

## Attitude of Communities toward Rural Tourism Development

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**Abstract:** The rapid development of the tourism industry has detrimental impacts to the environment especially in the depletion of natural resources and the degradation of the eco-system. Hence, the potential hostile responses expected from the local communities would negatively affect any rural tourism development, if equilibrium between benefits and negative effects of the development are not properly achieved. Thus, the purpose of this study is to assess the perceptions of rural tourism communities and their aspiration towards tourism development from five main environmental perspectives, namely destination environment, communities' satisfaction, environmental management practices, influence of environmental resources, and communities' attitudes at rural destinations in Malaysia. One hundred and eighty-two respondents comprising of residents of rural tourism in Malaysia took part voluntarily in this study. Interestingly, the findings revealed that local communities' satisfactions and influence of resources at the rural destinations were of the most concerned to the local communities with regards to their future aspirations towards tourism development.

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**Key words:** Rural tourism; communities; environment; satisfaction; resources

### 1. Introduction

Tourism has been promoted successfully and used as a tool to alleviate poverty at the local and national scale. It is a known fact that the success of tourism initiatives has sown the seeds of tourism industry growth and consumerism particularly in developing countries. Rural tourism has been growing and developing tremendously since the last decade and in order to maintain the sustainability of rural tourism, it is important to pay serious emphasis on the environmental impact. This is critical to ensure long-term success of the tourism industry (Diedrich and Garcí'a-Buades, 2008). Extensive research have been conducted to investigate the impact of tourism on communities, but these studies have not examined some of the deep seated issues faced by local communities such as the impact of tourism on the environment, particularly at rural tourism destinations. The importance of researching the environmental impacts of tourism cannot be underestimated given the fact that the potential hostile responses of the local communities would negatively affect rural tourism development, if a balance between benefits and negative effects of tourism development are not properly achieved. In addition to that, understanding the environmental impact of tourism could have on local communities is extremely crucial for tourism stakeholders. This is important to avoid any form of backlash from the communities on the tourism development plans. It cannot be denied that local

communities of rural tourism destinations are one of the fundamental aspects of the tourism product and hence their attitudes and behaviour would have great impact on the success of the destinations (Deery, Jago, and Fredline, 2012).

Rural tourism is different from other types of tourism as their main attraction to tourists is heavily dependent upon its environmental aspect of the destinations. To attract tourists, rural tourism emphasizes to tourists on natural beauty, appreciating and conserving environment as part of its tourism activities. Nonetheless, the question of how to make rural tourism more environmental friendly and at the same time able to strike a balance by not destroying the environment is an interesting issue that worth to be investigated further. As stated by past researchers (e.g., Yoon, Gursoy, and Chen, 2000; Jurowski, Uysal, and Williams, 1997), supports given by the local communities are very much depended upon their attitudes towards environmental concerns. Some studies have evidenced that tourism has provided new employment opportunities and hence increased the standard of living for the local communities, but at the expand of destroying the natural environment (Stronza, 2007).

For the past 10 years, tourists' arrivals in Malaysia have more than doubled from 10.2 million in 2000 to 24.6 million in 2010. In the

corresponding time frame, tourists' receipts increased from RM17.3 billion to RM56.5 billion. Nonetheless, there are various challenges faced by the rural tourism industry in Malaysia and it includes the lack of transport to rural destinations, the lack of varieties of local product base, the service quality provided and also the standard of quality of the local products and safety measure. In the 1970s, the Malaysian government's priority in tourism was to provide basic infrastructures like highways, airports and upgrading the facilities of attractions of potential tourism destination. In the 1980s, tourism was promoted as a means to meet the country's development objectives, and now, the Malaysia government is launching the Economic Transformation Programme (ETP) as they foresee that there is a need to enhance connectivity to key priority tourism markets. Although government efforts play a crucial role in the development of tourism, it is undeniable that the private sectors such as the local industry players contribute to the development decisions by ensuring the industry is run at a profitable level. Past researches have indicated that tourism development has helped to revitalize the rural economy and created more value added channel for local communities (Liu, 2006). One obvious example is the transformation of their existing residences into homestay and that has helped to generate more income for the local communities. It is believed that by having community-based tourism, the local communities will treasure the commercial value which is generated from their natural and cultural resources through tourism.

