Indigenous Resident's Attitude Towards Tourism Development and Perceived Socio-Cultural Impacts in Carey Island

Nur Murniza Mohd Zaidi, Mazlina Mahdzar, Hassnah Wee and Zuliah Abd Hamid

Faculty of Hotel & Tourism Management, Universiti Teknologi MARA,
Puncak Alam, Selangor, Malaysia

Abstract: Residents as the principal part of a tourism destination should receive the attention that they need. They can be regarded as the owner of the destination's resources and as part of the tourism resources. Naturally, the understanding of residents' perception of tourism can help the tourism impact and tourism development research in a particular destination. This research explores the residents' attitude toward tourism impacts; examines the impact of residents' personal characteristics on their perception of tourism impacts; tests the relationships among residents' attitudes and satisfaction toward socio-cultural tourism impacts and residents' perceived personal benefits from tourism development. This is accomplished by a questionnaire survey in Carey Island, Malaysia. The finding is consistent where 200 respondents gained more personal benefits from tourism development, the more positively they perceive tourism impacts, while they gain fewer benefits from tourism, the more negative their perceptions of tourism. Findings also suggest that tourism income is an important variable to influence the residents' perception of tourism impacts.

Key words: Residents' attitude ⋅ Tourism impacts ⋅ Personal benefits ⋅ Mah Meri tribe ⋅ Carey Island

INTRODUCTION

Tourism can have both positive and negative outcomes and that residents' satisfaction is essential for sustaining the tourism growth. Earlier researchers and scholars have suggested that despite the availability of some research on residents' attitudes toward sociocultural impacts, but lack in indigenous point of view. Statistics from the Department of Orang Asli Affairs has revealed that there are about 147, 412 Orang Asli living in 869 villagers, representing less than 1% of the total population of Malaysia [1]. This paper will focus on the one of the 18 indigenous tribes known as Mah Meri. The Mah Meri tribe is from the Senoi subgroup that is renowned by their traditional masks, ritualistic dance, songs and animal themed sculptures and craftworks. The Mah Meri tribe is immensely inclined towards the elements of animals and nature that surrounds them along with rhythmic movements. Most of the members of the Mah Meri tribe live along the coast of South Selangor from Sungei Pelek up to Carey Island of the Kuala Langat district [2].

The local satisfaction toward tourism impacts and development on their community has been broadly analyzed by many researches and managers of the tourism sector, politicians, academicians and so forth. The local indigenous people acceptance has direct impacts in the developing of the tourism industry in that area. This is because the indigenous people there are the core elements of all and also tourism is highly depending on the reaction of that community. The support and cooperation from the local people is the fundamental to the sustainable long-term tourism of the region. More tourists become more willing for cultural tour rather than just relaxing or luxury sightseeing [3]. It is indicated that the needs and wants from a vacation has slightly changed and the knowledge tourists gain from the cultural visiting are incalculable compared to the normal vacation. With this trend in tourism industry, the value of the Mah Meri tribe and settlement are growing from time to time.

The tribe who have a reputation for some of the world's finest wooden masks in term of cultural context [4] have assimilated into modern life and at the same time they have also have job in plantations and farms.

Corresponding Author: Mazlina Mahdzar, Universiti Teknologi Mara, Malaysia.

However, they retain their unique culture and way of life. They are living in wooden house and have different culture celebrations than modern people. But with the flocks of tourist came to their places and exposing their culture to outside world might change a few of their cultural side and lead to the socio-cultural impact due to tourism where Mah Meri people become a kind of tourism attraction for others. More and more visitors go there to feel their life and to know more culture about Carey Island. Mah Meri represent a kind of Malaysian culture of indigenous people and their culture push forward the development of cultural tourism in Malaysia [5]. With these attentions, numerous impacts go directly to the indigenous and not many researches have been done to prove whether the impacts give a positive or negative impact to the indigenous. The tourism development might affect the indigenous negatively and they might feel threaten by the development or vice versa. With little topics on indigenous in Malaysia been discussed in research, this study is to measure on the indigenous satisfaction of the tourism development and its impacts. The indigenous were often misheard and being ignored. While there are becoming the center of attraction and becoming a tourism 'product', their rights and privacy are not taken seriously [6]. This study helps to understand in-depth on the rights and their acceptance on tourism development. The study seeks to investigate the following questions:

- What are the personal benefits from tourism development that directly affect the satisfaction of the indigenous tribe?
- Does the personal benefit from tourism development directly affect the perceived socio-cultural impacts of tourism?
- Does the perceived socio-cultural impacts is the significant predictors of the indigenous satisfaction toward tourism?
- Does the perceived socio-cultural impacts is the mediating variable between personal benefits and satisfaction of the indigenous tribe?

