

RESIDENTS' PERCEPTION OF COMMUNITY BASED SPORT TOURISM  
RELATED ACTIVITIES IN SARAWAK

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To my beloved wife and daughter and also in memory of my late parents

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## ABSTRACT

This study investigates host community perceptions and expectations towards the impact of community based sport tourism related activities in Kapit-Baleh, Sarawak and how it affects the host residents' daily livelihood in the tourism destinations. The sample populations consisting of longhouse residents, participants, tour operators and local council officer who are directly involved in the activities. This study integrates social exchange theory and as the framework for investigating the individual and societal components of perceptions of sport tourism in residents' attitudes. Community based sport tourism event impact assessment (COMSTEIA) was established as a guidelines process for this study to assess the level of expectation and perception of the local host community. The research was conducted by using qualitative and quantitative perspectives. Throughout the study, data is collected by using different methods which reflects that triangulation was largely utilized in the research. Three hundred and eighty respondents completed the survey. Factor analysis is used to identify the underlying dimension and variables. Accordingly, the study proposes three research questions: (1) level of perception (2) level of perceived expectation and (3) importance of the activities. The findings of this study indicate that the range of level of expectation and perception varied from different dimension. There seem to be enough related evidence at this point to conclude there is an association between support for tourism to cultural and economic development and perceptions of its positive impacts on the local community. These findings are consistent with the social exchange theory to those who view these activities as a catalyst for development. The host community have positive perception towards economic benefits before the activities but at the end of the activities the host community give negative perceptions based on the benefit from the activities as further explained in the Social Exchange Theory. It has been established that host community from different longhouse might perceive the activities as unacceptable, while in other longhouse, the activities maybe more acceptable. Further research opportunities are presented by these conclusions and may be further explored. There is a need to formulate strategies, processes and frameworks to engage and empower host community involve in community based sport tourism related activities. The result of this study provides a platform for local authority to reflect upon and revise their modes of governance for community based sport tourism related activities

## ABSTRAK

Kajian ini dijalankan untuk mengkaji persepsi dan ekspektasi impak berkaitan pelancongan sukan berasaskan komuniti di Kapit-Baleh, Sarawak dan bagaimana ia memberi kesan ke atas kehidupan seharian penduduk setempat di destinasi pelancongan. Penduduk rumah panjang yang tinggal di kawasan kajian kes iaitu. Kapit-Baleh telah diambil sebagai sampel populasi kajian. Kajian ini mengintegrasikan teori pertukaran sosial sebagai rangka kerja untuk mengkaji komponen individu dan masyarakat tentang persepsi terhadap pelancongan sukan dari sudut pandangan penduduk sendiri. Penilaian impak aktiviti pelancongan sukan berasaskan komuniti (COMSTEIA) dibangunkan untuk kajian ini sebagai rangka panduan bagi menilai persepsi komuniti setempat terhadap peristiwa tersebut secara kuantitatif dan kualitatif yang lebih menjurus kepada memahami dan menterjemah proses penilaian tahap kepuasan. Tiga ratus lapan puluh responden telah terlibat dalam kajian. Kajian ini juga telah mencadangkan tiga soalan penyelidikan yang utama iaitu (1) tahap persepsi (2) tahap ekspektasi (3) kepentingan aktiviti. Hasil kajian ini mendapati terdapat hubungan persepsi positif dan negatif ke atas kehidupan seharian, impak kebudayaan dan ekonomi. Persepsi terhadap pelancongan akan menjadi lebih baik selagi faedah yang diperolehi meningkat. Pada tahap ini, dapat diperhatikan bahawa terdapat cukup bukti berkaitan untuk menyimpulkan terdapat hubungan yang positif di antara sokongan terhadap pelancongan sebagai pembangunan ekonomi dan persepsi impak positif ke atas komuniti setempat. Hasil kajian adalah konsisten dengan teori pertukaran sosial yang mana mereka melihat aktiviti ini sebagai mekanisme untuk pembangunan. Kesimpulan yang diperolehi dapat membuka peluang penyelidikan lanjutan dan mungkin boleh dieksplorasi menggunakan metodologi yang lain. Implikasi praktikal penyelidikan ini ialah kepada penggubal polisi, komuniti setempat dan pihak berkuasa tempatan yang berkaitan dengan rangkaian polisi-strategi, perancangan kerajaan untuk melibatkan pemegang taruh dalam aktiviti-aktiviti berkaitan pelancongan sukan yang berasaskan komuniti. Hubungan kajian ini juga menyediakan kerangka kepada pihak berkuasa tempatan untuk menilai dan mengkaji semula cara pengurusan dalam menghasilkan strategi untuk aktiviti-aktiviti yang berkaitan dengan pelancongan sukan berasaskan komuniti.