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THE EFFECT OF PERCEIVED ECONOMIC IMPACT, SOCIAL IMPACT AND ENVIRONMENTAL IMPACT ON TOURISM DEVELOPMENT IN SABAH, MALAYSIA AMONG INDIGENOUS PEOPLE

FACULTY OF HOSPITALITY, TOURISM AND WELLNESS

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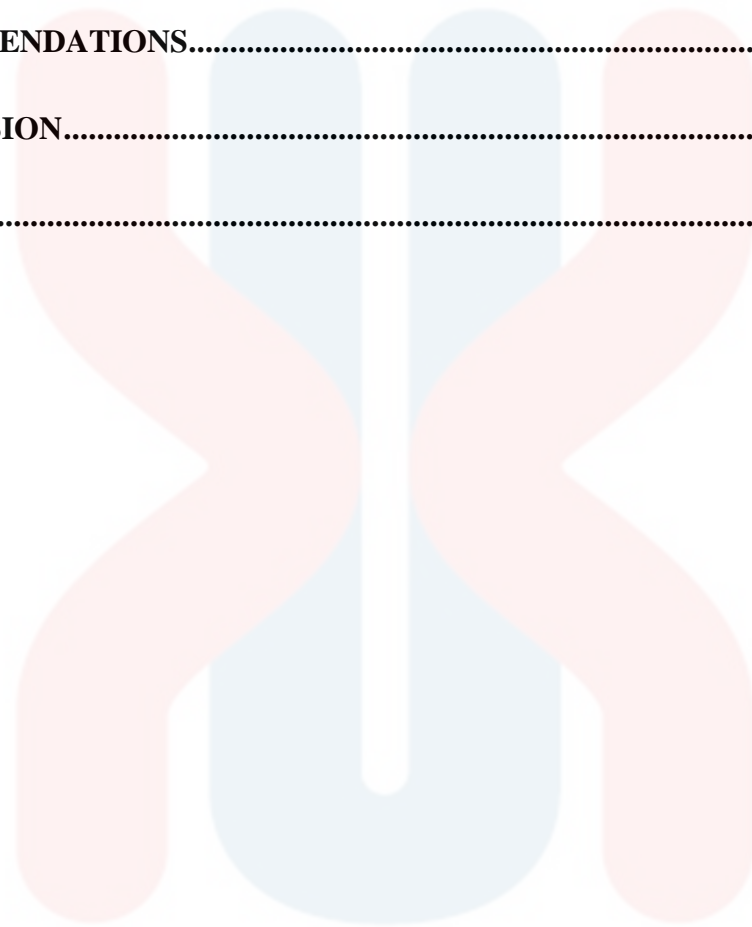
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TABLE OF CONTENT

ABSTRACT

This study investigates the participation of indigenous communities in conservation and tourism development projects, specifically focusing on the native people of Sabah, Malaysia. Using the motivation, opportunity, and ability model, we conceptualize a framework for understanding the factors that influence the participation choices of this community. The results suggest that knowledge and awareness (ability) and the perceived environmental and economic impacts of tourism (motivation) have positive effects on the participation of indigenous people. Moreover, the results of this study do not support an effect for opportunity or the perceived social impacts of tourism on participation.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter served as information which includes introduction, background of the study, problem statement, research objectives, research questions, significant of study, definition of terms and chapter summary.

1.2 BACKGROUND OF THE STUDY

The purpose of this research is to look at how indigenous groups are engaged in tourism and conservation developmental projects, with a focus on the citizens of Malaysia's Sabah. By using the inspiration, possibility, and ability model, we create a framework for comprehending the elements that affect this community's involvement choices. The findings show that indigenous peoples' engagement is influenced positively by their expertise, recognition (abilities), and viewpoint of the impact of tourism on the economy and the environment (motivation).

The traditional culture and way of life of indigenous populations are frequently a draw for domestic and foreign tourists, and they can have a big impact on how competitive a place is (Fletcher, Pforr & Brueckner,. 2016). However, the voice and knowledge from indigenous people should be involved in their planning, legislation, and development to guarantee that such places are sustainable (Butler & Hinch, 2007; Fletcher, 2016). As a result, needs,

1

objectives, and preferences of indigenous communities should be taken into consideration by all tiers of government and business. (Carr, Ruhanen & Whitford, 2016).

Additionally, involving local groups in the management and planning of conservation initiatives improves both public engagement and connection between local groups and regional conservation of biodiversity objectives. (Brandon & Wells, 1992; Rasoolimanesh & Jaafar, 2016). Therefore, community participation in conservation and the development of tourism attractions ought to have been regarded as an integral component of an area's long-term growth. (Nicholas, Thapa, & Ko, 2009; Yung & Chan, 2011). Participating in this community activities not only helps residents feel like they are more a part of their neighbourhood, but it also stimulates the development of personal and professional social networks and can assist neighbourhoods in better appreciating their natural surroundings (Gursoy, Jurowski & Uysal, 2002; Jaafar, Noor & Rasoolimanesh, 2015; McCool & Martin, 1994; Nicholas, 2009; Tosun, 2002; Yung & Chan, 2013). However, due to the fact that many people who are not indigenous will be participating in the development of tourism, the success of indigenous tourist development is not entirely dependent on indigenous competence. (Butler & Hinch, 2007). However, efforts must be taken to empower and engage these communities' decision-making capacities before any tourist- related activity starts, allowing people to decide whether tourism is a good idea for their community and, if it is, how it will be implemented (Scheyvens, 2002). It is typically challenging to entice indigenous tribes to assist in protected area administration due to the mismatch between conservation organizations and indigenous peoples.

Social roles, cultural norms, and values. The inability of conservationists and indigenous people to comprehend one another due to differences might be a problem (Carr, 2016; Chicchon, 2009). Although the connection between indigenous people and the outside world is intended to be one of genuine respect, in most cases this relationship starts with

2

miscommunication due to unequal land distribution that favours one party or indigenous people's admission that these connections or exchanges do not benefit them (Carr, 2016; Chicchon, 2009; Fletcher, 2016). Therefore, in addition to setting conservation goals as soon as possible, when making plans for the conservation of biodiversity or of land, it is crucial to comprehend and take into consideration the aspirations of indigenous peoples. (Chicchon, 2009; Fletcher 2016). To that end, the amount of assistance received from indigenous populace is critical to the sustainability of tourism development, as described based on how these residents interpret tourism's influence on their community (Andereck, 2005; Jackson, 2008; Rasoolimanesh & Jaafar, 2017; Wang & Pfister, 2008). The growth of the tourism industry has the potential to enhance the quality of life for local and indigenous people by bringing in more revenue, creating job opportunities, enhancing public infrastructure, and assisting in the promotion and preservation of their cultural traditions. (Andereck, 2005; Choi & Sirakaya, 2006; Deery, 2012; Ko & Stewart, 2002; McGehee, 2002). Basic nutrition Commonly, indigenous people's main economic pursuits include farming and fishing. As a result, tourism has the potential to significantly enhance the amount of money that their household makes. The expansion of tourism may also provide financial incentives for indigenous people to continue practicing their traditional skills and crafts since hotels and other tourist destinations provide a lucrative market for local goods.

1.3 PROBLEM STATEMENT

The purpose of our research is because few people have done research on indigenous peoples' tourism. As an outcome of the study, tourists, both domestic and foreign, will be more aware of tourism in indigenous areas. Indigenous communities that uphold their traditional ways of life are frequently a top draw for both domestic and foreign tourists, and they have a big impact on how competitive a destination is. Despite having different customs and cultures, they are all subject to the same harsh realities: expulsion from their home countries, restriction on the open practice of their traditions, physical assault, and treatment as second-class citizens.

(C. Fletcher, Pforr, & Brueckner, 2016). In addition to increasing involvement, involving local populations in conservation planning and management helps strengthen the link among various groups, as well as the regional biodiversity protection objectives (Brandon & Wells, 1992; Rasoolimanesh & Jaafar, 2016). As a result, all levels of government as well as the private sector should be knowledgeable about the requirements, objectives, and preferences of indigenous populations. (Carr, Ruhanen, & Whitford, 2016).

