

UNIVERSITI TEKNOLOGI MARA

**RESIDENTS' SUPPORT FOR
SUSTAINABLE CULTURAL
HERITAGE TOURISM
DEVELOPMENT IN SARAWAK:
PERCEIVED TOURISM BENEFITS
PERSPECTIVE AND QUALITY OF
LIFE AS MEDIATING**

IDA ANAK INGKO

Dissertation submitted in partial fulfillment
Of the requirements for the degree of
Doctor of Business Administration
(Tourism)

Arshad Ayub Graduate Business School

June 2022

ABSTRACT

The tourism industry brings in economic, environmental, and socio-cultural benefits which contribute to the revitalization of the local communities and improve local communities' standard of life. Thus, to achieve successful sustainable tourism development, community leaders and developers need to view tourism as a 'community industry' as this enables local communities to actively decide and plan future tourism development. This study emphasized the quality of life (QOL) as a mediation factor in examining its relationship with residents of Kuching's perceived tourism benefits and their support towards sustainable tourism development (SSTD). This study adopted a quantitative approach via online questionnaires to Kuching residents. A total sample size of 200 was selected using the purposive sampling technique. PLS-SEM was performed using SmartPLS 3.3 to analyze the data. The result shows that perceived tourism benefits do influence residents' perspectives on QOL and residents' SSTD. However, the empirical result shows that QOL is not significant on SSTD. Results on the mediating impact of QOL on the relationship between perceived tourism benefits and SSTD are also revealed in this study. Furthermore, adding on political trust to the dimensions of perceived tourism benefits which originally only tested economic, social, cultural, and environment into residents' support in cultural heritage tourism development having varying levels and magnitude of impacts on local communities. The research suggested that the government must ensure the outcomes of tourism benefits must continue to be seen and witnessed by the residents in impacted cultural heritage tourism areas. It is hoped that the study can contribute to the successful sustainable cultural heritage tourism development in Kuching, Sarawak.

ACKNOWLEDGEMENT

My greatest thanks to God, my Lord for giving me the opportunity to embark on my DBA study and for completing this long and challenging journey successfully.

My gratitude and thanks to my main supervisor Associate Professor Dr. Jati Kasuma Ali and co-supervisor, Dr. Norizan Jaafar. Thank you for your precious time, your kind guidance, and for never giving up on me throughout my journey to finishing the thesis.

To the love of my life; my husband Wong Yii Hui and my precious daughter Sarah Wong Xin Yan for utmost support and understanding with my bizarre behavior in chasing over the dateline.

My gratitude to Sherrymina, who acts as my dictionary that I always refer to when I'm lost. The same goes for my DBA classmates, friends, colleagues, and respondents who willingly participate in this study.

I would also like to thank Asst. Prof. Azizan bin Yatim, UCSI University Sarawak campus for proofreading this thesis.

The utmost appreciation goes to all my professors, lecturers, and UiTM staff members for their knowledge and guidance during my DBA journey.

Finally, this thesis is dedicated to the loving memory of my beloved mother Anna Bangking for her love, which never stops to inspire me to never give up on everything I do. Terima kasih mak.

Thank you and God bless.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xi
LIST OF FIGURES	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER ONE INTRODUCTION	1
1.1 Preamble	1
1.2 Background of Study	1
1.3 Research Problem	7
1.4 Research Questions	11
1.5 Research Objectives	12
1.6 Significance of Study	13
1.6.1 Academic Contribution	14
1.6.2 Managerial/Practical Contribution	14
1.7 Scope of the Research	17
1.7.1 Research Setting	17
1.7.2 Unit of Analysis	17
1.8 Definition of Terms	18
1.8.1 Cultural Heritage Tourism	18
1.8.2 Sustainable Tourism Development	19
1.8.3 Support for Sustainable Tourism Development (SSTD)	19
1.8.4 Perceived Tourism Benefits	20
1.8.5 Quality of Life (QOL)	20
1.9 Structure of the Thesis	21
1.10 Chapter Summary	23

CHAPTER TWO LITERATURE REVIEW	24
2.1 Preamble	24
PART 1: SUSTAINABLE CULTURAL HERITAGE TOURISM	26
2.2 Evolution of Sustainable Cultural Heritage Tourism	26
2.2.1 The Global Sustainable Cultural Heritage Tourism	29
2.2.2 The Malaysia Sustainable Cultural Heritage Tourism	30
2.2.3 The Sarawak Sustainable Cultural Heritage Tourism	30
PART 2: UNDERPINNING THEORY	32
2.3 Social Exchange Theory	32
2.4 Bottom-Up Spill Over Theory	35
PART 3: ANTECEDENTS	37
2.5 Support for Sustainable Tourism Development (SSTD)	37
2.6 Perceived Tourism Benefits	39
2.7 Quality of Life (QOL)	42
PART 4: RELATIONSHIPS BETWEEN ANTECEDENTS AND HYPOTHESES DEVELOPMENT	45
2.8 The Influence of Perceived Tourism Benefits on QOL	45
2.8.1 The Influence of Perceived Economic Benefits on QOL	45
2.8.2 The Influence of Perceived Social Benefits on QOL	46
2.8.3 The Influence of Perceived Cultural Benefits on QOL	47
2.8.4 The Influence of Perceived Environmental Benefits on QOL	47
2.8.5 The Influence of Perceived Political Trust on QOL	47
2.9 The Influence of Perceived Tourism Benefits and Support for Sustainable Tourism Development (SSTD)	49
2.10 The Influence of Quality of Life (Mediator) on Support For Sustainable Tourism Development (SSTD)	49
2.11 Interrelationship Between Perceived Tourism Benefits, Quality of Life and Support for Sustainable Tourism Development (SSTD)	50
PART 5: GAPS IN THE LITERATURE AND CONCEPTUAL FRAMEWORK	52
2.12 Gaps in the Literature	52
2.13 Conceptual Framework	54
2.14 Chapter Summary	56