As the tourism business becomes more competitive than ever before, the issue of gaining cooperation and compliance from local communities becomes a critical issue. Hence, to achieve the objectives, the study is designed as follows. Based on previous research, the section on hypotheses proposes a series of hypotheses on the 5 main environment aspects namely, destination environment, communities satisfaction, environmental management practices, influence of environmental resources, and communities attitudes, as perceived by local communities and on communities future aspiration on development of rural tourism destinations. This paper provides a critique of the environment impact of tourism literature, highlighting the inadequacies in the rural tourism research that has been conducted to date, which then leads to the testing of empirical findings of the environment constructs as perceived by

communities.

## **2. Literature Review**

### **2.1 Rural Tourism and Sustainable Development**

Researchers in the past have been concerned about ecological issues since the early 1970s and various stakeholders have been putting pressure on firms to take measurement to protect and sustain the natural environment (Chan and Wong, 2006; Klassen and Whybark, 1999; Rueda-Manzanares, Aragón-Correa, and Sharma, 2008). Past studies (e.g., Chan, 2008, 2011; Forsyth, 1995; Kasim, 2007a, 2007b; Tzschentke et al., 2008) have further confirmed that the non-adoption of eco-friendly behaviour could be due to several reasons such as lacking of support of the local authorities, operational matters like reduction in the quality of eco-friendly products/services and extra cost involved in taking ecological actions. Stronza and Gordillo (2008) indicated that in the concept of ecotourism, it is mandatory to involve the local communities to the conversation of nature, and it is proven that the community-base tourism can manage the projects better than the other stakeholders. Hence, it is important to understand the needs and wants of the local communities and the expectation of tourism industry players in providing input that can assist in decision making for the development of rural tourism. Tourism is an important industry which helps to generate growth for the country. Past studies have revealed that the challenges faced by the tourism industry is that tourism destination by its nature is very different than conventional commercial products as it stresses on "experience" to attract tourists and involves the cooperation from multi stakeholders such as communities, enterprises, supporting industries, public sectors and local communities within a particular destination (Fernando and Long, 2012).

### **2.2 Environment**

New Environmental Paradigm (NEP) has been paying serious focus on environmental values, attitudes and stresses on the conserving a balance in nature and the need to develop a sustainable economy (Dunlap and Van Liere, 1978). In addition to the natural environment, the other aspects of environment are known as physical and social environments are equally important for the satisfaction of consumers and this is also defined as services cape (Bitner, 1992). According to Clarke and Schmidt (1995), the service environment constitutes of four elements, namely, physical facility, location, ambience and interpersonal conditions and it is elucidated to affect human behavior, cognitively, physiologically and affectively. Past studies have revealed that in order to for ecotourism to sustain, there

are a number of factors that need to focus on such as environmental conservation, sustainable use of land and natural resources, cultural preservation and deterioration, local control and outside market forces, visitor education and impacts, issues of land rights and many others (Honey, 2008; Scheyvens, 2000; Walter, 2011; Leonidou, Leonidou, Fotiadis, and Zeriti, 2013). It is undeniable that unplanned and uncontrolled constructions would cause damage to the natural environment and wildlife and as a result cost of conserving and preserving the nature and historical and cultural sites are very high (Tatoglu, Erdal, and özgur, 2012).