Due to its capacity to produce income, increase employment opportunities, and maintain ably improve municipal infrastructure, tourism has been viewed as a positive development agent in a great number of places. (Andriotis, 2002; Andriotis and Vaughan, 2003; Ioannides, 1995). To guarantee that action is taken in a timely manner and that the residents may participate willingly in the development process, it is important to constantly assess how tourism affects daily living in the community. This is because the indigenous people are very afraid of development because they fear that their settlements will be threatened. (Andriotis, 2003, Liu et al., 1987). However, not all development carried out will cause habitat destruction.

This to some extent helps to give some progress to the natives. For example, construction such as grocery stores and convenience stores. Furthermore, it is to ensure that their way of life is a little more advanced and cleaner.

The way that tourism affects moral behavior, individual behavior, family ties, collective lifestyles, artistic expression, traditional rites, and community organization are examples of its social and cultural implications. In other words, they are the results of both direct and indirect interactions between visitors and locals in host cities. The natives actually have a uniqueness that the locals want to know the most. Most of the locals still wonder how the natives actually live. So, they want to see for themselves the real lifestyle of the natives. For example, in terms of their diet, their daily activities and so on. Due to their own uniqueness, have drawn a very long gap between the local population and the natives.

1.4 RESEARCH OBJECTIVES

The purpose of this research study is:

RO1: To identify the perceived economic impact on tourism development in Sabah.

RO2: To identify the perceived social impact on tourism development in Sabah.

RO3: To identify the perceived environmental impact on tourism development in Sabah.

1.5 RESEARCH QUESTIONS

1) Does economic impact give benefit to tourism development in Sabah?

2) Does social impact give advantage to tourism development in Sabah?

3) Does environmental impact give value to tourism development in Sabah?

1.6 SCOP OF THE STUDY

In efforts aimed at promoting tourism and conservation among Sabah's native population, Malaysia, this study focuses on indigenous communities. Participating in the community can provide people a sense of credibility, and belonging. (Jaafar et al, 2015).

Participating in the community can also foster a sense of pride in the neighbourhood. (Rasoolimanesh et al, 2017). We are doing the study at Lower Kinabatangan, Sukay village. This study concentrated solely on Suka village due to its appropriate historical background and the geographic location challenges in reaching these other villages. Suku village had excellent road access. Local indigenous tribes are involved in the ecotourism and conservation sectors in Lower Kinabatangan, and they both influence and are influenced by these sectors. Traditional farming and the exploitation of aquatic resources from the Kinabatangan River are the two main sources of income for these tribes. In this study, an effort is made to ascertain the participants' skill and level of knowledge in the areas of tourism's economic and environmental impacts, as well as the participants' perceptions of such impacts.

1.7 SIGNIFICANCE OF THE STUDY

The academic community and event participants in general will benefit from a number of significant theoretical and managerial contributions from this study. This research will probably add to the growing body of knowledge concerning Sabah's tourism industry. At the same time, the future research may extend the body of literature in tourism and hospitality research.

This study's primary objective is to determine the challenges that have been encountered during the growth of the tourism industry in Sabah from a more practical point of view. Furthermore, the organizer can utilize this measurement as an option in contrast to analyzing satisfaction performance in terms of their expert knowledge throughout the implementation and to better understand the desires and needs of Sabah's tourism development.

In terms of academic perspective, educational tourism is one of the products that has been developing for a long time in the world tourism system. Whether you realize it or not, educational tourism provides experiences to travelers of all ages and backgrounds. I hope the development of tourism in Sabah can be implemented well and can be improved as soon as possible because tourism in Sabah is very important for our country, Malaysia.

1.8 DEFINITION OF TERM

The important terms used for this present study are explained below:

1.8.1 Tourism Development (DV)

The paradigm of sustainable tourist development, which has dominated both theoretic and practical approaches to tourism development for the past 20 years, is called into question by the book Beyond Sustainability. It broadens the conversation about sustainable tourism beyond the unmistakably managerialist "blueprint" and vacation destination paradigm that continue to label even the most recent agenda for sustainability in tourism development. The author contrasts the limitations of sustainable tourism development to the current political-economic, socio-cultural, and environmental contexts by looking at the historical development of the concept, its contemporary manifestations in scholarly literature, and policy developments and processes. He goes on to provide other methods for developing tourism while keeping environmental sustainability as a must. This book also introduces the Tourism, Environment, and Development series from Earthscan. The "Tourism, Environment, and Development" series looks into how tourism affects development in various contexts in regard to its effects on the environment. Each book will critically assess and challenge "conventional" viewpoints on (sustainable) tourism development, as well as look at fresh approaches that take into account modern political, sociocultural, and economic settings. (Richard Sharpley, Tourism development, Routledge, 2009)

1.8.2 Perceived Economic Impact (IV)

In order to conduct a related economic effect analysis of their effects on the state, UAB hired Tripp Umbach in 2010. In contrast to the ACE-based linear cashflow methodology used in the 2010 analysis, the current study adopted the IMPLAN methodology. A special set of research tools and methodologies developed for the American Council on Education (ACE) were the basis for the methodology used to determine the economic impact of 2010 for the UAB study. Caffrey, John, and Herbert Isaacs' "Estimating the Impact of a College or University on the Local Economy" (American Council on Education, 1971). The ACE-based methodology uses linear cash flow modeling to follow the movement of money started by institutions over a specified region. The ACE-based methodology separates the economic impact of institutions' use of funds from outside the state using sources that are located outside the state. By using this "fresh dollar" model, it is possible to estimate the initial direct expansion of the state's economy that the institution of higher learning caused.

1.8.3 Perceived Social Impact (IV)

Tourism advantages the local community socially by increasing the capacity of recreation and leisure opportunities as well as public amenities; the tourist industry gives the local community the confidence to be proud of their culture, and tourism encourages the preservation and rebirth of traditional crafts, culture, and art. (Haralambopoulos & Pizam, 1996; Jaafar, Rasoolimanesh, &

Ismail, 2017; Kim, 2002; McGehee, Andereck, & Vogt, 2002; Tovar & Lockwood, 2008). These beneficial social effects are most visible in rural places as well as among indigenous communities. Tourist industry, on the other hand, has an amount of negative cultural and social consequences for rural communities with high visitation rates. (Bennett et al., 2012). Indigenous leaders, in particular, frequently see tourist industry as a major player in their societies, apprehensive that their kids would become drawn to a foreign culture (Kousis, 1989). Additionally, tourists' misunderstanding of regional beliefs and customs might result in conflict and violence. (Wu et al., 2014).

1.8.4 Perceived Environmental Impact (IV)

Environmental sustainability is a proactive, diligent effort to safeguard natural resources and social and cultural heritage in order to advance human welfare and economic prosperity. It also serves to protect environmental ecosystems. Natural landscapes that are fresh and green, thriving biodiversity, undiscovered seashores, vast swaths of desert steppe, socio-cultural value system, and archeological and historical heritage are all examples of how reliable the environment is and how excited the local population is to welcome tourists. Because development of tourism and visitor numbers are both regarded as related concepts in this context, these changes directly affect the standard of sustainable and environmentally friendly travel. (Azam et al. 2018; Hassan et al. 2020; Sun et al. 2021).

1.9 SUMMARY

The term "Indigenous Peoples" can refer to a wide range of different socioeconomic and cultural groups, many of which have had long-standing relationships with the lands and natural resources on which they currently live or were once reliant before being dislocated. The Kadazan-Dusun, Bajau, and Murut are the three largest indigenous communities in Sabah, followed by Bruneian Malays, Suluk, and other indigenous groups. Their pasts, traditions, and ways of life, as well as their total physical and spiritual wellbeing, are all intricately linked to the land and resources on which they are dependent. They frequently consult with their traditional leaders and organizations whenever they have a need for representation that is distinct from or divergent from that of the culture or group that is considered to be the norm.

followed by Bruneian Malays, Suluk, and other indigenous groups. Their physical and spiritual wellbeing overall, as well as their pasts, traditions, and ways of life, are all intricately connected to the land and resources that they rely on. When they require representation that is different from or divergent from that of the culture or group that is thought to be the norm, they frequently consult with their traditional leaders and organizations.

