

**Kashif Hussain / Faizan Ali / Pradeep Kumar Nair /
Neethiahnanthan Ari Ragavan / Vikneswaran Nair**

Perceived impacts and residents' support for tourism development in Port Dickson, Malaysia

Abstract

This study evaluates the image that residents perceive of their location and its influences on their understanding of tourism impacts, and their support for the development of the tourism. The data was collected from 422 residents of Port Dickson in Malaysia and were examined by applying PLS-SEM. Results displayed a positive image of place will lead to positive perceptions of tourism development impacts leading to residents' support for tourism development. Practical implications of these outcomes are also discussed relative to tourism planning and development.

Key words: tourism development; place image; tourism impacts; tourism support; Malaysia

Introduction

Socio-cultural, economic and, environmental can be influenced by the development of tourism in a specific location, some changes having more created impacts than others (Lee, 2012; Pizam 1978). As such, residents and contributors from these regions need to take an interest in the upkeep of tourism (Gursoy, Chi & Dyer, 2010). Having in mind the points of view of local people makes it easy to have an understanding of community policies and thus increases the positive returns and advantages of tourism development, likewise lessening its possible drawbacks (Faulkner & Tideswell, 1997). As pointed by Prayag, Hosany, Nunkoo and Alders (2013), a good knowledge of the local community viewpoints and perceptions is an essential asset with respect to tourism development. The literature in this regard emphasizes on both the perspectives of local people concerning the multiple ramifications of tourism development, but also their contribution for this development (Gursoy et al., 2010; Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2012). Moreover, the current literature investigates the potential economic, socio-cultural and environmental impacts; in some cases, the analysis is made through a cost-benefit examination. However, the residents' assessment is not considered, neither whether effects are positive or negative (Andereck, Valentine, Knopf & Vogt, 2005).

Lee (2013) displays in their investigation that another influence on place attachment is the image of a location, which in addition contributes to the formation of locals' perceived impact but also their support for tourism development; besides, all the above components likewise sway the acknowledgment of a destination uniqueness. Another important factor strongly associated to the interpretation of residents' behavior and feeling is place image, commonly used in the literature as a mean for understanding attitudes and behaviors of tourists (Chen & Tsai, 2007). Studies focusing on residents' viewpoints

Kashif Hussain, PhD, Faculty of Hospitality and Tourism Management, UCSI University, Kuala Lumpur, Malaysia; E-mail: kashif@ucsiuniversity.edu.my

Faizan Ali, PhD, Assistant Professor, College of Hospitality & Technology Leadership, University of South Florida, Sarasota-Manatee, FL, USA; E-mail: faizaanli7@hotmail.co.uk

Pradeep Kumar Nair, PhD, Taylor's University, Malaysia; E-mail: pradeep.n@taylors.edu.my

Neethiahnanthan Ari Ragavan, PhD, Faculty of Hospitality, Food and Leisure Management, Taylor's University, Malaysia

Prof. **Vikneswaran Nair**, Graduate Studies & Research, University of The Bahamas

with regards to the image they have of their local region are limited, a lesser number investigating the attitudes and behaviors as aggregated and related to development of tourism (Millman & Pizam, 1988; Ramkissoon & Nunkoo, 2011). In a specific location, tourism development is synonym of gains, both for tourists and residents of this location. In this context, these two sides of the equation of tourism development must be taken into account with regards to the image of the destination. As explained by Govers, Go and Kumar (2007), place attachment ought to be measured as a psychological characteristic, be that as it may, the reality is that the substance of an image is the result of perceived characteristics which must be considered, just as that these features are not only subject to change but also evolution over time.

This paper intends to cover the exhibited research gaps in the literature using the triple bottom line approach of perceived effects (economic, socio-cultural and environmental) and also by grasping the non-forced approach (Ap & Crompton, 1998) for measurement. The non-forced approach is best suited for capturing a clear and top to bottom of the residents' perceptions with regards to the tourism impacts. The goal of this investigation is to research whether the residents' comprehension of the socio-cultural, economic, and environmental effects of tourism meddle with their interpretation of the area destination image, and what impact it has on tourism development in the area. To more readily comprehend this relationship, both environmental psychology researches, studies and findings, and destination image were considered.