### 2.3 Communities Satisfaction

Past studies have evidenced that sustainable tourism does not solely refer to the economic contributions that local communities are enjoying but also refers their wider needs such as physical and social cultural needs (Kauppila et al., 2009). Researchers in the past have also confirmed that sustainability of tourism is dependent upon the extend of community empowerment in a tourism development plan (Saarinen, 2006; Okech, 2011) as the involvement of local communities is crucial in providing input that can assist in decision making for the development of rural tourism. It is important to note that, local communities are becoming increasingly aware and are able to recognize and contribute ideas, such as, products offered by various tourism destinations. Thus, it is crucial for rural tourism industry players to understand and to be aware of what their local counterparts require from the development of their site to remain competitive in the marketplace. According to Brown (1993), satisfied communities are often linked to having a high quality of life, which are dependent upon having a sufficient income and accordingly this is the most important factor as adequate employment and income would determine overall satisfaction of the communities. As stated by Gursoy and Rutherford (2004), the success of rural tourism depended on the support from local communities as local communities play an important role in affecting tourists' satisfaction, expenditure levels, revisiting, and had their promotion through word of mouth of the destinations that they have visited. Having said that, the communities' satisfactions should not be assumed or taken for granted.

### 2.4 Environmental Management Practices

Recent studies on tourism have indicated that there is an alarming issue about environmental pollution at tourism destinations (Kasim, 2009; Bohdanowic, 2006). In fact, United Nations has shown their concern about environmental protection for the past decades (Chong, Wong, and Lo, 2009). Tourism industry was said to have involved the consumption of vast amount of local and imported nondurable goods,

furnishings and appliances without the proper planning of sufficient facilities for water conservation, waste and energy management (Bramwell and Alletorp, 2001; Kirk, 1998). Hence, it is timely for stakeholders in the tourism industry to initiate practices which will help in the sustainability of the environment (Chan, 2008). In fact, some practices are already in place in the tourism industry to help to preserve and protect the environment. Mensah (2006) indicated that there is an environmental management practices known as Sustainable Tourism Practices (STP) among hotels which serves as a guideline to reduce the cost of operating hotel businesses, enhance images and protect the environment. It was stated that the three focus areas in STP are energy management, waste management, and water conservation (Chong, Wong, and Lo, 2009; Ustad, 2010; Park, 2009). As for rural tourism, "nature" means "products" and hence preserving the products would lead to profits. Nonetheless, it was noted that when rural tourism grows from just simple business to one of the cornerstone industry of the country, the situation becomes complex and issues such as environmental conversation, the right of indigenous and local people and the development of local communities have become issues (Reimer & Walter, 2013). Past studies have elucidated that environmental management practices mainly concern the preservation of the environment (explicit) or by factors unrelated to green thinking (tacit) (Céspedes-Lorente, Burgos-Jiménez, and Alvarez-Gil, 2003; Erdogan and Baris, 2007). Nonetheless, it is up to the respective tourism stakeholders to adopt the required environmental management practices and how seriously the stakeholders view the importance of protecting the environment.

### 2.5 Influence of Environmental Resources

According to Ritchie and Crouch (1993), the competitiveness of the rural tourism destinations depended on the destinations attractions or resources that are available. The attractions and resources are such as the uniqueness of natural features, climate, culture and social characteristics, general infrastructure and many others. Some researchers defined natural destinations as the wilderness areas in mountains, deserts, rainforest and others (Hall, James, and Baird, 2011; Weaver, 2005). Rural tourism is gaining its popularity due to the fact that its natural areas have provided venues for tourists to relax, seek out new experiences with nature (Snepenger, Snepenger, Dalbey, and Wessol, 2007) and also to reduce stress (Hipp and Ogunseitan, 2011). Hence, the natural resources of rural destinations are the main reason why they have become favourite places and hold special meaning for many tourists (Ferreira, 2011; Ramkissoon, Smith, and Weiler, 2013). Past studies have indicated that tourism has contributed to adverse

natural environmental impact which are related to travelling, accommodations and recreational activities (Lee, Jan, and Yang, 2013) and hence it is imperative for new environmental regulations to be put into practice to preserve these natural resources (Fons, Fierro, and Patino, 2011).

