultural impacts at the destination. This reflects the community's strong attachment to the destination resulting from their length of residency. The strong perceptions on the part of the NGO representatives and academicians are based on their desire to protect the tangible and intangible cultural products and cultural landscape. Unlike previous studies of tourism impacts, this study has identified a significant relationship between the length of residency and community perceptions. This study supports the previous finding by Allen and Brennan (2004) that length of residency did not significantly influence the community's perceptions of tourism development impacts.

In this study, the results indicate that length of residency in the village influenced the community members' perceptions of the socio-cultural impacts. This was articulated by respondent (CR5): *"Malaccan culture is very strongly linked with the Malays' architecture and village environment."* This indicates that the community has greater empathy for the culture and the destination in a way that enables them to perceive the impacts (e.g. economic, environmental, socio-cultural) of tourism development more easily compared to other stakeholders. This study also showed that it was relatively difficult for tourists to assess socio-cultural awareness due to their short visit. For instance, some of the tourists interviewed found it difficult to identify any socio-cultural impacts. This study therefore argues that the short experience of tourists provides insufficient time for them to grasp such impacts compared to the members of the community. It is thus suggested that an effective assessment of socio-cultural impacts requires tourists to have a higher level of involvement and spend more time with local

villagers. This contrasts with the members of the community, who, having been involved in the industry for more than 20 years, have had continuous and growing contact with tourists. They have also displayed their maturity and the high value they attach to the destination; thus, their awareness of the impacts is undeniable. Without question, this could ostensibly explain the differences in the stakeholders' perceptions, especially those of the community and tourists, as presented in Table 10.

### 5.2.2 Changes in residents' lifestyles and values

By using thematic analyses, it was found that tourism has gradually changed the way in which the community lives in this cultural village. Some of the residents' have amended their living habits in order to protect the tourism atmosphere. This was articulated by CR9: *"Our traditional lives have been greatly changed. In our time, our life was changed to fit the tourists. For example, in order to develop tourism, we, residents, are not allowed to raise chickens, which is very different from our past lifestyle."* As an illustration, residents now purchase meat from the market as opposed to rearing animals. Gas is now used to cook food instead of burning wood; rubbish bags are now disposed of in the bins provided and there is now a refuse collection service. There was also clear evidence to illustrate changes in the traditional patterns of child-rearing at the destination. Normally, children would help their parents take care of the family; however, this situation has been reversed, with the parents now needing to look after their grandchildren. This point was emphasised in the interviews; the elders are left behind to look after their grandchildren while their children work outside the village. These examples suggest that tourism development has influenced the lives of residents to a great extent. Another significant impact to have emerged from the data concerned the significant role played by tourism development in influencing the community members' value systems, beliefs and social lives. This facet of changing community values was also evident in the current data. The study found that local people had tended to become quite commercial as a result

of tourism; indeed, money and business were the first two things they thought about. As such, tourism development provided monetary gain, which could be useful in conservation and preservation activities.

The study also identified a weakening in the previously harmonious relationships between neighbours: *“The relationship between residents become very cold, every family only focus on their own benefits. They are not like early years, (when we) worked together, and prefer sharing things with each other. Now there is very high competition among residents”* (CR1). Instead of the harmony and tolerance among neighbours that was found in the past, it was now common for people to be more selfish while relationships had become colder and everyone cared only about how to increase business. Fan et al. (2009) found a similar result in the small water town of Luzhi, Kunshan, China. They stated that a certain proportion of the local residents in the small town felt that tourism had destroyed the friendly atmosphere of the local neighbourhood. This finding provides further evidence to support an earlier study by Dogan (1989), who found that the development of tourism had led to human relations becoming commercialised while non-economic relationships gradually became less important. Yet, the members of the community continue to maintain good relations between one another due to the fact that the community retains its traditional Malay and religious values, which encourage good deeds. As such, this case provides evident that being competitive does not override the cultural values held by the community.

It is also interesting to note that no social issues were recorded in this study resulting from the migration of youth to the big cities and leaving behind the older generations. Hence, Morten village is considered to be the safest cultural community within a WHS in Malaysia. Therefore, the results do not confirm those of previous studies concerning the adverse social effects of tourism (Akama and Keiti, 2007; Kim and Jamal, 2007; Nillahut, 2010). The destination also appeared to be free of anti-social issues such as gambling, prostitution and alcohol or drug taking. This is due to the strong religious values held by members of the Morten

village community. This result offers new knowledge concerning the significant effects of religious values on the impacts of tourism at a tourist destination. Hence, it is suggested for future research to continue explore the relation between the traditional or religious values on the attitudes or behaviour of a community that could have impacts on the sustainability.

Besides that, it seems that this cultural and heritage tourist destination may face a growing gap in the cultural continuum between its past and present practices. In this case, it was clear to see that tourism had already influenced the values and life of the community, as well as affecting the local culture by supporting a traditional belief system but doing so through monetary evaluations. The shifting attitude of the community to one with a monetary basis has contributed to the commodification of the culture. In Melaka, for instance, the use of cultural heritage as a public attraction has done much to diminish the original significance and value of the activities of the traditional practitioners. Moreover, Ramchander (2007) and Allen et al. (2016) commented on the connection between staged authenticity and the erosion of local languages. The languages employed during the staged performances of particular customs and traditions are being altered to accommodate the speakers of foreign languages (Tomaselli and Wang, 2001; Ram et al., 2016) and thus the original meanings have been altered. These are points that will be returned to later in this chapter. The next section seeks to assess the relationship between the hosts and tourists through the tourists' gaze.

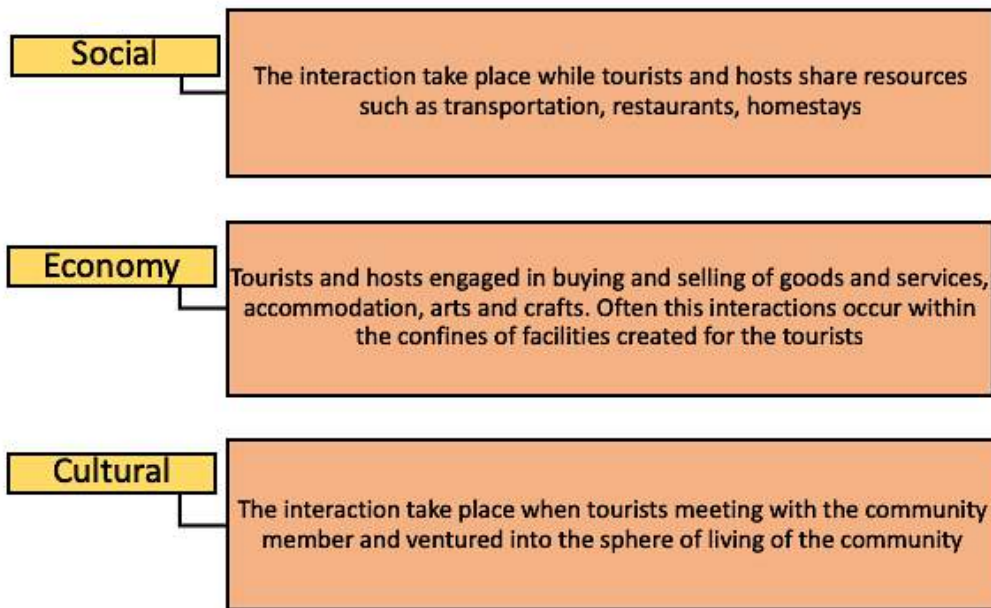
### **5.2.3 The relationship between host and guest**

Previous studies of tourism impacts confirmed the relationship between hosts and guests to be key to the socio-cultural impacts of tourism (Sharpley, 2009; Goodwin and Santilini, 2008; Yen and Kerstetter, 2008; Deery et al., 2012; Kayat and Zainuddin, 2016), with various authors noting that contact between tourists and hosts can take the form of direct face-to-face encounters between

different cultural groups. This type of contact was experienced by tourists who had travelled from a home culture to the host culture, and also by the hosts when serving tourists from a foreign culture. In this study, the same type of phenomenon was presented in the analysis (see Chapter 4, Sections 4.1.11 and 4.13.2). The interaction between the tourists and a host from two different cultures was classified as cultural exchange, becoming cross-cultural contact when it involved more than two cultural groups.

In this case study, there were extremely limited opportunities for tourists and hosts to meet as equals and really get to know each other due to the tourists' short-term stays. However, social and cross-cultural interactions will always occur. The tourist encounter typically comprises a series of interactions and transactions between hosts and guests, which is the essence of tourism (Smith, 2008; Tosun, 2002). As a result, this study learnt that socio-cultural impacts are the outcome of different types of relationships that occur between tourists and the community as a result of their coming into contact. Likewise, this study also found that direct contact is not necessary for impacts to occur, and the mere sight of tourists combined with a direct behaviour or friendly gesture on their part may result in behavioural changes among the community. Tosun (2002) explained that people approach each other as strangers who come from culturally different backgrounds because one is at work while the other is at leisure. Hence, there is interaction in the exchange of information between tourists and hosts, whilst the degree of connection between the hosts and guests is limited to the activities engaged in. Moreover, this study identified three contexts in which contact and interactions between tourists and host community occur (see Figure 54). Consequently, it is inevitable that a large number of tourists from different cultures will have an influence on the community they visit; the tourists, by the same token, will in all likelihood themselves be affected by the community.