However, an important number of Indigenous Peoples have already lost their languages or are in danger of doing so as a result of being forcibly removed from their homes and relocated to uncharted territory. A significant portion of indigenous peoples still use a language other than the official language or languages of the nation or region in which they live to communicate with one another. They have access to nearly 4,000 different languages. Indigenous peoples frequently encounter a number of obstacles that prevent them from fully engaging in the formal economy, receiving access to justice, and participating in political processes. These obstacles can be found in many different forms. They usually receive the last public investments in infrastructure and essential services, and they frequently lack official recognition over their lands, territories, and natural resources.

In conclusion, this chapter discuss overall about the indigenous people. This chapter also discusses how indigenous people view development in their community and the advantages of tourism growth there. Next, it is also discussed about if the indigenous people think it can give the motivation to them to make change by making the development. The last one is about if the indigenous people can survive their life if there are some developments in their area.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The dependent and independent variable will be discussed in this chapter which are behavioral intention with perceived economic impact, social impact, environmental impact. Next, this chapter also shows the concept of frameworks, stating the hypothesis and closing bythe summary.

2.2 TOURISM DEVELOPMENT

In order to assess whether such an impact depends on a country's level of economic development, we turn back to the contentious topic of the impact of tourism development on economic growth. Within the constraints of a Note, we must discuss earlier material only in a selected manner, but as evidenced by the recent review by (Castro-Nuno et al. ,2013). Environment and tourism. Beyond Sustainability challenges the sustainable tourist development paradigm, which over the past 20 years has been the

14

preeminent academic and practical approach to tourism growth. It expands the discussion of sustainable tourism past the potentially managerialist "blueprint" and destination-focused methodology that define even the most recent "sustainability" agenda in tourism development. The author compares the limitations of sustainable tourism development to the current political-economic, socio-cultural, and environmental contexts by examining the concept's historical history, its contemporary representations in scholarly literature, and policy developments and processes. He goes on to provide other methods for developing tourism while yet maintaining environmental preservation as a requirement. This book also introduces the Tourism, Environment, and Development series from Earthscan. Regarding the series: "Tourism, Environment, and Development" aims to look into how tourism affects development in various contexts in relation to how it affects the environment. Each book will critically assess and contest "conventional" conceptions of (sustainable) tourist development while also looking into fresh viewpoints that take into account modern political, sociocultural, and economic circumstances. (Richard Sharpley, Tourism development, Routledge, 2009).

2.3 PERCEIVED ECONOMIC IMPACT

The Malaysian tourism sector has been significantly impacted by the COVID 19 pandemic, which has been there since January 2020. In order to stop the virus's spread, the epidemic forced Malaysia's government to establish the Movement Control Order

15

(MCO) in March 2020. The MCO is still being used, with versions 1.0, 2.0, and 3.0 being implemented in turn. Sabah is significantly impacted by the MCO, especially as tourism is the state's main source of income. Numerous studies have been done to find out how locals view how tourism expansion has affected their neighbourhoods. Both the growth of tourism and interactions between guests and hosts have these consequences. In terms of economic, social, and environmental factors, it is frequently easier to categorize how tourism affects locals. This is because of the practical reasons that can be served by doing so. Numerous favourable economic outcomes of tourism development have been discovered by existing research, including an increase in average family income, more jobs, and employment prospects. (Rasoolimanesh and Jaafar, 2017).

The succeeding of many economies around the world tends to depend on tourism. Tourism provides numerous benefits to host communities. Infrastructure improvement, economic growth, and the promotion of cross-cultural interactions are all facilitated by tourism. Governments that rely a lot on tourism for revenue invest heavily in the country's infrastructure. They require secure and trying to cut amenities because they desire more tourists to visit their country. On the other hand, the growth of tourism may lead to the improvement of the tropical rainforest, the preservation of rivers and other natural resources, as well as the protection of other natural resources that are vital to indigenous peoples' way of life.

Tourism's positive economic consequences include a higher standard of living, more career opportunities, and increase in tax and personal income. Sociocultural influences include interrelations among individuals from various cultural backgrounds, behaviors and attitudes and connections to material possessions. Tourism can benefit indigenous people by poverty reduction, diversification economic activities, and growing interest for and sales of indigenous products and services. These positive effects must be

balanced against the possible adverse economic effects, which may include increased living costs, higher real estate prices and property taxes, increases in the cost of goods and services globally, and a preference for lower-paying jobs in the tourism industry. Numerous studies have discovered negative environmental effects of tourist expansion, such as harm to the environment and an increase in air and water pollution, in addition to its economic and social effects (Ko & Steward, 2002).

2.4 PERCEIVED SOCIAL IMPACT

Socially, tourism improves the neighbourhood by enhancing recreational and leisure possibilities as well as public amenities; it also encourages the survival and rebirth of traditional

arts, crafts, and culture; and it motivates locals to be proud of their heritage (Haralambopoulos & Pizam, 1996; Jaafar, Rasoolimanesh, & Ismail, 2017; Kim, 2002; McGehee, Andereck, 2003). The rural settings, especially indigenous groups, are where these beneficial social benefits are most noticeable. Tourism, on the other hand, has a number of negative cultural and social consequences in rural communities that have high visitation rates (Bennett, 2012). Additionally, tourists' misunderstanding of local beliefs and practices might result in conflict and violence (Wu, 2014). In addition to severe effects on the economy and society, studies have found adverse effects on the environment as well, including environmental harm and increased air and water pollution

(Ko & Stewart, 2002). However, the growth of tourism has the potential to lead to the creation of protected areas for wildlife and cultural heritage, the improvement of the rain forest, the preservation of rivers and other natural resources that are essential to the way of life of indigenous communities, and so forth. Numerous things, including the development of new areas for recreation and entertainment, the clarification of a community's sense of cultural identity, the encouragement of locals to take pride in their culture, and the promotion of the revival and preservation of traditional arts, culture, and crafts are all things that tourism can assist with (Jaafar, 2017; McGehee, 2002). The social and cultural life of a culture can be impacted by tourism in both positive and negative ways, with the former effects being more likely to be felt by rural residents and indigenous peoples than the latter. This is especially true in situations where there are large numbers of tourists (Bennett, 2012). Because they are worried about how the tourism business may affect their community members, especially youngsters who may desire to lead a foreign lifestyle in the future, indigenous leaders are occasionally reluctant to support the development of the tourism sector (Kousis, 1989). The development of public facilities including clinics, schools, and public infrastructure has positive social consequences. According to a recent study, personal benefits frequently outweigh community and societal benefits for rural inhabitants (Rasoolimanesh and Jaafar,2016).

2.5 ENVIROMENTAL IMPACT

Malaysia's tourism industry is thriving, and the country receives millions of

18

visitors each year. As a result, Malaysia has risen to ninth place among the world's most popular tourist destinations, making it the only Asian nation (apart from China) to make the list. Nevertheless, despite the fact that tourism benefits the nation and the neighbourhood economically and socially, it could also have a negative effect on the environment. According to Wunder (2000), false beliefs that tourism can be a source of "cheap money" with no negative effects can demoralise people. As the tourist industry grows, it will be able to aid local communities by increasing their revenue and the number of jobs available, as well as by encouraging the creation of new enterprises and improving the existing infrastructure. However, irresponsible tourism can also have negative consequences on the neighbourhood and the environment. Travel that isn't self-centered and doesn't pay enough attention to how travel affects society and the environment is referred to as responsible tourism, for example, may have an effect on quality of the water, whereas trekking and climbing could have a negative effect on plants and vegetation. For the sake of communities, potential tourists, and the next generation, the tourism business must therefore maintain its sustainability while preserving current resources and tourist attractions. Visitors coming at any tourist site have varying behaviours or attitudes regarding that region due to the diversity of motivations that motivate travel (Spenceley, 2008). But since responsible tourism is the cornerstone of the industry's long-term sustainable growth (Weaver, 2003), It is of the utmost importance to investigate how tourists feel about the detrimental effects tourism has on the natural world as well as the benefits of eco-friendly vacationing. Only then will researchers be able to formulate and predict how visitors will view and act in relation to responsible tourism. Policymakers would be able to change traveler branding and marketing to encourage sustainable tourism, that not only strengthens local and national economies but also contributes to environmental protection. This will connect to the eventual

success of sustainable tourism, which will aim to demonstrate a balance between cultural authenticity, environmental protection, and economic rewards. Ultimately, this will relate to the success of sustainable tourism (Jayawardena, Patterson, Choi, & Brain, 2008). Few prior studies have investigated tourists' perceptions of harmful environmental consequences connected to tourism (Hillery, Nancarrow, Griffin, & Syme, 2001) as well as the significance of sustainable tourism as seen by visitors. The majority of research on tourism perceptions and its alleged negative consequences has previously been done from the viewpoint of locals (Lepp, 2007; Perez & Nadal, 2005; Suntikul, Bauer, & Song, 2010).