Literature review

Residents' support for tourism development

In terms of support, development and sustainability of tourism-related ventures, the local community play an important role, since viewpoints of locals need to be understood by local policy makers, governments and businesses in the event that the end goal would be a functional society and a healthy environment (Dyer, Gursoy, Sharma & Carter, 2007; Nunkoo & Gursoy, 2012). This stream of research has attracted huge interest in the field of tourism (Gursoy et al., 2002; Nunkoo & Ramkissoon, 2012). There has been some criticism on early investigations of being excessively illustrative and not meticulously clarifying why residents recognize and react to tourism development the way they do (Lee, 2013). To provide a better understanding of why residents display support, frameworks such as Theory of Reasoned Action (Fishbein & Ajzen, 1975) (e.g., Dyer et al., 2007) and Social Representation Theory (e.g., Andriotis & Vaughan, 2003) were adopted by later studies and investigations.

Scholars such as Nunkoo and Ramkissoon (2011) and Prayag et al. (2013) observe that residents' response towards the development of tourism has been exposed in the Social Exchange Theory (SET) framework which consider different perspectives including psychological and experiential outcomes. The SET explains social interactions as "*an exchange of resources*" and indicates this trade will happen if an individual foresees getting benefits with no undesirable costs (Ap, 1992). Residents' attitude is consequently constructed on their understanding of tourism "in terms of obtaining the expected benefits or costs for the services which they supply" (Ap, 1992, p. 669). On the off chance that perceived positive outcomes (benefits) have a more noteworthy effect than the potential negative impacts (costs), residents are likely to display support to tourism development (Dyer et al., 2007; Gursoy et al., 2010; Ko & Stewart, 2002; Lee, 2013). With this in mind, residents' overall perception of tourism development impacts appears as a major indicator of a tourism activity that is healthy (Andriotis & Vaughan, 2003; McGehee & Andereck, 2004).

Residents' perception of tourism impacts

As per earlier investigations by Jurowski and Gursoy (2004), Nunkoo and Ramkissoon (2012) and Vargas Sanchez, Plaza-Mejia and Porras-Bueno (2009), the trade procedure of tourism advancement incorporates environmental, socio-cultural and economic implications (Jurowski & Gursoy, 2004; Nunkoo & Ramkissoon, 2012; Vargas Sanchez et al., 2009). This approach, known as the triple bottom line approach has generally been utilized in the literature concerning the development of sustainable tourism (Prayag et al., 2013). There can be both positive and negative effects on environmental, socio-cultural and economic components of the local community brought by tourism (Andriotis & Vaughan, 2003). Such circumstances are bound to ensue with the expansion of job opportunities and higher living standards, nonetheless, increasing living expenses (Nunkoo & Ramkissoon, 2012). Tourism nurtures improvement of recreational prospects and cultural exchange, however as per Ap and Crompton (1998) and Dyer et al. (2007), it can likewise conceivably increase criminal incidents. Other negative impacts related to the development of tourism can be environment pollution and noise, congestion and overcrowdings (Latkova & Vogt, 2012; Nunkoo & Ramkissoon, 2010). A fruitful and vigilant tourism development can impact the in a positive way the destination's appearance and increment natural and cultural protection (Mathew & Sreejesh, 2017).