**Figure 54: Interaction between tourists and the host community**



Source: Researcher, 2018

#### **5.2.4 Cultural benefits**

Another key theme that emerged from the data was the significant role played by tourism development in preserving and promoting local traditional culture. CBT thus has a role in disseminating cultural understanding and customs to tourists from other places. For instance, tourists are introduced to folk stories and traditional attire, they may hear the story of the establishment of Morten village, try out local Morten village food and watch a demonstration of the process of making traditional miniature houses. These findings support an earlier study by Collier (2003), which contained evidence that tourism has the ability to revive local customs and traditions. Especially for those residents of Morten village who are descendants of the ancient Malaccans, there was a growing pride in their rich and unique culture. Similarly, the state government seeks to recreate historical settings to simulate past time periods, thus providing visitors with a glimpse of what it would have been like to live in the past. Sites that do this call for the participation and involvement of ethnic-specific groups as a way of shaping and preserving their cultural heritage and identity. Living heritage sites can also be

regarded as a way for the community to seek relevance, especially in a multi-cultural society. However, authenticity is among the major concerns of living heritage sites, in addition to other factors that they encounter in the face of modernisation and development that subsequently contribute to their vulnerabilities.

Moreover, the results indicate that CBT has led to significantly greater awareness within the community in terms of the wish to protect and preserve the culture, for both tangible and intangible products. Indeed, without tourism, there would be few opportunities to involve the government in the maintenance and preservation of those ancient treasures. The community were keen to see the development of the village as a tourist destination, yet it seemed they had limited capacity to respond to their aspirations of cultural protection due to the lack of capital combined with the issues posed by the migration of youth. In fact, investment was needed to carry out all sorts of activities, from repairing and restoring the traditional wooden houses, to promoting Morten village to tourists. These issues will be returned to in Section 5.4.1.

Accordingly, this study believes that tourism has helped to broaden the community's horizons and enabled its members to learn new things. 'Easy to see people from the outside world' was the phrase mentioned most frequently by the stakeholders interviewed in this study, especially the community. It seems that a majority of the respondents have an awareness of the socio-cultural impacts and that they have a clear appreciation that, due to tourism, they have been able to meet people from outside the village who come from different places, backgrounds and social levels; they could be a business operator, doctor, teacher, government official, painter, soldier, etc. Thus, this study suggests that those people may bring new and different things to the village, from material objects to modern ideologies. For instance, tourists often use advanced cameras (e.g. GoPro, Nikon DSLR) and will show them to residents; as such, some vital information such as modern technology may also be transferred to residents.

### **5.2.5 Cultural and knowledge transfer**

This study has demonstrated the ability of tourism to indirectly facilitate the exchange of cultures and create opportunities to learn about other people's cultures. The community perception of their own heritage has also changed as they now realise the importance of preserving the culture in order to share it with the global community, as well as for the benefit of future generations. According to Andereck et al. (2005) and Stronza and Gordillo (2008), the preservation of the unique culture of a community can be achieved through cultural tourism events, as well as through efforts to improve the cultural awareness, especially among the younger generations (Besculides et al., 2002). Interestingly, Andereck and Vogt (2000), Chen and Chen (2010), Kuvan and Akan (2005), Tovar and Lockwood (2008) and Pham (2015) all reported similar findings from their research, where the authors found that tourism had led to a more significant degree of cultural exchange between tourists and the communities in question. This study also observed that the community was open to receiving diverse knowledge about the cultures of its international visitors, such as those from Japan, Europe, Korea and other parts of the world. To the community, the presence of foreign tourists has instilled discipline and pride in their heritage, in the process also increasing their awareness of the values of other cultures. In other words, seeing their community become a famous and well-known tourist destination can improve the knowledge and pride of local people in tandem with functioning as a means of preserving and showcasing their own culture.

### **5.3 Migration of the youth**

After analysing the views of six stakeholder groups, 'migration of the youth' emerged as a constant issue in this study. This indicates that the stakeholders had begun to realise and be aware of the change in the population structure that had taken place over a short period of time. In short, this study identified four main reasons for this migration: 1) change in lifestyle; 2) higher incomes and stability; 3) comfort, and 4) interests. In this case, the youth migrated away from the area to take advantage of employment opportunities with higher



incomes as a result of the rapid economic development in bigger cities, thus leaving behind the elderly and children in the village. A majority of the stakeholders (i.e. the community, NGO representatives, academicians, government and tourists) repeatedly stated that the village had grown quiet and barely any youth were presently seen in the area. This situation was also noticed by the tourists and they expressed a sense of worry over the issue. This study identified that the migration of the youth had become an important issue with the potential to pose a challenge to the future of the destination and threaten the sustainability of CBT. The study learnt that the youth generations tended to have little to no interest in continuing their family business such as homestays due to the unstable incomes arising from their heavy reliance on tourists. From Chapter 4, Section 4.1.13, the community repeatedly mentioned that most of the youth preferred to work in a bigger city where they could take advantage of higher incomes and more stability; thus, they left the elderly and children at home.

Similar finding was found in the studies of Jansen and Paelinck (1981), Kainth (2009), Patnaik et al., (2015). They found that the main pull factor of migration from the urban area is the expectation of better chances of income improvement or wage. This denotes that the youth will continue to migrate to urban areas until wages they expect to earn in urban areas are equal to the wages they expect to earn in the area. In addition, technological advancement in transportation also encouraged urban sprawl which has decentralised many urban functions from the city (Mohamed and Badarulzaman, 2001; Shamsudin and Sulaiman, 2002; Ismail, 2012). In general, migration is positive for the youth well-being. However, the youth migration has causes changes in the demographic structure of the area. For example, they increase the average age of the population in areas of origin of migration while lowering the average age in areas of destination (see section 5.1.5). The migration has resulted a declining quality of life, the underutilised and untapped wealth of human resources leaving behind the old generation which leading to reduce number of participation and involvement in community.

On the other hand, the study also contains evidence of increased immigration workers into the area. They have been attracted from other countries or states to come and work in Melaka or even to settle there on a more permanent basis. These individuals are typically found work at tourism companies, hotels, government offices or in externally financed real

estate companies. The above-mentioned results tend to confirm the findings of Gu and Ryan (2008) in their study of Beijing Hutong, where more and more outsiders moved in. The results of the analysis propose that to sustain both a local population structure and the area as a tourist destination, the first thing to consider is ways to attract youth. It appears clear that, if jobs can be created that meet the needs of youth, there will be a fall in the number of workers emigrating. Noteworthy is that this issue should be considered as critical as it has the potential to have a more significant impact on the sustainability of resources, which could affect the continuation of tourism development in the area.

#### **5.4 Cultural and authenticity impacts**

In contrast to what may be referred to as ‘normal’ tourism impact studies, this study identified a fourth impact in the context of CBT and WHS destinations, namely cultural and authenticity impacts. These cultural and authenticity impacts are defined as the impacts of CBT on the authenticity values of the destination’s tangible and intangible cultural heritage products. Cultural and authenticity impacts differ from socio-cultural impacts as they focus on the effects of the commercialisation and commodification of culture on the authenticity values of the cultural and heritage products (tangible and intangible) at the destination. This can occur when the stakeholders (e.g. government, community, business owners) are more concerned with the number of tourist arrivals, attempts at maximising their stay and, at the same time, ensuring they are satisfied. As a result, cultural expression may lose its meaning when there is a tendency for the attractions presented to reflect the requirements and preferences of the market. It is noted that the study of authenticity has gained extensive attention over the past few years (see Chapter 2, Section 2.5) and that authenticity relates not only to the motivations of tourists (Chhabra, 2005) but also has a significant impact on the perceived image and sense of place of a destination (Kolar and Zabkar, 2010; Engeset and Elvekrok, 2015; Ramkissoon, 2015; Ram et al., 2016).

Generally, the fieldwork discussions found that the respondents believed the existence of the cultural village enabled them to advance their cultural pride and identity to

their community members in particular and society in general. Through shared knowledge, they are able to create cultural awareness among the general public about their respective cultural heritage. Visitors to the village cum living heritage site are able to learn, for example, about the clothes worn by the community in the past, the kind of food they consumed and the music that they listened to. However, the village also faces concerns regarding authenticity. Respondent (CR1) expressed how there is now a lack of these values: *“We missed the ‘kampung’ environment that we had over the last 40 years being the only fishermen village in the city. Back then, our village was surrounded by nature – trees and the river. Now all of the natural features have disappeared due to urbanisation. The ‘ugly big giant’ (the skyscraper) across the river has made our lives uneasy and inconvenient. It has spoilt the scenery of our ‘kampung’ which was pleasant before urbanisation came.”* This statement supports the findings and points to the need to look further into the matter. People in the village also have to deal with issues that are perceived as contributing to the vulnerability of their existence or survival, such as the modernisation and development processes taking place in Melaka state, the commodification of tangible and intangible products, and globalisation.

In this case study example, Morten village is always praised for its history, cultural atmosphere and friendly people. Such gazes help create anticipation in tourists about what they will encounter during their trip, which fuels their desire to experience these particular elements (Urray, 2011). However, the result indicates that Morten village is missing implicit and explicit overarching themes that are combined with story-related events and experiences, such as “the forbidden city” (located in Beijing) and “the big apple” (New York City). Although Morten village is cited as one of the most famous cultural villages, this seems to be more in name than in reality. This study provides evidence that the destination relies heavily on staged authenticity, cultural practices and heritage as its tourism strategies.