2.6 HYPOTHESIS

Research is based on a conceptual framework; independent variable, namely perceived economic impact, social impact and environmental impact, were determined with one dependent variable, tourism development in Sabah, to complement this research.

H1: The perceived economic impact of establishing protected areas and tourism development have a positive effect on the participation of indigenous people in conservation programs and tourism development.

H2: The perceived social impact of establishing protected areas and tourism development have a positive effect on the participation of indigenous people in conservation programs and tourism development.

H3: The perceived environment impact of establishing protected areas and tourism development have a positive effect on the participation of indigenous people in conservation programs and tourism development.

2.7 CONCEPTUAL FRAMEWORK

Utilizing the previously mentioned literature review, a study framework has been created to examine the relationship between the perceived social, economic, and environmental effects on the growth of tourism in Sabah, Malaysia. The engagement in conservation and tourist development is the dependent variable in the suggested conceptual framework, which is depicted in figure 2.1. Perceived social, environmental, and economic impacts make up the suggested independent variable.
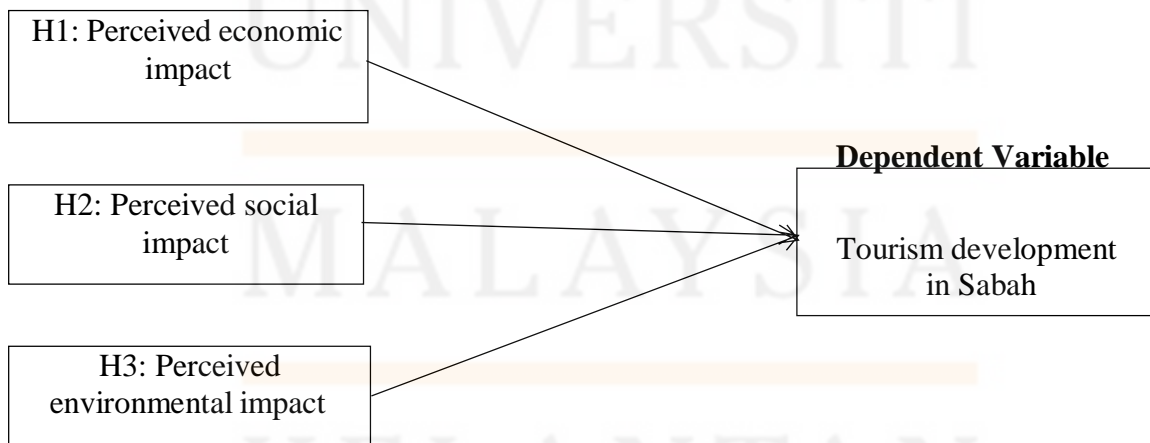
Independent Variable

Figure 2.1: Conceptual Framework

This framework demonstrates by the summary of the related research, a conceptual framework that identifies the participation in conservation and tourism. The study determined the perspective of perceived economic impact, social impact and environmental impact.

2.8 SUMMARY

The contribution of indigenous people to conservation efforts and the expansion of tourism is summarized in this chapter. This chapter provides a detailed explanation of the variable. A variable in an experiment can be observed, managed, or changed. Independent variables (IV) and dependent variables (DV) were the study's most crucial variables. The perception of the economic, social, and environmental impacts is the dependent variable, and it is correlated with both participation in conservation efforts and the expansion of Sabah's tourism sector.

The hypothesis also revealed a favorable correlation between the dependent variable perceived economic impact, and the dependent variables perceived social impact, environment influence on conservation participation, and tourism development. The researchers elaborated on the study's variables in this chapter by offering dimensions, components, and definitions for readers to take note of. The conceptual framework for this study is based on the ongoing investigation, the research questions, and the goals of

the study, which include independent and dependent variables.

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CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter will cover the research methodology that was used to carry out the study. Before coming to a conclusion with a summary, this chapter also covers the target population, sample size, sampling technique, data collection, research instrument, and data analysis.

3.2 RESEARCH DESIGN

A typical research design would describe how to choose and use the right equipment, gather data, and interpret the results. The method, structure, and technique of study used to answer the study's questions while trying to control for variation is referred to as research design (Creswell and Creswell, 2017). The investigation used quantitative techniques. This study's design separates these three types into causal, exploratory, and descriptive. This investigation will make use of causal research. This study looks at how present norms and assumptions are impacted by a relationship between a dependent variable and an independent variable.

Because this study's objective is to assess a causal relationship between variables, a causality-based design was employed. The study then employs a cross-sectional design. Data collection at and near a single moment in time, as well as a stronger emphasis on finding correlations between variables at that time, are two advantages of a cross-sectional design. Due to their being relatively inexpensive and take little time to complete, survey methods are frequently used to gather data in cross-sectional designs.

An individual serves as the research unit in this study. The majority of people concur that surveys are the most practical way to collect quantitative information. Self-administered questionnaires are a low-cost way to quickly and effectively collect a lot of data from a lot of people, especially those where assessors are not required to conduct in-person interviews. As a result, the questionnaires used in this study are self-administered.

3.3 SAMPLE SIZE

The sample size falls within the range of samples used in the study and serves as a representative of the population for the particular research issue. In marketing research, the phrase "sample size" refers to the total number of topics included in the sample. The number of participants chosen from the general public who are thought to be representative of the actual population for that particular study is known as the sample size. The number of respondents in that age range who will be surveyed will determine the sample size in this situation. The Lower Kinabatangan is Sabah, Malaysia's largest alluvial floodplain. The sampling technique to be used for this study is systematic sampling. Based on sampling, 272 respondents out of the population would be chosen to participate in this research, where the questionnaires will be distributed randomly to the indigenous people in Sukau Village to answer the question. Data collection will be collected divided by 4 characteristics which gender, age, ethnicity and level of education.

3.4 POPULATION

A population is the total number of members in a society, whether that community is a nation or a group of individuals who share a common trait (Osikhotsali momoh, 2022). The population is divided by 4 ethnics which Sungau, Bajau, Bugis and Dusun/Kadazan. The frequensey of Pulau is 196, Bajau is 10, Bugis is 11 and Dusun/Kadazan is 10 Table 3.1 Population of the study.

Table 3.1 Population of the study

Characteristics	Frequency	Percentage
Sungai	196	72.1
Bajau	10	3.7
Bugis	11	4
Dusun/Kadazan	10	3.7

3.5 SAMPLING METHOD

The method of sampling entails choosing a sufficient number of samples at random from a population. (Kumar, 2012; Memon et al., 2020). A predetermined number of samples from the population were chosen by the researcher throughout the sampling procedure to be used in later research. Probability sampling and non-probability sampling are the two categories of sampling

techniques. Non-probability sampling techniques will be applied in this investigation. The research is quantitative in nature. Finding the population's representative sample factor is the aim of research. In this study, a convenience sampling strategy was used because it is affordable and easy to use.

