

RESIDENT'S PERCEPTION ON TOURISM
DEVELOPMENT IN MABUL ISLAND:
PALAO AND SULUK COMMUNITY

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ABSTRACT

Tourism development plays an important role in enhancing economies. The purpose of this research is to identify the perceptions of residents in the Mabul Island towards the impacts of tourism development.

Two different community respondents were selected using a random sampling technique to complete a survey instrument. Personal observation was also carried out to observe the nature of host-guest interactions at this area. Mean, Frequency and Crosstab were used to describe data and to better understand resident perception and different between two community (Suluk & Palao).

Iridex and Attitudinal/behavioral attributes of inner-cultural perception Model suggested by Butler 1975 use in the present study was valid and reliable in predicting host residents' interactive behavior with tourists. It provided a comprehensive theoretical framework in understanding the antecedents of the host perception. The model validated that host residents' perception with tourists were influenced by intrinsic and extrinsic factors.

Survey findings reveal that Suluk People at stage "*Passive-positives: passively agreeing with and accepting something*" toward tourism development. For these people, tourism development has brought more positive influences than the negative impacts in terms of local economy development, social and environment exchange. For Palao people, they are in stage "*Passive-negative: resigned acceptance of something one disagrees with*", however they still view the tourism more in a positive way

In general, these findings should be able to provide support from government and others organization towards to maintain relationship between the host, the guests and the tourism industry.

ABSTRAK

Pembangunan pelancongan memainkan peranan penting dalam meningkatkan ekonomi. Tujuan kajian ini adalah untuk mengenalpasti persepsi penduduk di Pulau Mabul terhadap kesan pembangunan pelancongan.

Dua komuniti yang berbeza (Suluk & Palao) telah dipilih dengan menggunakan teknik "random sampling" untuk menyelesaikan permasalahan kajian ini. Pemerhatian juga dilakukan untuk mengamati sifat interaksi diantara penduduk dan pelancong di kawasan ini. Mean, frekuensi dan tabulasi silang digunakan untuk menggambarkan data dan untuk lebih memahami persepsi penduduk serta perbezaan persepsi antara dua masyarakat (Suluk & Palao).

"Irridex and Attitudinal/behavioral attributes of inner-cultural perception Model" yang disarankan oleh Butler 1975 telah digunakan dalam kajian ini dan ianya boleh dipercayai untuk dipraktikkan dalam mengenal pasti persepsi dan perilaku penduduk terhadap kedatangan pelancong. Theoretical framework ini juga dapat memberikan pemahaman yang menyeluruh tentang penemuan atau hasil kajian-kajian yang lepas tentang persepsi. Model ini juga menyatakan bahawa persepsi penduduk terhadap pelancong dipengaruhi oleh faktor intrinsik dan ekstrinsik. Hasil dari kajian ini menunjukkan bahawa kaum Suluk berada di peringkat "*Passive-positives: passively agreeing with and accepting something*" terhadap perkembangan pelancongan. Bagi masyarakat Suluk di pulau ini, pembangunan pelancongan telah membawa pengaruh yang lebih positif daripada kesan negatif dari aspek ekonomi, sosial dan persekitaran. Bagi kaum Palao pula, mereka berada di peringkat "*Passive-negative: resigned acceptance of something one disagrees with*", walaupun bagaimanapun, mereka tetap melihat pelancongan lebih kepada aspek yang positif.

Secara umumnya, hasil dari penemuan ini penduduk di pulau ini perlu diberikan sokongan serta bimbingan dari pihak kerajaan dan juga pihak lain yang terlibat bagi menjaga perhubungan diantara penduduk, pelancong dan juga industri pelancongan.