In this case, Morten village is a destination that is intended to reflect what MacCannell (1973) terms the backstage (see Chapter 2, Section 2.5). In the CBT context, a visit backstage reveals the effects of the colonial history on the past and present human experiences, while front-stage experiences involve purely favourable images. For example, the promotion of CBT by the Ministry of Tourism and Culture (MOTAC) has tended to focus largely on the traditional

lifestyles of the community and the architectural landscapes. These elements have become the core components in the promotional campaign undertaken by the Ministry of Tourism (MOT) with the slogan '*Malaysia, Truly Asia*'. This campaign portrays Morten village as a unique community located within a WHS. The expressions of its community include its way of life, community, traditional games and religious ceremonies, dances, customs, food and traditional architecture. However, in reality, these expressions have been staged as a means of attracting tourists to Malaysia and satisfying their interest. The observation carried out by the researcher at Morten village revealed very little evidence of a truly authentic traditional way of life. Marzuki (2012) claimed that the MOT has no clear definition concerning cultural and heritage attractions. In addition, neither the MOT nor MOTAC has produced a complete and extensive official listing of CBT sites for the public to refer to. Jaafar et al. (2015) echoed this concern, stating that there has been no specific attempt to study the impacts and values of CBT attractions from the stakeholders' perspectives (see Section 2.4.2). In fact, tourism authorities simply assume that the cultural elements of a plural society are attractive.

#### **5.4.1 Authenticity concerns**

One of the major concerns at the destination and in the process of cultural and heritage conservation is the idea of authenticity, which has always been a challenging concept. This is due to its original implication as well as differing perceptions and understanding of the concept between various societies (see Chapter 2, Section 2.5). 'Authenticity' is fundamentally a western concept with the objective of protecting the tangible and intangible heritage of the past from loss and depletion, based on the idea that the authenticity of sites and objects is non-renewable. The importance of the concept of authenticity within the context of heritage conservation was formally established at the international level with the adoption of the Venice Charter (ICOMOS, 1964).

It is clear that the term 'authenticity' is often understood in different ways, with its meaning varying at times according to the tourist gaze (see Chapter 2, Section 2.5.1). Consequently, these different opinions about authenticity have resulted in different values being accorded to the historic subject, and thus also to the conservation of that subject. Some

countries prefer to preserve the original, genuine material of a historic place or object, even when it is incomplete. Others prefer to have a complete image of the original shape (even if this involves the use of new material). While, for another group, it is the location that is important (Byrne, 2014; Kwanda, 2010). As presented in Chapter 4, Section 4.12.3, the findings of this study are consistent with Larsen and Urry (2011), who identified different types of tourists' gaze. In this study, four tourist gazes are identified: 1) the purposeful cultural tourist – learning about the culture or heritage of others is a major reason for visiting the village and this type of cultural tourist has a deep cultural experience; 2) the sightseeing cultural tourist – learning about the culture or heritage of others is a major reason for visiting, but this type of tourist seeks a shallow, orientated experience; 3) the casual cultural tourist – cultural tourism reasons play a limited role in the decision to visit and this type of cultural tourist engages with the destination in a shallow manner, and 4) the serendipitous cultural tourist – cultural tourism plays little or no role in the decision to visit a destination, but this tourist has deep experience of visiting cultural attractions. The tourists who were interviewed mostly had perspectives two, three and four, which explains their expectations and motives for visiting Morten village. It is also argued that these gazes influence the tourists' perceptions of the impacts of tourism.

In this case, some events have been 'commercialised' in order to attract tourists and for economic gain, to the point that their authenticity is compromised. In a bid to attract tourists and visitors, cultural performances are packaged to generally include songs, dances and, in some instances, wedding ceremonies (Kayat and Zainuddin, 2016; Marzuki, 2011). These performances are referred to as authentic inheritance that has been passed down for generations, when in reality they are adaptations of the original culture that was brought into the country, combined with local creations, for example, the wedding celebration. Certain traditions are retained that create meaning and experiences for the respondents, especially visitors and tourists, that enable them to go back in time to the very heart of the Malay culture. Similarly, the state government seeks to recreate historical settings to simulate past time periods, thus providing visitors with a glimpse of what life would have been like in the past. These locations, of which Morten village is an example, call for the participation and involvement of the ethnic-specific group to shape and preserve their cultural heritage and identity. However, authenticity ranks among the major concerns of living heritage sites, in

addition to other factors that they encounter in the face of modernisation and urbanisation. Thus, it cannot be denied that certain adaptations have been undertaken for the purpose of suiting the present need and demands.

Another issue concerns the ‘authenticity’ of the wooden houses (see Sections 4.1.14; 4.13.4). In the *Special Area Plan*, these buildings are categorised as ‘category II’, which requires any maintenance to their original façade and other adaptive use to be sanctioned by MBMB, in a bid to preserve their authenticity. However, for practical and economic reasons, the community has opted to use zinc sheeting and cement, especially for the roofs and the front and back portions of the units. There is a high cost associated with maintaining timber due to the potential for termite infestation and rot. This clearly portrays the challenges raised by the different perspectives of ‘authenticity’ as perceived by the community on the one hand and the authorities on the other. Thus, it is understood that cultural assets that are transformed into tourism commodities are necessary in order to satisfy the needs of tourists. However, this process also tends to exploit the cultural authenticity when it needs to be reconstructed into something that is more economical and of commercial value (Salazar, 2010; Ismail, 2012; Yang et al., 2010; Azizan, 2011).

Today, at least 70 per cent of the housing units in Morten village have been turned into modern houses and commercial outlets, to varying degrees. These businesses provide mainly food and beverages, souvenirs and homestays. With more residents relying on these tourist-based businesses as their most important source of income, a paradox has emerged in the balance between tourism and the community. To prevent local residents from establishing their own businesses would be to take away their opportunity to make a living from the current heritage status to which they have been the greatest contributors. Yet, according to them, unrestricted freedom would also enable individuals to enrich themselves at the expense of the heritage (Hiwasaki, 2006; Ramkissoon, 2015; Ram, et al., 2016; Ismail and Ahmad, 2014). This question forms a critical issue in the politics of cultural identity today.

#### 5.4.2 Differences in gaze

In this study, the tourists manifested their values in the interest, experience of visiting and involvement with the community. The following three perceptions were identified: (1) there are not many cultural activities; (2) the community possessed an inadequate knowledge of tourism and were not willing to personally communicate with tourists, and (3) there was a lack of explanation to introduce the heritage or culture to tourists. For example, the tourists expressed a preference to be told stories about the village directly by the locals; however, they did not find this in Morten village, which resulted in them losing interest. This example indicates that, prior to visiting, tourists have high expectations in terms of having an 'authentic' experience at the destination, yet they end up feeling disappointed after their visit. This result replicates the conclusions drawn by Shackley (1999), who found a lack of interpretation to be a serious problem in the Masked Dance Festivals in the Himalayas, a problem that led to visitors complaining that the masked dance was boring when in actual fact they lacked the knowledge required to interpret the meanings and symbolism of the dance. In short, this study found that Morten village is lacking in terms of providing the experience that tourists expect it to deliver.

However, the community gaze differs in comparison to those of the tourists. It is interesting to note that the existence of the village as a living heritage site is partly due to the community having taken it upon themselves to protect their traditions and heritage. The everyday lives of the community are made more meaningful when a link is made with heritage matters. In fact, there is no doubt that aside from the government, the participation and involvement of the community is a crucial factor in terms of safeguarding their heritage and promoting conservation, as well as in protecting the area (see Section 4.1.10). For instance, the community conduct their daily lives and practise their cultural traditions that have been passed down to them from generation to generation through their various activities and that highlight their cultural uniqueness. Besides helping to preserve the cultural heritage, the village was perceived as being capable of attracting tourists visiting the state. The community see themselves as the local custodians of the area. Theoretically, the community is considered to be impacted minimally or not at all by the processes of modernisation, urbanisation and globalisation. Nevertheless, despite attempts by the heritage authorities to protect a

community's 'traditional' association from contemporary 'influences', the latter often prevail, with a serious impact on the former.

### 5.4.3 Commodification of tangible and intangible products

Motivated primarily by economic gains, the development of tourism can also bring the huge impact of globalisation, especially commodification, to a destination. With the increasing tourist demand for food, accommodation and entertainment, businesses such as cafés, restaurants, laundry services, hostels and hotels are springing up, leading to rising prices and a foreign setting. As such, the commodification effects have developed over the years, created a spontaneous evolution of the use of values and essence of community everyday life converted into objects (cultural products) of exchange for tourists' consumptions. In this case, as presented in Chapter 4, Section 4.4.4, the destination displayed no will to have the area set up according to a foreign setting. Indeed, the comfort of tourists is important, and the community displays a strong link to its cultural values. However, this study found a signs of commodification effect at the destination such as foods which has been modified to appeal more to the tastes of tourists resulted a loss in its authentic taste as described by one respondent (CR12) *"the 'Asam Pedas' (local Malaccan traditional dish) should have vibrant taste of sourness, spicy and aromatic. But the taste nowadays has change, it has lost the original taste because they need to cater tourists taste butt"*. Subsequently, culture gets transformed and reconstructed into a completely different entity, and a consumer value system supersedes a longstanding community value system. This situation symbolises a loss of authenticity in food due to commodification. Aziz et al., (2015) and Aziz (2017) raised an issue concerning the commodification of intangible and tangible products in most of the communities they examined, in that they were distracted by new concerns and issues outside their local domain (Bak, 2007; Salazar, 2010; Ismail, 2012; Yang et al., 2010; Azizan, 2011).