Literature Review: [7] defined community involvement as the involvement of the residents in the daily activities within the communities that they live in. Their participation is crucial for a sustainable management of tourism in their area [8]. Another definition states that community is an existing or potential network of individuals, groups and organizations that share or have the potential of sharing common concerns, interest and goals [9]. It is not a solitary process and it has to be dealt between two or more parties that have their own position to achieve certain goals.

Indigenous Mah Meri Involvement In Tourism: Local people will have the opportunity to build their confidence, competency and skills to cooperate when they get involved. The process of working together can create a sense of belonging in the community. Tourism development will be more successful when the local communities are involved as their perception and attitudes are important for the decision makers to achieve sustainable rural tourism [10]. This is supported by [11] who found that there is a strong link between community involvement in tourism development and their perception towards the growth of the tourism industry. Through the tourism activities, local communities obtain benefit from the economic, physical and social aspects. Indirectly, this will increase the standard of living.

[12] stated that the involvement of the local community in the tourism development process is a matter that appears naturally because people feel they are part of the tourism product. The involvement of local communities in the tourism industry can be seen in various forms. Furthermore, the community itself acts as a symbolic key to the sustainability industry of tourism. According to them, all residents will participate in this sector indirectly, without them realizing it. Context of community involvement can be identified by their action on the program development of the surrounding area.

The Mah Meri tribe has brought unique cultural image that attract tourist to come experiencing their lifestyle and the unique cultural image also lead to tourism activities. In the view of this, the Minister of Culture, Art and Tourism has formed The Malaysian National Ecotourism Plan to keep and protect the natural and cultural heritage [13]. The Malaysian government also initiates to support and develop Mah Meri Cultural Village. The development of Mah Meri Cultural Village brings a lot of benefits from the tourists. With the existent of the Mah Meri Cultural Village that was established in 2005, tourist gets to interact with the tribe more often and more closely [15]. The Mah Meri tribe would show off

their famous skill on wood carving, their traditional dances, expose to the tourist on their unique rituals and various ceremonies and also the tourist are able to communicate with the tribe directly. This cultural village expose the tribe directly to the outside world where they making themselves as the attraction 'product'. This indicates that they are directly involved in tourism and year by year, the number of people know about their existent is increasing. Therefore, they would meet more people and interact with them more frequently. The relationship between indigenous as the host and tourist: [16] notes that contact between tourists and hosts of different cultural backgrounds takes the form of direct face-to-face encounters between tourists and hosts of different cultural groups. Socio-cultural impacts are the outcome of different types of relationships that occur between tourists and hosts as a result of their coming into contact [17].

Perceived Socio-Cultural Impacts of Tourism: The socio-cultural impacts of tourism as the sum-total of all the social and cultural influences that come to bear upon the host society as a result of tourist contact [18]. Tourism may be described as an agent of socio-cultural change [19]. The visitors promote culture exchange with the local people, this will lead to greater tolerance as the visitors are from all over the world and they might need to make understanding efforts towards the cultural differences. These impacts can change through time in response to structural changes in the industry and the extent and duration of the exposure of the host population to tourist development.

Indigenous' Attitudes Towards Socio-Cultural Impact of Tourism: Attitudes have been defined as an enduring predisposition towards a particular aspect of one's environment - reflected in the way one thinks, feels and behaves with respect to that aspect [20]. The aspect structured along three dimensions which are cognitive, affective and behavioral while Doxey theory developed a unidirectional Irridex scale which suggested that as the number of tourist increase and resort develop attitudes change (Euphoria-Apathy-Annoyance-Antagonism). [21] been used in various tourism settings over the past decades. This model is a useful simplification of the complex relationships and sets of attitudes that develop between tourists and host communities.