3.6 DATA COLLECTION

To obtain thorough and trustworthy data, data collecting is a useful technique for obtaining information from a range of sources. By acquiring information, a person or planning can examine findings, estimate probability, and predict future trends. Data were gathered using the questionnaires that were used in the survey for this study. A questionnaire's objective is to collect information from a specific target audience. It may include a combination of closed-ended and open-ended questions. Participants who complete a questionnaire contribute useful information. The information gathered can be quantitative or qualitative. The responders to the questionnaire answer a series of questions as a way of gathering data. Additionally, because it is standardized, this form of research is typically easier to manage and less expensive than other approaches. Additionally, this study included a large number of respondents, demonstrating the effectiveness of this technique for researchers to gather data and information.

3.6.1 Pilot study

Looking at the inclusion and exclusion criteria for trial participants helps determine whether a study is feasible. It will let researchers choose the most effective plan for carrying out real surveys. The survey will exclusively include indigenous Sabah residents, and participants will be chosen for the pilot test. When the pilot study is completed, this study will proceed with a research project or actual surveys.

An evaluation of the feasibility of the research is done through a pilot study that identifies the inclusion and exclusion criteria for participants. It will help researchers choose the most effective techniques for carrying out real surveys. After the pilot test study is finished, this research continues with a field study or actual surveys.

3.6.2 Procedure for distributing questionnaire

Because it is simpler to send a questionnaire to respondents throughout Sabah, a google form was used to collect information about the perceived economic, social, and environmental impacts in Sabah. Due to the rapid growth of social media, researchers used Google Forms to gather responses from Sabah residents. Additionally, because researchers needed to quickly compile responses from Sabah-wide, Google Form was the only way to get in touch with respondents. Google Forms is used by researchers because it can reduce costs and paper usage.

Due to the quick development of social media, the study was able to distribute the Google Form and collect responses from all over Sabah. The self-administered online survey was made using Google Form. Respondents received links to the survey through a variety of online platforms, such as a WhatsApp group, Facebook pages, the TikTok app, and Instagram pages. By posting a link to the survey and an application for eligibility to participate on various Facebook and Instagram pages, the researchers invited people to take part in the study.

3.7 RESEARCH INSTRUMENT

Survey questions, checks, and scales are examples of research instruments which can help researchers gather information from investigations on an important topic. Questionnaires, as previously stated, would have been used to collect data for this study. The questionnaire for this study is divided into five sections.

The first section of the questionnaire is concerned with demographic segmentation of respondents in order to gather some basic information about them. Gender, age, race, ethnic, religion and education level are the demographic segmentation questions. The questionnaire's second section includes a statement about the perceived economic impact on tourism development in Sabah. The third section of the questionnaire includes a statement about the perceived social impact on Sabah's tourism development. The fourth section of the questionnaire includes a statement about the perceived environmental impact on Sabah tourism development. The second through fourth sections are related to the independent variable: economic impact, social impact, and environmental impact, which influence indigenous

community participation choices. The final section of the questionnaire, which is related to the study's dependent variable which is tourism development in Sabah.

Furthermore, sections two until five will use a 5-point Likert Scale: 1 – strongly disagree, 2 – disagree, 3 – neutral, 4 – agree, 5 – strongly while the first section, respondents have to choose the answers that have been prepared.

3.8 DATA ANALYSIS

Data analyses are done for better understanding about the relationship dependent variable (DV) which is tourism development and independent variables (IV) perceived economy impact, social impact and environmental impact. Data may be applied in a variety of ways to the growth of Sabah's tourist industry. A technique for assessing obtained data is data analysis. It often involves the examination of data generated by the use of analytical skills in order to spot trends, correlations, or patterns.

The Statistical Package for Social Sciences (SPSS) may be used in this situation to assist in the analysis of the general research that was obtained. SPSS, which stands for Statistical Package for Social Sciences, is a widely used tool for advanced statistical data analysis. For the administration and statistical evaluation of social science data, the SPSS software suite was developed. It was first released in 1968 by SPSS Inc., and IBM acquired it in 2009. The majority of users still call it SPSS even though it is now officially known as IBM SPSS Statistics. SPSS is widely regarded as the industry standard for social science data analysis because of its straightforward, English-like command language and incredibly

thorough user manual.

3.8.1 DESCRIPTIVE STATISTICS

Descriptive statistics do exactly what they say on the tin: they identify data in ways that make it easier to grasp by summarizing, defining, and presenting it. They contribute to the understanding and description of specific features of a collection of data by providing concise observations and summaries about the sample, which can aid in the detection of patterns. The summaries usually include quantitative data as well as visual elements such as graphs and charts (Brian Conner and Emily, 2017). In other words, descriptive statistics facilitate the process of simplifying large amounts of data (Loeb, 2017). This will help show the highest mean among the independent variables which include received economy impact, social impact and environmental impact.

Mean is the mathematical average value of a set of data (Mishra, 2019). It is frequently used to perform mathematical operations or to determine statistics for a set of facts or numbers. It is crucial to model the data set and determine which values exhibit the least level of inaccuracy. The calculator will be useful in determining the set's center for numerical data. By summing all the values in the data set, the mean is calculated. The entire number of values in the data set is divided by the outcome.

3.8.2 RELIABILITY ANALYSIS

In order to investigate the characteristics of the measurement model and the scales' individual items, the reliability analysis procedure computes a number of commonly used scale reliability measures as well as specifics about the connections between various scale items. We'll be asking them questions via an online survey. It is based on the viewpoints or comprehensions of the survey respondents. One of the simplest methods to obtain information from the target groups is through a questionnaire. By employing this technique, research may also be given a more solid framework, which will assist us further our efforts to improve tourism in Sabah.

This research will use the Cronbach's alpha test that can calculate the instrument reliability. One of the most crucial statistics in research involving the design and use of tests is the Cronbach's alpha. According to Bujang, Omar, and Baharum (2018), it is frequently used in questionnaire development studies and questionnaire validation studies. The Cronbach alpha ranges from 0 to 1, with 0.6 being considered unreliable and 1 being accepted. The table for Cronbach's Alpha is divided into 5 categories.

Table 3.2: The Alpha Cronbach's Value

Cronbach's Alpha	Interpretation
0.91 – 1.00	Excellent
0.81 – 0.90	Good
0.71 – 0.80	Good and Acceptable

33

0.61 – 0.70	Acceptable
0.01 – 0.60	Non – Acceptable

3.8.3 CORRELATION ANALYSIS

Commonly used methods to gauge the strength of three quantitative variables are correlation and coefficient. Additionally, there is a mostly linear connection between the variables. We have chosen the person correlation to identified tourism development and received economy impact, social impact and environmental impact, as well as influence and convenience if there is a linear relationship between the two quantitative variables. This will help us get the ideal result for our research, which is helpful. A correlation of 0 indicates that there is no linear link between the three variables, whereas a correlation coefficient of less than or greater than one denotes the existence of a perfect linear relationship. A value of 0 denotes the presence of both a linear relationship and a relationship between the two variables. The ranger of potential values is -1.0 to 1.0. It can't be more than 1.0 or less than

1.0. A perfect negative correlation and a perfect positive correlation are both indicated by a correlation of 1.0 Table 3.2 Rule of Thumb about Correlation Coefficient Size.

Table 3.3: Rule of Thumb about Correlation Coefficient Size

Coefficient Rage	Strength of Association
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but Definite Relationship
± 0.00 to ± 0.20	Slight, almost negligible

3.9 SUMMARY

In chapter three, in this section, we'll go over the research design, the population that will be studied, the sample sizes that will be used, the sampling techniques used to collect the research's data, data collection, research tools, data analysis, descriptive and reliability analysis, and the correlation coefficient. The correlation coefficient is tourism development of the relationship between the two variables, which are the received economy impact, social impact and environmental impact. The questionnaire approach will be utilized in this study to get data from participants. Tourism development in Sabah, Malaysia been chosen to assist with this research.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter elaborates on the findings of an analysis of information gathered from a survey of 150 respondents via Google Form. The findings of the survey are discussed in this chapter. Based on the research objective, the findings from frequency analysis, descriptive analysis, reliability test, Pearson Correlation Coefficient analysis, and discussion.