Additionally, the tourists expressed doubts regarding the authenticity of the cultural activities presented based on the fact that the cultural performances had been tailored more to their needs, which resulted in dissatisfaction with their experience (see Chapter 4, Sections



4.13.4 and 4.16.6). Indeed, there is a lack of authentic cultural activities in the destination; however, the authenticity of the area and activities (e.g. cultural performance, customs, dialects) is undeniable. Yet, at the same time, the village is starting to lose its values, as seen, for instance, in cultural dance performances such as 'Zapin.' This performance is authentic; however, it has been affected by 'commodification,' whereby the values have become increasingly similar all over Malaysia (see Section 4.16.6). As mentioned in Chapter 4, Section 4.16.6, 'Zapin' originated from Johor but is presented in nearly all events throughout Malaysia. The same applies to the loss of authenticity in food (see Section 5.4.1).

Besides these concerns regarding the authenticity of the culture and heritage that has been conserved and handed down through generations, another issue raised by the respondents concerns a state of vulnerability to events taking place around them and over which they have no control. For example, attempts are made by the community at the destination to accommodate the tourists' interest; however, they face the problem of limited skills resources due to the migration of the youth. The issue 'migration of the youth', as discussed in Section 5.3, provides an answer to the issue of the lack of cultural activities at the destination. This study predicts that the tourist experience could be affected if this situation is not resolved, in addition to it leading to falling tourist numbers. It is thus clear that the community and destination are both at risk of exposure to, or are at least susceptible to, the possibility of harm, either physically or emotionally, due to the adverse impacts inherent in social interactions and resulting from environmental, economic and socio-cultural factors, which determine the likelihood and scale of damage from the impact (Kayan, 2015; Harun, 2011).

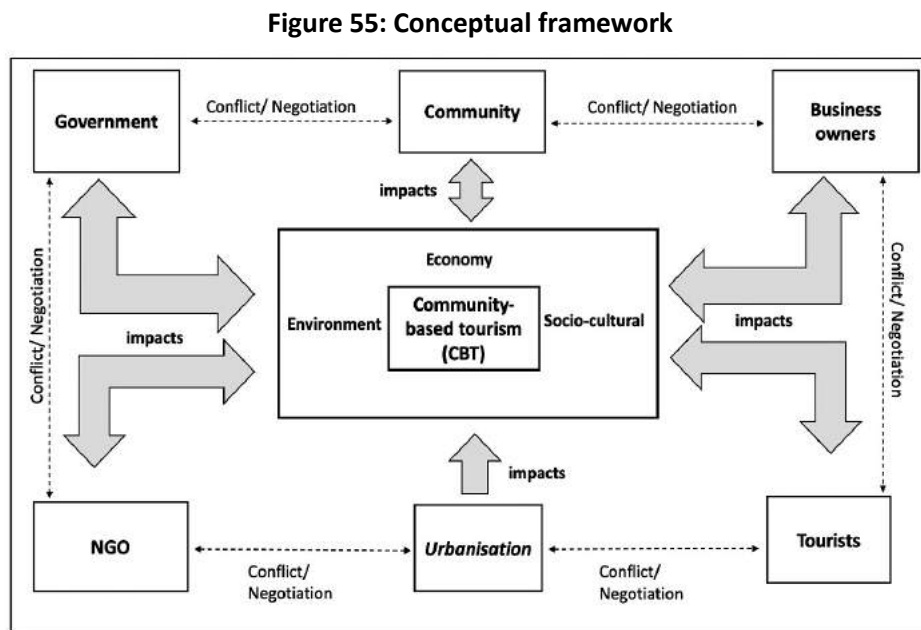
In the case of Morten village, the community, among others, feel vulnerable to the impact of the development processes taking place around them. They are also apprehensive concerning the impact of an increasing clash of values between generations on their authentic values and the decreasing involvement of community members, especially the younger generation, in safeguarding their heritage. The respondents stressed their concerns about the younger generation's slow loss of their ethnic heritage and identity under the onslaught of modernisation and globalisation processes, replaced by the adoption of more modern values that is further increasing the rate of migration. The respondents are worried about a loss of

the community's ethnic identity and cultural values as a result of these external influences as traditional knowledge comes to be dominated by the modern way of life. As a result, the traditional culture and lifestyle are becoming commoditised and geared towards tourists and a new generation, leading to a loss of the original meanings among local people.

As such, the respondents hope that the preservation of the village will help the community discover the value of their culture, enhance their pride in their culture and, in the process, retain their ethnic identity (see Section 4.1.10). However, their attempt to play the role of guardian of shared memories and as a transmitter of their cultural knowledge to the younger generation has been met with varying degrees of success (Xie, 2004; Byrne, 2014). However, if this process of cultural commercialisation and commodification continues over a long period of time, it is possible that the authenticity of the culture will be eroded, with the added possibility of it ultimately becoming extinct. Hence, this study suggests that, in order to retain the tourists' interest, the government should adequately plan cultural activities that involve the young generations, at the same time as taking note of the perspectives of the tourist and host gazes. Doing so could result in the preservation of intangible cultural skills and restrict or prevent any potential loss of identity and cultural authenticity. This type of action could also contribute to the sustainability of cultural tourism for future generations.

#### 5.4.4 Evolution of the conceptual framework

To recap, the original framework (Figure 55), developed at the end of the initial literature review, was brought into the study as a basis for the research design and to guide the data collection (see Chapter 2, Section 10). This section refers to the original version of the conceptual framework, as shown in Figure 55:



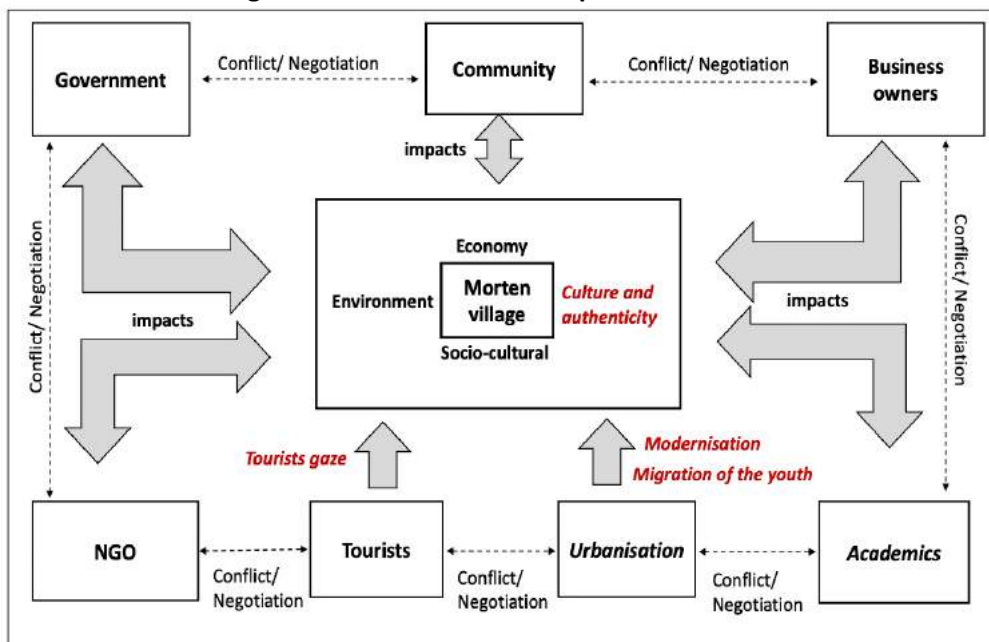
Source: Researcher, 2019

The conceptual framework began to evolve after the fieldwork had been completed, at which point it became apparent to the researcher that some additional components were emerging from the findings. These additional components, named as the tourist gaze on the authenticity value of cultural products, needed to be incorporated into the current conceptual framework in order to provide a more meaningful understanding of the stakeholders' perceptions within the study context, i.e. in Morten village, Malaysia. The study thus returns to the literature review chapter to highlight the importance of adding the tourists' gaze, culture and authenticity, and urbanisation impacts i.e. modernisation and migration of the youth, only limited mention of which was found in the current body of literature concerning CBT and CHT (see Section 2.6).

This is where the researcher made a comparison between the original conceptual framework and what else it needed to include so as to visualise STD as derived from the

finding of the current study. The impacts highlighted in the existing literature which appeared on the conceptual framework bring the guide for detail assessment of Morten village. It is found that the conceptual framework is lacking. This is due to the fact that the existing literature comprises in the framework failed to bring out the threat to the sustainability. Thus, a new question comes out what about all the threats to sustainability? From that, this study makes a case that potential threats of the sustainability need to be considered, along with the other perceived impacts, based on an in-depth understanding, so that efforts to achieve STD can be maximised. These components (tourists' gaze, culture and authenticity, urbanisation impacts) were therefore added to the conceptual framework and are displayed in *italic (bold)* in the following Figure 56 to differentiate the new findings from the original version. The evolved version of the conceptual framework thus reflects all of the key findings from this study. Figure 56 illustrates the newly identified impacts that emerged from the findings, as discussed in earlier sections.