**2.6 Communities Attitudes towards Tourism**

Rural communities at tourism destinations are becoming more aware and concerned about the environmental issues because of their participation in tourism activities (Butler and Menzies, 2007; Walter, 2009). Past studies (e.g., Akis, Peristianis, and Warner, 1996; Jurowski, Uysal, and Williams, 1997; Yoon, Gursoy, and Chen, 2000) have examined communities reactions towards tourism activities and it is evidenced that community support for tourism development is mandatory for the sustainability of tourism industry (Yoon, 1998). This is also due to the fact that tourism relies heavily on the goodwill of the local communities and hence it is vital to understand local communities’ reactions towards tourism development in order to get their participation and cooperation (Yoon, Gursoy, and Chen, 2000). As stated by past studies, the perception and attitudes of residents toward the impacts of tourism are important to the planning and policy consideration for successful development, marketing, and operation of existing and future tourism program (Ap, 1992). In view of the above, it is imperative to maintain a positive perception of local communities towards tourism development in order to ensure the success of tourism (Knollenberg, 2011). In order to facilitate the positive interaction between local communities and industry stakeholders, it is mandatory for stakeholders to understand their attitudes, perceptions, levels of satisfaction, ensuring that needs and desires of the communities are met (Kitnuntaviwat and Tang, 2008).

**2.7 Aspiration towards Future Tourism Development**

Researchers in the past have confirmed that sustainable tourism cannot be achieved in a short period of time as efforts need to be put in by all stakeholders in certain aspects of tourism such as economic, sociological and environmental issues. In order to inculcate the positive aspiration of local communities towards future tourism development, both tourists and communities must continuously enjoy the satisfaction in a long term (Angelkova, Koteski, Jakovlev, and Mitrevska, 2012). In addition to that, if local communities perceive that the costs of tourism overshadow the benefits, feelings of anger and irritation towards tourists can develop and thus lower community satisfaction (Doxey, 1975; Faulkner and Tideswell, 1997; Ko and Stewart, 2002). On other hand, those who feel that they are participating in tourism planning on the other hand will have more positive attitudes towards

tourism (Cavus and Tanrisevdi, 2002), and this will enhance their perception and aspiration towards future tourism development. Various suggestions had been proposed to ensure the support from the communities towards future tourism development, example, stakeholders can change their participatory habits by localising and familiarising themselves with the local processes Michalska (2008) and involving communities in decision making (Howard, 2003). It is believed that, participations of local communities would more likely generate better ideas for future tourism development (Strzelecka, 2012).

**3. Methodology**

The population of the present study consists of local communities currently residing in rural tourism destination in Sarawak, Malaysia. A total of 500 questionnaires were distributed to the local communities and only 182 questionnaires were used for analysis. To assess the model developed (see figure 1), the study used the *SmartPLS 2.0 (M3)* which is based on path modelling and then the bootstrapping (Chin 1998; Tenenhau et al., 2005; and Wetzels et al., 2009) with 200 re-samples were used to generate the standard error of the estimate and t-values.

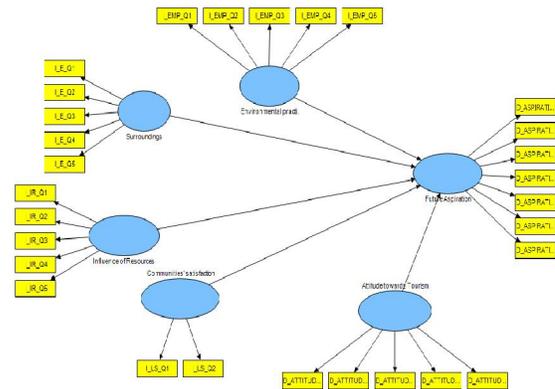


Figure 1. Research Framework

**3.1 Assessment of the Measurement Model**

The study conducted a confirmatory factor Analysis (CFA) to assess reliability, convergent validity, and discriminant validity of the scales. As shown in table 1 and 2, most item loadings were larger than 0.5 (significant at  $p < 0.01$ ). All Average Variance Extracted (AVEs) exceeded 0.5 (Bagozzi and Yi, 1988). The Composite Reliability (CRs) exceeded 0.7 (Gefen, Straub, and Boudreau, 2000) while the Cronbach alpha values 0.7 (Nunnally, 1978). Thus, the study ensured convergent validity because all the indicators loaded much higher on their hypothesized factor than on other factors (own loading are higher than cross loadings; Chin, 1998, 2010) (see Table 1). In addition, the square root of the AVE was tested against

the intercorrelations of the construct with the other constructs in the model to ensure discriminant validity (Chin, 2010, 1998; Fornell and Larcker, 1981) and all the square root of the AVE exceeded the correlations with other variables. Thus, the measurement model was considered satisfactory with the evidence of adequate reliability, convergent validity, and discriminant validity. Next the study proceeded to test the hypotheses generated for this research.