MATERIALS AND METHODS

Study Site: In this study the target population consists of Mah Meri tribes living at the Kampung Sg. Bumbun Carey Island. This is the destinations to which tourists take tours, visiting the tribes, interact with them and learn their culture and so on. The tribes living in the village are those who earn an income from tourism and those who are directly involved in tourism. The population of the Mah Meri tribes living at Kampung Sg. Bumbun is about 500 people. The sample size for this study was 217 which is suitable and supported by [22].

Procedures: The study is based on quantitative methodand secondary data information. 250 survey questionnaires were distributed randomly to residents of Kampung Sg. Bumbun. 220 questionnaires were recollected and 200 were valid and analyzed. The questionnaire's items were selected carefully based on the literature and the characteristics of the study community. The items were divided into five parts which includes information about the respondents' personal profile and involvement in tourism and it was designed to measure the respondents' attitude towards tourism development and their satisfaction. A 5-point Likert-type scale was used for most questions of the study (5=strongly agreed; 1=strongly disagreed). SPSS software was used. To test the objectives of the study, the study used statistical tools such as t-test, means and standard deviation and Pearson correlation.

RESULTS

Personal Profile: 55% of the respondents were male and 45% were female. 28.2% of the total sample were in the age range of (21-30). Concerning the marital status, 47.7 % of the respondents were married. The greater percentage of the respondents in terms of monthly income was 81.8 % for those of less than 1000 MYR. The highest proportion of the respondents (63.6 %) said their educational level is secondary school, while only 4.1 % said they have no academic qualification. Finally, in terms of tourism involvement, 67.3 % of the samples were involved in tourism as part timers, while 32.7% as full time.

Table 1 until 4 shows the respondents' means and standard deviations of their attitudes towards the tourism development.

Table 1: Personal Benefits

Items	Mean	Std. Deviation
1. Tourism increases my knowledge.	3.55	.887
2. Tourism offers me more jobs.	3.51	.889
3. Working in tourism makes me feel insecure about my future employment.	3.10	1.058
4. Tourism increases my standard of living.	3.59	.915
5. Benefits of tourism in Mah Meri tribe outweigh its costs.	3.26	.980
6. The closer my residency to the tourist site the more I benefit out from tourism.	3.51	.924
7. I would personally benefit from more tourism development in my community.	3.37	1.093

Table 2: Perceived Socio-cultural Impacts

Items	Mean	Std. Deviation
1. Tourism helps preserve the cultural identity of my community.	3.61	.872
2. The culture of the people has been protected because of tourism.	3.61	.772
3. Tourism increases the demand for historical and cultural exhibits.	3.55	.882
4. Tourism provides incentives for restoration of historic buildings.	3.53	.841
5. Tourism has improved community spirit.	3.47	.883
6. Tourism encourages a variety of cultural activities by my community.	3.53	.888
7. Tourism provides cultural exchange and education.	3.62	.916
8. Tourism made me understand other cultures better.	3.69	.797
9. Tourists show respect to our culture and traditions.	3.74	.866
10. Tourism increased my pride in our national culture.	3.66	.978
11. Tourism improves my lifestyle positively.	3.49	.914
12. Tourism causes change in traditional culture.	3.49	.852
13. Native people are being exploited by tourism.	2.81	1.058
14. An increase in tourists in my community will lead to friction between my community and tourists.	2.64	.948
15. Criminal activities have increased in the community because of tourism.	2.47	.957
16. Tourism is the reason of some youngsters misbehaving.	2.45	.938
17. Tourists negatively affect a community's way of life.	2.44	.887
18. Tourism causes change in traditional culture.	2.60	.948