Numerous researchers studied residents' perceptions with regards to tourism impacts and their support for tourism development, with the use of SET (Nunkoo & Ramkissoon, 2012). However, there doesn't exist a tangible agreement concerning the measurement and classification of residents' perceptions of the impacts. In most of the literature, three main approaches namely the cost-benefits, the domain-related and the non-forced approaches have been widely used, with a prominence of the cost-benefit one (Lee, 2013; Mathew & Sreejesh, 2017; Su, Huang & Huang, 2018). Regarding this latter approach, two dimensions are used to categorize the potential impacts of tourism (negative/positive impacts); the main findings of the researchers have been that perceived costs have a directly negative impact on residents' support for tourism development, and perceived benefits have a directly positive impact on residents' support for tourism development. Nevertheless, these conclusions only provide a non-exhaustive understanding of how residents' support is affected by the perceived impacts, which in turn can obstruct the prognostic power of the structural model (García, Vázquez & Macías, 2015; Gursoy et al., 2010). In this sense, such conclusions appear less insightful when it comes to the marketing of new projects, as well as sustainable development (Prayag et al., 2013). A different approach, focusing on the domain (for instance economic, socio-cultural and environmental) and nature (for instance positive/negative or cost/benefit) with respect to the correlation between perceived impacts and residents' support for tourism development (Dyer et al., 2007; Gursoy et al., 2010; Gursoy & Rutherford, 2004). A cost-benefit approach related to the domain implies the benefits (economic, socio-cultural and environmental) have a directly positive impact on the support for the tourism development, but also the costs (economic, socio-cultural and environmental) have a directly negative impact on residents' support for the tourism development (Lee, 2013; Mathew & Sreejesh, 2017; Su et al., 2018). On the other hand, different studies adopted the non-forced approach as a mean for measuring the impacts through an adjustment of the costs-benefits approach limitations, but also of the domain related costs-benefits approach. In such a situation, locals' opinions are surveyed in a directional manner, with the aim of understanding whether they perceive tourism as having a positive/negative impact on various aspects of the community life (Ap & Crompton, 1998; Eusébio, Vieira & Lima, 2018; Su et al., 2018; Wang & Chen, 2015). The main findings of such studies were that residents are more likely to display support for tourism development when they perceive the impacts of tourism development as beneficial or in a positive manner (Faulkner & Tideswell, 1997; Tomljenovic & Faulkner, 2000). Otherwise, approaches used

in previous studies and setting the nature of impacts suggest a direct positive relationship between all areas and support, as compared to the non-forced approach.

The present examination supports the non-forced approach as it impules individuals to talk freely and easily on whether they perceive the impacts of the tourism development as positive or negative; using this approach also provides the opportunity to overcome the limitations arising when assessing perceived impacts using the costs-benefits and domain as related to costs-benefits approaches. This research also incorporates the SET and the agreement to understand how residents evaluate the changes made, for increasing theoretical development (Jurowski, Uysal & Williams, 1997; Prayag et al., 2013). An assumption that the residents will more (or less) support the impacts of tourism development if their perceptions are expressed in a more positively (less positively) manner can be created, thus the following hypotheses ensue:

- *H1: Residents' perceived economic impacts of tourism has a significantly positive impact on residents' support for tourism development.*
- *H2: Residents' perceived socio-cultural impacts of tourism has a significantly positive impact on residents' support for tourism development.*
- *H3: Residents' perceived environmental impacts of tourism has a significantly positive impact on residents' support for tourism development.*

Residents' place image

The notion of "place image" is often understood as "destination image", with a focus on the effect on tourist behavior and the processes for selection of the destination (Tasci & Gartner, 2007) in the literature for tourism. Place image involves individuals' thoughts and impressions of a location, demarcated as the sum of beliefs; besides, it is a psychological build based on specific selected information about that specific destination (Echtner & Ritchie, 2003; Kotler, Haider & Rein, 1993). A number of researchers contend that place image is a person's perception of specific characteristics of the location, for example, the décor or nightlife (Echtner & Ritchie, 2003; Elliot, Papadopoulos & Kim, 2011; Gallarza, Saura & García, 2002). Instead of considering people's psychological regard for a specific destination, taking a gander at the whole, considering the residents' place image would be much useful towards the support for the development of tourism (Gallarza et al., 2002).