4.2 RESULT OF FREQUENCY ANALYSIS

150 people participated in the survey, which included a filter question, and the results of the demographic profile were compiled and summarized. Gender, age group, race, religion, and degree of education are among the demographic questions included in the survey. The summary of demographic profile is shown in table 4.1, table 4.2, table 4.3, table 4.4, and table 4.5 below.

Table 4.1: Gender

Demographic	Categories	Frequency (N)	Percentage (%)
Gender	Male	42	28.0
	Female	108	72.0

4.2.1 Gender

The gender breakdown of those who responded is presented in the following table, which is based on the findings in table 4.1. There is a total of 150 people who responded to the survey. The number of female respondents in this survey was significantly greater at 72.0% (N=108), in comparison to the number of male respondents, which was only 28.0% (N=42).

Table 4.2: Age Group

Demographic	Categories	Frequency (N)	Percentage (%)
Age Group	20 – 29 years old	136	90.7
	30 – 39 years old	12	8.0
	40 – 49 years old	2	1.3

4.2.2 Age

The breakdown of the ages is presented in Table 4.2. The respondents were divided up into three distinct age categories. The group of people aged 20 to 29 years old had the biggest number of respondents, with 136 of them accounting for 90.7% of the total, followed by those aged 30 to 39 years old, which accounted for 8.0% of the total, with 12 people filling out the survey. The group of those aged 40 to 49 years old had the fewest number of respondents overall, with only 1.3% (N=2) of people participating.

Table 4.3: Race

Demographic	Categories	Frequency (N)	Percentage (%)
Race	Chinese	9	6.0
	Indian	5	3.3
	Malay	133	88.7
	Others	3	2.0

4.2.3 Race

The race distribution among the respondents is shows in the Table 4.3. The highest number of respondents were from Malay with 88.7% (N=133) respondents and then followed by Chinese with 6.0% (N=9) respondents. The second lowest were from

Indian with 3.3% (N=5)respondents and then the lowest are from other category with 2.0% (N=3) respondents.

Table 4.4: Religion

Demographic	Categories	Frequency (N)	Percentage (%)
Religion	Buddha	3	2.0
	Hindu	5	3.3
	Islam	135	90.0
	Kristian	7	4.7

4.2.4 Religion

Table 4.4 displays the percentage of respondents from each faith, with the biggest number of respondents coming from Islam at 90.0% (N=135), followed by Christians with 4.7% (N=7) of responses each. Next, the Buddhist group has the second lowest response rate with 3.3% (N=5 respondents), and then the Hindu category has the lowest response rate with 2.0% (N=3 of responders).

UNIVERSITI MALAYSIA

KELANTAN

40

Table 4.5: Education Level

Demographic	Categories	Frequency (N)	Percentage (%)
Education Level	Certificate or Diploma	10	6.7
	Degree	130	86.7
	Master	6	4.0
	No Formal Education	4	2.7

4.2.5 Education Level

Table 4.5 displays the proportion of respondents according to their level of education. The table reveals that the percentage of respondents who hold a degree is the highest, at 86.7% (N=130). After that, the category of Certificate or Diploma makes up the second largest percentage of responses (6.7%) (N=10 total). The respondents from the category Master made up the next 4.0% (N = 6). The respondents with the least amount of formal education had the lowest proportion, coming in at 2.7% (N=4).

4.3 RESULT OF DESCRIPTIVE ANALYSIS

This study has analyzed the mean and standard deviation for section B in the questionnaire.

4.3.1 Independent Variable and Dependent Variable.

Table 4.6: Independent Variable and Dependent

Variable.

Variables	N	mean	Standard deviation
Perceived economic impact	150	4.035	0.89
Perceived social impact	150	4.041	0.91
Perceived environmental impact	150	3.963	0.86
Tourism development in Sabah	150	4.103	0.81

The number of respondents, as well as the mean and standard deviation of the independent variables and the dependent variables, were presented in Table 4.6. The perceived social impact had the highest mean among the independent variables, coming in at 4.041. This was followed by the perceived economic impact, which came in at 4.035, and the

perceived environmental impact, which came in at 3.963. 4.103 is the value that represents

the dependent variable's mean.

4.3.1.1 Perceived Economic Impact.

Table 4.7: Perceived Economic Impact.

Variables	Item	n	mean	Standard deviation
IV1Q1	Do you think that the success of many economies throughout the world depends on tourism?	150	4.11	1.024
IV1Q2	For indigenous people, do you think that tourism can alleviate poverty, diversify economic activities, and increase the demand for and sale of indigenous goods and services	150	4.14	1.017
IV1Q3	Do you think that in the wake of tourism development can give the bad impact to the environment?	150	3.91	0.969
IV1Q4	It is very important to indigenous communities to increased wildlife	150	3.95	0.965

	population, improving the rainforest, and protecting rivers and natural asset to the way of their life. Do you think that the development of tourism can also result in the establishment of protected wildlife and heritage areas?			
IV1Q5	Do you think that economic is important to the indigenous people?	150	4.06	0.935

The mean and standard deviation of the analysis are displayed in Table 4.7 for the independent variable of perceived economic impact. The item with the highest mean value is number 1, which has a value of 4.11; respondents agree that the prosperity of many economies all over the world is contingent on the presence of tourists. The item with the lowest mean value is number 3, which has a score of 3.91; respondents are only somewhat in agreement with the statement that the growth of tourism can have a negative influence on the environment. The data set has a total of 150 respondents, along with the standard deviation.

4.3.1.2 Perceived Social Impact.

Table 4.8: Perceived Social Impact.

Variables	Item	n	mean	Standard deviation
IV2Q1	Do you think the social impact of tourism development in Sabah can improve infrastructure such as roads, schools, hospitals and parks.	150	4.16	0.977
IV2Q2	With the social impact on the development of tourism in Sabah, do you think tourism can encourages a variety of cultural activities?	150	4.17	0.999
IV2Q3	Do you think tourism development increases the availability of recreation opportunities in local community?	150	4.09	0.979
IV2Q4	Do you think tourism causes congestion and is unpleasant to the local community?	150	3.93	1.030

45

IV2Q5	Do you think tourism increases crime in the local community?	150	3.86	1.056

The analysis of the mean and standard deviation of the respondents' responses to the independent variable of perceived social influence was displayed in Table 4.8. The respondent's agreement that tourism may stimulate a variety of cultural activities received the highest mean value of 4.17 and was given the highest score for item 2. A related item, number 5, had a mean score of 3.86 and asked respondents whether they believed that an increase in crime in the neighborhood would result from increased tourism. The data set has a total of 150 respondents, along with the standard deviation.

4.3.1.3 Perceived Environmental Impact.

Table 4.9: Perceived Environmental Impact.

Variables	Item	n	mean	Standard deviation
IV3Q1	Do you think the effects of the developed development will have a negative impact on the environment?	150	3.99	0.909
IV3Q2	Do you think uncontrolled development will be the cause of air pollution?	150	4.07	0.924
IV3Q3	Do you think the progress carried out in Sabah will destroy the sustainability of the environment in Sabah, especially in the indigenous villages?	150	3.90	1.035
IV3Q4	Do you think the	150	3.90	1.022

	development carried out will damage the natural treasures in Sabah?			
IV3Q5	Do you think the development that is being carried out will fail the current agenda which is the agenda of sustainable development?	150	3.95	0.958

The mean and standard deviation of respondent's analyses were displayed in Table 4.9. The independent variable that was being analyzed was perceived environmental impact. The item with the highest mean value is number 2, which has a value of 4.07 and asks respondents whether or not they agree that uncontrolled development would be the source of air pollution. The items with the lowest mean value are 3 and 4, which both have a value of 3.90. This indicates that the respondents are only somewhat in agreement that the development that is being carried out in Sabah will damage the natural treasures that are located in Sabah, particularly in the indigenous communities where the development that is being carried out will impair the sustainability of the environment in Sabah. The data set has a total of 150 respondents, along with the standard deviation.

4.3.1.4 Tourism Development in Sabah.

Table 4.10: Tourism Development in Sabah.