Table 3: Indigenous Attitude

Items	Mean	Std. Deviation
I support tourism and welcome tourists to come to my community.	3.90	.969
I am happy and proud to see tourists coming to see what my community has to offer.	4.00	.868
I support tourism having a vital role in this community.	3.83	.848
My community should plan and manage the growth of tourism.	3.82	.862
I am willing to be a part of tourism future planning.	3.63	.831
Negative impacts of tourism may drive me to leave this island.	3.20	1.315
The increasing number of tourist here makes me bored and annoyed.	3.14	1.174
I wish tourism never exist in this place.	3.12	1.260

Table 4: Indigenous Overall Satisfaction

Items	Mean	Std. Deviation
Tourism development and it impacts in my community gives me a pleasant feeling.	3.64	.873
Tourism development and it impacts in my community gives me an unpleasant feeling.	2.53	1.044
I feel positive with the tourism development and it impacts in my community.	3.42	.832
I feel negative with the tourism development and it impacts in my community.	2.52	.943
I am overall satisfied with the development of tourism in my community.	3.27	.931
I am overall not satisfied with the development of tourism in my community.	2.51	1.049

DISCUSSION

This study focused on exploring residents' satisfaction on the tourism impacts and the relationship of variables. Regarding tourism's positive impacts in the research area, residents have more opportunities to make contact with external cultures, improve the destination's economic development and so on. Tourism is, however, bringing an increase in the cost of living, a decline in the quality of the environment and so forth. As tourist-

oriented produce, over-commercialization is serious in the study area. Furthermore, over-commercialization is said to influence the authenticity of local culture and finally to cause an imbalance between the resource protection and the tourism development. The results of the t-test and ANOVA indicate that most of the residents' characteristic variables have no obvious effect on their perception of tourism's positive impacts or their perception of tourism's negative impacts except the income from tourism, the contact with visitor, the place and the living area. In these variables, the tourism income is influencing residents' satisfaction of tourism's impacts. That is, whether the residents have income from tourism or not can lead to a significant difference in their attitudes toward tourism impacts. To sum up, the economic factor has a stronger effect on residents' satisfaction on tourism impacts than the demographic factor and the spatial factor in study area. In strengthening the descriptive result, the inferential statistics through single step multiple regressions looking at the relationship between variables interest in this study were undertaken. Findings indicates that personal benefit of tourism development produced positive significant on the indigenous satisfaction which supporting hypothesis. Besides that, the relationship between personal benefit of tourism development and perceived socio-cultural impact of tourism also showed a positive relationship.. For the third analysis, it evidently revealed that the perceived socio-cultural impact of tourism is one of significant predictor on the indigenous attitude and satisfaction. Finally, perceived socio-cultural impact of tourism also indicated as the mediating variable between personal benefit oftourism development and the indigenous attitude and satisfaction.

CONCLUSION

The findings of this research revealed that the factor perceived personal benefits has an obvious effect on residents' attitude towards tourism. The more personal benefits residents gain, the more they agree with tourism having positive impacts on their community, while residents who gain fewer benefits from tourism are more likely to perceive tourism as having a negative effect on their community. This finding is consistent with [23], who found that the increased negative attitudes towards tourism development suggested that residents believed the benefits had declined or not matched their expectations. These negative attitudes then lead to dissatisfaction of the development. In terms of further tourism development, the research findings are consistent

with social exchange theory and previous studies that residents who gain more tourism benefits are more supportive of further tourism development and vice versa. Despite some of them feeling that tourism's costs are greater than its benefits, residents still consider that further tourism development is generally beneficial to themselves and their community. This shows that the M value of restricting further tourism development is lower than that of support.

REFERENCES

1. Population and Housing Census of Malaysia, 2014. Population in Malaysia based on Ethnic. Accessed on 10th March 2014 from URL: http://www.statistics.gov.my/portal/download_Population/files/population/04Jadual_PBT_negeri/PBT_Selangor.pdf (2014)

2. D., (Ed.). (2013, July 10). Tribes/Nation. Retrieved March 20, 2014, from http://www.jakoa.gov.my/en/orang-asli/info-orang-asli/suku-kaumbangsa/

3. Perdue, R.R., P.T. Long and LD. Gustke, 1991. The effect of tourism development on objective indicators of local quality of life. Tourism: Building credibility for a credible industry. Paper presented at the The 22nd Annual TTRA Conference, Travel and Tourism Research Association, Salt Lake City, UT.