Considering the significance of the residents' place image, it comes as a surprise that the literature on this topic is limited (Rasoolimanesh, Ringle, Jaafar & Ramayah, 2018). The development of tourism exclusively emphasizes on awareness raising and improving or changing the image of a location in order to foster its attractivity both for locals and tourists (Bramwell & Rawding, 1996; Hussain, Ali, Ragavan & Manhas, 2015; Reiser & Crispin, 2009). The image perception in the literature is mostly analyzed from an outsider standpoint such as the one of tourists or various stakeholders; therefore, arises an opportunity for filling a literature gap through a focus on residents (Lee, 2013; Mathew & Sreejesh, 2017; Su et al., 2018).

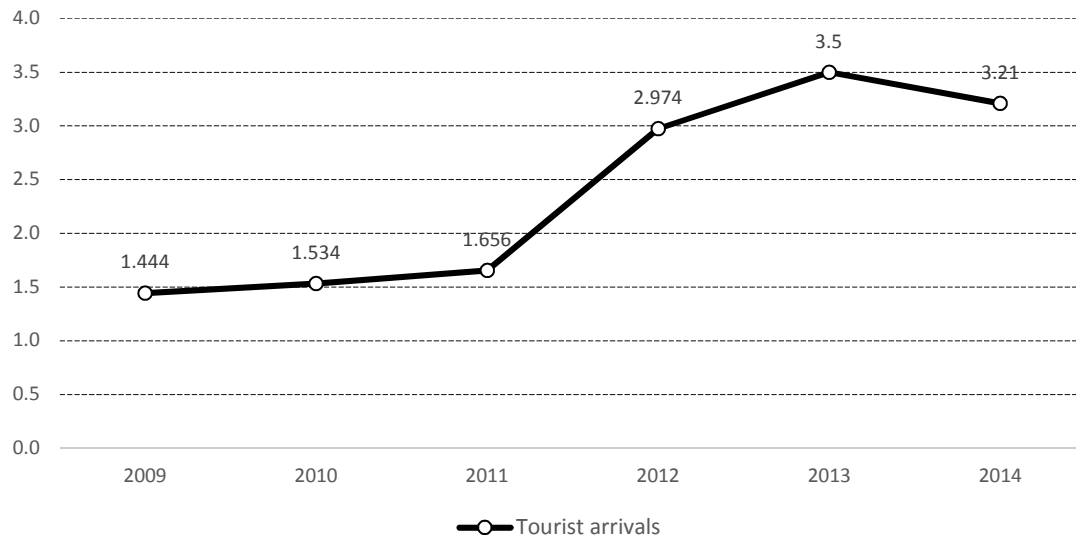
According to Gallarza et al. (2002), residents also view where they live as a destination and will consequently behave as "tourists" through the use of recreational facilities (Bigne, Sanchez & Sanz, 2005; Eusébio et al., 2018; Rasoolimanesh et al., 2018). In this sense, they are able to offer suggestions and ideas regarding the development of tourism and marketing. Numerous studies focused on the residents' role in the context of recreational setting and tourism for the place function, with an examination on domestic tourists (e.g., Hsu, Wolfe & Kang, 2004) while some analyzed the perceptions of residents on

tourism as related to characteristics (e.g., Henkel, Henkel, Agrusa, Agrusa & Tanner, 2006). The same characteristics of gastronomy, shopping facilities, nightlife, historic/ cultural attractions and scenery found in other studies were also analyzed (Echtner & Ritchie, 2003; Gallarza et al., 2002). Residents have a multifunctional nature regarding place image as their "daily lifeworlds" (Green, 2005, p. 37) as they are able to combine their place of life and work with a recreational setting. It thus appears as vital to take into account the various aspects of residents' image in the process of tourism development with the aim of enhancing positive characteristics and reduce or keep under control the negative ones.