**3.2 Assessment of the Structural Model**

Table 5 and Figure 2 present the results of the hypotheses testing. The results have indicated that two dimensions namely, communities' satisfaction and influence of resources were found to have significant impact on attitudes of local communities on rural tourism development with standardized beta of 0.507 and 0.208 respectively and are significant at  $p < 0.01$  thus, H2 and H4 were supported.

The study also conducted a global fit measure (GoF) assessment for PLS path modelling, which is defined as geometric mean of the average communality and average  $R^2$  (for endogenous constructs; Tenenhaus *et al.*, 2005) following the procedure used by Akter *et al.* (2011). Following the guidelines of Wetzels *et al.* (2009), the study estimated the GoF values (see formula), which may serve as cut-off values for global validation of PLS models. The GoF value of 0.271 ( $R^2$  was 0.436, average AVE was 0.620) for the (main effects) model, which exceeds the cut-off value of 0.25

for medium effect sizes of  $R^2$ . As such, the study allows to conclude that this research model has better explaining power in comparison with the baseline values ( $GoF_{small}=0.1$ ,  $GoF_{medium}=0.25$ ,  $GoF_{large}=0.36$ ) (Akter *et al.*, 2011). It also provides adequate support to validate the PLS model globally (Wetzels *et al.*, 2005).