**Figure 56: The evolved conceptual framework**



\*\* new elements (*italic and bold*) added into the framework; 1) culture and authenticity, 2) migration of the youth, 3) modernisation and 4) tourists gaze

Taken as illustrated by the study, however, the evolution of this framework is only provisional and is not intended to be fixed. Instead, further exploration of the impacts is required in order to identify exactly how they affect, if at all, the destination and stakeholders involved. Hence, this study recommends that future research should seek to conduct a longitudinal in-depth study in order to further understand the concept, as well as to investigate the extent of the impacts on the attitudes of the community and the destination.

## **5.5 Summary of the chapter**

Within the literature, it is noted that an increase in tourist numbers and demands helps to create jobs and business opportunities, increases tax revenues and encourages entrepreneurial activities related to services. In other words, tourism has the ability to improve the image of a destination once it has become a tourist attraction. These impacts are similarly found in this study, the respondents affirmed that CBT had brought significant economic impacts to the area, which benefited the community and others within close proximity. Firstly, the stakeholders across all of the groups perceived that CBT had led to the creation of more job opportunities for the community and others located in the proximity of Morten village. This was especially true for the locals, with everyone being able to find a tourism-related job. For the community in Morten village, even though CBT through the homestay programme is not open to everyone, a lot of them were still able to find jobs, such as opening a restaurant or food shop, or offering services such as laundry and transportation. However, the community also pointed out that such jobs would typically be small and temporary in nature, with virtually no scope for applying for higher-level jobs in a tourism company or the authority since most of them lacked the necessary higher qualifications or appropriate experience. Indeed, this result is consistent with the previous finding derived from the community sections, where most jobs for locals were reported as being seasonal, with low status and low wages.

The study suggests that 'tourism displays an ability to create a richness gap' between the community and other stakeholders in the industry. It was not surprising to learn, then,

that external investors or outsiders (foreign workers or companies) have much greater opportunities than the locals to become involved in the tourism business. In fact, this became much more prevalent following the inscription of Melaka as a WHS. For instance, more than thirty restaurants operate in the central attractions area, while Morten village has only six restaurants. Even the elderly residents living in the central area are able to find a job to feed themselves, while those in Morten village have to rely on their children and government support. This situation thus illustrates an imbalance in the tourism development that has taken place, which has the potential to create an income gap and could easily give rise to conflict among the stakeholder groups or between locals.

It would appear from the data that Morten village is likely to depend heavily on tourism in the future. As Robinson (1999, p. 16) stated, such high dependency can generate its own internal conflicts when *“political, economic, environmental and cultural dimensions are often tightly fused together”*. Long et al., (1990) investigated 28 communities in rural Colorado and found that the local residents’ perceptions of negative tourism impacts increased with a high dependency on tourism. Thus, unbalanced competition should not be ignored as it could lead to more significant impacts and to the community potentially deciding to not participate in tourism activities or even in the industry at all. The community is the critical element, especially in cultural tourism and CBT. It is envisaged that an active collaboration and partnership among stakeholders is needed with respect to planning and managing the destination. The study implies that, in order to build a sustainable CBT village, the government needs to consciously plan for the future and consider all potential threats. If a more sustainable and harmonious tourism result is to be achieved, especially when it involves a community and protected destination such as Morten village, it is vital to ensure a more equitable distribution of income and active CBT development planning in order to secure the support of the locals.

Secondly, with respect to social and cultural impacts, the results illustrate that the stakeholders are aware of the impacts: ‘changes in residents’ traditional life’, ‘the relation between host and guests’, ‘cultural benefits’ and ‘culture exchange’, thus confirming the findings in the previous socio-cultural literature. For example, the community is able to see many interesting outside people, learn new things and even develop friendships resulting

from their cultural exchange with the tourists. Additionally, a recurring theme to have emerged from this study concerned the help to improve local facilities and improve the performance of tourism at the destination. The study has also added more recent information and stakeholder responses compared to previous socio-cultural impact studies. However, the study also recognises that changes have taken place in the community's attitudes, such as in the community becoming more commercially minded as a result of business competition. The previously harmonious relationships among neighbours were not found, residents had become more selfish and relationships had grown colder. For instance, the rising unfair distribution of income has led to relationships between residents in the village becoming colder than in previous years; however, it is interesting to note that despite being competitive, the members of the community continue to display good relations between one another. Thirdly, to address the research question of how tourism impacts the village environmentally, the stakeholders were asked to indicate their perceptions of the environmental impact. The result clearly showed that most of the respondents agreed with the view that their living environment was now much better than it had been in the years before tourism development. It also seemed that the stakeholders were more likely to perceive these impacts positively while providing little in the way of information on negative environmental impacts. It was interesting to note how the stakeholder groups failed to mention the potential negative impacts and how the benefits outweigh the costs. Additionally, the stakeholders displayed a strong cultural attachment to the destination, which in turn increased their cultural and environmental awareness.

Unlike other tourism impact studies, this study also identified a fourth type of impact in the context of CBT within a protected destination, that of cultural and authenticity impacts. The respondents believed that the existence of the cultural village enabled them to advance their cultural pride and identity to their community members in particular and to society in general. Through shared knowledge they are able to create cultural awareness among the general public about their respective cultural heritage. However, this study identified a potential threat to the authenticity values of the product offered and the economic future of the village. This is due to the fact that Morten village relies heavily on its status and cultural products, in addition to the fact that its sustainability depends on the development of a mechanism for passing knowledge down from one generation to the next. It is possible that

the extensive practising of traditions and customs within the daily life of the community will help to resolve this issue. However, the issues of modernisation and urbanisation are further contributing to the vulnerability of the cultural existence or even threatening its very survival. Hence, this study suggests that future research is needed to really understand the factors and identify possible ways of mitigating the impacts of the issues. In doing so, it may be possible to preserve the area's intangible cultural skills and prevent any potential loss of identity and cultural authenticity in the future.



## **CHAPTER 6**

### **Conclusion**

This final chapter will begin with a summary of the research objectives and a discussion of the key results in relation to previous literature. This is followed by the implications of the study. The limitations of the study and recommendations for future research will then be presented.

#### **6.0 Summarising the key findings in response to the research objectives**

Research objective one (RO1) was to identify and evaluate the key stakeholders and their roles with respect to CBT in Morten village. This objective responds to the suggestion made by Tosun (2000) and Armstrong (2012) that future research should focus on the differences in opinions and concerns that exist between multiple groups of stakeholders. Moreover, Yuksel et al., (1999) highlighted how one of the main issues with tourism concerns the conflict that arises within the community's internal structures and between multiple stakeholders that may influence the performance of tourism at the destination. Unlike in other tourism studies, the perspectives of Malaysian academics have been included in this study to add balance to the findings as well as to support the findings obtained from the other stakeholder groups. Hence, the provision of a broad understanding of the roles of the various stakeholders is fundamental to the success and sustainability of CBT. Therefore, this study has brought forward the Malaysian context in order to provide an in-depth understanding of the roles of the multiple stakeholder groups involved in CBT.

Research objective two (RO2) was to analyse the stakeholders' perceptions regarding the economic, environmental and socio-cultural impacts of CBT in Morten village. This research objective was informed by previous studies of tourism impacts such as Ryan and Gu

(2009) and Tasci et al., (2013). These scholars highlighted the need to take into account the unique characteristics of the destination. This was further supported by McIntyre (1993) and Tasci et al. (2013), who recognised that not all stakeholders and tourist destinations share the same features. Therefore, this study has focused on the Malaysian context to provide an in-depth and rich understanding of the impacts based on the perceptions of multiple stakeholder groups in a unique and protected destination.

Moving on to research objective three (RO3), it led to the creation of a CBT framework that informs both academic literature and the current practice of tourism professionals working in CBT, as in the case of Morten village, Malaysia. This study initially adapted a framework by Hardy (2005) which identified the components of CBT, including the different types of stakeholder groups, the tourism impacts and the relations between the different stakeholders. The relevance of adapting this framework is due to the fact that effective networking between the stakeholders was displayed in the case of Morten village, which was reflected in RO1. As such, Morten village has a greater likelihood of being able to embrace this framework for CBT development as there is greater cohesion between the stakeholders. Furthermore, the framework served as a guide towards exploring the impacts that this study sought to investigate. Thus, the framework was an attempt to guide the outcome of this study pertaining to the issues mentioned earlier in RO1 and RO2.

In order to achieve all of the established research objectives as informed by the existing literature, this thesis employed an ethnographic research method to explore the stakeholders' perception of economic, environmental, socio-cultural as well as urbanisation impacts in Morten village. A total of five key stakeholder groups were identified: government officials, community, NGO representatives, business owners and tourists. Academics were also included as a sixth stakeholder group for the purpose of providing expert views concerning the impacts and to support the perceptions of the other stakeholders within the subject area. This study then employed multiple methods of data collection in order to obtain rich data. These were in the form of semi-structured interviews, participation observation, field notes, photography and secondary documents. Analysis of the data involved both thematic and content analyses, from which key themes emerged that informed the research outcomes.

The findings were presented in four themes in response to RO2: 1) Economic impacts perceived by the stakeholder groups; 2) Environmental impacts perceived by the stakeholder groups; 3) Socio-cultural impacts perceived by the stakeholder groups, and 4) Cultural and authenticity values impacts. This study found that the three impacts highlighted in the conceptual framework can be identified from the data, namely themes one, two and three. For RO1, the roles of the different stakeholder groups were described in Chapter 4 (Findings chapter – Sections 4.0, 4.3, 4.6, 4.9,4.12 and 4.15), and these provide the background to the groups' involvement concerning the management and development of CBT. Hence, the elements from the findings are added as a new component to the CBT framework of impacts through the inclusion of cultural and authenticity values impacts and urbanisation impacts i.e. modernisation and migration of the youth which can be attributed to the sustainability of tourism in Malaysia or other CBT destination.