Variables	Item	n	mean	Standard deviation
DVQ1	Do you think the tourist development has a positive effect on the indigenous people in Sabah?	150	4.13	0.872
DVQ2	Do you think that the tourist development can change the economy in terms of many job opportunities so as to reduce the poverty of the indigenous people?	150	4.13	0.892
DVQ3	Does the tourist development in Sabah not affect the environment?	150	4.03	0.878
DVQ4	Do you think the tourist	150	4.12	0.866

	development provides progress in a good way of life and opens up a broad and mature mindset for the indigenous people in Sabah?			
DVQ5	Do you think the tourist development must be emphasized more for the life of the indigenous people in Sabah?	150	4.10	0.925

The mean and standard deviation analysis of respondents on the dependent variable of tourist development in Sabah was shown in Table 4.10. Item 1 and 2 had the same highest mean value of 4.13, indicating that the respondent agrees that tourism development has a positive effect on indigenous people in Sabah and that tourism development can change the economy in terms of many job opportunities, thereby reducing indigenous people's poverty. The lowest mean item 3 has a mean value of 4.03, indicating that respondents do not agree that tourist development in Sabah has an impact on the environment. There are 150 respondents with a standard deviation in the data set.

4.4 RESULT OF RELIABILITY TEST

A reliability test was used to measure the variables in this study. According to table

4.11, all variables had an alpha coefficient value greater than 0.7, indicating a moderate strength of association. The perceived economic impact had a Cronbach's Alpha value of 0.774, followed by the perceived social impact, which had a value of 0.779, and the perceived environmental impact, which had a value of 0.820. The findings show that all of the independent and dependent variables are nearly constant and reliable, with associations ranging from good to very good (Taber, 2017).

Table 4.11

Construct	Cronbach's alpha	Number of item
Perceived economic impact	0.774	5
Perceived social impact	0.779	5
Perceived environmental impact	0.820	5

Source: Develop from research

4.5 RESULT OF PEARSON'S CORRELATION COEFFICIENT ANALYSIS

Pearson's correlation analysis was one of the most important analyses that looked at the linear relationship between the two variables. The goal of this study was to see if there were any relationships between the independent variables (perceived economic impact, perceived social impact, and perceived environmental impact) and the dependent variables (tourism development in Sabah). If the relationship is significant, researchers must determine whether the level of strength of the link is acceptable

Table 4.12: strength interval of correlation coefficient

Size of correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyika, (2013)

Hypothesis 1: Perceived economic impact

H1: There is a significant relationship between perceived economic impact and

tourismdevelopment is Sabah.

Table 4.13: Correlation coefficient for perceived economic impact and tourism

development in Sabah.

		Perceived economic impact	Tourism development in Sabah

Perceived economic impact	Pearson correlation	1	.774**
	Sig (2-tailed)		0.000
	N		150
Tourism development in Sabah	Pearson correlation	.774**	1
	Sig (2-tailed)	0.000	
	N	150	

Table 4.13 illustrated Pearson correlation coefficient, significant value and the number of cases which was 150. The p-value was 0.000 which was less than 0.01 level of significant. The correlation coefficient of 0.774 suggested a high positive correlation between perceived economic impact and tourism development in Sabah.

Hypothesis 2: perceived social impact

H2: There is a significant relationship between perceived social impact and tourism
development is Sabah.

Table 4.14: Correlation coefficient for perceived social impact and tourism development in
Sabah.

		Perceived social impact	Tourism development in Sabah
Perceived social impact	Pearson correlation	1	.779**
	Sig (2-tailed)		0.000
	N		150
Tourism development in Sabah	Pearson correlation	.779**	1
	Sig (2-tailed)	0.000	
	N	150	

The Pearson correlation coefficient, the significant value, and the total number of
instances, which was 150, were presented in Table 4.14. The level of significance was less than
0.01, which meant that the p-value, which was 0.000, was significant. According to the
coefficient of correlation, which was 0.779, there was a strong positive association between the
perceived social impact and the development of tourism in Sabah. Hypothesis 3: Perceived

54

environmental impact.

Hypothesis 3: perceived environmental impact

H3: There is a significant relationship between perceived environmental impact and tourism development is Sabah.

Table 4.15: Correlation coefficient for perceived environmental impact and tourism development in Sabah.

		Perceived environmental impact	Tourism development in Sabah
Perceived environmental impact	Pearson correlation	1	.820**
	Sig (2-tailed)		0.000
	N		150
Tourism development in Sabah	Pearson correlation	.820**	1
	Sig (2-tailed)	0.000	
	N	150	

Table 4.15 shows the Pearson correlation coefficient, its significant value, and the total number of instances, which was 150. Because the level of significance was less than 0.01, the p-

value of 0.000 was significant. The correlation value of 0.820 demonstrated that there was a very significant positive relationship between the perceived social impact and the growth of tourism in Sabah.

4.6 SUMMARY

Chapter 4 defines the results of frequency analysis, descriptive analysis, reliability analysis, and Pearson Correlation analysis. Indigenous peoples' perceptions of the economic, social, and environmental impacts of tourism development in Sabah, Malaysia, were found to be significantly related to the factors identified as relevant in this study. The conclusion, as well as the study's limitations and some recommendations for future research, are included in the following chapter.

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

The debate and conclusion take up the entirety of this chapter. After the introduction comes a restatement of the research's findings, followed by its limitations, then its suggestions, and finally its conclusion. This chapter analyzes the results of the previous chapter, Chapter 4. This chapter also examines the recommendations that could be used for future research based on the findings of this study. In the final section of this chapter, the research will present its findings and conclusions regarding the study.

5.2 RECAPITULATION OF FINDING

The purpose of this study was to evaluate the relationship between indigenous people in Sabah's perceived economic impact, perceived social impact, and perceived environmental impact. The primary objective of this research is to determine whether or not there is a correlation between how indigenous people in Sabah perceive the economic impact, how they perceive the social impact, and how they perceive the environmental impact. In this instance, primary data collection was carried out, and respondents were given a series of questionnaires to fill out in order to provide their input. The table that Krejcie and Morgan (1970) established served as the

basis for the selection of the sample of 150 respondents for this study. In addition, the relationship between perceived economic impact, perceived social impact, and perceived environmental impact was investigated among Sabah's indigenous population as part of this study.

The amount of progress made in Sabah's tourism industry served as this study's dependent variable. On the other hand, there is a set of independent variables that includes indigenous people in Sabah's perceptions of the region's economic impact, social impact, and environmental impact. According to Lemelin and Koster (2012), tourism can have a perceived positive economic impact on indigenous people by helping to reduce poverty, diversify economic activities, and raise both the demand for and sales of indigenous goods and services. On a societal level, tourism is beneficial to the surrounding community because it results in a rise in the number of options for amusement and enjoyment as well as public facilities. Tourism encourages the preservation and revival of traditional arts, culture, and crafts, as well as pride in the local community (Haralambopoulos and Pizam, 1996). The environmental impacts of establishing protected areas and tourism development have a positive impact on indigenous peoples' participation in conservation programs and tourism development. Tourism promotes the preservation and revival of traditional arts, culture, and crafts and aids in the understanding of one's own cultural identity.

The data from 150 questionnaire distributed to the respondents were analyzed using descriptive analysis, reliability analysis and Pearson's correlation coefficient. Based on the reliability analysis results to test the internal consistency of instruments, the Cronbach's Alpha values for all variables were ranging from 0.774 to 0.820, which are above the poor range of below 0.6 (Matkar,2012). Perceived environmental impact is considered highly reliable as it recorded the highest value of 0.820; hence, this factor has the most influence on development tourism in Sabah. Likewise, perceived economic impact and perceived social impact are also deemed reliable with 0.774 and 0.779 respectively.

The pearson's correlation was used in this study to describe the relationship of two variables in term of direction and strengths of the relationship. The result indicated that perceived economic impact there strong, positive correlation between tourism development in Sabah ($r=0.774$, $n=150$, $p<0.0001$) and for perceived social impact ($r=0.779$, $n=150$, $p<0.0001$) suggested a high positive correlation between perceived social impact and tourism development in Sabah. Not only that, for perceived environmental impact ($r=0.820$, $n=150$, $p<0.0001$) was also suggested a high positive correlation between perceived environmental impact and tourism development in Sabah.