Since residents constitute an important component of the overall destination ecosystem, they can be considered as one of the image characteristics of this specific destination (Elliot et al., 2011). As a result, the way they behave towards tourism and how they support it influence the perception of tourists over a given destination (Gallarza et al., 2002). This importance of residents' role in tourism is depicted in the literature. Ramkissoon and Nunkoo (2011) indicated that positive perception of a destination by residents is positively associated to their perceptions of the tourism impacts. Moreover, Schroeder (1996) explained that support for the tourism is also backed by the positive place image of residents while some other studies suggested positive images and word-of-mouth shared by residents (Hsu et al., 2004; Rasoolimanesh et al., 2018) demonstrate with an implicit character the support of residents for tourism. Arising from this debate, the following hypotheses are suggested:

- *H4: Residents' place image has a significantly positive impact on residents' support for tourism development.*
- *H5: Residents' place image has a significantly positive impact on residents' perceived economic impacts of tourism.*
- *H6: Residents' place image has a significantly positive impact on residents' perceived socio-cultural impacts of tourism.*
- *H7: Residents' place image has a significantly positive impact on residents' perceived environmental impacts of tourism.*

Figure 1
Tourist arrivals 2009-2014 for Port Dickson (Millions)



Research methodology

Research instrument

This study aims to examine the impact of residents' place image, their perceived impact and support for tourism development. A self-administered survey questionnaire was adapted from previous studies to assess residents' place image, perceptions towards tourism impacts and support for tourism development using 34 statements anchored on a 5-point Likert scale (Gursoy & Rutherford, 2004; Lee, Li & Kim, 2007; Nunkoo & Ramkissoon, 2010). The wordings of items in the statements were slightly modified to be appropriate for this study.

Sample and sampling technique

For its population, this study focused on the residents over the age of 18 years living in Port Dickson, Malaysia. The survey questionnaire was distributed and collected by the Port Dickson Polytechnic students during a period of six months (February to July 2015). These students were trained for data collection and research methods. A purposive sample was drawn for the survey where it was ensured that a proper representation from residents can be achieved. In order to reduce the referrals to participate, the purpose of the research was explained to them. A total of 442 questionnaires were returned back and of these, 20 were discarded due to missing data, which would have negatively affected the analysis. The final result was 422 usable (completed in full) questionnaires. From the 422 residents interviewed, there was an almost balance in the gender of the respondents. Most of the participants were below the age of 26 to 35 years (31.8%). Most respondents were married (64.2%). Almost 80% of the respondents were Malay ethnicity. In terms of occupation, over 50% of the respondents were affiliated to government and private sector. Over 90% of the respondents had their monthly income below RM4000. More than 50% of the respondents were native to Port Dickson. Demographic features of the study respondents are reported in Table 1.

Table 1
Demographic characteristics of stakeholders

Characteristic	Frequency	Percentage
Gender		
Male	120	51.9%
Female	111	48.1%
Age group		
18-25 years old	73	31.6%
26-35 years old	49	21.2%
36-45 years old	57	24.7%
Above 45 years old	52	22.5%
Marital status		
Single	95	41.1%
Married	136	58.9%
Ethnicity		
Malay	163	70.6%
Chinese	21	9.1%
Indian	41	17.7%
Others	6	2.6%
Education		
Non formal	2	0.9%
Primary	12	5.2%

Table 1 Continued

Characteristic	Frequency	Percentage
Secondary	140	60.6%
Tertiary	72	31.2%
Others	5	2.2%
Non formal	2	0.9%
Native to Port-Dickson		
Yes	154	66.7%
No	77	33.3%
Business type		
Accommodation	38	16.5%
Transport	18	7.8%
Tourism services	23	10.0%
F&B	58	25.1%
Entertainment	10	4.3%
Sports	3	1.3%
Tourist attraction	19	8.2%
Others	62	26.8%
Business class		
Small	72	31.2%
Medium	126	54.5%
Large	33	14.3%
Type of business setup		
Sole proprietorship	136	58.9%
Partnership	74	32.0%
Cooperative	7	3.0%
Others	14	6.1%

Data analysis

Partial Least Squares (PLS) using SmartPLS 3.0 software was chosen over the common covariance-based technique given that it places fewer restrictions on sample sizes, data distribution, and normality and is gaining more prominence in hospitality management research (Ali, Rasoolimanesh, Sarsedt, Ringle & Ryu, 2018). A two-step procedure, suggested by Anderson and Gerbing (1988), was adopted to test the hypotheses for this study. An assessment of measurement model was followed by an assessment of the structural model.