## **6.1 Relationship with previous literature**

The key findings derived from this study were identified as the impacts of CBT development from the perspectives of multiple stakeholder groups in Morten village, Melaka. The three types of impacts examined, i.e. economic, environmental and socio-cultural, were guided by the framework adapted from Hardy (2005) prior to the data gathering stage. However, in this section, all impacts supported by the findings are discussed with relevant key scholars in the field of tourism to highlight its similarities and differences with this study. By doing so, this study then emphasizes on its original contribution to the body of knowledge.

## **1) Economic impacts:**

Generally, the development of CBT in Morten village has provided business and job opportunities as well as extended the entrepreneurial capabilities of the local people, through which they have been able to increase their household incomes and benefit from improved living standards. This study established the ability of tourism to generate job and business opportunities, increase investment and increase incomes in the destination once it had become a tourist destination, thereby confirming the previous studies by Sirakaya et al., (2002), Tosun (2002) and Kayat (2016). The findings of this study somewhat contradict those of Tsundoda and Mendlinger (2009), who found that tourism might not be perceived as a significant creator of jobs because of limited products and business opportunities.

Yet, according to the NGO representatives, academics and business owners, noticed that there is a form of labour competition between the local community and foreigners (i.e. business investors and workers). Here, the chances of economic growth among the locals based on job and business opportunities were interrupted by the presence of foreigners. In our particular case, a majority of the stakeholder groups (e.g. community, business owners, NGO, academics) failed to agree with the notion that CBT created many jobs for the community. Moreover, this finding revealed the perspective brought by the experts (i.e. the academics) that tourism activities create a 'richness gap' as mentioned in Chapter 5, whereby someone would be able to obtain an income if they were in possession of the necessary extended entrepreneurial and job skills compared to those who did not have the skills required in the industry. To conclude, this study brings to the surface that CBT does not necessarily lead to the economic enhancement of the community as a whole. As such, this issue should not be ignored as it could lead to more significant impacts whereby the community may choose not to participate in any form of tourism activities or the industry as a whole.

## **2) Environmental impacts**

As the Morten village is gazetted as one of WHS, it has displayed a modern, yet culturally attached residential area that had undergone a series of infrastructural enhancements to visualise this area with good scenery attraction for the tourists' destination and enable it to serve as a tourist destination as well as to provide better living conditions. The study revealed that the stakeholders perceived that the CBT development had generated spin-off effects for the destination, where improvements to the facilities, landscape and public amenities were the main perceived environmental impacts. This affirmed the findings from previous literature that tourism contributes to increased recreational and general facilities, along with enhancing the image (Huttasin, 2008; Kuvan and Akan, 2005; Lee et al., 2007; Jaafar et al., 2017; Long, 2014).

In this study, the environmental impacts concern not only the development and improvement of infrastructure but also the impacts on the preservation and conservation of cultural products (tangible and intangible) in the area. Moreover, the study revealed that tourism development through CBT played a significant role in preserving and promoting both the tangible (e.g. architecture of the houses, antiques, Malays' old clothes) and intangible products (e.g. Malay customs, dialect, local delicacies) at the destination. This finding is similar to that of Mason (2008), who asserted the relevance of environmental impacts to the preservation of historic/cultural sites. However, this study recognised the potential threat to the protected area from modernisation and urbanisation, both of which are damaging the landscape and eroding the authenticity of the area as a cultural village (section 5.1.5). In this regard, modernisation and urbanisation may affect the sustainability and relevance of Morten village as a WHS. In this sense, this study offers a glimpse where modern infrastructural developments within the WHS as in the case of Morten village could defeated the authentic cultural landscape of this site served as the tourists' destination.

### 3) Socio-cultural impacts

With respect to socio-cultural impacts, all of the stakeholders perceived such impacts of CBT, as discussed in Chapter 5, Section 5.2 and as evidenced in Chapter 4. These impacts were: changes in residents' traditional life; the relations between host and guests; cultural benefits, and cultural exchange. These findings confirmed the socio-cultural impacts previously identified in the tourism impact literature and discussed in Chapter 2, Section 2.2.3. Further, this study provides evidence that the length of residency had a significant influence on the community as a result of their strong perceptions of the impacts concerning their traditional values and culture, and this contradicts the previous finding by Allan et al., (2011) relating to tourism in a mass tourism destination. This study does acknowledge there is a change in community attitudes and behaviour in which they had become competitive and money oriented. However, it is interesting to note that despite having adapted to the economic changes and some more modern habits as well as preferences stemming from the urbanisation process (e.g. the way of dressing and food choices), members of the community continue to maintain good relations between one another due to the fact that the community retains its traditional Malay values, which encourage good deeds. As such, this case provides evident that being competitive does not override the cultural values held by the community. Following the principles of sustainability mentioned in Chapter 2, Section 2.1.1, CBT promotes the socio-cultural authenticity of the host community, preserves their cultural heritage and traditional values, and enhances intercultural understanding in similar to other studies such as (Dredge and Jamal, 2013; Goodwin, 2011; Springett and Redcliff, 2015; Stoddard et al., 2012).

Another key point to have emerged from the data was that CBT development has played a significant role in preserving and promoting the local traditional culture. As such, CBT has functioned to disseminate cultural understanding and customs to tourists from other places. This finding supports the earlier study by Collier (2003) and provides evidence that tourism can revive local customs and traditions. Moreover, the results indicate that CBT has significantly increased awareness within the community of protecting and preserving the culture in terms of both tangible and intangible products. Further, in similar to the studies of Tovar and Lockwood (2008) and Pham (2015), this finding reveals that CBT presents

opportunities for cultural learning and exchange as a way of preserving the culture and thus of sharing it with the global community and for the benefit of future generations.

#### **4) Cultural and authenticity values impact**

Following the impacts in the earlier sections, this study has shed light on the impacts of CBT through the discovery of cultural and authenticity impacts as derived from the Malaysian context. The study identified a tendency for Morten village to be overrated due to a heavy reliance on its title and cultural products. This study revealed that, from the tourists' gaze, their experience in Morten village was not as authentic as the one they had expected to find. This situation can occur when the stakeholders (e.g. government, community, business owners) are more concerned with the number of tourist arrivals, attempts to prolong their stay and, at the same time, aiming to please them.

As a result, cultural expression may lose its meaning when the presentation of attractions tends to be focused more on the market requirements and preferences. In considering the existing literature, authenticity is seen not only as the study of tourists' motivations for travelling but also has a significant impact on the perceived image and sense of place of a destination (Kolar and Zabkar, 2010; Engeset and Elvekrok, 2015; Ramkissoon, 2015; Ram et al., 2016). This is why the study recognised this gaze as a threat to the sustainability of CBT that has arisen due to the effects of modernisation and urbanisation; hence, it jeopardises the cultural and authentic values of the village as a cultural destination, in addition to the existence or survival of the intangible cultural products. This potential threat was mentioned in Sections 5.1.5, 5.2.4 and 5.4.3 based on the evidence presented in Chapter 4, Section 4.12. Thus, the stakeholders need to emphasise the cultural and authenticity values in respect of the tourists' gaze which they are the customers that should not be taken into granted.

## 5) Highlights of the study: threats to the sustainability of the village as a cultural authentic and World Heritage Site

This study acknowledged that the idea of authenticity is a challenging concept as it relied heavily on the interest and values held by an individual over the authenticity values of products as well as on experience. In reality, the authentic experiences were staged as a means of attracting tourists to Malaysia and satisfying their interest. The finding of this study revealed **very little evidence of a truly authentic traditional way of life** which could be a threat to the sustainability of the area as a WHS. The evident were manifested in tourists experience derived from the gaze; 1) there are not many cultural activities; (2) the community possessed an inadequate knowledge of tourism and were not willing to personally communicate with tourists, and (3) there was a lack of explanation to introduce the heritage or culture to tourists. These gazes should be considered a threat to CBT as well as to sustainability as it failed to produce authentic experiences. Hence, these factors could affect the future of the village as an authentic cultural destination.

Next, the study also highlighted **the issue of commodification of tangible and intangible products** where the culture gets transformed and reconstructed into a completely different entity, following the demand of the tourists such as food. This situation has significantly shown a sign that the authenticity of the products has been compromised for their economic gain resulted in more residents relying on tourist-based businesses as their source of income. Hence, a paradox has emerged in the balance between tourism and the authenticity that would enable individuals to enrich themselves at the expense of the heritage. Further, the study considered **the migration of the youth** as a threat to sustainability. In reality, the youth or any individuals are vulnerable to events, i.e. modernisation and urbanisation taking place around them over which they have no control.

Additionally, this study also included an **unbalanced structure job structure** where work in tourism is regarded as a satisfactory job but not an aspirational one. The findings provide evidence over the reason for the migration which could become a threat to the village social structure as well as to the CBT. Moreover, the imbalance of competition in the local market due to the ability of the more substantial investor to control over the market killing



small businesses such as homestays. Over the long run, the local market will be turning into a capitalist market where outsiders investors took over the locals in the industry. As such, the sustainability of the destination and the community are both at risks of exposure to, or are at least susceptible to, the possibility of harm, either physically or emotionally, due to these potential threats.