5.2.1 Research question 1: What is the relationship between perceived economic impact and tourism development in Sabah?

Perceived economic impact was included in this study as a factor of tourism development in Sabah. Therefore, perceived economic impact plays an important role in determining the level of tourism development in Sabah. Based on the analysis, the relationship between perceived economic impact and factors of tourism development in Sabah is within a moderate range (r=0.774, n=150, p<0.0001), hence indicating a positive significant relationship In the context of indigenous tourism, productive community involvement requires relationships that are beneficial to both parties involved, whether such interactions are between people or between people and the environment. Relationships that are advantageous to both parties are a universally held indigenous ideal that serves as the basis for all successful economic collaborations amongst indigenous people. (Jimura, 2011) These partnerships are vital for the development of the site and the area around it as a tourist destination. This will ensure the economic growth of local people while also prioritizing sustainable conservation efforts to conserve the site itself.

5.2.2 research question 2: What is the relationship between perceived social impact and tourism development in Sabah?

According to the findings of this research, there is only a modest level of strength in the link between perceived social impact and factor development tourism in Sabah (r=0.779, n=150, p>.0001). According to the findings, there is a positive association between perceived social effect and the element that contributes to the development of tourism in Sabah. Indigenous people believe that the forest is a living creature that possesses its own soul and sense of spirituality. This belief is passed down from generation to generation, which makes it challenging for the local community to comprehend the government's and the private sector's short-term social, political, and bureaucratic interests. These interests are frequently in conflict with the indigenous peoples' conceptualization of what constitutes moral rights (C. Fletcher et al., 2016; Subramaniam 2007). Furthermore, traditional lands intended to be gazetted as indigenous reserves are rarely fully gazetted administratively (Subramaniam, 2007). Indigenous communities require social justice from the government, not just welfare and charity (Subramaniam, 2007).

5.2.3 research question 3: what is the relationship between perceived environmental impact and tourism development in Sabah?

In this study, the result indicated that the strengths of the relationship between perceived environmental impact and factor development tourism in Sabah is at moderate level (r=0.820, n=150, p<0.0001)). the findings implied that there was positive relationship between perceived

social impact and factor tourism development in Sabah. According to Chang (2006), the social degradation of the indigenous peoples of Sabah has been caused by the commercialization of their culture as well as the impact of outside cultures. Even their abundant biodiversity of natural resources has been degraded as a result of pollution and environmental destruction to the point where they are unable to accommodate the growing number of visitors. Indigenous communities are frequently used for commercial gain as "environmentally friendly" attractions, despite the fact that the destination's saturation is harmful to the ecosystem (Cole, 2006).

5.3 LIMITATIONS

During the entirety of the research, one has been exposed to a valuable and significant method for bringing the research to a successful conclusion. As a direct consequence of this, the execution of the research according to plan is subject to a number of constraints that cannot be avoided. The current investigation does have significant shortcomings, which need to be addressed. The limited amount of time available over the course of several months to collect all of the data was the initial drawback of this investigation. The researchers made several attempts to get in touch with the respondent as quickly as they could.

In addition, respondent's reluctance to cooperate in answering the online questionnaire. Due to covid-19 that hit our country and most of the world, all the industry mostly tourism industry has been affected. So, it has been quick difficult to have a face-to-face survey so all the data need to be collected by online because of Malaysia's movement control order. In our research, we are going to use hashtag in TikTok apps which the hashtag is #OrangAsliSabah
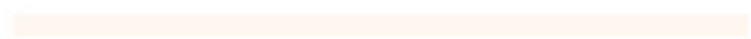
#FYP. Researchers had to keep blast until we reached the number of surveys needed.
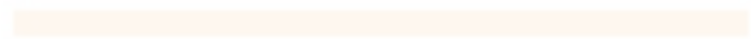
5.4 RECOMMENDATIONS

When it comes to tourist development in Sabah, Malaysia, with a focus on indigenous people, it is crucial to prioritize sustainable and responsible tourism practices that respect and benefit the local communities. Here are some recommendations for tourist development in Sabah among indigenous people:

1.Cultural Preservation: Emphasize the preservation and promotion of indigenous cultures and traditions. Encourage indigenous communities to actively participate in tourism activities, such as showcasing traditional music, dance, crafts, and storytelling.

2. Community Involvement: Involve indigenous communities in decision-making processes and allow them to have a say in the development of tourism initiatives. This will ensure that their voices are heard and their interests are protected.

3. Ecotourism and Nature Conservation: Promote ecotourism initiatives that highlight the rich biodiversity and natural beauty of Sabah. Work together with indigenous communities to develop responsible nature-based tourism activities, such as guided hikes, wildlife observation, and sustainable fishing or farming experiences.

4. Education and Awareness: Conduct educational programs for tourists, highlighting the importance of indigenous cultures and environmental conservation. This will foster appreciation and respect for the indigenous communities among visitors, leading to more sustainable tourism practices.

5. Capacity Building and Training: Provide training programs and capacity-building initiatives for indigenous community members, equipping them with skills in tourism management, hospitality, language interpretation, and guiding. This empowers the communities to actively

participate in tourism activities and benefits their economic development.

6. Infrastructure Development: Invest in sustainable infrastructure development, such as eco-friendly accommodations, waste management systems, and renewable energy solutions, to minimize the environmental impact of tourism on indigenous lands.

7. Fair Trade and Economic Empowerment: Encourage fair trade practices and support indigenous entrepreneurs by promoting locally made handicrafts, organic products, and traditional cuisine. This helps to create economic opportunities and improve the livelihoods of indigenous communities.

8. Partnerships and Collaboration: Foster partnerships between indigenous communities, tourism operators, NGO, and government agencies to collectively work towards sustainable tourism development. Collaboration will lead to shared knowledge, resources, and responsible practices.

Remember, the key is to involve indigenous communities as active participants and beneficiaries in the tourism development process while respecting their cultural identity and ensuring the preservation of their heritage.

5.5 CONCLUSION

This research has been carried out to explore the factors determining the influence of perceived economic, social, and environmental impact on the development of tourism in Sabah, Malaysia among indigenous people. The conclusion of this research can be found here. The perceived economic impact, perceived social impact, and perceived environmental impact (dependent variable) are the key factors (independent variables) in tourist development among indigenous people in Sabah, Malaysia. In Chapter 3, it was indicated that researchers used Google Form with 150 respondents in order to administer these surveys. Among the respondents who responded these questionnaires are indigenous people from the state of Sabah. In addition to using the qualitative method, the researcher also collects data and information using the quantitative method. In addition, the researcher reaches out to respondents in Sabah through social media platforms such as Facebook and TikTok. This is due to the fact that using these makes it simpler for respondents to finish filling out all of the questions, which in turn enables the researcher to save both time and money.

In this study, the outcomes of a questionnaire survey were subjected to a number of different types of analysis, such as descriptive analysis, reliability analysis, correlation analysis, and frequency analysis. After that, the results that were collected in the prior chapter and all of the data from the questionnaire were analyzed by using a piece of software called the Statistical Package for the Social Science (SPSS). The researchers choose to employ this particular piece of software due to the fact that it makes it much simpler to locate each and every outcome. In conclusion, there is more information to summarize and draw conclusions about the ultimate result based on the data analysis. In the context of this research,

Hypotheses 1 through 3 (H1, H2, and H3) can all be considered valid. In addition, we produced certain recommendations and restrictions for this study, both of which we believe will prove helpful to researchers in the years to come. As a result, it is hoped that the subsequent researcher would find all of the information offered throughout this research to be beneficial.
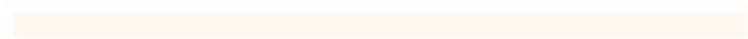
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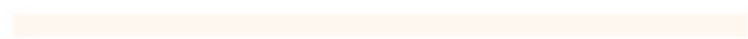
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70