Findings and analysis

Measurement model

The first step involved the validation of the relationships and constructs in the model and results are highlighted in Table 2. Table 2 highlights all the items listed under each construct, and how they performed in the measurement model. All the constructs had Cronbach alpha scores above the recommended 0.70, composite reliability scores above the recommended 0.70 and the loading scores of indicators on measures was above the recommended cutoff off of 0.70. The measurement model results confirmed both convergent and discriminant validity. For convergent validity, the AVE values should be 0.50 or higher. Discriminant validity was established based on the output from the Fornell and Larcker (1981) test as shown in Table 3. The square root of the AVE values of the constructs should be greater than the bivariate correlations between the constructs in the structural model to meet the requirement of discriminant validity (Fornell & Larcker, 1981).

Table 2
Descriptive statistics

Statements	Mean	SD
•The economic future of this area seems to me healthy and bright	4.08	0.81
•I feel at home in this community	4.08	0.71
•If I had to live in another community I would be displeased	3.52	1.03
•It is important to maintain the traditions/culture of this community	4.13	0.69
•Belonging to this community is important to me	4.04	0.74
•I am generally satisfied with life in my community	4.03	0.80
•The relationships between residents in this community are friendly and cordial	4.10	0.75
•Overall I feel very "attached" to my community	3.98	0.77
•Overall, government should promote and encourage community participation in tourism planning	4.40	0.67
•Overall I feel involved and listened in the process of tourism development at Port Dickson	3.63	1.00
•Local authorities are able to strike a fair balance between protecting the needs and interests of the residents with the need to increase tourist visitation	3.85	0.94
•The local authorities promote tourism that enhances the identity and values expressed by the local community	3.79	0.94
•The local authorities are able to effectively communicate the identity and cultural elements of my community to the tourist market	3.73	0.95
•I am willing to support the tourism development at Port Dickson with financial contributions	3.85	1.03
•I am willing to support the tourism development at Port Dickson personally by investing in tourism activity	3.84	0.94
•I would encourage my children to undertake training and a profession in the tourism sector	3.94	0.83
•Overall, the economic benefits generated by tourism development are greater than the negative ones	3.99	0.82
•Overall, the positive socio-cultural impacts generated by the tourism development are greater than the negative ones	3.94	0.76
•Overall, the positive environmental effects generated by tourism development are greater than the negative ones	3.93	0.88

Table 3
Exploratory factor analysis

Statements	Attachment to community	Involvement of government	Inclination towards tourism development	Attitude towards tourism development
•The economic future of this area seems to me healthy and bright.	0.761			
•I feel at home in this community	0.770			
•If I had to live in another community I would be displeased.	0.566			
•It is important to maintain the traditions/culture of this community	0.563			
•Belonging to this community is important to me	0.650			
•I am generally satisfied with life in my community	0.623			
•The relationships between residents in this community are friendly and cordial	0.761			
•Overall I feel very "attached" to my community	0.806			
•Overall, government should promote and encourage community participation in tourism planning		0.771		
•Overall I feel involved and listened in the process of tourism development at Port Dickson		0.625		
•Local authorities are able to strike a fair balance between protecting the needs and interests of the residents with the need to increase tourist visitation		0.792		
•The local authorities promote tourism that enhances the identity and values expressed by the local community		0.842		
•The local authorities are able to effectively communicate the identity and cultural elements of my community to the tourist market		0.780		