$$GoF = \sqrt{AVE \times R^2}$$

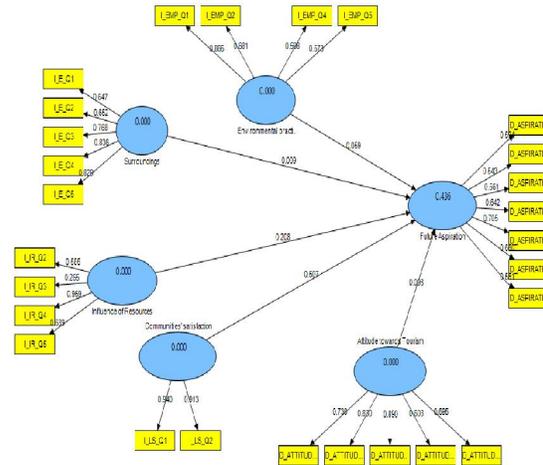


Figure 2. Results of the Path Analysis

**Table 1. Loading and Cross Loading**

	Attitude towards Tourism	Communities' Satisfaction	Environmental Practices	Influence Of Resources	Surroundings	Future Aspiration
D Attitude_Q1	<b>0.730</b>	0.023	0.403	0.456	0.294	0.126
D Attitude_Q2	<b>0.830</b>	0.119	0.410	0.409	0.397	0.256
D Attitude_Q3	<b>0.890</b>	0.141	0.371	0.488	0.370	0.341
D Attitude_Q4	<b>0.608</b>	0.138	0.246	0.252	0.223	0.134
D Attitude_Q5	<b>0.695</b>	0.083	0.176	0.278	0.371	0.179
I LS_Q1	0.117	<b>0.940</b>	0.259	0.238	0.104	0.591
I LS_Q2	0.148	<b>0.913</b>	0.187	0.232	0.031	0.492
I EMP_Q1	0.263	0.273	<b>0.865</b>	0.391	0.444	0.355
I EMP_Q2	0.448	-0.019	<b>0.681</b>	0.411	0.386	0.110
I EMP_Q4	0.442	0.090	<b>0.598</b>	0.352	0.381	0.116
I EMP_Q5	0.233	0.174	<b>0.573</b>	0.138	0.151	0.149
I IR_Q2	0.450	-0.019	0.430	<b>0.585</b>	0.491	0.107
I IR_Q3	0.323	-0.183	0.263	<b>0.265</b>	0.284	-0.076
I IR_Q4	0.450	0.267	0.438	<b>0.959</b>	0.493	0.448
I IR_Q5	0.437	0.103	0.275	<b>0.689</b>	0.394	0.159
I E_Q1	0.269	0.002	0.334	0.388	<b>0.647</b>	0.082
I E_Q2	0.448	-0.036	0.375	0.471	<b>0.652</b>	0.069
I E_Q3	0.286	0.036	0.271	0.386	<b>0.768</b>	0.190
I E_Q4	0.400	0.075	0.458	0.474	<b>0.836</b>	0.188
I E_Q5	0.349	0.114	0.449	0.407	<b>0.829</b>	0.237
D Aspiration_Q1	0.127	0.252	0.108	0.187	0.053	<b>0.594</b>
D Aspiration_Q2	0.326	0.213	0.304	0.410	0.399	<b>0.543</b>
D Aspiration_Q3	0.250	0.298	0.237	0.316	0.203	<b>0.561</b>
D Aspiration_Q4	0.275	0.417	0.234	0.342	0.217	<b>0.642</b>
D Aspiration_Q5	0.047	0.539	0.124	0.105	-0.082	<b>0.705</b>
D Aspiration_Q6	-0.118	0.439	0.168	0.065	-0.046	<b>0.650</b>
D Aspiration_Q7	0.356	0.283	0.193	0.338	0.242	<b>0.551</b>

**Table 2. Results of Measurement Model**

Model Construct	Measurement Item	Cronbach Alpha	Loading	CR <sup>a</sup>	AVE <sup>b</sup>
Attitude towards Tourism	D Attitude Q1	<b>0.818</b>	<b>0.730</b>	0.868	0.573
	D Attitude Q2		<b>0.830</b>		
	D Attitude Q3		<b>0.890</b>		
	D Attitude Q4		<b>0.608</b>		
	D Attitude Q5		<b>0.695</b>		
Communities' Satisfaction	I LS Q1	<b>0.836</b>	<b>0.940</b>	0.924	0.858
	I LS Q2		<b>0.913</b>		
Environmental Management Practices	I EMP Q1	<b>0.784</b>	<b>0.865</b>	0.778	0.507
	I EMP Q2		<b>0.681</b>		
	I EMP Q4		<b>0.598</b>		
	I EMP Q5		<b>0.573</b>		
Influence of Resources	I IR Q2	<b>0.756</b>	<b>0.585</b>	0.740	0.652
	I IR Q3		<b>0.265</b>		
	I IR Q4		<b>0.959</b>		
	I IR Q5		<b>0.689</b>		
	I IR Q5		<b>0.689</b>		
Environment	I E Q1	<b>0.820</b>	<b>0.647</b>	0.865	0.564
	I E Q2		<b>0.652</b>		
	I E Q3		<b>0.768</b>		
	I E Q4		<b>0.836</b>		
	I E Q5		<b>0.829</b>		
Future Aspiration	D Aspiration Q1	<b>0.717</b>	<b>0.594</b>	0.804	0.571
	D Aspiration Q2		<b>0.543</b>		
	D Aspiration Q3		<b>0.561</b>		
	D Aspiration Q4		<b>0.642</b>		
	D Aspiration Q5		<b>0.705</b>		
	D Aspiration Q6		<b>0.650</b>		
	D Aspiration Q7		<b>0.551</b>		

Note:

a Composite reliability (CR) = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings) + (summation of error variances)}.

b Average variance extracted (AVE) = (summation of the square of the factor loadings)/{summation of the square of the factor loadings} + (summation of error variances)}.