Also, this study had discovered and provide insights into area where urbanisation impacts i.e. migration of the youth, modern architecture, changes in individual preference and values clearly visible. This implied that urbanisation through modernisation and migration of the youth has hypothetically threaten the authenticity and increase the vulnerabilities of CBT. Further these changes have altered the community perceptions towards culture as well as decrease youth participation and involvement causing the loss of important CBT in the world. Hence, there is a need to develop systematic assessment and an identification of the impacts for adequate consideration of the gap between CH and urbanisation (Bond et al., 2004; Nijkamp and Riganti, 2008; Bandarin and Van, 2012) especially in the context of this research where the research site is located within the World Heritage Site (WHS).

### **6.1.1 Summary of the section**

This study concluded that CBT has boosted the entrepreneurial capabilities and provide job opportunities which at the same time increase family revenue and improves quality of life. These impacts provide evident that tourism has indeed had generated more in the way of benefits to the area. However, the synthesis of these findings perhaps brings out issues over interest for monetary gain which defeated the purpose of showing this village as one of the authentic cultural destination as well as a WHS. Added to this, modernisation of infrastructures and lifestyle adaptations further defeat the purpose of showing this village as an authentic cultural destination. Looking over the long run, outsiders will take over the tourism activities which will further diminish the authenticity of this village.

To sum up, as this study is intended to focus on the sustainability of CBT, clearly from all the assessment, government and community miss the agenda of preserving the authentic

cultural values for the time being and perhaps over the long run if a measure is not taken to correct the agenda. In contrast, the business owners especially the outside investors will mostly enjoy their high income from tourism. Hence, this study implies that in order to build a sustainable CBT village, the government needs to consciously plan for the future and consider all potential threats concerning the sustainability of this area as WHS and a tourist's attraction in the future. Subsequently, based on these impacts and identification of threats towards sustainability, the strength of this study is its in-depth empirical investigation from the perspectives of multiple stakeholders who are directly involved in and have experienced for themselves the impacts of CBT. The strength in particular of involving the perspectives of multiple stakeholders, contribute to the originality of this study in comparison from the existing literature with the ability of the study to argued with the existing conceptual framework that failed to highlight the threats of sustainability. Hence, the study had fulfilled the gap in the existing knowledge of CBT and sustainability.

## **6.2 Implications of the study**

This study contributes to the understanding of CBT in respect of four types of impacts, namely economic, environmental, socio-cultural and cultural authenticity values, all of which are interwoven with regard to the sustainability of CBT as practised at the WHS of Morten village, Melaka. This study proposed extending the conceptual framework adapted from Hardy (2005) by incorporating into the framework both the fourth impact i.e., cultural authenticity values and the academics as an additional stakeholder group. Hence, this study brings to the body of knowledge the impacts of CBT based on its current state, in terms of the interrelations of all of the stakeholders' perceptions, while the findings come from an under-researched area, particularly in the Malaysian context.

These findings therefore point to the need for the Malaysian government to pay attention to the potential threat of losing the authenticity values from the tourists' gaze. The study implies that the government needs to cautiously plan for the future and consider all potential threats. The implication of this potential threat is a loss of the destination's

relevance as a WHS. Furthermore, this study brings only a provisional framework on the current stage of CBT, wherein the four impacts are open to improvement and future exploration in a different context.

### **6.3 Limitations of the study**

From a broader perspective, there is a lack of theory and no extensive body of knowledge regarding the impacts of CBT on developing tourist attractions or as a mechanism for practising sustainable management in developing countries. Further, taking qualitative research does not provide the theoretical explanation of causal and effect (Veal, 2011) which limit the understanding of the impacts in predicting sustainability overtime. Moreover, generalisation of finding is only limited because of the nature of qualitative research in this study only consider one study area, which is Morten village.

The scarce of research concerning the cultural and authenticity owing to the paucity of research in this field at an academic level, in addition to the fact that no extensive research has been undertaken on the impacts of CBT in a WHS context. As stated early in Chapter 1, this type of research is relatively scarce in the Malaysian context. As such, the researcher's bias cannot be removed as she has come to the study site with the preconception ideas derived from the theoretical reading before, she really embarks and explore the study area which is Morten village. The researcher also identified deficiencies in the data when collecting economic data on Morten village from the government and committee sources. Since the committees have been changed six times during the past ten years, much of the data obtained by the previous committees were found to be missing due to inadequate storage. Therefore, the author encountered various challenges when seeking to gather more comprehensive information.

Another major limitation of the study concerned the time available because the researcher had a maximum of six months to complete the fieldwork. A further limitation arose when conducting the fieldwork due to the significant financial outlay incurred to cover return

flights to Malaysia, in addition to accommodation, local transport, food and administration costs. Had there been less of a constraint on financial resources, the research could have been improved over a longer period of time, notably to expand the parameters of the case study sampling to include community groups from beyond the boundary of the WHS area.

#### **6.4 Recommendation for future research**

The findings of this study may potentially stimulate future research in this area. The researcher would therefore recommend the following:

**I. A refinement of the methodology and instruments to further investigate the impacts, particularly the cultural and authenticity values impact**

Ethnography is a scientific and powerful research approach for the discovery of social and cultural phenomena in the tourism field. This thesis has been the researcher's first attempt at conducting an ethnographic study and has helped the author to learn more about the approach. However, in future research, it is suggested that researchers use a longitudinal approach to further investigate the impacts of the cultural and authenticity values of the products from the perspectives of tourists and the community. It is also recommended that any future researcher aims to live at the destination for a longer period of time in order to gather more in-depth data that would enable a better comparison between the community and tourist perspectives.

**II. A comparative study of similar or different heritage settings**

As this study included only an Asian cultural perspective, or precisely, a Malay perspective, it is recommended that future research examines the tourists' gaze at a different WHS, such as in India or other developing countries who depends on tourism as their economic profit. These different characters could

result a different impact compared to Malaysia. As such, there is a need to explore the impacts particularly the cultural and authenticity values and measure threats of sustainability on the tourists' motivation to travel.

### **III. Replication of this study in other WHS in Malaysia**

Reflecting the fact that this case is an under-researched area of study, especially with regard to CBT within a WHS, it is suggested that a future study seeks to replicate this research at a different WHS in Malaysia, such as Georgetown, Penang, following the new framework that has been proposed. It is suggested that any new study focus on investigating the threat at the destination which is vital for the sustainability and survival of the destination as WHS.

## **6.5 Recommendation for practical applications**

The findings of this study may potentially inspire a new idea for practical application in the cultural and heritage development, planning and management. The researcher would therefore recommend the following:

### **I. Stakeholders' involvement through collaborative strategy**

Admittedly, applying the concept of CBT for sustainable cultural heritage tourism (SCHT) to the real-world can be particularly complex and challenging given the presence of diverse stakeholder groups, their conflicting interests and crystallised power relations that draw from a long-standing tradition of top-down management. Seeing this there is a need to change the way the stakeholders interact and communicate to ensure sustainable development and planning can be executed especially when it involves community and cultural destination. This might be achieved through collaborative strategy

where planning needs to be treated as a collaborative process to recognise stakeholders' collective interests and guide development towards consensual sustainable directions.

Still, a collaborative strategy needs to take into consideration the oxymoron of identity values attached to intangible heritage, i.e. the paradox where high appreciation for intangible heritage demotivates participation directly but promotes it indirectly by increasing community attachment and appreciation of communal values to encourage economic values. In this light, if community heritage is to be employed by tourism, involved parties will need to negotiate the criteria and standards of development through public discussion and participatory. Further, findings of this study rightly point out that in order to rebuild relationships between community and the government means both groups need to work both sides of the equation. For this reason, the thesis highly recommends the stakeholders especially the government to adopt the collaborative strategy as gradual transformative process that concerns both policy and the broader societal context of destinations which encourage sustainability.

## **II. Bridging the authorities and the locals towards cultural and heritage planning**

In this study, the perspectives for engaging with culture planning differ between experts i.e. the government and non-expert publics i.e. NGO resulted an unbalance planning concerning the development of tourism. The findings imply that cultural and heritage interpretations need to depart from 'object-centric' authorised discourses and become more 'people-oriented' by guarantying the heritage status to destination, and practices that are invested with communal meanings. Meaning that the scope of culture and heritage management needs to be broadened meaningfully in formal policy and practice to embrace and promote social interactions with monuments and

uses that move beyond the 'study' and 'admiration' of pieces of high art and culture. Hence, the study suggested that the policy makers as well as the stakeholders need to be educated and trained to make STD and SCHAT more feasible, with an emphasis on the importance of the cultural and authenticity values of the products which at the same time be able to gain economic value from it. Thus, to become truly inclusive and meaningful cultural and heritage tourism, the stakeholders' especially the policy makers to embrace both the dominant and 'ordinary' cultural elements of the past so that it can make heritage action relevant to more stakeholders.

### **III. Instilling interest and values towards culture and heritage through education**

To pass on a rich culture and heritage as well as vibrant society to future generations, we need to solve the challenge which identified in this study such as commodification of culture while also ensuring economic growth. As demonstrated empirically, top-down transferring of culture and heritage values may not sustain their relevance throughout local community due to changes in individual perspectives and lifestyle as well as changing in tourists' preferences. Major negative effects identified in the findings are it reduces authenticity of cultures and destroys local identity and cultural values which leads to a standardisation of culture. Hence, efforts to encourage and create awareness of culture and heritage are needed to ensure the continuation for future generation. This suggests that the stakeholders and especially the community and government should focus on involving the youth to increase their interest and appreciation towards culture and heritage. For this reason, this study recommends that STD education should be incorporated into education as early as the preliminary schools, follow by the curricula of hospitality, tourism and related courses in colleges and universities to resolve the issue of resources sustainability. This infers that an early exposure can help to instil interest and values which indirectly help to sustain the culture and heritage values in the future.