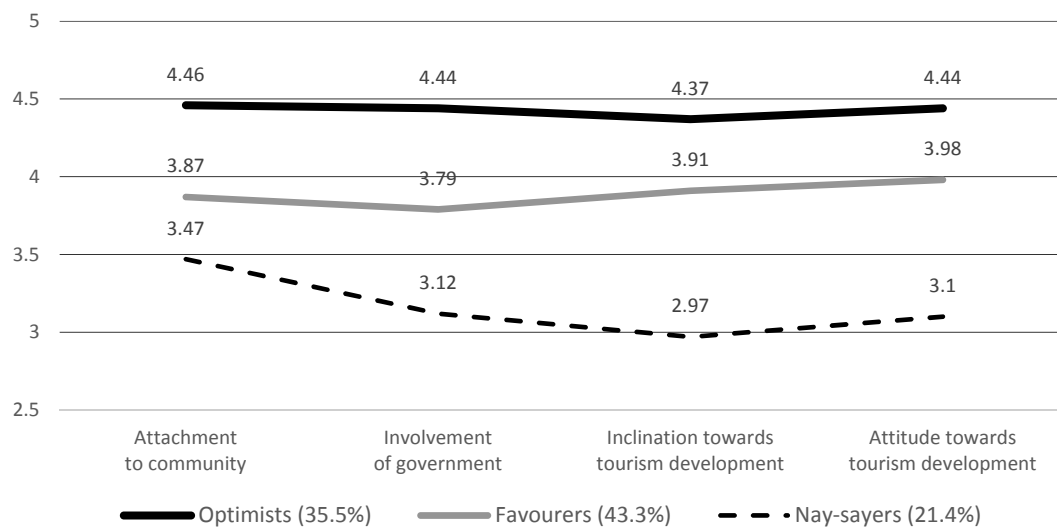
Table 3 Continued

Statements	Attachment to community	Involvement of government	Inclination towards tourism development	Attitude towards tourism development
•I am willing to support the tourism development at Port Dickson with financial contributions			0.642	
•I am willing to support the tourism development at Port Dickson personally by investing in tourism activity			0.733	
•I would encourage my children to undertake training and a profession in the tourism sector			0.629	
•Overall, the economic benefits generated by tourism development are greater than the negative ones				0.741
•Overall, the positive socio-cultural impacts generated by the tourism development are greater than the negative ones				0.805
•Overall, the positive environmental effects generated by tourism development are greater than the negative ones				0.728
Eigenvalues	7.284	1.664	1.332	1.101
Variance explained	38.3%	8.75%	6.95%	5.79%
Cumulative variance	38.3%	47.0%	54.0%	59.8%
Cronbach's alpha	0.843	0.806	0.737	0.797

Structural model

The next level of analysis was to evaluate the path coefficients for the structural model. This examination was conducted via SmartPLS 3.0 employing a bootstrapping procedure with 5000 sub-samples. Findings from the assessment of structural model are shown in Figure 2. The corrected R²s refer to the explanatory power of the predictor variables on the respective construct. Residents' place image predicts 31.0% of economic impacts, 34.0% of socio-cultural impacts and 15% of environmental impacts. Moreover, residents' place image and impacts of tourism development together predict 61% of the support for tourism development.

Figure 2
Structural model



The complete results of the structural model and hypotheses testing are presented in Table 4. In terms of significance, all types of tourism impacts including economic, socio-cultural and environmental have a significant impact on support for tourism development. Moreover, while residents' place image has a significant influence on economic, socio-cultural and environmental impacts and also support for tourism development. Hence, all the hypotheses are accepted.

Conclusion and discussion

This research investigates the support of residents regarding tourism development through the use of a triple-bottom approach coupled to a non-forced approach in order to provide a measurement of how residents view and perceive tourism economic, socio-cultural and environmental effects. Place image is an important determinant of how resident perceive the effects and support tourism development and was examined in this study. In terms of validity and reliability, support has been provided about the relationship of structural character between residents' place image, how they perceive effects, and support for tourism development. These discoveries will be of great utility and contribution for professionals not only for a better understanding of the residents' image perception importance but also with its indispensable position with regards to tourism development.

The results of this research echo with the tenets and suggestions of SET and past-related investigations (e.g., Gursoy et al., 2010; Jurowski et al., 1997), whose findings showed that residents are prone to display support to tourism in the event that benefits are to be gained. Specifically, the outcomes of this study demonstrated a relationship of positive nature between the three points of perceived effect and residents' support. H1, which was aiming at incrementing support for more development via a further satisfactory perception of economic effects, was supported. Thus, this viewpoint shakes the widely accepted notion that tourism represents a mean for local communities to reach economic development (Prayag et al., 2013). Additionally, residents are bound to display support for tourism development when they see positive effects of sociocultural on the tourism (H2). The confirmation of H1 and H2 is in accordance with Jurowski et al. (1997), which likewise utilized a non-forced approach to the measurement of the impact of tourism. H3 was also confirmed and demonstrated that when residents evaluate more (less) positive environmental effects of the tourism, they give more prominent support to tourism.