**Table 3. Summary Results of the Model Constructs**

Model Construct	Measurement Item	Standard estimate	t-value
Attitude towards Tourism	D Attitude Q1	0.730	4.337
	D Attitude Q2	0.830	7.183
	D Attitude Q3	0.890	7.225
	D Attitude Q4	0.608	3.640
	D Attitude Q5	0.695	4.593
Communities' Satisfaction	I LS Q1	0.940	81.267
	I LS Q2	0.913	32.046
Environmental Management Practices	I EMP Q1	0.865	5.812
	I EMP Q2	0.681	3.229
	I EMP Q4	0.598	2.485
	I EMP Q5	0.573	3.101
Influence of Resources	I IR Q2	0.585	1.993
	I IR Q3	0.265	0.806
	I IR Q4	0.959	6.326
	I IR Q5	0.689	3.576
	I IR Q5	0.689	3.576
Environment	I E Q1	0.647	2.579
	I E Q2	0.652	2.458
	I E Q3	0.768	4.056
	I E Q4	0.836	3.767
	I E Q5	0.829	4.586
Future Aspiration	D Aspiration Q1	0.594	5.449
	D Aspiration Q2	0.543	6.060
	D Aspiration Q3	0.561	7.485
	D Aspiration Q4	0.642	8.436
	D Aspiration Q5	0.705	9.588
	D Aspiration Q6	0.650	7.327
	D Aspiration Q7	0.551	6.562

**Table 4. Discriminant Validity of Constructs**

Constructs	Attitude towards Tourism	Communities' Satisfaction	Environmental Practices	Influence of Resources	Surroundings	Future Aspiration
Attitude towards Tourism	<b>0.757</b>					
Communities' Satisfaction	0.141	<b>0.926</b>				
Environmental Management Practices	0.426	0.244	<b>0.688</b>			
Influence of Resources	0.507	0.254	0.457	<b>0.672</b>		
Environment	0.444	0.077	0.497	0.541	<b>0.751</b>	
Future Aspiration	0.304	0.589	0.324	0.418	0.233	<b>0.609</b>

Note: Diagonals represent the square root of the average variance extracted while the other entries represent the correlations.

**Table 5. Path Coefficients and Hypothesis Testing**

Hypothesis	Relationship	Coefficient	t-value	Supported
H1	Attitude towards tourism → Future aspiration	0.098	0.845	No
H2	Communities' satisfaction → Future aspiration	0.507	8.992	Yes
H3	Environmental Management practices → Future aspiration	0.059	0.607	No
H4	Influence of resources → Future aspiration	0.208	2.142	Yes
H5	Environment → Future aspiration	0.009	0.110	No

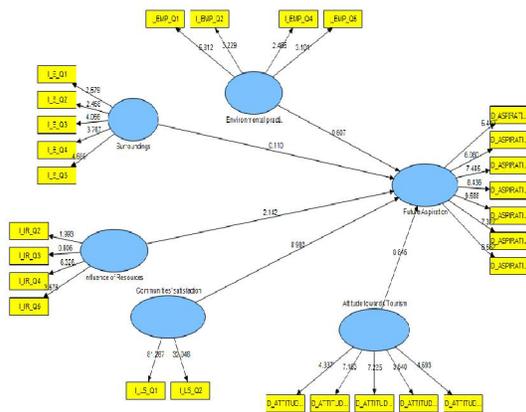


Figure 3. Research Model with t-Value

**4. Discussion**

It was documented by past studies that proper planning is crucial for the sustainability of the tourism industry and to have significant impact on services offering as it helps to improve on the competitiveness of the rural destinations (Chau and Kao, 2009). One obvious example is how transformation of their existing residences into homestay has helped to generate more income for the local communities. It is believed that by having community-based tourism, the local communities will treasure the commercial value which is generated from their natural and cultural resources through tourism. As tourism business becomes more competitive than ever before, the issue of gaining cooperation and compliance from local communities becomes a critical issue. Past studies have envisaged that destination attractions are crucial for successful tourism development. Hence, understanding natural resources such as cultural components, heritage/historical resources, supporting

facilities/services, infrastructure, hospitalities, sports/recreation activities, transportation/accessibility are important for tourism planning (Pearce, 1997) and hence stakeholders should maintain and develop the quality of these tourism resources in order for the destinations to stay competitive (Go and Govers, 2000). Statistics have shown that rural tourism activities have been growing rapidly in Malaysia which is commendable but that has also put pressure on the environment. Hence, this study is timely as it investigates the impact of tourism on environment issues and communities' aspiration towards tourism development. As tourism business becomes more competitive than ever before, the issue of gaining cooperation and ensuring satisfaction from the communities becomes a critical issue.