4. The Mask Man of Malaysia (n.d). Retrieved March 6, 2014, from http://mmcv.org.my/web/

5. Sabah Tourist Association Website, 2014. People & Culture. Accessed on 10th March 2014 from URL: http://www.sta.my/people_culture.cfm (2014)

6. Gilbert, D. and M. Clark, 1997. 'An exploratory examination of urban tourism impact, with reference to residents attitudes in the cities of Canterbury and Guildford', Cities, 14: 343-352.

7. Perdue, R.R., P.T. Long and Y.S. Kang, 1999. Boomtown Tourism and Resident Quality of Life: The Marketing of Gaming to Host Community Residents. Journal of Business Research, 44(3): 165-177.

8. Kim, K., The Effects of Tourism Impacts on Quality of Life of The Residents In The Community. Unpublished doctoral dissertation, Virginia Polytechnic Institute and State University (2002).

9. Kadazandusun Cultural Association, 2005. Kinabalu: Kina Balu, Aki Nabalu or Ki Nabalu. Accessed on 10th March 2014 from URL: http://kdca.org.my/archives/68 (2005).

10. Puczko, L. and M. Smith, 2001. Tourism- specific quality- of- life index: The Budapest model. In M. Budruk & R. Phillips (Eds.), Quality of-life community indicators for parks, recreation and tourism Springer.

11. Fox, M., The Social Impacts of Tourism: a Challenge to researchers and planners, University of California: Santa Cruz (1977) 20. S.L.J. Smith, Tourism Analysis. Harlow: Longman. (1995)

12. Gursoy, D., C. Jurowski and M. Uysal, 2002. 'Resident attitudes: a structural modeling approach', Annals of Tourism Research, 29(1): 79-105.

13. UNESCO, 2014. Kinabalu Park. Accessed on 10th March 2014 from URL: http://whc.unesco.org/en/list/1012 (2014)

14. UNESCO, Sustainable Tourism. Accessed on 22nd April 2014 from URL : http://www.unesco.org/education/tlsf/mods/theme _c/mod16.html (2007)

15. S. (2016, September 27). RM20 Juta Peruntukan Lahir 600 Usahawan Orang Asli. Retrieved November 25, 2016, from http://www.kklwhariini.com/single-post/2016/09/27/Kerajaan-telah-memperuntukan-sebanyak-RM20-juta-bagi-melahirkan-600-usahawan-orang-asli

16. Andriotis, K. and R.D. Vaughan, 2003. 'Urban residents' attitudes toward tourism development: the case of Crete', Journal of Travel Research, 42(2): 172-185 Ap, J. (1992), 'Residents' perceptions on tourism impacts', Annals of Tourism Research.

17. Carmichael, B.A., 2000. 'A matrix model for resident attitudes and behaviors in a rapidly changing tourist area', Tourism Management, 21(6): 601-611.

18. Debbage, K.G. and P. Daniels, 1998. 'The tourist industry and economic geography, missed opportunities', In Ioannides, D. & Debbage, K.G. (eds), The Economic Geography of the Tourist Industry: a Supply-side Analysis, Routledge, London, pp: 17-30.

19. Sharpley, R., 1994. Tourism, Tourists and Society. Huntingdon: ELM.

20. Byrd, E.T. and L.D. Gustke, 2004. 'Identifying tourism stakeholder groups based on support for sustainable tourism development and participation in tourism activities'. In Pineda, F.D. & Byrd, E.T. (2007), 'Stakeholders in sustainable tourism development and their roles: applying stakeholder theory to sustainable tourism development', Tourism Review, 62(2).

21. Choi, H.S. and E. Sirakaya, 2005. 'Measuring residents' attitude toward sustainable tourism: development ofsustainable tourism attitude scale', Journal of Tourism Research, 43: 380-94.

22. Aspinall, A.J., 2006. Communities in change: social sustainability and tourism development. Unpublished master's thesis, University of Waterloo, Ontario, Canada.

23. Brunt, P. and P. Courtney, 1999. 'Host perceptions of sociocultural impacts', Annals of Tourism Research, 26(3): 493-515.