The validation of the above-mentioned hypotheses proves the importance of the use of a non-forced approach to evaluate the impacts related to tourism. Compared to approaches used in previous studies (i.e. cost benefits and cost benefits related to the field), which are just based on researcher views of what can be considered as positive or negative in terms of impacts; the non-forced approach catches the subjective evaluation of the different effects of the tourism by residents. This information can be used by the local government to preserve residents' support and further the development of tourism. In addition, the residents will also gain in terms of being more educated regarding which positive impacts can be brought about by the development of the tourism, for instance the multiplier effect of tourism with its known ability to deliver prospects for greater economic development due to its sound relationship with different segments of the economy (Hardy, Robert, Beeton & Pearson, 2002). As residents are enabled and their views taken into consideration when decisions are made, increasingly a more sustainable relationship is likely to take place and prosper between local authorities and residents (Nunkoo & Ramkissoon, 2012). The outcomes additionally add to a stronger comprehension of the "exchange" process exemplified by the SET, considering the diverse impacts on the support of residents for economic, socio-cultural and environmental impacts. Besides, it is clarified that residents' support

varies as per the economic conditions within the different stages of tourism development. On the support for residents, perceived economic impacts have been found to have the highest effect, socio-cultural effects coming second, and at last, environmental effects; discoveries that are in accordance with the Port Dickson case. This finding in itself is not really a surprise since the economic benefits are easily noticeable and of great importance for residents and local authorities (Gursoy et al., 2002; Prayag et al., 2013). Albeit most of the previous examinations relying on the SET made sense of the support of residents as an aspect resulting from a cost for benefits weighting, the present investigation prescribes that residents process a more intricate evaluation of the trade they are going to take part in. This notion brings attention to the means of implementing the triple bottom line approach with respect to economic, socio-cultural and environmental impacts of tourism so as to obtain a comprehensive understanding against simply underscoring experiential and cognitive functions. Consequently, development planners and local authorities must judiciously balance between residents and commercial needs and priorities essential for getting residents' support. For instance, the current development designs regarding the case of Port Dickson should emphasize on the communication with the residents so as to get more significant support for tourism to have an economic and socio-cultural impact. Furthermore, residents' perceptions are subject to change as a function of the destination conditions that may also change, untimely affecting the development.

This research is of great contribution to the literature by filling a gap through the examination of place image from a resident standpoint and the way it constructs local community responses with regards to tourism. Despite the fact that place image from residents' standpoint has so far gotten limited consideration in the literature (Ramkissoon & Nunkoo, 2011), it assumes a vital part in impacting perceptions of the local community as well as the related support for tourism development. The present discoveries reinforce the findings of Schroeder's (1996) and demonstrate auxiliary relations concerning the residents' place, and the related support for tourism development, indicating that more positive images of a place are bound to increment residents' supports for tourism development (confirmed with H7). Like Ramkissoon and Nunkoo (2011), the discoveries of our studies demonstrate that residents' image positively affects how they perceive the effects of tourism and support its development. Our results also induce that image of the place is the "lens" residents make use of to evaluate the effects of the tourism, while the positive predisposition towards the place depends on an ideal appraisal of tourism effects. Nevertheless, the fact that residents' image and the way they perceive benefits, when taken together as a relationship may differ from situation to situation should be considered. So as to foster a positive relationship and support, tourism development designs ought to constantly incorporate local people assent and contemplations. Promoting a sound relationship should be possible by treating negative characteristics related to place image and powering positive characteristics. The use of internal marketing by local authorities in order to precise the positive image with its benefits for future development can contribute to the achievement of long-term support.

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