Researchers in the past (e.g., Fernando and Long, 2012) have elucidated that the challenges faced by the tourism industry is that tourism destination by its nature is very different from conventional commercial products as it stresses on "experience" to attract tourists and that cooperation from industry stakeholders are very important. Interestingly, the statistical results have indicated that communities' satisfaction and natural resources are the main concern of the local communities on communities' aspiration towards tourism development.

The results of this analysis are congruent with past findings where tourism has generated employment opportunities which are an important predictor of communities' satisfaction (Brown, 1993). As stated by Eshliki and Kaboudi (2012), communities' satisfaction is most important as it is they who will be affected positively or negatively by the development of tourism planning. In addition to that, it was found that local communities prefer to be involved in the decision

making process when it comes to natural resources use which could provide economic benefits to them in the long run (Mbaiwa and Stronza, 2011).

This is further supported by past studies (e.g., Ritchie and Crouch, 1993; Mihalic, 2000) that destination resources are the critical attributes for sustaining the competitive and comparative advantage of tourism destinations. Hence, it is therefore advisable for rural destinations with a goal for sustainable development to preserve the natural beauty by minimizing artificial development and destruction. It is evidenced that the success of tourism in many countries are dependent upon the support of the local communities, thus it is vital that the impact of tourism is well understood, managed and not exceed the limits which are acceptable to the communities (Deery, Jago, and Fredline, 2012).

### 5. Conclusion

From the environmental perspective, this study utilized communities' perceptions to evaluate the communities' aspiration towards tourism development. The results have implied that communities' satisfaction and natural resources are the most important in ensuring positive communities aspiration towards the sustainability of tourism development. It is believed these findings are important to both researchers and practitioners and allow them to understand better the root concerns of the local communities when it comes to tourism development. The results have indicated that tourism industry stakeholders should recognise communities perception of tourism development in order to obtain cooperation from them to work together to reduce the gap between them. Policy makers also need to take into consideration the feelings and feedback of the local communities as ultimately, they are the custodian of their areas. This study has inevitably revealed patterns in local communities' perspective towards environment conservation and tourism and has provided avenues for future research and improvement in tourism development.

### 6. Suggestion and Future Research

This paper focuses on the impact of tourism on environment constructs and communities aspiration towards tourism development in rural tourism destinations in Malaysia. Even though the empirical research on this study was conducted in Malaysia, the content of evaluation and its variables can be applied to other rural sites in other countries. The findings from this study have demonstrated that the environment indeed play significant influences on tourism development from the perspectives of local communities. It is suggested that future research could increase the number of indicators apart from what has been discussed in this study.

### 7. Limitation

As with any research, this study has several limitations. This current study has relied primarily on samples drawn specifically from the local communities in rural tourism sites in Malaysia. Thus, it is not certain whether the results obtained can be generalized to other tourism destinations in other countries. Furthermore, this is not a longitudinal study, and like any other cross-sectional study, it can only provide a static perspective on fit. In addition, different cultural and international contexts may limit the generalizability of results. It is unclear whether the findings may have the same implications for tourism development in different cultural environment as the values of the local communities in this current study might not accurately represent the values of other countries'.

### 8. Implication

The present model and findings also offer a rich agenda for practice. By investigating the communities' perspective, it has enhanced the understanding of tourism stakeholders on tourism development issues and practices. As expected, results of this study revealed the important link between communities satisfaction that can be obtained from tourism development. Hence, this study provides a basis for researchers who are interested in this field to further test the relationships among these constructs, especially in the rural tourism setting. This finding highlights the importance of environment as well as recognition of communities' opinion as a valuable approach for the effective development of tourism. Without a doubt the research on rural tourism development are still limited in its ability to provide an unequivocal guideline and to advice on the best way to improve on tourism development. However, by drawing upon the diverse literatures, this study has inevitably and successfully developed some guidelines for scholars as well as policy makers on the effective implementation of tourism development.

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