A new method to transfer knowledge from experts (old generation with cultural and heritage knowledge) to non-experts (i.e. the youth) needs to be developed to ensure STD and continuation of the culture and heritage. Further, an educational institute are encouraged to play an active role in publishing case studies related to CHT and SCHAT for other CBT destination and communities to follow, as well as playing a straightforward, proactive and dynamic educational role. As such, STD could be achieved in the future.

#### **IV. New initiatives for community-based tourism (CBT) to achieve sustainable cultural and heritage tourism (SCHAT)**

The findings of this study had provided evident to confirmed that there is a low number of youth involvement in the homestay programme as well as cultural activities in the area as well as increase in the numbers of foreign immigrants. This phenomenon infers that there is a need for the government as well as the community to make an effort of involving youth in CBT and CHT. Admittedly, the youth participation in CBT i.e. homestay programme is highly sought as to ensure the development of the program is continuous. Meaning that when a host homestay has no heir, then it will affect the continuity of the homestay and the homestay will cause the closing.

Eventually, there is no credible successor to continue the struggle to advance in the development of the homestay program. Therefore, it is pointless without any continuity in the future. Thus, efforts should be made by the responsible authorities namely the government to support and empowering the youth so that they can show their openness to improve the economy and reduce migration to another city. This can be achieved through the introduction of government scheme i.e. financial assistant for new beginners such as the youth. This study also recommend that the government should provide skills programmes and workshops to strengthen youth skills to make use of an effective marketing technique, and marketing to operate a tourism



business i.e. homestay to its success and enable them to better compete with outsiders for work. As such, the continuation of CBT as a part of CHT can be sustain.

## **6.6 Chapter summary**

To summaries, this study makes a novel contribution by identifying the cultural and authenticity values impacts of the cultural and heritage products with evidence in the form of the perceptions of the multiple stakeholders involved in the WHS in Malaysia. The proposed framework for CBT in this study, as derived from the empirical evidence in a Malaysian and WHS context, increases the confidence in the originality of this study. In this case, this study fills a gap in the knowledge where there is a paucity of literature comparing the perceptions of the impacts of CBT brought by multiple groups of stakeholders in the context of a single destination such as a WHS. Further, this study contributes to the use of an ethnographic approach in the field of tourism as, to date, much of the tourism research has been predominantly quantitatively oriented. As a result, the study comprises practical ethnographic research that has aimed to fill such a gap and contribute the rich and in-depth data acquired.

Moreover, this research contributes to providing a better understanding of the stakeholders' perspectives in the CBT field, especially in a WHS destination. Hence, this study is significant and fills the gap in the knowledge of tourism studies. Last but not least, it is hoped that the viewpoints of the CBT impacts presented, especially for the cultural and authenticity values impacts, might encourage other scholars to attempt to fill other gaps in the understanding of such effects in the context of their own academic interest.

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## **Appendices**



## Appendix A: Sampling strategy used in this study

**Appendix A: Sampling strategy of the research**

Sample size	Roles of the participants	Type of participants	Participants unique identity	Data collection methods
1	Government agency officer	Department of Museum Melaka (PERZIM)	GV1	Formal and in-depth face to face interview (recorded using voice recorder)
1	Federal officer	Ministry of Tourism and Culture department of tourism (MOTAC)	GV 2	Formal and in-depth face to face interview (recorded using voice recorder)
1	State agency officer	Melaka state tourism department (MTA)	GV 3	Formal and in-depth face to face interview (recorded using voice recorder)
1	Private accomodations	The Royal Siak Heritage Hotel Hotel Johan	BO 1	Formal and in-depth face to face interview (recorded using voice recorder)
1	Private hotel manager		BO 2	Formal and in-depth face to face interview (recorded using voice recorder)
3	Residents	Community of Morten village	CR 1-14	Informal interviews (fieldwork notebook)
1	Tok penghulu			Formal and in-depth face to face interview (recorded using voice recorder)
10	The homestay operators			Formal and in-depth face to face interview (recorded using voice recorder)
10	Tourists	International and local tourists	TR 1-10	Informal interviews (fieldwork notebook)
1	The director of a non-government organisation	Friends of Museum (local tour guide)	NGO	Formal and in-depth face to face interview (recorded using voice recorder)
1	Local tourist guide		NGO	Formal and in-depth face to face interview (recorded using voice recorder)
2	Academicians	Senior lecturers	AC 1- AC 2	Informal interviews (fieldwork notebook)
<b>Total</b>			<b>32 participants</b>	

## Appendix B: Sample of the consent form

### Appendix B

#### GENERIC PARTICIPANT CONSENT FORM

**Project title:** Critical Analysis of Stakeholders' Perceptions of Community-based Tourism Impacts in a World Heritage Site (WHS): A case study of Morten village, Melaka

**Researcher:** ZERAFINAS ABU HASSAN (N0609155)

**Supervisor's name:** DR RACHEL WELTON and DR ANGELA VICKERSTAFF

**Please read and confirm your consent by initialling the boxes and signing this form.**

1. I confirm that I have read the information sheet for the above study and have been given the opportunity to ask questions.
2. I understand that my participation is voluntary and that I am free to withdraw within two weeks after the date of the interview without giving any reason.
3. I understand that the data collected will be used primarily for a PhD thesis, and will also be used for journal publication.
4. I agree to the interview being audio recorded.
5. I understand and agree to take part in the above study.

\_\_\_\_\_  
**Name of Respondent**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Name of Researcher**

\_\_\_\_\_  
**Date**

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## Appendix C: Interview guide

### Appendix C

#### INTERVIEW GUIDE

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To fulfil this study, there are three main parts that need to be address in developing the conceptual framework for key success factors and barriers of community based tourism perceived by the stakeholders.

This interview guideline contains four main topics. There are:

#### **A: THE RESPONDENT BACKGROUND**

#### **B: UNDERSTANDING THE STAKEHOLDERS INVOLVEMENT AND CONTRIBUTIONS**

#### **C: PERCEPTIONS OF CBT IMPACTS**

#### **D: SUGGESTIONS/OPINIONS/VIEWS**

Respondents are free to express any opinion that is considered necessary and relevant. The involvement of respondents in this study is highly appreciated.

---

#### **A: THE RESPONDENT BACKGROUND**

1. Can you please explain and elaborate your job position and job description in your organisation?

#### **B: UNDERSTANDING THE STAKEHOLDERS INVOLVEMENT AND CONTRIBUTIONS**

1. Can you please explain and elaborate your current involvement in cbt?
2. How do you communicate and collaborate with each other in determining or making efforts towards the success of community-based tourism project?

#### **C: EXPLORING THE IMPACTS**

1. What do you perceived the impacts of CBT?
2. How their presence may give impact on the success of CBT?

#### **D: SUGGESTIONS/OPINIONS/VIEWS**

Thank you for your time and cooperation. For any clarification and queries regarding this study, you can contact the researcher or the supervisor of the researcher.

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## Appendix D: Sample of interview transcript after translation

1 This interview of Hj Rahim was recorded in her homestay. Hj Rahim is the chairman for the Morten village  
2 homestay committee and a homestay operator.

3

4 **Interviewer:** Tell me about your personal and family history in Morten village? How long have you or your  
5 family been living Morten village?

6

7 **Interviewee:** My name is Tuan Hj Rahim. I was born and raised in this house. Both of my parents and  
8 grandparents were also born and raised in this area. And I would assume their parents and I would imagine  
9 most of them worked on the water or farmed.

10

11 **Interviewer:** What is your role as the chairman of Morten village homestay committee?

12

13 **Interviewee:** I am responsible in overseeing, managing, coordinating the homestays activities. I also the  
14 Morten village spokesperson in any organisational meeting with state government and other stakeholders in  
15 the industry. In this village we have the village headman and a few other committee such as JKK, lembaga  
16 kampung, cawangan UMNO (political parties).

17

18 **Interviewer:** What is about Morten village that to you makes it unique or different from other places in Melaka  
19 or Malaysia?

20

21 **Interviewee:** This village is unique and different compared to other places; its historical values, traditional  
22 architecture landscape and location. The Morten village is located in UNESCO site which slightly out of the  
23 buffer zone (the historical centre). It has survived three colonial period and the landscape is pretty much the  
24 same as before such as the Traditional features of the houses. It is the only village that is exist in the middle of  
25 developed city and still maintained its traditional way of life. The people makes it more unique and special  
26 because most of them are belongs to second and third generations of the village pioneer. Morten village is also  
27 the only village that has been declared as cultural village and this area has been gazetted by the government.

28

29 **Interviewer:** What do you think about the tourism development in Morten village? How would you describe  
30 that?

31

32 **Interviewee:** It provide employment opportunities and increase our level of income. It also brings  
33 improvement in terms of the infrastructure and facilities that help to improve our community social well-being.  
34 we have proper road, the river and the area is clean. It also helps me to appreciate our culture. This is because  
35 one of the main purpose of this program is to introduce and share our traditions, customs. In other words it

Appendix E: Thematic colour mapping, sample from NVivo

